

A Guide to Digital Editions - Regional Publications



Setting the standard

Reporting Digital Editions

There are four main principles that you need to meet to be able to claim Digital Editions:

- *Opt In* – The individual subscriber must have personally requested the digital copy.
- *Entitlement* – the subscriber is entitled to the publication through payment of a subscription or via a request for free copies.
- *Availability* – the correct publication and issue is available to download or view at the correct time.
- *Notification (free circulation only)* – subscribers are correctly notified of the availability of the current issue.

The process

The first thing you need to do is discuss your application with your account manager. The initial meeting will set the process in motion by:

- Setting up ABC online access to your Digital Editions for all distribution channels used – internet, iPad, third party subscription agent etc.
- Checking the compliance of your Digital Editions with the ABC Reporting Standards.
- Registration and pre-approval of your systems.

Pre-approval

The pre-approval process will include:

- Verifying that Digital Editions are compliant to the ABC Reporting Standards requirements with the editorial not varying from the print edition by more than 5%. Up to an additional 25% can be carried in Digital Editions more than the parent print edition.
- Documenting a detailed description of the payment trail for paid-for copies.
- Agreement of the analysis required on the claim form to be submitted to ABC – this to include where applicable:
 - Quantity of paid-for copies at more than 20% of BCP/BAR.
 - Quantity of paid-for copies sold at less than 20% of BCP/BAR.
 - Quantity of free requested copies.
 - Details of any bundled packages – i.e. print and Digital Editions sold together.

The audit is broken into two parts:

- The availability and notification of the copies are undertaken on an ongoing basis throughout the audit period.
- Entitlement to the copy is audited later when the print audit is conducted.

Post registration publisher checklist

- You need to register digitalcopies@abc.org.uk for a free subscription to Digital Editions from all sources and send through log in details.
- Please send a hard print copy of newspaper every issue to ABC to perform newspaper checks. FAO Digital Editions, ABC Ltd, Saxon House, 211 High Street, Berkhamsted, Hertfordshire, HP4 1AD.
- Please send us the proposed distribution schedule of both the print and digital versions of the newspaper.
- You need to collate requests/subscriptions for digital version of the publication.

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Below are two audit process scenarios for claiming your Digital Editions on the ABC Regional Publications certificate:

Scenario 1 – On an every issue basis if claiming Paid-for (Higher Rate) Digital Editions subscriptions – defined as copies sold at 20% or more of the BAR or BCP

- You need to compile a digital distribution list on an issue by issue basis of those who have requested and paid for a digital version, paying at least 20% of BAR or BCP.
- If full names and addresses are not available for some copies – i.e. for those copies ordered via third party agents – evidence of relevant quantities by source should be noted.
- The list does not need to be de-duplicated.

Scenario 2 – On an every issue basis if claiming Paid-for (Lower Rate) or requested free copies.

- You need to compile a list of those who have requested a digital version.
- For requested free copies only, on or about time of the distribution of paper version of newspaper (parent edition) you need to send an email notification to subscribers informing them of the availability of the Digital Editions or an actual copy of the Digital Editions. This email has to include:
 - Date sent.
 - Time sent.
 - Name of publication.
 - Issue identifier.
 - Email address.
 - Size of file delivered (if sending Digital Editions).
 - A valid link to either publication or download (if not sending Digital Editions).
 - The request must be less than three years old.
 - You also need to ask a Personal Identifier Question when collecting a subscribers details.
- After a 24hr period of sending out your email notification you need to collate any hard bounce backs and remove the relevant addressees from your distribution list.
- Combine the final Paid-for (Lower Rate) and Free requested digital distribution list with print version distribution list (Total Distribution List- TDL). This mailing list needs to be coded by circulation type and format (print, digital or both). The list has to have:
 - Full name.
 - Postal mailing and email address.
 - This list should be de-duplicated and be net of bounce backs.

Please ensure that a single TDL is available to ABC for every issue on an issue by issue basis.

At the end of each reporting period:

You will still need to submit your ABC eReturn for the print version of the newspaper as usual, via the eReturn system.

Entitlement to the copy is audited later when the print audit is conducted.

Where can I find out more about Digital Editions?

This guide is designed purely as a summary of the main issues in this area. It should be read in conjunction with the full ABC Reporting Standards, which can be found in Section M of the Regional Publications Reporting Standards. The current version of the Rulebook can be downloaded from www.abc.org.uk

If you need anything else just contact your account manager.

This outline is intended as a brief user-friendly guide to the topic. It is not intended as a replacement for, or interpretation of the relevant ABC Reporting Standards. In all cases where this guide and the ABC Reporting Standards differ, the ABC Reporting Standards will prevail.