



Online Property: Certificate of Activity

For the period: 1 October 2009 - 31 October 2009

Web

Property Name: Independent Digital

Independent Digital

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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
info@abc.org.uk
ABC Ref: 21582/16681268



Media Owner:

Independent Digital
Independent House
27-32 Talbot Street
Dublin 1

Contact:

Eileen Ruddy
Group Online Sales Director
+ 353 1 705 5333
info@idworks.ie





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1. Total Qualifying Worldwide Traffic:

Metric: Independent Digital	Daily Averages	Total
Unique User/Browsers	145,200	2,300,647
Page Impressions	993,281	30,791,721
Metric: Independent.ie		
Unique User/Browsers	117,605	1,788,495
Page Impressions	750,541	23,266,771

2. Network Domains/URLs:

Independent Digital

www.independent.ie	www.kerryman.ie
http://announcements.independent.ie	www.nijobfinder.co.uk
http://competitions.independent.ie	www.loadzajobs.ie
http://localdeals.independent.ie	http://careeradvice.loadzajobs.ie
www.herald.ie	www.loadzacars.ie
http://announcements.herald.ie	www.themeetingpoint.ie

Independent.ie

www.independent.ie

Please see the Media Owner statement in section 9 for content description.

3. Daily Activity: Independent Digital

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Oct-09	170,814	1,107,477	17-Oct-09	91,608	550,181
02-Oct-09	155,992	1,021,831	18-Oct-09	108,962	726,593
03-Oct-09	106,275	610,740	19-Oct-09	180,450	1,370,828
04-Oct-09	105,508	626,186	20-Oct-09	176,334	1,308,647
05-Oct-09	165,185	1,158,157	21-Oct-09	163,049	1,142,720
06-Oct-09	166,031	1,202,197	22-Oct-09	159,625	1,124,043
07-Oct-09	166,388	1,218,589	23-Oct-09	140,838	1,008,104
08-Oct-09	157,595	1,107,493	24-Oct-09	90,977	541,204
09-Oct-09	143,729	1,016,566	25-Oct-09	102,493	614,926
10-Oct-09	86,248	504,447	26-Oct-09	195,546	899,400
11-Oct-09	115,815	715,119	27-Oct-09	173,036	1,241,739
12-Oct-09	179,855	1,338,884	28-Oct-09	163,727	1,162,219
13-Oct-09	172,095	1,280,357	29-Oct-09	161,636	1,166,991
14-Oct-09	161,403	1,158,785	30-Oct-09	145,120	1,110,992
15-Oct-09	158,188	1,166,950	31-Oct-09	91,469	545,993
16-Oct-09	145,208	1,043,363			



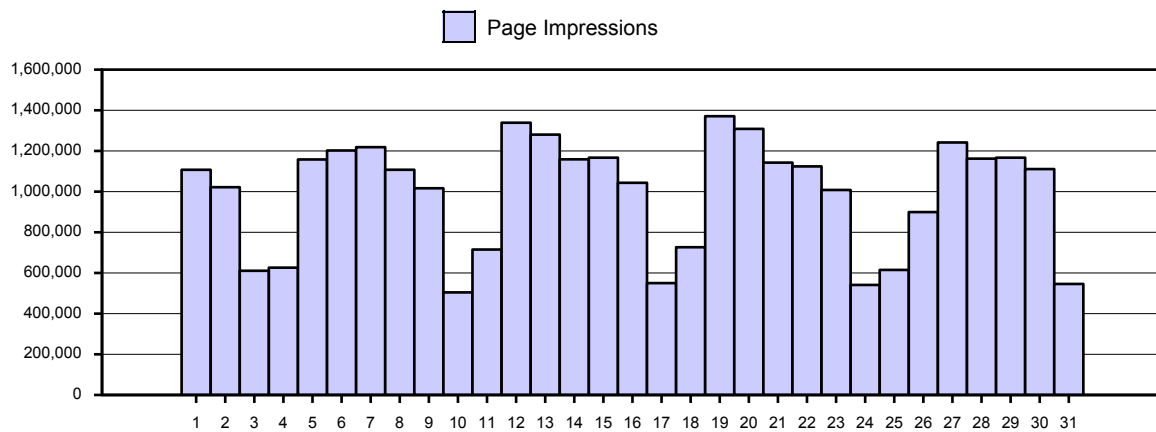
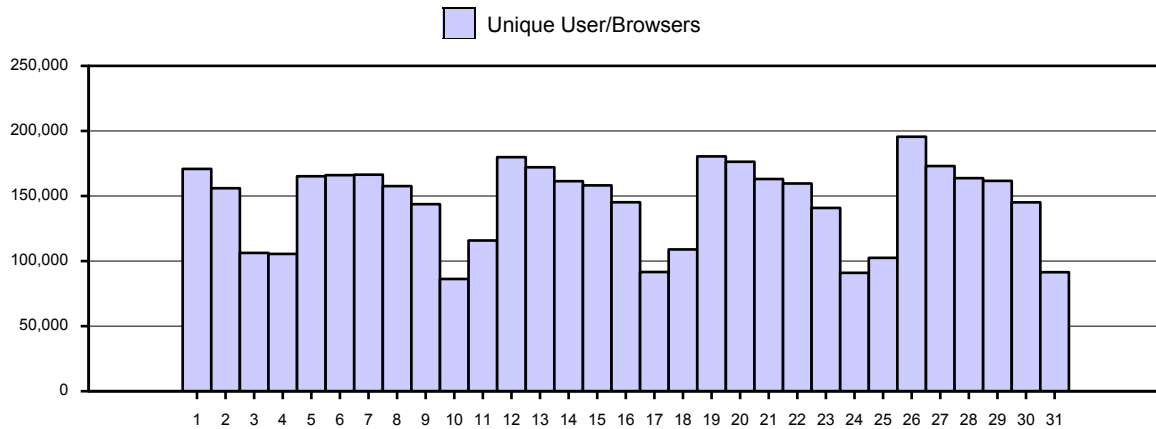


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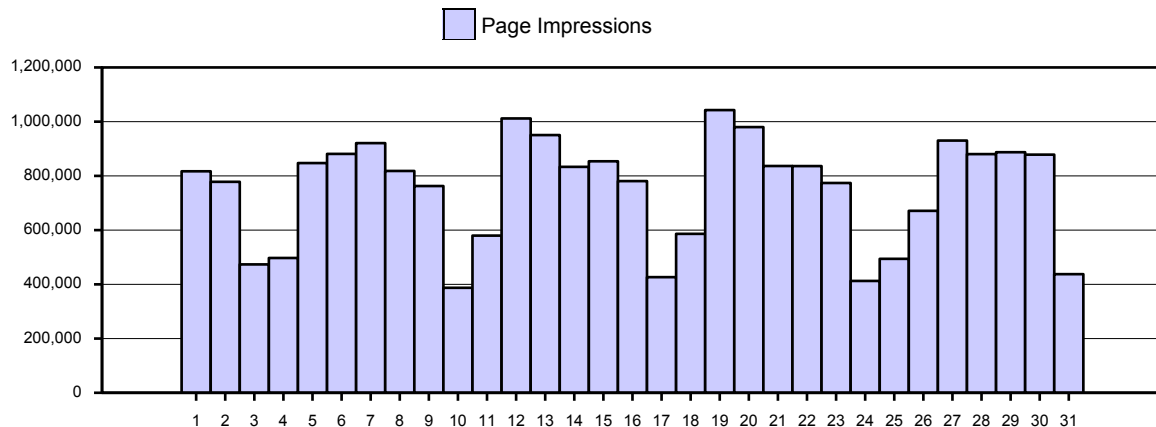
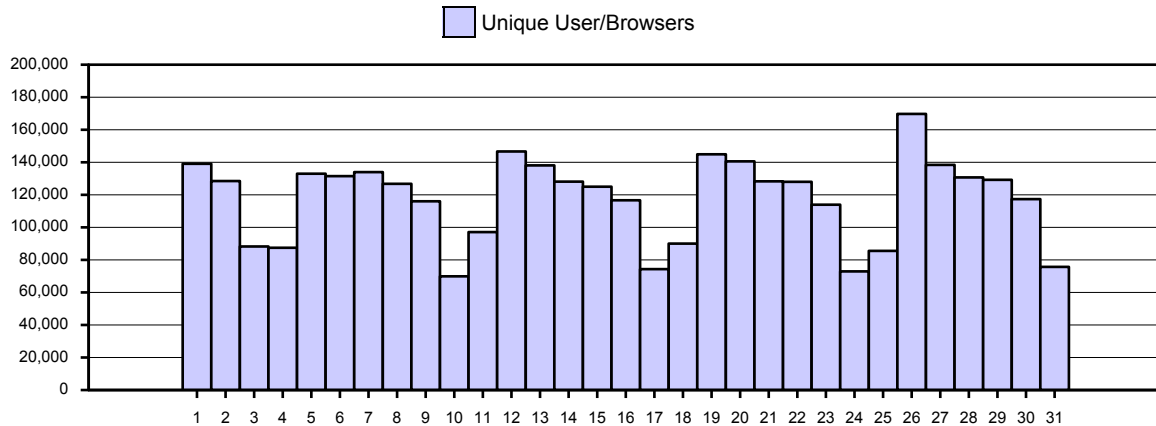
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3a. Daily Activity Breakout: Independent.ie

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Oct-09	139,081	817,025	17-Oct-09	74,330	426,477
02-Oct-09	128,473	778,117	18-Oct-09	90,012	586,295
03-Oct-09	88,243	473,570	19-Oct-09	144,927	1,042,684
04-Oct-09	87,464	497,184	20-Oct-09	140,578	980,019
05-Oct-09	132,990	847,295	21-Oct-09	128,301	836,461
06-Oct-09	131,492	881,078	22-Oct-09	128,003	836,175
07-Oct-09	133,964	920,842	23-Oct-09	113,932	773,843
08-Oct-09	126,774	818,206	24-Oct-09	72,938	412,502
09-Oct-09	116,031	762,569	25-Oct-09	85,544	494,088
10-Oct-09	69,903	387,260	26-Oct-09	169,734	671,100
11-Oct-09	97,104	579,736	27-Oct-09	138,417	930,285
12-Oct-09	146,650	1,011,818	28-Oct-09	130,699	880,288
13-Oct-09	138,097	950,583	29-Oct-09	129,239	887,339
14-Oct-09	128,109	833,362	30-Oct-09	117,363	878,387
15-Oct-09	124,997	853,884	31-Oct-09	75,709	437,530
16-Oct-09	116,657	780,769			





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4. Additional Notes:

- a) Invalid User traffic is excluded from the traffic certified.
- b) Syndicated content may or may not be included in the traffic certified.

5. Glossary of Terms:

UNIQUE USER/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 web property or network, in common with all measurement software.

Where a Unique User/Browser is calculated by IP+User-Agent, this definition may overstate or understate the real number of individual users (people) concerned due to dynamic IP address allocation (for example by Internet Service Providers) or to significant levels of uniformity in IP and browser configurations operating through a proxy.

MONTHLY UNIQUE USER/BROWSERS

The de-duplicated net number of Unique User/Browsers for the month.

Unless otherwise stated, the Unique User/Browser data refers to worldwide Unique User/Browsers.

PAGE IMPRESSION

A file, or combination of files, sent to a valid user as a result of that user's request being received by the server.

In effect, one request by a valid user should result in one Page Impression being claimed. The counted Page Impression may not necessarily be in focus or fully visible in the user's browser.

In most cases, a single request from a user causes the server to send several files to satisfy the request. For example, the server may send a HTML file followed by several associated graphics, images and audio files. A single request from a user may also cause the server to send several additional HTML files to build a frameset. The site must ensure that all additional, non-requested files are filtered out and excluded when counting the claimed number of Page Impressions. Generally, directly attributable user-initiated requests for content (mouse clicks) can be used to count Page Impressions, whether served in HTML, Ajax, Flash or other environments.

Please note that files that contain specific types of advertising creative, such as banners or skyscrapers, and files that represent Streams are not valid for the counting of Page Impressions but should be used separately to identify Ad Impressions or Streams. All content within a Page Impression may not necessarily be visible in the user's browser window.

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.

Note that the global ABCe/IAB list of robots and spiders is available from the ABCe website.

6. Counting System:

This site used WebTrends 7/8 with DCS (www.webtrends.com) to count the data supporting this certificate.

7. 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 Independent News & Media.





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8. About ABCe

ABCe is the industry owned organisation which provides independently verified traffic and related data across a broad range of new media platforms.

The role of ABCe is to manage standards for the industry through its work with JICWEBS*, and to provide credibility, comparability and transparency for electronic media. This gives advertisers the opportunity to maximise returns on marketing budgets by using ABCe certified media and ensures that stakeholders (marketers, investors, media owners, media buyers, advertisers) can invest in electronic media with confidence and trust.

*JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) is the body created by the UK and Ireland media industry to ensure independent development and ownership of standards for measuring electronic media. Its members represent media owners, media buyers, advertisers from the following industry bodies.



ABCe supports the work of JICWEBS by delivering audit and certification services for electronic media usage to these industry agreed standards.

For more information please visit www.abce.org.uk and www.jicwebs.org.

ABCe is a trading name of Audit Bureau of Circulations Limited, a company registered in England (number 259647) and limited by guarantee. The company is industry owned and non-profit distributing.

9. Media Owner Statement

Independent Digital is the digital arm of the Independent News & Media Group. Independent Digital operates the digital resources of IN&M, focusing on key online websites such as Independent.ie, Herald.ie, LoadzaJobs.ie (more network domains/urls listed in section 2). Independent.ie is the flagship brand of Independent Digital. Independent.ie is the website of Ireland's highest circulation daily newspaper, the Irish Independent. It publishes over 300 new articles per day and has a vast archive of several million articles. Independent.ie leverages core content from leading national newspapers such as Irish Independent and Sunday Independent as well as breaking news, regional news, entertainment guides and classifieds content from recruitment, property and motoring sister sites.

