



Audited Media
Association of Australia



ABC Digital Standards

**Audited Media Association of Australia
Limited**

ACN 163 161 402

(A public company limited by guarantee)

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1. INTRODUCTION

These are the ABC Digital Standards made under the Constitution and Regulations of Audited Media Association of Australia Limited (**AMAA**), and which apply to paid Digital Products registered with the AMAA.

In these Standards reference to the Digital means the **Digital Versions** attached to the ABC Print Version (Digital Versions of ABC Print Product). The Digital Versions will have the same publication name as with the ABC Print Version and therefore there is no need for a separate membership.

In these Standards reference to the Digital Publication (Paid – Standalone) means a Product of **Digital Paid** which has no Print Version. It requires a membership with AMAA.

In these Standards reference to ABC Audit Report covers ABC Print Audit Report and ABC Audit Reports for Digital Versions (if any).

In these Standards references to the Constitution are denoted as 'Rules', references to the Regulations are denoted as 'Regulations' and the rules of these Reporting Standards are denoted as 'rules'.

2. APPLICATION OF THE ABC DIGITAL STANDARDS AND MEMBERSHIP

2.1 Pursuant to the Regulations of AMAA, the Board of Directors has determined that these ABC Digital Standards apply to Media Members of AMAA in respect of the Product types listed in **rule 2.3**.

2.2 These Standards are effective from June 17, 2016.

2.3 These Standards apply to Media Members in respect of the following Registered Products:

- (a) National Newspapers;
- (b) Metropolitan Newspapers;
- (c) Metropolitan Sunday Newspapers;
- (d) Overseas Newspapers;
- (e) Newspaper Inserted Magazines;
- (f) Regional Newspapers;
- (g) Regional Sunday Newspapers;
- (h) Agricultural Publications;
- (i) Country Press;
- (j) Consumer Magazines;
- (k) Weekly Consumer Magazines;
- (l) Community Language and Indigenous Publications (Paid); and
- (m) Digital Publications (Paid – Standalone).

2.4 Admission as a Media Member for Paid Digital Media Audit

- (a) Pursuant to the Regulations of AMAA, any Registered Product listed in rule 2.3 can report Average Net Paid Digital sales in accordance with these rules. An Applicant will be accepted as a Member for an ABC Paid Digital Media Audit on condition that, in addition to the requirements specified in the Regulations, an Audit or Initial Audit of each Product which the Applicant has registered with AMAA is:
 - (i) conducted by the Auditor appointed by the Chief Executive Officer under the Regulations, in accordance with the Regulations and these ABC Digital Standards;
 - (ii) subject to the Regulations, for the Audit Period nominated by the Chief Executive Officer; and
 - (iii) submitted to AMAA within a time which the Chief Executive Officer considers reasonable.

2.5 Deregistration of a Member's Product

- (a) A Media Member's Product may be deregistered at any time by the Board of Directors if:
 - (i) the Media Member's records and information presented to the Auditor appointed for a Product they have registered under the Regulations for the purposes of an Audit are not in that Auditor's opinion suitable to be audited; and
 - (ii) the Media Member does not provide the records and information required to be maintained by the Media Member under the Regulations as the Chief Executive Officer requires in respect of a Product the Member has registered within fourteen days after written notice by the Audit Inspector to do so.
- (b) The Media Member does not submit to AMAA by the due date a Reporting Statement as required by these Standards for its Product in accordance with the Regulation;
- (c) Pursuant to **rules 2.6 (a) and (b)** the Media Member will be considered to withdraw the Digital Reporting and will be recorded and informed as such to the public.

3. AUDITS

3.1 Audit Types

The types of audits applicable to Products registered to audit and report for these Standards are:

- (a) Digital Audits which include:
 - (i) Initial Audits;
 - (ii) Audits;
 - (iii) Inspection Audits;
 - (iv) Review Audits; and
- (b) any other type of audit determined by the Board of Directors.

3.2 What an ABC Audit Reports for Digital Sales must contain

An ABC Audit Reports for Digital Sales must contain:

- (a) the title of the Product;
- (b) must be signed by someone duly appointed to sign for the legal entity;
- (c) the circulation or sales data required under these Standards for the reporting periods applicable;
- (d) must cover the reporting periods required by these Standards; and
- (e) data for the applicable calculations.

3.3 ABC Audit Reports for Digital Sales

Auditor must submit ABC Audit Reports for Digital Sales

- 3.3.1 A Media Member must arrange for their Auditor to submit an ABC Audit Reports for Digital Sales for the required Reporting Periods in these Standards.
- 3.3.2 A Media Member must arrange for their Auditor to submit an ABC Audit Reports for Digital Sales for the required Reporting Periods relevant to any or all of its Publications for which it is a Member.
- 3.3.3 All ABC Audit Reports for Digital Sales must be prepared and submitted in accordance with the latest version of these Standards and the Regulations.
- 3.3.4 **ABC Audit Reports for Digital Versions Must be Audited by Appointed Auditor**

All ABC Audit Reports for Digital Sales submitted to AMAA in respect of Digital Audits for a Publication must be audited by the Auditor appointed by the Board of Directors under **the Regulations**.

Media Member Must Provide Information and Access to Auditor

- 3.3.5 A Media Member must make available to an Auditor carrying out an Audit of that Media Member's Publication for the purposes of these Standards all records, documents, information and explanations which the Auditor considers necessary and reasonable to enable the Auditor to prepare an accurate ABC Audit Reports for Digital Sales.
- 3.3.6 If a Media Member refuses to make available any of the matters referred to in **rule 3.3.5**, the Auditor must issue a written demand on that Media Member for access to, or the provision of, the necessary records, documents, information or explanations.
- 3.3.7 If the Auditor's written demand is refused or not fully complied with by the Media Member within seven days of the demand being made, the Auditor must immediately advise the Audit Inspector.

3.4 Submitting ABC Digital Publication Reports

Media Member Responsible for Content of ABC Audit Reports for Digital Sales

- 3.4.1 Each ABC Audit Reports for Digital Sales submitted online by a Media Member to AMAA must be signed:
- (a) where the Media Member is an individual, by that individual;
 - (b) where the Media Member is a partnership, by the partner designated as the senior or managing partner or similar; or
 - (c) where the Media Member is a corporation, by the Member's chief executive officer or another officer reporting directly to the chief executive officer who is duly authorised by the Member to sign ABC Audit Reports for Digital Sales.
- 3.4.2 For the purposes of these Standards, a Media Member is solely responsible for the accuracy of an ABC Audit Reports for Digital Sales in respect of that Member's Publication and the signing of an ABC Audit Reports for Digital Sales by or on behalf of the Media Member in accordance with **rule 3.4.1** will be deemed to be a representation to AMAA that the Media Member verifies the accuracy of the ABC Audit Reports for Digital Sales.

3.4.3 Lodgement of ABC Audit Reports for Digital Sales

An ABC Audit Reports for Digital Sales must be lodged by an Auditor to AMAA not more than **thirty days** after the end of the Audit Period to which the ABC Audit Reports for Digital Sales relates.

Fee for Late eLodgement Submission

- 3.4.4 If an ABC Audit Reports for Digital Sales is lodged after the time stipulated in **rule 3.4.3**, the Media Member must pay to AMAA a late submission fee determined from time to time by the Board of Directors.
- 3.4.5 The fee for late submission of an ABC Audit Reports for Digital Sales must accompany the ABC Audit Reports for Digital Sales when it is submitted and in those circumstances, if AMAA accepts the ABC Audit Reports for Digital Sales under **Regulations 3.2**, AMAA will only be obliged to include the content of the ABC Audit Reports for Digital Sales in the relevant Summary of Data if that inclusion will not otherwise delay the publication of that Summary.
- 3.4.6 If a Media Member fails to pay a late submission fee required under **rule 3.4.5** within twenty days after the end of the Audit Period for the ABC Audit Reports for Digital Sales to which the late submission fee applies, the Board of Directors will regard that failure to be a failure to pay a fee for the purposes of **Regulation 2.5.5**.

Acceptance of ABC Publication Report by AMAA

- 3.4.7 AMAA will only include in a relevant Summary of Data the content of an ABC Publication Report accepted by AMAA.
- 3.4.8 AMAA's acceptance of an ABC Publication Report will be deemed to have occurred immediately before the content of the ABC Publication Report is published in the relevant Summary of Data or on AMAA's website.
- 3.4.9 If AMAA accepts an ABC Publication Report, that acceptance does not constitute a representation by AMAA that the content of that ABC Publication Report is correct.
- 3.4.10 Subject to **rule 3.4.12**, AMAA will accept an ABC Publication Report for the purposes of this:
- (a) subject to the result of any Review Audit or Inspection Audit directed by the Board of Directors in respect of the ABC Publication Report or its content; and
 - (b) if AMAA has no reason to believe that the ABC Publication Report and its submission does not comply with the requirements of these Standards.

3.4.11 AMAA will not accept an ABC Publication Report if:

- (a) the Board of Directors considers that the content of the ABC Publication Report has not been calculated, prepared or certified in accordance with these Standards;
- (b) the ABC Publication Report has not been submitted within the time stipulated in **rule 3.4.3** and the required fee for late submission has not been paid;
- (c) the Audit Inspector has:
 - (i) advised the Board of Directors that there is a concern relating to the reliability of the content of the ABC Publication Report; and
 - (ii) provided the Board of Directors with reasons for that concern which the Board considers are such that the ABC Publication Report should not be accepted by AMAA; or
- (d) AMAA has exercised its discretion not to accept the ABC Publication Report under **rule 3.4.12**.

3.4.12 AMAA May Request Amendment of ABC Digital Publication Report

AMAA may request a Media Member to amend an ABC Digital Publication Report in accordance with **Regulations 3.1.8**.

3.4.13 Voluntary Reporting

A Media Member may report voluntary data in accordance with **rule 5.4** in these Standards.

4. REPORTING PERIODS

4.1 Reporting Periods

The Reporting Periods for ABC Mandatory Reports are:

- (a) 1 January to 30 June; and
- (b) 1 July to 31 December,

both periods including their start and finish dates, or

- (c) twenty-six weeks in each period of six months nearest the periods in **rule 4.1(a)** and **(b)**, and where necessary to accommodate accumulated odd days a period may cover twenty-seven weeks.

4.2 Variation of Reporting Periods

Notwithstanding any other provision of these Standards, the Board of Directors may vary a Reporting Period in respect of a Publication:

- (a) on written application to the Board of Directors by the Media Member who publishes the Publication;
- (b) where that Media Member has provided documentation in support of their application; and
- (c) the Board of Directors considers the variation is warranted because of the occurrence of an event outside the control of the Media Member which would result in the circulation data for the relevant Publication being misleading, deceptive or unreliable if the variation was not made.

4.

5. REPORTING REQUIREMENTS

The following mandatory reporting applies to Products registered with AMAA under these Standards:

5.1 ABC MANDATORY REPORTS

5.1.1 MEDIA MEMBER TO PREPARE AND SUBMIT ABC MANDATORY REPORTS

A Media Member must submit an ABC Mandatory Report for all Reporting Periods which apply to any or all of its Publications for which it is a Member, in accordance with the latest version of these Standards.

5.1.2 AUDIT PERIODS AND REPORTS RELATING TO MANDATORY REPORTING

ABC Digital Audit Reports must be submitted by all Media Members, who publish a **Print Version** and who elect to report Digital Sales, for each reporting period as defined in rule 4.1 except:

- (a) Regional Newspapers with an Average Issue Circulation less than 25,000 copies;
- (b) Regional Sunday Newspapers with an Average Issue Circulation less than 25,000 copies;
- (c) Agricultural Publications with an Average Issue Circulation less than 25,000 copies;
- (d) Country Press with an Average Issue Circulation less than 25,000 copies;
- (e) Newspaper Inserted Magazines provided with a newspaper nominated in **rule 5.1.2(a), (b), (c), or (d)**;
- (f) Weekly Consumer Magazine or Consumer Magazines with an Average Issue Circulation less than 25,000 copies; and
- (g) Community Language and Indigenous Publications (Paid) with an Average Issues Circulation less than 25,000 copies;

who must:

- (h) submit one ABC Digital Audit Report and one ABC Publication Report per calendar year; or
- (i) may elect to submit ABC Digital Audit Reports for both periods as defined in **rule 4.1**.

Summary Chart of Reporting Requirements, Periods for Digital Versions of Print Product

| Publications Type of Print Product with Digital Versions | Volume | 6-monthly Audits | Publisher's Report |
|---|-----------|------------------|--------------------|
| a. National Newspaper | | ✓ | ✗ |
| b. Metropolitan Newspaper | | ✓ | ✗ |
| c. Metropolitan Newspaper (Sunday) | | ✓ | ✗ |
| d. Overseas Newspaper | | ✓ | ✗ |
| e. Regional Newspaper | >= 25,000 | ✓ | ✗ |
| f. Regional Sunday Newspaper | >= 25,000 | ✓ | ✗ |
| g. Agricultural Publications | >= 25,000 | ✓ | ✗ |
| h. Country Press | >= 25,000 | ✓ | ✗ |
| i. Newspaper Inserted Magazine (with a newspaper nominated in a. to h.) | | ✓ | ✗ |
| j. Weekly Consumer Magazine | >= 25,000 | ✓ | ✗ |
| k. Community Language and Indigenous Publications (Paid) | >= 25,000 | ✓ | ✗ |
| l. Consumer Magazine | >= 25,000 | ✓ | ✗ |

| | | | |
|--|----------|---|---|
| m. Regional Newspaper | < 25,000 | ✓ | ✓ |
| n. Regional Sunday Newspaper | < 25,000 | ✓ | ✓ |
| o. Agricultural Publications | < 25,000 | ✓ | ✓ |
| p. Country Press | < 25,000 | ✓ | ✓ |
| q. Newspaper Inserted Magazine (with a newspaper nominated in m. to p.) | < 25,000 | ✓ | ✓ |
| r. Weekly Consumer Magazine or Consumer Magazine | < 25,000 | ✓ | ✓ |
| s. Community Language and Indigenous Publications (Paid) | < 25,000 | ✓ | ✓ |

5.1.3 For Media Members publishing **Digital Publications**:

- (a) that are published more frequently than weekly must submit ABC Digital Audit Reports for each period defined in **rule 4.1**;
- (a) that are published less frequently than weekly:
 - (i) must submit one ABC Digital Audit Report and one ABC Publication Report per calendar year; or
 - (ii) may elect to submit ABC Digital Audit Reports for both periods as defined in **rule 4.1**.

5.1.4 All Media Members submitting for the first time must complete an ABC Digital Audit Report for their first lodgement.

Summary Chart of Reporting Requirements, Periods for Digital Publications (Paid – Standalone)

| Publications Type of Digital Paid | Volume | 6-monthly Audits | Publisher's Report |
|-----------------------------------|--------------------------|------------------|--------------------|
| a. Digital Paid Publication | Daily or Weekly | ✓ | ✗ |
| b. Digital Paid Publication | Non-Daily and Non-Weekly | ✓ | ✓ |

5.1.5 **FORM OF ABC MANDATORY REPORT DETERMINED BY BOARD OF DIRECTORS**

The Board of Directors from time to time may determine in writing:

- (a) the form/s in which ABC Mandatory Reports are to be submitted to the AMAA; and
- (b) the information to be contained in ABC Mandatory Reports and the procedures to be adopted in preparing them; and
- (c) the frequency that an ABC Mandatory Report can be submitted to the AMAA, and reported.

5.1.6 All determinations of the Board of Directors under **rule 5.1.5** must be consistent with the Regulations.

5.1.7 A Media Member must ensure that they use the form of ABC Mandatory Report which is current from time to time.

5.1.8 Mandatory reporting requirements, reporting periods and types of reports are defined in **Section 4 and 5** of these Standards.

5.1.9 Records Must be Kept

A Media Member must keep all records and documents which are relevant to supporting the circulation claims made in an ABC Mandatory Report for **no less than 24 months** after the date of the ABC Mandatory Report.

5.1.10 ABC Audit Reports for Digital Sales is Required

- (a) If a Media Member submits a Publisher's Report and ascertains that the Average Net Paid Digital Sales in Australia for a Publication for a Reporting Period (**Current Reporting Period**) has increased by more than 10% over that shown in the previous Reporting Period, the Media Member must ensure an ABC Audit Report is submitted for the Current Reporting Period.
- (b) If **rule 5.1.10(a)** applies, the Current Reporting Period will be deemed to be an Audit Period for that Publication for the purposes of these Standards.

5.1.11 Media Member May Elect to Ensure an ABC Digital Audit Reports for Digital Sales Submitted

- (a) A Media Member may elect to ensure an ABC Digital Audit Report for Digital Sales is submitted for a Publication instead of an ABC Publication Report for a Reporting Period.
- (b) If a Media Member elects to ensure an ABC Digital Audit Report for Digital Sales is submitted for a Reporting Period under **rule 5.1.11(a)**, that Reporting Period will be deemed to be an Audit Period for that Publication for the purposes of these Standards.

5.2 MANDATORY REPORTING REQUIREMENTS

Mandatory Reporting Requirements for **Digital Versions** Sales And **Digital Paid** Sales of a Publication.

5.2.1 Once a Media Member elects to commence the reporting of Average Net Paid Digital Sales they must continue to report those sales for every Reporting Period defined under **Section 4** and ABC Mandatory Reports defined in **rule 5.1**, as required of these Standards while they are a Member of the AMAA.

5.2.2 If a Media Member elects to report Average Net Paid Digital Sales stipulated in **rule 5.2.1**, a Reporting Statement for **Digital Versions** of a Publication and **Digital Paid** Publications must be prepared and show:

- (a) the number for Average Net Paid Digital Sales (ANPDS) in Australia; and
- (b) the number for Average Net Paid Digital Sales (ANPDS) in Australia (excluding all Other Countries Sales), reported separately, which comprise each of the following as **Digital Format Sales**:
 - (i) Digital Magazine; or
 - (ii) Digital Newspaper; and/or
 - (iii) Newspaper App; and/or
 - (iv) Website Subscription.
- (c) Average Net Paid Packaged Print & Digital Sales.
- (d) the number for Other Digital Sales which comprise each of the following:
 - (i) All Other Countries Average Net Paid Digital Sales.

5.2.3 Reporting Requirements for ABC Total Sales of a Publication

Where a Member reports Digital Sales for a Publication, for every Reporting Period defined under **Section 4** of these Standards and ABC Mandatory Reports defined in **rule 5.1**, a Reporting Statement for ABC Total Sales of a Publication must be prepared and show:

- (a) separately, the number of:

- (i) Average Net Paid Print Sales (ANPPS) in Australia;
 - (ii) Average Net Paid Digital Sales in Australia (ANPDS) in Australia; and
- (b) The number of Average Net Paid Packaged Print and Digital Sales in Australia.

5.2.4 **Publication May Show Lower Figures**

A Publication may submit and show a lower than actual figure for ANPDS for a Reporting Period.

5.3 **VOLUNTARY REPORTING REQUIREMENTS**

5.3.1 **Voluntary Reporting Accepted by AMAA**

AMAA will accept ABC Voluntary Reports from a Media Member in respect of a Publication relating to:

- (a) specific additional data;
- (b) specific Issue reporting; or
- (c) the frequency of reporting of Average Net Paid Sales.

5.3.2 **Media Members May Elect to Report Additional Data**

Media Members may elect to report specific additional data (**Voluntary Reporting**) for a Publication in the form of separate reporting of Individual Subscription Sales.

5.3.3 **Additional data reported by a Media Member for a Publication will be:**

- (a) submitted as an ABC Voluntary Report;
- (b) reported in the form determined by the Board of Directors; and
- (c) must be provided with auditor's verification or the Media Member must make available to AMAA relevant substantive documentation.

5.3.4 **Media Members May Elect to Report Specific Issue Data**

Media Members may elect to report specific Issue data (**Voluntary Reporting**) for a Publication in the form of Specific Issue Circulation for any Publication provided without the requirement of separate Category reporting under **rules 5.2.2(b)**.

5.3.5 **Specific Issue data reported by a Media Member for a Publication will be:**

- (a) submitted as an ABC Voluntary Report;
- (b) reported in the form determined by the Board of Directors; and
- (c) must be provided with auditor's verification or the Media Member must make available to AMAA relevant substantive documentation.

5.3.6 **Media Members May Elect to Increase Frequency of Reporting of Average Net Paid Digital Sales**

Media Members may elect to provide ABC Voluntary Reports for a Publication on a greater frequency than as required by these Standards.

5.3.7 **ABC Voluntary Reports by a Media Member for a Publication must:**

- (a) be submitted as an ABC Voluntary Report;
- (b) be reported in the form determined by the Board of Directors and in accordance with these Standards and the Audit Guidelines;
- (c) fall within an established Reporting Period; and
- (d) be for a minimum of 12 continuous months.

5.3.8 Cessation of Voluntary Reporting

If a Media Member elects to cease Voluntary Reporting they can only do so at the end of a Reporting Period.

5.3.9 All Voluntary Reporting Data is Subject to Audit Inspection

(a) All data submitted as an ABC Voluntary Report may be subject to an Inspection Audit in accordance with the Regulations.

(b) Any variances discovered in an Inspection Audit will be dealt with by the Board of Directors in the same manner as a Query in accordance with the **Regulations 7.1** of AMAA.

5.3.10 Application to submit an ABC Voluntary Report

Any Media Member wishing to submit an ABC Voluntary Report must apply in writing to the Chief Executive Officer for approval, specifying:

(a) the type of additional data to be provided; and

(b) the nominated frequency of reporting.

All ABC Voluntary Reports must be submitted in accordance with **rules 5.3.3, 5.3.5, and 5.3.7**, as applicable.

5.3.11 The Chief Executive Officer may accept or refuse an application from a Media Member applying for Voluntary Reporting and will advise the Member of the acceptance or refusal of the application.

5.3.12 If the application is accepted, the Chief Executive Officer will notify the Media Member in writing of:

(a) the data to be submitted; and

(b) the frequency of reporting.

6 EXCLUSIONS

6.1 ABC Mandatory Report Must Include Every Digital Publishing Day

Subject to the remaining provisions of these Standards, an ABC Mandatory Report for a Reporting Period must include every Digital Publishing Day in respect of the Digital Version of ABC Print Product or Digital Publications (Paid – Standalone) to which it relates subsequent to the immediately previous Reporting Period for that Publication.

6.2 Media Members publishing a:

- (a) National Newspapers;
- (b) Metropolitan Newspapers;
- (c) Metropolitan Sunday Newspapers;
- (d) Overseas Newspapers;
- (e) Regional Newspapers;
- (f) Regional Sunday Newspapers;
- (g) Country Press; or
- (h) Newspaper Inserted Magazine provided with a newspaper nominated in **rule 6.2 (a) to (g)**, may elect **to omit** from an ABC Mandatory Report for the Digital Versions of that newspaper or Newspaper Inserted Magazine those Issues published on:
 - (i) officially gazetted public holidays in the state or territory of publication; and
 - (ii) where that newspaper or Newspaper Inserted Magazine is published nationally, which are held on the same or different dates in the various states and territories of publication; and
 - (iii) other days nominated by the Board of Directors from time to time and advised to affected Members and in this respect the Board must nominate relevant days relating to the Christmas, New Year and Easter holiday periods each year as Optional Exclusion Dates.

6.3 Media Members publishing a Weekly Consumer Magazine may elect to omit from an ABC Mandatory Report for the Digital Versions of that magazine those Issues published on:

- (a) officially gazetted public holidays:
 - (i) in the state or territory of publication; or
 - (ii) where that magazine is published nationally, which are held on the same or different dates in the various states and territories of publication; and
- (b) other days nominated by the Board of Directors from time to time and advised to affected Members, and in this respect the Board of Directors must nominate relevant days relating to the Christmas, New Year and Easter holiday periods each year as Optional Exclusion Dates.

6.4 Media Members publishing a Consumer Magazine with any Issue whose **Start Date** falls within 7 days (inclusive) of the end of an Audit Period will not be included in that Audit Period and will be included in the following Audit Period instead.

Example: an Issue of a Monthly Magazine has a Start Date of June 24. The Audit Period ends on June 30. This Issue will be included in the July 1 to December 31 Audit Period.

6.5 Media Members publishing a Digital Publication (Paid – Standalone) may elect to omit from an ABC Mandatory Report those Issues published on under **rules 6.2 and 6.3**.

6.6 The Board of Directors may omit days from a Reporting Period:

- (a) in respect of a Publication if:
 - (i) the Media Member for that Publication makes a **written application** to the Board of Directors requesting that omission;
 - (ii) the reason for the Media Member's request for omission of days relates to an event **beyond the control** of the Member (**Event**);

- (iii) the Media Member provides **evidence** satisfactory to the Board which substantiates that the Event occurred; and
 - (iv) the Board considers that the Event would result in the circulation data for the Publication for the relevant Reporting Period being misleading, deceptive or unreliable if days were not omitted from the Reporting Period that Publication; or
- (b) if the Board of Directors on its own initiative considers that the omission of days is reasonable in respect of a certain class of Publication in all the circumstances and the omission applies to all Media Members who publish that class of Publication.

6.7 Media Members publishing a:

- (a) National Newspapers;
- (b) Metropolitan Newspapers;
- (c) Metropolitan Sunday Newspapers;
- (d) Overseas Newspapers;
- (e) Regional Newspaper;
- (f) Regional Sunday Newspapers;
- (g) Country Press; or
- (h) Newspaper Inserted Magazine provided with a newspaper nominated in **rule 6.7 (a) to (g)**,

may elect **not to publish** an Issue of the Publication on a regular Publishing Day which is either:

- (i) an officially gazetted public holiday in the state or territory in which the Publication is published;
- (j) a day nominated by the Board of Directors and advised to affected Members pursuant to **rule 6.2**; or
- (k) a day which immediately precedes or immediately follows a day mentioned in **rule 6.7 (i) or (j)**,

and **instead may**:

- (l) publish a single Issue across a period which comprises only days referred to in **rule 6.7 (i) to (j)** or any combination of them (**Occasion**); and
- (m) for the purposes of an ABC Mandatory Report, elect to regard all sales of that single Issue made across the Occasion as being made on a day nominated by the Media Member and which falls in the Occasion,

but only in respect of:

- (n) for a National Newspaper or a Newspaper Inserted Magazine provided with a National Newspaper, not more than five Occasions each year; and
- (o) for any other newspaper or a Newspaper Inserted Magazine provided with that other newspaper referred to in **rule 6.7 (b) to (h)** not more than four Occasions each year,

where a Media Member includes an Occasion (or more than one Occasion) in a Reporting Period for a Publication, the Member must advise that fact to AMAA. In that case, AMAA must note in any relevant Summary of Data covering the Reporting Period that the number of Issues for that Publication for the Reporting Period includes the relevant number of 'Bumper Issues'.

6.8 If a Media Member elects to omit gazetted public holidays or other days in accordance with **rules 6.2 or 6.3** or accepts an omission allowed by the Board of Directors under **rule 6.7** (or where the Media Member is entitled to do so, omits days in accordance with both of those rules), the Media Member must submit an ABC Mandatory Report for the Reporting Period with days omitted as provided in (or where the Media Member is entitled to do so, as provided in more than one of those rules), as the case may be.

7 CALCULATIONS

7.1 CALCULATION OF AVERAGE NET PAID DIGITAL SALES FOR A PUBLICATION

The following calculations are applicable to products registered for audit with AMAA under these Standards:

- 7.1.1 Average Net Paid Digital Sales must be calculated as follows:
- 7.1.2 Add the total number of issues comprising Gross Paid Digital Sales of each Issue of the Publication made in the Reporting Period (Total Gross Paid Digital Sales).
- 7.1.3 From Total Gross Paid Digital Sales:
 - (a) Deduct the number (if any) of issues of the Publication which are any of the following and which are included in Total Gross Paid Digital Sales:
 - (i) Back Issues or Out of Date Issues in Digital;
 - (ii) Contra Sales in Digital;
 - (iii) Free Subscriptions in Digital;Resulting in **Total Adjusted Gross Paid Digital Sales** (Total Net Paid Digital Sales).
- 7.1.4 Divide the number of Total Adjusted Gross Paid Digital Sales of the Publication **in Australia** by the number of Issues in the Reporting Period less Exclusions described in **Section 6** in these Standards to obtain the number for **Average Net Paid Digital Sales** in Australia.
- 7.1.5 Determine the number of Total Adjusted Gross Paid Digital Sales for all Other Countries (countries other than Australia), which will be the Total Net Paid Digital Sales in countries other than Australia .
- 7.1.6 Divide the Total Net Paid Digital Sales in all Other Countries by the number of Issues during the Reporting Period to obtain the number for Average Net Paid Digital Sales in Other Countries (countries other than Australia).

7.2 CALCULATION OF DIGITAL FORMAT SALES

7.2.1 The following is the Version Sales of a subscriber of Digital Sales:

- (a) Digital Magazine; or
- (b) Digital Newspaper; and/or
- (c) Newspaper App; and/or
- (d) Website Subscription

7.2.2 Calculation of Digital Format Sales explained:

| | | Newspaper Example | Magazine Example |
|---|---|-------------------|------------------|
| a | Average Net Paid Digital Sales (ANPDS) in Australia | 32,560 | 17,500 |
| b | Average Net Paid Digital Magazine Sales | NA | 11,500 |
| c | Average Net Paid Digital Newspaper Sales | 10,000 | NA |
| d | Average Net Paid Newspaper App Sales | 32,560 | NA |
| e | Average Net Website Subscription Sales | 32,560 | 17,500 |
| f | Average Net Paid Packaged Print & Digital Sales | 7,560 | 5,250 |
| g | Number of Issues in the Reporting Period | | |

If you have made digital sales for one subscriber across **two or more versions (b and/or c and/or d)** this must only be counted as one in (a) Average Net Paid Digital Sales in Australia **not two or more** as there is only one sale, please refer to the example below for further clarification;

| Magazine Example | Sales | Format (Units) | |
|------------------|-----------|----------------------------|--------------------------------|
| | (a) ANPDS | (b) Digital Magazine Sales | (e) Website Subscription Sales |
| Subscriber 1 | 1 | 1 | |
| Subscriber 2 | 1 | | 1 |
| Subscriber 3 | 1 | 1 | 1 |
| | 3 Sales | 2 | 2 |
| | | | 4 Version Sales |

Based on this Magazine example the number included in ANPDS will be 3 based on the number of Subscribers not 4, which is the overall total for version sales. Enter the number of version sales as shown above **b = 2, e = 2**, therefore the total of **b + e** can be greater than ANPDS (a).

| Newspaper Example | Sales | Format (Units) | | |
|-------------------|------------|-----------------------------|-------------------------|--------------------------------|
| | (a) ANPDS) | (c) Digital Newspaper Sales | (d) Newspaper App Sales | (e) Website Subscription Sales |
| Subscriber 1 | 1 | 1 | 1 | |
| Subscriber 2 | 1 | 1 | 1 | 1 |
| Subscriber 3 | 1 | | 1 | 1 |
| | 3 Sales | 2 | 3 | 2 |
| | | | | 7 Version Sales |

Based on this Newspaper example the number included in ANPDS will be 3 based on the number of Subscribers not 7, which is the overall total for version sales. Enter the number of version sales as shown above **c=2, d=3, e=2**, therefore the total of **c + d + e** can be greater than ANPDS (a).

7.3 CALCULATION OF AVERAGE NET PAID PACKAGED PRINT & DIGITAL SALES

(a) **Calculation of Average Net Paid Packaged Print and Digital Subscription Sales of a Publication**

Average Net Paid Packaged Print and Digital Subscription Sales of a Publication must be calculated as follows:

- (b) Add the total number of copies comprising Gross Paid Packaged Print and Digital Subscription Sales of each Issue of the Publication made in the Reporting Period (**Total Gross Paid Packaged Print and Digital Subscription Sales**).
- (c) From Total Gross Paid Packaged Print and Digital Subscription Sales;
- (i) Adjust for the number (if any) of copies of the Publication comprising the difference between the estimated number of Return Copies of the Print Version for the previous Reporting Period and the actual number of Return Copies of the Print Version of the same Reporting Period.
 - (ii) Then, deduct the number (where relevant) of copies of the Publication which are any of the following and which are included in Total Gross Paid Packaged Print and Digital Subscription Sales:
 - Return Copies;
 - Contra Copies;
 - Out of Date Copies;
 - Banded Copies;
 - Modified Domestic Copies; and
 - Modified Overseas Copies.

Resulting in **Total Net Paid Packaged Print and Digital Subscription Sales**.

- (d) Divide the number of Total Net Paid Packaged Print and Digital Subscription Sales in Australia by the number of Issues during the Reporting Period to obtain the number for **Average Net Paid Packaged Print and Digital Subscription Sales** in Australia.

7.4 CALCULATION OF ABC TOTAL SALES

(a) For Australia, the ABC Total Sales is the **total** of:

- (i) Average Net Paid Print Sales (ANPPS); and
- (ii) Average Net Paid Digital Sales (ANPDS).

ABC Total Sales Calculation Explained

| | Metrics | Code | Type | Calc. Value | Example |
|----------------|---|------|-------|-------------|---------|
| Total Sales | Average Net Paid Print Sales (ANPPS) | A | Input | | 120,000 |
| | Average Net Paid Digital Sales (ANPDS) | B | Input | | 32,560 |
| | ABC Total Sales | C | Calc | = A + B | 152,560 |
| Digital Format | Average Net Paid Digital Magazine Sales | D | Input | | 0 |
| | Average Net Paid Digital Newspaper Sales | E | Input | | 10,000 |
| | Average Net Paid Newspaper App Sales | F | Input | | 32,560 |
| | Average Net Paid Website Subscription Sales | G | Input | | 32,560 |
| | Average Net Paid Packaged Print & Digital Sales | H | Input | | 7,560 |
| Others | New Zealand Print Sales (ANPPS) | I | Input | | 5,000 |
| | Other Countries Print Sales (ANPPS) | J | Input | | 700 |
| | Other Countries Digital Sales (ANPDS) | K | Input | | 700 |

Australian ABC Total Sales: Code A + B = C (i.e. 152,560)

Average Net Paid Packaged Print & Digital Sales: Code H is included in A, B and C.

7.5 CALCULATIONS OTHERS

7.5.1 VOUCHER SALES

(a) Voucher Sales must not be included in any number in a Reporting Statement.

7.5.2 NEWSPAPER INSERTED MAGAZINES

(a) The provisions of these Standards concerning the calculation of the numbers of Average Net Paid Digital Sales of a Publication (and their Classes and Categories) allowed to be shown in a Reporting Statement apply, with the necessary changes being made, to the calculation of the respective numbers for the average distribution of Newspaper Inserted Magazines allowed to be shown in a Reporting Statement prepared for that purpose.

7.5.3 PUBLICATION SUBSCRIPTIONS IN ARREARS

(a) An individual continuous subscription to a Publication which:

- (i) being a Regional Newspaper or a Country Press, is more than six months in arrears; or
- (ii) being any other type of Publication, is more than four months in arrears, must not be included in the calculation of any class of Net Paid Sales.

8. PUBLICITY

In addition to the Regulations, the following publicity rules apply to the products registered with AMAA under these Standards:

Rules for Reporting AMAA reported ABC Paid Digital Media Audit Data

- 8.1 The reporting of AMAA reported ABC data must be clear and transparent.
- 8.2 Any comparison of AMAA reported ABC data must be made on a like-for-like basis.
- 8.3 AMAA reported ABC data must not be manipulated to create figures that have not been released by the AMAA.
- 8.4 AMAA reported ABC data must not be manipulated to create a false or inaccurate impression.
- 8.5 AMAA reported ABC data must not be compared to data from other sources.
- 8.6 Where a Member makes any statement concerning the circulation data for a Product and involving any figures sourced to AMAA or AMAA's Summaries of Data, that statement:
 - (a) must acknowledge AMAA as the source of the figures; and
 - (b) must include the figures appearing in their most recent AMAA Mandatory Report; and
 - (c) must state the Reporting Period to which the figures relate.
- 8.7 Data reported under these Standards must not be manipulated to create figures that have not been released by AMAA. For example, no aggregation of any data can be made across categories and products that have not been accumulated by AMAA in its own Summaries of Data.
- 8.8 Members must not aggregate or calculate figures across any metrics or reporting periods.
- 8.9 Old or out-of-date ABC metrics can not be compared to current reported data.
- 8.10 Members may report and compare:
 - (a) the Categories of Average Net Paid Print Sales for a Publication(s) but must include the current Average Net Paid Print Sales figure.
 - (b) the Digital Formats of Average Net Paid Digital Sales for a Publication(s) but must include the current Average Net Paid Digital Sales figure.
- 8.11 **Board of Directors to approve Voluntary Reporting Publicity Requirements**

All publicity requirements relating to AMAA Voluntary Reports will be determined by the Board of Directors. The Board will be guided by the following:

- (a) A Media Member can only make like for like comparisons with other data from the same Publication, not comparisons with other Publications.
- (b) Additional Data must be reported with the relevant Average Net Paid Print Sales figure, Average Net Paid Digital Sales figure or corresponding Specific Issue Net Paid Print Sales figure or Specific Issue Net Paid Digital Sales figure.
- (c) For Specific Issue Reporting only the Net Paid Print Sales figure can be reported but the Average Net Paid Print Sales figure must be reported for the Reporting Period in which the Issue appeared or prior Reporting Period in the event that the Specific Issue Reporting is before the close of a period.

9. GLOSSARY

9.1 DEFINITIONS

The following definitions apply in these Standards unless otherwise indicated:

Note

Certain of these Definitions contain references to the price at which a Publication is sold. These references relate to the eligibility of these sales in Net Paid Sales and Other Sales and in no way suggest or imply how publishers should construct their sales arrangements for either wholesale or retail.

AMAA is the Audited Media Association of Australia Limited named in **Regulations 1.1**.

ABC is a brand of the Audited Media Association of Australia Limited.

ABC Digital Audit Report is a report by an Auditor:

- (a) in respect of an Audit; and
- (b) which is prepared as required by the Regulations and in accordance with the Audit Guidelines and these Standards.

ABC Logo is any official logo or insignia issued by AMAA in relation to its Audit Bureau of Circulations (ABC) brand.

ABC Mandatory Report is an ABC Print and/or Digital Audit Report or an ABC Publication Report.

ABC Publication Report is a statement by a Media Member:

- (a) in respect of the paid sales of a Publication or the distribution of a Newspaper Inserted Magazine;
- (b) prepared as required by the Regulations and in accordance with the Audit Guidelines and these standards; and
- (c) which may be Audited and subject to Audit Inspection.

ABC Voluntary Report is a statement by a Media Member

- (a) in respect of the paid sales of a Publication Product or the distribution of a Newspaper Inserted Magazine;
- (b) providing additional reporting to that required in **rules 4 and 5** for a Publication; and
- (c) prepared as required by these Standards;

but which is not required to be Audited, but may be subject to Audit Inspection.

Adjustments means those copies of a Publication that are not eligible for inclusion in the calculation of Average Net Paid Print Sales or Average Net Paid Digital Sales and identified in Total Adjusted Gross Paid Print Sales or Total Adjusted Gross Paid Digital Sales.

Advertised Price is the price at which a subscription to a Publication is offered to either:

- (a) the public, or a class of the public, generally;
- (b) for Print Versions sold to an organisation which:
 - (i) arranges for a single copy of the Publication to be distributed to named persons, or their named positions, in that organisation or any other organisation; and
 - (ii) allows the named persons, or the persons in those named positions, the choice to refuse the Publication; or
- (c) a person as a member of an association in circumstances where:
 - (i) the price of the subscription is clearly, separately identified from the membership fee of the association; and
 - (ii) the member can refuse the subscription so as to result in the member not being required to pay the amount identified as the price of the subscription.

Agricultural Publication is a Product which is a newspaper or magazine targeted to the primary producer and other participants in the agribusiness sector.

Applicant is the publisher or issuer of a Product whose membership and registration is under consideration by the Board and who has yet to complete an Initial Audit.

Arrangement is a financial transaction where there is the payment of money for the sale of copies.

Association Subscription Sale is a sale of a Publication to a person as a member of an association in circumstances where the member receives the Publication either:

- (a) as part of the member's membership fee of the association, or
- (b) at a separately identified price;

and cannot elect to refuse to receive the Publication so as to result in the member receiving a refund of the price of the Publication.

Audit is the following full Audit of a Product after the Initial Audit has been completed.

Audit Inspector is the person appointed in accordance with **Regulations 4.4.1** for the purposes described in **Regulations 4.4.2, 4.4.3, and 4.4.5**.

Audit Periods are the reporting periods which require an Audit in accordance with **Section 4** of these standards, which may be varied from time to time by the Board of Directors, and which apply in respect of a Publication.

Auditor is an independent auditor who satisfies the requirements of **Regulation 4.3.4** and has been approved by the Board of Directors under **Regulation 4.3.5** to carry out Audits.

Auditor's Certificate is an online certificate provided by an Auditor in respect of a Circulation and Digital Audit and in the form required by the Reporting Standards.

Augmented means enriched through digital elements.

Average ABC Total Sales is the average number of sales of a Publication sold during a Reporting Period and is calculated by the addition of:

- (a) Average Net Paid Print Sales in Australia; and
- (b) Average Net Paid Digital Sales in Australia.

Average Net Paid Digital Sales is the average number of sales of a Publication sold during a Reporting Period:

- (a) which are either:
 - (i) Average Net Paid Digital Magazine Sales;
 - (ii) Average Net Paid Digital Newspaper Sales;
 - (iii) Average Net Paid Newspaper App Sales;
 - (iv) Average Net Paid Website Subscription Sales; or
- (b) Average Net Paid Digital Publication Sales.

Average Net Paid Digital Publication Sales is the average number of sales of a Digital Publication sold during a Reporting Period.

Average Net Paid Print Sales is the average number of sales of a Print Publication sold during a Reporting Period calculated in accordance with **rule 7.1** of ABC Print Standards.

Average Net Paid Packaged Print and Digital Subscription Sales is the average number of sales of Packaged Print and Digital Subscriptions of a Publication sold during a Reporting Period.

Average Net Paid Sales is the average number of sales of a Publication sold during a Reporting Period which are either:

- (a) Average Net Paid Print Sales;
- (b) Average Net Paid Digital Sales; and/or
- (c) Average ABC Total Sales.

Branded Digital Product is a digital product that carries the branding of a Masthead and:

- (a) may be a brand-extension or branded aggregation publication;
- (b) draws on content which is substantially different from the Publication; and
- (c) is not the Publication.

Branded Digital Product Sale is a sale of a Branded Digital Product, which is a separately identifiable purchase.

Circulation Audit is an Audit of either:

- (a) the paid sales of a Publication; or
- (b) the distribution of a Newspaper Inserted Magazine.

Community Language and Indigenous Publications (Paid) is a product which:

- (a) is a publication;
- (a) is distributed to an audience that shares a cultural identity; and
- (b) may be written in a language other than English.

Company means Audited Media Association of Australia Limited.

Constitution means the Constitution of the Company as amended from time to time.

Consumer Magazine is a product which is a Publication which is:

- (a) a magazine;
- (b) published on a non-weekly publication cycle; and
- (c) made available for purchase.

Content is editorial and/or advertorial information and material that appears in an Edition of an audited Issue of a Publication.

Contra Sales are sales of a Publication where the consideration for these sales is other than the payment of money. These cannot be counted in Average Net Paid Sales.

Country Press is a Publication which is:

- (a) a non-daily newspaper;
- (b) published other than in a capital city for local distribution; and
- (c) published on at least one day each week.

Designated On Sale Period is the on sale period of an Issue as advertised by the Publisher.

Digital Magazine is a Digital Version of an audited Publication which:

- (a) can be either a replica or be enhanced in format;
- (b) carries the same Masthead and Underlying Identity and the same Cover Date;
- (c) carries substantially the same publisher-originated Content;
- (d) may carry different editorial content that may be updated or customised; and
- (e) may carry different advertising,

and are not;

- (f) restricted access or unrestricted public access websites;
- (g) service or brand-extension applications;
- (h) or branded aggregation applications that draw on content which is substantially different content from the audited Print Version.

Digital Magazine Sales are the sales of a Digital Version of a Publication.

Digital Newspaper is a Digital Version of an audited Publication which:

- (a) carries the same Masthead and Underlying Identity and the same Cover Date;
- (b) carries substantially the same run-of-press advertising in the same layout; and
- (c) carries substantially the same editorial Content. The Content can be updated and Augmented but the layout of text and images must remain consistent at all times with the Underlying Identity of the audited Print Version; and
- (d) the advertising can be Augmented.

Digital Newspaper Sales are the sales of a Digital Version of a Publication.

Digital Publication (Paid - Standalone) is a Publication:

- (a) which is only accessible or distributable digitally and **has no Print Version**;
- (b) which has a Masthead and editorial with a unique Start Date and a defined frequency;
- (c) which may contain advertisements;
- (d) in which editorial can be updated across editions of the audited Issue; and
- (e) which must apply for membership with AMAA as required by the Constitution and Regulations of AMAA.
- (f) Which is made available for purchase.

Digital Sales are the sales of Digital Versions of a Publication or a Digital Publication (Paid –Standalone).

Digital Subscription Sale is a Subscription Sale to a Publication in a single transaction which includes:

- (a) one or more of the following Digital Versions of that Publication:
 - (i) For magazines:
 - a. a Digital Magazine; and/or
 - b. a Website Subscription
 - (ii) For newspapers:
 - a. or Digital Newspaper; and/or
 - b. a Newspaper App; and/or
 - c. a Website Subscription

Where;

- (b) the sale may be direct to the purchaser/consumer:
 - (i) a purchaser/consumer has taken a positive action to opt-in;
 - (ii) Ability to identify where a purchaser/consumer has opted in through any of the following:
 - a. A direct payment to the publisher; or
 - b. Proof of purchase from a store or other repository; or
 - c. Activation of a code; or
 - d. A registration process; or
 - e. Using a social media identity;

- (iii) The opt-in process can be verified through audit;
- (iv) There is payment for each issue and a financial audit trail; and
- (v) That reporting is available for each copy of each issue sold;

Or;

- (c) the sale is under Arrangement through a Third Party by or with the Publisher which:
 - (i) arranges for individual access to Digital Versions of the Publication to be distributed; and
 - (ii) there is payment and a financial audit trail; and
 - (iii) that reporting is available for each sale.

And;

- (d) In the event that a single transaction involves subscriptions to more than one Publication:
 - (i) the offer has been clearly communicated to the subscriber; and
 - (ii) the subscriber must have the right to refuse any of the Publications and to be able to purchase each Publication separately;
 - (iii) sales that meet the requirements of these standards must be separated into Subscription Sales for each Publication.

And;

- (e) For each Issue of a Publication, a Digital Subscription Sale will be considered as one Gross Paid Digital Sale.

Digital Versions of a Publication are any of:

- (a) Digital Magazines; or
- (b) Digital Newspapers; or
- (c) Newspaper Apps; or
- (d) Website Subscriptions;

and must be approved by the Board of Directors prior to Member reporting.

Edition is an edition of an Issue which is different in content to another edition as a result of either:

- (a) the intended time of its sale;
- (b) the intended place of its sale; or
- (c) both (a) and (b).

Finish Date is the last day prior of the Designated On Sale Period.

Gross Paid Digital Sales are copies of a Digital Version of a Publication or a Digital Publication, which qualify as:

- (a) Regular Channel Sales;
- (b) Single Issue Sales;
- (c) Single Issue Website Subscription Sales; or
- (d) Subscription Sales.

Initial Audit is the first audit of a Product whose Media Member is applying to meet the requirements of membership.

Inspection Audit is an audit by the Audit Inspector, or delegate to AMAA Auditor at the Audit Inspector's direction, to check:

- (a) the records, processes, procedures and methodology being used in and for; and
- (b) a Media Member or Auditor's compliance with the provisions of the Regulations and applicable Standards applying to, audits and the preparation of Reporting Statements in respect of that Media Member's product(s).

Issue is an issue of a Masthead with a publication date which remains as the current issue until superseded by the next following issue of that Publication and which for newspapers may only be counted as an Issue in the Membership Group which covers the period in which the bulk of the sales of the Issue occur.

Masthead is the name as displayed on the front of the Publication.

Media Organisation Member is a Member who has been admitted in respect of a product registered with AMAA in accordance with the Regulations.

Media Member means Media Organisation Member.

Member is a member of AMAA who has been admitted in accordance with **Regulations 2.4.1-2.4.13** and the Constitution.

Metropolitan Newspaper is a Publication which is:

- (a) a newspaper;
- (b) published in a capital city; and
- (c) published on any of Monday to Saturday each week.

Metropolitan Sunday Newspaper is a Publication which:

- (a) is a newspaper;
- (b) is published in a capital city; and
- (c) has the bulk of its sales on a Sunday.

Month is a calendar month.

National Newspaper is a Publication which is a newspaper sold nationally in Australia.

Net Paid Print Sales are the sales of a Print Version of a Publication which consist of:

- (a) Net Paid Print Sales; and/or
- (b) Net Paid Packaged Print and Digital Subscription Sales.

Net Paid Digital Sales are the sales of the Digital Versions of a Publication or a Digital Publication (Paid-Standalone).

Newspaper App is a Digital Version of an audited Print Version of a Publication which:

- (a) carries the same Masthead and Underlying Identity in a different format and the same Cover Date;
- (b) carries substantially the same publisher-originated Content;
- (c) may carry different editorial content that may be updated or customised; and
- (d) may carry different advertising.

and are not;

- (e) restricted access or unrestricted public access websites;
- (f) service or brand-extension applications;
- (g) or branded aggregation applications that draw on content which is substantially different content from the audited Print Version.

Newspaper App Sales are the sales of a Digital Version of a Publication.

Newspaper Inserted Magazine is a Publication which is:

- (a) a magazine or in the form of a magazine; and
- (b) provided by a Media Member:
 - (i) on a regular basis;
 - (ii) at the same time; and
 - (iii) at no further chargeto a person purchasing a copy of a newspaper published by that Media Member.

Out Of Date Copies are copies of Issues which go off sale or remain on sale after the Designated On Sale Period.

Overseas Newspaper is a product which is a Publication and which is:

- (a) a newspaper;
- (b) published in an overseas city; and
- (c) published on any of Monday - Friday and Saturday each week.

Packaged Digital Subscription Sale is a Subscription Sale to a Publication in a single transaction which includes:

- (a) For magazines: more than one of the following:
 - (i) a Digital Magazine; and/or
 - (ii) a Website Subscription.
- (b) For newspapers; more than one of the following:
 - (i) a Digital Newspaper; and/or
 - (ii) a Newspaper App; and/or
 - (iii) a Website Subscription.
- (c) For each Issue of a Publication a Paid Packaged Digital Subscription Sale will be considered as one Gross Paid Digital Sale.

Packaged Print and Digital Subscription Sale is a Subscription Sale of a **Print Version** of a Publication in a single transaction delivered to a single individual and:

- (a) one or more of the following **Digital Versions** of that Publication:
 - (i) For magazines:
 - a. a Digital Magazine; and/or
 - b. a Website Subscription
 - (ii) For newspapers:
 - a. or Digital Newspaper; and/or
 - b. a Newspaper App; and/or
 - c. a Website Subscription.

And;

- (b) In the event that a single transaction involves subscriptions to more than one Publication:
 - (i) the offer has been clearly communicated to the subscriber; and
 - (ii) the subscriber must have the right to refuse any of the Publications and to be able to purchase each Publication separately;
- (c) For each Issue where both a Print Version and one or more Digital Versions of a Publication is provided in a combined sale, the Print and Digital Subscription Sale will be considered as:
 - (i) one Gross Paid Print Sale; and
 - (ii) one Gross Paid Digital Sale.
- (d) For each Issue where only either a Print Version or a Digital Version of a Publication is provided, the Print and Digital Subscription Sale will be considered as:
 - (i) one Gross Paid Print Sale where only a Print Version has been provided; or
 - (ii) one Gross Paid Digital Sale where only a Digital Version has been provided.

Print Version is a version of a Publication:

- (a) which carries the Masthead, editorial and advertising in hard copy format with a unique publication date;
- (b) which contains all advertisements booked to appear for the full run of the printed publication; and
- (c) in which editorial can be updated across editions of the same publication date.

Product is a Publication, Email Newsletter, Exhibition, Web Site, Digital Publication, as listed in **Regulations 2.2.3 (a)**, and any other offering or service that the Board of Directors determines can be registered for audit with AMAA.

Publication is a newspaper or magazine which falls under one of the Product types in **Regulations 2.2.3 (a)** and is published by a Media Member.

Publishing Day is:

- (a) the day; or
- (b) each day in the period,(as the case may be) covered by an Issue of a Publication that is, the day or days on which an Issue of a publication is on sale prior to being superceded by a new Issue of that publication.

Publisher is a Media Member of AMAA with at least one Registered Product.

Publisher's Report is s Report that is prepared by a Publisher as required by the Regulations and these Standards, but which is not audited by an Auditor.

Regional Newspaper is a Publication which is:

- (a) a newspaper;
- (b) published other than in a capital city; and
- (c) published on any of Monday to Saturday each week.

Regional Sunday Newspaper is a Publication which:

- (a) is a newspaper;
- (b) is published other than in a capital city; and
- (c) has the bulk of its sales on a Sunday.

Registered Product means a Product that has satisfied the Regulations of AMAA, the requirements established by the Board of Directors and undertaken an Audit or Initial Audit.

Regulations are the regulations of AMAA made and amended by the Board of Directors pursuant to **Rule 18** of the Constitution.

Regular Channel Sale is a sale:

- (a) through retailers, wholesale distributors, sellers and other channels of distribution or sale who pay a Wholesale Price for the Publication;
- (b) of a Print Version, a Digital Version, or a Paid Packaged Print and Digital Subscription Sale of a Print Version and one or more Digital Versions;
- (c) where the sales and returns in the case of a Print Version are accounted for and the documentation concerning those sales and Return Event Sale Copies is retained and available for inspection by an Auditor; and
- (d) which cannot be a Site Licence Digital Sale.

Reporting Periods are the periods stipulated in **Section 4** of ABC Print and Digital Standards, as applicable, which may be varied from time to time by the Board of Directors pursuant to **rule 4.2** of ABC Print Standards and **rule 4.2** of ABC Digital Standards, and which apply in respect of certain Publications.

Reporting Statement is an ABC Print Audit Report, an ABC Publication Report, an ABC Voluntary Report, a CAB Audit Certificate, a CAB Audit Report or a CAB Publisher's Statement, or other form determined by the Board of Directors which a member must submit according to the rules detailed in the Standards applying to that member's Product.

Review Audit is an audit by an AMAA Auditor:

- (a) directed by the Chief Executive Officer or Board of Directors as provided in **Regulations 4.2**;
- (b) in respect of, relating to, or in any way arising out of:
 - (i) the preparation or content of any Reporting Statement or Auditor's Certificate;
 - (ii) a Media Member or Auditor's compliance with the provisions of the Regulations and the Standards; or
 - (iii) the subject matter of a challenge lodged under the Regulations.

Single Issue Sale is a sale of a Digital Version of a Publication or a Digital Publication (Paid – Standalone) direct to a purchaser as well as and including, but not limited to those; through an airline, hotel or accommodation, school or tertiary institution, as part of the price of entry to an event, in a bundle with another product, goods or service, or sold singly with another publication(s).

Single Website Access Sale is a sale of a limited timeframe to a Website Subscription version of a Publication direct to a purchaser as well as and including, but not limited to; through an airline, hotel or accommodation, school or tertiary institution, as part of the price of entry to an event, in a bundle with another product, goods or service, or sold singly with another publication(s).

Site Licence Digital Sales are sales of Digital Versions of a Publication or a Digital Publication through a licence arrangement between a Publisher and a Third Party for access.

Specific Issue Circulation means Net Paid Sales for an Issue of a Publication in its primary country of circulation.

Standards are the particular rules and requirements approved by the Board of Directors from time to time which are binding on members and apply to the audit or submission of all data for each Product registered with AMAA.

Start Date is the date an Issue is placed on sale or delivered to subscribers.

Subscription Sale is a sale by way of a subscription for a term to a Publication which is offered at an Advertised Price and accepted by the offeree at that Advertised Price and which:

- (a) may take the form of a:
 - (i) print only subscription sale;
 - (ii) Digital Subscription Sale;
 - (iii) Packaged Digital Subscription Sale; and/or
 - (iv) Packaged Print and Digital Subscription Sale.
- (b) in the event that a single transaction involves subscriptions to more than one Publication:
 - (i) the offer has been clearly communicated to the subscriber; and
 - (ii) the subscriber must have the right to refuse any of the Publications and to be able to purchase each Publication separately;
 - (iii) sales that meet the requirements of these standards must be separated into Subscription Sales for each Publication.

Summary of Data is a summary of the paid sales, distribution and other audited data of Publications and Products which is prepared and distributed by AMAA to Members.

Third Party is any intermediary, person or organisation that is not the publisher or the recipient of the Publication(s).

Underlying Identity is the Masthead and distinctive content characteristics of an audited Issue of a Print Version of a Publication.

Updated means a change to the Content.

Voucher Copies are copies of a Publication which are used for checking advertisements by:

- (a) the publisher of the Publication; or
- (b) advertising agencies, advertisers or their agents, or which are provided free for use for similar purposes.

Website Subscription is a Digital Version of an audited Publication which carries the same Masthead and Underlying Identity of the audited Publication for display on the World Wide Web.

Website Subscription Sales are the sales of a Website Subscription version of an audited Publication.

Weekly Consumer Magazine is a Product which is:

- (a) a magazine
- (b) which publishes a new Issue each week; and
- (c) made available for purchase.

Wholesale Price is a price for a Publication charged by a Publisher to retailers, wholesale distributors, sellers and other regular channels of distribution or sale.