



# Online Property: Certificate of Activity

For the period: 1 July 2010 - 31 July 2010

Web

MailOnline

Property Name: MailOnline

# MailOnline

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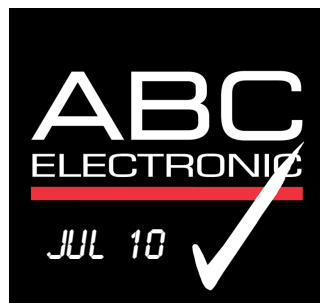
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### Issued by:

ABCe  
Saxon House  
211 High Street  
Berkhamsted  
Hertfordshire  
HP4 1AD  
United Kingdom

Tel: +44 (0) 1442 870800  
Fax +44 (0) 1442 200702

[www.abc.org.uk](http://www.abc.org.uk)  
[info@abc.org.uk](mailto:info@abc.org.uk)  
ABC Ref: 20552/16940110/V1.01



### Contact Details:

Associated Northcliffe Digital  
Prajakta Datar  
Digital Analytics Manager  
2 Derry Street  
London  
W8 5TT

+44 (0) 207 752 8423  
[praja.datar@and.co.uk](mailto:praja.datar@and.co.uk)





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## Daily Qualifying Worldwide Traffic

MailOnline	Daily Average
Unique Browsers	2,494,916
Page Impressions	12,946,012
<b>This is Money</b>	
Unique Browsers	72,469
Page Impressions	292,494

## Monthly Qualifying Worldwide Traffic

MailOnline	Monthly Total
Unique Browsers	44,218,894
Page Impressions	401,326,379
<b>This is Money</b>	
Unique Browsers	1,595,150
Page Impressions	9,067,308

## Domains/URLs

This lists the domains and any specific URLs that represent 95% or more of the Page Impressions certified, listed in descending order. Where specific URLs are stated this indicates that the traffic included is limited to just these URLs (in addition to any domains listed).

MailOnline	This is Money
www.dailymail.co.uk	www.thisismoney.co.uk
www.thisismoney.co.uk	http://investing.thisismoney.co.uk
www.mailonsunday.co.uk	http://boards.thisismoney.co.uk
http://investing.thisismoney.co.uk	www.moneysupermarket.com



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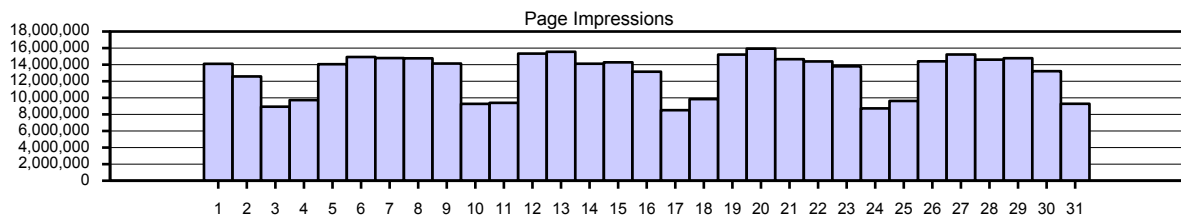
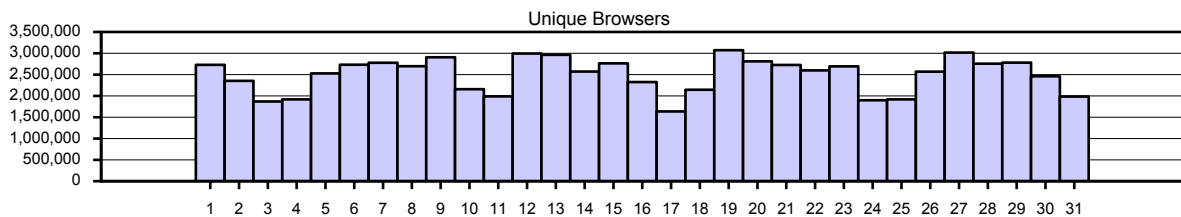
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## Daily Activity: MailOnline

Date	Unique Browsers	Page Impressions
01-Jul-10	2,728,562	14,102,342
02-Jul-10	2,353,416	12,580,365
03-Jul-10	1,869,171	8,930,091
04-Jul-10	1,918,701	9,724,627
05-Jul-10	2,527,797	14,054,619
06-Jul-10	2,731,967	14,924,066
07-Jul-10	2,777,225	14,794,246
08-Jul-10	2,696,657	14,765,532
09-Jul-10	2,906,536	14,134,849
10-Jul-10	2,157,517	9,273,666
11-Jul-10	1,989,110	9,394,836
12-Jul-10	2,993,818	15,335,206
13-Jul-10	2,963,976	15,553,986
14-Jul-10	2,571,890	14,113,195
15-Jul-10	2,763,465	14,282,027
16-Jul-10	2,325,281	13,150,356
17-Jul-10	1,636,058	8,508,407
18-Jul-10	2,144,560	9,844,781
19-Jul-10	3,072,989	15,218,251
20-Jul-10	2,810,502	15,930,249
21-Jul-10	2,726,422	14,661,148
22-Jul-10	2,598,771	14,390,439
23-Jul-10	2,693,095	13,799,664
24-Jul-10	1,898,431	8,726,346
25-Jul-10	1,918,754	9,621,413
26-Jul-10	2,569,413	14,404,749
27-Jul-10	3,015,741	15,228,155
28-Jul-10	2,756,506	14,605,038
29-Jul-10	2,780,767	14,779,734
30-Jul-10	2,460,339	13,213,472
31-Jul-10	1,984,960	9,280,524





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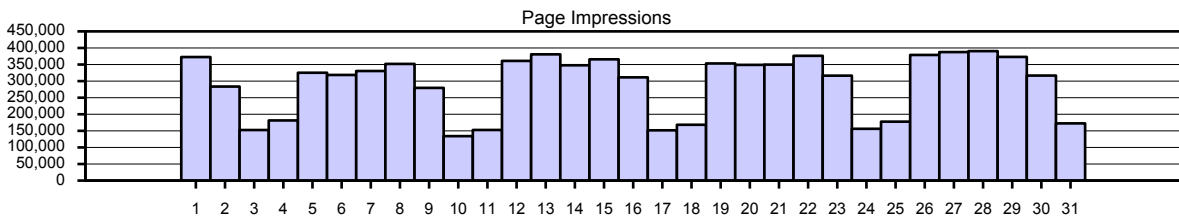
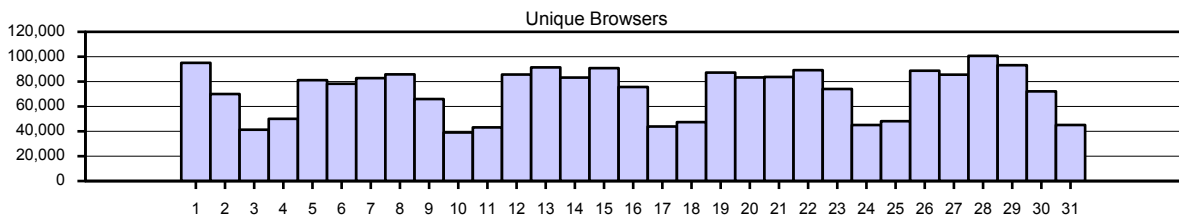
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## Daily Activity Breakout: This is Money

Date	Unique Browsers	Page Impressions
01-Jul-10	95,052	372,664
02-Jul-10	69,989	283,589
03-Jul-10	41,298	152,509
04-Jul-10	50,042	181,413
05-Jul-10	81,145	325,284
06-Jul-10	78,251	318,549
07-Jul-10	82,769	330,510
08-Jul-10	85,785	351,845
09-Jul-10	65,954	279,606
10-Jul-10	39,060	134,120
11-Jul-10	43,156	152,694
12-Jul-10	85,672	361,004
13-Jul-10	91,406	380,740
14-Jul-10	83,222	347,772
15-Jul-10	90,805	365,672
16-Jul-10	75,640	311,354
17-Jul-10	43,871	151,603
18-Jul-10	47,390	168,334
19-Jul-10	87,238	353,270
20-Jul-10	83,324	348,987
21-Jul-10	83,711	349,784
22-Jul-10	89,172	376,302
23-Jul-10	74,034	316,481
24-Jul-10	45,056	156,217
25-Jul-10	48,130	177,770
26-Jul-10	88,724	378,871
27-Jul-10	85,556	387,589
28-Jul-10	100,674	390,493
29-Jul-10	93,175	373,005
30-Jul-10	72,137	316,713
31-Jul-10	45,091	172,564





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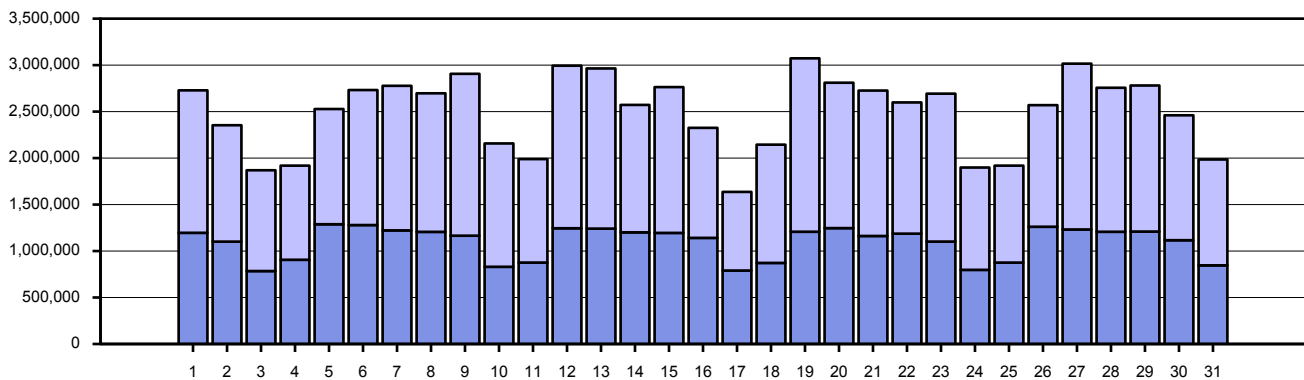
Property Name: MailOnline

## Daily Activity Breakout: Geo IP Analysis

	Unique Browsers UK	%	Unique Browsers Rest of the World	%	Total
Daily Averages	1,096,537	44.0	1,398,379	56.0	2,494,916

Date	Unique Browsers UK	%	Unique Browsers Rest of the World	%	Total
01-Jul-10	1,195,963	43.8	1,532,599	56.2	2,728,562
02-Jul-10	1,101,215	46.8	1,252,201	53.2	2,353,416
03-Jul-10	784,794	42.0	1,084,377	58.0	1,869,171
04-Jul-10	905,923	47.2	1,012,778	52.8	1,918,701
05-Jul-10	1,288,236	51.0	1,239,561	49.0	2,527,797
06-Jul-10	1,279,501	46.8	1,452,466	53.2	2,731,967
07-Jul-10	1,222,237	44.0	1,554,988	56.0	2,777,225
08-Jul-10	1,206,345	44.7	1,490,312	55.3	2,696,657
09-Jul-10	1,165,160	40.1	1,741,376	59.9	2,906,536
10-Jul-10	830,621	38.5	1,326,896	61.5	2,157,517
11-Jul-10	875,869	44.0	1,113,241	56.0	1,989,110
12-Jul-10	1,245,240	41.6	1,748,578	58.4	2,993,818
13-Jul-10	1,241,027	41.9	1,722,949	58.1	2,963,976
14-Jul-10	1,200,840	46.7	1,371,050	53.3	2,571,890
15-Jul-10	1,195,187	43.2	1,568,278	56.8	2,763,465
16-Jul-10	1,141,541	49.1	1,183,740	50.9	2,325,281
17-Jul-10	790,113	48.3	845,945	51.7	1,636,058
18-Jul-10	872,163	40.7	1,272,397	59.3	2,144,560
19-Jul-10	1,207,673	39.3	1,865,316	60.7	3,072,989
20-Jul-10	1,246,641	44.4	1,563,861	55.6	2,810,502
21-Jul-10	1,161,886	42.6	1,564,536	57.4	2,726,422
22-Jul-10	1,187,043	45.7	1,411,728	54.3	2,598,771
23-Jul-10	1,101,634	40.9	1,591,461	59.1	2,693,095
24-Jul-10	797,625	42.0	1,100,806	58.0	1,898,431
25-Jul-10	875,634	45.6	1,043,120	54.4	1,918,754
26-Jul-10	1,261,218	49.1	1,308,195	50.9	2,569,413
27-Jul-10	1,231,919	40.8	1,783,822	59.2	3,015,741
28-Jul-10	1,207,289	43.8	1,549,217	56.2	2,756,506
29-Jul-10	1,209,607	43.5	1,571,160	56.5	2,780,767
30-Jul-10	1,116,284	45.4	1,344,055	54.6	2,460,339
31-Jul-10	846,227	42.6	1,138,733	57.4	1,984,960

Unique Browsers UK Unique Browsers Rest of the World





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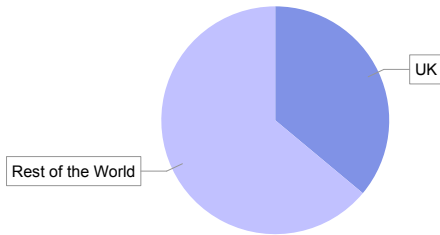
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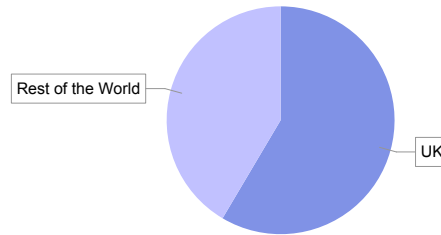
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## Monthly Geo IP Analysis

Unique Browsers



Page Impressions



Country/Region	Unique Browsers	Percent	Page Impressions	Percent
UK	15,943,521	36.06%	234,806,737	58.51%
Rest of the World	28,275,373	63.94%	166,519,642	41.49%

Note:  
 The figures have been checked to a margin error of +/- 2.5%  
 "Rest of the World" is defined as all country codes except the specified countries, and "Unknown".

## Counting System

This site used Omniture, SiteCatalyst ([www.omniture.com](http://www.omniture.com)) to count the data supporting this certificate.



## Audit Opinion by ABCe

We have examined the activity records and other data required to certify compliance with the industry-agreed JICWEBS standards for the period covered by this Certificate of Activity. Our examinations were made in accordance with established procedures and included such tests and other audit procedures we considered necessary. In our opinion the activity shown in this certificate is fairly stated and the other data contained therein are fairly stated in all respects material to the activity.

While ABCe has conducted checks to gain confidence in the authenticity and validity of the original traffic, we have expressly not audited for fraud or negligence.

This product is registered with ABC by Associated Northcliffe Digital.

## Media Owner Statement

Mail online is the digital home for 'Modern MidBritain'. As well as being the online destination for loyal readers of two of the UK's most influential and widely read newspapers, the Daily Mail and the Mail on Sunday, it's also an entry point for an increasing number of new, younger consumers to the Mail brand. The site is edited by a dedicated team of journalists 24 hours a day and is packed with breaking sport, health, showbiz, national and international news. Visitors can also look for a job or a new house, take advantage of online promotions and crossword puzzles, post comments on a wide array of message boards or enjoy the forthright and sometimes controversial views of the Mail's renowned columnists, for example Peter Hitchens or Richard Littlejohn.



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## About ABCe

ABCe is the independent, impartial, industry-owned auditing service that provides a stamp of trust for digital media. ABCe delivers trusted certification for a wide range of platforms including web activity, email, podcasts, VOD, IPTV, ad servers, ad networks, mobile and many more. For more information and to view ABCe certificates please visit [www.abc.org.uk](http://www.abc.org.uk)

An ABCe audit can also demonstrate best practice principles. For example ABCe's work with IASH ([www.iash.org](http://www.iash.org)) ensures that its internet advertising sales house members adhere to key elements of a strict code of conduct when placing advertising inventory on sites.

ABCe delivers verification to industry standards as agreed by JICWEBS

### Joint Industry Committee for Web Standards ([www.jicwebs.org](http://www.jicwebs.org))

JICWEBS representatives meet 4 times a year to agree census based standards for digital media. ABCe then audits to these industry-agreed standards. Representatives on JICWEBS encompass all areas of the industry including advertisers, agencies and media owners from the following trade bodies:



Association of Online Publishers



Internet Advertising Bureau



### ABCe Associate Subscribers

The ABCe Associate Subscriber Scheme enables suppliers to the digital media industry to ensure their systems are capable of compliance with JICWEBS industry standards. Once accredited they can then facilitate ABCe audits, so helping their clients deliver reporting which is transparent and trusted. A full list of accredited ABCe Associate Subscribers can be found on: [www.abc.org.uk](http://www.abc.org.uk)



### International Federation of ABCs ([www.ifabc.org](http://www.ifabc.org))

ABCe chairs the IFABC web standards group, a global network of industry owned media auditing organisations, working to develop common international standards for digital media measurement.



## Glossary of Terms

**UNIQUE BROWSER:** A unique and valid identifier. Sites may use (i) IP+User-Agent and/or (ii) Cookie.

This metric does **not** measure a person. Instead, it is a measure of a device through which a person interacts with a website, in common with all measurement software. Counting of Unique Browsers may overstate or understate the real number of individual devices concerned due to factors such as dynamic IP address allocation, significant levels of uniformity in IP and browser configurations operating through a proxy, cookie blocking and cookie deletion. Other device identifiers may be allowed as Unique Browser identifiers when they can be proved in an auditable manner to be persistent and consistent across the domains being measured. Unless otherwise stated, the Unique Browser data refers to worldwide Unique Browsers.

**DAILY UNIQUE BROWSERS:** This is the de-duplicated net number of Unique Browsers for the day. Unless otherwise stated the Unique Browser data refers to worldwide activity.

**DAILY AVERAGE (DERIVED):** This is the sum of each day's traffic divided by the total number of days. Unique Browsers are not de-duplicated between days.

**WEEKLY UNIQUE BROWSERS:** This is the de-duplicated net number of Unique Browsers for the week. Unless otherwise stated, the Unique Browser data refers to worldwide activity.

**WEEKLY AVERAGE (DERIVED):** This is the sum of each week's traffic divided by the total number of weeks. Unique Browsers are not de-duplicated between weeks.

**MONTHLY UNIQUE BROWSERS:** This is the de-duplicated net number of Unique Browsers for the month. Unless otherwise stated, the Unique Browser data refers to worldwide activity.

**MONTHLY AVERAGE (DERIVED):** This is the sum of each month's traffic divided by the total number of months. Unique Browsers are not de-duplicated between months.

**PAGE IMPRESSION:** A file, or combination of files, sent to a valid browser as a result of that browser's request being received by the server.

In effect, one request by a valid browser should result in one Page Impression being claimed. The counted Page Impression may not necessarily be in focus and all content may not be fully visible in the browser window. In most cases, a single request from a browser causes the server to send several files to satisfy the request. For example, the server may send an HTML file followed by several associated graphic images, audio files and other files such as stylesheets. A single request from a browser may also cause the server to send several additional HTML files to build a frameset. The site must ensure that all additional files are excluded when counting the claimed number of Page Impressions. Generally, subject to the guidance principles issued by the auditor, directly attributable user-initiated requests for content (typically mouse clicks) can be used to count Page Impressions, whether served in HTML, Ajax, Flash or other environments.

**AUTOMATED PAGE IMPRESSION:** A Page Impression sent to a valid browser as a result of an automatic process.

If a valid browser (i.e. a connection to the site from a valid browser) requests a page and subsequently the page is refreshed, or another content-bearing page is sent, at a time interval set by the site to that same browser, then both the original page request and all subsequent refreshed pages are deemed to be valid Page Impressions but the later are known as Automated Page Impressions. The fact that the subsequent pages result from an automated process does NOT make those pages invalid. The browser has, by default, made a valid request for all subsequent pages. Hence, the resulting Page Impressions are deemed to be valid and can therefore be claimed. Automated Page Impressions are therefore valid logged records that represent pages normally requested automatically by the browser, without the need for human action - for example automated price/news/score updates, text tickers, slide-show sequences or automated tours. All Audit Certificates must carry a breakdown of the totals of Automated Page Impressions from the overall Page Impression total where such traffic forms 5% or more of the overall Page Impression count.



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**VISIT:** *A series of one or more Page Impressions, served to a valid Unique Browser, which ends when that Unique Browser has not made a Page Impression for a 30-minute period.*

A Visit is effectively a near-continuous burst of activity by a valid Unique Browser. In addition to Page Impressions, the media owner can use other auditable logged events carrying valid Unique Browser identifiers to calculate this metric if desired.

**VISIT DURATION:** *The total time in seconds for all Visits of two or more Page Impressions, divided by the total number of Visits of two or more Page Impressions.*

In order to measure Visit Duration, a first and last Page Impression record must exist for each Visit. Therefore, Visits of only one page are excluded, since no interval can be established. Note that, in addition to Page Impressions, the media owner can use User-Initiated Logged Events to calculate this metric if desired. This would enable Visit Duration to allow for the last page of every Visit (and so measure single-page Visits).

**AV PLAY:** *A file request by a valid browser for AV content.*

This can be measured in either of the following ways:

AV Play Event - A client-side play event representing the start of data processing made by a valid browser, which is not recorded concurrently with an event of the same type.

AV Request - A server-side indicator of a media file successfully served to a valid browser. (Success is defined as transfer of content, so where the bytes sent are greater than zero).

**SEARCH:** *The first Page Impression sent to a valid browser as a result of that browser's search request being received by the server.*

In effect, one search request by a valid browser should result in one Search being claimed. This requires that the site, and hence the audit, can identify the first Page Impression served in response to a search request from a valid browser and differentiate this first results page from any others. The Search total for a site is distinct from its Page Impression total – Searches are a subset of valid Page Impressions.

**DOMAIN:** *A name that represents one or more IP addresses (typically web servers) owned by the media owner or its agents.*

**URL:** *A string of characters identifying where a networked content resource is available and the mechanism for retrieving it.*

**SYNDICATED CONTENT:** *Content served by a third party into the certified site's Page Impressions, or content served by the certified site into a third party's Page Impressions. Syndicated content may or may not be included in certified traffic.*

**INVALID TRAFFIC:** *Traffic generated by site development activity, whether by the site or by third parties, and by automated search engines, indexers, robots, spiders etc.*

ABCe excludes this internal and non-human traffic. The global ABCe/IAB list of robots and spiders is available from the technical area on [www.abc.org.uk](http://www.abc.org.uk).

**USER-INITIATED LOGGED EVENT:** Any logged event that can be attributed to a particular Unique Browser.

For a more comprehensive glossary of digital media terms please go to help on: [www.abc.org.uk](http://www.abc.org.uk)

For a copy (printed or as a PDF) of the ABCe Jargon Buster please email your details to: [info@abc.org.uk](mailto:info@abc.org.uk)