

JICWEBS

Website Traffic Reporting Standards

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Industry agreed measurement



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SECTION A: ABOUT THIS GUIDEBOOK

HOW THE STANDARDS ARE DEVELOPED AND CHANGED

The needs of ABCe subscribers, and the industry as a whole, change constantly. In order to meet those needs and stay abreast of industry developments, the industry-agreed standards are continuously evolving. It is the industry itself, via JICWEBS (the Joint Industry Committee for Web Standards) fed into by the ITG (the Internet Technical Group) that sets these standards.

JICWEBS (www.jicwebs.org) is a body created by the UK and Ireland media industry. Its purpose is to ensure independent development and ownership of standards for measuring on a site-centric, census basis audience reach, frequency and activity levels including the use of advertising on electronic media. If you would like JICWEBS to consider any aspect of these rules (particularly Section B and Appendix 1) please contact them at info@jicwebs.org.

Changes to the industry standards must be approved by JICWEBS. We will inform you of changes and update this guidebook, downloadable from the Technical Area of our website (www.abc.org.uk). We advise you to check our website regularly to ensure you are using the latest version.

SECTION B: JICWEBS REPORTING STANDARDS

This section details the industry-agreed standards and requirements set out by JICWEBS for all website audits.

B1 DATA LOGGING

An audit trail back to the original logged records must be established for all the **valid traffic** records used to support the claim. These logged records may be generated by:

- Web servers
- Page tag servers (typically collecting graphic requests generated by browser-side measurement tools)
- Packet sniffers

Whatever their nature, data collection servers must be date and time synchronised, preferably to GMT, so that their log files' date and time stamping is aligned. The raw log provides the specific data regarding each file or transaction processed by the server.

Appropriate log file archiving procedures must be in place to substantiate your claims for the certification period.

The original (raw) log files must be retained for at least the current, and preferably for the prior, Certification Periods.

B1.1 Log Format – Required Fields

Each raw log record should contain at least the following data fields:

- Date and time stamp of the request, including any adjustment to the time
- IP Address of the originating **user** (NB – Dotted-quad format aa.bbb.cc.ddd, NOT the hostname)
- Full request-URI, including:
 - Domain (Host)
 - Requested URL
 - Any applicable query parameters
- Full unmodified User-Agent string
- Referrer URL
- Unique Browser Identifier (e.g. Cookie) if not logged in other fields

Additionally, for web server logs:

- HTTP Status code (200, 302, 404 etc)
- HTTP method of the request (GET, POST etc.)
- IP Address (or name) of the **server**
- Bytes transferred

Other fields (e.g. Site-ID, Protocol, Screen Resolution etc.) may be logged if desired.

Fields may be logged in any order as long as the minimum standards above are met.

Note that the W3C CLF (common log format) does **not** include fields essential to the accurate counting and auditing of web site activity, such as User-Agent, and as

such is NOT suitable audit evidence. Also, some proxy log types (e.g. Squid) do **not** contain the minimum required fields.

Any anonymisation techniques applied to the logs must be agreed in advance with the audit company (e.g. ABCe).

B1.2 Consistency of Log Format

You must not change the format of your log files during the audit period. You must ensure that any third parties managing your log files for you are also aware of these requirements.

If you operate a mixed logging format (e.g. some domains on Apache servers, others on IIS), you may fail to exclude robots, and miscount Users and hence Visits, unless you ensure that the User-Agent strings are normalised to the same format throughout before the claimed metrics are calculated.

B1.3 Log Format – Required Fields (Mobile Applications)

In order for Mobile Application metrics to be certified, the media owner must be able to identify mobile app data (e.g. via URL, domain, separate tag or account ID).

These metrics are all subject to appropriate auditable data being provided that contains at least the following fields:

- Device identifier
- Event Date
- Event Time
- Application Name
- Application Version
- Event Description (or Ad URL for Mobile App Ad Impression)
- IP address
- User-Agent

In certain circumstances, the IP and User-Agent fields may not be present in the data supplied for audit. The auditor retains final discretion over whether any data supplied without these fields is auditable.

B2 DATA FILTERING AND EXCLUSIONS

B2.1 Exclusions

You must filter your traffic to exclude:

- Invalid filetypes (e.g. graphics)
- Invalid pushed traffic (e.g. subsiting)
- Invalid User-Agents (e.g. robots)
- Invalid IP addresses (e.g. internal addresses)
- Invalid HTTP transactions (e.g. 302 redirects)

And, if certifying Page Impressions,

- Invalid URLs (e.g. framesets)

SECTION B: JICWEBS REPORTING STANDARDS

B2.1.1 Invalid Filetypes

Any filetype that can never represent, or is always served in conjunction with, a valid Page Impression (e.g. graphics, stylesheets) must be excluded from counts.

B2.1.2 Pushed traffic

There are three main types of pushed traffic – **subsiting**, **contextual linking** and **ISP page replacement**. In all cases, Page Impressions, and other metrics such as Unique Browsers and Visits, are generated from content that has been "pushed" into the user's browser.

Subsited traffic occurs when, upon a user requesting a page, a new browser window opens automatically on the user's PC (most often as a pop-under) which carries a different page, usually from another site. This second browser window therefore generates a Page Impression for a page (and usually a site) different to that which was intended by the user's action.

Contextual linking occurs when the activity of a user in a non-browser application (such as an Instant Messenger client) is analysed and a new browser window is opened (usually as a pop-under) containing a site considered relevant to the subject of the user's activity.

Some ISPs serve a page from their own site containing their own content when the ISP's customer enters an invalid URL in their browser which would otherwise produce a standard DNS error page (e.g. "Server not found"). This is different to the return of a standard 404 error page; in the 404's case, the server (domain) the user wanted **has** been found, but the page has not.

Since the user has not requested these pages, nor even a page from the site they requested, such **ISP page replacement** is considered to be pushed traffic and therefore invalid.

Pushed traffic is different in nature from Automated Page Impressions, which are valid under the current industry standards and, when material, declared separately on the certificate. In all cases, Automated Page Impressions result from an intentional user request (at least for the first Page Impression). Pushed traffic cannot ever be the result of an intentional user request. Hence, under the industry-agreed standards, **pushed traffic is NOT valid** and hence must be excluded from all certified figures.

B2.1.3 Invalid User-Agents

Sites must exclude **material robotic activity** from their claimed statistics. By material is meant activity accounting for more than 5% of Page Impressions. It is recommended best practice to use the industry-standard ABCe/IAB Global Robots and Spiders List ("ABCe/IAB Robots List") in the exclusion process. The following types of robotic user-agents are included in the standard exclusion process:

- **Personal spiders and offline browsers** can have significant and material effects on site traffic. Their activity levels are highly unpredictable over time and across sites. Hence, their User-Agents are **NOT** included in the standard ABCe/IAB Robots List. Sites may need to justify the inclusion of such spiders or other proxy and caching activity to an auditor if

the total impact on the site's traffic exceeds 5% of the Page Impressions audited.

- **PDA devices, web feed aggregators and other automated syndication agents** are included in the ABCe/IAB Robots List. The Page Impressions certified for your site should **NOT** include any PDA or web feed (e.g. RSS) aggregator traffic.
- **Records with unidentifiable User-Agents** (usually nulls, "-") are also deemed invalid, since there is a risk that the activity was not made by a robot. Therefore, any record with a null User-Agent must be excluded along with the robots, unless the site can provide adequate justification for their inclusion.

B2.1.4 Invalid IP Addresses

- **All traffic generated by internal activity** must be excluded (usually by excluding particular IP addresses or URLs).

Internal activity is defined as traffic generated by users paid (directly or indirectly) to maintain, develop or author the site. This includes activity such as web site development, performance monitoring, or automated broken link detection.

If any of this activity is performed by outside agencies on the site's behalf, this traffic is also deemed to be internal and must be excluded.

- **Traffic generated by non-technical and non-development staff may be included** if the site can demonstrate in an auditable manner that it can differentiate such activity from disallowed internal traffic.
- **The standard internal network IP addresses** (127.*, 10.*, 172.16.* to 172.31.*, and 192.168.*) listed in RFC 1918 (<http://www.ietf.org/rfc/rfc1918.txt>), as well as the IP addresses used by known automated site monitoring tools, must be excluded. A current list of invalid IP addresses is always available from the Technical Area of www.abc.org.uk.

B2.1.5 Invalid HTTP transactions

- Only log records with the following HTTP Status Codes may be counted: 200, 201, 202, 203, 204, 205 and 304.

HTTP response errors, i.e. all records that do not have a good status code, must be excluded.

Status code 206 indicates a partial fulfilment of a request and will always be preceded by a 200; hence, it is **not** valid for counting of Page Impressions.

- The HTTP commands "GET" and "POST" are the only two under which information is sent to a user as a result of a valid page request.

Therefore, all other HTTP method requests are deemed invalid. NB: The above requirements apply to data logs for browser-side page tagging tools by default; the page must be rendered successfully in order for the tag code to run.

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B2.1.6 Invalid URLs

When Page Impressions or derived metrics are to be certified, the following additional filters must be applied:

- **Concurrently Served or User-Invisible Content** such as framesets and pop-ups are not valid Page Impressions, and therefore must be excluded from certified activity.

However, if the user requests that a panel within a frameset, or a pop-up, is refreshed, then serving the refreshed panel may be counted as a Page Impression since it has been requested.

Frameset exclusion can be complicated by the difficulty of distinguishing between wanted and unwanted records. The URLs associated with frames will all have valid file extensions. So, unlike the straightforward elimination of unwanted “.gif” or “.jpeg” records, it will not be possible to filter records for inclusion or exclusion simply on the basis of their file extension.

- **Pop-ups** are deemed invalid wherever they are served concurrently with other content requested by a valid user.
- **Departure pages** (bounce-through pages, goto pages) are pages to which the user is redirected without their knowledge before leaving the site. These are deemed invalid unless they contain visible content that is delivered to the user. However, they can be used to count Referrals In or Clickouts, and so the site may wish to process them to count these metrics.
- **Automatically Refreshed Content** is valid (if otherwise compliant), since the user is deemed to have requested the refresh by staying on that URL. However, such automated traffic must be broken out if greater than 5% of the total Page Impressions. See the Automated Page Impressions definition in Appendix 1.

Splash pages do **not** need to be excluded from audited figures. The industry has agreed that they offer advertisers a genuine opportunity to see. However, any page automatically refreshed from a splash page becomes refresh traffic, as above, and therefore must be broken out if greater than 5% of the total Page Impressions. Sites may wish to distinguish the homepage URL from the URL to which the splash page automatically sends the user, so as to avoid all homepage Page Impressions being recorded as automated.

Initial requests for PDF files (those with an HTTP status code of 200) may contribute to the Page Impression total, but must be broken out if greater than 5% of the total Page Impressions.

PDF content may instead be certified as Downloads; **however, any record counted as a Download cannot also be counted as a Page Impression.**

Traffic from anonymous proxies is not by default invalid. However, if the behaviour of such traffic does not appear human upon analysis, it may be excluded.

Finally, the following types of URL may affect certified numbers; if detected in material quantities, they may result in exclusions or adjustments being made:

- Pages with incomplete information not allowing clear attribution of the page to the site’s traffic;
- Locally cached pages;
- Pages retrieved via translation services or other third-party tools.

B3 CERTIFICATION

B3.1 Minimum Reporting Standards

These are as follows:

- A minimum certification period of a calendar month;
- Certification of the Daily Unique Browser metric totals for each day in the month;
- Certification of the derived Average Daily Unique Browser metric (calculated as per B3.7, Averages).

Once a first audit certificate has been published, public certification must be renewed annually. JICWEBS recommend that at least 2 audits are completed annually, each with a minimum certification period of one calendar month. Any longer audit periods must be in units of calendar months.

B3.1.1 Reporting Periods for Unique Browsers

Where stated, Monthly Unique Browser figures are obtained by deduplicating all the valid Unique Browser identifiers found in activity during a calendar month.

Weekly Unique Browsers are obtained by deduplicating all the valid Unique Browser identifiers found in activity for whole weeks (Monday-Sunday) within the period audited. Hence the number of Weekly Unique Browser totals certified will vary depending on the amount of such whole weeks within the certification period.

B3.2 Continuous Reporting

If the media owner opts to report every month on a continuous basis, the certification period will be 6 calendar months (January to June and July to December). This methodology is known as Continuous Reporting.

B3.2.1 Continuous Reporting - Certifying Metrics

Where certification is continuous:

- Average Daily and Daily Unique Browsers must be reported.
- Monthly Unique Browser figures and Weekly Unique Browser figures can also be reported.

Monthly Unique Browsers are obtained by deduplicating valid Unique Browser identifiers found in activity during each calendar month.

Where Monthly Unique Browser figures are reported, as indicated by clause B3.7, the Derived Monthly Average Unique Browsers certified will be the sum of each month’s traffic divided by the total number of months in the reporting period certified. The Monthly Unique Browsers are not deduplicated between months.

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If the media owner opts to report Page Impressions, then these must be reported for each month and the derived average across all months, as for Unique Browser figures detailed above.

Where Weekly Unique Browser figures are reported, these are obtained by deduplicating all the valid Unique Browser identifiers found in activity for **whole weeks** (Monday-Sunday) within the period audited (i.e. based on standard ABC reporting weeks). The weekly figures may not reconcile to the monthly figures on the certificate due to the ABC standard reporting weeks not coinciding with calendar months.

The Average Weekly Unique Browser figures will also be reported.

As indicated by clause B3.7, the Derived Weekly Average Unique Browser figures certified will be the sum of each whole week's traffic divided by the total number of whole weeks in the reporting period certified. The Weekly Unique Browsers are not deduplicated between weeks.

B3.2.2 Continuous Reporting – Publicity

Any figure from an optional six month certificate quoted by a media owner must be accompanied by the period of certification and the derived average of the six individual months' Unique Browser figures. This average can be shown as a footnote.

Comparisons between different audited web figures involving a six month certificate must be on a like-for-like basis and must include the derived average of the six individual months' Unique Browser figures for any site being compared that has a six month certificate.

For example, a media owner can compare March 2010 Unique Browsers for website A which reports web data every month against the March 2010 Unique Browser figure for website B (which reports every six months), providing the derived average of the six individual months' Unique Browser figures for website B accompanies the comparison.

B3.3 Ensuring Comparability in Metrics

Different totals for your metrics may result from using different Unique Browser identifiers (e.g. Cookie versus IP+User-Agent).

Averages of totals derived from different calculation methods cannot be certified; neither can Duration metrics if the means of counting them differs from the means of counting the Page Impressions (or AV Plays) from which they are derived.

B3.4 Transparency

Sites may obtain certification for any web inventory they choose. Consequently, the inventory that is certified can include third-party authored or syndicated content.

Clients may specify the site name they wish to appear on their audit certificate. If this name is a domain name or URL, then that domain name (or URL) MUST be present in the inventory being certified. Furthermore, those top level domains (or in specific cases URLs) covering at least 95% of the audited Page Impressions MUST be stated on the certificate.

Additional information such as site logos or further data analysis (e.g. averages, ratios) derived from the metrics certified may be included on the certificate at the site's discretion and with the agreement of the auditor.

B3.4.1 Syndicated Content

Syndicated content can be included in the certified inventory subject to clause B3.4.2 below, since a *caveat emptor* statement is included on all certificates. This statement is worded as follows: "Syndicated content may or may not be included in the traffic certified".

B3.4.2 Syndicated Content Framework

However, it is **not** meaningful for a media owner to put a logo into someone else's site and count the requests for it, so inflating certified figures since there is no opportunity to see site content presented on the syndicated page.

Syndicated content can be counted towards a media owner's audited web inventory if the following questions can all be answered:

- The user can have an opportunity to see, and interact with, self-contained content presenting information;
- The content makes sense (to a reasonable user, such as an auditor) in and of itself;
- The content is not simply a logo, search box or similar.

It is always up to the media owner to make the case that their syndicated content meets the above three requirements.

B3.5 Breakouts of Inventory

Where a subset of inventory is broken out from the overall audited totals and declared as pertaining either to a specific site area (a domain or set of domains) or a specific vertical section, all such inventory MUST either:

- be of the selected domain(s) or
- have relevance (typically associated editorial or listings content) to that vertical section.

B3.6 Breakouts of Page Impression Types

If Page Impressions are certified, specific types of Page Impression must be broken out (stated separately) on the certificate. These are as follows:

- Automated Page Impressions if they form 5% or more of the overall Page Impression count
- PDF Impressions (if they are not certified separately as Downloads) if they form 5% or more of the overall Page Impression count
- Mobile Site Impressions (based on URL) if they form 5% or more of the overall Page Impression count.

B3.7 Averages

The metric averages shown on the certificate are the sum of all daily totals for a given metric over a given period, divided by the number of days in that period.

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Hence, the Monthly Average Unique Browsers is the sum of all Daily Unique Browser totals divided by the number of days in the calendar month.

B3.8 Certificate Release and Layout

At least the following information must appear on all web certificates released into the public domain:

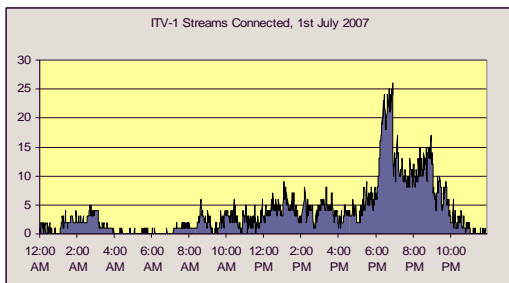
- Property Name and URL;
- Property Inventory Domains/URLs, or Property Inventory Domain if one only (see Appendix 2, Definitions);
- The period covered by the certificate;
- A description of the content of the property - the Media Owner's Statement;
- If the property is declaring that it operates a registration policy, a breakdown of Page Impressions generated by registered and non-registered traffic;
- Contact details for the Media Owner;
- The average daily Unique Browsers and daily Unique Browsers by day for the Certification Period;
- Definitions of all metrics cited in Section 3 of the certificate and any from which they may derive, to assist users of the certificate;
- The Counting (web analytics) system used;
- A statement of auditor's opinion.

B4 AV METRICS - IPTV (BMWG)

The BMWG (Broadband Measurement Working Group), a committee comprising UK TV broadcasters, has agreed two methodologies – a simulcast methodology and a rights metric (Unique Play Percentage) - for online media consumption.

B4.1 Measuring Simulcast

This document sets out the methodology for preparing the graphs which illustrate the key rights metric agreed by the BMWG for Stage 1 of their work – simulcast streaming of AV content. The graphs show the number of simultaneous stream connections active during every minute of a particular period – as in the example shown.



It is anticipated that for continuous reporting of simulcast channels, one graph (with the underlying table of data) per channel, per day is produced. However, for particular one-off events, the schedule provided by the broadcaster – in other words, the length of time over which the event is broadcast – defines the extent of the graph.

The data provided must contain the following fields:

- The URL of the simulcast stream

- IP address of the Internet application (browser or media player) requesting the stream
- Identifier (User-Agent) of the browser or media player requesting the stream
- An indicator of date and time
- A way in which Duration (in seconds) can be derived
- An HTTP-standard status code (e.g. 200, 404, 501) denoting success or failure of the stream request

Once the start time and end time of each stream has been calculated, these times must be expressed as absolute seconds values – either Unix (epoch) seconds or seconds since the start of the month. In both cases, clearly, the date must be taken into account. This is to cater for differences in log format as noted above and to ensure that the graph can be prepared in a standard manner.

For clarity, these values will be called StartSecs and EndSecs below.

Filtering

The filtering process should now remove:

- all requests from invalid IP addresses (e.g. those internal to the broadcaster);
- all requests from invalid (robotic) User-Agents;
- all requests for other simulcast channels (or content items, if looking at an individual content item) present in the log;
- all requests with invalid status codes (so not 200-205);
- all requests which do not EITHER:
 - have an EndSecs value greater than the absolute seconds value of the first second of the period (typically 00:00:00 on any given day) for which the graph is being produced – so ended within the period, OR
 - have a StartSecs value less than the absolute seconds value of the last second of the period (typically 23:59:59 on any given day) for which the graph is being produced – so started within the period.

Following these steps will produce a filtered data set from which the graph can be prepared.

Graph Preparation

There are 86400 (24 x 60 x 60) seconds in every day. Any logged line of data for which StartSecs is less than a given second and EndSecs is greater counts towards the simultaneous connections for that second. For example, a stream that starts on second 00059 and ends on second 00061, and a stream that starts on second 00023 and ends on second 03201, both count towards the total streams connected in second 60.

Consequently a table will be created which has, as a minimum, 86400 rows (one per second) each showing the total streams connected in that second. This table must then be filtered to show only absolute seconds values within the day or period being measured.

A graph can now be compiled of concurrent connections (y-axis) against seconds (x-axis). To get a minute-by-minute graph, simply extract every 60th record. Analysis

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and comparison of data produced shows that this continues to give a representative picture of the activity being graphed.

B4.2 Measuring VOD Engagement

This metric is derived from the number of times a piece of content is played during the period, and covers only content played online through the Broadcaster's own environment (e.g. iPlayer, ITV Player) and not via other players or encoding mechanisms (e.g. YouTube).

The measurement tool must be embedded in the media player and must be able to report each play of a content item, together with its start time and total duration – in other words, the point at which the play started, and how long the item was playing for. Therefore the total number of plays can easily be counted.

The measurement tool must also be able to count Unique Browsers in compliance with the JICWEBS industry-agreed reporting standard.

Once these numbers are obtained, the following key metrics (defined in X1.4 below) can be determined for any content item over a given period:

- **Total AV Play Duration**
- **Unique AV Play Duration**
- **Total Play Duration per AV Unique Browser**

This is a derived average.

- **Unique AV Play Percentage**

This methodology is consistent with the current industry-agreed AV Play metrics since it is based on AV Play Events and Unique Browsers.

There are additional requirements for the BMWG, notably identification of individual content items and need to capture the end of the play. However, the base on which the methodology is built is consistent with the general JICWEBS AV metrics.

APPENDIX 1: JICWEBS STANDARD WEB TRAFFIC METRICS

X1.0 INTRODUCTION

ABCe, working with the IFABC (International Federation of Audit Bureaux, <http://www.ifabc.org/>) international standards working group, has developed a set of definitions that are the effective world-wide standard for Web traffic audits. Definitions for metrics specific to the internet industry in the UK and Ireland are controlled and developed by JICWEBS, the Joint Industry Committee for Web Standards.

The metrics seek to give measurements of reach, volume, frequency and level of interaction. Each set of metrics below falls into one of these general categories.

IMPORTANT: These definitions can change from time to time. Please check that you have the latest version of this document by checking the version number and date against those of the version published on the ABC website.

The JICWEBS standard definitions are given in **bold**.

Note on Averages

The **DAILY AVERAGE** is the sum of each day's traffic divided by the total number of days. Unique Browsers are not deduplicated between days.

The **WEEKLY AVERAGE** is the sum of each week's traffic divided by the total number of weeks. Unique Browsers are not deduplicated between weeks.

The **MONTHLY AVERAGE (DERIVED)** is the sum of each month's traffic divided by the total number of months. Unique Browsers are not deduplicated between months.

X1.1 BROWSER METRICS (Reach)

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.

This metric can also be known as a "(Unique) Visitor" or "Unique".

Repeat Unique Browser

A Unique Browser that has made more than one Visit.

This metric should be expressed as a percentage of the total Unique Browser figure when shown on certificates. $\text{Single Unique Browsers} + \text{Repeat Unique Browsers} = \text{TOTAL Unique Browsers}$.

Single Unique Browser

A Unique Browser that has made only a single Visit.

This metric should be expressed as a percentage of the total Unique Browser figure when shown on certificates. $\text{Single Unique Browsers} + \text{Repeat Unique Browsers} = \text{TOTAL Unique Browsers}$.

Monthly Unique Browser

The deduplicated net number of Unique Browsers for a month.

Weekly Unique Browser

The deduplicated net number of Unique Browsers for a week.

A week is Monday-Sunday. Only Weekly Unique Browser figures for whole weeks within the audit period will be reported unless certification is continuous. In this case, some weeks reported may include days outside a nominal calendar month.

Daily Unique Browser

The deduplicated net number of Unique Browsers for a day.

Interactive TV Unique Browser

A Unique Browser that has made at least one Interactive TV Impression.

AV Unique Browser

A Unique Browser that has made at least one AV Play.

Search Unique Browser

A Unique Browser that has made at least one Search.

Mobile Unique Browser

A Unique Browser that has requested a Mobile Site Impression.

WAP Unique Browser

A Unique Browser that has made at least one WAP Impression.

Due to the lack of variation in WAP proxy IP+User-Agent combinations, **this metric must be calculated using cookies.**

Chat Unique Browser (HTML Chat ONLY)

A Unique Browser that has made one or more Chat Impressions.

This is typically each Unique Browser that has contributed to the total Chat Impressions.

APPENDIX 1: JICWEBS STANDARD WEB TRAFFIC METRICS

Web Feed Referral In Unique Browser

A Unique Browser that has made a Web Feed Referral In.

Web Feed Unique Browser

A valid Unique Browser (measured by Cookie) that has requested a web feed from the source site.

This produces a count of the total Unique Browsers who request web feeds (e.g. RSS, Atom) through browsers. The Cookie identifier is agreed to be the only identifier that provides the required level of granularity. No defaults are currently acceptable.

The simple number of web feeds requested is not considered meaningful, since the number of requests relies so much on automated processes.

Web Feed Article Impression Unique Browser

A Unique Browser generating at least one Web Feed Article Impression.

Note that this can be measured by IP+User-Agent and/or Cookie, as per the Web Unique Browser definition.

Requested Podcast Unique Browser

Any valid Unique Browser that has made a Requested Podcast.

Completed Podcast Unique Browser

Any valid Unique Browser that has made a Completed Podcast.

Registered User Account

An account set up for a user to request to receive access to a website, service or network.

All such Registered User Accounts should be contactable for audit purposes.

Active Registered User Account

A Registered User Account that has accessed the website, service or network in the certification period.

Auditable evidence of activity in the audit period for ALL Active Registered User Accounts is required. Contactability is not mandatory where such evidence of activity is available.

Paid Subscriber Account

An account set up for a user upon payment by that user to request to receive access to a website, service or network.

All such Paid Subscriber Accounts should be contactable for audit purposes. Auditable evidence of payment and identifiers of the account must be provided.

Active Paid Subscriber Account

A Paid Subscriber Account that has accessed the website, service or network in the certification period.

Auditable evidence of activity in the audit period for ALL Active Paid Subscriber Accounts is required. Contactability is not mandatory where such evidence of activity is available.

Free Subscriber Account

An account set up for a user upon request to receive access to a website, service or network.

All such Free Subscriber Accounts should be contactable for audit purposes. Auditable evidence of registration must be provided.

Active Free Subscriber Account

A Free Subscriber Account that has accessed the website, service or network in the certification period.

Auditable evidence of activity in the audit period for ALL Active Free Subscriber Accounts is required. All such Free Subscriber Accounts should be contactable for audit purposes. Auditable evidence of registration must be provided.

Unique CV Registrant

A Registered User Account that has made at least one New CV Registration.

Active CV Registrant

A Registered User Account that has either made at least one New CV Registration or updated an existing CV in the month.

Podcast Subscriber

A valid Unique Browser (measured by Cookie) that has requested a notification of podcast availability from the source site.

Unique Host

A unique IP address.

X1.2 IMPRESSION METRICS (Volume)

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.

APPENDIX 1: JICWEBS STANDARD WEB TRAFFIC METRICS

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 logged events for content (typically mouse clicks) can be used to count Page Impressions, whether served in HTML, Ajax, Flash or other environments.

This metric can also be known as a “Page View” or “Page Request”.

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 AV Plays (defined in Section 2.6 below). Page Impressions must contain textual content beyond simple advertising.

Automated Page Impression

A Page Impression sent to a valid browser as a result of an automatic process initiated by the site.

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.

WAP Impression

A file, or combination of files, intended for a WAP device, 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 WAP Impression being claimed.

Certain WAP traffic can be excluded on the basis of information derived from the server log files. In most cases, a single request from a browser causes one or more WML files (a so-called “WAP deck”) to be sent by the server. The site must therefore ensure that any additional, non-requested files are excluded from the claimed WAP Impression total. A WAP Impression does not guarantee that a user actually viewed a page of WML; it only measures the opportunity for the user

to view such content. This means that a WAP Impression recorded as valid by the server will be valid even if the content does not load to completion.

WAP Impressions can be included within the headline Page Impression total on a certificate; they may be broken out if desired.

Mobile Site Impression

A Page Impression of a URL created by the site specifically to fulfil a request from a mobile device.

This metric allows the measurement of the total number of pages intended for mobile device consumption.

Chat Impression (HTML)

A file, or combination of files, sent to a valid browser while the browser is involved in an interactive Chat session (i.e. a Page Impression generated by a Chat URL.). Chat URLs show the input of one or more concurrent Users, visible to each other, updated frequently, so as to enable a text based conversation.

In effect, one request by a valid browser should result in one Chat Impression being claimed.

This metric is not applicable to Forums, where concurrent users are not typically visible to each other. The metrics available to a site to measure Chat depend on the technology employed by the site to support Chat. Chat based technologies include HTML, IRC, Java and proprietary applications. The Chat Impression metric is **only available for HTML-based chat.**

Chat Impressions can be included within the headline Page Impression total on a certificate; they may be broken out if desired.

Interactive TV Impression

A file, or combination of files, intended for an Interactive TV device, 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 Interactive TV Impression being claimed.

Certain Interactive TV traffic can be excluded on the basis of information derived from the server log files. The site must therefore ensure that any additional, non-requested files, such as graphics, audio files or frames, are excluded from the claimed Interactive TV Impression total. An Interactive TV Impression does not guarantee that a user actually viewed the page requested; it only measures the opportunity for the user to view such content. This means that an Interactive TV Impression recorded as valid by the server will be valid even if the content does not load to completion.

Interactive TV Impressions can be included within the headline Page Impression total on a certificate; they may be broken out if desired.

APPENDIX 1: JICWEBS STANDARD WEB TRAFFIC METRICS

PDF Impression

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

This metric allows the measurement of the total number of PDFs sent to a user within the Page Impression total.

Job Exposure Page Impression

A valid Page Impression that contains headline details of job vacancies including, as a minimum, the job title and at least one other relevant parameter e.g. location or salary.

Job Details Page Impression

A valid Page Impression that contains the particulars for a single vacancy only.

CV Details Page Impression

A valid Page Impression that contains the particulars for a single CV only.

Proprietary Page Impression

A valid Page Impression on a recruitment site where the Site Owner (which may be different to the Site Publisher) is materially the same as the Site Advertiser.

Where such Page Impressions represent more than 5% of the total Page Impressions in the audit period, these MUST be broken out.

Online Property Details Page Impression

A valid Page Impression that contains the particulars for a single property listing only.

Note that a single property can have multiple listings, that the presence of a listing identifier does not guarantee that the listing is current and that the listing may not be for a genuine property.

X1.3 OTHER INVENTORY METRICS (Volume)

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.

Job Search

The first valid Page Impression sent to a valid browser as a result of that browser's search request from a dedicated job search form being received by the server.

AV Play

A file request by a valid browser for an AV playlist. 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).

Note: The media owner must be able to demonstrate in an auditable manner that content is included in the playlist as well as advertising.

Automated AV Play

An AV Play started by a valid browser as a result of an automatic process.

Where Automated AV Plays form more than 5% of the total AV Play number, they MUST be broken out.

AV Content Play

A file request by a valid browser for AV content. This can be measured in either of the following ways: (AV Content Play Event, AV Content Play Request)

AV Content Play Event

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

AV Content Play Request

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

Note: The media owner must be able to demonstrate in an auditable manner that no advertising content is counted.

AV Ad Play

A file request by a valid browser for AV advertising. This can be measured in either of the following ways:

AV Ad Play Event

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

AV Ad Request

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

Note: The media owner must be able to demonstrate in an auditable manner that only advertising content is counted.

APPENDIX 1: JICWEBS STANDARD WEB TRAFFIC METRICS

Web Feed Article Impression

A web feed article requested by a valid browser within their browser or web feed reader.

This measurement requires the counting of a serving of a 1x1 tracking pixel within the <description> element of each article in a given web feed. These pixels will only be shown as a result of a definite user action to view the feed article. Since each article request will be counted, more than one article (and pixel) may be requested at once in a reader or Web browser. This metric should therefore not be considered to be comparable with a Page Impression.

Web Feed Ad Impression

A file sent to a valid browser as an individual advertisement as a result of that browser's client-initiated request for a Web Feed Article Impression being received by the server.

Any client-initiated method of counting Ad Impressions (per the IAB v6.0b standard) is acceptable.

PDA Synch

A synch by a PDA device with the site (or channel).

This is measured by requiring one URL per site (or channel) to be non-cacheable. This then acts as the identifier for counting PDA Synchs. Measuring how many times this URL was requested in the Audit Period will therefore allow a count of total PDA Synchs. Break-outs by channel can also be supported by this approach.

This creates a comparable and indicative measure of a site's PDA audience. The agreed metric is not "PDA Users", as we are not identifying the receiving device. This may become possible in future.

Requested Download

A request for a non-HTML file executable offline.

This typically includes audio files, video files, games and document files (e.g. .doc, .xls, .mp3, .ppt, .pdf). By definition, this excludes Streams, since they require a live connection to a server in order to execute (see Stream definition above).

Automated Requested Download

A request for a non-HTML file executable offline as a result of an automated process.

This must be broken out where it forms at least 5% of the total of Requested Downloads.

Completed Download

A completed request for a non-HTML file executable offline, shown by the number of bytes transferred being at least 95% of the stated size of the file.

When counting Completed Downloads, sites offering progressive download facilities need to demonstrate auditable adherence to this 95% rule over the course of the progressive download to a single browser.

Automated Completed Download

A completed request for a non-HTML file executable offline, shown by the number of bytes transferred being at least 95% of the stated size of the file, as a result of an automated process.

This must be broken out where it forms at least 5% of the total of Completed Downloads.

Requested Podcast

A Requested Audio or Video Download made by a valid browser following receipt of an automated notification of availability.

These are assumed to be automatically requested (i.e. Automated) unless the site can provide auditable evidence to the contrary.

Completed Podcast

A Completed Audio or Video Download made by a valid browser following receipt of an automated notification of availability.

These are assumed to be automatically requested (i.e. Automated) unless the site can provide auditable evidence to the contrary.

Online Job Application

The submission to a server of an application form or a CV by a valid browser.

The content of the application form or CV submitted is NOT reviewed as part of the audit. The site must provide auditable evidence of submission, such as a "thank you" Page Impression or a redirect to a "success" URL.

New CV Registration

A Page Impression served upon submission of a new CV into the database of a recruitment site from a valid browser active on that site.

The site must provide auditable evidence of submission, such as a "thank you" Page Impression or a redirect to a specific "success" URL reachable by no other means.

This metric is a count of activity on the site and measures CV uploads only, not updates. One user account may upload more than one CV at a time.

Job Application Requested Download

A Requested Download of a job-related document.

Online Property Referral

A Page Impression served after a valid browser has requested property details from an estate agent.

Such Property Details Requests are represented by a "thank you" page after the users have completed the form, just as for Online Job Applications, and must have a specific URL reachable by no other means.

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Publication Opened

A file, or combination of files, that represents the Page Impression for the first (arrival) page of an online publication served in response to a valid request by a valid browser.

This metric applies only to properties which present themselves online in a print-style format typically built in rich media and requiring the user to “turn” virtual pages.

User-Initiated Logged Event

Any logged event that can be attributed to a particular Unique Browser.

Such events are typically captured by browser-side measurement. Examples include mouse-overs, link views, menu selections or filling out of form fields. The use of such events allows more granularity in the measurement of Visit and Duration metrics.

To be clear, the number of such events captured is **not** a certifiable metric itself.

Section

A specific set of domains, Sub-domains or URLs, with a common type of content that a media owner has applied to the certified property/network and where any one URL can only ever belong to one Section.

This definition explicitly states that the collection is under the media owner’s control and so there is some degree of subjectivity. However, an element of comparability is maintained by requiring there to be “a common type of content” which will be audited for as reasonable by ABCe.

During the audit of any Section, commonality of content will therefore be verified as well as the principle that one URL can only belong to one Section. In addition, ABCe will verify that claimed numbers for a Section can be substantiated when applying the same “perimeter” to the Section.

X1.4 VISIT AND DURATION METRICS (Frequency)

Visit

A series of one or more Page Impressions, served to one valid browser, which ends when that 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 browser. Note that, in addition to Page Impressions, the media owner can use User-Initiated Logged Events 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).

Unique Browser Duration

The total time in seconds for all Visits of two or more Page Impressions, divided by the number of Unique Browsers making such Visits.

In order to measure Unique Browser Duration, a first and last Page Impression record (or other auditable logged event) must exist for each Visit. Therefore, Unique Browsers only making Visits consisting of only one Page Impression 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.

Chat Duration (HTML ONLY)

The total elapsed time in seconds between the first and last time stamp recorded for each valid browser's Chat Impressions.

In order to measure Chat Duration, a first and last Chat Impression record must exist for each Unique Browser. Therefore, Users making single-record Chat Impressions, and any such Chat Impressions, are excluded.

This metric should be used alongside the Chat Impression and Unique Chat User metrics.

AV Play Duration

The number of seconds of content served to a valid browser in an AV Play.

Client-side, this would be calculated by measuring “end” events terminating the AV Play Event (such as Pause, Fast Forward or Stop) and calculating the gap between the Play event and the “end” event. Hence, AV Duration can only be measured when there is such an “end” event.

Server-side, the Duration field should be used. Where this is not available, an approximation can be calculated from valid AV Requests by dividing the bytes sent to the user by the average bit-rate per second.

Ideally, buffering time should be excluded from AV Play Duration calculations, but this may not always be practical.

AV Play Completion Rate

The percentage of AV Plays that consumed at least 95% of the on-demand AV content requested.

For AV Play Events, the AV content item must have both a start and a corresponding end event, and the measured AV Play Duration between the two must equal the total duration of that content item.

For AV Play Requests, the start of the request must be on or before the defined start time, and the duration of

APPENDIX 1: JICWEBS STANDARD WEB TRAFFIC METRICS

the request must equal or exceed the length of the defined content item (and so go beyond the content item's defined end point).

In both cases, the total length of the content item must therefore be known.

Total AV Play Duration

The aggregate total number of seconds of all plays of a content item in the period.

Note that a "content item" here means an AV playlist or any part thereof.

Unique AV Play Duration

The total length of distinct content played by each AV Unique Browser.

Note that "content" here means an AV playlist or any part thereof.

Unique AV Play Percentage

The percentage of the total content of each content item played by each Unique Browser.

Note that a "content item" here means an AV playlist or any part thereof.

X1.5 CLICK METRICS (Interaction)

Click

The activation of a hypertext link by a valid browser.

Note that the site must have an auditable way of logging Clicks. The User must be a valid (non-robotic, non-internal) User.

Search Click

A Click originating from a set of Search results.

Clickout

A Click to an external (non-native) destination.

This metric can also be known as "Referral" or "Departure".

Job Clickout

A Click to a job listing on another recruitment site.

Click Visit

A series of one or more Clicks, served to one valid browser, which ends when that browser has not made a Click for a 30-minute period.

Online Job Referral

A Click on a link within a job listing to a URL specified by a Recruiter.

Referral In

A Page Impression representing an arrival at a property by a valid browser from another identifiable property.

Effectively, the event that needs to be detected is the arrival at the identified property by a user who has come from another property. To do this requires testing whether this Page Impression has a Referrer field that is native to the property or is Null; any non-null, non-native values may be counted as Referrals In.

This metric can also be known as a Clickin.

Web Feed Referral In

The first Page Impression served to a valid browser as a result of redirection from a link in a web feed clicked on by that browser.

Web Feed Job Referral In

A Page Impression to a URL specified by a Recruiter served to a valid browser as a result of redirection from a link in a web feed job listing clicked on by that browser.

Email Referral In

A Page Impression representing an arrival at the property by a valid browser from a hyperlink embedded in an email.

The destination property must be able to present auditable evidence of such arrivals.

Email Job Referral

A Click on a mailto link within a job listing intended for the submission of applicant information and/or a CV to a recruiter.

X1.6 CHAT METRICS (non-HTML)

Note that it is NOT currently technically possible to introduce a meaningful Chat Impressions metric.

Unique Chat Host

A unique IP address found within the valid chat log records.

Unique Chat User

A unique combination of an IP address + a Nick name + a 5 second minimum stay (logged time in minus logged time out).

Sites are also required to show a break out from the above headline total, for Active Chat Users (Chat Users who log on and participate by contributing to the discussion) and Non-Active Chat Users (Chat Users who log on but do not actively participate, also known in the sector as "lurkers").

Unique Active Chat User

A unique combination of an IP address + a Nick name + a 5 second minimum stay (logged time-in minus logged time-out) + 1 or more logged lines.

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Unique Chat User Duration

The total duration in seconds (measured by taking time joined from time left) of all valid Unique Chat Users, divided by the total valid Unique Chat Users.

X1.7 Geographical IP-based metrics

Page Impressions By Country

The percentages by country of all Page Impressions produced by all resolved IP addresses during the Certification Period.

Note: These results were correct at the time of testing. Due to the constant changes in IP address ranges and registration, repeating the tests at a different time may not give exactly the same result.

These results may appear in a tabular or pie-chart format – e.g. 15.24% UK, 6.36% US, x% unresolved.

Unique Browsers By Country

The percentages by country of all valid Unique Browsers identified during the Certification Period.

Note: This requires calculation of an IP address recorded in all Page Impressions made by each valid Unique Browser. These results were correct at the time of testing. Due to the constant changes in IP address ranges and registration, repeating the tests at a different time may not give exactly the same result.

These results may appear in a tabular or pie-chart format – e.g. 15.24% UK, 6.36% US, x% unresolved.

Ad Impressions By Country

The percentages by country of all Ad Impressions produced by all resolved IP addresses during the Certification Period.

Note: These results were correct at the time of testing. Due to the constant changes in IP address ranges and registration, repeating the tests at a different time may not give exactly the same result.

These results may appear in a tabular or pie-chart format – e.g. 15.24% UK, 6.36% US, x% unresolved.

X1.8 MOBILE APPLICATION METRICS

Mobile App (Mobile Application)

A stand-alone program installed on a mobile device to help perform a dedicated task.

The name and version of the application form the “perimeter” of measurement, which must be specified on any certification.

Unique Mobile Device

A unique and valid identifier of a device that has accessed a given Mobile App in the period being audited.

Acceptable identifiers must be persistent and consistent. The identifier may be a cookie or may be based on the MSISDN or Subscriber ID, but may not be IP+User-Agent due to lack of granularity.

Mobile App Page Impression

A file, or combination of files, equivalent to a page of content sent to a Mobile App in response to a valid request from a valid Mobile Device.

Note: The validity of a “page impression” event is subject to the standard ABCe framework for rich media measurement.

Mobile App Event

Any logged event that takes place within a Mobile App that can be attributed to a valid Unique Mobile Device.

Mobile App Visit

A series of one or more Mobile App Events, served to a single valid Mobile Device, which ends when that Unique Mobile Device has not made a Mobile App Event for a 30-minute period.

Mobile App Visit Duration

The total time in seconds for all Mobile App Visits containing two or more Mobile App Events, divided by the total number of Visits of two or more Mobile App Events.

Mobile App Ad Impression

An Ad Impression requested by a valid Mobile Device and served into a Mobile App.

X1.9 AD METRICS

See the ABCe Guidance Notes for Ad Audits.

X1.10 SMS METRICS

See the ABCe Guidance Notes for SMS Audits.

X1.11 EMAIL METRICS

See the ABCe Guidance Notes for Email Audits.

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