

FAQs on ABC Sales reporting update

As at August 15 2016

Q: Why have the ABC Digital Sales Rules and reporting changed?

A: The changes, which have come about as the result of direct feedback from members and the wider advertising industry, are primarily about simplifying reporting, making it easier to comprehend the total sales for a publication.

The first rules for digital introduced in 2012 addressed the emergence of digital publishing, and in particular the changing nature of how masthead-branded content is consumed across print and digital platforms.

These changes recognise the evolution in publishing across print and digital channels, and how sales for these products are now marketed and sold to consumers.

Q: When do the new rules become effective?

A: The new rules became effective on 17 June 2016, and apply to the January-June and April to June 2016 ABC Reporting Periods.

Q: What are the key features of the rule changes?

A: The update to the ABC Digital Sales rules, the first since their introduction in 2012, primarily relate to the reporting of the data, updating naming conventions and streamlining reporting to reflect today's information needs.

Key changes in the ABC Update

- Simplification of reporting of paid digital sales
- New reporting metric of ABC Total Sales, the sum of Avg Net Paid Print Sales and Avg Net Paid Digital Sales
- All audited titles to appear in ABC Total Sales

The changes address advertising agency feedback about the complexity of current reporting and the desire for simpler, easier to understand metrics and reporting. Maintaining transparency of ABC reporting was also important.

A working committee of publisher members across newspapers and magazines led the project with agency input and feedback during the review process.

Updates to Digital Sales reporting

- Removal of constructed metrics - Total Masthead, Print Only and Digital Only – these metrics were not applicable to all titles and were found to be confusing in market.
- Removal of separate Day of Week reporting for digital
- Delivering a unified view of sales for all publications across print and digital channels, ABC Total Sales which utilises existing print (ANPPS) and digital sales (ANPDS) metrics.
- Maintaining reporting of Packaged Print & Digital Sales as included in the Digital and ABC Total Sales metric

Updating the names used to describe the types of digital formats available:

ABC Digital Sales reporting introduced three types of digital versions in 2012. This update modernises the naming conventions to make them more easily recognisable.

For newspapers the names are:

- Change Digital Replica Versions to Digital Newspaper
- Change Digital Enhanced Version to Newspaper App
- Change Paid Website Version to Website Subscription

For magazines the names are:

- Combine Digital Replica Versions and Digital Enhanced Version to Digital Magazine
- Change Paid Website Version to Website Subscription

Q: How does ABC Total Sales differ from previous Total Masthead Sales reporting?

A: The new metric is a straightforward addition of audited print and digital sales utilising ABC's existing reported metrics of Average Net Paid Print Sales and Average Net Paid Digital Sales. All audited ABC publications will now be reported in ABC Total Sales creating a single data source on the sales of audited publications across formats.

The new metric replaces the more convoluted and complex former Total Masthead Sales which was a calculation created as part of the reporting process. The total masthead sales metric was not a complete metric with only some titles electing to report.

ABC Total Sales will include all audited publications delivering a single source maintaining ABC's transparency in reporting.

Q: Can I still compare ABC data from 2012 and going forward?

A: Yes, there is no change or break in continuity of reporting for all audited print and or digital sales . There has been no change to the way ABC's print and or digital sales are calculated.

The audit rules and processes for the metrics for Average Net Paid Print Sales and Average Net Paid Digital Sales have not changed.

Q: Has the ABC data been updated to the new metrics?

A: Yes, the new ABC Total Sales screen displays the data from the introduction of digital reporting in March 2012 through to now.

Q: Who was involved in setting these rules?

A: The updated Rules are the result of the work of a working committee of publisher members across newspapers and magazines, with input and feedback from media agencies.

Q: Who do the rules apply to?

A: All current ABC members, particularly those wishing to report sales of digital versions. Stand-alone digital publications can also participate in the reporting through ABC.

Q: When will the updated reporting be available?

A: The updated reporting will be available on Friday August 19, 2016 for the period January to June and April to June 2016.

Q: Is reporting of Digital Sales compulsory?

A: No. The reporting of digital sales is optional, however all ABC audited publications will be included in ABC Total Sales reporting as of June 2016.

Q: Are free or complimentary digital products included in ABC Total Sales?

A: Only paid for digital products can be included in ABC reporting.

Q: What happens if I don't have digital products ? Will I still be included in the reporting of Average Total ABC Sales?

A: Every current ABC Publication member will be included in both the Average Net Paid Print Sales reporting as usual but also in the reporting of Average Total ABC Sales.

Q: Do sales of Digital Products to overseas customers qualify?

A: Overseas sales of digital products qualify for separate reporting, they are reported separately as with print and are not included in Average Net Paid Digital Sales.

Q: Who will report Digital Sales?

A: AMAA Member Publishers of ABC audited print and digital publications are eligible to report the sales of their Digital Products in accordance with the ABC Rules June 2016. All digital versions need to be approved by the AMAA.

Please contact the AMAA on 02 9954 9800 or by email to marketing@auditedmedia.org.au if you would like further information.

Q: Have the reporting periods and audit requirements changed?

A: No. Mandatory reporting periods have remained the same.