**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