



QuickView

multi-platform reporting

User Guide

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Launchpad



This is the equivalent to a home page

Search by product, group, owner or market sector

Access my QuickViews or start a New Analysis

Summary



New Analysis

Save and share your QuickView

Select Products Last 3 months Calculation: Simple sum

Summary Print & Digital Web Event

AB	Period	Product	Market Sector	Platform	Total	+/- LP	% LP	+/- LY	
	Dec 2012	guardian.co.uk (W...	News & current aff...	Web	3,681,821	-279,345	-7.05%	744,751	2
	Dec 2012	MailOnline (Web)	News & current aff...	Web	7,038,933	-70,270	-0.99%	2,200,793	4
	Dec 2012	Mirror Group Digit...	News & current aff...	Web	859,318	82,183	7.80%	132,863	1
	Dec 2012	Telegraph (Web)	News & current aff...	Web	2,810,393	-168,389	-5.65%	654,392	3
	Dec 2012	The Independent (...)	News & current aff...	Web	970,899	117,590	13.78%	212,375	2
	Dec 2012	The Sun (Web)	News & current aff...	Web	1,562,470	1,952	0.13%	223,393	1
	Dec 2012	Daily Express (Print)	Morning Mid Market	Print	529,096	-8,140	-1.52%	-67,319	-1
	Dec 2012	Daily Mail (Print)	Morning Mid Market	Print	1,844,569	-27,008	-1.44%	-150,339	.
	Dec 2012	Daily Mirror (Print)	Morning Popular	Print	1,034,641	-10,299	-0.99%	-57,541	.
	Dec 2012	Daily Record (Print)	Morning Popular	Print	250,096	-3,522	-1.39%	-24,409	.

Save and share your QuickView

Choose between data or charts, add or delete products, change date range or calculation

Filter data, show/hide columns and export to Excel

View the latest certificates

Print & Digital



Select Products | Last 12 months | Calculation: Simple sum

Print & Digital | Web | **Event** | Summary | Print

Drag a column and drop it here to group by that column

Product	Market Sector	Platform	Region	Category	Rate	No Issue	Period	Product Name
Health	Men's Lifestyle Ge...	Digital Edit...	United Kin...	Newstrade and ot...	At Basic Cover Price		Jan-Jun 2012	Men's
Health	Men's Lifestyle Ge...	Digital Edit...	United Kin...	Newstrade and ot...	Below BCP but no...		Jan-Jun 2012	Men's
Health	Men's Lifestyle Ge...	Digital Edit...	United Kin...	Newstrade and ot...	Less than 50% of ...		Jan-Jun 2012	Men's
Health	Men's Lifestyle Ge...	Digital Edit...	Other Cou...	Newstrade and ot...	At Basic Cover Price		Jan-Jun 2012	Men's
Health	Men's Lifestyle Ge...	Digital Edit...	Other Cou...	Newstrade and ot...	Below BCP but no...		Jan-Jun 2012	Men's
Health	Men's Lifestyle Ge...	Digital Edit...	Other Cou...	Newstrade and ot...	Less than 50% of ...		Jan-Jun 2012	Men's
Health	Men's Lifestyle Ge...	Digital Edit...	Other Cou...	Single Copy Subs...	Below BAR but no...		Jan-Jun 2012	Men's
Health	Men's Lifestyle Ge...	Digital Edit...	United Kin...	Digital Copy Sub...	Below BAR but no...		Jan-Jun 2012	Men's
Print	Men's Fitness	Print	United Kin...	Newstrade and ot...	At Basic Cover Price		Jan-Jun 2012	Men's

Click the Print & Digital tab to filter newspapers, magazines, digital editions and digital publications

Provides greater insight to type of category and rate

Web



New Analysis

Select Products | Last 3 months | Calculation: Simple sum

Summary | Print & Digital | **Web** | Event

Drag a column and drop it here to group by that column

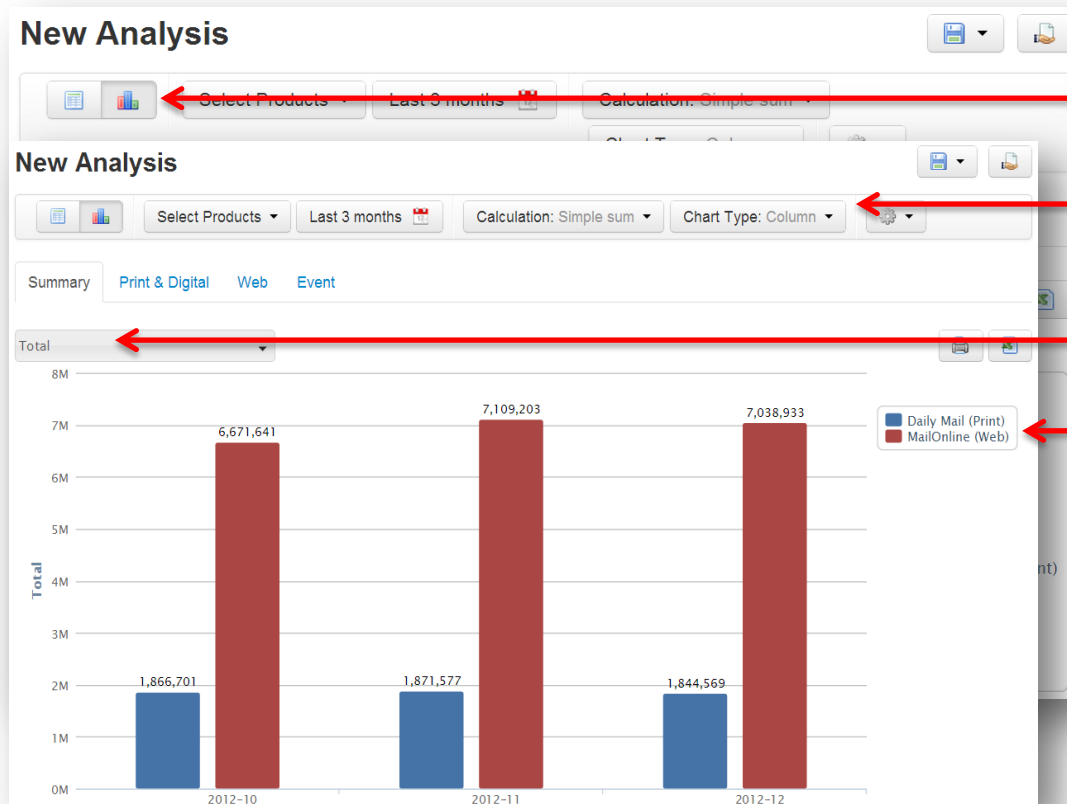
Period	Product	Market Sector	Region	Impressions (monthly)	Uniques (monthly)	
Dec 2012	Mirror Group Digital	News & current aff...	United Kin...		9,941,710	37,0
Dec 2012	Mirror Group Digital	News & current aff...	Other Cou...		8,546,660	1,926,0
Dec 2012	Telegraph	News & current aff...	United Kin...	203,878,957	20,074,413	-1,551,5
Dec 2012	Telegraph	News & current aff...	Other Cou...	161,269,025	36,550,434	590,3
Dec 2012	guardian.co.uk	News & current aff...	United Kin...		24,211,724	-1,459,3
Dec 2012	guardian.co.uk	News & current aff...	Other Cou...		44,401,005	-493,9
Dec 2012	The Sun	News & current aff...	United Kin...	138,248,460	11,489,320	-1,081,1
Dec 2012	The Sun	News & current aff...	Other Cou...	86,449,491	13,145,797	1,432,4
Dec 2012	The Independent	News & current aff...	United Kin...	55,629,040	9,524,184	1,106,5

Click Web tab to filter web data

Provides analysis of monthly page impressions and unique browsers

Note: Average daily unique browsers are available on the summary page

Charts



Select chart

Change chart type

Select analysis options

Click on the key to show/hide results

My QuickViews



QuickViews ABC Report Store New Analysis

My saved QuickViews

- National Newspapers
Last 3 months
28/11/2012
- The Sunday Times [and others]
Last 3 months
6/12/2012
- Daily Express [and others]
Last 3 months
10/1/2013

My shared QuickViews

- National Newspapers Daily Print - (current, previ...
The current daily print titles with month on month, 6 month avg & 6 month year on year. Further breakdown in to circulation types.
From: webmaster@abc.org.uk
26/11/2012
- National Newspaper Online Trend (last 12 months)
This view shows the last 12 months Daily Unique Browsers for the online National Newspapers + the Standard & Metro sites. This
From: webmaster@abc.org.uk
23/11/2012
- National Newspapers Sunday Print - (current, pr...
The current sunday print titles with month on month, 6 month avg & 6 month year on year. Further breakdown in to circulation types.
From: webmaster@abc.org.uk
11/1/2013

Access ABC Report Store or start a New Analysis

My saved QuickViews appear in green

My shared QuickViews appear in orange

Note: Shared QuickViews can be deleted by the originator. Shared QuickViews transS 22117.08324587101867/35 220.89 360 225.34@605ed0760481dev by te o514.5

Functions



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Search (Example – search by Market Sector)



Search by Product Search by Group Search by Owner Search by Market Sector

Choose Products by Market Sector

Search: National Newspapers Include inactive products

Click on row to add to selection

- National Newspapers
- News & Current Affairs: National Newspapers

Selected items: 1

	Name
<input type="checkbox"/>	National Newspapers

Remove All Please wait... OK Cancel

Step 1:
Select search criteria – Market Sector

Step 2:
Choose Products by Market Sector screen appears

Step 3:
Enter your search criteria

Step 4:
Results begin to filter here. Click on preferred results to select them

Step 5:
Selected Market Sectors appear here

Step 6:
Upon completing selection click OK

Sorting



ABC	Period	Product	Market Sector	Platform	Total	+/- LP	% LP	+/- LY
	Nov 2012	MailOnline (Web)	News & current aff...	Web	7,109,203	437,562	6.56%	2,014,735
	Dec 2012	MailOnline (Web)	News & current aff...	Web	7,038,933	-70,270	-0.99%	2,200,793
	Oct 2012	MailOnline (Web)	News & current aff...	Web	6,671,641	305,016	4.79%	2,108,149
	Nov 2012	guardian.co.uk (W...	News & current aff...	Web	3,961,166	51,652	1.32%	261,674
	Oct 2012	guardian.co.uk (W...	News & current aff...	Web	3,909,514	276,177	7.60%	633,889
	Dec 2012	guardian.co.uk (W...	News & current aff...	Web	3,681,821	-279,345	-7.05%	744,751
	Nov 2012	Telegraph (Web)	News & current aff...	Web	2,978,782	90,834	3.15%	631,280
	Oct 2012	Telegraph (Web)	News & current aff...	Web	2,887,948	208,028	7.76%	595,896
	Dec 2012	Telegraph (Web)	News & current aff...	Web	2,810,393	-168,389	-5.65%	654,392
					2,384,895	-60,466	-2.47%	-330,578

Sort Ascending
Sort Descending
Remove Sort

Option 1:

Click on a column header to sort by a column. Click again to toggle between ascending and descending or;

Option 2:

Hover on a column title and an arrow will appear. Click on the arrow and the drop down menu will appear. Select your preference.



Show/Hide Columns



ABC	Period	Product	Market Sector	Platform	Total	+/- LP	% LP	+/- LY
							6.56%	2,014,735
							-0.99%	2,200,793
							4.79%	2,108,149
							-1.32%	261,674
							7.60%	633,889
							-7.05%	744,751
							3.15%	631,280
							7.76%	595,896
							-5.65%	654,392
							-2.47%	-330,578

Show/Hide Columns

- Product Product
- Owner Owner
- Market Sector Market sector
- Platform Platform
- Mon-Fri; Sat (UK & ROI) National newspapers day range
- LP Last period total
- +/- LP Last period change
- % LP Last period percentage change
- LY Last year total
- +/- LY Last year change
- % LY Last year percentage change
- 6MR Last 6 months total
- 6MR LY 6 months last year total
- +/- 6MR 6 months last year change
- % 6MR 6 months last year percentage change

OK Cancel

Step 1:

Click the Select columns icon

Step 2:

The Show/Hide Columns menu appears. Tick/untick the columns required

Step 3:

When selection is complete click OK



Filtering



ABC	Period	Product	Market Sector	Platform	Total	+/- LP	% LP	+/- LY
	Nov 2012	MailOnline (Web)	News & current aff...	Web	7,109,203	437,562	6.56%	2,014,735
							-0.99%	2,200,793
							4.79%	2,108,149
							1.32%	261,674
							7.60%	633,889
							7.05%	744,754
							3.15%	631,280
							7.76%	595,896
							-5.65%	654,392
							-2.47%	-330,578

Filter Columns

Column: Product

Values:

- (Select All)
- Daily Mail (Print)
- Sunday Mail (Print)
- MailOnline (Web)

Buttons: Clear Filters, Apply Filters, Cancel

Step 1:

Click on the Filter columns icon

Step 2:

The Filter Columns menu appears

Step 3:

Select the column to filter (appears on left)

Step 4:

Tick/untick to filter options

Step 5:

When selection is complete click Apply Filters. Remove all filters by clicking Clear Filters

Note: Filters applied to the Summary feature will also apply to the Print & Digital and Web

Last 3 months



Changing Dates



ABC	Period	Product	Market Sector	Platform	Total	+/- LP	% LP	+/- LY
					2,014,733			
					2,200,793	4		
					2,108,149	4		
					261,674			
					633,889	1		
					744,751	2		
					631,280	2		
					595,896	2		
					654,392	3		
					-330,578	-1		

Step 1:

Click the Change date range icon

Step 2:

The Select Dates screen will appear

Step 3:

Choose from default dates on the left; or select custom dates on the right, by adjusting the from and to dates

Step 4:

When selection is complete click OK

Note: Analyses for current month last 3, 6, 12 or 24 months applied will automatically update with the release of new data. Analyses with custom dates applied **will not be updated** with the release of new data.



Drag and Drop



Drag a column and drop it here to group by that column

Period	Product	Market Sector	Region	Impressions (monthly)	Uniques (monthly)	+/-
Dec 2012	Mirror Group Digital	News & current aff...	United Kin...		9,941,710	37,000
Dec 2012	Mirror Group Digital	News & current aff...	Other Cou...		8,546,660	1,926,000
Dec 2012	Telegraph	News & current aff...	United Kin...	203,878,957	20,074,413	-1,551,500

Product x

Period	Product	Market Sector	Region	Impressions (monthly)	Uniques (monthly)
Product: Mirror Group Digital Unique Browsers: 51,332,637					
Dec 2012	Mirror Group Digital	News & current aff...	United Kin...		9,941,710
Dec 2012	Mirror Group Digital	News & current aff...	Other Cou...		8,546,660
Nov 2012	Mirror Group Digital	News & current aff...	United Kin...		9,904,674

Step 1:

Click on a column header and hold down left-click

Step 2:

Continue to hold down and move the cursor above table and release

Step 3:

Click on the arrow to expand a section

Note: Drag and drop feature only available in Print & Digital, Web or Event. Add more columns to your drag and drop to increase your analysis. Analysis is hierarchical based on order of columns dropped



Saving



The screenshot shows the 'New Analysis' interface with a 'Save' dialog box. The dialog box has the following fields:

- Title: National Newspapers
- Description: Last 3 months
- Buttons: OK, Cancel

Step 1:

Click on the Save to QuickViews icon the drop down menu will appear. Select Save or Save As option

Step 2:

The Save screen will appear

Step 3:

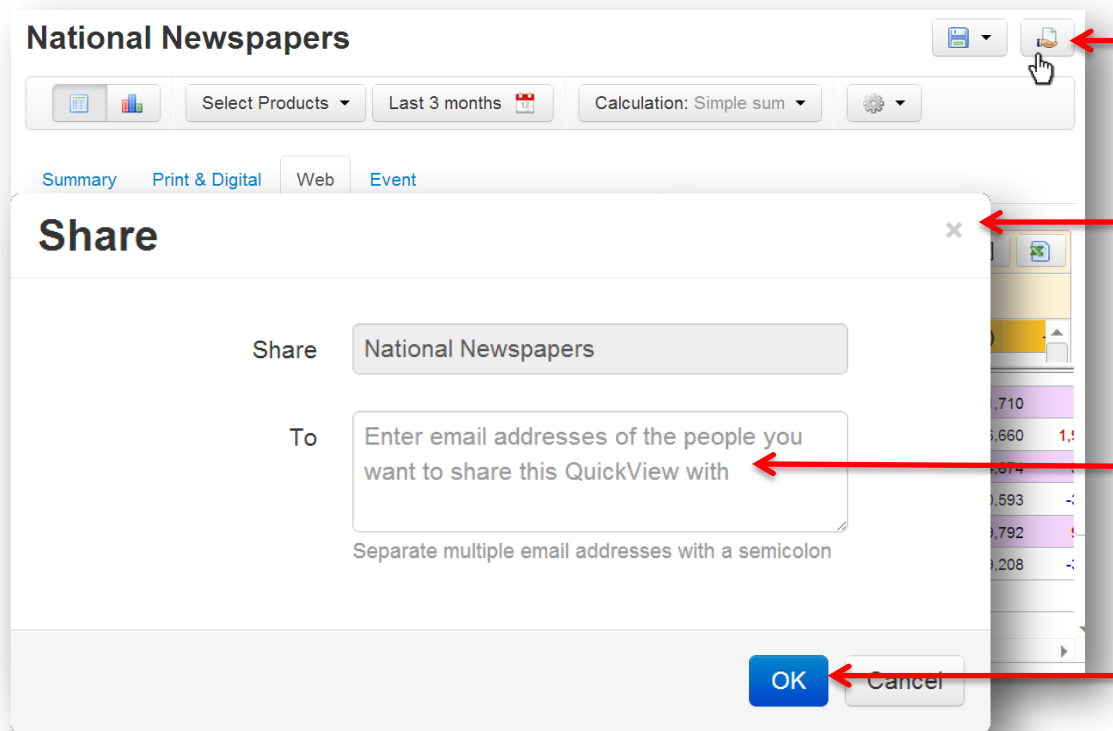
Enter your title and description

Step 4:

Upon completion click OK

Note: Saved QuickViews saves the parameters of analysis not the data. As daily data updates are released the saved QuickViews are automatically updated.

Sharing



The screenshot shows the 'National Newspapers' QuickView interface. A 'Share' dialog box is open, allowing the user to share the QuickView. The dialog box contains the following elements:

- A 'Share' field with the text 'National Newspapers'.
- A 'To' field with the placeholder text 'Enter email addresses of the people you want to share this QuickView with' and a note below it: 'Separate multiple email addresses with a semicolon'.
- 'OK' and 'Cancel' buttons at the bottom.

Step 1:
Click the Share QuickView icon

Step 2:
The Share screen will appear

Step 3:
Enter the registered email address of the ABC QuickView user/s you want to share your QuickView with, separated with a semicolon

Step 4:
When ready to share your QuickView click OK

Note: Your QuickViews must be *saved* before you share them.
QuickViews can only be shared with other QuickView users



Exporting



Summary Print & Digital Web Event

LP	+/- LY	% LY	ABC	Period	Product	Market Sector	Platform	Total	+/- LP	%
44%	-150,339	-7.54%		Dec 2012	Daily Mail ...	Morning Mid Market	Print	1,844,569	-27,008	-1.4%
69%	-80,204	-21.96%		Dec 2012	Sunday M...	Sunday Popular	Print	285,028	-7,892	-2.8%

New Analysis

Select Products Last 3 months Calculation: Simple sum Chart Type: Column

Summary Print & Digital Web Event

Year	Daily Mail (Print)	MailOnline (Web)
2012-10	1,866,701	6,671,641
2012-11	1,871,577	7,109,203
2012-12	1,844,569	7,038,933

Data:

Click the Download data icon

Charts:

Click the Download data icon

Note: Once you have clicked the icon the data will be downloaded into an Excel file

Definitions



Launchpad	- home page
My QuickView	- a central repository containing both saved and shared QuickViews
New Analysis	- complete new search/analysis with no default filters applied
Saved QuickView	- repository containing your saved analyses . Parameters of analysis are saved not the data
Shared QuickView	- repository containing saved analyses shared with you by other ABC QuickView users
ABC Report Store	- contains ABC QuickViews which you can download, save and share
Group	- collection of products belonging to a common brand/ownership e.g. Guardian or Times
Market Sector	- group of products with a common theme eg. computing, men's lifestyle, children's magazines or National Newspapers
Owner	- a media owner e.g. News International, Conde Nast and Haymarket
Platform	- media platform e.g. Print, Digital Editions, Digital Publications, Web or Event
Product	- name of a certified newspaper, magazine, digital editions, digital publications, website or event etc

Definitions



Main Navigation

LP	- last period
LY	- last year
6MR	- last 6 months average total
6MRLY	- 6 months last year average total
%6MR	- 6 months percentage change compared to last year

Print & Digital only

Rate	- applied metric rate e.g. basic cover price, basic annual rate
Category	- type of distribution e.g. single copy subscription, non-controlled free circulation, unique browsers

Web only

Impressions	- monthly page impressions
Uniques	- monthly unique browsers

Definitions



Chart Definitions

Period Delta	- change compared to the previous period
Period % Change	- percentage change compared to the previous period
Year Delta	- total change compared to the same period last year
Year % Change	- percentage change compared to the same period last year
6 Monthly Rolling Average	- average total of the last 6 months
Rolling Average Yearly Delta	- change compared to the previous year's 6 month average total
Rolling Average Yearly % Change	- percentage change compared to the previous year's 6 month average total

Contacts



Have a question or need some help, contact us at

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