

Letter from the Chair of the JIG Electronic Communication Group (ECG).

I am delighted to attach the first issue of an Electronic Communication Standard that has been agreed by representatives of all parts of the industry. This is a significant step forward towards more electronic trading, and we are eager to see it given wide distribution. Any assistance you can provide in circulating this document within your organisation will be much appreciated.

How can Electronic Communication be used to improve our supply chain?

The simple conversion of paper flows into transmissions of electronic data is in itself of only limited benefit. The big wins will come from changing processes and procedures, in which electronic communication is a key enabling technology. For instance, if retailers are advised electronically and accurately of the goods delivered to them, this information can be read straight into their own systems enabling them to keep an up to date stock-book, which in turn can help to improve on-shelf availability while reducing shrink. If that delivery information is then reflected in an electronic invoice which can be matched and processed automatically, there should be significant savings in the back-office.

These are simply examples of possible benefits. Electronic Communication or Electronic Data Interchange (EDI) is already used heavily for some transmission of information within our industry. Major retailers are also trading electronically with many suppliers in other sectors. The peculiarities of news and magazine products are such that they do not fit easily into the systems used by other sectors. This document sets out how this can be addressed and how EDI can be implemented between wholesalers and retailers in the news/magazine industry.

The remit of the ECG is a broad one, and it is anticipated that other standards will be developed in the future to address other parts of our supply chain.

Why is the adoption of a Standard important?

At every point in the supply chain, different systems are being used by different companies. Adapting these to exchange information between each other is a complex task. Trying to put in place different interfaces for different suppliers or customers makes this task very much more difficult and expensive.

The aim of a Standard is to enable multiple partners to communicate with each other using the same approach and the same formats. At the detailed level, this may extend to technical definitions of message formats and the like. The present document does not attempt to do this: it is written at a higher level and aims to define *what* information should be exchanged rather than the detail of *how* it should be sent. Clearly, further work will be needed as this process goes forward and it is intended to update the Standard periodically in the light of experience gained.

Who should read the document?

One lesson that has been learned during the development of this Standard is that changing both systems and processes within our businesses may need the involvement of various individuals and departments. This document is relevant to IT Directors but it is very important that it should also reach those responsible for the Supply Chain, Store Operations, Buying or Finance functions.

The list will vary from one organisation to another which is why we ask everyone receiving this document to pass it on to all those in the organisation to whom you think it may be relevant.

What happens next?

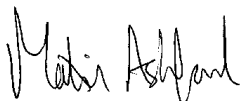
Unfortunately, there is no magic button that can be pressed to start the use of electronic trading between wholesalers and retailers. As far as I know, no party is ready to start using this Standard tomorrow. Before that can happen, IT systems will need to be enhanced or modified and that implies a need for resources to be devoted to this project.

The work of the ECG has included discussions with various retail groups, and a number of these have expressed real interest in taking this forward. From their side, wholesalers have indicated their willingness to work bilaterally with retailers to pursue this agenda, with the aim of starting trials as soon as possible. Such trials cannot involve everyone at once, but the hope is to include a number of retailers – large and small – of different types.

The ECG would therefore be very interested to receive feedback on this Standard or expressions of interest from those wishing to be involved in moving this towards implementation. Such responses can be channelled through your industry association or direct to me (martin.ashford@ft.com) for onward communication. Similarly, if you have any questions or need more information, please do not hesitate to contact me.

In conclusion, I believe that there is a great opportunity to use Electronic Communications to improve the way our industry operates. I also hope that this Standard will be a real step forward and that it will clear the way for the next stages that have to follow. On behalf of the ECG, thank you for giving this your attention.

Yours sincerely



Martin Ashford

Joint Industry Group

Electronic Communication Standard

September 2004

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Introduction

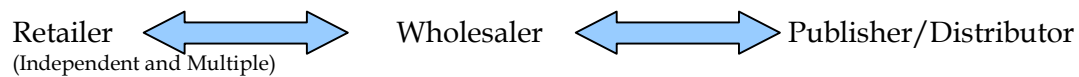
The Joint Industry Group (JIG) consists of representatives from the magazine and newspaper supply chain. An aim of the JIG is to improve the efficiency of the supply chain for the benefit of all and it has focused on a number of areas.

The development of common standards for electronic communication is one of these areas.

This document sets out the aims and scope of the JIG Electronic Communication sub group, the approach it has taken and the definition of standards.

Aim

To define electronic trading standards for the magazine and newspaper supply chain. This will facilitate the development of common solutions for effective electronic trading.



Scope

This document will focus on the standards between wholesalers and retailers. The scope is to provide electronic standards for the following areas:

- Delivery information
- Invoicing and crediting
- Recall advice
- Promotional allocation advice
- Electronic point of sale data
- Product information

Environment

Implementation of common standards for electronic communication will be of greatest benefit where the trading environment is such that:

- All parties have a high level of confidence in the processing and activities in the supply chain.
- There is a willingness to share non-commercially sensitive information.
- There is common adherence to one set of standards for the industry.

It is hoped that the development of electronic trading may help over time to build “trust” between trading parties, which could in turn lead to process simplifications such as avoiding the need to check goods received. However, it is recognised that this is not generally accepted today, and that movement towards such an environment will depend on the commercial decisions of those parties participating in the implementation.

Approach

To help develop these standards a vision for the delivery, returns and invoicing process was created. The vision was developed initially during a workshop facilitated by e-centre, with participants from retailers, wholesalers and publishers. The aims of the JIG Electronic Communication sub group were communicated to a wider audience of individual retailers through a series of workshops and through the retailer groups the British Retail Consortium (BRC) and the Association of News Retailing (ANR). These workshops explored, validated and refined the high level vision and gained commitment to the approach for developing an electronic communication standard.

Discussions continued with willing retailers in subsequent workshops to explore in more detail the high-level process and to develop the individual message content.

It is expected, that through initial trials of these standards, there will be a refinement of the message content and the high-level process.

Benefits

The development of electronic standards for communication within the newspaper and magazine supply chain will not directly generate tangible benefits. Benefits will only be fully realised when retailer systems, processes and procedures are adapted to make use of the electronic information. The costs of the development and maintenance of the trading environment will have to be gauged against the benefits. However, the implementation of these standards will lead to the potential for significant supply chain benefit. **Appendix A2** highlights in more detail the benefits identified by retailers that could be realised with changes to their internal systems, processes and procedures. The high level benefits are as follows:

- Reduced paperwork - reducing costs for retailers
- Consistent format of information - reducing training costs for retailers and reducing the risk of error and loss
- Standardised information and documentation in one communication channel with the same process for all wholesalers
- Improved inventory processes - reducing labour costs for retailers
- Improved stock control - reducing cost of stock losses and reducing risk of losses
- Forecast delivery volumes to assist resource planning - reducing labour costs for retailers
- Provision of improved promotional information - add sales, reduce retail admin costs
- Better buying decisions - reduced unsold processing costs
- Platform for future developments - development of constructive partnerships.

Industry overview

These standards recognise the uniqueness of the Newspaper and Magazine supply chain, which is likely to create the need for both Wholesalers and Retailers to develop or enhance existing systems to fit the unique characteristics.

The main current characteristics that are likely to be different to those of other items for resale handled by retailers are as follows: -

- Supplies are generally allocated from Wholesalers' systems based on historical sales performance rather than from a Retailer originated order
- Stock keeping units are specific issues of publications and not continuous replenishment against a product
- The barcode/EAN used to recognise a title and issue is 15 characters in total (where the final 2 characters identify the issue) compared to a 13 character barcode used for other products
- Each issue has a specific on-sale and off-sale date with a set price for the selling period
- Retail price and barcode changes are specific to an issue rather than a date
- Newspapers and magazines are currently zero-rated for Value Added Tax (VAT)
- Most (99%) of issues are sale or return with returns being valid for credit for a specified period only
- A Delivery Service Charge is levied on all retailers for a weekly cycle of deliveries
- A weekly-summarised invoice is generated totalling all delivery and returns transactions processed within a regular weekly cycle Sunday to Saturday
- A summarised weekly invoice will be generated each trading week, every week of the year

High level principles

To provide a framework for developing the process and the electronic communication standards, a set of high level principles have been established.

These principles are set out in **Appendix A1** and provide a foundation for the development of the message content.

Message mechanism

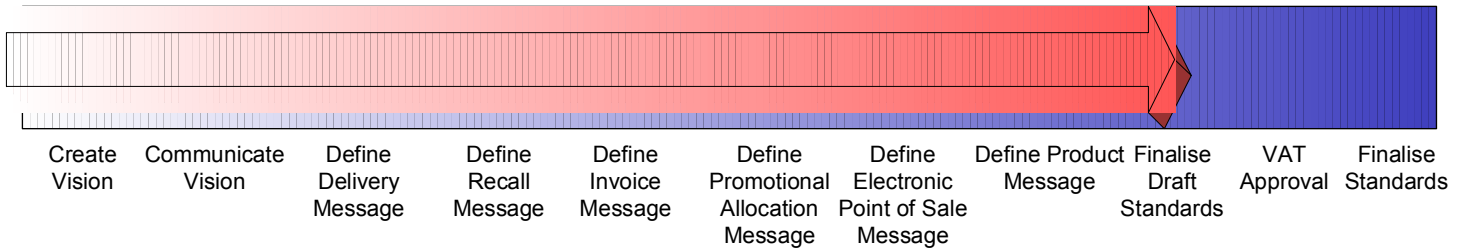
The mechanism for delivering messages has not been defined at this stage. It is expected that these will be developed alongside trials of the message standards. However, it is likely that there will be several different mechanisms to suit differing retailer needs and data volumes.

The existing mechanism for the exchange of EPoS data will remain unchanged.

Progress to date - Wholesaler to Retailer

The progress made on defining the standards for electronic communication is depicted in Figure 1 below. This illustrates the overall progress made in defining the different message types and the retailers engaged so far in detailed discussions to develop and validate them.

Overall Progress



Retailer Participation

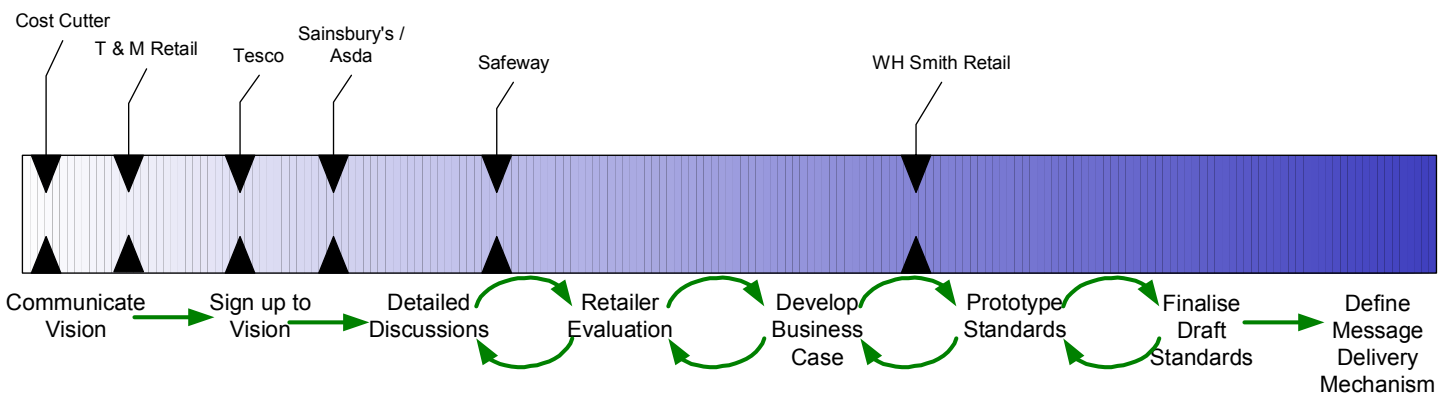


Figure 1 - Electronic communication progress diagram

Summary

This document has so far concentrated solely on Wholesaler – Retailer communications. These electronic messages will continue to be developed with retailers as discussed and subsequent versions of this document will be released as the messages are refined. The next stage is to develop the up channel communication standards with Wholesaler – Publisher/Distributor that will be published as a separate document.

Message definition

Delivery information

In order to meet the needs of retailers and to enable them to use a stock book a pre-delivery advice will be transmitted before each day's delivery. Where claims arise, as a result of the checking of goods received or for any other reason, they will continue to be dealt with for the time being using current processes and then confirmed by amendment of the delivery information as described below.

Due to the nature of the supply chain and the short timescales involved it is difficult to achieve completely accurate pre-delivery information. Therefore an adjustment message will be sent post-delivery to correct any changes to the original advice.

Appendix B1 shows the high-level delivery process flow.

To help retailers plan and resource their goods-in processes a delivery volume forecast will be sent to retailers to provide a high level forecast of the expected volumes of deliveries for each day of the following week.

A pre-delivery advice will be transmitted over night from wholesalers to retailers' head office for the following days deliveries. Subsequently, all known changes to this information will be sent in a separate adjustment message i.e. a late title or a late promotion will be reflected in the adjustment. A standard stock message will be used for the pre-delivery advice, adjustment and recall advice.

Significant detail will be provided on the delivery advice with price and VAT information included. The barcode (EAN15) will be split out into EAN 13 and the issue ID (EAN 14th and 15th digits) so that retailers are able to use EAN 13 or 15.

Supplements will not be identified as a separate product; any handling allowance associated with a product will be shown in the second trade discount.

All products including non news products will be identified by a EAN 15, where a barcode doesn't exist a nominal one will be assigned for each product and where possible will be consistent across all wholesalers.

Partially VAT' able items, for example products with a cover mount subject to VAT, will be included as one line entry but it will be flagged to indicate a non standard VAT rate. An extract from the HM customs and excise relating to VAT on magazines is shown in **Appendix C**.

While this message will not constitute an invoice, it will provide a complete line-level inventory record with value totals. This will allow a simple summary invoice to be raised without the need for line level detail since the invoice will reconcile precisely to the electronic message data previously sent. The delivery message is shown in **Appendix D1**.

Over time, it is expected that the ability to accurately pre-determine delivery quantities will increase as the flow of information in the supply chain improves. Ultimately this will progress to the point where an accurate pre-delivery advice can be transmitted to retailers in most cases.

The paper documentation currently used for delivery will remain in place in the short-term until confidence in the electronic process has been gained.

The adjustment message will be compiled and sent to retailers' head office after the early morning packing has been completed. It will use the stock message identified by the 'File type'. There are three main types of adjustment:

- Quantity adjustments
- Price affecting adjustments
- Other adjustments

Quantity adjustments will be for known changes to delivery, for example late products, packing shortage (normally due to shortage in delivery from publishers) and late promotions. Adjustments will be shown as positive/negative amendments dependant on their nature. However, any claims for shortages received after the adjustment message has been compiled will be included in the next pre-delivery message.

Price affecting adjustments will be used for any changes that will affect the value. This will include retail price, VAT rate, VAT value and trade discount. These types of adjustments will be shown as a negative entry for the current product information, effectively removing the title, and a positive entry for the new product information.

Other adjustments, for example barcode, title name, SOR status, will be shown as a negative entry for the current title information and a positive entry for the new title information.

Any product adjustments made outside of the weekly cycle they were originally charged in will be indicated by its transaction type.

The stock messages for the delivery advice and adjustment message are shown in **Appendix D1 and D2** respectively.

Each message transmission will include a summary of the total monetary values.

Recall information

There are two messages that are associated with the recall process, the first one is advice of titles to be returned and the second is advice of returns that have been processed.

A recall advice will be transmitted over night, which will detail all products that are due for return on the following day. The recall advice may also include a forecasted return quantity to assist retailers in the process, in situations where retailers have agreed to provide wholesalers with EPOS data, as outlined later in this document. The frequency of recall notices will remain unchanged.

A recall-processed advice will be transmitted overnight from Wholesaler to Retail Head Offices for returns that have been processed by the wholesaler during the preceding day. Accepted and rejected returns will be notified in the message including the barcodes for any unidentified product. A transaction type will be associated with every line item, which will identify if the product was credited or rejected. For each transaction there will be a message type, which will identify the sub category of transaction, for example an early return.

For retailers who wish to maintain an accurate stock book it will require them to manually count returned stock and enter into their systems. The process flow in **Appendix B2** reflects this with an optional feed from the 'Select and Pack Product for Return' process to 'Update Stock Levels'. However, this will prevent the 'simplification' of the returns process.

Significant detail will be provided on the returns advice with price and VAT information included. While this message will not constitute a credit note, it will provide a complete line-level inventory record with value totals.

This will allow simple summary credit values to be posted to the weekly summarised invoice without the need for detailed line level information since the credit will reconcile precisely to the accepted returns detail in the electronic message data previously sent.

A separate message could be sent to summarise product returned and rejected but still potentially eligible for credit, for example where a SOR title is sent back to a wholesaler who did not supply it. This issue is under discussion by another industry group, and may be covered in a later release of these standards if a process is agreed by them.

Appendix B2 describes the returns process flow, **Appendix D3** the recall message and **Appendix D4** the recall-processed advice.

Invoice

The invoice message will be created weekly and reflect a summary of the delivery, adjustment and recall processed message sent within a trading cycle of Sunday to Saturday.

The invoice message will be split into four sections, header, goods detail, ancillary and totals.

The goods detail section will summarise the total of each delivery, adjustment and recall message by store for each day. This will allow for reconciliation at a summary level and enable a more efficient invoice matching process.

The ancillary section will include all non-product charges, for example delivery service charge.

Appendix G is a conceptual illustration of how the delivery, adjustment and recall advice messages reconcile to the weekly invoice.

The remittance advice message (**Appendix F**) allow retailers to advise electronically the invoices that have been agreed and passed for payment on a specific date.

Appendix B3 shows the high-level invoice process, the paper invoice will remain the tax point for the short to medium-term to allow time for refinement and to gain approval from the Inland Revenue.

Product file message

A Product File insertion or amendment record will be generated from the National Title File advising new and previous barcodes and new and previous retail price. Changes will be advised a maximum of 7 days before the effective date to avoid change on change transactions. Product title names will be advised in the industry agreed consistent name style. Product file message is in **Appendix H**.

Retail promotions & allocation message

This message will be generated as promotions and allocations are created for future issues in line with the Industry Standard Service Agreement (ISSA). This information will be provided at least 48 hours in advance of the proposed supply. Providing commitment codes have been allocated by Retailer Head Offices for the promotion these will be detailed within the message. Retail promotions and allocation message is in **Appendix I**.

Electronic point of sale data

Introduction

This section describes the preferred method for transferring Electronic Point of Sales (EPoS) sales information.

It does not preclude other methods of information transfer, but these would need to be agreed on an individual basis with the retailers concerned.

Purpose

The purpose of sending EPoS sales information is to provide up to the minute sales information for the news product in order that sales-related services can be performed.

Method

The sales information will be sent via Tradanet using the EDIFACT standard message SLSRPT version D96A.

Wholesaler ANA: 5016888000004

TUN: 1557

The data will be contained within an Interchange Header and Trailer.

References **Appendix J1** – Interchange Header and Trailer

Appendix J2 – SLSRPT message

Timing

All sales for a day, up until close of business for that day (or a suitable time in the case of stores that are open for 24 hours), will be available for the wholesaler to collect the following day.

Wholesaler will look for sales data from 7am until 4 pm any data received after that time will be held over until the following day for processing.

The sales may be received in one or more files. In the event of a single store failure, it is generally preferable to receive the bulk of the sales data as early as possible, with a subsequent transmission when the missing sales quantities become available.

Message Structure

For a day

For a store

For a cluster within that store

For all news product (including dump codes relating to the news product)

Sales Quantity

Reference: **Appendix J2** – SLSRPT message

Store Identification

Stores may be identified in a number of ways dependent on the retailer's preference:

- a) Retailer's Store Id (code), or
- b) ANA code, or
- c) Unique Retailer No.

In all cases, a list will be supplied to the wholesaler of the expected stores and codes before the system can go live. The Service Level Agreement will refer to ongoing communication of store openings, closures and any other changes to this information.

Cluster Identification

Wholesalers are keen to receive the data at the lowest level available. For example, if the retailer produces sales information for a cluster of tills within the store, then we will receive it at cluster level, and aggregate to store level if necessary for the service provided. The retailers will generate their own cluster number.

Product Identification

The product will be identified by the EAN code (13 or 15 digits), with the retailer's description to assist when there are queries in the matching process.

Where the EAN does not contain 15 digits (i.e. it excludes issue recognition), then wholesalers will determine the issue as the current on sale issue for that product.

The EANs for dump codes are:

- 111111111111 for Newspapers
- 222222222222 for Magazines

Sales

The quantity of sales scanned against the EAN code above.

Only one sales quantity for the EAN/cluster/store/day will be expected. If there are duplicates, then the second will overwrite the first.

Time of Last Sale

This can be included with the sales quantity if known.

Service Level Agreement

A SLA will be agreed by both parties that will include:

- Notification of store openings, closures etc.
- Point of contacts for escalation
- Agreed transmission times

Glossary of terms

ANA code	Code as issued by the Article Numbering Association
ANMW	Association of Newspaper and Magazine Wholesalers
ANR	Association of Newsagent Retailers
Barcode	The barcode as printed on the product
BRC	British Retail Consortium
Cluster No.	In some cases, the EPoS sales data may be created for a cluster of tills within the store
Customer Title Code	The code for the product as used by the retailer
Dump Code	The code used to enter the sales into the till at the store when the product is not or cannot be scanned
EAN	The number (up to 15 digits) that represents the barcode
EAN 14 & 15	The last two digits of the EAN that represent the issue
EPoS	Electronic Point of Sale, sales data that is captured at the selling point
Firm Sale	A product that is not returnable
Handling Allowance	Payment made relating to the handling of a newspaper supplement, insert or voucher
Multiple Commitment	Promotional quantity of a product agreed between multiple retailers and publishers/distributors
Multi-Variant	An edition of a given issue of a product which is intended for only a limited number of customers, often multiple retailers
News Product	All daily and periodical newspaper and magazine product
NFRN	National Federation of Retail Newsagents
NPA	Newspaper Publisher Association
Off-Sale Date	The date the title is due to come off sale i.e. the sale period is complete
On-Sale Date	The date the title is due to go on sale
PPA	Periodical Publisher Association
Recall Note / Returns Note	A document sent to the customer every day, advising which titles and issues have reached their 'off sale date' and unsold copies are due to be returned
Retailer	Seller of product, whether independent, multiple or supermarket
Returns / Unsolds	Quantities of unsold titles that have been sent back from customers for credit, usually prompted by a Recall Note
Sales	Sales quantities determined by scanning the product
Simplification	Changes to the retailer goods in and return processes for newspapers and magazines to allow for parcel rather line level checking.
SOR	Sale or Return
Supplement	A separate section / magazine which is additional to the main body of the title
URN	Unique Retailer Number

Appendices

Appendix A1 - High level principles

- Electronic pre-delivery advice for each delivery day followed up with an adjustment message transmitted post delivery
- One electronic returns processing confirmation per returns processing day
- Separate credit and debit transmissions
- All products for re-sale referenced with an EAN 15 including non news products
- Supplements are not treated as separate products
- Supplement allowances associated with the main product
- Weekly processing cycle for all products
- Weekly processing cycle of Sunday - Saturday
- Returns processed in the same day they are collected
- Long-term aim to provide accurate pre-delivery advice
- For the short to medium term the paper weekly invoice will remain the tax point
- Payment requirements unchanged from existing arrangements
- The weekly invoice is designed around a weekly cycle but will be generated from one or more delivery, adjustment or return notifications (shop closures and change of ownership may cause this to vary)
- Will help facilitate retail electronic invoice matching
- Separate sections in invoice for product and ancillary charges
- Partially VAT' able items for example products with a cover mount subject to VAT will shown as one product entry but it will be flagged to indicate a non standard VAT rate

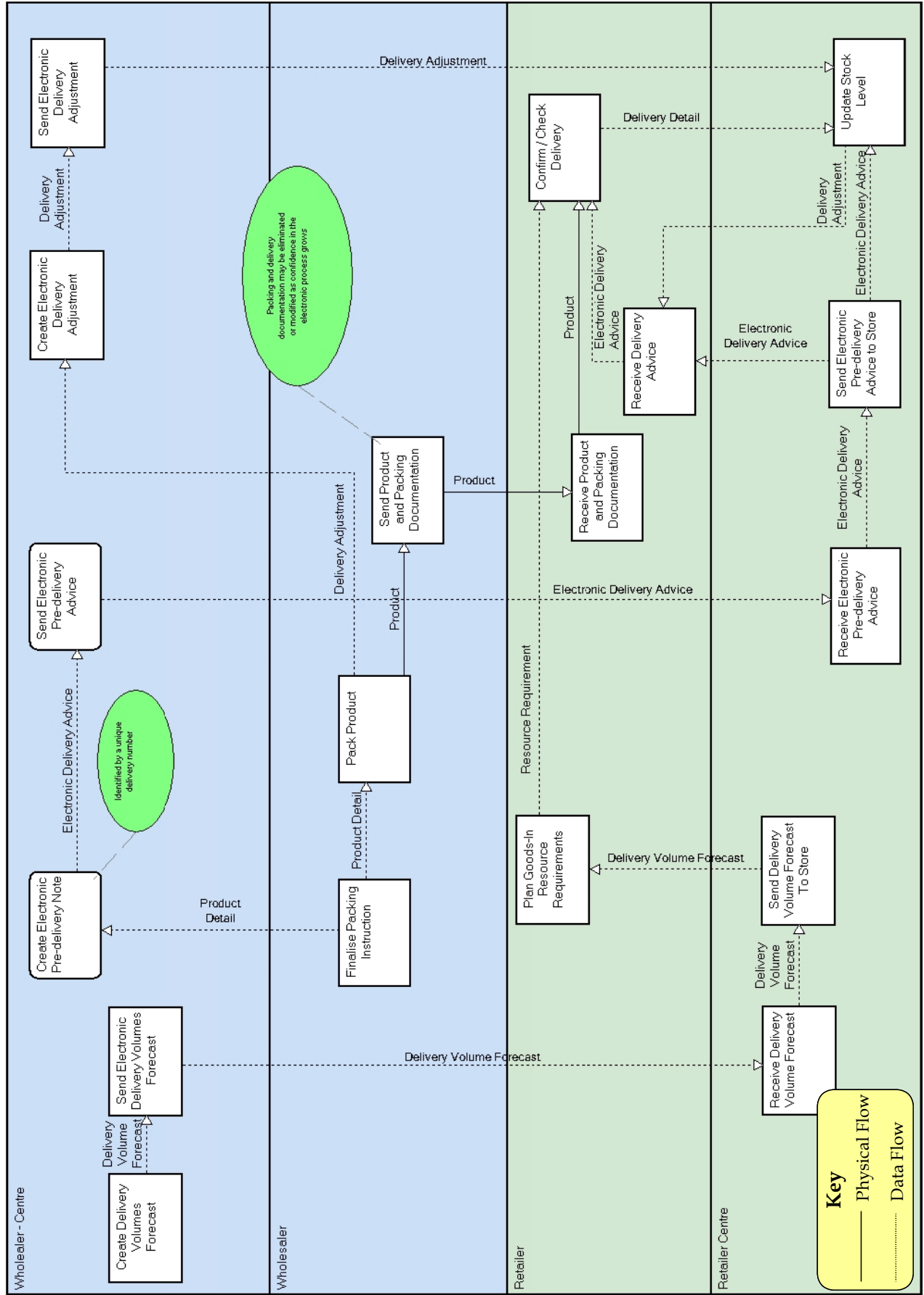
Appendix A2 - Potential Retailer Benefits

With the provision of electronic information and subsequent developments with retailers internal systems, the following potential benefits have been identified.

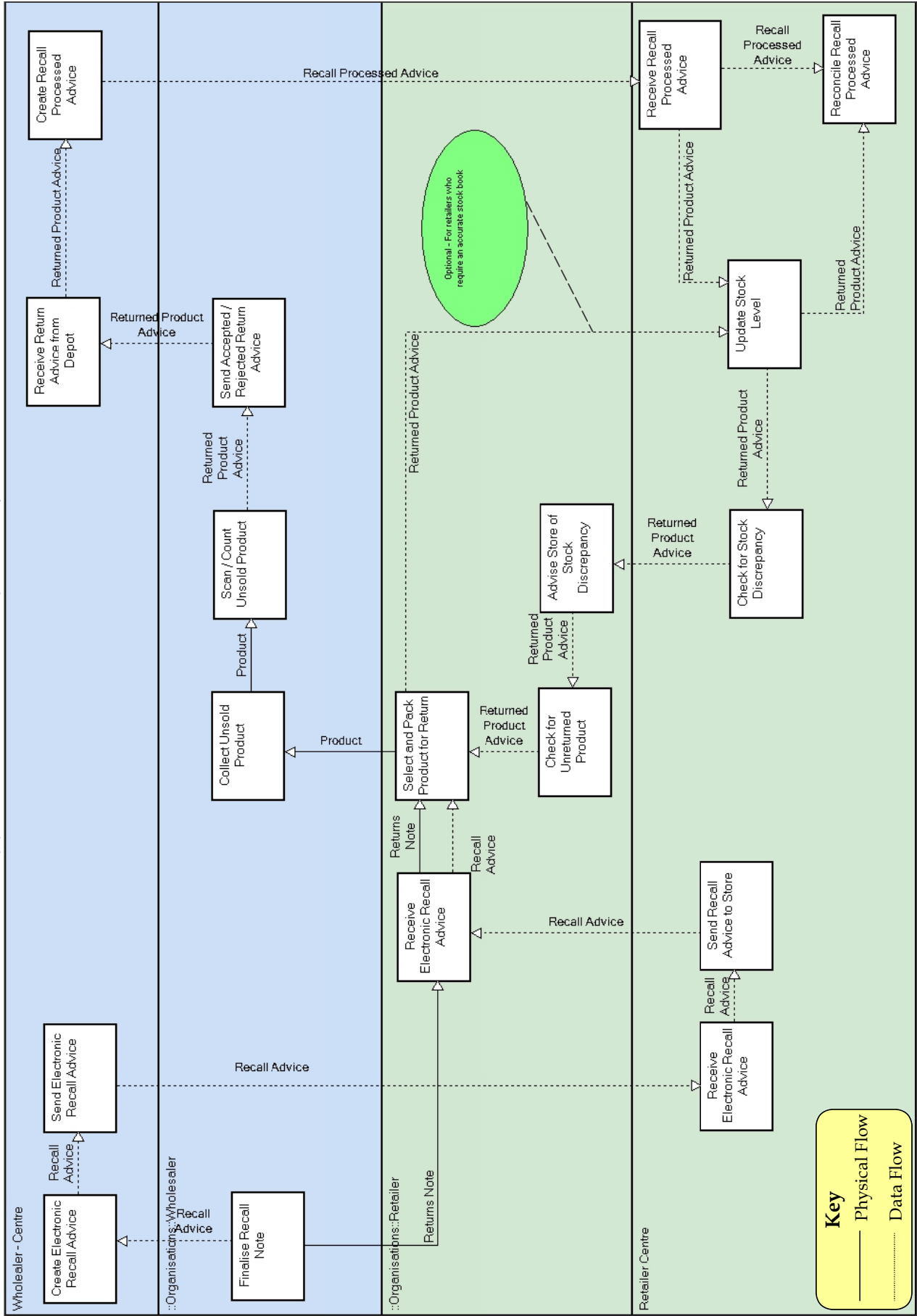
Benefits	Benefit Area Store workload = W Waste and shrink = L Central process = C Sales = S	Comments
15 Digit Barcode		
Titles held at issue level	W,L,S,C, W	Gives stock visibility to enable a non-checking environment
Issue information available at till point	W, S	
Early warning system for title not selling <ul style="list-style-type: none"> • Initially • During issue lifecycle 	L, S	
Sales of recalled product generates exception report	W, L	
Sale of unauthorised product generates exception report	W, C	
Lifecycle availability as a measure	L, C, S	
Line and issue level shrink and waste visibility	L	
National Title File Downloads		
Standardised updates of title naming formats	W, L, C	
Auto updates on any prices and on sale date changes	W, L, C, S	
Returns - paper and electronic		
Missed returns report	L, W	
Forecast Returns Notes	L, W	
Credits and rejections automatically recorded in system – store only needs to push approval button	W	Requires store training to ensure this is reviewed and not automatically accepted
Delivery		
Early notification of delivery volumes	W	
Product		
Deliveries flag promoted titles that are linked to specific magazine issues	W, S	
Simplification and Best Practise		
Visibility of wholesale KPI's of service to retailer by depot	W, L, S	
Standardised information and documentation in one communication channel with the same process for all wholesalers	W, L	
Stock		
Early warning for high/increasing or low/decreasing levels of stockholding or unsolds	W, L, S	
All stock identified, accurate and on product file	L	

Benefits	Benefit Area Store workload = W Waste and shrink = L Central process = C Sales = S	Comments
Visibility of wholesaler stock levels	W, S	
Daily store replenishment reports	W, S	
Finance		
Enables move from retail to unit accounting, thus treating News the same as every other product area	C	Only stores that have EPOS would be able to comply
Separate visibility of all ancillary charges		
Systems		
ASN's used to allow store to accept a delivery and raise a claim		
Basic operational information to be printed in store		

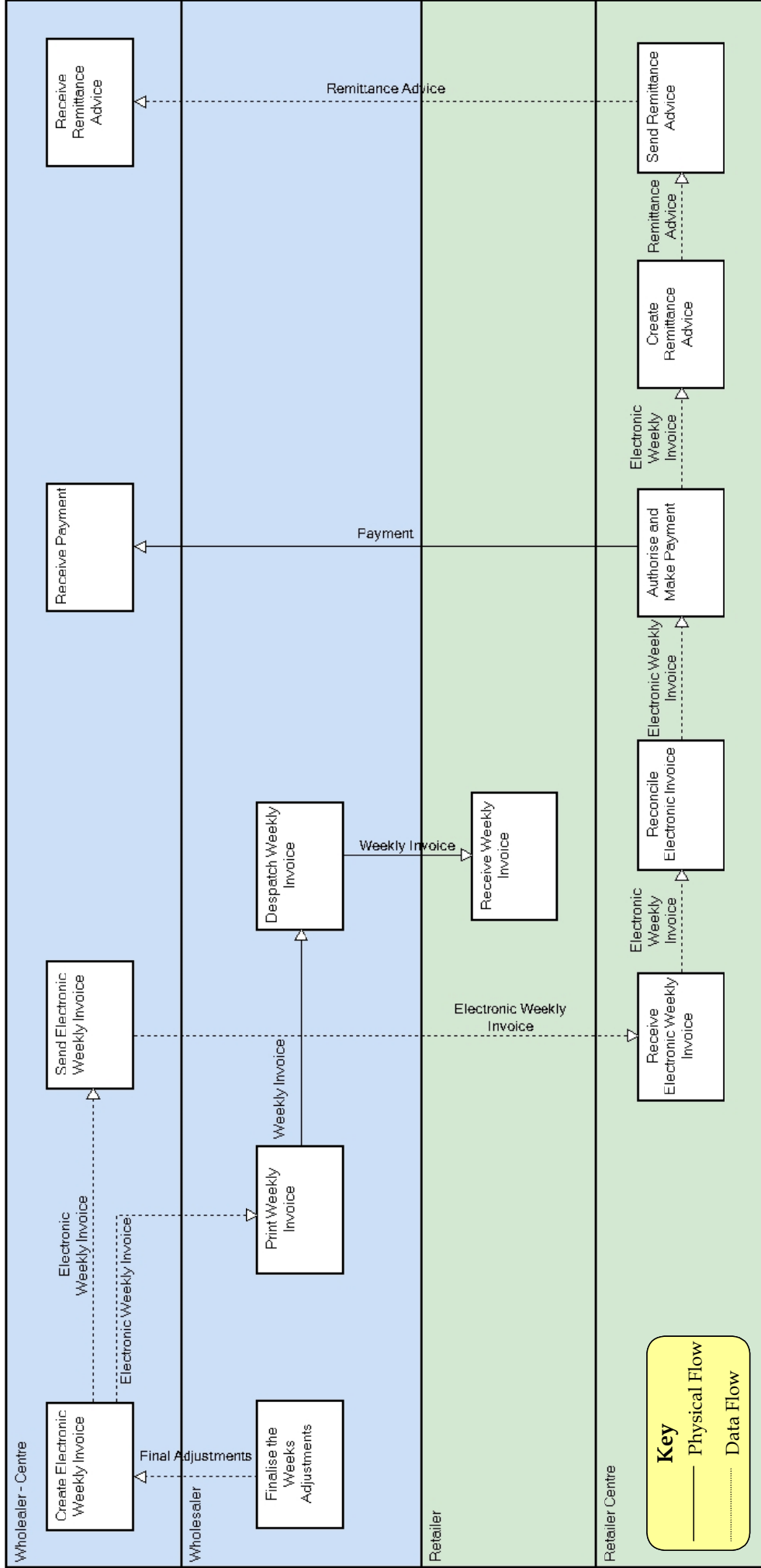
Appendix B1 - Delivery process flow



Appendix B2 - Returns process flow



Appendix B3 - Invoice process flow



Appendix C - Extract from the HM Customs and Excise

Notice 701 / 10 HM Customs - Zero Rating on Books etc

6.7 Promotional items in magazines

If you link a cover-mounted item such as a sachet of perfume or a CD to a magazine, you can treat it as zero-rated if the following conditions are met:

you do not make a separate charge for it; and
issues with cover mounted items are sold at the same price as those that do not; and:
the cost to you of the cover mounted item or items included in any individual issue does not exceed:

- 20% of the total cost to you of the combined supply
(excluding VAT); and
- £1 (excluding VAT)

The linking of goods is normally done by the publisher, but can take place at any point in the distribution chain (for example, distributor, retailer).

If at the point of linkage the supply satisfies the terms of this concession, it becomes a single zero-rated supply and will continue to be a single supply throughout the chain.

If the supply does not satisfy the terms of the concession, you will have to consider whether the supply is a single or multiple supply under the normal rules explained above.

Source: www.hmce.gov.uk

Appendix D1 - Delivery message

1. Header

File type - i.e. delivery/ adjustment/return

Document Date = Processed date

Document Note Number

Retailer name

Retailer Post Code

Wholesaler House ID (ANA code)

Wholesaler Customer Number

URN

Retailers Store Reference

Retailer ANA Location Code

Currency indicator - £ or Euro

2. Detail Lines

EAN 13

Issue ID (EAN 14th and 15th digits)

Issue Year

Title Name

SOR

Issue Description

On-sale Date

Delivery date

Expected Recall Date

Expected Returns Cut off Date

Product Category

Product Market Segment

Retail Commitment Code

Transaction Type - Code - Main Supply

- Extra

- SBR

Message Type - Code - Firm Sale

- Sale or Return

Quantity

Delivery Reference

SOR Allowance

Retail Price (whole currency units, no decimal place)

Extended Retail Value (quantity x retail) price

1st Trade Discount (% or pence per copy) - what type of discount

Discount Type

2nd Trade Discount (supplement allowance)

Discount Type

Extended Trade Value (quantity x retail less discount)

VAT Rate

VAT Value

Extended VAT Value

3. Total/trailer Details

Document number/type

Total Retail value

Total Trade value

Total VAT value

Appendix D2 - Adjustment message

1. Header

File type - i.e. delivery/ adjustment/return

Document Date = Processed date

Document Note Number

Retailer name

Retailer Post Code

Wholesaler House ID (ANA code)

Wholesaler Customer Number

URN

Retailers Store Reference

Retailer ANA Location Code

Currency indicator - £ or Euro

2. Detail Lines

EAN 13

Issue ID (EAN 14th and 15th digits)

Issue Year

Title Name

SOR

Issue Description

On-sale Date

Delivery Date

Expected Recall Date

Expected Returns Cut off Date

Product Category

Product Market Segment

Retail Commitment Code

Transaction Type - Code - Main Supply

- Extra

- SBR

Message Type - Code - Firm Sale

- Sale or Return

Quantity

Delivery Reference

SOR Allowance

Retail Price (whole currency units, no decimal place)

Extended Retail Value (quantity x retail) price

1st Trade Discount (% or pence per copy) - what type of discount

Discount Type

2nd Trade Discount (supplement allowance)

Discount Type

Extended Trade Value (quantity x retail less discount)

VAT Rate

VAT Value

Extended VAT Value

3. Total/trailer Details

Document number/type

Total Retail value

Total Trade value

Total VAT value

Appendix D3 - Recall message

1. Header

File type - i.e. delivery/ adjustment/return
Document Date
Document Note Number
Retailer name
Retailer Post Code
Wholesaler House ID (ANA code)
Wholesaler Customer Number
URN
Retailers Store Reference
Retailer ANA Location Code
Currency indicator - £ or Euro

2. Detail Lines

EAN 13
Issue ID (EAN 14th and 15th digits)
Issue Year
Title Name
SOR
Issue Description
On-sale Date
Delivery Date
Returns Cut off Date
Product Category
Product Market Segment
Quantity Supplied
Forecast Returnable Quantity
SOR Allowance
Retail Price (whole currency units, no decimal place)

Appendix D4 - Recall processed message

1. Header

File type - i.e. delivery/ adjustment/return

Document Date = Processed date

Document Note Number

Retailer name

Retailer Post Code

Wholesaler House ID (ANA code)

Wholesaler Customer Number

URN

Retailers Store Reference

Retailer ANA Location Code

Currency indicator - £ or Euro

2. Detail Lines

EAN 13

Issue ID (EAN 14th and 15th digits)

Issue Year

Title Name

SOR

Issue Description

On-sale Date

Delivery Date

Expected Recall Date

Expected Returns Cut off Date

Product Category

Product Market Segment

Retail Commitment Code

Transaction Type - Code - Return/Credit

- Early Return

- Return/Refused

Message Type - Code - Firm Sale

- Too Late

Quantity

Delivery Reference

SOR Allowance

Retail Price (whole currency units, no decimal place)

Extended Retail Value (quantity x retail) price

1st Trade Discount (% or pence per copy) - what type of discount

Discount Type

2nd Trade Discount (supplement allowance)

Discount Type

Extended Trade Value (quantity x retail less discount)

VAT Rate

VAT Value

Extended VAT Value

3. Total/trailer Details

Document number/type

Total Retail value

Total Trade value

Total VAT value

Appendix E - Invoice message

1. Header

Document date = Saturday weekending date.
Document number.
Retailer name.
Retailer postcode.
Wholesaler House ID (ANA code).
Wholesaler Customer number.
URN.
Retailers store reference.
Retailer ANA location code.

2. Detail - Goods

Type - supply, adjustment and return
Note number (Document note from stock message)
Day number (1 = Sunday, 7 = Saturday)
Date DD.MM.YYYY
Retail value
Trade value
VAT value.
Charged value.

3. Detail - Ancillary Changes (non-goods)

Type
Name
Reference
ex VAT value
VAT value
Charged value

4. Total

Document number
Retail value.
Trade value.
VAT value.
Payment Total.

Note:

1. Detail - This is a summarised advice of detail previously advised as deliveries and returns.
2. Timescale - The summarised invoice is produced each week for supplies and returns advised Sunday to Saturday inclusive.
3. Closed Days - In the event of a retailer being closed on a delivery day supplies will be detailed against the closed day but will have been delivered on the next open day.

Appendix F - Remittance Advice

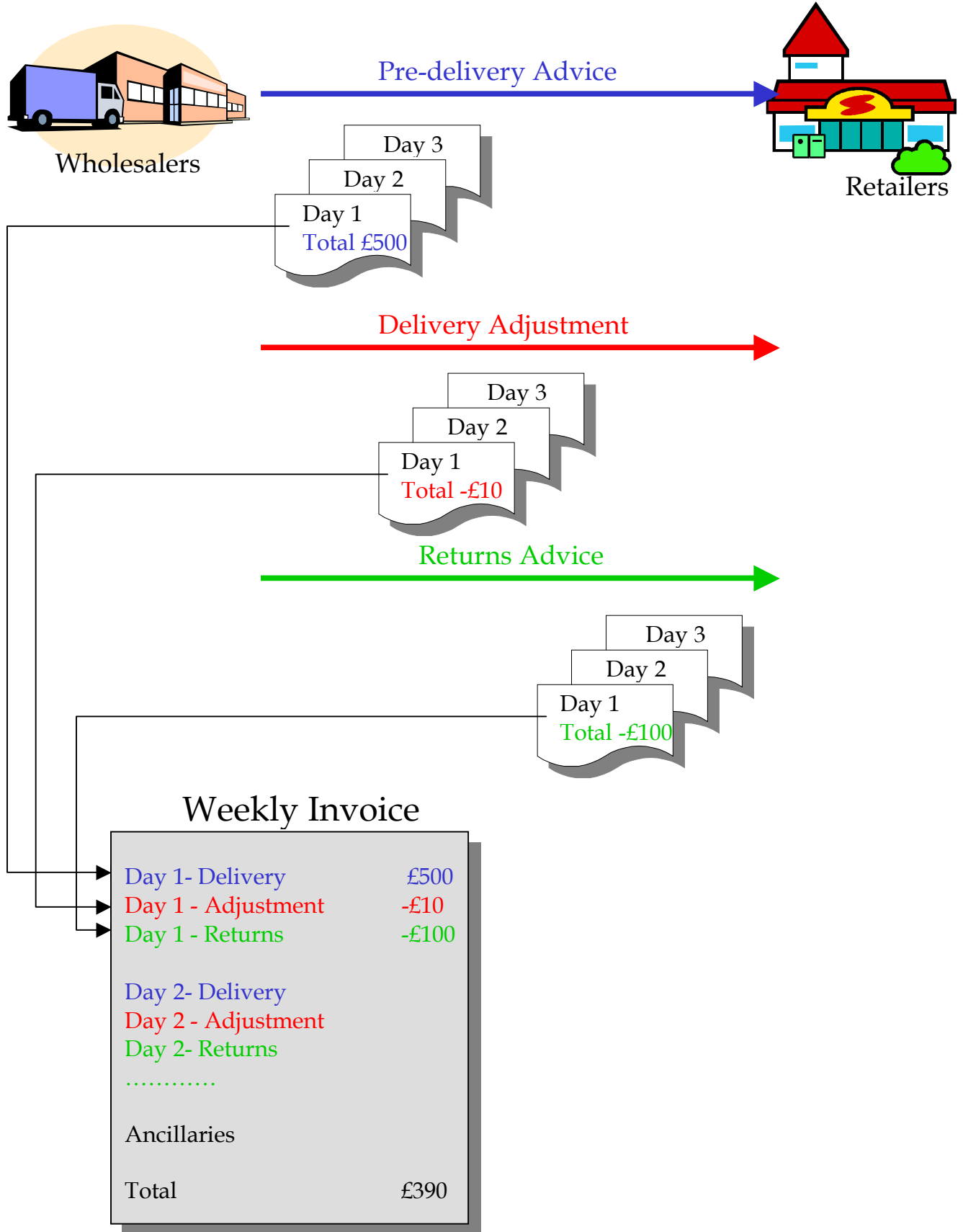
1. **Header**

Document date.
Retailer name.
Retailer postcode.
Payment total
Number of invoices Paid
Payment method

2. **Detail**

Invoice number
Invoice date DD.MM.YYYY
Invoice value (indicate if net credit)
Retailer store reference.
Retailer ANA code.

Appendix G - Conceptual electronic invoice message formation



Appendix H - Product file message

Header

Date DD MM YYYY
Sequence NN WW YYYY
Previous sequence NN WW YYYY

Detail

Type - New, Amend, Delete
New barcode- EAN 13
New barcode - Issue ID (EAN 14th and 15th digits)
Previous barcode- EAN 13
Previous barcode- Issue ID (EAN 14th and 15th digits)
Distributor Name
Title Name
New Retail Price
Previous Retail Price
New VAT Value
Effective Date (on-sale date)
Frequency Code - Daily / Monthly etc
Market Sector Agreed industry codes – see appendix

Note: This file may be provided by National Title File to users registered for this service.

Appendix I - Retail promotions and proposed allocations message

1. **Header**

File type -
Document Date = Processed date
Retailer name
Retailer Post Code
Wholesaler House ID (ANA code)
Wholesaler Customer Number
URN
Retailers Store Reference
Retailer ANA Location Code
Total number of detail lines

2. **Detail Lines**

EAN 13
Issue ID (EAN 14th and 15th digits)
Issue Year
Title Name
SOR
Issue Description
On-sale Date
Expected Recall Date
Product Category
Product Market Segment
Retail Commitment Code
Transaction Type - Code - Promotion - new title -
Return/Credit
Proposed Supply
 Latest net sale
 Previous net sale
 Previous - 1 net sale
 Promotion information - Text up to 500 characters

Appendix J1 - EPoS message header and trailer

Interchange Header

UN/EDIFACT Directory 90.2: Segment UNBUN/EDIFACT Directory 90.2

UNB INTERCHANGE HEADER 88.1

Function: To start, identify and specify an interchange.

S001 SYNTAX IDENTIFIER	M	
0001 Syntax identifier	M a4	UNOA
0002 Syntax version number	M n1	3
S002 INTERCHANGE SENDER	M	
0004 Sender identification	M an..35	Retailer ANA
0007 Partner identification code qualifier	C an..4	14 (ANA)
0008 Address for reverse routing	C an..14	
S003 INTERCHANGE RECIPIENT	M	
0010 Recipient identification	M an..35	Wholesaler ANA
0007 Partner identification code qualifier	C an..4	14
0014 Routing address	C an..14	
S004 DATE/TIME OF PREPARATION	M	
0017 Date of preparation	M n6	YYMMDD
0019 Time of preparation	M n4	HHMM
0020 INTERCHANGE CONTROL REFERENCE	M an..14	a unique no
S005 RECIPIENTS REFERENCE PASSWORD	C	
0022 Recipient's reference/password	M an..14	
0025 Recipient's reference/password qualifier	C an2	
0026 APPLICATION REFERENCE	C an..14	SLSRPT
0029 PROCESSING PRIORITY CODE	C a1	
0031 ACKNOWLEDGEMENT REQUEST	C n1	
0032 COMMUNICATIONS AGREEMENT ID	C an..35	
0035 TEST INDICATOR	C n1	

Example

UNB+UNOA:3+5000119000006:14+5016888000004:14+020131:0149+409594+
+SLSRPT'

Interchange Trailer

UN/EDIFACT Directory 90.2: Segment UNZUN/EDIFACT Directory 90.2

UNZ INTERCHANGE TRAILER 88.1

Function: To end and check the completeness of an interchange.

0036 INTERCHANGE CONTROL COUNT	M n..6	1
0020 INTERCHANGE CONTROL REFERENCE	M an..14	as header

Example

UNZ+1+409594'

Appendix J2 - EPoS message detail

EDIFACT/ EANCOM SLSRPT D96A

Message Detail

UNH+1065+SLSRPT:D:96A:UN:EAN004'	Message ref no.
BGM+73E::9+W H SMITH SALES REPORT 1065+9'	
DTM+137:20020131:102'	sales data report dated 31/01/02
DTM+356:2002012920020130:718'	sales period 29/01/02 to 30/01/02
NAD+SE+5000119000006::9'	retailer ANA name&add
NAD+SU+5016888000004::9'	supplier ANA name&add
LOC+162+02005:001:92:ABINGTON EXPRESS'	store reference, cluster & description
DTM+356:20020130:102'	date/period of sale
.	
.	For every product item:
LIN+1+++9770019136151:EN'	Line no + Product
QTY+153:2:EA'	Quantity (153 = quantity sold)
LIN+2+++9770027185189:EN'	Line no + Product
QTY+153:42:EA'	quantity sold
.	
.	
UNT+80+1065'	No of segments + Message ref No

Appendix Y - Product market sector and segments

Market Sector	Code	Market Segment	Code
ADULT	ADU	ADULT HUMOR/GRAPHIC NOVELS	AHN
	ADU	ADULT MAGAZINES	AEM
	ADU	GAY LIFESTYLE MAGAZINES	GAY
BUYING & SELLING	BSE	BUYING & SELLING - GENERAL	BSG
	BSE	BUYING & SELLING - PROPERTY	BSP
CHILDREN'S MAGAZINES	CMG	PRE-SCHOOL	PSC
	CMG	PRE-TEEN	PRT
	CMG	PRIMARY BOYS	PBO
	CMG	PRIMARY GIRLS	PGI
COMPUTING	COM	AMIGA GAMES	AMG
	COM	AMIGA LEISURE	ALE
	COM	INTERNET	INT
	COM	MAC	MAC
	COM	MISC. (COMPUTERS)	CMJ
	COM	MULTI FORMAT CONSOLE	CMF
	COM	MULTI MEDIA	MME
	COM	NINTENDO	NIN
	COM	PC BUSINESS	CPB
	COM	PC GAMES	PCG
	COM	PC LEISURE	CPL
	COM	SEGA	SEG
	COM	SONY	SON
COM	XBOX	XBO	
COUNTRYSIDE & COUNTY	CCO	NATIONAL	NAT
	CCO	REGIONAL	REG
FOREIGN LANGUAGE TITLES	FTI	FRANCE	FRA
	FTI	GERMANY	GER
	FTI	ITALY	ITA
	FTI	MIDDLE EAST	MEA
	FTI	OTHER	FTL
	FTI	SPAIN	SPA
GENERAL INTEREST	GIN	ASTROLOGY	AST
	GIN	CRIME	CRM
	GIN	JOBS ADVERTS	JOP
	GIN	LITERARY	LIT
	GIN	MISC. (GENERAL INTEREST)	MIS
	GIN	RELIGION	REL
	GIN	SCI FI	SFI
	GIN	TATTOO	TAT
HOME INTEREST	HNT	DO IT YOURSELF	DIY
	HNT	GARDENING	GAR
	HNT	WOODWORKING	WOO

Market Sector	Code	Market Segment	Code
LEISURE INTERESTS	LIN	ANTIQUES	ANT
	LIN	ART	ART
	LIN	AVIATION	AVI
	LIN	BOATING	BOA
	LIN	CAMPING/WALKING/CLIMBING	CWA
	LIN	COLLECTING	COL
	LIN	CRAFTS	CRA
	LIN	DANCE & THEATRE	DTH
	LIN	ELECTRONICS & RADIO	ELR
	LIN	ENTERTAINMENT/LISTINGS	ELI
	LIN	EQUESTRIAN	EQU
	LIN	FILM & VIDEO REVIEWS	FVR
	LIN	GAMES	GAM
	LIN	GENERAL HEALTH & FITNESS	GHF
	LIN	HI-FI	HII
	LIN	HOLIDAY	HOL
	LIN	HOME ENTERTAINMENT	HEN
	LIN	MILITARY	MIL
	LIN	MODELLING	MOD
	LIN	PETS - BIRDS	PBI
	LIN	PETS - CATS	PCA
	LIN	PETS - DOGS	PDO
	LIN	PETS - FISH	PFI
	LIN	PHOTOGRAPHY	PHT
	LIN	RACING & BETTING	RBE
	LIN	RADIO CONTROLLED MODELLING	RCM
	LIN	RAILWAYS - MODERN	RMO
	LIN	RAILWAYS - STEAM	RST
	LIN	TRANSPORT - GENERAL	TGE
	LIN	TV & FILM SPIN-OFFS	TFS
	LIN	VIDEO & CAMCORDERS	VCA
	LIN	WILDLIFE	WIL
	LIN	YACHTING	YAC
	MEN'S LIFESTYLE	MFI	MEN'S LIFESTYLE
MISCELLANEOUS	MIS		
MOTORING & MOTORCYCLING	MMO	CARAVANNING	CAR
	MMO	MOTORCYCLING - BIKER	MBM
	MMO	MOTORCYCLING - CLASSICS	MCM
	MMO	MOTORCYCLING - GENERAL	MGE
	MMO	MOTORCYCLING - SPORT	MMS
	MMO	MOTORING - 4 X 4	MOT
	MMO	MOTORING - BUYING & SELLING	MBS
	MMO	MOTORING - CLASSICS	MCL
	MMO	MOTORING - CUSTOM	MCU
	MMO	MOTORING - GENERAL	MOG
	MMO	MOTORING - KIT CAR	MKC
	MMO	MOTORING - PERFORMANCE	MPE
	MMO	MOTORING - SPORTING	MOM
	MMO	MOTORING - TRUCKS	MTR

Market Sector	Code	Market Segment	Code
MUSIC	MUS	CLASSICAL	CLA
	MUS	COUNTRY	MCO
	MUS	DANCE	DAN
	MUS	HEAVY METAL	MHM
	MUS	JAZZ	JAZ
	MUS	OTHER	OTH
	MUS	POP MUSIC	POP
	MUS	PRACTICAL/PLAYING	PPL
	MUS	ROCK	MRO
NEWS & CURRENT AFFAIRS	NCA	BUSINESS & FINANCE	BFI
	NCA	CURRENT AFFAIRS - DOMESTIC	CAD
	NCA	CURRENT AFFAIRS - INTERNAT.	CAI
	NCA	SCIENCE	SCI
PARTWORKS	PAR	NATIONAL LAUNCH	PNL
	PAR	TESTS	PAT
PUZZLE MAGAZINES	PMA	CHILDREN'S	PCH
	PMA	CROSS REFERENCE	PUC
	PMA	CROSSWORDS	PCR
	PMA	KRISS KROSS	PKK
	PMA	LOGIC TITLES	PLT
	PMA	MIXED CONTENT	PMC
	PMA	WORD SEARCH	PWO
	PMA	YOUNG WOMEN'S	PYW
SPECIALS	SPE	ANNUALS	ANN
	SPE	CALENDARS	CAL
	SPE	CONFECTIONERY	CON
	SPE	ONE SHOTS	OSH
	SPE	SEASONAL SPECIALS	SPS
	SPE	STAMPS, STICKERS, COLLECTIBLES	SSC
SPORT	SPO	ANGLING - COARSE	ACO
	SPO	ANGLING - GAME	AGA
	SPO	ANGLING - SEA	ASE
	SPO	ATHLETICS	ATH
	SPO	BODYBUILDING	BBU
	SPO	CRICKET	CRI
	SPO	CYCLE SPORTS - CYCLING	CSP
	SPO	CYCLE SPORTS - MOUNTAIN BIKE	CMB
	SPO	FOOTBALL - ADULT	FAD
	SPO	FOOTBALL - CLUB SPECIFIC	FCS
	SPO	FOOTBALL - YOUTH	FYO
	SPO	GOLF	GOL
	SPO	OTHER SPORTS	OSP
	SPO	RING/COMBAT SPORT	RCS
	SPO	RUGBY	RUG
	SPO	SHOOTING	SHO
	SPO	SKI-ING AND SNOWBOARDING	SKI
	SPO	WATERSPORTS	WAT

Market Sector	Code	Market Segment	Code
TEENAGE MAGAZINES	TAM	TEENAGE COMICS	TAC
	TAM	TEENAGE ENTERTAINMENT	TAE
	TAM	TEENAGE LIFESTYLE	TEL
TRADE & PROFESSIONAL	TPR	TRADE & PROFESSIONAL	TRP
TV LISTINGS	TVL	RADIO & TV GUIDES	RTG
	TVL	SATELLITE/CABLE	SAC
VIDEOS	VID		
WOMEN'S INTERESTS	WIN	COOKERY & KITCHEN	CKI
	WIN	HAIR	HAI
	WIN	HOME INTEREST	HIN
	WIN	MACHINE KNITTING	MKN
	WIN	NEEDLECRAFT	NEE
	WIN	PARENTHOOD	PHD
	WIN	ROMANTIC FICTION	FRL
	WIN	SEWING & KNITTING	SKN
	WIN	WEDDINGS & BRIDES	WBR
	WIN	WOMEN'S GENERAL INTEREST	WGI
	WIN	WOMEN'S HEALTH & BEAUTY	WHB
	WIN	WOMEN'S LIFESTYLE/FASHION	WLI
	WIN	WOMEN'S PRACTICAL	WPR
	WIN	WOMEN'S SLIMMING	WSL
	WIN	WOMENS WEEKLIES	WWE
	WIN	WOMENS WEEKLIES	WWE
	WIN	WOMENS WEEKLIES	WWE
	WIN	WOMENS WEEKLIES	WWE
WIN	WOMENS WEEKLIES	WWE	
WIN	WOMENS WEEKLIES	WWE	
WIN	YOUNG WOMEN	YWO	

Appendix Z - Useful contacts

Periodical Publishers Association

Queens House
28 Kingsway
London
WC2B 6JR
Tel: 020 7404 4166
Fax: 020 7404 4167
e-mail: info1@ppa.co.uk
Website: <http://www.ppa.co.uk>

UK National Serials Data Centre (ISSN)

The British Library
Boston Spa
Wetherby
West Yorkshire
LS23 7BQ
Tel: 01937 546 959
Fax: 01937 546 562
e-mail: issn-uk@bl.uk
Website: <http://www.bl.uk>

ISBN Centre

J Whitaker & Son Ltd
Woolmead House West
Bear Lane
Farnham
Surrey
GU9 7LG
Tel: 01252 742590
e-mail: isbn@bookseller.co.uk
Website: <http://www.thebookseller.com>

e-centre UK

Association for Standards and Practices in Electronic Trade

10 Maltravers Street
London
WC2R 3BX
Tel: 020 7655 9000
Helpdesk: 020 7655 9001
Fax: 020 7681 2290
E-mail: info@e-centre.org.uk
Website: <http://www.e-centre.org.uk>

AIM UK

The Old Vicarage
Haley Hill
Halifax
HX3 6DR
Tel: 01422 368368
Fax: 01422 355604
e-mail: iansmith@aim-europe.org

Website: <http://www.aimglobal.org>

Barcode Advisory Service

Premium rate line 0906 515 1017.

Axicon Auto ID Ltd

Church Road

Weston-on-the-Green

Bicester

Oxfordshire

OX25 3QP

E-mail masters@axicon.com

www.axicon.com

Tel: 01869 35 11 66

Fax: 01869 351 205