

Reporting Standards

Event Ticket Sales / Awards Seat Sales



Version 1 2024

Issued January 2024

trust in media

CONTENTS

<u>Section</u>	<u>Page</u>
Introduction	2
Metrics and Reporting	3
Return Form Submission, Audit, Certification	6

INTRODUCTION

This document contains the Reporting Standards for Event Ticket Sales and Awards Seat Sales (note this is distinct from Event Attendance).

The PDF versions of the Reporting Standards are issued at a certain point in time. As Reporting Standards are updated periodically, please check the website <https://www.abc.org.uk/reporting-standards> to ensure you are using the latest applicable standards.

Sections of the Reporting Standards may contain the following:

- Definition
- Principles
- Requirements
- Reporting
- Guidance

If you are after a quick understanding of the key points of any section then the definition and principles will provide an overview.

The guidance sections provide examples of how the requirements might be complied with. We will add to or amend these over time where we consider there may be a benefit following the identification of specific circumstances or requests for advice.

If you have any queries regarding how the Reporting Standards affect you or any specific queries please contact the ABC Client Services team on 01442 870 800 or email info@abc.org.uk

© 2024 Copyright Audit Bureau of Circulations Ltd

METRICS AND REPORTING

PRINCIPLES

1. The event/awards must be eligible to report under the Reporting Standards
2. Tickets are purchased by a third party from the organiser (or their agent).
3. You may report additional optional metrics
4. Evidence to support the claim must be retained and made available for a minimum period

REQUIREMENTS

1. The event/awards must be eligible to report under the Reporting Standards
 - a) The event/awards may be in-person, online or a hybrid (comprising both in-person and online components) and may comprise standing, seated or online access.
 - b) Entry to the event/awards will be controlled, with entrance gained via a ticket purchased by a third party.
 - c) For presentational purposes you may choose whether your product is registered with ABC as:
 - i. An **Event**, in which case the metric will be described as '**Ticket Sales**'; or
 - ii. An **Awards**, in which case the metric will be described as '**Seat Sales**'. *The term 'seat sales' is used to reflect that tickets are often purchased by an organisation for a set number of seats at a table. Note: where these standards hereinafter refer to 'tickets' this covers both event ticket sales and awards seat sales.*

2. Tickets are purchased by a third party from the organiser (or their agent).
 - a) You must be able to provide evidence of the number of tickets purchased for the event/awards. Note:
 - i. The number of purchased tickets reported will reflect the number of individuals that will be able to gain entry via those tickets (counted once only per event/awards). *For example, whether an organisation buys six single tickets or one ticket granting entry for six individuals, this will be treated for the purpose of these standards as six ticket sales.*
 - ii. The metric reported is ticket sales/seat sales. Whether individuals subsequently attend the event/awards or not, is not relevant. Actual attendance may be reported using the separate Event Attendance Reporting Standards.

3. You may report additional optional metrics

If you wish to report optional analyses or breakouts, please discuss this with us, so we can review the additional evidence and audit work involved. *Examples may include information regarding price paid or the purchasers.*

4. Evidence to support the claim must be retained and made available for a minimum period

- a) For all events/awards, you must be able to provide any records relevant to the claim, including those necessary to support any optional metrics or analyses reported.
- b) Records supporting the claim must be retained, and made available to us on request (in accordance with the ABC Byelaws), until we have completed the audit of the certificate for the subsequent event/awards, unless we agree otherwise.

REPORTING

You will report ticket sales/seat sales as follows, which will be reported on the ABC certificate:

1. The event/awards name, venue and date(s). For a single event/awards, the Reporting Period will be the date(s) of the event.
2. As a minimum the event ticket sales/awards seat sales, as appropriate.
3. You may optionally report other analyses or breakouts.
4. You may optionally report a description of the event/awards *for example products/services exhibited and/or target audience*.
Note: This statement is to be factual and not contain market comparisons or claims not supported by the data published on the certificate. We do not audit the accuracy of these statements. However we will review them to ensure that they are reasonable and meet the above requirements.
5. You may include two or more separate events/awards on a single certificate (these can be from different brands):
 - a) They will be listed individually, with a figure for each.
 - b) They must each fall within the same Reporting Period, being a whole calendar month or any combination of consecutive calendar months (up to a maximum of 12).
6. All products will appear in the relevant data tables and reports. However, where you're reporting products to these Reporting Standards on an ABC Brand Report or Group Report, you may ask us to not publish the individual certificate(s).

RETURN FORM SUBMISSION, AUDIT, CERTIFICATION

DEFINITION

The Return Form is a submission in which the ticket sales/seat sales claim is reported to ABC for certification. Each ticket sales/seat sales claim is subject to audit.

PRINCIPLES

1. **A Return Form must be submitted for the registered product for every applicable Reporting Period**
2. **The Return Form must be submitted by the Submission Deadline**
3. **ABC will issue a Certificate based on the Return Form**
4. **Each claim is audited to verify it is in accordance with the applicable Reporting Standards**

REQUIREMENTS

1. **A Return Form must be submitted for every applicable Reporting Period**
 - a) You must submit a Return Form for the Reporting Period you have chosen to report. To remain registered we must issue certificates for subsequent events at least once a year. Please contact us if the event's frequency is irregular or held less frequently than once a year.
 - b) We will advise you how to submit your Return Form and by when. *For example, online via the ABC return website. However, if you have not heard from us at the appropriate time please contact us.*
 - c) You will submit your Return Form to us, authorised by an appropriate individual representing your organisation.
 - d) Whilst our systems contain some arithmetic and logic validation processes, the accuracy of the Return Form remains your responsibility.
 - e) Estimates and assumptions must not be made on the Return Form unless the Reporting Standards allow for them, or we have authorised them.
2. **The Return Form must be submitted by the Submission Deadline**
 - a) We will inform you of the applicable Submission Deadline.
 - b) It is your responsibility to ensure Return Forms are submitted by the Submission Deadline. Failure to do so can result in a penalty and/or cancellation of your product's ABC registration under the ABC Byelaws.
3. **ABC will issue a Certificate based on the Return Form**
 - a) We will publish the certified data on our website subject to any timing criteria applicable to the sector. We may also make arrangements to provide our data to be published via commercial data providers and to those who subscribe to our data services.
 - b) We will confirm when your ticket sales/seat sales figures will become publicly available, normally 5 working days after a draft Certificate has been sent to you.

4. Each claim is audited to verify it is in accordance with the applicable Reporting Standards

- a) The audit must be carried out by ABC Staff Auditors.
- b) Requirements in relation to the auditor and audits will be covered by the ABC Byelaws, ABC Audit Programmes and contractual arrangements.
- c) If following an audit we identify material problems with the Return Form or Certificate, then we will propose to revise the claim. If a Certificate has already been issued we will issue an updated certificate that identifies the changes. This replaces your original Certificate and must be used in its place. The process is as follows:
 - i) We will send you a letter detailing the reason/problem giving rise to the amendment.
 - ii) You will have 10 working days from the receipt of this letter to provide any further information to us, or object to the revision of the claim.
 - iii) If you wish to object to the revision of the claim you must do this in writing to the Director of Audit who will investigate and provide a decision within 10 working days. If the objection is to a decision by the Director of Audit or the Chief Executive then the first level of appeal will be in accordance with the Review Procedure detailed in the ABC Byelaws.
 - iv) Subsequent Certificates will not be issued until we have resolved all queries on a previous audit and issued the updated Certificate, if applicable.



Contact us

ABC, Charter House, Black Prince Yard, 207/209 High Street,
Berkhamsted, Hertfordshire, HP4 1AD

☎ +44 (0) 1442 808008

✉ info@abc.org.uk

www.abc.org.uk