

Rule rewrite – harmonisation?

The Reporting Standards were rewritten in 2013, the main focus being on achieving principle based rules in a clearer and simpler structure. Requirements and reporting were harmonised in a number of areas between rule sets.

We are now looking at a further stage of harmonisation/simplification, reviewing amongst other areas, the different rate bands reported for paid circulation and other aspects of the reporting of data between the different sectors.

For the Republic of Ireland Reporting Standards we have highlighted below three areas that we would welcome your thoughts on the differences and potential for further harmonisation.

	----ROI Sector----				
	Business Magazines	Consumer Magazines	Paid Newspapers	ABC Bulk Distribution	Free Letterbox Delivery
Breakout of Irish Sales?	No Total and circulation type broken out into UK and Other Countries	No Total and circulation type broken out into UK/ROI and Other Countries	Yes, total average broken out into ROI, NI & Other Only, retail, single sales and subscriptions copies can be claimed outside UK/ROI	No UK/ROI Combined as one figure (no overseas)	Yes, total average broken out into ROI, NI & Other Only UK/ROI copies can be claimed
Paid and/or Free circulation eligible?	Paid and Free	Paid and Free	Paid only	Paid and Free	Free only
Rate bandings: Retail sales	Full Rate Below Full Rate	Full Rate 50-100% 20-50%	Full Rate Below Full Rate Overseas	Full Rate Below Full Rate	N/A
Rate bandings: Subscription sales	Full Rate 50-100% 20-50% 10-20% < 10%	Full Rate 50-100% 20-50% 10-20% < 10%	Full Rate Below Full Rate Overseas	Full Rate Below Full Rate	N/A