



## **ABC ROI REPORTING STANDARDS CHANGES – 13<sup>th</sup> June 2013: Overview**

### **1. Major change**

- a) Free Letterbox Delivery: requirement to back-check distribution to the individual letterbox removed, replaced with principles that focus instead on the checks and balances already in the standards that confirm copies have been printed, delivered to & received by known distributors, and those distributors have been paid for specific distribution; plus management distribution controls are in place, and operating robustly.

### **2. Harmonisation**

- a) Multiple copy sales (Consumer Magazines & ROI Paid Newspapers) separate regular & issue specific categories will be reported in one category & one rate but retain a higher minimum price for short term arrangements.
- b) Reporting page size in mm (ABC Bulk) replaced with reporting tabloid/format/magazine etc
- c) Minimum subscription term of 3 month/3 issues for magazines changed to two issues
- d) Definition of Basic Cover Price and Basic Annual Subscription rate (and one per country) harmonised across all sectors.
- e) Requirements regarding definition of editions harmonised across sectors (some sector differences remain unchanged). Requirement for a ratecard to be available and agreement for advertisements not being in an edition removed as not an ABC issue.

### **3. Principle based approach**

- a) The detail of what constitutes a controlled free request (magazines) is moved to guidance; principle is that it's requested.
- b) Distribution evidence for Monitored Free Distribution (cons. magazines) and Free Pick Up Copies (ABC Bulk) is moved to guidance and replaced with principle that evidence of distribution is required.
- c) Prescription of copies being individually wrapped and addressed (where applicable) moved to guidance; principle is that single copy is delivered to individual.
- d) Audit testing detail regarding availability of publication removed; principle is publication must be available.

### **4. Common and transparent naming of categories**

- a) Newstrade sales renamed Retail Sales, Pre-Paid Non-Postal Subscriptions renamed Voucher Subscription Sales, Bulk Distribution (in ABC Bulk) renamed Free Pick Up Copies, Individually requested copies (in ABC Bulk) renamed Free Requested Delivered Copies, In-House Controlled Direct Delivery renamed Publisher Controlled Direct Delivery

### **5. Clarity**

- a) Retail copies – new principle 'Single copy knowingly paid for'
- b) Assumption on retail sales that copy sold at cover price unless evidence to the contrary.
- c) Contra rule clarified for corporate type purchases and cash reimbursement rule introduced for consumer purchases
- d) New principle for consumer purchases ' Price Paid by the consumer must be clear and conspicuous'
- e) Firm sale requirements (where applicable) clarified.
- f) New rule to clarify treatment of subscription promotions and bundles of ABC claimed products – based on nature of offer, then moving to pro-rating if not specific, then allocating price equally pro-rating (products not ABC claimed are ignored).
- g) Single copy subscriptions cannot be purchased by a third party for an individual, other than employee copies or gift copies (up to 12 per subscriber). As a result Business Magazines has a new Sponsored Subscription category for individually addressed copies bought by a third party.
- h) Removal of some conditions on changes in mandatory reporting frequency but with proviso ABC can reject or impose conditions for reasons of transparency.
- i) Optional Reporting Periods simplified – any months or combinations of whole months can be reported
- j) Simplification of audit and submitting data sections to principles of what is required; the detail is covered in other documentation.