

Convergence / Divergence

Working with ABC in the context of a multi-channel publishing strategy

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ESI Media

Background

- **ESI Media:**

- The Independent, Independent on Sunday, *i*, independent.co.uk, IndependentVoices.com
- London Evening Standard, standard.co.uk, homesandproperty.co.uk
- LondonLive TV with x33 web 'channels' (2014)
- *...plus, mobile sites, smartphone & tablet apps, AR, etc.*





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INDEPENDENT VOICES FIND BY WRITER / COMMENT / CAMPAIGNS / DEBATE / EDITORIALS / LETTERS / IN DRIP / ARCHIVE

TOP VOICES

Cameron fails to keep his enemies close

PM faces difficult press negotiations as deeper attempts to reform

20p

The essential daily briefing

capital coverage 24/7 standard.co.uk

NEWSPAPER OF THE YEAR

Osborne to target grey vote in Budget

Chancellor will speed up reforms to care and pensions

Care costs will be limited to £72,000 from 2016

Pressure to ease austerity programme to be resisted

Borrowing surges £8bn more than estimated

Father and son die in Alps tragedy

Cyprus in crisis over EU tax on savings

Cameron faces defeat on press reform vote

WEST END FINAL

LEVESON: LET'S SEE IF IT WORKS

IMPROVED PRESS REGULATION IS IMPORTANT, BUT WHAT'S BEEN GOING ON LATELY IS THE TIRESOME ZEALOTRY OF THE SELF-RIGHTEOUS. **STIG ABELL**

1/2/3/4/5/6/7/8/9/10 Next >

TOP VOICES

Leveson aims at a rogue press - not a free press

TAM STAPPAZ

Why do we cosy up to Wahhabi tyrants?

YASMIN ALIBHAI BROWN

Hacking: Why is the Mouth of Humber silent?

MATTHEW HERNIMAN

London Evening Standard

BUDGET 2013

Latest reports Pages 4-9

Editorial comment and Matthew d'Ancona Page 14

Danny Alexander Pages 15

Business analysis Pages 40-41

Thursday 30 March 2013 **FREE** READ BY 1.62 MILLION LONDONERS EVERY DAY

Female genital mutilation in Ghana

England face overhaul after Welsh demolition

Specsavers

TV DRIP

THE JUICE YOU CAN'T LIVE WITHOUT

does drink sneak up on you?

CHEERS PENNY OFF A PINT OF BEER, HELP ON HOMES ... AND A TAX CUT

TEARS BORROWING TO SOAR BY £61BN AND GROWTH FORECAST IS SLASHED

THINGS CAN ONLY GET BITTER

OSBORNE UNVEILS A BUDGET FOR HARD WORKERS

George Osborne

AT A GLANCE

- UP OFF PINT** PRICE of a pint of beer cut to 49p...
- FUEL DUTY** RISES to 50p per litre...
- ECONOMY** GROWTH forecast slashed to 0.5%...
- DEBT** BORROWING will hit £61.5bn...
- SPENDING** SPENDING will be cut by £1.5bn...
- TAX** THE 20% tax on dividends will be cut to 10%...

ES

ICE QUEEN

After years in the shadows, she has returned to the limelight

GET THE NEWS

OSBORNE UNVEILS A BUDGET FOR HARD WORKERS

London Evening Standard

BURN THE FLOOR

From TV's STRICTLY COME DANCING

ROBIN & KRISTINA

Shaftesbury Theatre SEE IT TODAY

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GOING OUT

ESSENTIAL GUIDE TO LONDON

Easter fun in London

David Bowie is at the V&A: five-star review

Easter fun in London: ideas for the bank holiday weekend

Late night openings at London museums and galleries

50 free things to do in London

LATEST REVIEWS

LONDON GUIDES

Most Viewed

- Bo London
- The Paperboy
- David Bowie's Soho walk
- Side Effects
- 50 free things to do in London

Metrics soup

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browsers

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behaviour

impressions

PPV

average
daily
UBs



CTR

attitude

context

geography



page rank

return rate

dwell time

authority

subscription

tweets



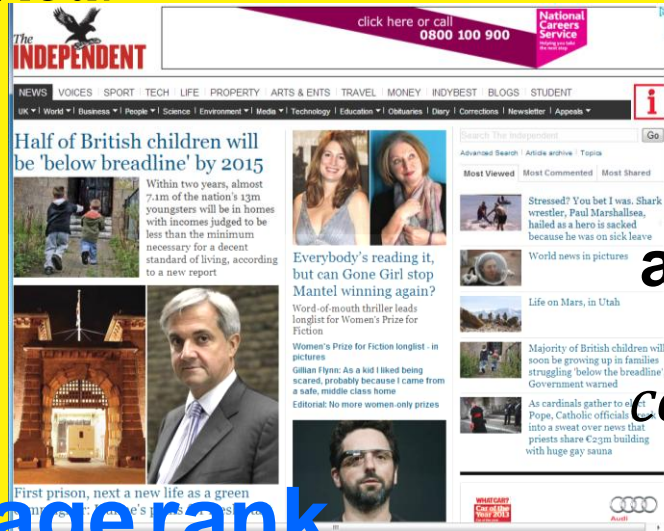
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posts



shares

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Setting the standard



Comparison between ABC Rules for Digital Publications and Digital Editions

	Digital Publications	Digital Editions
Print parent requirement	No link required to print product and reported separately on a Digital Publication Certificate. Must have a structured reader journey (linear navigation) from beginning to end (unlike a website)	Considered sufficiently similar to print product and reported alongside print on a Cross Platform Certificate of Circulation.
Editorial content	No link to print product Can be changed within an issue	Can be reduced by 5% or increased to 25% from print edition (interactive enhancements such as video & images or format changes are not included in these percentages)
Advertising content	No link to print product Can vary within an issue, creating an edition which must be broken out on certificate.	Must carry all the advertising that appears in the print edition unless agreed otherwise by the advertiser / agency. Non-inclusion in digital editions is reflected in advertising contracts.
Mandatory Metrics	Circulation (paid) <ul style="list-style-type: none"> • Single copy • Single copy subscription Circulation (free) <ul style="list-style-type: none"> • Single copy requested • Single copy subscription requested • Free society (non-requested) • Corporate subscription 	Total average net circulation per issue (by Total/UK & ROI/Other Countries) With detail in one or more of these categories: <ul style="list-style-type: none"> • Newstrade & other single copy sales • Single copy subscription sales • Corporate subscriptions • Society circulation • Controlled free circulation
Optional metrics	Publication download Publication active view Unique browsers Page impressions	Publishers may report an optional breakout by browser, device or any other identifiable and auditable metric.

Reporting Standards Digital Publications

Version 2 2013

Issued 15th January 2013

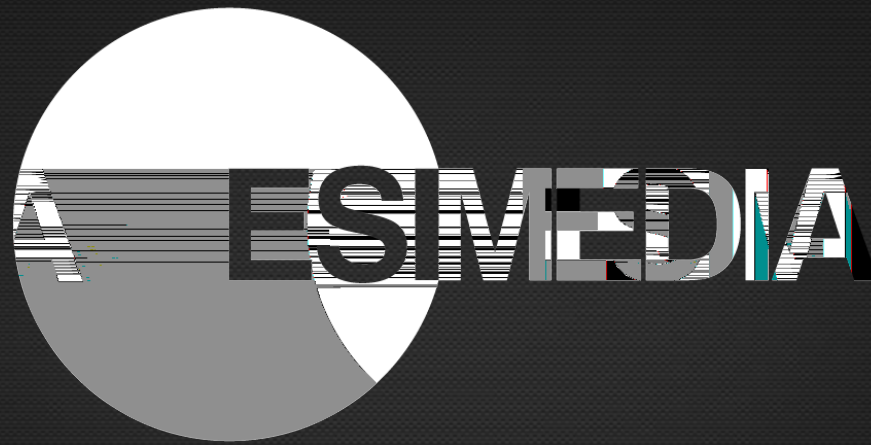
London
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i

The
INDEPENDENT

Convergence / Divergence

- Digital is 'ultimately' measurable
- Metrics packages and methodologies are as diverse as the number of platforms and providers (web, mobile, apps) and shops (iTunes, Kindle, Play)
- ABC provides a consistent, trusted basis for several key metrics & channels, but not all...indeed, no auditor delivers the complete solution
- Let's work together to make sense of it all for brands & sponsors and mutual commercial success



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