



Online Property: Certificate of Activity

For the period: 1 November 2009 - 30 November 2009

Web

IRISHTIMES.com

Property Name: www.irishtimes.com

IRISHTIMES.com

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1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	149,212	2,314,196
Page Impressions	870,865	26,125,949

2. Network Domains/URLs:

www.irishtimes.com	http://readeroffers.irishtimes.com
http://dating.irishtimes.com	http://dvdclub.irishtimes.com
http://notices.irishtimes.com	http://soccer-stats.irishtimes.com
http://homes.irishtimes.com	http://travelloffers.irishtimes.com

Please see the Media Owner statement in section 9 for content description.

3. Daily Activity:

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Nov-09	84,723	405,393	16-Nov-09	171,801	1,099,750
02-Nov-09	168,570	1,013,303	17-Nov-09	166,451	1,027,204
03-Nov-09	171,532	1,010,950	18-Nov-09	182,552	1,097,917
04-Nov-09	163,867	944,476	19-Nov-09	257,121	1,441,941
05-Nov-09	153,282	928,576	20-Nov-09	194,387	1,138,720
06-Nov-09	145,949	884,873	21-Nov-09	117,243	614,546
07-Nov-09	89,125	505,114	22-Nov-09	98,399	441,529
08-Nov-09	78,974	348,082	23-Nov-09	180,781	1,123,734
09-Nov-09	160,377	931,923	24-Nov-09	174,067	1,028,485
10-Nov-09	174,650	1,028,546	25-Nov-09	177,475	1,118,002
11-Nov-09	163,860	974,246	26-Nov-09	166,736	1,060,685
12-Nov-09	158,463	939,538	27-Nov-09	158,021	984,059
13-Nov-09	146,318	853,931	28-Nov-09	99,203	543,619
14-Nov-09	94,863	543,597	29-Nov-09	97,552	473,119
15-Nov-09	90,501	418,359	30-Nov-09	189,527	1,201,732





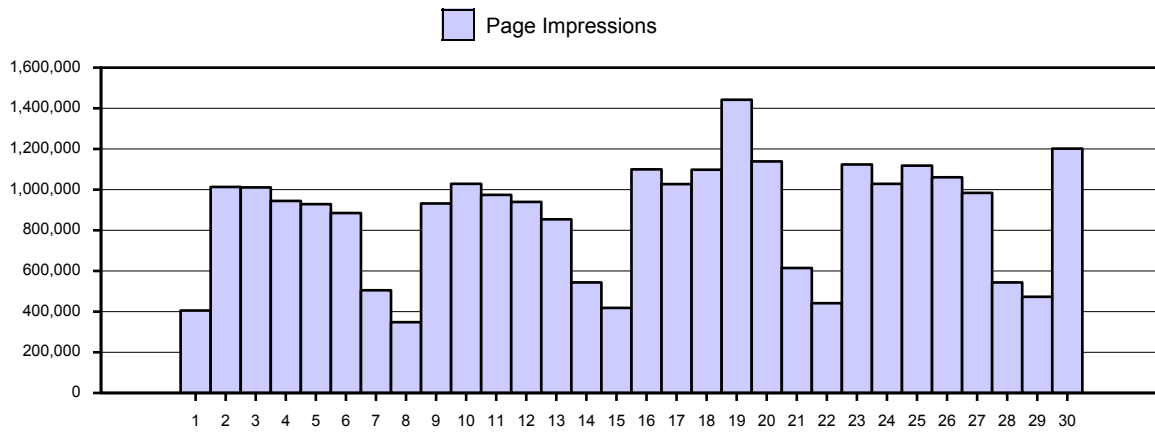
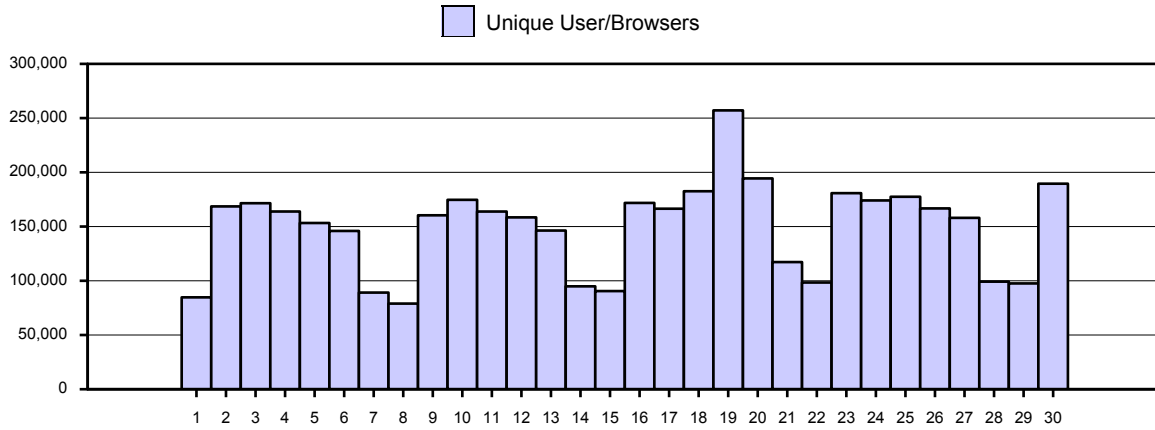
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4. Additional Notes:

- a) Invalid User traffic is excluded from the traffic certified.
- b) Syndicated content may or may not be included in the traffic certified.

5. Glossary of Terms:

UNIQUE USER/BROWSER

A unique and valid identifier. Sites may use (i) IP+User-Agent and/or (ii) Cookie.

This metric does NOT measure a person. Instead, it is a measure of a device through which a person interacts with a web property or network, in common with all measurement software.

Where a Unique User/Browser is calculated by IP+User-Agent, this definition may overstate or understate the real number of individual users (people) concerned due to dynamic IP address allocation (for example by Internet Service Providers) or to significant levels of uniformity in IP and browser configurations operating through a proxy.

MONTHLY UNIQUE USER/BROWSERS

The de-duplicated net number of Unique User/Browsers for the month.

Unless otherwise stated, the Unique User/Browser data refers to worldwide Unique User/Browsers.

PAGE IMPRESSION

A file, or combination of files, sent to a valid user as a result of that user's request being received by the server.

In effect, one request by a valid user should result in one Page Impression being claimed. The counted Page Impression may not necessarily be in focus or fully visible in the user's browser.

In most cases, a single request from a user causes the server to send several files to satisfy the request. For example, the server may send a HTML file followed by several associated graphics, images and audio files. A single request from a user may also cause the server to send several additional HTML files to build a frameset. The site must ensure that all additional, non-requested files are filtered out and excluded when counting the claimed number of Page Impressions. Generally, directly attributable user-initiated requests for content (mouse clicks) can be used to count Page Impressions, whether served in HTML, Ajax, Flash or other environments.

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 Streams. All content within a Page Impression may not necessarily be visible in the user's browser window.

SYNDICATED CONTENT

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. Syndicated content may or may not be included in certified traffic.

INVALID TRAFFIC

Traffic generated by site development activity, whether by the site or by third parties, and by automated search engines, indexers, robots, spiders etc.

Note that the global ABCe/IAB list of robots and spiders is available from the ABCe website.

6. Counting System:

This site used Omniture, SiteCatalyst (www.omniture.com) to count the data supporting this certificate.

7. Audit Opinion by ABCe

We have examined the activity records and other data required to certify compliance with the industry-agreed JICWEBS standards for the period covered by this Certificate of Activity. Our examinations were made in accordance with established procedures and included such tests and other audit procedures we considered necessary. In our opinion the activity shown in this certificate is fairly stated and the other data contained therein are fairly stated in all respects material to the activity.

While ABCe has conducted checks to gain confidence in the authenticity and validity of the original traffic, we have expressly not audited for fraud or negligence.

This product is registered with ABC by Irish Times Ltd.





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8. About ABCe

ABCe is the industry owned organisation which provides independently verified traffic and related data across a broad range of new media platforms.

The role of ABCe is to manage standards for the industry through its work with JICWEBS*, and to provide credibility, comparability and transparency for electronic media. This gives advertisers the opportunity to maximise returns on marketing budgets by using ABCe certified media and ensures that stakeholders (marketers, investors, media owners, media buyers, advertisers) can invest in electronic media with confidence and trust.

*JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) is the body created by the UK and Ireland media industry to ensure independent development and ownership of standards for measuring electronic media. Its members represent media owners, media buyers, advertisers from the following industry bodies.



ABCe supports the work of JICWEBS by delivering audit and certification services for electronic media usage to these industry agreed standards.

For more information please visit www.abce.org.uk and www.jicwebs.org.

ABCe is a trading name of Audit Bureau of Circulations Limited, a company registered in England (number 259647) and limited by guarantee. The company is industry owned and non-profit distributing.

9. Media Owner Statement

irishtimes.com is Ireland's leading news and information website. The site has consistently been Ireland's most visited since it was launched as The Irish Times on the Web in 1994. It was the first newspaper in Britain and Ireland, and among the first 30 in the world, to have an internet presence. It was relaunched as www.ireland.com in 1999 and has expanded since then to include a range of stand-alone sites covering breaking news, business, technology, and sports, as well as the online edition of The Irish Times. The site also has a comprehensive searchable archive extending back to 1996. irishtimes.com continues to attract Irish and international subscribers and visitors, and is constantly evolving and responding to our users' needs through the addition of new services.

