

## NETWORK ACTIVITY INTERNATIONAL AUDIT REPORT



Electronic Media Audits Limited  
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**certainty in a virtual world**

### Network Name:

CNET.co.uk

### Network Domains/URLs:

[List on page 2](#)

### Period Covered by Certificate:

1 November - 30 November 2007

### Site Content: (Media Owner's Statement)

CNET.co.uk ([www.cnet.co.uk](http://www.cnet.co.uk)) helps people make sense of their digital lives by making it easier to find, buy and use consumer electronics. The site offers expert, unbiased and independent editorial in the form of daily gadget blogs, in-depth product reviews, user reviews and price comparisons on thousands of different products.

CNET.co.uk helps its readers get the most from the technology they already own by delivering expert advice from its passionate forum community. Entertaining video franchises and the Crave podcast provide a different take on the technology that matters, creating a rich experience that compels users to return.

### Media Owner:

CNET Networks UK Ltd  
5 - 11 Lavington Street,  
London.  
SE1 0NZ  
Tel: 020 7021 1000

### Contact:

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**CNET.co.uk**  
Expert tech reviews

### 1. Total qualifying traffic for the certification period 1 November - 30 November 2007

|                  | <u>Daily Averages</u> | <u>Total</u> |
|------------------|-----------------------|--------------|
| Unique Users     | 104,399               | 2,539,283    |
| Page Impressions | 602,651               | 18,079,527   |

## 2. Network Domains/URLs

[www.cnet.co.uk](http://www.cnet.co.uk)

<http://reviews.cnet.co.uk>

<http://downloads.cnet.co.uk>

<http://digitalliving.cnet.co.uk>

<http://prices.cnet.co.uk>

<http://news.cnet.co.uk>

<http://videos.cnet.co.uk>

<http://crave.cnet.co.uk>

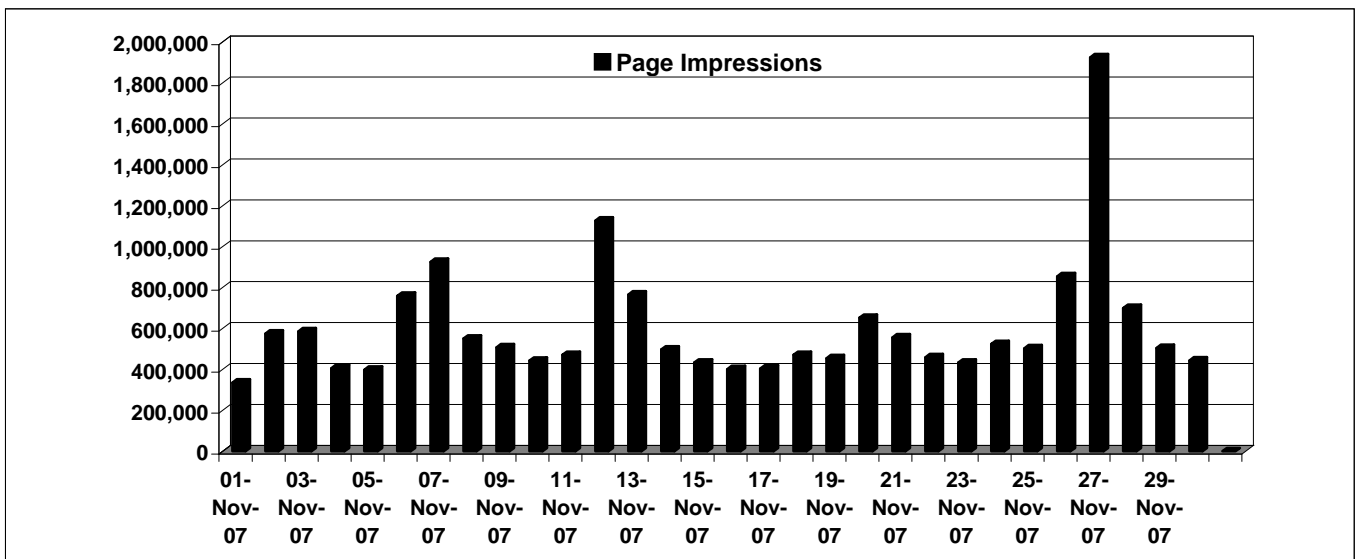
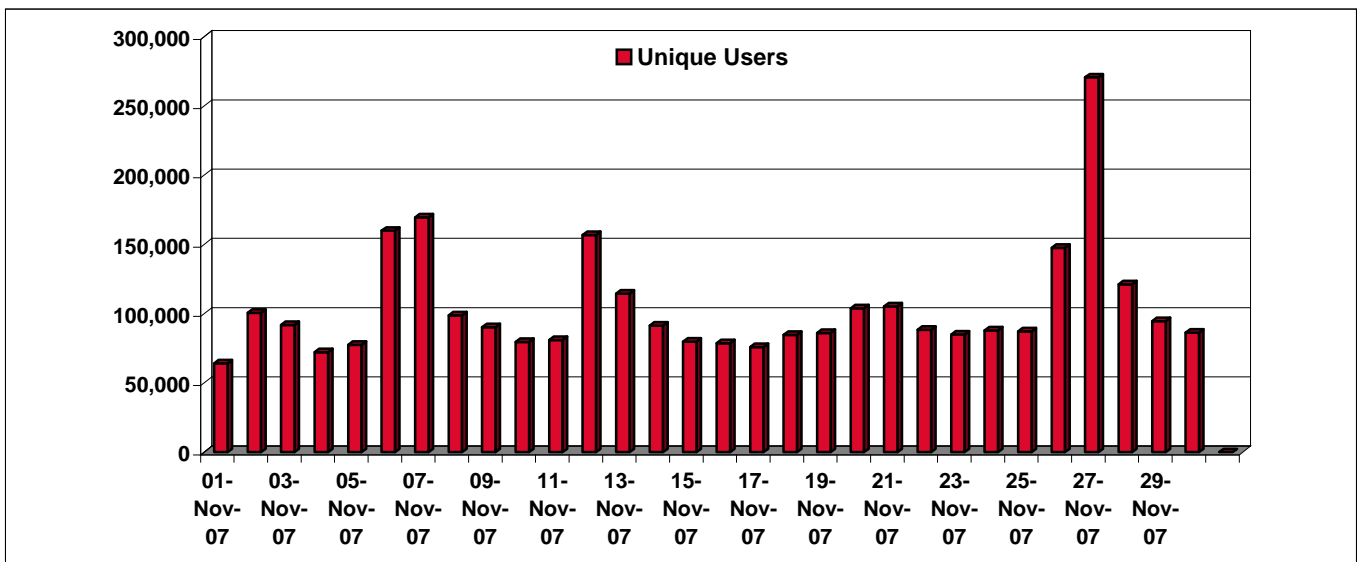
<http://forums.cnet.co.uk>



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

| DATE      | UNIQUE USERS | PAGE IMPRESSIONS | DATE      | UNIQUE USERS | PAGE IMPRESSIONS |
|-----------|--------------|------------------|-----------|--------------|------------------|
| 01-Nov-07 | 64,204       | 335,724          | 17-Nov-07 | 75,982       | 404,388          |
| 02-Nov-07 | 100,599      | 575,351          | 18-Nov-07 | 84,606       | 471,325          |
| 03-Nov-07 | 91,915       | 586,165          | 19-Nov-07 | 86,128       | 454,441          |
| 04-Nov-07 | 72,275       | 406,452          | 20-Nov-07 | 103,832      | 652,938          |
| 05-Nov-07 | 77,498       | 398,033          | 21-Nov-07 | 105,280      | 555,978          |
| 06-Nov-07 | 159,960      | 760,042          | 22-Nov-07 | 88,483       | 459,670          |
| 07-Nov-07 | 169,590      | 925,653          | 23-Nov-07 | 84,983       | 433,872          |
| 08-Nov-07 | 98,789       | 550,999          | 24-Nov-07 | 87,995       | 524,193          |
| 09-Nov-07 | 90,284       | 508,399          | 25-Nov-07 | 87,271       | 503,521          |
| 10-Nov-07 | 79,535       | 443,291          | 26-Nov-07 | 147,529      | 855,430          |
| 11-Nov-07 | 81,047       | 471,320          | 27-Nov-07 | 270,643      | 1,925,731        |
| 12-Nov-07 | 156,826      | 1,127,634        | 28-Nov-07 | 121,255      | 700,268          |
| 13-Nov-07 | 114,561      | 765,804          | 29-Nov-07 | 94,690       | 505,279          |
| 14-Nov-07 | 91,348       | 497,885          | 30-Nov-07 | 86,392       | 444,104          |
| 15-Nov-07 | 79,882       | 433,737          |           |              |                  |
| 16-Nov-07 | 78,598       | 401,900          |           |              |                  |



## 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. Definitions used in this document

**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.

**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.

**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.

**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](http://www.abce.org.uk))".

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

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## 6. Counting System

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

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## 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)  
January 2008