

WEBSITE ACTIVITY INTERNATIONAL AUDIT REPORT



Electronic Media Audits Limited
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certainty in a virtual world

Site: Telegraph

Primary Domain

www.telegraph.co.uk

Secondary Domain(s)

See Page 2

Period Covered by Certificate:

1 April – 30 April 2002

Site Content: (Publisher's Statement)

telegraph.co.uk, the UK's first national online newspaper was launched in 1994 as *Electronic Telegraph*. Awarded 'Online Newspaper of the Year' in 1997, 1998 and 1999, the Telegraph sites continue to lead the field, providing up-to-the-minute news coverage alongside unrivalled breadth and depth of editorial content.

Relaunched in June 2001, telegraph.co.uk gateway to a network of 26 digital channels, Relaunch in June 2001, **telegraph.co.uk** gateway to a network of 17 digital channels, including: *news.telegraph*; *sport.telegraph* (voted Website of the Year at the 2001 British Press Awards); *travel.telegraph*; *jobs.telegraph*; *money.telegraph*; *motoring.telegraph*, and *shopping.telegraph*. These new channels provide media planners and buyers with discrete, specialist editorial environments in which to target precise audiences.

telegraph.co.uk is wholly owned by **Hollinger Telegraph New Media Limited** (HTNM). HTNM, the online and digital arm (for UK/Europe) of Telegraph Group Limited and Hollinger International Inc., was established in 1999 to leverage the media expertise and content of the Hollinger/Telegraph Group in digital media

Publisher:

Hollinger Telegraph New Media Limited

1 Canada Square, Canary Wharf, London E14 5DT, United Kingdom

General advertising enquiries:

contact.sales@telegraph.co.uk

General marketing enquiries: et.marketing@telegraph.co.uk

General telephone enquiries: +44 (0) 207 538 7000

General faxes: +44 (0) 20 7538 6345



1. Total qualifying traffic for the certification period 1 April – 30 April 2002

	Daily Averages	Total
Unique Users	103,083	1,802,204
Page Impressions	755,442	22,663,250
Including:		
Automated Impressions	9,065	271,959



Secondary URL's

news.telegraph.co.uk, sport.telegraph.co.uk, money.telegraph.co.uk, travel.telegraph.co.uk, motoring.telegraph.co.uk, family.telegraph.co.uk, fashion.telegraph.co.uk, gardening.telegraph.co.uk, health.telegraph.co.uk, outdoors.telegraph.co.uk, property.telegraph.co.uk, shopping.telegraph.co.uk, weather.telegraph.co.uk, wine.telegraph.co.uk, jobs.telegraph.co.uk, www.telegraphpremierleague.com, www.tffo.co.uk, www.globalnetwork.co.uk, arts.telegraph.co.uk, www.businessfile.co.uk, connected.telegraph.co.uk, mobile.telegraph.co.uk, opinion.telegraph.co.uk, portal.telegraph.co.uk, promotions.telegraph.co.uk, www.sundaytelegraph.co.uk,

2. Page Impression and User breakout by 'Channel'.

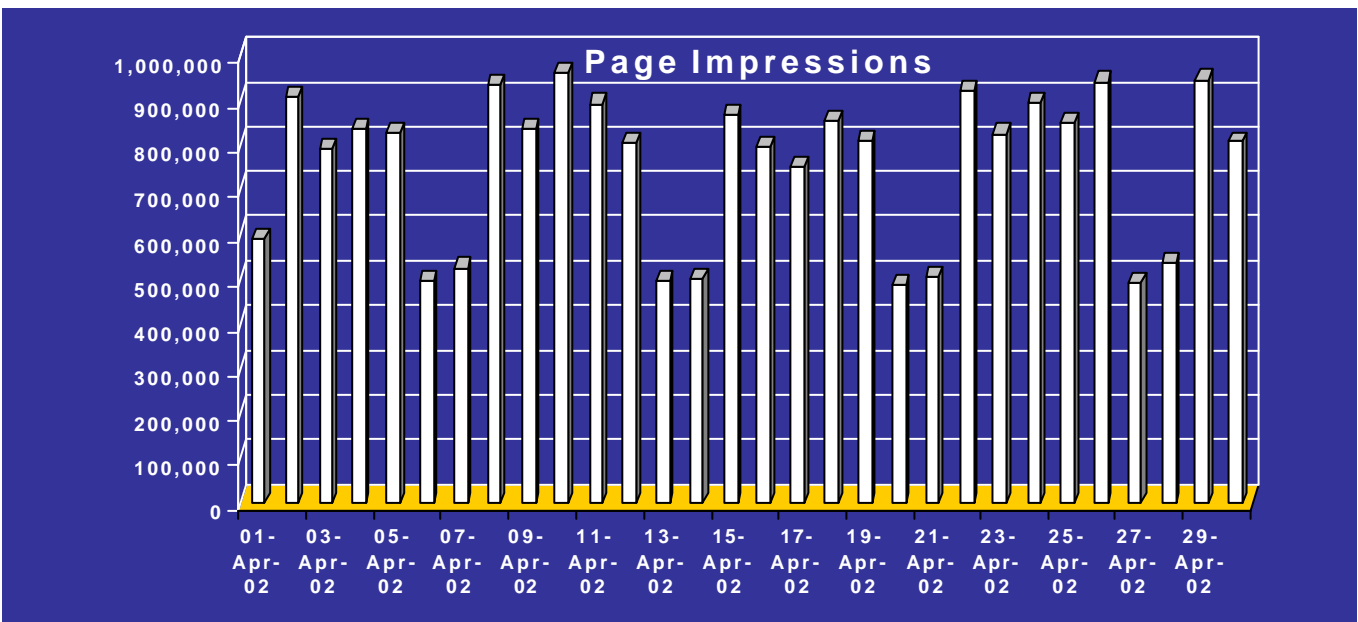
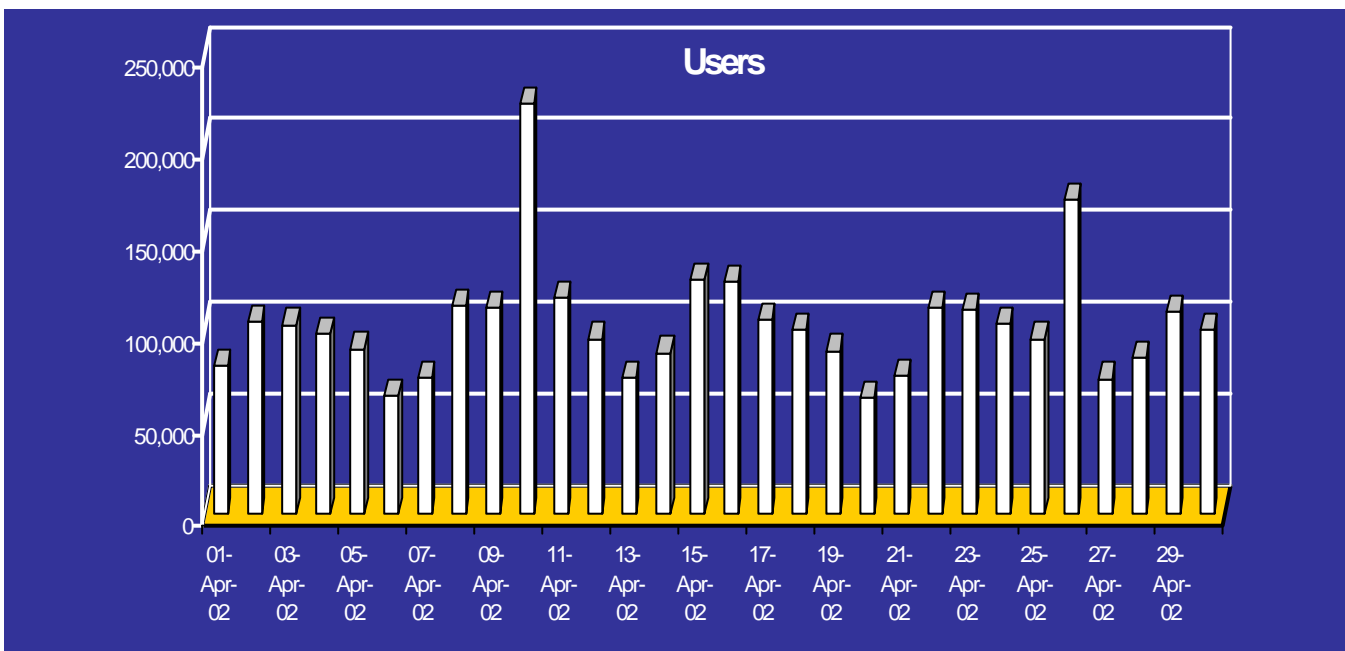
Channel	Users	Page Impressions
archive	6,142	15,657
arts	200,369	1,256,179
businessfile	17,829	110,100
connected	45,270	223,480
education	12,672	59,830
family	26,844	91,487
fashion	39,015	191,947
gardening	19,981	91,904
Global	9,727	63,428
health	26,801	161,261
htm	3,416	15,619
jobs	73,336	819,681
juiced	3,557	21,437
money	172,717	1,555,025
motoring	50,531	347,592
my	103,051	473,685
news	951,123	5,198,032
not_specified	5,668	19,307
opinion	223,572	1,415,392
outdoors	7,229	34,785
portal	742,502	3,413,326
pressoffice	57	115
promotions	31,731	135,380
property	30,655	165,757
shopping	10,839	39,221
sport	336,241	5,974,986
travel	62,790	495,729
weather	25,075	128,719
wine	23,179	144,189



3. Daily Activity: Users, Visits and Page Impressions.



DATE	UNIQUE USERS	PAGE IMPRESSIONS	DATE	UNIQUE USERS	PAGE IMPRESSIONS
01-Apr-02	80,845	588,597	16-Apr-02	126,861	796,301
02-Apr-02	104,481	906,525	17-Apr-02	105,593	751,531
03-Apr-02	103,256	790,430	18-Apr-02	100,571	852,572
04-Apr-02	98,241	835,144	19-Apr-02	88,846	807,498
05-Apr-02	90,095	827,415	20-Apr-02	63,559	485,620
06-Apr-02	64,639	495,500	21-Apr-02	75,410	503,694
07-Apr-02	74,146	524,608	22-Apr-02	112,242	919,774
08-Apr-02	113,763	935,786	23-Apr-02	111,030	824,715
09-Apr-02	112,458	836,054	24-Apr-02	103,592	894,476
10-Apr-02	223,771	961,644	25-Apr-02	95,652	848,945
11-Apr-02	117,974	891,637	26-Apr-02	171,650	939,894
12-Apr-02	95,330	804,858	27-Apr-02	73,571	491,645
13-Apr-02	73,933	494,376	28-Apr-02	84,823	536,664
14-Apr-02	87,886	499,064	29-Apr-02	110,463	944,673
15-Apr-02	127,607	866,973	30-Apr-02	100,196	806,637



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.

VISIT: Is defined as "A series of PAGE IMPRESSIONS to one USER which ends when there is a gap of at least 30 minutes between two PAGE IMPRESSIONS for that USER". Note: A VISIT is effectively a near-continuous burst of activity by a valid USER.

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.

AUTOMATED PAGE IMPRESSION: Is defined as "A PAGE IMPRESSION sent to a valid USER as a result of an automatic process. Note: If a valid USER requests a page and subsequently the page is refreshed, or another content-bearing page is sent, to that same USER, then both the original page request and all subsequent refreshed pages are deemed to be valid PAGE IMPRESSIONS. The fact that the subsequent pages result from an automated process rather than an actual mouse click does NOT make those pages invalid. The USER therefore 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. All sites are required to identify all automatable URLs, and all PAGE IMPRESSIONS for those URLs will be deemed to be automated traffic unless the site can provide sufficient supporting evidence to the contrary.

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.abc.org.uk/exclusions/exclude.htm)".

5. Counting System

This site used a third party [WhiteCross System Ltd.](http://www.whitecross.com) (www.whitecross.com) 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.

Electronic Media Audits Limited (ABC ELECTRONIC) – June 2002