



# Online Property: Certificate of Activity

For the period: 1 October 2009 - 31 October 2009

## Web



Property Name: 4rfv.co.uk



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### 1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	4,724	129,957
Page Impressions	11,060	342,860

### 2. Network Domains/URLs:

www.4rfv.co.uk

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

### 3. Daily Activity:

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Oct-09	5,435	13,375	17-Oct-09	2,797	5,605
02-Oct-09	4,734	10,807	18-Oct-09	3,097	7,085
03-Oct-09	3,111	7,072	19-Oct-09	5,579	13,497
04-Oct-09	3,433	8,720	20-Oct-09	5,871	13,106
05-Oct-09	5,919	13,558	21-Oct-09	5,689	12,394
06-Oct-09	6,113	13,766	22-Oct-09	5,455	15,738
07-Oct-09	5,797	13,066	23-Oct-09	4,547	15,975
08-Oct-09	5,282	11,996	24-Oct-09	3,060	7,329
09-Oct-09	4,783	11,669	25-Oct-09	3,316	7,108
10-Oct-09	2,965	6,240	26-Oct-09	5,695	12,475
11-Oct-09	3,253	6,678	27-Oct-09	5,554	11,692
12-Oct-09	5,528	12,984	28-Oct-09	5,408	12,359
13-Oct-09	5,607	13,054	29-Oct-09	5,435	13,003
14-Oct-09	5,487	13,136	30-Oct-09	4,766	9,710
15-Oct-09	5,346	12,114	31-Oct-09	2,792	6,919
16-Oct-09	4,576	10,630			



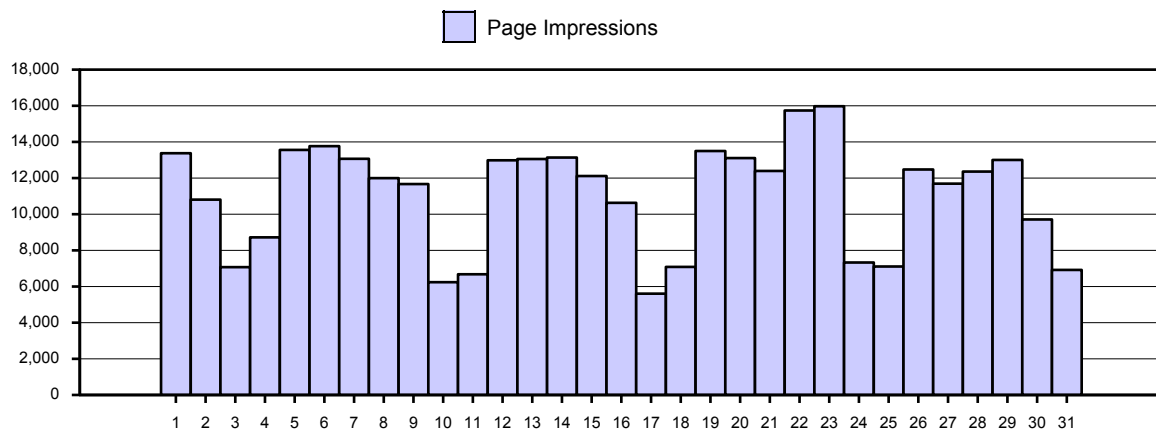
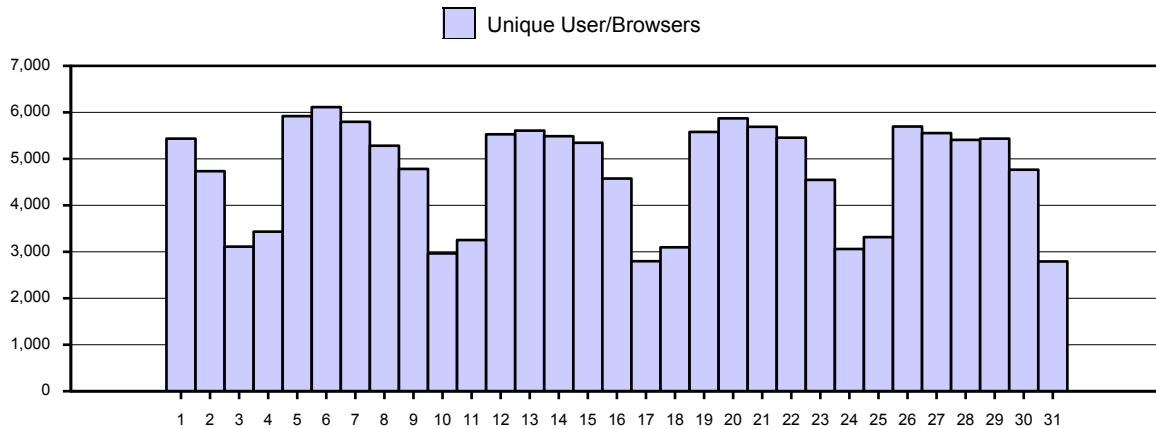
# Online Property: Certificate of Activity

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Property Name: 4rtv.co.uk





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Property Name: 4rfv.co.uk

### 4. Additional Notes:

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- 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:

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#### 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:

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This site used a third party to count the data supporting this certificate.

### 7. Audit Opinion by ABCe

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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 Flagship Media Group Ltd.





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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](http://www.abce.org.uk) and [www.jicwebs.org](http://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

4RFV is a directory and news portal for the Film and Television industry.

