

Reporting Standards

Website/App Activity

Appendix 1 - Key Metrics



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trust in media

APPENDIX 1: INTRODUCTION

This document contains the key metrics for Website/App activity, including the AV and Ad metrics.

Less commonly used metrics are published in a separate document, Appendix 2, available on our website.

If you would like to discuss reporting these metrics or enquire about other metrics available please contact the ABC Client Services team on 01442 870 800 or let us know via info@abc.org.uk.

CONTENTS

Section	Page
1. Key User/Impression/Visit metrics	
1.1 Definitions	3
1.2 Guidance	4
2. Audio/Visual (AV) metrics	
2.1 Definitions	5
2.2 Guidance	7
3. Ad metrics	
3.1 Definitions	8
3.2 Guidance	8

APPENDIX 1: KEY USER/IMPRESSION/VISIT METRICS

1.1 Key User/Impression/Visit metrics – Definitions

Category and Type	Metric Name	Metric Definition
Web, Reach	Unique User	<p>A unique and valid identifier. For example IP address +User-Agent and/or Cookie, Unique Device Identifier (UDID) for Apps.</p> <p>These are reported as the de-duplicated net number of Unique Users for a given period (being a calendar month for the mandatory metric – Monthly Unique Users).</p> <p><i>Illustration: For mandatory Monthly Unique Users you must include the monthly average, which is the sum of each calendar month's de-duplicated traffic, divided by the number of months in the Reporting Period.</i></p> <p>Reporting Unique Users for different periods For example: Daily Unique Users, Weekly Unique Users.</p> <p>When reporting Unique Users for a particular period of reporting :</p> <ul style="list-style-type: none"> - you must show the average of these for the Reporting Period. - Unique Users will be de-duplicated within the period of reporting. <p><i>Example 2: For Weekly Unique Users you must include the weekly average, which is the sum of each week's de-duplicated traffic, divided by the number of weeks in the Reporting Period.</i></p> <p>When reporting Weekly Unique Users:</p> <ul style="list-style-type: none"> • The default week for ABC reporting purposes is Monday to Sunday. However this may be varied with ABC's agreement. • Only whole weeks within the Reporting Period may be reported, unless traffic is certified on a continuous basis (i.e. no gap in certification). In this case, some weeks reported may include days outside a nominal calendar month. <p>Guidance available</p>
Web, Reach	Registered Unique User	An account set up for a Unique User to request access to the website/app, which has accessed the website/app during the declared period (being a calendar month for the mandatory metric).
Web, Reach	Paid Unique User	An account set up for a Unique User upon payment by that user to request access to the website/app , which has accessed the website/app during the declared period (being a calendar month for the mandatory metric).
Web, Volume	Page Impression	A file, or combination of files, sent to a valid browser as a result of that browser's request being received by the server. Guidance available
Web, Frequency	Visit	A series of one or more Page Impressions, served to one valid browser, which ends when that browser has not made a Page Impression for a 30-minute period. Guidance available
Web, Frequency	Visit Duration	The total time in seconds for all Visits of two or more Page Impressions, divided by the total number of Visits of two or more Page Impressions. Guidance available

APPENDIX 1: KEY USER/IMPRESSION/VISIT METRICS

1.2 Key User/Impression/Visit metrics - Guidance

Metric Name	Explanatory Notes
<p>Unique User</p>	<p>This metric measures each browser on a given device; it does not measure a person.</p> <p>Counting of Unique Users may overstate or understate the real number of individual devices concerned due to factors such as dynamic IP address allocation, significant levels of uniformity in IP address and browser configurations operating through a proxy, cookie blocking and cookie deletion.</p> <p>Other device identifiers may be allowed as Unique User identifiers when they can be proved in an auditable manner to be persistent and consistent across the domains being measured.</p> <p>Note: App Unique Users may use consistent, persistent identifiers of an application that are wholly or partially based on identifiers (e.g. UID) passed to the App by the device. The media owner should be aware that using the unmodified device identifier may lead to privacy issues</p>
<p>Page Impression</p>	<p>In effect, one request by a valid browser should result in one Page Impression being claimed. The counted Page Impression may not necessarily be in focus and all content may not be fully visible in the browser window.</p> <p>In most cases, a single request from a browser causes the server to send several files to satisfy the request. For example, the server may send an HTML file followed by several associated graphic images, audio files and other files such as stylesheets. A single request from a browser may also cause the server to send several additional HTML files to build a frameset. The site must ensure that all additional files are excluded when counting the claimed number of Page Impressions. Generally, subject to the guidance principles issued by the auditor, directly attributable user-initiated logged events* for content (typically mouse clicks) can be used to count Page Impressions, whether served in HTML, Ajax, Flash or other environments.</p> <p>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 AV Plays. Page Impressions must contain textual content beyond simple advertising.</p> <p>*Such events are typically captured by browser-side measurement. Examples include mouse-overs, link views, menu selections or filling out of form fields. The use of such events allows more granularity in the measurement of Visit and Duration metrics.</p>
<p>Visit</p>	<p>A Visit is effectively a near-continuous burst of activity by a valid browser. Note that, in addition to Page Impressions, the media owner can use User-Initiated Logged Events* to calculate this metric if desired.</p> <p>*Such events are typically captured by browser-side measurement. Examples include mouse-overs, link views, menu selections or filling out of form fields. The use of such events allows more granularity in the measurement of Visit and Duration metrics.</p>
<p>Visit Duration</p>	<p>In order to measure Visit Duration, a first and last Page Impression record must exist for each Visit. Therefore, Visits of only one page are excluded, since no interval can be established.</p> <p>Note that, in addition to Page Impressions, the media owner can use User-Initiated Logged Events* to calculate this metric if desired. This would enable Visit Duration to allow for the last page of every Visit (and so measure single-page Visits).</p> <p>*Such events are typically captured by browser-side measurement. Examples include mouse-overs, link views, menu selections or filling out of form fields. The use of such events allows more granularity in the measurement of Visit and Duration metrics.</p>

APPENDIX 1: AUDIO/VISUAL (AV) METRICS

2.1 Audio/Visual (AV) metrics - Definitions

Category and Type	Metric Name	Metric Definition
Web, Volume	AV Play	<p>A file request by a valid browser for an AV playlist. This can be measured in either of the following ways:</p> <p>AV Play Event: A client-side play event representing the start of data processing made by a valid browser, which is not recorded concurrently with an event of the same type.</p> <p>AV Request: A server-side indicator of a media file successfully served to a valid browser. (Success is defined as transfer of content, so where the bytes sent are greater than zero).</p> <p>Guidance available</p>
Web, Volume	Automated AV Play	An AV Play started by a valid browser as a result of an automatic process.
Web, Volume	AV Content Play	<p>A file request by a valid browser for AV content. This can be measured in either of the following ways:</p> <p>AV Content Play Event: A client-side play event representing the start of data processing for AV content made by a valid browser, which is not recorded concurrently with an event of the same type.</p> <p>AV Content Play Request: A server-side indicator of an AV Content media file successfully served to a valid browser. (Success is defined as transfer of content, so where the bytes sent are greater than zero).</p> <p>Guidance available</p>
Web, Volume	Automated AV Content Play	An AV Content Play started by a valid browser as a result of an automatic process. Guidance available
Web, Volume	AV Starts	A browser-initiated logged event denoting the start of consumption of an identifiable AV content item by a valid browser. Guidance available
Web, Frequency	AV Play Completion Rate	The percentage of AV Plays that consumed at least 95% of the on-demand AV content requested. Guidance available
Web, Reach	AV Unique User	A Unique User that has made at least one AV Play.
Web, Reach	Interactive TV Unique User	A Unique User that has made at least one Interactive TV Impression.
Web, Volume	Interactive TV Impression	A file, or combination of files, intended for an Interactive TV device, sent to a valid browser as a result of that browser's request being received by the server. Guidance available
Web, Frequency	AV Play Duration	The number of seconds of content served to a valid browser in an AV Play. Guidance available
Web, Frequency	Unique AV Play Duration	The total length of distinct content played by each AV Unique User. Note that "content" here means an AV playlist or any part thereof.

APPENDIX 1: AUDIO/VISUAL (AV) METRICS

Category and Type	Metric Name	Metric Definition
Web, Frequency	Total AV Play Duration	The aggregate total number of seconds of all plays of a content item in the period. Note that a “content item” here means an AV playlist or any part thereof.
Web, Frequency	Unique AV Play Percentage	The percentage of the total content of each content item played by each Unique User. Note that a “content item” here means an AV playlist or any part thereof.
Web, Volume	Average Programme Streams	The sum total of all AV Play Durations to a content item divided by the content length (as specified by the broadcaster) for that content item.
Web, Reach	Podcast Subscriber	A valid Unique User (measured by Cookie) that has requested a notification of podcast availability from the source site.
Web, Volume	Completed Podcast	A Completed Audio or Video Download made by a valid browser following receipt of an automated notification of availability. Guidance available
Web, Reach	Completed Podcast Unique User	Any valid Unique User that has made a Completed Podcast.
Web, Volume	Requested Podcast	A Requested Audio or Video Download made by a valid browser following receipt of an automated notification of availability. Guidance available
Web, Reach	Requested Podcast Unique User	Any valid Unique User that has made a Requested Podcast.

APPENDIX 1: AUDIO/VISUAL (AV) METRICS

2.2 Audio/Visual (AV) metrics - Guidance

Metric Name	Explanatory Notes
AV Play	The media owner must be able to demonstrate in an auditable manner that content is included in the playlist as well as advertising. To record a valid AV Play the duration must equal greater than zero and a new AV Play should be recorded in the event of the content restarting automatically.
AV Content Play	Where the consumption of specific content items is to be reported, a unique content identifier must be logged.
Automated AV Content Play	A new Automated AV Content Play should be recorded in the event of the content restarting automatically.
AV Starts	An AV Start for a given content item should be counted by sending a measurement call 3 seconds within the content being measured. If a content item is placed in a playlist in separate parts, the AV Start should be triggered 3 seconds into the first part.
AV Play Completion Rate	<p>For AV Play Events, the AV content item must have both a start and a corresponding end event, and the measured AV Play Duration between the two must equal the total duration of that content item.</p> <p>For AV Play Requests, the start of the request must be on or before the defined start time, and the duration of the request must equal or exceed the length of the defined content item (and so go beyond the content item's defined end point).</p> <p>In both cases, the total length of the content item must therefore be known.</p>
Interactive TV Impression	<p>In effect, one request by a valid browser should result in one Interactive TV Impression being claimed.</p> <p>Certain Interactive TV traffic can be excluded on the basis of information derived from the server log files. The site must therefore ensure that any additional, non-requested files, such as graphics, audio files or frames, are excluded from the claimed Interactive TV Impression total. An Interactive TV Impression does not guarantee that a user actually viewed the page requested; it only measures the opportunity for the user to view such content. This means that an Interactive TV Impression recorded as valid by the server will be valid even if the content does not load to completion.</p>
AV Play Duration	<p>Client-side, this would be calculated by measuring "end" events terminating the AV Play Event (such as Pause, Fast Forward or Stop) and calculating the gap between the Play event and the "end" event. Hence, AV Duration can only be measured when there is such an "end" event.</p> <p>Server-side, the Duration field should be used. Where this is not available, an approximation can be calculated from valid AV Requests by dividing the bytes sent to the user by the average bit-rate per second.</p> <p>Ideally, buffering time should be excluded from AV Play Duration calculations, but this may not always be practical.</p>
Completed Podcast	These are assumed to be automatically requested (i.e. Automated) unless the site can provide auditable evidence to the contrary.
Requested Podcast	These are assumed to be automatically requested (i.e. Automated) unless the site can provide auditable evidence to the contrary.

APPENDIX 1: AD METRICS

3.1 Ad metrics – Definitions

Category and Type	Metric Name	Metric Definition
Web, Volume	Ad Unique User	A Unique User that has made at least one Ad Impression.
Web, Volume	Ad Impression	A file or a combination of files sent to a valid User as an individual advertisement as a result of that Ad User's request being received by the server. Guidance available
Web, Volume	Average Ad Streams	The sum total of all AV Play Durations to a content item identified as an advertisement, divided by the content length specified for that advertisement. An identifier system must be used that will give the agency, ad name and ad length. Whether scrubbing has been disabled or not must be reported. Guidance available
Web Volume	Web Feed Ad Impression	A file sent to a valid browser as an individual advertisement as a result of that browser's client-initiated request for a Web Feed Article Impression being received by the server.

3.2 Ad metrics - Guidance

Ad Impression	<p>A valid Ad Impression may only be counted when an ad counter receives and responds to an HTTP request for a tracking asset from a client. The count must happen after the initiation of retrieval of the underlying page content. Examples of a tracking asset typically include a pixel tag, a 302 redirect, or the ad content itself.</p> <p>App Ad Impression: Note: The App Ad Impression represents the serving of a banner or similar creative from a separate ad server into the App environment. This does NOT cover the advertising that appears on digital editions as part of the same content (e.g. a PDF of a print copy).</p>
Average Ad Streams	<p>For UK measurement the Clearcast clock number will be an appropriate identifier.</p> <p>The method of measuring ad length can either be precise or a system that records, for example, quartiles – providing this measures to a point that has been passed (i.e. will not over-report ad length).</p>



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