

**REGULATION DATA**

<b>SA: 30200</b> Version 01		from position	array length	remarks
<b>General IDENT- Term</b>	N	1	28	
<b>identification part</b>				
publisher number	N	29	5	
wholesale number	N	34	4	
branch number	N	38	2	
<b>key portion</b>				
object	N	40	5	VDZ - number
tranche	N	45	2	
year	N	47	2	
issue / week	N	49	3	
weekday	N	52	1	1=Mo; 2=Tu; ... ; 6=Sa; 7=Su
<b>data portion</b>				
record type	N	53	2	see below
retail trade supplied	N	55	4	
retail trade supply discontinuation	N	59	4	only for wholesalers
retail trade fixed subscriber	N	63	4	
retail trade zero vendor	N	67	4	
retail trade outsold 1 x	N	71	4	only the last issue sold out
retail trade outsold 2 x	N	75	4	last two issues sold out
retail trade outsold 3 x	N	79	4	last three issues sold out
retail trade outsold 4 x and more	N	83	4	four and more issues sold out
delivery fixed subscriber	N	87	6	
delivery zero vendor	N	93	6	
delivery outsold total	N	99	6	
blank	N	105	4	

K= KANN- Feld = optional field  
 N= numeric  
 A= alphanumeric

record length: 108

II.1.2.a. IDENTIFICATION PART – WHOLESALE TRADE

**publisher number**

five-digit, numeric

It is the customer number of the publisher which the ISPC data are sent to.

**wholesaler number**

four-digit, numeric

It is the customer number of a wholesale trade head office which sends ISPC data.

**branch number**

two-digit, numeric

It is the customer number of a wholesale trade branch which sends ISPC data.

II.1.2.c KEY PORTION

**object**

five-digit, numeric

Marketing sign corresponding to the VDZ definition.

**tranche**

two-digit, numeric

Regional edition of the object defined by the publisher. If no regional editions are available for the object, this array is not filled.

**year**

two-digit, numeric

It is the year of publication of the object initialized with default value by the publisher.

**issue / week**

three digit, numeric

Issue / week is either the issue of the journal or at newspapers the calendar week of the appearance of the newspaper.

**weekday**

one-digit, numeric

It is the weekday assigned by the publisher to the publication date of this newspaper. The array "weekday" has only to be filled at daily papers according to the information of the publisher. This array remains empty at journals.

II.1.2.d. DATA SECTION

**record type**

two-digit, numeric

wholesale trade

20 applies to information from retail trader exc. delivering and special traders

21 only applies to data from delivering and special traders

station book-trade

80 only applies to data from head offices and branches

**Retail trade supplied**

four-digit, numeric

The number of those retailers who are supplied from the wholesaler / station book-trader or from the publisher to an issue directly. In the wholesale trade, retail trader which only receive partial sets due to a shortened quotation period in consequence of business closing, vacation and so forth have to be added too. Due to the lease agreement No. 3, this arrangement does not apply to the station book-trade. The array is always indicated without signs as an absolute value.

**Retail trade supply discontinuation**

four-digit, numeric

It only applies to wholesale trade firms. It is the number of retail traders who receive no delivery due to vacation, temporary business closing, sickness and so forth, although they are stored in the title basic distributor. The array is always indicated without signs as an absolute value.

#### **Retail trade fixed subscriber**

four-digit, numeric

It is the number of those supplied retailers who are characterized as fixed subscribers and with whom no automatic, mechanical delivery adjustment occurs. This does not apply to traders which are blocked at short notice – influenced e.g. by manual changes. The array is always indicated without signs as an absolute value.

#### **Retail trade zero vendor**

four-digit, numeric

These are those supplied retailers who return the amount delivered completely to the wholesale trader / station book-trader therefore did not sell a copy. Retailers who return copies although they received no delivery (return of subscription pieces etc.) are not to be counted. A delivery must have occurred for the customer. All zero-points of sale who did not sell once or repeatedly in succession are reported. The array is always indicated without signs as an absolute value.

#### **Retail trade outsold once**

four-digit, numeric

It is the number of those supplied retail traders who were sold out with the last deducted issue the first time, i.e. do not have returned any copies. In this value the number of the once sold out fixed subscriber is contained. The array is always indicated without signs as an absolute value.

#### **Retail trade outsold twice**

four-digit, numeric

It is the number of those supplied retailers who were sold out with two consecutive issues, i.e. do not have returned any copies, whereas the last sellout of the just deducted issue has occurred. In this array the number of the twice sold out fixed subscribers is contained. The array is always indicated without signs as an absolute value.

#### **Retail trader outsold thrice**

four-digit, numeric

It is the number of those retailers who were sold out with three consecutive issues, i.e. do not have returned any copies, whereas the last sellout with the just deducted issue has occurred. In this value the number of the thrice sold out

fixed subscribers is contained. The array is always indicated without signs as an absolute value.

**Retail trade outsold four times and more**

four-digit, numeric

It is the number of those retailers who were sold out with four and more consecutive issues, i.e. do not have returned any copies, whereas the last sellout with the just deducted issue has occurred. In this array the number of the four times and more sold fixed subscribers is contained. The array is always indicated without signs as an absolute value.

**Delivery fixed subscribers**

six-digit, numeric

It is the sum of the deliveries to those retailers who are characterized as fixed subscribers and with whom no automatic, mechanical delivery adjustment occurs. The array is always indicated without signs as an absolute value.

**Delivery zero vendor**

six-digit, numeric

It is the sum of the deliveries to those retailers who return the amount delivered during the returns call, therefore have sold nothing. The array is always indicated without signs as an absolute value.

**Delivery outsold total**

six-digit, numeric

It is the sum of the deliveries to all retailers who sold the amount delivered concerning this issue (including the fixed subscribers). All retailers are considered who were sold out once, twice, thrice, four times and more. The array is always indicated without signs as an absolute value.

Since nearly all array contents normally are concerned during corrections in the ISPC data record for regulation data, the corrected ISPC data record should always be sent completely filled with data to the affected publisher again.