



# Online Property: Certificate of Activity

For the period: 1 September 2008 - 30 September 2008

Web



Property Name: Daft.ie



## Contents

1. Total Qualifying Worldwide Traffic
2. Network Domains/URLs
3. Daily Activity
4. Additional Notes
5. Glossary of Terms
6. Counting System
7. Audit Opinion by ABCe
8. About ABCe
9. Media Owner Statement

### Issued by:

ABCe  
Saxon House,  
211 High Street  
Berkhamsted  
Hertfordshire  
HP4 1AD  
United Kingdom

Tel: +44 (0) 1442 870800  
Fax +44 (0) 1442 200702

[www.abce.org.uk](http://www.abce.org.uk)  
[info@abce.org.uk](mailto:info@abce.org.uk)  
ABC Ref: 20638/15982252



### Media Owner:

Daft Media Ltd  
Latin Hall  
Golden Lane  
Dublin 8

### Contact:

Ciarán Maher  
Technical Director  
353 1 421 8700  
[www.daft.ie](http://www.daft.ie)  
[ciarane.maher@daft.ie](mailto:ciarane.maher@daft.ie)





# Online Property: Certificate of Activity

For the period: 1 September 2008 - 30 September 2008

## Web



Property Name: Daft.ie

### 1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	56,586	1,025,838
Page Impressions	2,855,066	85,651,980

### 2. Network Domains/URLs:

www.daft.ie

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-Sep-08	68,458	3,453,896	16-Sep-08	65,264	3,357,428
02-Sep-08	68,248	3,547,638	17-Sep-08	62,019	3,199,329
03-Sep-08	66,423	3,354,990	18-Sep-08	58,933	2,867,140
04-Sep-08	62,198	3,070,779	19-Sep-08	52,825	2,600,209
05-Sep-08	56,479	2,778,457	20-Sep-08	36,623	1,759,057
06-Sep-08	39,534	2,025,693	21-Sep-08	41,274	2,113,675
07-Sep-08	43,269	2,185,372	22-Sep-08	65,471	3,322,909
08-Sep-08	67,267	3,505,019	23-Sep-08	62,678	3,298,232
09-Sep-08	68,369	3,492,381	24-Sep-08	61,900	3,065,851
10-Sep-08	63,530	3,233,535	25-Sep-08	58,782	2,853,763
11-Sep-08	61,229	3,086,478	26-Sep-08	51,605	2,512,560
12-Sep-08	53,359	2,629,827	27-Sep-08	37,459	1,799,156
13-Sep-08	37,554	1,835,514	28-Sep-08	42,925	2,158,910
14-Sep-08	45,716	2,404,553	29-Sep-08	66,081	3,307,436
15-Sep-08	67,367	3,506,662	30-Sep-08	64,731	3,325,531





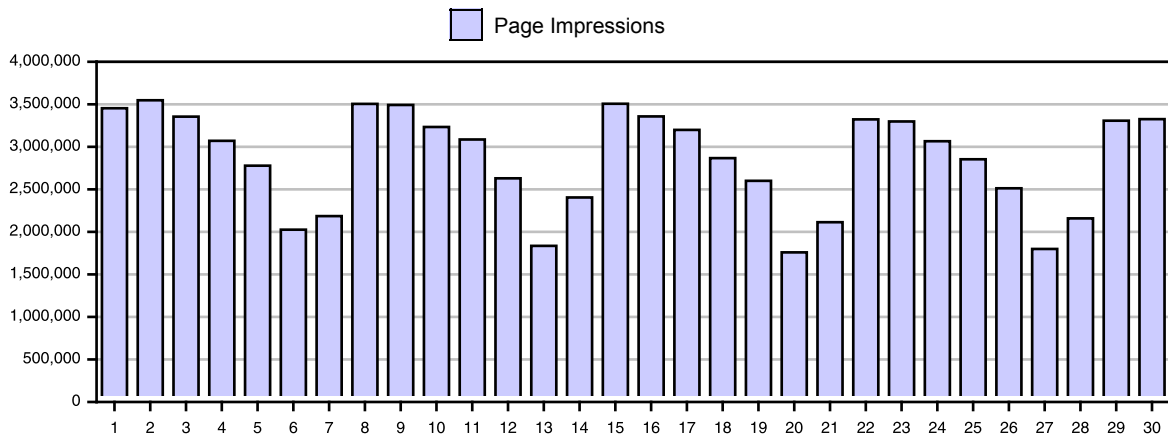
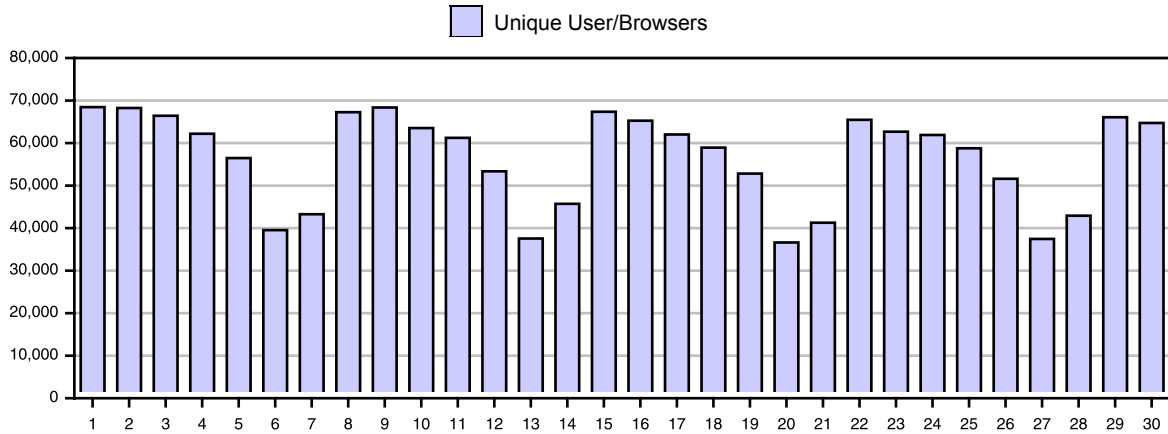
# Online Property: Certificate of Activity

For the period: 1 September 2008 - 30 September 2008

Web



Property Name: Daft.ie





# Online Property: Certificate of Activity

For the period: 1 September 2008 - 30 September 2008

## Web



Property Name: Daft.ie

### 4. 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.

### 5. Glossary of Terms:

---

#### 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.

#### 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:

---

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

### 7. Audit Opinion by ABCe

---

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.





# Online Property: Certificate of Activity

For the period: 1 September 2008 - 30 September 2008

Web



Property Name: Daft.ie

## 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 255647) and limited by guarantee. The company is industry owned and non-profit distributing.

## 9. Media Owner Statement

Daft.ie was founded in 1997 as an efficient way of finding property and house mates online. In recent years Daft.ie has expanded into all areas of the Irish property market and now has thriving network of over 1,500 estate agents\* and 50,000 landlords\* who use them to advertise their properties. In 2007, over €60 billion\* of property was sold through Daft.ie and over €1.1 billion\* in rent was collected. In fact, 9 out of every 10\* properties for sale in Ireland are advertised on Daft.ie. \*Publishers Statement

