**Island of Ireland Report – interactive online version**

* The report can be accessed here <http://abc.fileburst.com/preview/ioi_dec13v1/>
* The report contains data for the period ending December 2013
* The initial view displays the first 20 records and the default columns are;
  + Cert – a link to the certificate pdf of the product
  + Product - title name
  + Platform – print/digital edition/web etc
  + Sector - rules group
  + Metric – circulation, unique browsers etc
  + Total - headline number of metric
  + LP% (last period % change) – If current period is 12 months to Dec 2013, then this field will be blank.
  + LY% (last year % change)
  + Period (this shows start and finish of period)
* There is a feature tour button in the top right hand corner. Give it a go. It explains the different functions at your disposal, e.g.
  + Filters – enable you to refine your selections
  + Columns – additional columns to include
  + Export – export your selection to Excel etc
* All tables in the pdf report can easily be replicated by selecting the relevant columns, sectors and regions etc. For example Newspapers in Republic of Ireland;
  + Select ‘newspaper’ in sector filter
  + Select ‘Republic of Ireland’ in region filter
  + Add any extra columns, e.g. monthly data

NB: There is some missing info in this version which will be included before going live.

1. The actively purchased % for Consumer Magazines.
2. Monthly circulation total for free newspapers