



Audited Media
Association of Australia



CAB 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 CAB Digital Standards made under the Constitution and Regulations of Audited Media Association of Australia Limited (**AMAA**), and which apply to Digital Versions and Digital Only Publications registered with the AMAA.

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

In these Standards reference to the Digital Only Publication means a Product which has no Print Version. It requires a membership with AMAA.

In these Standards reference to CAB Audit Report covers CAB Print Audit Report and CAB Audit Reports for Digital Versions.

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 CAB PRINT STANDARDS AND MEMBERSHIP

2.1 These are the CAB Standards made under the Constitution and Regulations of the Audited Media Association of Australia Limited (AMAA) which apply to Media Members of AMAA in respect of the Product types registered with AMAA and listed in **rule 2.3**.

2.2 These Standards are effective from August 11, 2015.

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

- (a) Business and Professional Publications;
- (b) Specialty Publications;
- (c) Community Language Publications;
- (d) Community Newspapers, including Multiple Area Products; and
- (e) Community Language Newspapers.

2.4 In these Standards, unless the context otherwise requires, "A Media Member" means a Member who holds AMAA registration for any of the above mentioned products in **rule 2.3 (a) to (e)**.

2.5 All references to a Media Member or membership for a product in these Standards mean the legal entity holding membership.

2.6 In these Standards, unless the context otherwise requires or it is otherwise specified, "product" means any of the product types in **rule 2.3 (a) to (e)** above, as duly registered by the Media Member with AMAA following the requirements of AMAA Constitution and Regulations.

2.7 Where under these Standards the Board of Directors:

- (b) is required to take an action in respect of any matter, including a requirement to approve, determine, authorise, appoint, direct, prescribe, accept or refuse; or
- (c) is otherwise required (expressly or impliedly) to consider, form an opinion or make a decision in respect of a matter,
- (d) the Board of Directors:
- (e) does so in its absolute discretion subject to the Constitution; and
- (f) is not obliged to provide any reason for its opinions, determinations or decisions unless the Constitution, or Regulations provide otherwise.

3. AUDITS

3.1 Audit Types

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

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

3.2 Initial Audit Requirements for newly registered Products

- (a) A Product newly registered with AMAA must complete as a minimum an audit for a defined Reporting Period, which will be called an Initial Audit.
- (b) To complete an Initial Audit, a Product must have published at least one issue in the Product's applicable Reporting Period.
- (c) A Product can complete an Audit for the previous applicable Reporting Period.

3.3 Audits

Audits for Digital Versions of a Publication and Digital Only Publications will include every issue for a defined 6-month Reporting Period as detailed in **Section 4** in these Standards, which will be called a Half Yearly Audit.

3.4 Specific Issue Audits

- (a) Media Member may apply to have an optional Specific Issue Audit conducted in addition to an audit required by the Regulations or an applicable Reporting Standard.
- (b) The CAB Audit Certificate for a Specific Issue Audit when released must be clearly marked Specific Issue Audit and specify the dates and issues covered by the audit.
- (c) A Media Member may publish, in the Members or any other media, material contained in an AMAA Specific Issue Audit only if it is published in conjunction with a current AMAA figure.
- (d) If a Specific Issue Audit is conducted in respect of a product, that Audit does not exempt the product from complying with AMAAs other requirements, for example, in respect of the submission of distribution data for particular Reporting Periods.

4. REPORTING PERIODS

This Section lists the Reporting Periods that apply to particular Products registered by Media Members..

- 4.1 The Reporting Periods for Digital Versions applicable to all Media Members in these Standards are:
 - (a) Both the periods:
 - (i) April 1 to September 30; and
 - (ii) October 1 to March 31,
including their start and finish dates.
- 4.2 The AMAA will report audited distribution data for registered Digital Versions of a Publication and Digital Only Publications every reporting period.
- 4.3 Digital Version data will not be reported for any Publication that has not completed the required CAB Print Audit as defined in CAB Print Standards, rule 3. Audits and rule 4. Reporting Periods.

5. REPORTING DIGITAL VERSION DATA

5.1 Introduction

Every Digital Version of a Product registered with AMAA will have distribution data reported on a regular and continuous basis. As well as the Average Digital Distribution (ADD) for the period the data will include a breakdown of distribution types and provide other information relating to the distribution in the reporting period.

5.2 A CAB Print Audit Report must include every Issue published in a Reporting Period to which it relates.

5.3 Digital Version Data Reporting for all Media Members

For each Reporting Period that applies to a Product, a Media Member who holds AMAA registration for a Digital Version or Digital Only Publication the following data will be reported:

Publication Details

- (a) Publication Name
- (b) Publisher Name
- (c) Issues in 12 Months
- (d) Issues in Period
- (e) Issues Audited

Distribution Type Details

- (f) Unique Digital Distribution per Issue with the breakdown of digital versions viewed on:
 - 1. Computer
 - 2. Mobile
 - 3. Tablet

Digital Version Type

- (g) Digital Replica Versions
- (h) Digital Enhanced Versions

Geographical Analysis

- (i) A breakdown of Digital Distribution of the Product: reported as Australia, New Zealand (NZ), Papua New Guinea (PNG) and Other Overseas (OS).

5.4 Reporting Average Total Distribution for all Media Members

For each Reporting Period that applies to a Product, a Media Member who holds AMAA registration for a Digital Version or Digital Only Publication the following data will be reported:

Average Total Distribution

- (a) Average Total Distribution is Average Net Print Distribution PLUS Average Digital Distribution

6. MEASUREMENT METHODOLOGY

- 6.1 The AMAA will provide registered Digital Version Products with instructions on the installation of the measurement code for the nominated Digital Version.
- 6.2 The Digital Version measurement captures the total number of Unique Devices that have interacted with an Issue of a Digital Version and reports the de-duplicated number as Digital Distribution. The Average Digital Distribution is the average of the Issue's reported in the audit period.

Guide to CAB Digital Version Measurement

Digital Publishing Methods

There are 3 main methods for publishing digital versions:

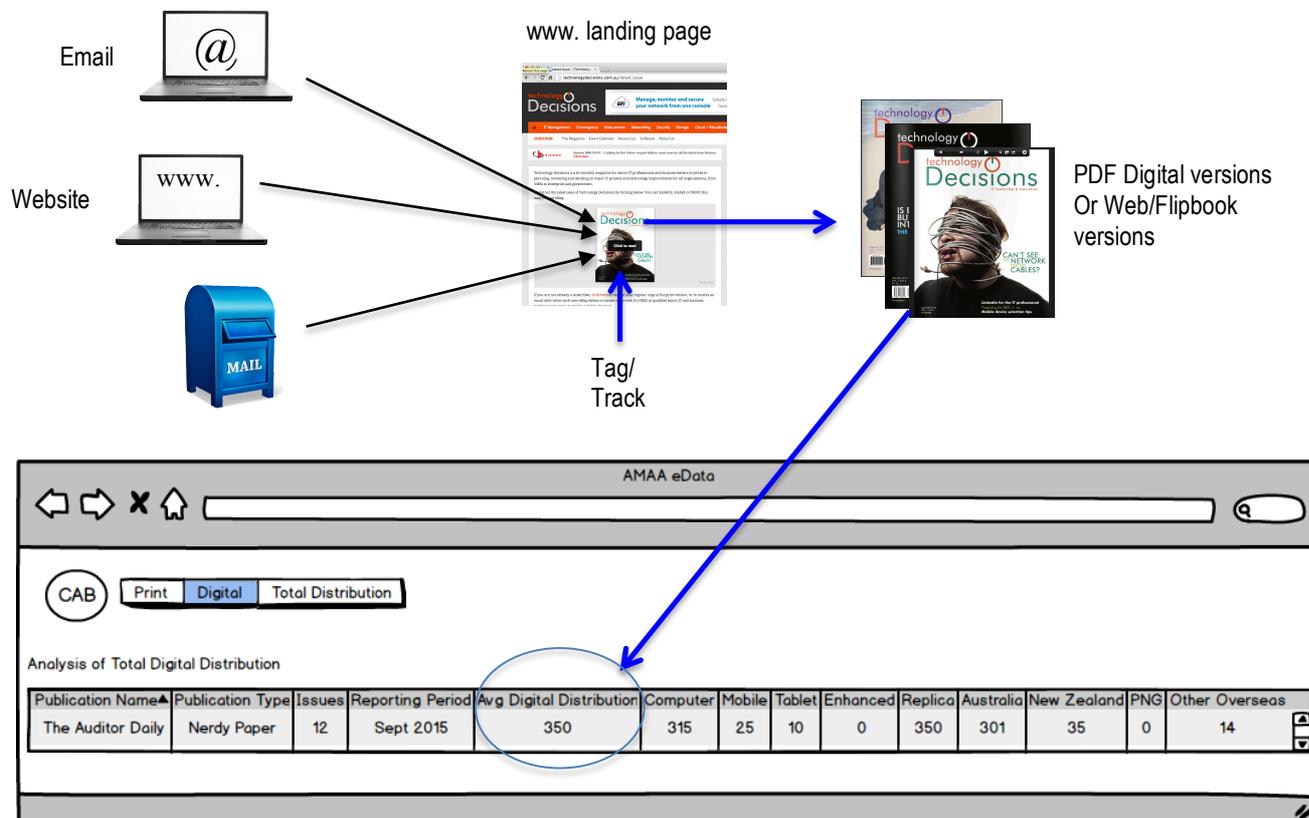
1. **PDF** – Digital version in PDF format, accessed/downloaded via web.
2. **Web Flipbook** – Digital version converted into web flipbook format by a software platform such as ISSUU, RealView or Newspapers Direct, accessed via web link.
3. **Apps** – Digital version deployed through an app on Apple or Android platform.

Delivery Methods

PDF or Web Flipbook or App

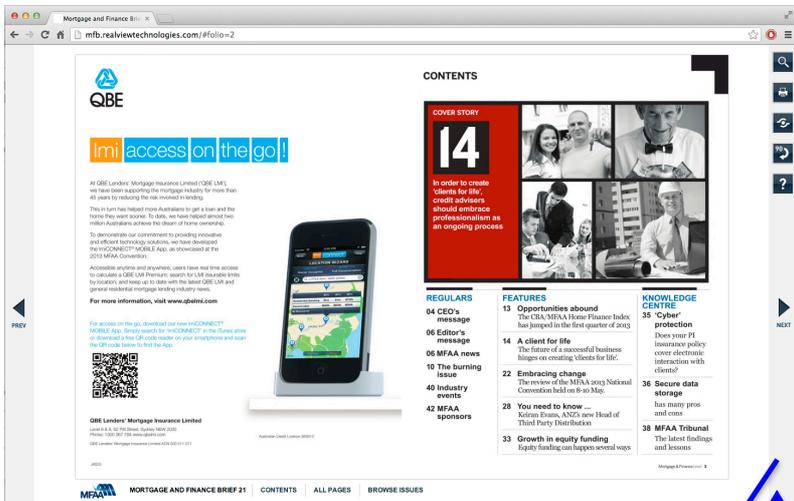
Digital version in PDF format, accessed/downloaded via web link by the user or digital version converted into web flipbook format by a software platform such as ISSUU, accessed via web link or a digital version delivered through an app.

The AMAA will provide a tagging code with instructions to be placed behind the HTML link(s) to the PDF digital versions on the publisher's landing page(s). Click-throughs would trigger a server call to capture the unique browser/device instance on AMAA partner servers for audited reporting to a consistent technical standard.



Web Flipbook or Apps (code capable)

In the case of 'code capable' flip-book providers such as Realview, code can be directly placed in the document template without the need for a gateway. The AMAA would provide tagging code with instructions to be given to the provider. Click-throughs would trigger a server call to capture the unique browser/device instance.



Tag/
Track

AMAA eData

CAB Print Digital Total Distribution

Analysis of Total Digital Distribution

Publication Name▲	Publication Type	Issues	Reporting Period	Avg Digital Distribution	Computer	Mobile	Tablet	Enhanced	Replica	Australia	New Zealand	PNG	Other Overseas
The Auditor Daily	Nerdy Paper	12	Sept 2015	350	315	25	10	0	350	301	35	0	14

6.3 Code Deployment Guidelines

Digital Version Census Methodology

In order for digital version distribution figures to be audited by the AMAA it must be correctly instrumented with the AMAA measurement code. The presence of the code enables accurate, consistent and real-time measurement of individual devices to a digital version located on a website. Each time a digital version is loaded into a browser, the code sends anonymous activity information to the data collection servers. This data is then collated for each issue of the digital version, de-duplicated and reported in the AMAA reporting system.

This process does not collect any user identifiable information. Further information can be found through [AdTruth http://www.adtruth.com/respecting-consumer-privacy](http://www.adtruth.com/respecting-consumer-privacy).

Only one tage per digital version is deployed.

7. PUBLICITY

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

Principles for Reporting AMAA (CAB) Paid Digital Media Audit Data

- 7.1 The reporting of AMAA (CAB) data must be clear and transparent.
- 7.2 Any comparison of AMAA (CAB) data must be made on a like-for-like basis.
- 7.3 AMAA (CAB) data must not be manipulated to create figures that have not been released by the AMAA.
- 7.4 AMAA (CAB) data must not be manipulated to create a false or inaccurate impression.
- 7.5 Current relevant headline numbers, i.e. Average Net Print Distribution (ANPD), Average Net Digital Distribution (ANDD) and/or Average Total Distribution (ATD) must also be reported when reporting Categories and/or historical CAB data.
- 7.6 AMAA (CAB) data must not be compared to data from other sources.
- 7.7 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;
 - (d) must compare like metrics with like metrics – for eg : Average Net Print Distribution with Average Net Print Distribution.
- 7.8 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.
- 7.9 Members must not aggregate or calculate figures across any metrics or reporting periods unless reported by the AMAA..
- 7.10 Members may report and compare:
 - (a) the Categories of Average Net Print Distribution for a Publication(s)
 - (b) the Distribution Types for a Publication(s) but must include the current Average Digital Distribution figure.

8. GLOSSARY

8. 1 DEFINITIONS APPLYING IN THESE STANDARDS

The following definitions apply in these Standards unless the context otherwise requires:

New definitions and amendments are highlighted in yellow

AMAA means Audited Media Association of Australia.

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

Audit for the purposes of these Standards are an audit of the distribution of a Product which is carried out in accordance with these Standards and the Regulations of AMAA.

Audit Periods are the Reporting Periods which apply to Products submitting distribution data to audit and which may be varied from time to time by the Board.

Auditor is an independent Auditor who:

- (a) may or may not be an AMAA Auditor;
- (b) satisfies the requirements of the Regulations; and
- (c) has been approved by the Board of Directors under the Regulations to carry out Audits.

Augmented means enriched through digital elements.

Average Net Print Distribution or **ANPD** is the average distribution of all issues for a Print Version of a Product published within a specific Reporting Period. This excludes issues omitted under Sections 5 – Exclusions and is net of Voucher Copies, On Hand Copies and Unaccounted For Copies of the CAB Print Standards.

Average Digital Distribution is the average distribution of a Publication during a Reporting Period in the form of either:

- (a) Average Digital Enhanced Version Distribution;
- (b) Average Digital Replica Version Distribution;

Average Digital Publication Distribution is the average distribution of a Digital Publication during a Reporting Period calculated in accordance with the CAB Digital Standards.

Average Digital Replica Version Distribution is the average distribution of a Digital Replica Version of a Publication calculated in accordance with the CAB Digital Standards.

Average Digital Enhanced Version Distribution is the average distribution of a Digital Enhanced Version of a Publication calculated in accordance with the CAB Digital Standards.

Average Total Distribution is Average Net Print Distribution PLUS Average Digital Distribution.

Board of Directors or Board means all or some of the Directors of AMAA acting as a Board.

Business and Professional Publication is a Product written for and/or distributed to a business or professional audience, as determined by AMAA.

CAB is a brand of AMAA.

CAB Audit Report is a report submitted online by a Media Member and verified by an Auditor:

- (a) in respect of the distribution of a Member's Product;
- (b) in the form stipulated from time to time by the Board of Directors; and
- (c) which is prepared as required and in accordance with the Regulations of AMAA, CAB Print Standards and CAB Digital Standards.

CAB Logo is any official logo or insignia issued by AMAA.

Community Language Newspaper is a Product which is:

- (a) a newspaper;
- (b) distributed to an audience that shares a cultural identity; and
- (c) written in a language other than English,

as determined by AMAA.

Community Language Publication, is a Product which:

- (a) is distributed to an audience that shares a cultural identity;
 - (b) is written in a language other than English; and
 - (c) is not a newspaper,
- as determined by AMAA.

Community Newspaper, including Multiple Area Products is a Product which:

- (a) is a newspaper;
 - (b) is published at least monthly;
 - (c) is predominantly distributed within a defined geographic boundary; and
 - (d) contains community news.
- as determined by AMAA.

Company means AMAA Limited.

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

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

Digital Enhanced Version 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 Issue date;
 - (b) must carry 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.

Digital Publication is a Publication:

- (a) which is only accessible or distributable digitally and has no Print Version;
- (b) which has a Masthead and editorial with unique Issue(s) 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 the AMAA as required by the Constitution, Regulations and Reporting Standards.

Digital Replica Version is a Digital Version of an audited Print Version of a Publication which:

- (a) carries the same Masthead and Underlying Identity and the same Issue Date;
- (b) must carry the same run-of-press advertising in the same layout; and
- (c) must carry 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.
- (d) the advertising can be Augmented.

Digital Version of a Publication are either:

- (a) Digital Enhanced Versions; or
 - (b) Digital Replica Versions; and
- Must be approved by the Board of Directors prior to a Member reporting.

Distribution Types are defined platforms digital versions are /viewed on as defined in **rule 5.3**.

Financial Year is the period commencing on 1 July in any year and ending on 30 June in the following year.

Initial Audit is the first Audit of a Product.

Issue is an issue of a Publication which remains as the current Issue until superseded by the next Issue of that Publication.

Late Fee is a penalty fee determined from time to time by the Board of Directors and payable to AMAA by a Media Member.

Masthead is the name in a consistent insignia format as displayed on the front of the publication.

Media Organisation Member is a Full Member of AMAA 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 the **Regulations 2.4.1-2.4.13** and the Constitution.

Membership means membership of AMAA.

Multiple Area Title is a Publication which has one or more Regional or Geographical Editions that:

- (a) may contain different advertising content as booked or directed by an advertiser/s; and
- (b) may contain different editorial.

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 for the purposes of these Standards, unless otherwise indicated, means a Community Newspaper including Multiple Area Products, Community Language Newspaper, Community Language Publication, Specialty Publication, or Business and Professional Publication registered with AMAA by a Media Member.

Publication is a newspaper or magazine as defined by its Masthead which:

- (a) must have a Print Version and may have one or more Digital Versions; or
- (b) is a Digital Publication

Recipient is an Individual who receives a copy of a Product.

Regional or Geographical Edition is an edition of a Product that carries the same masthead as the Title and that Product includes a reference to the geographical region served.

Regulations are the Regulations of AMAA as amended from time to time by the Board of Directors.

Reporting Period is an audit period or statement period as applicable and as defined in these Standards.

Standards are this document which lists the rules and requirements applying to the audit or submission of distribution data for a Product registered with AMAA.

Reporting Statement is CAB Audit Report or CAB Publisher's Statement.

Specialty Publication is a Product written for and/or distributed to a special interest group as defined by AMAA.

Statement Periods are the Reporting Periods which apply to Publisher's Statements as stipulated in these Standards.

Summary of Data is a summary of distribution data prepared and distributed by AMAA to Members in accordance with the Regulations.

Supplement is a supplement to a Summary of Data or distribution data released by AMAA.

Underlying Identity is the Masthead and distinctive content characteristics of an audited Issue of a Print Version of a Publication as defined in the Audit Guidelines from time to time.