

NETWORK ACTIVITY INTERNATIONAL AUDIT REPORT



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certainty in a virtual world

Site Name: Cheapflights

Top- Level Domain(s):

- www.cheapflights.co.uk
- www.cheapholidaydeals.co.uk
- www.cheapshortbreaks.co.uk
- www.cheapaccommodation.com

Period Covered by Certificate:

1 July – 31 July 2005

Site Content: (Publisher’s Statement)

Cheapflights Ltd is an independent publisher of discounted prices for flights, accommodation and holidays. More than 700 companies including airlines, holiday tour operators, consolidators, travel agents, hotels and online travel sites send Cheapflights their best deals to publish on the website.

Cheapflights is not a travel agent and sells no tickets or any other service. All viewers are directed back to advertisers by website link or phone to make their booking. Cheapflights does not take commission on these bookings but charges advertisers a fixed introduction fee, a relationship which always allows Cheapflights to act primarily in the interest of the viewer. As well as its fare and holiday prices, the site contains many useful links and other neutral information to help viewers make the best travel choice.

Publisher:

Cheapflights Ltd
1st Floor
49 Marylebone High Street
LONDON
W1U 5HJ

Contact:

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1. Total qualifying traffic for the certification period 1 July – 31 July 2005

	<u>Daily Averages</u>	<u>Total</u>
Unique Users	117,247	2,871,130
Page Impressions	687,205	21,303,349
Visits	127,695	3,958,559

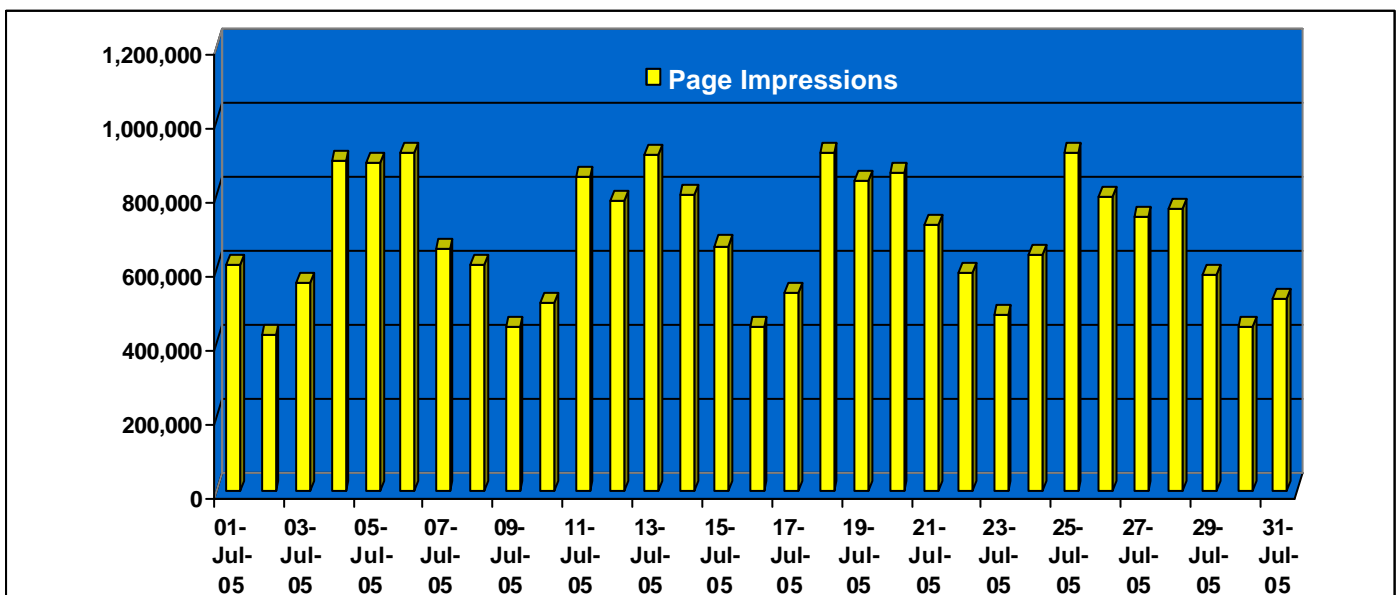
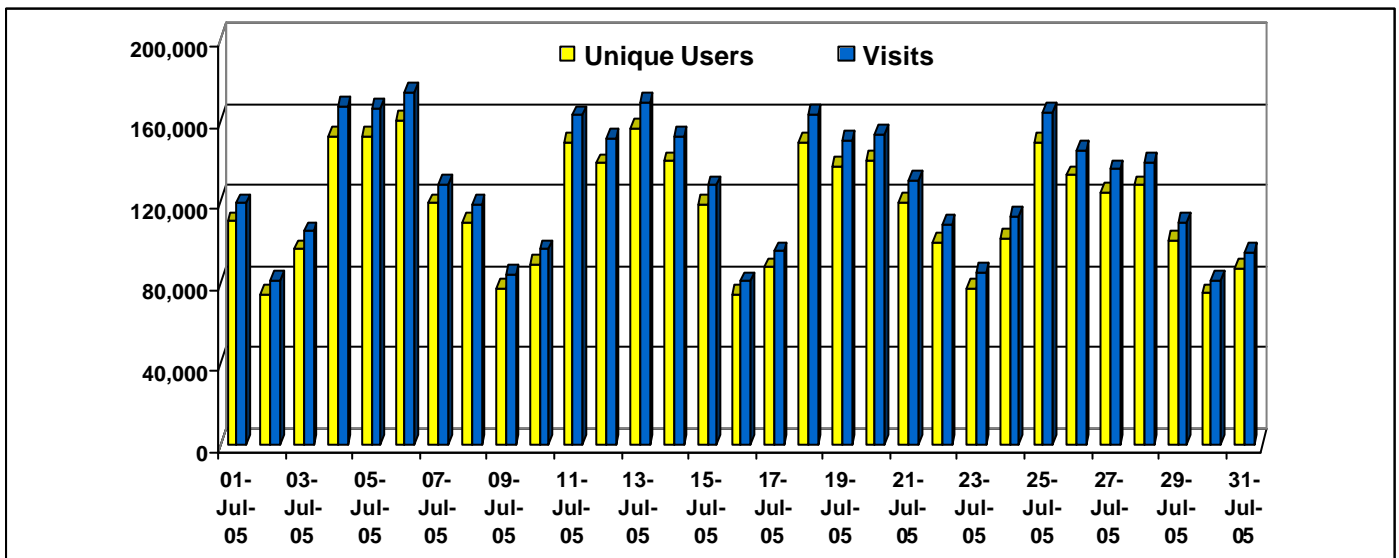
NB: These figures do not include US sister site, cheapflights.com



2. Daily Activity: Unique Users and Page Impressions.



DATE	UNIQUE USERS	PAGE IMPRESSIONS	VISITS	DATE	UNIQUE USERS	PAGE IMPRESSIONS	VISITS
01-Jul-05	110,422	614,089	119,337	17-Jul-05	87,704	536,415	95,640
02-Jul-05	74,549	421,041	80,979	18-Jul-05	149,315	916,891	163,656
03-Jul-05	96,745	563,144	105,477	19-Jul-05	137,705	837,630	150,252
04-Jul-05	152,592	895,130	166,948	20-Jul-05	140,560	859,890	153,152
05-Jul-05	152,747	887,840	166,736	21-Jul-05	119,821	718,903	130,346
06-Jul-05	160,375	916,007	174,098	22-Jul-05	100,137	592,470	108,846
07-Jul-05	119,425	654,802	128,997	23-Jul-05	77,592	474,033	84,921
08-Jul-05	109,730	609,336	118,756	24-Jul-05	102,378	638,806	112,537
09-Jul-05	77,445	441,497	84,159	25-Jul-05	149,245	913,615	164,255
10-Jul-05	88,986	509,184	96,665	26-Jul-05	133,231	797,121	145,407
11-Jul-05	149,169	849,903	162,816	27-Jul-05	124,891	742,756	136,129
12-Jul-05	139,015	785,378	151,157	28-Jul-05	128,336	761,530	139,850
13-Jul-05	156,037	909,000	169,651	29-Jul-05	101,264	584,511	110,012
14-Jul-05	140,109	800,178	152,214	30-Jul-05	74,825	442,371	81,630
15-Jul-05	118,567	663,391	128,377	31-Jul-05	87,495	521,223	94,826
16-Jul-05	74,240	445,264	80,733				



3. 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 organisations cache site content, PAGE IMPRESSIONS served from such caches may not be recorded by the originating site.

VISIT: Is defined as "A series of one or more Page Impressions, served to one valid User, which ends when that User has not made a Page Impression for a 30-minute period."

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."

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

4. Counting System

This site used WebTrends Reporting Centre (www.netiq.com) to count the data supporting this certificate.

5. 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.

Electronic Media Audits Limited (ABC ELECTRONIC) – August 2005