



Audited Media
Association of Australia



Digital Audit Publicity Standards

The Audited Media Association of Australia (AMAA) reports monthly figures for publisher members each month in the AMAA Masthead Reports. This document outlines the publicity standards for members that wish to report their figures within their own media kits or any other marketing or sales collateral.

The AMAA Publicity Standards apply to AMAA members (CAB or ABC) that participate in the AMAA Digital Audits for Websites, Digital Editions and Email Newsletters. This document provides publicity standards for web browsers that view or download digital mastheads. For standards regarding to the publicity and reporting of sales or distribution of digital mastheads (including subscriptions) or other financial transactions, please refer to the relevant ABC or CAB print standards.

1. Responsibilities of AMAA Members

Membership of CAB|ABC is subject to compliance with the applicable Rules, By-Laws, Publicity and Reporting Standards of the relevant body. It is important that all of these documents are read and understood by CAB|ABC Members as members are bound by the obligations in these documents. These documents can be downloaded from the Rules & Guidelines section of the AMAA web site, www.auditedmedia.org.au.

2. Use of AMAA | CAB | ABC Logos

Print publisher members may use the CAB or ABC logo (depending on their relevant print membership) in conjunction with their audited digital figures.

Web publisher members may use the AMAA logo in association with their audited digital figures. The AMAA logo is the umbrella brand for both auditing bodies.

3. Conditions for Publicity

The following conditions must be met before a member can publish or publicise their audit accreditation and/or audited digital metrics:

- Only data already published by the AMAA can be reported by the member
- AMAA|CAB|ABC membership must be valid and the member must have no outstanding fees
- The member must not have any outstanding compliance issues that would affect AMAA accreditation

4. Minimum Reporting Requirements for Websites

The following requirements apply in cases where the member wishes to publicise figures in association with the AMAA | CAB | ABC logos or in association with the words AMAA, ABC, CAB, audit & audited figures.





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As a minimum, members must report their Australian Average Daily Unique Browser figure. It is optional to report the other key monthly audited web metrics (see Appendix – Definition of Audited Metrics). Members may optionally report their Total traffic figures but Domestic (Australian) traffic figures must also be reported. Members must not create or publicise custom metrics or other figures which do not appear on the Masthead Report without prior approval by the AMAA.

5. Data Sourcing Requirements

AMAA Audited figures must be sourced using in the following format, which identifies if the figures are Domestic or Total Traffic and also identifies the relevant reporting period.

XXXXX Average Daily Unique Browsers

XXXXX Page Impressions

Source: AMAA Audited, eData (Domestic Traffic) August 2013

6. Minimum Reporting Requirements for Digital Editions and Email Newsletters

For Digital Editions, members must report either Average Unique Viewers or Average Unique Requests (for PDFs).

For Email Newsletters, members must report their Average Net Distribution. Other metrics such as Average Open rates or Average Click-through rates are optional to audit and report.

7. Valid Reporting Period

The member must endeavour to source the latest reporting period in their publicity activities. Audited figures used within media kits and other sales and marketing collateral must not be older than 6 months.

8. Statements of Comparison and Rankings

If a member makes any statement involving a comparison of AMAA audited data, they must comply with the following requirements in relation to that statement:

1. The data Source (see above) including Reporting Period must be shown
2. Comparisons must not be manipulated to create a false impression or be misleading
3. AMAA audited digital metrics must not be compared with any other data source that cannot be verified in a current Masthead Report, including publishers with expired AMAA memberships

9. The AMAA Web Audit Green Tick

Audited members may use the AMAA Green Tick at the bottom of their website, within marketing materials or within email signatures. If members wish to use the AMAA green tick in other ways, please contact webaudit@auditedmedia.org.au for approval.





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10. Publisher Claims

The AMAA does not endorse the use of publisher claims based on internal figures. Due to possible measurement implementation errors or non-compliance with industry measurement rules, internal reports do not meet the industry standard required for the purposes of benchmarking and proving online audience size to advertisers.

Publisher's claims using internal figures or other external unaudited figures cannot be used in association with AMAA accreditation and must be sourced clearly that they are unaudited figures.





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Appendix – Definitions of Audited Digital Metrics

Unique Browsers (UB):

Each web browser (or device) visiting an audited site is assigned a unique cookie ID to help determine browser uniqueness. This metric displays the number of Unique Browsers, which visited a site within the selected reporting period.

Average Daily Unique Browsers (Ave Daily UB):

The average of the Unique Browsers per day in the reporting month.

Page Impressions (PI):

The total number of web pages viewed within the selected reporting period.

Total Sessions:

The total number of times UBs return to a site, having left for more than 30 minutes, during the reporting period. This is calculated by multiplying UB Frequency by Unique Browsers.

Total Time on site (TT ('000 secs):

The total amount of time, reported in thousands of seconds, of all UBs spent on site in the reporting period. This is calculated by multiplying Page Impressions (PI) by Average Page Duration (APD).

Unique Browser Frequency (UB Frequency):

The frequency metric represents the average number of times a Unique Browser returns to a site during the reporting period. This is calculated by dividing the number of UB sessions by total UBs.

Average Page Duration (APD):

The average time pages were viewed on the browser screen for a selected period. This metric is calculated by dividing the total duration of Page Impressions that are less than 30 minutes by the number of Page Impressions. Note: If a page impression lasts 30 minutes or greater it is assumed that the page is no longer being viewed. This is removed from the total duration as it may distort the data.

Average User Session Duration (ASD):

A User Session reflects a period of user activity on a website, provided there is not more than 30 minutes inactivity between consecutive events for the same user. This report shows the average length of a User Session. This is calculated by dividing the total of the Page Durations by the total number of User Sessions.





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Audited Key Digital Edition Metrics

Average Unique Views Per Issue:

The average number of Unique Browsers per issue accessing a Digital Edition during the reporting period.

Average Unique Requests Per Issue (PDF):

The average number of Unique Browsers per issue requesting a PDF file during the reporting period.

Audited Key Email Newsletter Metrics

Average Net Distribution:

The average number of unique email addresses that have successfully received the email in the period (minus bounces and unsuccessful sends).

