

Advantage:
BPA Worldwide



BPA Rules Update: Dec 2007 /M ay 2008
CircDay LA October 2008

Agenda

ü Rule change highlights

- Dec 07 board meeting
- May 08 board meeting

ü New initiatives

ü Q & A



Telecom : P IQ 's

ü Refusal to be recorded

- Board voted to allow all publishers, regardless of market, the opportunity to revert back to the Personal Identifying question if a qualified subscriber refuses to be recorded

ü Over time, staff will build trend data on refusals in each market and we will be able to tell if a publisher is not adhering to the rules



Telecom : Authorized Assistant Scripts

ü Authorized assistants may request a publication on behalf of a qualified recipient, provided the following conditions are met:

- He/she must provide administrative support for the recipient
- He/she must be empowered to request on behalf of the subscriber



Telecom : Authorized Assistant Scripts

The board eliminated the two question form at _____ and approved the two options below :

- “Do you provide administrative support for _____ that includes the ability to request subscriptions for him /her?”
- “Do you provide administrative services for _____ and are you (allowed/eligible/permitted) to request a publication on their behalf?”



Telecom Audit: Documentation

- ü There was some confusion about terminology (logs, invoices, etc) but we were able to come to common ground
- ü The fulfillment companies have agreed to add fields for tracking recording files



Telecom Audit: Documentation

ü We need...

- All the call info for the names we select: person called, date, time, duration, demos
- Recordings
- We will require carrier call logs if we feel further verification is required



Digital Site Licenses

ü A digital site license is typically one digital copy being sent into a company and the company allowing its employees to access the digital copy through their intranet



Digital Site Licenses

The digital edition task force studied site license distribution back in 2002. Determined it should not count as qualified distribution since the publisher, and BPA, do not know what happens on the other side of the firewall.



Digital Site Licenses

- ü Staff researched the item again in 2007 and found not much has changed since 2002 – nobody knows what happens beyond the firewall
- ü Site license is not qualified circ
- ü Explanatory paragraph reporting...



Digital Site Licenses

Company Name (Optional)	# Of Site Licenses	# Of License Users



Email Alerts

- Opt-in Required to count as PDR
- Email alerts sent as minimum
- Some recipients do not want alerts
 - Allowed to provide opt-out for the alert
 - Must include opt-out for the magazine



Email Alerts

- ü If a subscriber opts out of alert, publisher can still report the digital copy without sending the alert
- ü Publisher must supply BPA with a report of opt-outs to be reconciled to the digital claim



Email Alert

ü If a subscriber opts out of receiving the digital magazine they must be removed from the qualified file

ü On a separate vote, the board voted that media with daily frequencies do not require alerts



Geo Reporting By Country

- ü Rules updated to require reporting by standard country geo table if 25% + of total qualified circulation is distributed in a country (previously was 50%)
- ü Standard tables only exist for: Canada, China, UAE, UK, and the US
- ü New standard tables will be developed as needed



Geographic Reporting: Egypt

- We were asked to revisit the geographic reporting of Egypt
- Egypt was classified in North Africa, but some publishers include Egypt in the Middle East for promotions
- New Category created MENA



Filing Incorrect Claims

Amended rule 11.7

- requiring pre-audits and Executive Committee review if a publisher receives three sequential audit reports due to errors and omissions in the same paragraph, that have been brought to the attention of the member in the previous audits



Filing Incorrect Claims

ü Two sequential membership advisories for any reason still requires pre-audit and membership review by the BPA Executive Committee



Age 0 fDem os

ü BPA rules require all dem ographic data to be updated w ithin 36 m onths

ü M edical publisher reports “Year of G raduation” in BPA statem ent. Data does not need to be updated, it does not change



Age 0 fDem os

The board agreed

Data that cannot change, ie. Year of graduation, does not need to be updated every three years

Change not likely to have broad application



D igital (E lectronic Editions)

ü “D igital” m eans m any things to m any people

- D igital m agazines
- W ebsites
- E m ail new sletters

ü Com m ittees felt “E lectronic Editions” is the best descriptor for digital m agazine

ü Board voted to change the rules to state “E lectronic Editions” throughout rule book



Digital Pre-Audits

- ü Current rules require a pre-audit for all members reporting electronic editions for the first time
- ü Experience has proven that once a company passes a pre-audit all additional properties owned by the member company also passes



Digital Pre-Audits

- ü Based on this history, staff proposed, and the board approved, we only need to perform one digital pre-audit per company
- ü If the company changes vendors or the system is upgraded, BPA reserves the right to conduct another pre-audit



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Integrated Media Box



Integrated Media Box

BPA reports non-circulation media in the integrated box on page one of the BPA statement, see example...





**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2007**

(Including Supplementary Data)

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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FIELD SERVED

EMBEDDED SYSTEMS DESIGN serves the software and hardware markets for embedded systems development and design.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include engineering/technical management, engineering/technical staff and business management. Qualified recipients must indicate that they are involved in embedded development. In addition, all qualified recipients must indicate that they specify, recommend, authorize or purchase products or services used in embedded development.

PURPOSE

Included herein are individuals who indicated the products they specify, recommend, authorize or purchase and those who indicated their involvement in doing or managing at their company or at those companies to whom they consult.

INTEGRATED DATA

Interactive Audit		
Product Type/Name:	EE Times	
Date of Product:	April 2007	
Average Daily Page Requests:	171, 601	
Event Audits		
	April 06	September 06
Product Type/Name:	Embedded Systems Conference	Embedded Systems Conference
Date of Product:	April 3-7, 2006	Sept. 25-28, 2006
Location:	McEneaney Convention Center, San Jose	Hynes Convention Center, Boston, MA
Total Qualified/Attendance:	9,958	3,286

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	741
Advertiser and Agency	1,212
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	417
All Other	490
TOTAL	2,860

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	45,000	100.0	45,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,000	100.0	45,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD

2007 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Included) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
January	29	29	35,449	9,551	-	-	-	45,000
February	100	100	35,109	9,891	-	-	-	45,000
March	60	60	34,919	10,081	-	-	-	45,000
April	58	58	34,898	10,102	-	-	-	45,000
May	9,639	9,639	34,091	10,909	-	-	-	45,000
June	36	36	34,202	10,798	-	-	-	45,000
TOTAL	9,922	9,922						

Integrated Media Box

- Unlike magazine audits, audits of non-circulation media occur at the publishers request, and not at fixed intervals
- Staff began noticing dated information in the integrated box



Integrated Media Box

- ü Board approved integrated data must be audited within the same period covered by the statement.
- ü It can be older if the most recent occurrence is outside the statement period



Company Request

- ABC reports company paid subscriptions as "PDR-individual" in the age and source paragraph
- BPA reports these copies as "company request" in the age and source paragraph



Company Request

ü A fulfillment vendor to align this rule with ABC to allow for uniform processing

ü Few BPA members report company paid subscriptions. Those that do report so few copies, the board approved aligning rule with ABC



Adds/Removals: National Medical Associations

- ü Dec 07 board meeting changed rules to exempt names acquired from the AMA, ADA, and AOA from reporting additions and removals
- ü To make it global the rule was revised to read "national medical association lists"



Adds/Removals: National Medical Associations

Rules were eliminated exempting publications that sourced over 90% of their qualified list to the AMA, ADA, and AOA from reporting additions and removals



Additions/Removals

ü Most national associations do not restrict access to lists but neither track additions and removals

ü More medical publishers are reporting request circulation in 3b, bringing their association position below 90%, requiring the reporting of additions and removals



Additions/Removals

- Based on this information the board approved extending the addition/removal exemption to all national medical association list source names, regardless of percentage
- Copy counts and percent of names from national medical association lists must be disclosed in explanatory paragraphs



Reporting Average Print Run On Consumer Reports

ü BPA Business Statement:

- Average print qualified + average print non-qualified yields average print run for the period

ü Cannot be done on the BPA Consumer Magazine statement



Reporting Average Print Run On Consumer Reports

- ü Average non-qualified circulation does not include single copy sale return figures
- ü Protects the proprietary nature of a magazine's sell-through %



Reporting Average PrintRun On Consumer Reports

- ü Member asked to add average printrun to the BPA Consumer Report
- ü Board voted to reaffirm current rules, but called for improved disclosure of non-qualified claim
- ü Reports will now state the NQ figure does not include single copy sales returns



Paragraph c7 /b9 (cons/bus)

- Paragraphs 7A report five successive calendar years of audited data
- An agency suggested reporting in six month increments would be more useful
- Reporting in six month increments would improve statement production work-flow as well



Paragraph c7 /b9 (cons/bus)

The board voted to change the audited history data table to report in six-m on th increm ents reflecting three-years history



Loyalty Point Programs

- ü BPA rules allow subscriptions to be purchased using loyalty points: airline miles, amex points, hotel rewards, etc.
- ü The current rules require the awarding of points to be transaction based



Loyalty Point Programs

- We have seen the introduction of reward points issued for activity: “e-rewards” awards points for completed on-line surveys
- BPA staff have used e-rewards to complete internal studies and have participated in other studies managed by e-rewards



Loyalty Point Programs

- ü The board approved changing the BPA rules to allow the awarding of loyalty points based on transactions and activity
- ü All activity based programs must have the approval of the president



New Initiatives

Interactive audit included with Print Audit

Next Generation Filing

Event Audits

More Integrated Reporting

- Print; digital; web; in-person

Advertiser/Agency Outreach

- Buysafemedia.com



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Questions?

