

# Online Certificate

November 2011



Setting the standard

## The Register



### Key information

#### Certificate type

Digital

#### Metric type

Web traffic

#### ABC headline

357,673 Daily average Unique Browsers

#### Period

1 November 2011 to 30 November 2011

#### Market sector

Computing: General

#### Worldwide traffic

	Daily average	Monthly total
Unique Browsers	357,673	6,657,164
Page Impressions	1,541,085	46,232,562

#### Domains

[www.theregister.co.uk](http://www.theregister.co.uk)  
[www.reghardware.com](http://www.reghardware.com)  
[www.channelregister.co.uk](http://www.channelregister.co.uk)  
<http://forums.theregister.co.uk>  
<http://forums.reghardware.com>  
<http://forums.channelregister.co.uk>

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This certificate is supported by the following organisations



# Online Property: Certificate of Activity

For the period: 1 November 2011 - 30 November 2011



Property Name: The Register

## Daily Qualifying Worldwide Traffic

The Register	Daily Average
Unique Browsers	357,673
Page Impressions	1,541,085

Included in the totals above:

### ChannelRegister

Unique Browsers	29,189
Page Impressions	58,014

### RegHardware

Unique Browsers	72,072
Page Impressions	251,836

## Monthly Qualifying Worldwide Traffic

The Register	Monthly Total
Unique Browsers	6,657,164
Page Impressions	46,232,562

Included in the totals above:

### ChannelRegister

Unique Browsers	569,277
Page Impressions	1,740,418

### RegHardware

Unique Browsers	1,321,048
Page Impressions	7,555,093

## 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).

### The Register

www.theregister.co.uk  
 www.reghardware.com  
 www.channelregister.co.uk  
 http://forums.theregister.co.uk  
 http://forums.reghardware.com  
 http://forums.channelregister.co.uk

### ChannelRegister

www.channelregister.co.uk  
 http://forums.channelregister.co.uk

### RegHardware

www.reghardware.com  
 http://forums.reghardware.com



# Online Property: Certificate of Activity

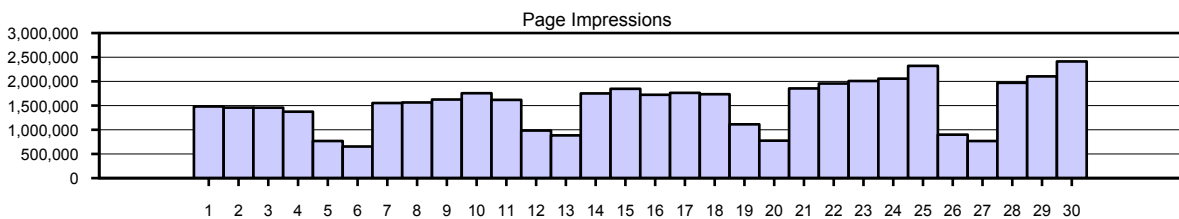
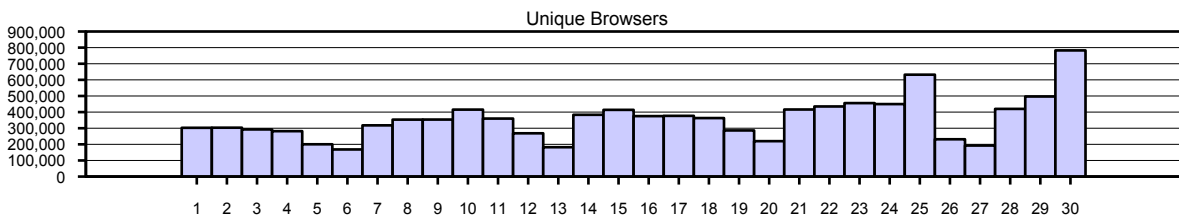
For the period: 1 November 2011 - 30 November 2011



Property Name: The Register

## Daily Activity: The Register

Date	Unique Browsers	Page Impressions
01-Nov-11	302,540	1,481,275
02-Nov-11	303,303	1,458,377
03-Nov-11	292,466	1,456,280
04-Nov-11	281,775	1,373,770
05-Nov-11	200,377	767,838
06-Nov-11	168,322	653,369
07-Nov-11	317,894	1,553,226
08-Nov-11	353,426	1,564,349
09-Nov-11	353,786	1,625,000
10-Nov-11	415,491	1,755,733
11-Nov-11	359,850	1,617,899
12-Nov-11	268,462	983,728
13-Nov-11	182,140	883,852
14-Nov-11	383,414	1,751,696
15-Nov-11	413,939	1,846,850
16-Nov-11	375,061	1,723,654
17-Nov-11	376,703	1,763,130
18-Nov-11	362,984	1,734,792
19-Nov-11	286,208	1,112,167
20-Nov-11	219,823	774,933
21-Nov-11	416,065	1,854,780
22-Nov-11	434,946	1,955,837
23-Nov-11	455,856	2,008,288
24-Nov-11	449,634	2,056,742
25-Nov-11	632,136	2,320,951
26-Nov-11	231,420	899,217
27-Nov-11	192,653	767,309
28-Nov-11	419,934	1,971,001
29-Nov-11	496,833	2,103,822
30-Nov-11	782,751	2,412,697





# Online Property: Certificate of Activity

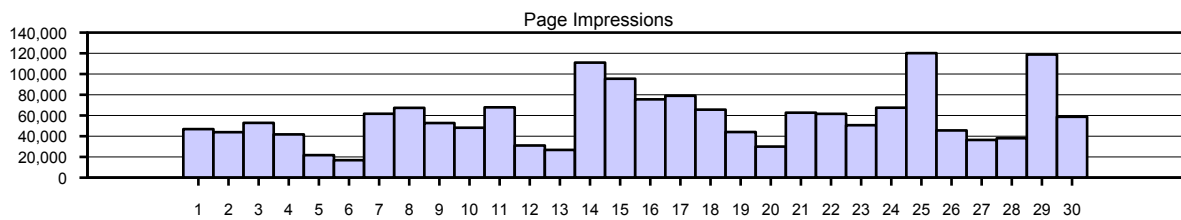
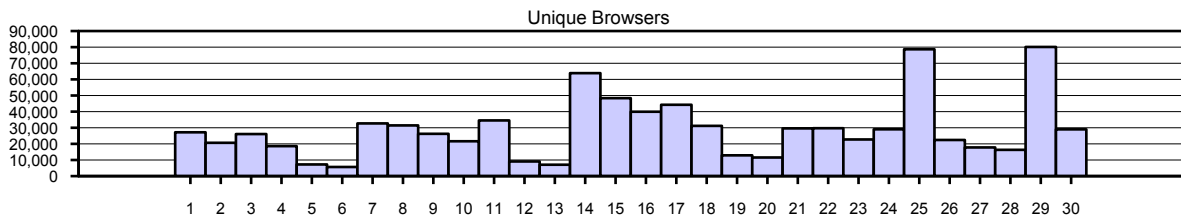
For the period: 1 November 2011 - 30 November 2011



Property Name: The Register

## Daily Activity Breakout: ChannelRegister

Date	Unique Browsers	Page Impressions
01-Nov-11	27,184	46,851
02-Nov-11	20,675	43,886
03-Nov-11	26,096	52,866
04-Nov-11	18,594	41,741
05-Nov-11	7,228	21,723
06-Nov-11	5,660	16,864
07-Nov-11	32,699	61,674
08-Nov-11	31,458	67,341
09-Nov-11	26,248	52,716
10-Nov-11	21,631	48,190
11-Nov-11	34,539	67,876
12-Nov-11	9,084	31,046
13-Nov-11	7,066	26,783
14-Nov-11	63,877	111,029
15-Nov-11	48,353	95,466
16-Nov-11	39,939	75,567
17-Nov-11	44,259	79,006
18-Nov-11	31,178	65,629
19-Nov-11	12,888	44,036
20-Nov-11	11,553	29,982
21-Nov-11	29,624	62,689
22-Nov-11	29,718	61,579
23-Nov-11	22,734	50,636
24-Nov-11	29,034	67,515
25-Nov-11	78,687	120,152
26-Nov-11	22,426	45,577
27-Nov-11	17,787	36,393
28-Nov-11	16,308	38,044
29-Nov-11	80,127	118,820
30-Nov-11	29,007	58,741





# Online Property: Certificate of Activity

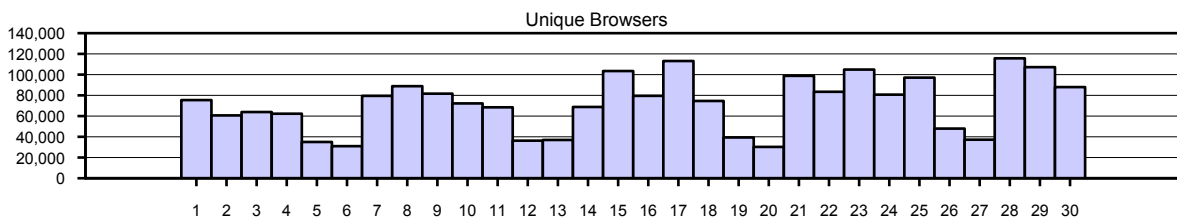
For the period: 1 November 2011 - 30 November 2011



Property Name: The Register

## Daily Activity Breakout: RegHardware

Date	Unique Browsers	Page Impressions
01-Nov-11	75,424	255,805
02-Nov-11	60,643	217,197
03-Nov-11	63,894	220,122
04-Nov-11	62,291	233,511
05-Nov-11	35,018	137,343
06-Nov-11	30,965	116,097
07-Nov-11	79,487	334,909
08-Nov-11	88,841	275,334
09-Nov-11	81,645	300,668
10-Nov-11	72,219	277,901
11-Nov-11	68,458	258,363
12-Nov-11	36,271	167,822
13-Nov-11	36,958	144,430
14-Nov-11	68,800	271,924
15-Nov-11	103,467	305,431
16-Nov-11	79,513	264,973
17-Nov-11	113,128	354,268
18-Nov-11	74,572	267,202
19-Nov-11	39,347	175,430
20-Nov-11	30,233	126,875
21-Nov-11	98,829	298,914
22-Nov-11	83,436	264,153
23-Nov-11	104,863	359,141
24-Nov-11	80,688	273,936
25-Nov-11	97,098	307,858
26-Nov-11	47,934	170,933
27-Nov-11	37,219	139,396
28-Nov-11	115,728	349,310
29-Nov-11	107,222	347,533
30-Nov-11	87,955	338,314





# Online Property: Certificate of Activity

For the period: 1 November 2011 - 30 November 2011

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## Monthly Geo IP Analysis

Country/Region	Unique Browsers	Percent	Page Impressions	Percent
United Kingdom	1,540,036	23.85%	19,141,735	42.13%
United States	3,052,390	47.27%	15,229,771	33.52%
Canada	328,848	5.09%	1,432,015	3.15%
Australia	197,512	3.06%	1,175,081	2.59%
Rest of the World	291,861	4.52%	1,042,158	2.29%
Germany	139,399	2.16%	973,622	2.14%
China	31,338	0.49%	666,933	1.47%
France	61,834	0.96%	589,254	1.30%
Ireland	58,241	0.90%	546,497	1.20%
Netherlands	62,053	0.96%	516,212	1.14%
Sweden	44,901	0.70%	443,734	0.98%
Norway	25,096	0.39%	406,991	0.90%
Singapore	42,482	0.66%	335,506	0.74%
New Zealand	41,064	0.64%	316,714	0.70%
India	147,415	2.28%	313,484	0.69%
Finland	31,408	0.49%	263,357	0.58%
Switzerland	26,305	0.41%	229,452	0.51%
Belgium	27,689	0.43%	198,048	0.44%
Spain	38,378	0.59%	196,628	0.43%
Poland	39,651	0.61%	179,387	0.39%
South Africa	34,656	0.54%	164,657	0.36%
Italy	35,659	0.55%	151,978	0.33%
Japan	31,681	0.49%	144,957	0.32%
Brazil	27,216	0.42%	138,375	0.30%
Denmark	22,190	0.34%	134,473	0.30%
Hong Kong	19,589	0.30%	112,767	0.25%
Russian Federation	27,801	0.43%	102,851	0.23%
Portugal	17,129	0.27%	99,423	0.22%
Slovenia	6,292	0.10%	92,281	0.20%
Bulgaria	7,165	0.11%	92,150	0.20%

Note:  
The figures have been checked to a margin error of +/- 2.5%  
"Rest of the World" is defined as all country codes except the specified countries, and "Unknown".

## Counting System

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

## 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 Situation Publishing Ltd.

## Media Owner Statement

The Register first moved online in 1998 and has grown significantly since those early days entirely by word of mouth. Today its global audience is more than 5 Million strong and continues to demonstrate solid growth amongst IT Professionals globally.



# Online Property: Certificate of Activity

For the period: 1 November 2011 - 30 November 2011

Property Name: The Register

## 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 17 January 2012. The data included is derived from a return of circulation prepared by the publisher: Situation Publishing Ltd.

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 28 February 2013 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. 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.



# Online Property: Certificate of Activity

For the period: 1 November 2011 - 30 November 2011

Property Name: The Register

**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