

WEBSITE ACTIVITY INTERNATIONAL AUDIT REPORT



Electronic Media Audits Limited
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certainty in a virtual world

Website Name:
Changeboard

Website Domain:
www.changeboard.com

Period Covered by Certificate:
1 October - 31 October 2007

Site Content: (Media Owner's Statement)

Changeboard is a specialist human resources job board. Our global HR jobs database covers over 4,000 HR opportunities in a wide range of HR specialisms from a prestigious group of blue-chip clients and recruitment companies. We advertise permanent HR career opportunities as well as HR contract and interim jobs in the private and public sectors. The simplicity, quality and cost effectiveness of the site have helped it to become the online service provider of choice in the HR market.

Media Owner:
Changeboard
20c Hillgate Place
Balham Hill
London
SW12 9ER

Contact:
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1. Total qualifying traffic for the certification period 1 October - 31 October 2007

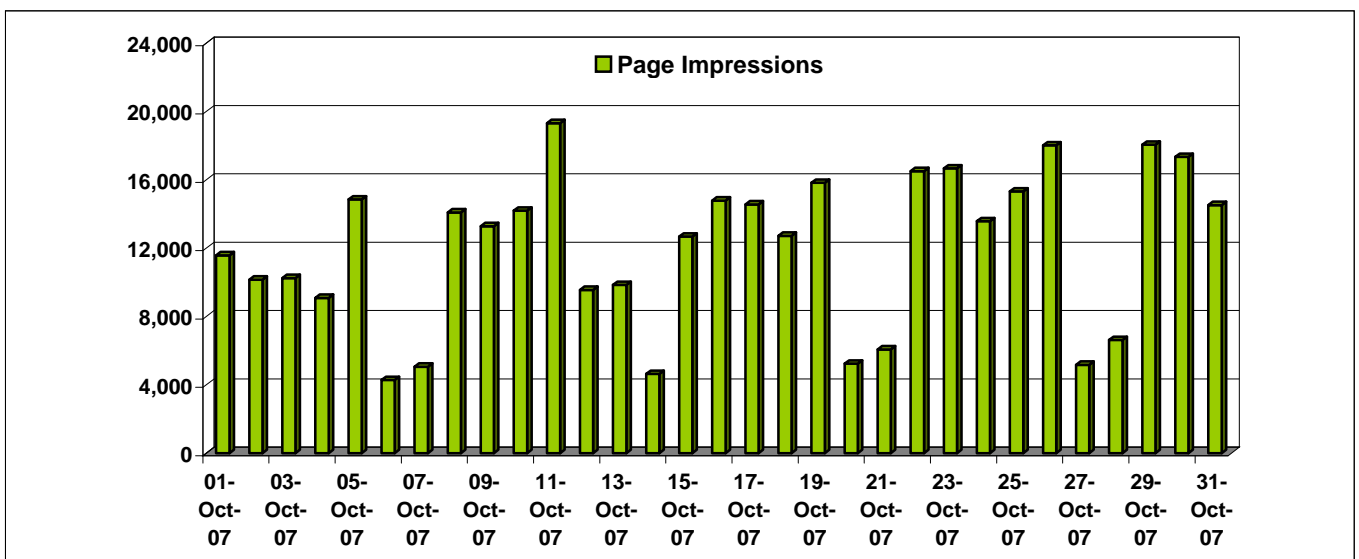
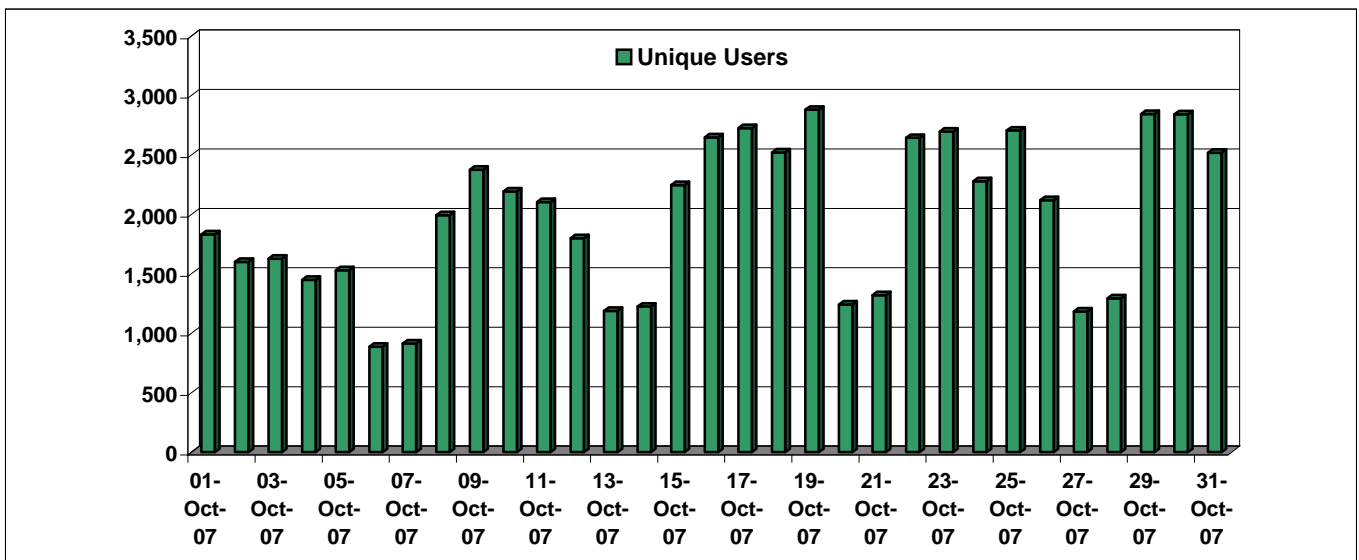
	<u>Daily Averages</u>	<u>Total</u>
Unique Users	1,982	35,070
Page Impressions	12,058	373,809



2. Daily Activity: Unique Users and Page Impressions



DATE	UNIQUE USERS	PAGE IMPRESSIONS	DATE	UNIQUE USERS	PAGE IMPRESSIONS
01-Oct-07	1,833	11,577	17-Oct-07	2,726	14,559
02-Oct-07	1,601	10,149	18-Oct-07	2,522	12,727
03-Oct-07	1,628	10,251	19-Oct-07	2,881	15,824
04-Oct-07	1,450	9,085	20-Oct-07	1,243	5,236
05-Oct-07	1,531	14,846	21-Oct-07	1,320	6,070
06-Oct-07	887	4,284	22-Oct-07	2,644	16,504
07-Oct-07	915	5,057	23-Oct-07	2,696	16,665
08-Oct-07	1,993	14,089	24-Oct-07	2,280	13,576
09-Oct-07	2,376	13,279	25-Oct-07	2,706	15,314
10-Oct-07	2,194	14,192	26-Oct-07	2,121	18,015
11-Oct-07	2,105	19,314	27-Oct-07	1,183	5,171
12-Oct-07	1,801	9,557	28-Oct-07	1,294	6,625
13-Oct-07	1,188	9,849	29-Oct-07	2,845	18,051
14-Oct-07	1,225	4,638	30-Oct-07	2,841	17,337
15-Oct-07	2,247	12,674	31-Oct-07	2,518	14,514
16-Oct-07	2,649	14,780			



3. 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.

4. 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)".

For more detailed information go to: www.abce.org.uk

5. Counting System

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

6. 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.



7. NORAS 2008 Participant



Electronic Media Audits Limited (ABC ELECTRONIC)
December 2007

