

# COUNTER auditing with ABC



## Seeding the standard

This document details how you can begin the process of auditing COUNTER usage reports with ABC. We are a non-profit distributing, industry-owned and independent organisation.

We deliver specialist media auditing services to our members and because of our status are able to offer our services at a competitive rate compared to other commercial companies. Our unique position means we charge for things in a slightly different way to a commercial entity, and these are outlined below.

## Registering with us

There is a one-off registration fee for your company at the time of joining.

## Subscribing with us

A subscription payment is required in April each year for each service that requires auditing. In COUNTER terms a service is likely to be a product such as a journal. This subscription maintains your product's membership and grants access to our benefits and services.

## Auditing with us

Finally, we confirm your audit requirements and agree the fee for this, which is put in writing in a Confirmation of Audit form. We offer a two tier tariff with audit prices reduced significantly (between 20-25%) for any clients that sign up to the longer 3 year term with us.

Once you have registered your service with us, we will begin technical consultation. In this phase we aim to work with you to ensure your system is ready for testing. Everybody has questions and concerns when auditing COUNTER, especially for the first time. We'll do as much as we can to make this phase one which comforts you before the process starts.

With our technical consultancy completed, we're ready for the audit itself. We "seed" usage on your service using licences granted to us by you. The month in which we create this usage defines the COUNTER audit period. Once the audit month is over, we await your usage reports. We match the numbers reported to our seeding and if within tolerance, issue our "pass" opinion to the COUNTER EC. Usually we are able to reach a conclusion within 6 weeks of the end of the audit period, dependent on how quickly your reports are available.

## In Summary

Thinking of us as your COUNTER compliance consultant gives a much better idea of how we work. We will do a lot more to help you pass than simply audit and issue a verdict.

## For more information

Please contact Paul Berryman on: +44 (0) 1442 200239 or email [counter@abc.org.uk](mailto:counter@abc.org.uk) to discuss your particular needs.