

# ABC UPDATE – *Are we ready for the upcoming changes?*

## AGENDA

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- Report Format Changes
  - Optional Summary
- Definitions
  - Digital editions
  - Hybrid/Bundles
  - Branded Editions
- What is still to be decided?

## Report Format

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- Page 1
  - Executive Summary
  - Optional Supplemental Executive Summary
- Page 2
  - Print (Core + Branded Editions)
  - Digital Replica (Core + Branded Editions)
  - Digital Non-Replica (Core + Branded Editions)
- Page 3
  - Print (Core)
  - Digital Replica (Core)
  - Digital Non-Replica (Core)
- Page 4 & 5
  - Branded (Print)
  - Branded (Digital Replica)
  - Branded (Digital Non-Replica)
- Balance of Report
  - Quarterly Averages
  - Basic prices
  - Explanatory Notes

## Definitions

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### Digital Editions

- Replica

- Consistent in character & content with print version
- Include great majority of the editorial and advertising content contained in print edition
- May include updated news reporting

- Non-Replica

- Consistent in character & content
- Advertising may differ
- Reported by platform

**NOTE: Both Replica & Non-Replica digital editions are limited to restricted access websites**

## Definitions

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### Hybrid Subscription

- Single subscription with x days in print & y days in digital format
- On any day only one unit of circulation is claimed
- Minimum pricing is \$0.01 per subscription (*current rule*)

### Bundled Subscription

- Print + Digital or Digital + Digital
- Intention to claim two units of circulation each day
- Minimum price is \$0.01 + \$0.01 (*current rule*)
- Option to purchase only one subscription for at least \$0.01 less than bundle price

**NOTE: Rules governing Hybrid & Bundle Qualification are still in review. Watch for updates at [www.accessabc.com](http://www.accessabc.com)**

- **5% incremental pricing**
- **Frequency of access**

## Branded Editions

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- Different name
- Must be labeled as 'Edition of .....
- Include news of the day/community
- Published at least weekly on newspaper stock
- May be in language different than host newspaper
- May be in digital format but must have print '*foundation*'
  - *Print counterpart*
- Reported separately except
  - *if total branded circulation is <3%*
  - *if newspaper is CNA participant*
- Prudent to obtain pre approval from ABC
  - **Not Qualified** as Branded Editions
    - Comprised primarily of advertising
    - Dedicated to a singular topic
- Circulation cannot overlap with households subscribing to the member newspaper
  - Unless incrementally priced

## What is Still to be Decided?

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- Should there be any change in the incremental pricing requirements for hybrid/bundle subscriptions?
- Definition of fulfillment?

**QUESTIONS**

**THANK YOU**