

## NETWORK ACTIVITY INTERNATIONAL AUDIT REPORT



Electronic Media Audits Limited  
Saxon House, 211 High Street,  
Berkhamsted, Hertfordshire  
HP4 1AD,  
UNITED KINGDOM

Tel: +44(0) 1442 200830 Fax: +44(0) 1442 200705  
URL: <http://www.abce.org.uk> Email: [info@abce.org.uk](mailto:info@abce.org.uk)

**certainty in a virtual world**

**Site Name:** RTÉ.ie

**Network Domains:**

[List on page 2](#)

**Period Covered by Certificate:**

1 May - 31 May 2007

**Site Content: (Publisher's Statement)**

RTÉ.ie offers unrivalled and award-winning coverage of news, current affairs, sport, business and entertainment in text, audio and video formats, as well as specialist sites such as motors, property and travel.

**Publisher:**

RTÉ Publishing,  
Donnybrook,  
Dublin 4,  
Ireland

**Contact:**

Richard Murphy,  
Managing Editor  
RTÉ e-Publishing  
[Richard.Murphy@rte.ie](mailto:Richard.Murphy@rte.ie)

Aisling McCabe,  
Sales and Business Development Manager,  
RTÉ e-Publishing  
[Aisling.McCabe@rte.ie](mailto:Aisling.McCabe@rte.ie)

# RTÉ.ie

### 1. Total qualifying traffic for the certification period 1 May - 31 May 2007

	<u>Daily Averages</u>	<u>Total</u>
Unique Users	137,557	1,564,432
Page Impressions	1,400,378	43,411,709
Streams	43,255	1,340,904
Requested Podcast	9,431	292,373

## 2. Network Domains

[www.rte.ie](http://www.rte.ie)

<http://cars.rte.ie>

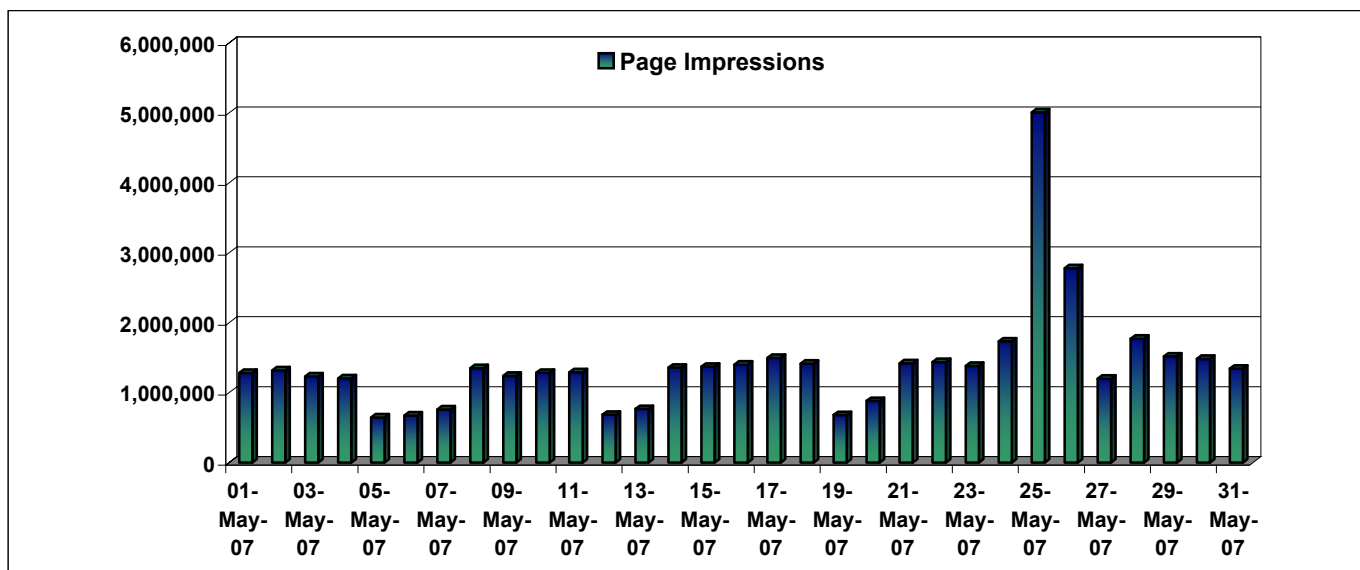
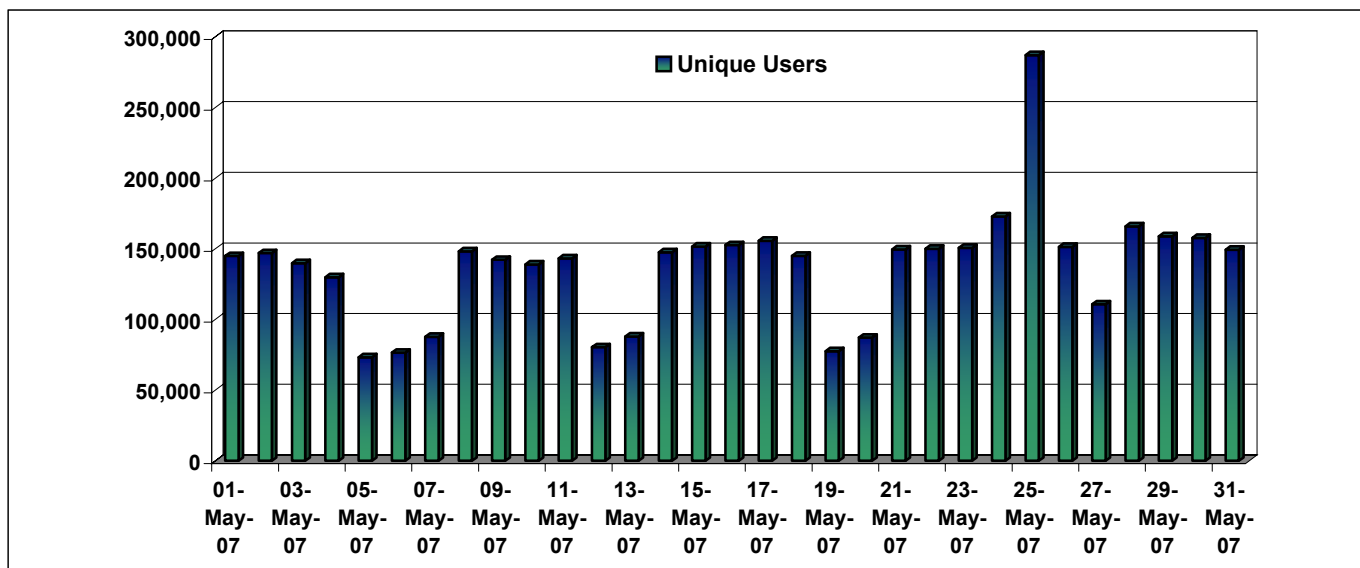
<http://pc.rte.ie>

RTE.ie

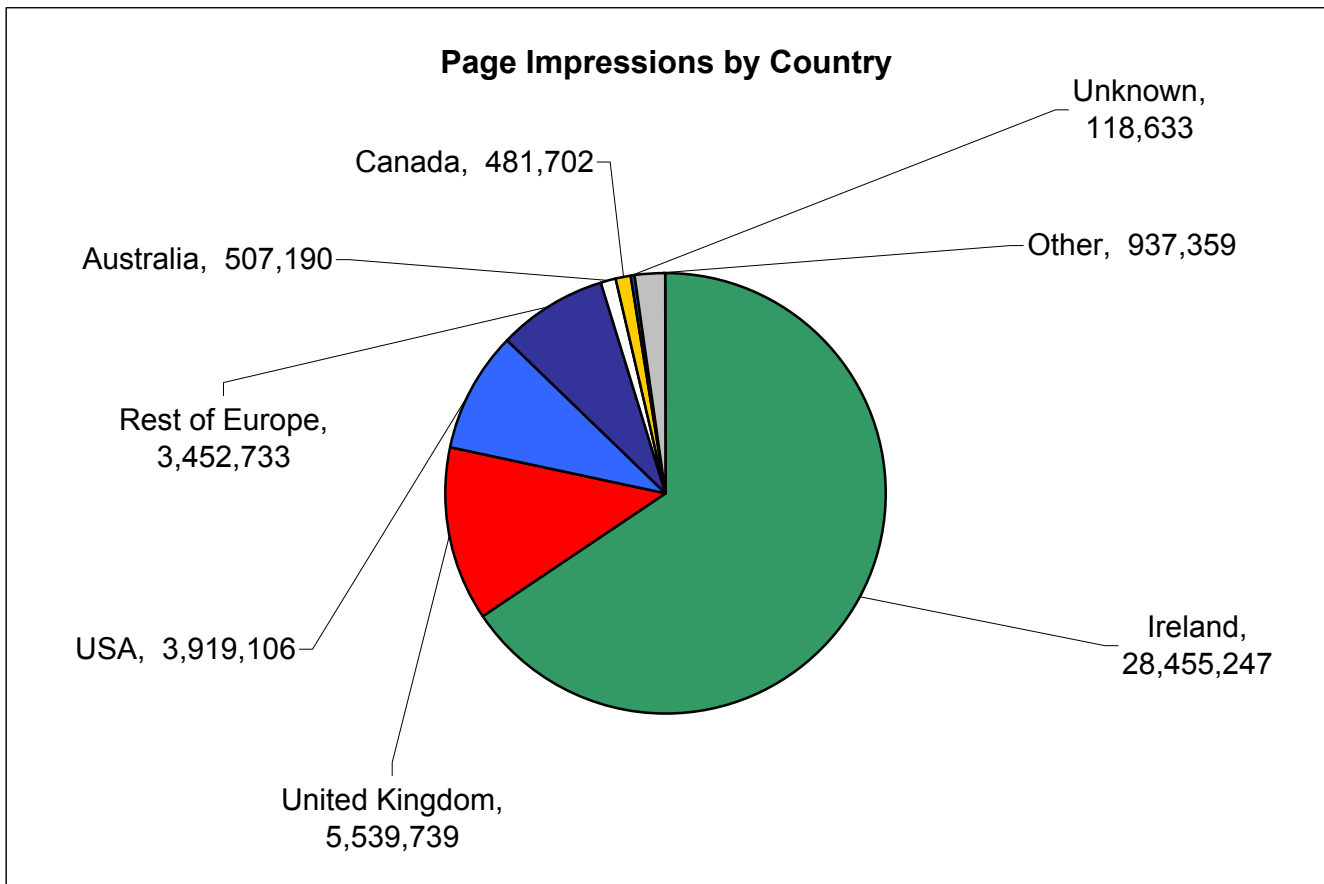
### 3. Daily Activity: Unique Users and Page Impressions



DATE	UNIQUE USERS	PAGE IMPRESSIONS	DATE	UNIQUE USERS	PAGE IMPRESSIONS
01-May-07	145,042	1,283,075	17-May-07	155,779	1,497,226
02-May-07	147,061	1,317,896	18-May-07	145,148	1,415,968
03-May-07	139,958	1,232,535	19-May-07	77,680	679,706
04-May-07	129,952	1,204,765	20-May-07	87,240	881,517
05-May-07	73,238	644,994	21-May-07	149,710	1,419,691
06-May-07	76,614	671,971	22-May-07	150,088	1,438,104
07-May-07	87,888	760,549	23-May-07	150,743	1,381,287
08-May-07	148,366	1,351,874	24-May-07	172,960	1,732,055
09-May-07	142,281	1,241,604	25-May-07	287,278	5,007,163
10-May-07	138,934	1,284,384	26-May-07	151,451	2,777,293
11-May-07	143,238	1,290,634	27-May-07	110,814	1,200,113
12-May-07	80,458	684,145	28-May-07	166,026	1,771,501
13-May-07	88,074	767,747	29-May-07	158,972	1,517,257
14-May-07	147,636	1,357,976	30-May-07	157,895	1,483,493
15-May-07	151,617	1,370,758	31-May-07	149,397	1,343,515
16-May-07	152,728	1,400,913			



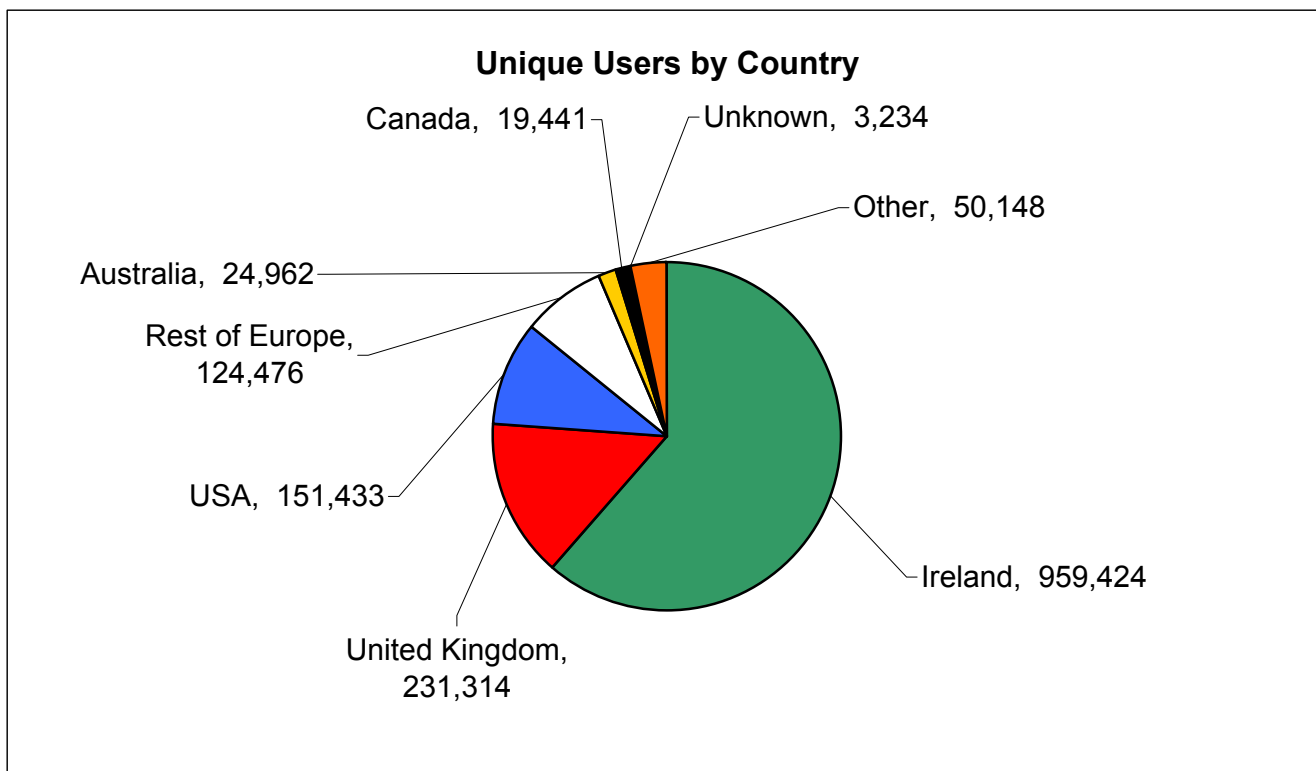
#### 4. Geo IP Analysis: Country by % of Page Impressions



The figures have been checked to a margin of error of +/-2.5%.

Page Impressions by Country			
Country Code	Country	Cert PI	Percentage
IE	Ireland	28,455,247	65.55
GB	United Kingdom	5,539,739	12.76
US	USA	3,919,106	9.03
	Rest of Europe	3,452,733	7.95
AU	Australia	507,190	1.17
CA	Canada	481,702	1.11
NULL	Unknown	118,633	0.27
Other	Other	937,359	2.16
Total		43,411,709	100.00%

### 5. Geo IP Analysis: Country by % of Unique Users



The figures have been checked to a margin of error of +/-2.5%.

Unique Users by Country (Cookie Accepted)			
Country Code	Country	Cert UU	Percentage
IE	Ireland	959,424	61.33
GB	United Kingdom	231,314	14.79
US	USA	151,433	9.68
	Rest of Europe	124,476	7.96
AU	Australia	24,962	1.60
CA	Canada	19,441	1.24
NULL	Unknown	3,234	0.21
Other	Other	50,148	3.21
Total		1,564,432	100.00

"Rest of Europe" is defined as the following country codes:

Country Code	Country	Country Code	Country	Country Code	Country
EU	Europe	FR	France	NL	Netherlands
AD	Andorra	FX	France (Metropolitan)	NO	Norway
AL	Albania	GI	Gibraltar	PL	Poland
AT	Austria	GR	Greece	PT	Portugal
BA	Bosnia and Herzegovina	HR	Croatia	RO	Romania
BE	Belgium	HU	Hungary	SE	Sweden
BG	Bulgaria	IS	Iceland	SI	Slovenia
BY	Belarus	IT	Italy	SJ	Svalbard and Jan Mayen
CH	Switzerland	LI	Liechtenstein	SK	Slovakia
CZ	Czech Republic	LT	Lithuania	SM	San Marino
DE	Germany	LU	Luxembourg	UA	Ukraine
DK	Denmark	LV	Latvia	VA	Holy See (Vatican City State)
EE	Estonia	MC	Monaco	CS	Serbia and Montenegro
ES	Spain	MD	Moldova, Republic of		
FI	Finland	MK	Macedonia		
FO	Faroe Islands	MT	Malta		



## 6. 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.

## 7. Definitions used in this document

**UNIQUE USER:** Is defined as "The total number of unique combinations of a valid identifier. Sites may use (i) IP+UserAgent, (ii) Cookie and/or (iii) Registration ID." Note that where USERS are allocated IP addresses dynamically (for example by dial-up Internet Service Providers), this definition may overstate or understate the real number of individual USERS concerned.

**VISIT:** Is defined as "A series of PAGE IMPRESSIONS to one USER which ends when there is a gap of at least 30 minutes between two PAGE IMPRESSIONS for that USER".

**PAGE IMPRESSION:** Is defined as "A file or a combination of files sent to a USER as a result of that USER'S request being received by the server". Note: The USER must be a valid USER. Non-requested files (e.g. some images, surplus html files served to build frame-sets, pushed pages, etc) are excluded. One request by a valid USER should result in one PAGE IMPRESSION being served. Where service providers, search engines or other organizations cache site content, PAGE IMPRESSIONS served from such caches may not be recorded by the originating site.

**UNIQUE USERS BY COUNTRY:** Is defined as "The percentages by country of all valid Unique Users identified during the Certification Period".

**PAGE IMPRESSIONS BY COUNTRY:** Is defined as "The percentages by country of all Page Impressions produced by all resolved IP addresses during the Certification Period".

**STREAMS:** An indicator of media file stream sent to a valid User as a result of that User's request being received by the server.

**REQUESTED PODCAST:** A requested Audio or Video Download made by a valid User following receipt of an automated notification of availability.

**SYNDICATED CONTENT:** Is defined as "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". Such content may be claimed as valid traffic by both parties. Syndicated content may or may not be included in the traffic certified.

**INVALID TRAFFIC:** Is defined as "Traffic generated by web site development activity, whether by the site or by its agents and automated search engines, indexers, robots, spiders etc. as defined by ABC ELECTRONIC on a list of user agents see ([www.abce.org.uk](http://www.abce.org.uk))".

For more detailed information go to: [www.abce.org.uk](http://www.abce.org.uk)

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## 8. Counting System

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

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## 9. Audit Report from Electronic Media Audits Limited

We have examined the activity records and other data presented by this WWW Site for the period covered by this Audit Report. Our examinations were made in accordance with established procedures and included such tests and other audit procedures as we considered necessary under the circumstances. In our opinion, the WWW Site activity shown is fairly stated in this report and the other data contained in this report are fairly stated in all respects material to the activity.

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



Electronic Media Audits Limited (ABC ELECTRONIC)  
September 2007

