



# Online Property: Certificate of Activity

For the period: 1 November 2008 - 30 November 2008

## Web



Property Name: The Register



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### 1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	263,615	5,203,619
Page Impressions	1,094,880	32,846,401

### 2. Network Domains/URLs:

www.theregister.co.uk  
www.reghardware.co.uk

www.channelregister.co.uk

Please see the Media Owner statement in section 10 for content description.

### 3. Daily Activity:

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Nov-08	182,055	664,603	16-Nov-08	167,208	551,770
02-Nov-08	169,398	550,792	17-Nov-08	289,363	1,254,154
03-Nov-08	310,367	1,372,735	18-Nov-08	341,861	1,372,622
04-Nov-08	317,172	1,463,553	19-Nov-08	407,379	1,515,392
05-Nov-08	269,725	1,271,377	20-Nov-08	326,758	1,367,131
06-Nov-08	308,231	1,337,934	21-Nov-08	288,027	1,287,103
07-Nov-08	286,064	1,326,082	22-Nov-08	189,759	643,064
08-Nov-08	172,647	622,162	23-Nov-08	169,688	556,903
09-Nov-08	172,712	552,360	24-Nov-08	297,619	1,346,531
10-Nov-08	285,474	1,266,795	25-Nov-08	343,499	1,417,531
11-Nov-08	290,702	1,281,515	26-Nov-08	302,517	1,356,225
12-Nov-08	275,884	1,241,337	27-Nov-08	284,898	1,301,377
13-Nov-08	306,329	1,416,966	28-Nov-08	256,496	1,228,284
14-Nov-08	319,869	1,266,295	29-Nov-08	185,097	688,311
15-Nov-08	205,826	684,814	30-Nov-08	185,827	640,683





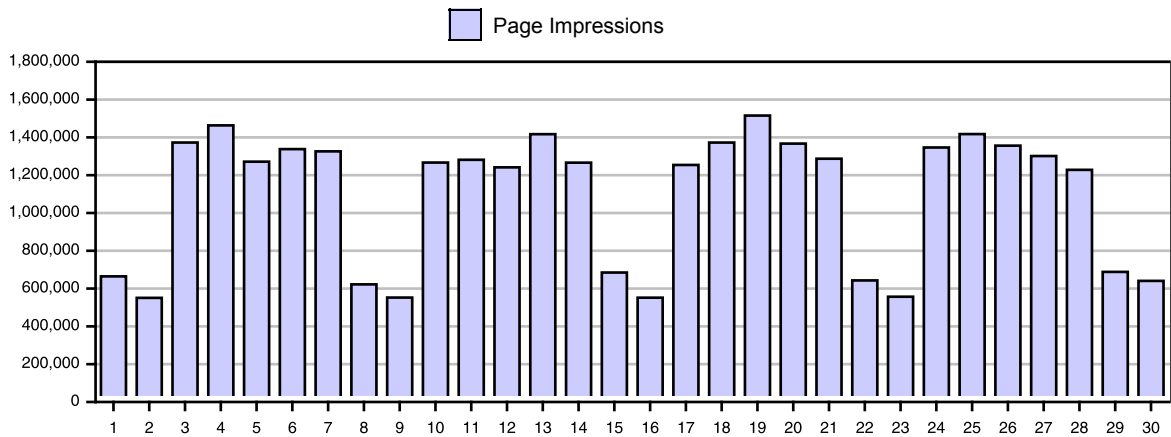
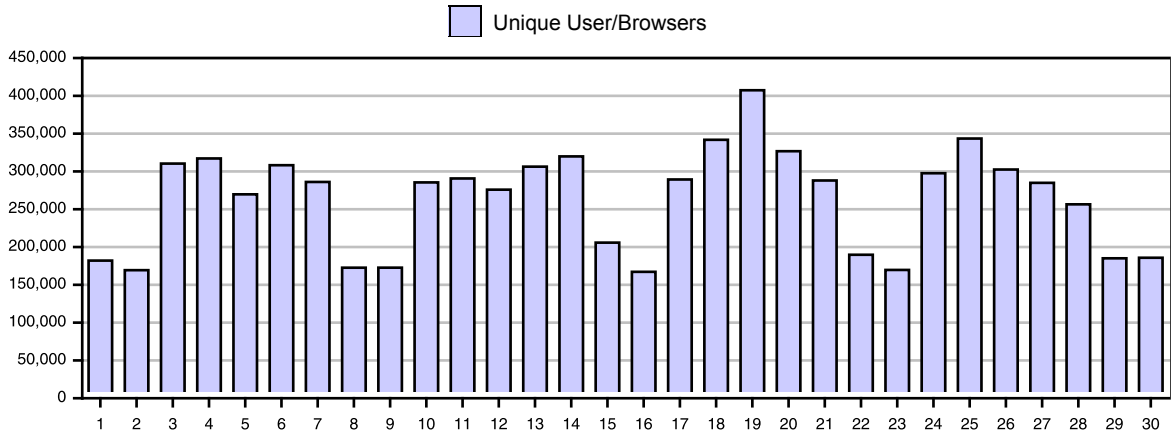
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### 4. Geo IP Analysis:

Country/Region	Unique User/Browsers	Percent	Page Impressions	Percent
United Kingdom	1,634,538	31.41%	14,668,032	44.66%
United States	1,694,094	32.56%	8,443,483	25.71%
Germany	144,312	2.77%	1,195,410	3.64%
Canada	228,456	4.39%	1,145,785	3.49%
Australia	144,714	2.78%	898,015	2.73%
Netherlands	71,095	1.37%	543,064	1.65%
France	60,712	1.17%	542,606	1.65%
Ireland	48,163	0.93%	472,756	1.44%
Sweden	41,551	0.80%	340,263	1.04%
Norway	28,467	0.55%	273,381	0.83%
New Zealand	33,941	0.65%	265,913	0.81%
Finland	31,577	0.61%	251,171	0.76%
India	91,872	1.77%	210,245	0.64%
Spain	42,623	0.82%	192,876	0.59%
Switzerland	25,529	0.49%	168,512	0.51%
Belgium	31,494	0.61%	160,023	0.49%
Russian Federation	28,773	0.55%	150,623	0.46%
Republic of Korea	9,290	0.18%	145,537	0.44%
Italy	47,892	0.92%	143,928	0.44%
Japan	25,870	0.50%	139,166	0.42%
Denmark	26,191	0.50%	135,634	0.41%
South Africa	16,894	0.32%	126,997	0.39%
Singapore	24,178	0.46%	117,422	0.36%
Israel	17,199	0.33%	92,026	0.28%
Poland	33,658	0.65%	91,288	0.28%
China	27,261	0.52%	89,291	0.27%
Brazil	32,909	0.63%	84,887	0.26%
Portugal	20,191	0.39%	82,973	0.25%
Austria	14,578	0.28%	81,635	0.25%
Romania	27,510	0.53%	81,557	0.25%
Greece	21,925	0.42%	73,837	0.22%
Malaysia	22,891	0.44%	64,997	0.20%
Hong Kong	15,985	0.31%	60,672	0.18%
Turkey	34,855	0.67%	58,400	0.18%
Philippines	20,307	0.39%	57,251	0.17%
Czech Republic	14,309	0.27%	56,276	0.17%
Mexico	23,822	0.46%	51,040	0.16%
Rest of the World	343,993	6.61%	1,089,429	3.32%

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".





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### 5. 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.

### 6. 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. All content within a Page Impression may not necessarily be visible in the user's browser window.

#### UNIQUE USER/BROWSERS BY COUNTRY

**The percentages by country of all valid Unique User/Browsers identified during the Certification Period.**

Note: This requires calculation of an IP address recorded in all Page Impressions made by each valid Unique User/Browser. These results were correct at the time of testing. Due to the constant changes in IP address ranges and registration, repeating the tests at a different time may not give exactly the same result.

These results may appear in a tabular or pie-chart format – e.g. 15.24% UK, 6.36% US, x% unresolved.

#### PAGE IMPRESSIONS BY COUNTRY

**The percentages by country of all Page Impressions produced by all resolved IP addresses during the Certification Period.**

Note: These results were correct at the time of testing. Due to the constant changes in IP address ranges and registration, repeating the tests at a different time may not give exactly the same result.

These results may appear in a tabular or pie-chart format – e.g. 15.24% UK, 6.36% US, x% unresolved.

#### 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.





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### 7. Counting System:

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

### 8. 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.

### 9. 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 259647) and limited by guarantee. The company is industry owned and non-profit distributing.

### 10. 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.

