

NETWORK ACTIVITY INTERNATIONAL AUDIT REPORT



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certainty in a virtual world

Site Name: RTE (Radio Telefís Éireann)

Network Domains:

[List on page 2](#)

Period Covered by Certificate:

1 May - 31 May 2006

Site Content: (Publisher's Statement)

RTÉ.ie offers unrivalled and award-winning coverage of news, current affairs, sport, business and entertainment in text, audio and video formats, as well as specialist sites such as motors and health.

Publisher:

RTE Publishing,
Donnybrook,
Dublin 4,
Ireland

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RTÉ.ie

1. Total qualifying traffic for the certification period 1 May - 31 May 2006

| | <u>Daily Averages</u> | <u>Total</u> |
|------------------|-----------------------|--------------|
| Unique Users | 90,679 | 1,037,820 |
| Page Impressions | 700,335 | 21,710,374 |

2. Network Domains

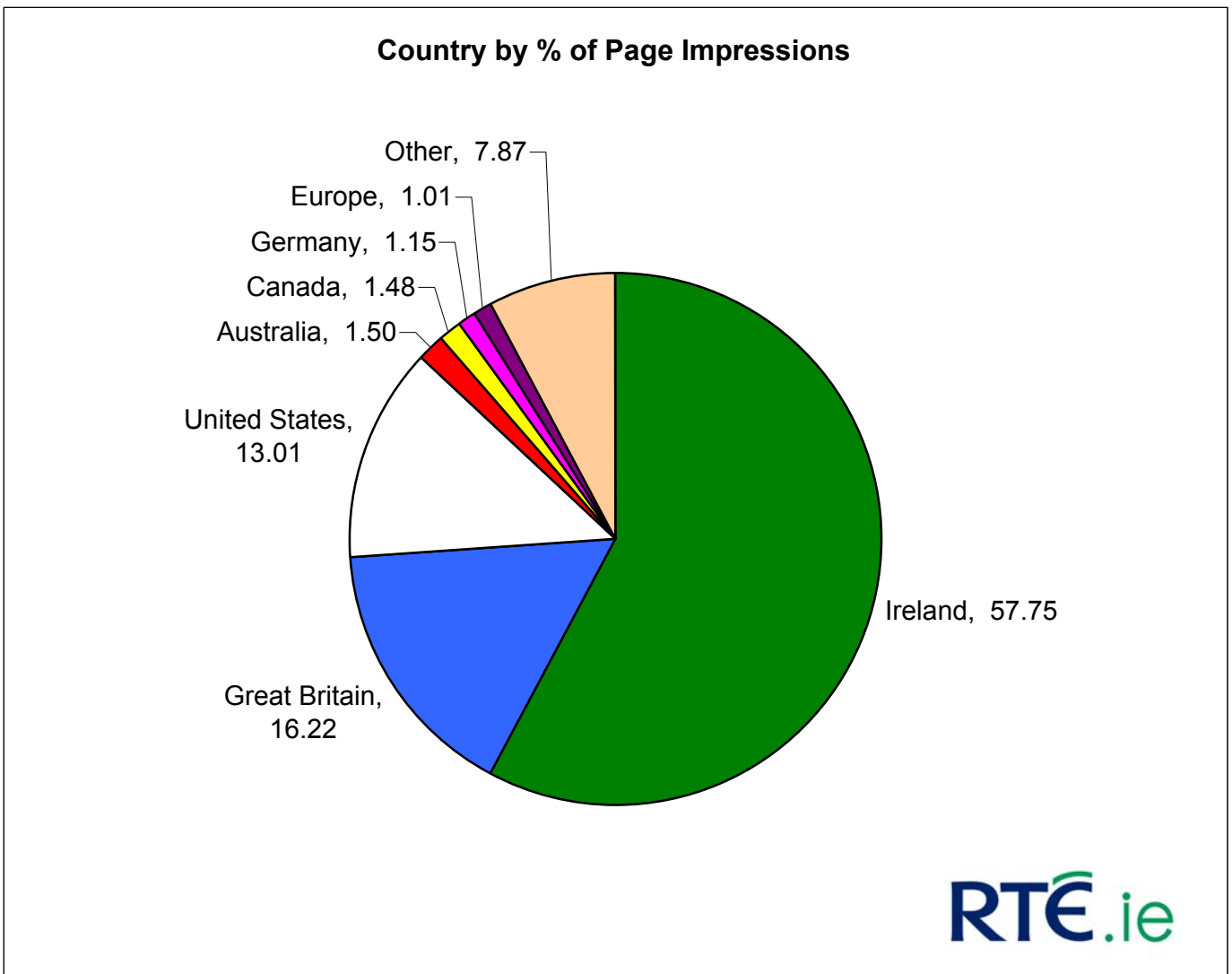
www.rte.ie

<http://cars.rte.ie>

<http://apollo.rte.ie>

<http://property.rte.ie>

3. Geo IP Analysis: Country by % of Page Impressions

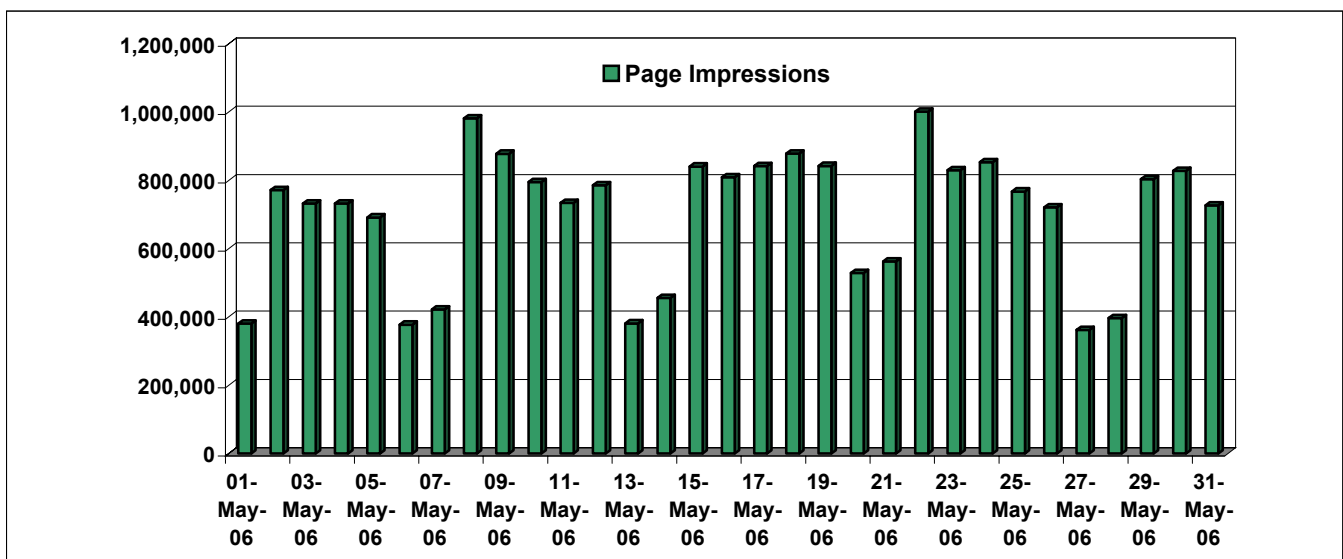
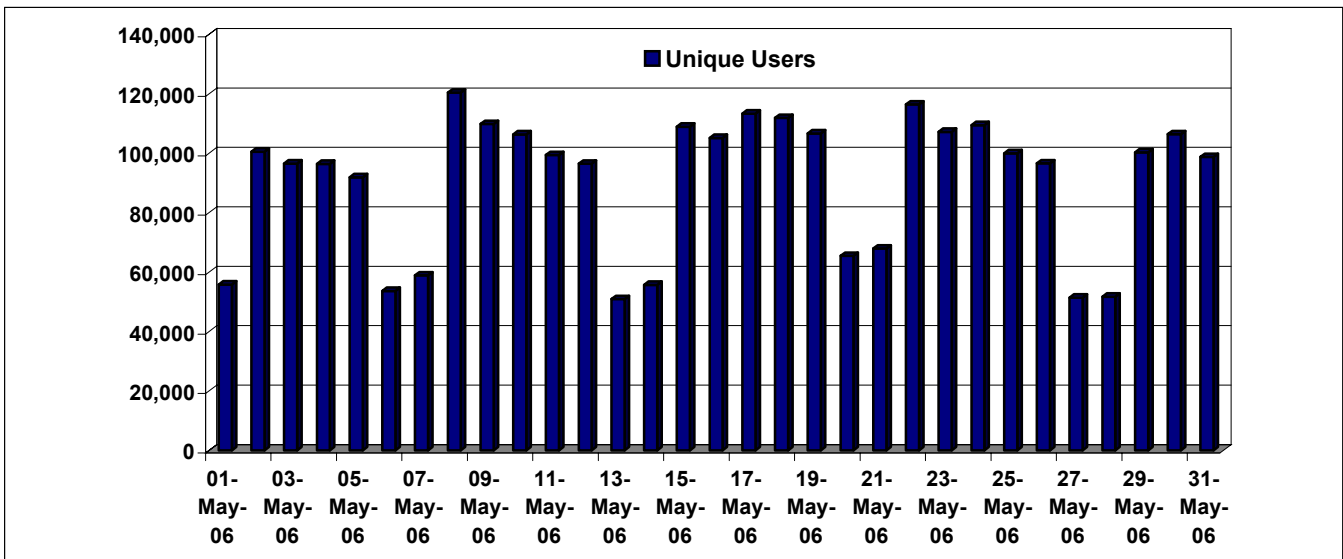


RTE.ie

3. Daily Activity: Unique Users and Page Impressions



| DATE | UNIQUE USERS | PAGE IMPRESSIONS | DATE | UNIQUE USERS | PAGE IMPRESSIONS |
|-----------|--------------|------------------|-----------|--------------|------------------|
| 01-May-06 | 55,838 | 380,666 | 17-May-06 | 113,383 | 841,793 |
| 02-May-06 | 100,520 | 771,655 | 18-May-06 | 111,896 | 878,265 |
| 03-May-06 | 96,561 | 732,386 | 19-May-06 | 106,713 | 842,487 |
| 04-May-06 | 96,448 | 732,054 | 20-May-06 | 65,495 | 528,947 |
| 05-May-06 | 91,897 | 691,366 | 21-May-06 | 67,938 | 562,449 |
| 06-May-06 | 53,667 | 377,155 | 22-May-06 | 116,443 | 1,001,440 |
| 07-May-06 | 58,913 | 421,866 | 23-May-06 | 107,244 | 829,863 |
| 08-May-06 | 120,435 | 981,326 | 24-May-06 | 109,503 | 852,993 |
| 09-May-06 | 109,880 | 878,108 | 25-May-06 | 99,989 | 767,259 |
| 10-May-06 | 106,334 | 794,883 | 26-May-06 | 96,606 | 720,704 |
| 11-May-06 | 99,407 | 734,317 | 27-May-06 | 51,439 | 361,583 |
| 12-May-06 | 96,500 | 785,698 | 28-May-06 | 51,754 | 396,521 |
| 13-May-06 | 50,916 | 381,173 | 29-May-06 | 100,315 | 803,581 |
| 14-May-06 | 55,699 | 455,564 | 30-May-06 | 106,426 | 827,997 |
| 15-May-06 | 108,927 | 840,409 | 31-May-06 | 98,778 | 726,670 |
| 16-May-06 | 105,198 | 809,196 | | | |



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. Definitions used in this document

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.

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 IMPRESSIONS BY COUNTRY: Is defined as "The percentages by country of all Page Impressions produced by all resolved IP addresses during the Certification Period".

Note: These results were correct at the time of testing. Due to the constant changes in IP address ranges and registration, repeating the tests at a different time may not give exactly the same result. These results have been tested for a 95% confidence level. These results may appear in a tabular or pie-chart format – e.g. 15.24% UK, 6.36% US, x% unresolvable.

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)".

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.

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

6. Counting System

This site used software developed in house to count the data supporting this certificate.

7. 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.



Electronic Media Audits Limited (ABC ELECTRONIC)
July 2006

