

## 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:** Daft.ie

**Network Domains:**

[List on page 2](#)

**Period Covered by Certificate:**

1 May - 31 May 2006

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

Daft.ie is Ireland's biggest property website with the largest selection of residential property for sale in Ireland. Daft.ie is also the primary online destination for anyone looking for commercial property, overseas property and residential property to let.

Daft was founded in 1997 as an efficient way of finding property and house mates online. In recent years Daft has expanded into all areas of the Irish property market and now has thriving network of over 1,000 estate agents and over 40,000 landlords who use them to advertise anything from a first-time-buy in carrick-on-shannon to a château for sale in the south of France.

Daft has always been on the leading edge of innovation online and has won multiple awards for its ease-of-use and its strong customer focus.

### Publisher:

Daft Media Ltd  
10-13 Thomas Street  
The Digital Hub  
Dublin 8

### Contact:

Ciaran Maher  
Tel: +353-1-6795040  
[ciaran.maher@daft.ie](mailto:ciaran.maher@daft.ie)



### 1. Total qualifying traffic for the certification period 1 May - 31 May 2006

	<u>Daily Averages</u>	<u>Total</u>
Unique Users	24,047	425,149
Page Impressions	892,772	27,675,927

## 2. Network Domains

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

<http://www4.daft.ie>

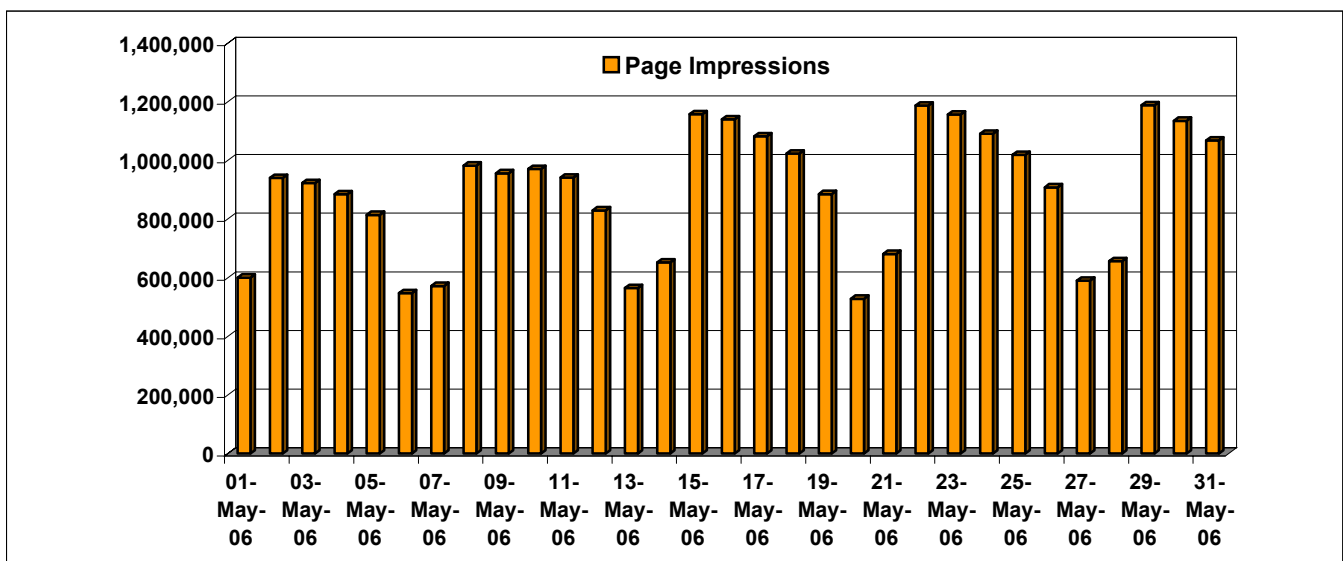
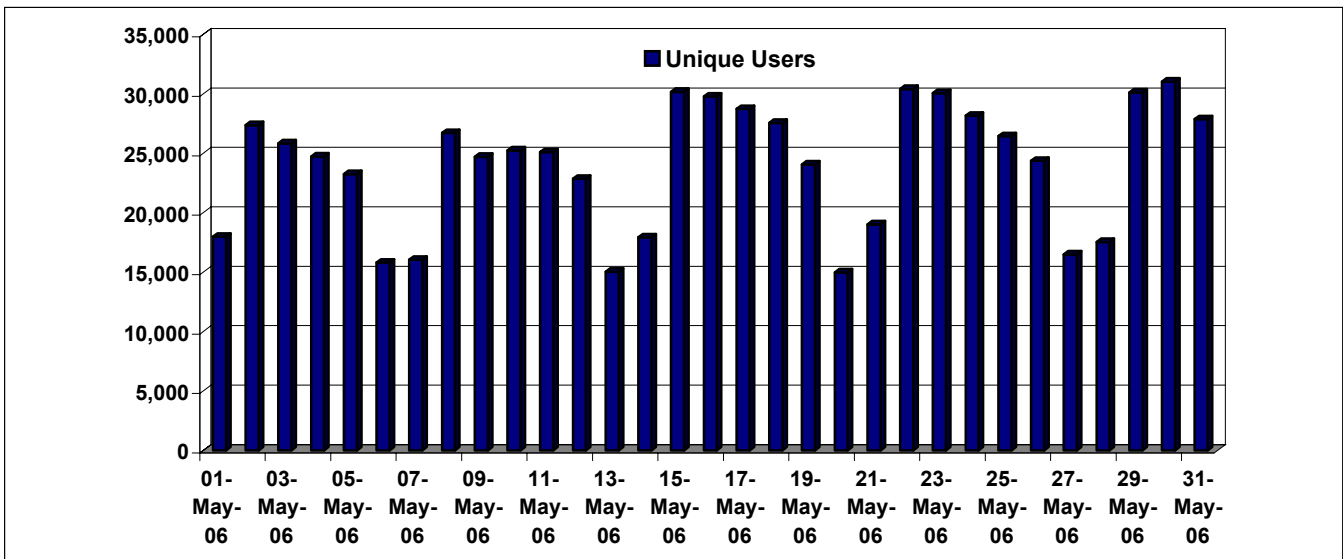


Ireland's Biggest Property Website

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



DATE	UNIQUE USERS	PAGE IMPRESSIONS	DATE	UNIQUE USERS	PAGE IMPRESSIONS
01-May-06	17,989	600,078	17-May-06	28,730	1,082,345
02-May-06	27,373	940,557	18-May-06	27,555	1,023,577
03-May-06	25,829	923,080	19-May-06	24,061	885,144
04-May-06	24,731	884,618	20-May-06	14,977	528,209
05-May-06	23,256	814,184	21-May-06	19,030	681,108
06-May-06	15,808	546,981	22-May-06	30,412	1,187,221
07-May-06	16,046	571,485	23-May-06	30,063	1,156,699
08-May-06	26,713	982,228	24-May-06	28,166	1,091,040
09-May-06	24,701	956,115	25-May-06	26,440	1,019,166
10-May-06	25,248	971,073	26-May-06	24,370	907,885
11-May-06	25,091	941,558	27-May-06	16,495	589,919
12-May-06	22,859	829,422	28-May-06	17,544	656,563
13-May-06	15,031	564,669	29-May-06	30,123	1,187,898
14-May-06	17,930	651,719	30-May-06	31,040	1,135,218
15-May-06	30,179	1,157,664	31-May-06	27,873	1,068,283
16-May-06	29,786	1,140,221			



## 4. Additonal Notes

- a) Invalid User traffic is excluded from the traffic certified.
- b) Syndicated content may or may not be included in the traffic certified.

## 5. Definitions used in this document

**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 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.

**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)".

**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.

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

---

## 6. Counting System

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

---

## 7. 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)  
July 2006