

Online Property

Activity Certificate

November 2013



Setting the standard

The Register



Key information

Certificate type

Digital

Metric type

Web traffic

ABC headline

468,114 Daily average Unique Browsers

Period

1 November 2013 to 30 November 2013

Market sector

Computing: General

Contact details

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Worldwide traffic

	Daily average	Monthly total
Unique Browsers	468,114	9,470,181
Page Impressions	1,468,945	44,068,339

Domains/URLs

www.theregister.co.uk
http://forums.theregister.co.uk
http://search.theregister.co.uk
Breakout 1 - Channel Register

This certificate is supported by the following organisations



Online Property: Certificate of Activity

For the period: 1 November 2013 - 30 November 2013



Property Name: The Register

Daily Worldwide Traffic

Unique Browsers	Daily Average	468,114
Page Impressions		1,468,945

Monthly Worldwide Traffic

Unique Browsers	Monthly Total	9,470,181
Page Impressions		44,068,339

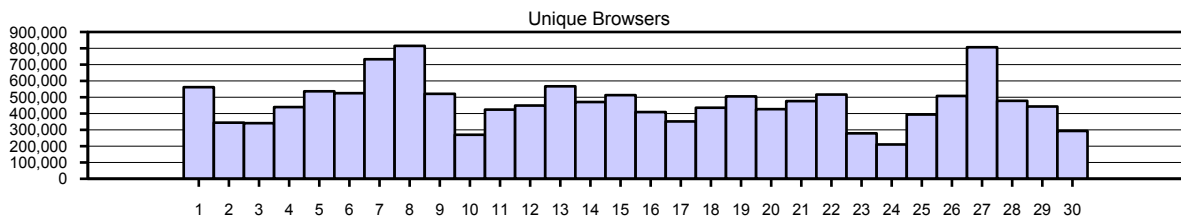
Domains/URLs

This lists the domains and any specific URLs that represent 95% or more of the Page Impressions, 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).

www.theregister.co.uk	www.channelregister.co.uk
http://forums.theregister.co.uk	http://forums.channelregister.co.uk
http://search.theregister.co.uk	http://search.channelregister.co.uk
Breakout 1 - Channel Register	

Daily Activity

Date	Unique Browsers	Page Impressions
01-Nov-13	561,813	1,771,481
02-Nov-13	344,167	1,046,398
03-Nov-13	340,970	902,873
04-Nov-13	439,545	1,494,059
05-Nov-13	536,473	1,686,691
06-Nov-13	524,832	1,700,174
07-Nov-13	732,953	2,056,702
08-Nov-13	814,755	2,100,246
09-Nov-13	520,889	1,279,696
10-Nov-13	269,955	815,951
11-Nov-13	424,046	1,540,477
12-Nov-13	449,154	1,721,674
13-Nov-13	566,957	1,848,545
14-Nov-13	470,637	1,636,416
15-Nov-13	512,925	1,650,936
16-Nov-13	409,046	1,120,735
17-Nov-13	351,654	917,821
18-Nov-13	435,670	1,520,257
19-Nov-13	505,170	1,679,176
20-Nov-13	426,884	1,501,172
21-Nov-13	476,205	1,644,327
22-Nov-13	516,475	1,658,042
23-Nov-13	278,786	909,347
24-Nov-13	210,483	686,454
25-Nov-13	394,053	1,511,075
26-Nov-13	507,784	1,640,947
27-Nov-13	806,472	1,928,044
28-Nov-13	478,096	1,681,090
29-Nov-13	443,230	1,537,139
30-Nov-13	293,332	880,394



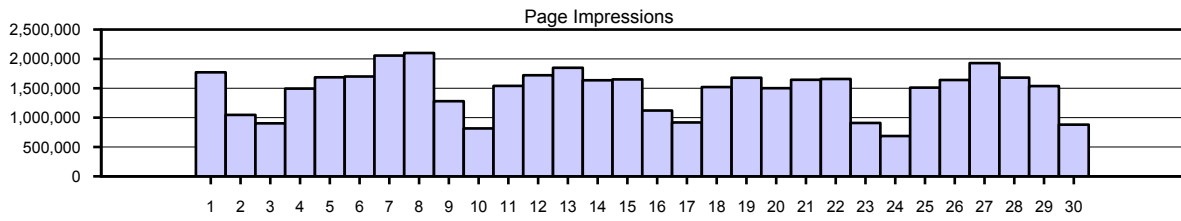


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Monthly Geo IP Analysis

Country/Region	Unique Browsers	Percent	Page Impressions	Percent
United States	4,458,886	47.08%	16,760,031	38.03%
United Kingdom	1,751,203	18.49%	13,099,408	29.73%
Canada	523,002	5.52%	2,548,683	5.78%
Rest of World	392,761	4.15%	1,443,253	3.28%
India	338,351	3.57%	643,617	1.46%
Australia	293,893	3.10%	1,137,592	2.58%
Germany	155,651	1.64%	1,241,822	2.82%
France	130,177	1.37%	858,221	1.95%
China	113,638	1.20%	942,748	2.14%
Sweden	84,915	0.90%	364,122	0.83%
Netherlands	74,866	0.79%	503,139	1.14%
Ireland	72,224	0.76%	375,905	0.85%
New Zealand	52,107	0.55%	266,496	0.60%
South Africa	50,358	0.53%	176,419	0.40%
Singapore	50,157	0.53%	162,988	0.37%
Russian Federation	49,163	0.52%	170,905	0.39%
Malaysia	47,557	0.50%	106,535	0.24%
Italy	44,807	0.47%	153,422	0.35%
Spain	43,019	0.45%	174,274	0.40%
Philippines	42,847	0.45%	76,986	0.17%
Poland	42,770	0.45%	183,332	0.42%
Finland	42,680	0.45%	166,433	0.38%
Brazil	40,210	0.42%	107,322	0.24%
Indonesia	39,721	0.42%	71,966	0.16%
Japan	35,019	0.37%	128,723	0.29%
Thailand	32,072	0.34%	72,248	0.16%
Belgium	31,645	0.33%	145,676	0.33%
Romania	31,106	0.33%	100,545	0.23%
Switzerland	30,941	0.33%	183,990	0.42%
Pakistan	30,014	0.32%	55,156	0.13%
Hong Kong	28,968	0.31%	146,750	0.33%
Israel	28,074	0.30%	74,319	0.17%
Denmark	27,964	0.30%	155,710	0.35%
Ukraine	27,721	0.29%	98,597	0.22%
Mexico	27,523	0.29%	50,365	0.11%
Turkey	25,698	0.27%	53,127	0.12%
Norway	25,234	0.27%	322,815	0.73%
United Arab Emirates	21,995	0.23%	55,142	0.13%
Portugal	18,636	0.20%	65,186	0.15%
Taiwan	18,506	0.20%	54,491	0.12%
Greece	17,710	0.19%	54,933	0.12%
Korea, Republic of	17,593	0.19%	160,745	0.36%
Austria	17,333	0.18%	53,875	0.12%
Czech Republic	16,214	0.17%	59,171	0.13%
Vietnam	12,125	0.13%	74,170	0.17%
Slovenia	7,138	0.08%	84,315	0.19%
Lithuania	5,989	0.06%	82,671	0.19%

Note:

"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.



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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.

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 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.

About this certificate

This certificate was issued on 14 January 2014. 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 2015 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.*



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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.

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
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