Online Property: Certificate of Activity

For the period: 1 March 2010 - 31 March 2010

Web

Property Name: www.weddingsonline.ie

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Daily Qualifying Worldwide Traffic

	Daily Average
Unique Browsers	7,733
Visits	11,832
Page Impressions	171,162

Monthly Qualifying Worldwide Traffic

	Monthly Total
Unique Browsers	147,441
Visits	366,797
Page Impressions	5,306,029

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).

www.weddingsonline.ie

Daily Activity

Date	Unique Browsers	Visits	Page Impressions
01-Mar-10	8,512	13,353	206,273
02-Mar-10	8,974	13,942	207,085
03-Mar-10	8,381	13,372	193,180
04-Mar-10	7,143	11,277	163,211
05-Mar-10	7,132	11,320	164,554
06-Mar-10	5,237	7,387	96,168
07-Mar-10	6,286	8,960	156,012
08-Mar-10	8,562	13,374	192,906
09-Mar-10	8,600	13,431	188,903
10-Mar-10	8,451	13,114	192,181
11-Mar-10	10,559	15,171	192,514
12-Mar-10	7,320	11,487	163,335
13-Mar-10	5,266	7,545	99,368
14-Mar-10	5,817	8,136	109,416
15-Mar-10	8,734	13,914	217,120
16-Mar-10	8,195	12,994	193,692
17-Mar-10	6,354	9,244	124,692
18-Mar-10	8,282	13,050	197,622
19-Mar-10	7,481	11,662	175,224
20-Mar-10	5,852	8,392	111,290
21-Mar-10	6,491	9,300	124,344
22-Mar-10	8,877	14,052	213,818
23-Mar-10	8,401	13,516	209,357
24-Mar-10	11,480	16,310	218,947
25-Mar-10	8,349	13,050	195,035
26-Mar-10	7,467	11,610	176,186
27-Mar-10	5,182	7,502	98,091
28-Mar-10	5,902	8,471	109,324
29-Mar-10	9,175	14,418	214,469
30-Mar-10	9,099	14,381	209,414
31-Mar-10	8,174	13,062	192,298

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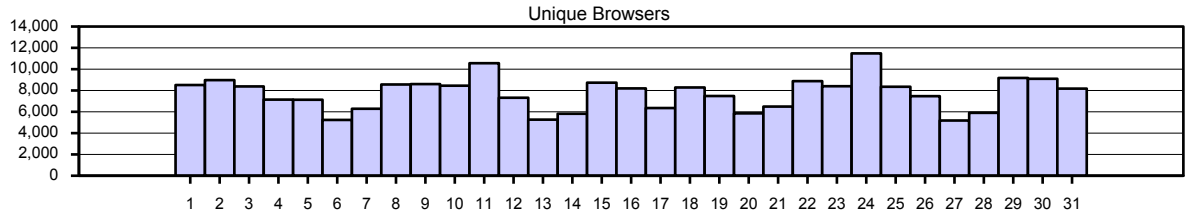

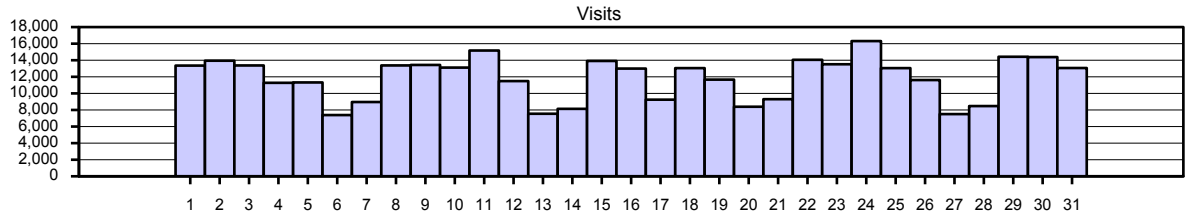

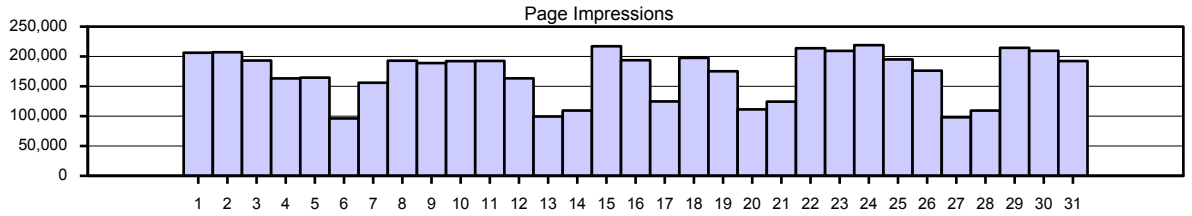

Counting System

This site used a third party to count the data supporting this certificate.

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.

This product is registered with ABC by WeddingsOnline.ie Limited.

Media Owner Statement

WeddingsOnline.ie Ltd was incorporated in 1999 and is a weddings marketing business. Over 1000 wedding industry suppliers from hotels, jewellers, photographers, honeymoon and gift providers etc use WeddingsOnline.ie Ltd as their marketing partner of choice. WeddingsOnline.ie Ltd also publishes B Magazine, a glossy quarterly bridal magazine.

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About ABCe

ABCe is the independent, impartial, industry-owned auditing service that provides a stamp of trust for digital media. ABCe delivers trusted certification for a wide range of platforms including web activity, email, podcasts, VOD, IPTV, ad servers, ad networks, mobile and many more. For more information and to view ABCe certificates please visit www.abc.org.uk

An ABCe audit can also demonstrate best practice principles. For example ABCe's work with IASH (www.iash.org) ensures that its internet advertising sales house members adhere to key elements of a strict code of conduct when placing advertising inventory on sites.

ABCe delivers verification to industry standards as agreed by JICWEBS

Joint Industry Committee for Web Standards (www.jicwebs.org)
JICWEBS representatives meet 4 times a year to agree census based standards for digital media. ABCe then audits to these industry-agreed standards. Representatives on JICWEBS encompass all areas of the industry including advertisers, agencies and media owners from the following trade bodies:

ABCe Associate Subscribers
The ABCe Associate Subscriber Scheme enables suppliers to the digital media industry to ensure their systems are capable of compliance with JICWEBS industry standards. Once accredited they can then facilitate ABCe audits, so helping their clients deliver reporting which is transparent and trusted. A full list of accredited ABCe Associate Subscribers can be found on: www.abc.org.uk

International Federation of ABCs (www.ifabc.org)
ABCe chairs the IFABC web standards group, a global network of industry owned media auditing organisations, working to develop common international standards for digital media measurement.

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.*
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.

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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.*
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).

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.*
ABCe excludes this internal and non-human traffic. The global ABCe/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
For a copy (printed or as a PDF) of the ABCe Jargon Buster please email your details to: info@abc.org.uk