

# Online Certificate

September 2011



Setting the standard

## Distilled Media



### Key information

#### Certificate type

Digital

#### Metric type

Web traffic

#### ABC headline

289,129 Daily average Unique Browsers

#### Period

1 September 2011 to 30 September 2011

#### Market sector

Other

#### Worldwide traffic

	Daily average	Monthly total
Unique Browsers	289,129	5,803,028
Page Impressions	7,435,339	223,060,175

#### Domains

www.daft.ie  
www.boards.ie  
www.adverts.ie  
www.property.ie  
www.rent.ie  
www.thejournal.ie  
http://touch.boards.ie

#### Contact details

Daft Media Group  
Mr Ciaran Maher  
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Latin Hall  
Golden Lane  
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This certificate is supported by the following organisations



# Online Property: Certificate of Activity

For the period: 1 September 2011 - 30 September 2011

Let.ie property Rent.ie daft.ie

Property Name: Distilled Media

## Daily Qualifying Worldwide Traffic

Distilled Media	Daily Average
Unique Browsers	289,129
Page Impressions	7,435,339

Included in the totals above:

### DAFT.ie

Unique Browsers	104,041
Page Impressions	4,593,806

### Boards.ie

Unique Browsers	180,494
Page Impressions	2,496,362

### TheJournal.ie

Unique Browsers	38,641
Page Impressions	119,275

## Monthly Qualifying Worldwide Traffic

Distilled Media	Monthly Total
Unique Browsers	5,803,028
Page Impressions	223,060,175

Included in the totals above:

### DAFT.ie

Unique Browsers	1,976,375
Page Impressions	137,814,174

### Boards.ie

Unique Browsers	3,782,080
Page Impressions	74,890,856

### TheJournal.ie

Unique Browsers	811,267
Page Impressions	3,578,262

## 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).

### Distilled Media

www.daft.ie  
www.boards.ie  
www.adverts.ie  
www.property.ie  
www.rent.ie  
www.thejournal.ie  
http://touch.boards.ie

### DAFT.ie

www.daft.ie  
www.property.ie  
www.rent.ie  
www.let.ie

### Boards.ie

www.boards.ie  
www.adverts.ie  
http://touch.boards.ie

### TheJournal.ie

www.thejournal.ie  
thescore.thejournal.ie  
http://thedailyedge.thejournal.ie  
http://businessetc.thejournal.ie



# Online Property: Certificate of Activity

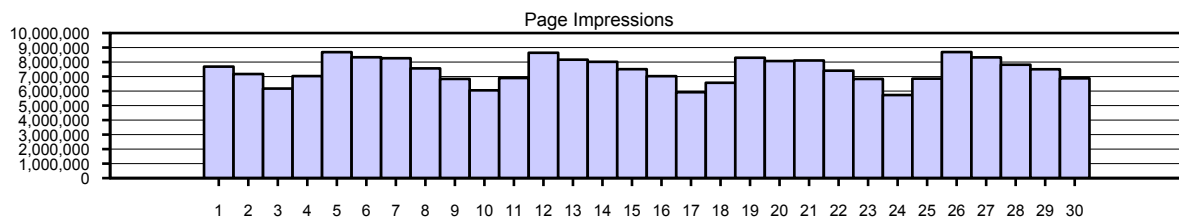
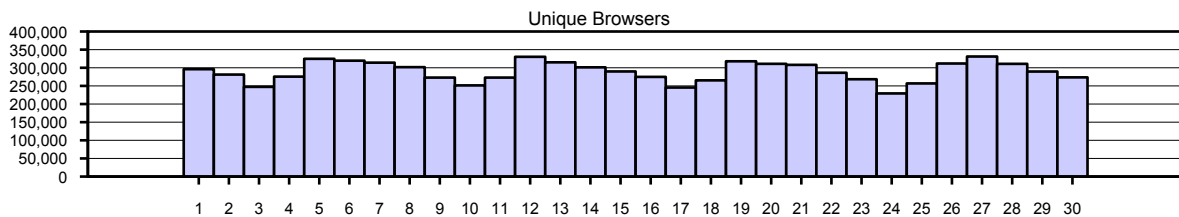
For the period: 1 September 2011 - 30 September 2011

Let.ie | Journal | BORDS.IE | Property | Rent.ie | daft.ie

Property Name: Distilled Media

## Daily Activity: Distilled Media

Date	Unique Browsers	Page Impressions
01-Sep-11	296,122	7,685,736
02-Sep-11	281,248	7,174,668
03-Sep-11	247,345	6,172,913
04-Sep-11	275,567	7,032,748
05-Sep-11	324,733	8,684,140
06-Sep-11	319,555	8,331,106
07-Sep-11	314,143	8,264,364
08-Sep-11	301,694	7,563,576
09-Sep-11	272,969	6,837,652
10-Sep-11	251,402	6,050,832
11-Sep-11	272,924	6,898,944
12-Sep-11	330,201	8,640,011
13-Sep-11	315,007	8,164,379
14-Sep-11	301,194	8,016,450
15-Sep-11	289,832	7,510,067
16-Sep-11	274,873	7,028,483
17-Sep-11	245,551	5,920,924
18-Sep-11	265,323	6,571,763
19-Sep-11	317,885	8,296,993
20-Sep-11	310,879	8,070,724
21-Sep-11	308,005	8,108,458
22-Sep-11	286,232	7,406,727
23-Sep-11	268,359	6,835,992
24-Sep-11	229,250	5,725,744
25-Sep-11	256,834	6,856,530
26-Sep-11	311,767	8,689,357
27-Sep-11	331,035	8,323,928
28-Sep-11	310,785	7,815,559
29-Sep-11	289,602	7,503,773
30-Sep-11	273,564	6,877,634





# Online Property: Certificate of Activity

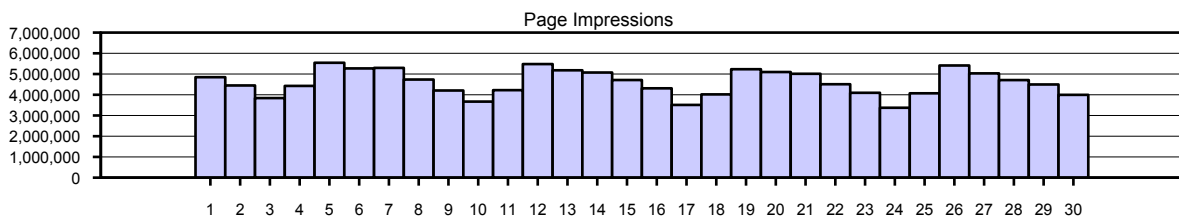
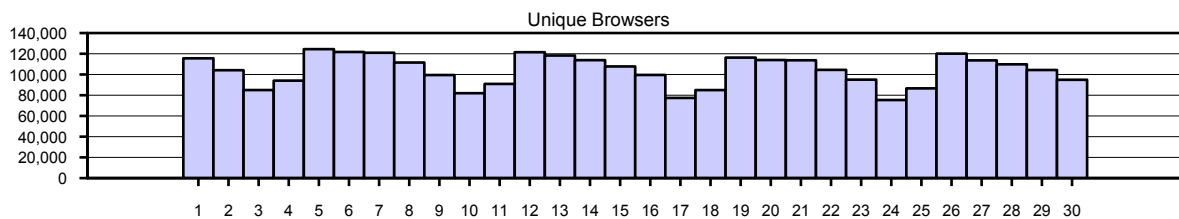
For the period: 1 September 2011 - 30 September 2011

Let.ie | Journal | BORDS.IE | Property | Rembe | daft.ie

Property Name: Distilled Media

## Daily Activity Breakout: DAFT.ie

Date	Unique Browsers	Page Impressions
01-Sep-11	115,613	4,847,946
02-Sep-11	104,121	4,448,484
03-Sep-11	84,969	3,839,275
04-Sep-11	94,071	4,427,188
05-Sep-11	124,464	5,542,962
06-Sep-11	121,739	5,270,192
07-Sep-11	120,981	5,296,961
08-Sep-11	111,532	4,734,169
09-Sep-11	99,463	4,205,414
10-Sep-11	81,948	3,669,559
11-Sep-11	90,888	4,222,579
12-Sep-11	121,491	5,480,833
13-Sep-11	118,305	5,180,962
14-Sep-11	113,825	5,073,031
15-Sep-11	107,760	4,711,373
16-Sep-11	99,533	4,310,348
17-Sep-11	77,389	3,508,688
18-Sep-11	84,946	4,017,861
19-Sep-11	116,306	5,231,655
20-Sep-11	113,949	5,096,637
21-Sep-11	113,729	5,011,648
22-Sep-11	104,465	4,507,433
23-Sep-11	95,010	4,094,245
24-Sep-11	75,351	3,372,141
25-Sep-11	86,589	4,070,271
26-Sep-11	120,128	5,411,600
27-Sep-11	113,630	5,031,101
28-Sep-11	109,809	4,708,145
29-Sep-11	104,336	4,496,300
30-Sep-11	94,887	3,995,173





# Online Property: Certificate of Activity

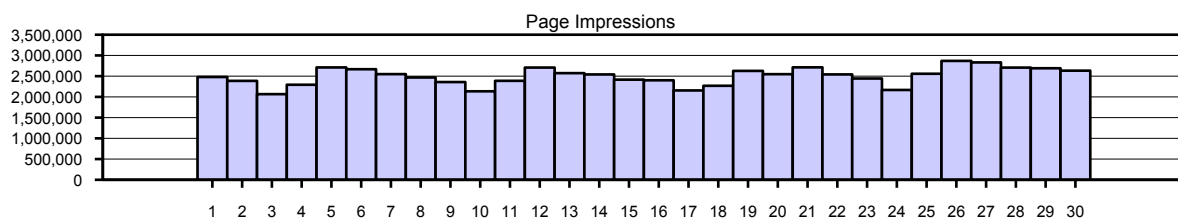
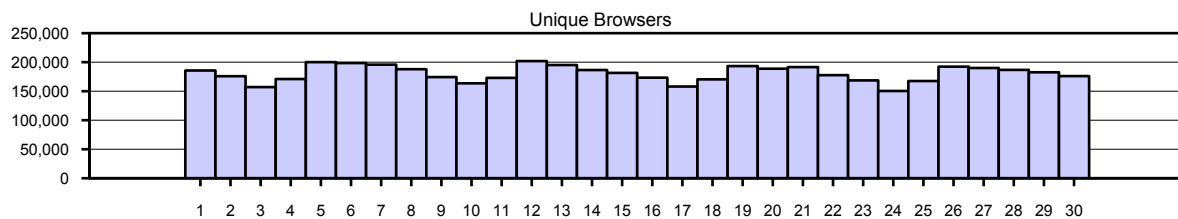
For the period: 1 September 2011 - 30 September 2011

Let.ie | Journal | BOARDS.IE | Rembe | dail.ie

Property Name: Distilled Media

## Daily Activity Breakout: Boards.ie

Date	Unique Browsers	Page Impressions
01-Sep-11	185,683	2,479,804
02-Sep-11	175,826	2,386,596
03-Sep-11	157,062	2,065,948
04-Sep-11	170,950	2,293,300
05-Sep-11	200,093	2,710,822
06-Sep-11	198,498	2,667,299
07-Sep-11	195,715	2,549,285
08-Sep-11	187,937	2,467,837
09-Sep-11	174,381	2,357,779
10-Sep-11	163,573	2,134,613
11-Sep-11	172,969	2,387,780
12-Sep-11	201,889	2,707,428
13-Sep-11	195,087	2,573,079
14-Sep-11	186,510	2,541,412
15-Sep-11	181,505	2,415,674
16-Sep-11	173,360	2,400,298
17-Sep-11	158,060	2,155,609
18-Sep-11	170,405	2,267,927
19-Sep-11	193,294	2,627,245
20-Sep-11	188,723	2,547,833
21-Sep-11	191,523	2,712,607
22-Sep-11	177,681	2,542,043
23-Sep-11	168,601	2,443,549
24-Sep-11	150,357	2,166,930
25-Sep-11	167,511	2,558,173
26-Sep-11	192,285	2,868,218
27-Sep-11	189,979	2,831,790
28-Sep-11	186,731	2,706,714
29-Sep-11	182,572	2,690,569
30-Sep-11	176,048	2,632,695





# Online Property: Certificate of Activity

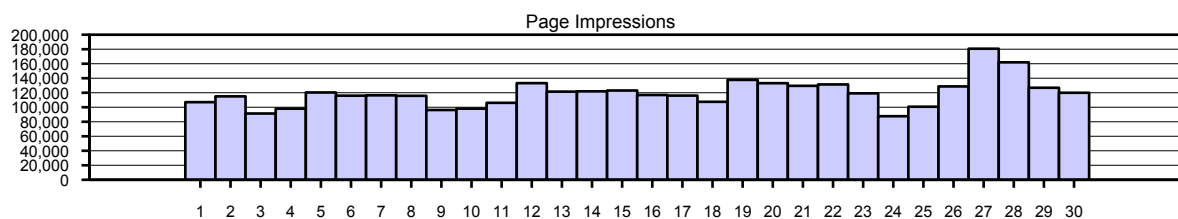
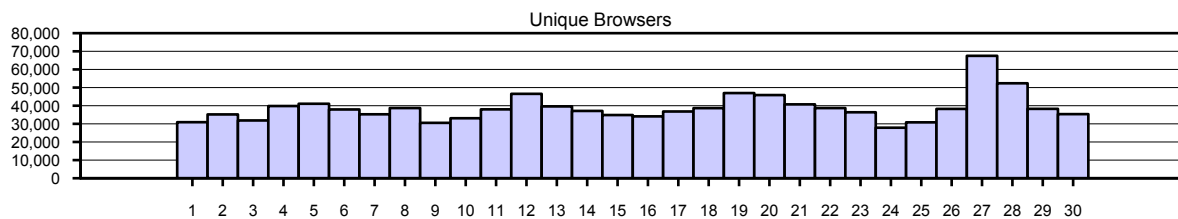
For the period: 1 September 2011 - 30 September 2011

Let.ie | Journal | BORDS.IE  
property | RemDe | dail.ie

Property Name: Distilled Media

## Daily Activity Breakout: TheJournal.ie

Date	Unique Browsers	Page Impressions
01-Sep-11	30,918	107,025
02-Sep-11	35,188	114,999
03-Sep-11	31,876	91,379
04-Sep-11	39,820	98,015
05-Sep-11	41,072	120,364
06-Sep-11	37,925	115,976
07-Sep-11	35,274	116,429
08-Sep-11	38,707	115,776
09-Sep-11	30,550	96,224
10-Sep-11	33,090	98,064
11-Sep-11	37,989	106,124
12-Sep-11	46,550	133,243
13-Sep-11	39,617	121,555
14-Sep-11	37,122	121,959
15-Sep-11	34,859	123,096
16-Sep-11	34,113	116,894
17-Sep-11	36,812	116,067
18-Sep-11	38,659	107,515
19-Sep-11	46,979	137,708
20-Sep-11	45,867	133,182
21-Sep-11	40,733	129,518
22-Sep-11	38,686	131,435
23-Sep-11	36,390	119,182
24-Sep-11	27,875	87,640
25-Sep-11	30,831	100,750
26-Sep-11	38,240	128,715
27-Sep-11	67,497	180,679
28-Sep-11	52,368	161,907
29-Sep-11	38,262	126,875
30-Sep-11	35,362	119,967



## Counting System

This site used software developed in house to count the data supporting this certificate.



Let.ie | Journal.ie | Boards.ie  
Rent.ie | Daft.ie

# Online Property: Certificate of Activity

For the period: 1 September 2011 - 30 September 2011

Property Name: Distilled Media

## Audit Opinion by ABC

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 ABC has conducted checks to gain confidence in the authenticity and validity of the original traffic, we have expressly not audited for the presence of any App traffic not disclosed to us by the media owner, or for fraud or negligence.

This product is registered with ABC by Distilled Media.

## Media Owner Statement

Daft.ie was founded in 1997 as an efficient way of finding property for sale or rent online. Today the company has grown to include an extensive network of 1,500 estate agents and 50,000 landlords that advertise their properties on the site. In recent years Daft Media Group expanded its presence in the property market with the acquisition of rent.ie, property.ie and let.ie. Combined, the Daft property sites attract an audience of 3.65 million Unique Browsers each month. The company also acquired an interest in community website boards.ie, and social classified website, adverts.ie.

## About ABC

ABC is governed by the media industry, for the media industry and is the expert at setting data and process standards across multiple platforms. ABC provides a stamp of trust for media buyers, media owners, publishers and digital traders working in existing and emerging platforms.

The ABC Board consists of 16 media owners, media agencies, advertisers and trade body members – with 25 per cent of the Board representing the digital sector. The Board make strategic decisions as to how ABC is run and each industry sector is represented by a Reporting Standards Group.

ABC was established in the UK in 1931 and is a founder member of the International Federation of ABCs (IFABC). ABC's digital arm was established in 1996 and was united with ABC under one brand with a new identity and integrated structure in March 2011. ABC works with JICWEBS (Joint Industry Committee for Web Standards) to deliver common international standards for measuring digital reach, engagement and loyalty, as well as creating common standards for good practice throughout the industry.

For further information please visit [www.abc.org.uk](http://www.abc.org.uk) or contact us at: ABC, Saxon House, 211 High Street Berkhamsted, Hertfordshire, HP4 1AD, UK  
Tel: +44 (1442) 870 800 or [info@abc.org.uk](mailto:info@abc.org.uk).

## About this certificate

This certificate was issued on 29 March 2012. The data included is derived from a return of circulation prepared by the publisher: Distilled Media.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct. This certificate is the **copyright** property of the Publisher and ABC.

This certificate expires on 31 December 2012 unless ABC has issued a new certificate before that date.

## 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.



# Online Property: Certificate of Activity

For the period: 1 September 2011 - 30 September 2011

Let.ie | Journal | Boards.ie | Let.ie | Property | RemoDe | Let.ie

Property Name: Distilled Media

*Automated Page Impressions will be broken out if greater than 5% of the total.*

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.

**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. Hence, the totals are averages.*

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).

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

**REQUESTED DOWNLOAD:** A request for a non-HTML file executable offline.

**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.*

ABC excludes this internal and non-human traffic. The global ABC/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/jargon](http://www.abc.org.uk/jargon)  
Certificate issued by ABC, Saxon House, 211 High Street, Berkhamsted, Hertfordshire, UK +44 (1442) 870800