

27 March 2014

Re: ABC RULE CHANGE PROPOSALS

Dear Principals

I am writing to you regarding the recent ABC Irish Council meeting and the **RULE CHANGE PROPOSALS** which are being recommended for adoption in the ROI Magazines Reporting Standards.

(You might note that the other item discussed at this meeting was **CONSUMER MAGAZINES PRINT AND DIGITAL EDITION AGGREGATION PACKAGE**. This is important and we will be writing to you separately about this in due course pending clarification from ABC on some issues which arose at the meeting).

RULE CHANGE PROPOSALS

Below is a short summary of the rule change proposals. You will find attached a more detailed breakdown of the issues with the struck-through text being removed and the shaded text added.

1. Identification of Audit Issue

The objective is “where the Audit Issue (designated for record keeping or reporting purposes) is identified with reference to being the one distributed nearest to a particular date then occasionally two issues may be equidistant from the date, leading to uncertainty over which issue is the Audit Issue”.

This change clarifies that in such cases the media owner may choose either of the issues.

2. Reporting Periods

The objective is to clarify available reporting periods.

You must report a continuous series of Reporting Periods on a mandatory frequency.

3. Digital Editions – Optional metric (Publication Active Views)

This rule is already available for ROI Consumer Magazines but the objective is to allow Paid Newspapers the optional reporting of Publication Active Views (as defined in the Digital Publication Reporting Standards) on the Regional Publication certificate.

4. Multi Platform Certificates/Reports – Talking Publications

The objective is “to allow the reporting of Talking Publications (a version of a publication recorded onto physical storage media – e.g. USB memory stick). The copies must be either requested or paid for by a known individual and delivered to them”.

New sections have been added to this for clarification as outlined on the attached.

ACTION POINT:

As per our agreement with ABC, the Irish Council has a four week consultation period to decide whether to accept or reject the rule changes. Your representatives on the ABC Irish Council have looked at these rule changes and are recommending them for adoption in the ROI Magazines Reporting Standards. Should you have any

queries or comments on the above please feel free to contact me before close of business on Friday 18 April. Otherwise we will take it that you are in agreement with the rule recommendations and we will recommend their adoption by the ABC Irish Council.