

Advantage: BPA Worldwide



Circ Day LA 2007

Leading the World in Media Auditing.



Update On Recording Telecom – Cont.

- ✓ Script execution has been a matter of debate
- ✓ If TSR asks the question, pauses, if the subscriber provides a direct match to the categories being collected, code accordingly; if response does not match, read all categories in the order presented; stop when you get an affirmative response
- ✓ Staff created an FAQ for recording telecom personal direct requests



Online “Yes/No” Options

- ✓ Current rules require a publisher to explicitly ask the subscriber if they want to receive the magazine
 - “Do you wish to receive/continue to receive xyz publication?”
- ✓ Do not allow this question to be pre-populated “YES”



Membership Benefit

- ✓ Subscriptions received because you are a member of an association or club are Membership Benefit subscriptions
- ✓ Rules address two types
 - Deductible
 - Non-deductible



Membership Benefit

✓ Rule Changes

- Non-Paid subscriptions can only be reported as Membership Benefit if the B.O.D of the association passes a board resolution stating the publication is a benefit of membership
- Association does not need to own the publication
- Next slide.....



Corp Dist Agreements

- ✓ More than two copies to the same addressee (not address) must have a “Bulk Distribution Agreement” (BDA)
- ✓ BDA required for each location on tri-annual basis
- ✓ Must have for 95% of the locations and 95% of the distribution



Corp Dist Agreements

- ✓ BDA can be:
 - Hardcopy by post
 - Email with a Personal Identifying Question
 - Recorded telephone request
 - The agreements shall include the list of locations with full address, telephone #, quantity, and contact person details



Corp Dist Agreements

✓ Rule Changes

- Central authorities (i.e.HQ's) may request for their locations
- Must provide name, address, copy counts contact details, for all locations



Reporting Non-Qualified Digital

- ✓ December 2004 the Board voted not to allow the reporting on non-qualified digital copies
- ✓ Board was concerned with the low incremental costs of adding digital copies may lead to dumping
- ✓ Board also concerned reporting non qualified digital copies would confuse the market and dilute the value of qualified digital copies



Filing Incorrect Claims

- ✓ Members file two statements each year
- ✓ Statements are subject to audit
- ✓ When two year's of audits result in Membership Advisories, statements are audited in advance
- ✓ A member challenged that is not strict enough



Filing Incorrect Claims

✓ History

- Annually, 30% of audits result in a printing audit reports
- 8% print audits in two sequential years
- 3% print audits in three sequential years



