



**AMENDMENTS TO  
BPA WORLDWIDE NEWSPAPER RULES - GLOBAL**

**BULLETIN GN 15-1**

**December 2015**

Effective immediately, BPA Worldwide rules are amended as follows. (~~Deleted material is stricken through;~~ **new material is *in bold italic typeface.***)

**1-9 212 Electronic Editions (E-Editions)**

Electronic Editions – A newspaper (either with a companion print version or as a standalone electronic product) delivered periodically in a digital format with metered (i.e. linear) navigation, that is edited, designed, and contains date-stamped content that includes advertising (but not necessarily the same advertising as might appear in a print version). Though editing, design, and issue identification (i.e. date-stamped content) are significant differences, the primary distinction between an electronic editions and a website is the metering (this can be pagination or any other method of going through the issue from beginning to end).

An electronic edition may be dynamically created, have targeted content, or may exist in parallel with pre-existing media.

*Dynamic* – Editorial can be created and/or selected at point of delivery. Each recipient may receive a copy with different content and that content can change at any time.

*Targeted* – Editorial is changed for specifically defined groups and/or platforms before point of delivery. Each group of recipients, whether they are segmented demographically or because of the platform they use to receive the electronic product, receive a copy with different content specifically selected for that group. Apart from minor updates, the content cannot change once the issue is made available.

*Replica Plus* – If a print brand existed first, “plus” is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue’s content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or electronic). Apart from minor updates, the content cannot change once the issue is made available.

*Editorial Replica and Replica Plus* – Shall be reported as “Replica” on circulation reports. All others shall be reported as “Non-Replica.” Replica and non-replica editions shall be further reported by replica, replica plus, targeted, and dynamic editions.

Media owners may also report by all of the above by platform (computer, tablet, mobile, restricted access website, etc). (See 1-9 408)

Media owners shall report in paragraph one the gross circulation by channel (replica and non-replica) and the number of unique unduplicated subscribers.

Media owners shall disclose in circulation statements under a "Statement of Content Platform" the form or combination of forms of electronic editions used per the above definition/ description.

Circulation for electronic editions shall be audited to ensure the systems of the media owner and their vendor(s) are in compliance with BPA Worldwide rules and policies before such data may appear on a Circulation Statement. A special audit may be undertaken to verify the electronic edition. The printing and release of an audit shall be at the media owners' option.

The electronic circulation shall be detailed separately throughout the report.

Non-qualified electronic edition copies shall not be reported on BPA Worldwide circulation statements and audit reports.

Electronic Edition Site License: A contract or agreement between a media owner member and company/organization/association/educational establishment to provide multiple individuals access to an electronic edition of the newspaper. The contract/agreement shall require the subscriber/administrator of the site license to notify all the individual seats (individuals) of the availability of each issue. Licenses may be reported for definitive amount of seats only, "global" or "companywide" license agreements may not be reported.

***Electronic edition site licenses to hotels, motels, clubs, airlines, trains, buses, cruise ships, convention centers or other similar organizations - copies may be reported as qualified circulation if the recipient downloads or accesses the issue. One circulation copy may be claimed as qualified each day the consumer accesses the edition. Publishers and their vendors have the responsibility to install and maintain systems that accurately capture individual download/access activity.***

Paid site licenses shall adhere to rule 1-9 234, qualified paid circulation.

Non-paid site licenses shall adhere to qualified non-paid circulation rule 1-9 233.

The media owner shall disclose in the explanatory paragraph, Additional Data the number of authorized Electronic Edition Site Licenses and Seats (individuals) served as part of the license, including paid and non-paid data. Reporting the name of the company to which the content has been licensed shall be optional. Licenses may be reported for definitive amounts only, "global" or "companywide" license agreements may not be reported.

Newspaper members with a daily frequency shall report the paid order as qualified circulation for the subscription period purchased. Email alerts are not required.

Newspaper members may report at their option whether subscribers to the electronic edition receive an email alert only, or have downloaded/retrieved/received the electronic edition.

If email alerts are reported, such data shall be reported in paragraphs 1, 3, 4, and 5. If an alert or notification is sent to a subscriber indicating the electronic copy is available for download is undeliverable, the media owner shall have no more than 90 days to remove said subscriber from their circulation file, or ensure that the delivery details are corrected.

If issue downloaded/retrieved/received data is reported, such data shall be reported in paragraphs 1, 3, 4, and 5.

A downloaded/retrieved/received issue may be reported as long as the issue was downloaded/retrieved/ received within 60 days of the alert. At the time of Circulation Statement filing, any issues for which final downloaded, retrieved, received counts are not available may be estimated based on a historical average. At the time of audit the estimation will be compared to actual data. If the variance is material, an Audit Report will be issued to adjust the circulation accordingly.

***Non-Paid circulation: recipient must authenticate (access code tied to subscriber registration/information) the digital subscription through their browser or mobile device. Authentication must include the subscriber's name and a valid, deliverable email address. Registration information shall not age beyond thirty-six months.***

Digital Editions Served Through Apps:

Digital subscriptions purchased through tablets/mobile ("Digital First"): Digital circulation shall be reported from copy one and for the full term of subscription.

Paid combination sales and bundled subscriptions (print and digital): the digital subscription must be authenticated (access code tied to subscriber registration/information) through the device/app to report digital copies.

Paid sponsored digital tablet/mobile subscriptions: the digital subscription must be authenticated (access code tied to subscriber registration/information) through the device/app to report the digital copies.

Paid circulation with digital as a promotional incentive: the digital subscription must be authenticated (access code tied to subscriber registration/information) through the device/app to report the digital copies.

Non-Paid circulation: recipient must authenticate (access code tied to subscriber registration/information) the digital subscription through the mobile device and access the newspaper once each reporting period.

**(a)** Members may elect to report the following usage/engagement metrics:

Active Views:

- A) An active view is defined as a single copy of a publication actively opened by a device for viewing.
- B) A minimum of one page of an issue opened/served onto a device.

- C) There must be a distinct action/event by the end user to view. A single action/request which results in both the content being downloaded/made available and the automatic opening of a page of the publication is not considered a distinct action/event. A further distinct action would be required such as opening a second page.
- D) If reported, the active view shall be reported on an issue by issue basis.

Number of Sessions per issue: defined as the aggregate number of times an issue was accessed by all unique browsers (individual devices).

Time Spent in Issue per Individual Device: defined as the time spent, on average, in the issue across all unique browsers (total audience).

Number of Sessions in Issue per Individual Device: defined as the average number of times each unique browser accesses the issue being reported.

Number of Pages Accessed: defined as the total unique pages accessed for each issue by unique browsers.