



CAB Digital Publications Audit Rules and Guidelines (Draft)

The CAB Digital Publication Audit enables publishers of both digital publications versions of print publications and stand-alone digital publications to have the viewership of their publications verified and reported in the CAB Masthead Report.

Digital Publication Description

The CAB Digital Publication Audit enables publishers of both digital versions of print publications and stand-alone digital publications to have the viewership of their publications verified and reported in the CAB Masthead Reports alongside their print, website and email figures.

For the purposes of these Rules and Guidelines, the following factors should be considered in determining what constitutes a digital publication:

- A digital publication is an entire publication distributed digitally as a unit.
- A digital publication can be either a publication derived from a print publication, or a stand-alone digital publication with no print counterpart.
- Where a digital publication is derived from a print publication, the print publication will be referred to as the 'parent publication'.
- For a digital publication to be considered as the same product as the parent publication, the digital publication must carry, at a minimum, the same advertisements as the parent publication, although editorial content may be enhanced. However, such enhancements should not exceed 20% of the publication's pagination; otherwise the digital publication will be deemed to be a different product.
- Digital publications with parent publications must also carry a logotype / masthead incorporating the generic name of the parent publication and be consistent with the general appearance of the parent publication.



- A digital publication and its parent publication should be published on a common distribution date, or if not, not more than 7 days apart. Both publications should have the same circulation period and / or on-sale dates.

Membership and Audit Fees

A publisher of a print publication, who wishes to audit a digital replica of the publication, must hold CAB membership for the parent print publication. The digital publication will be subject to separate audit fees as per the member's Digital Audit Agreement with the CAB. Audited viewership of the digital publication **will not be included with the printed editions' total distribution, but be shown separately** in audit reports and publisher statements.

A stand-alone digital publication must meet the requirements of CAB membership as set out in the CAB By-Laws and Rules before it is eligible to submit for an audit. A stand-alone digital publication must specify that it is such when associating itself as a member of the CAB and will be subject to separate membership and audit fees.

Audit Periods

For digital properties there are no specified audit periods, instead audits are conducted automatically using web analytics technology and the results are reported on a monthly or quarterly basis dependent on the frequency of the publications and the details of the publisher's audit agreement with the CAB.



Key Metrics

The key metric for digital publications is the rolling average number of unique browsers to **view** the publication over the last four issues. In the case of PDF digital publications, the key metric is the rolling average number of unique browsers to **download** the publication over the last four issues because PDF views cannot be tracked due to technical limitations.

Unique Viewer: Each web browser (or device) visiting an audited digital publication is assigned a unique cookie ID to help determine browser uniqueness. This metric displays the number of unique browsers which viewed a digital publication within a specific reporting period. This metric is scaled to account for users who have cookies disabled.

Unique Request (for PDFs only): The Unique Request metric reports the number of unique browsers (or devices) that have requested to download a PDF file. This metric does not represent the number of successful downloads or subsequent views of the PDF file.

Optional Metrics

These metrics are not reported by default but may be provided by the CAB upon request.

Page Impressions (PI): The total number of digital publication web pages viewed within the selected reporting period. This metric does not represent simulated print pages; therefore a 2-page spread will be reported as a single web page impression.

Total Sessions: The total number of times UVs return to a site, having left for more than 30 minutes, during the reporting period.

Total Time (TT ('000 secs): The total amount of time, reported in thousands of seconds, of all UVs spent on site in the reporting period.

Unique Viewer Frequency (UV Frequency): The frequency metric represents the average number of times a Unique Viewer returns to a site during the reporting period.

Average Page Duration (APD): The average time pages were viewed on the browser screen for a selected period. This metric is calculated by dividing the total duration of Page Impressions that are less than 30 minutes by the number of Page Impressions. Note: If a page impression lasts 30 minutes or greater it is assumed that the page is no longer being viewed. This is removed from the total duration as it may distort the data.

Average User Session Duration (ASD): A User Session reflects a period of user activity on a website, provided there is not more than 30 minutes' inactivity between consecutive events for the same user. This report shows the average length of a User Session. This is calculated by dividing the total of the Page Durations by the total number of User Sessions.



Digital Publication Audit Process

The CAB digital publication audit process has been developed to facilitate the audit of digital publications in the most thorough, transparent and efficient manner possible upholding the integrity and credibility associated with CAB. The process is as follows:

1. The publisher registers its digital publication with the CAB. After initial discussion, the publisher commits to a CAB digital membership (if not already a member) and signs an agreement to be audited for 12 months for a fee.
2. The CAB will provide the member (or their digital publication platform provider) with measurement tags and instructions.
3. The member will install the measurement tags and advise the CAB when the digital publication is ready to be tested to ensure that the measurement implementation is correct.
4. The CAB conducts the audit, verifying accuracy of the figures and rules-compliance.
5. The CAB produces an audit certificate upon completion of the initial audit, and the figures are updated and reported on an ongoing basis within the online CAB Masthead Reports.

Digital Publication Reporting Process

The reporting for digital publications occurs monthly or quarterly depending on the issue frequency of the publication.

Issue Frequency	Reporting Details
Daily	Unique Viewers is calculated using the average of the days for the calendar month (excludes days where no new edition was published (e.g. weekends). Figures updated monthly.
Weekly	Unique Viewers is calculated using the average of the four weekly editions in the month (a week is Mon – Sun). Figures updated monthly.
Fortnightly / Monthly / Bi-monthly / Quarterly	Unique Viewers is calculated using the rolling average of the last three issues. Figures updated quarterly.

Unlike Website reporting Digital Publication figures includes international traffic by default which is consistent with CAB Print circulation.



Inclusion in Total Website Figures

Web traffic to a brand's digital publication will also be included within the overall web traffic to a brand's website as long as branding and domain rules are met.

Digital publications in file formats (such as PDF) that do not support JavaScript tracking code are excluded from web traffic there is no way to verify that the PDF was successfully loaded and viewed.

Special Measurement Rules for Digital Publications

The main ABA digital measurement rules also apply to digital publications but specific attention should be given to these rule clarifications:

- Digital versions of **2 page spreads** should only be counted as a single web page impression
- Any user-initiated actions within the digital publication should only generate a page impression record if the content is changed substantially; therefore **Zoom In/Out actions** cannot be counted.
- **PDF Digital Publications** cannot be combined with website market metrics but can be listed as a separate figure.


Read more about the ABA Web Audit Rules here: <http://www.auditbureau.org.au/webrulesfaq.php>.

CAB Masthead Report

All audited digital publications will be reported in a separate section of the CAB Masthead Report for digital publications.

Masthead Report ← Main Menu

Inside Waste
Waste Management & Environment
Inside Waste Weekly News is produced by WME Media, which is committed to helping Australian business and the environment industry build a sustainable VISION for the future through its publications and other activities. WME Media serves the waste, water, air and environment business industries, with a suite of publications providing news, tools, analysis and opinion.
www.insidewaste.com.au/



Digital Publications

INSIDE WASTE WEEKLY | Period Ending: 10/2009

1	Business & Professional	PDF	240
Frequency	Type	Category	Average Unique Requests

CAB Publications

INSIDE WASTE | Period Ending: 09/2009

6	Business & Professional	4,238	22
Frequency	Category	Average Net Delivery	Audit Type

Websites

INSIDE WASTE WEEKLY | Period Ending: 1/2010

40	1,051	100.00	3,004
Au. Daily UB	Monthly UBs	% Change	Page Impressions
1,394	159	1.33	01:54
Total Sessions	Total Time	UB Frequency	Average Session Duration
			Average Page Duration

INSIDE WASTE WEEKLY | Period Ending: 2/2010

119	2,393	127.78	8,553
Au. Daily UB	Monthly UBs	% Change	Page Impressions
3,646	594	1.52	02:40
Total Sessions	Total Time	UB Frequency	Average Session Duration
			Average Page Duration