



## MailOnline

# MailOnline



### Key information

#### Certificate type

Digital

#### Metric type

Web traffic

#### ABC headline

4,365,717 Daily average Unique Browsers

#### Period

1 May 2011 to 31 May 2011

#### Market sector

Consumer - news and current affairs

#### Contact details

Associated Northcliffe Digital  
Prajakta Datar  
Digital Analytics Manager  
2 Derry Street  
London  
W8 5TT  
+44 (0) 207 752 8423  
praja.datar@and.co.uk

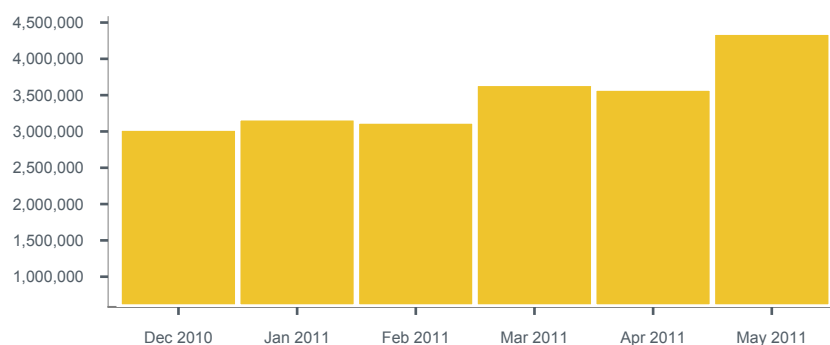
#### Worldwide traffic

	Daily average	Monthly total
Unique Browsers	4,365,717	77,250,993
Page Impressions	25,169,546	780,255,927

#### Domains

[www.dailymail.co.uk](http://www.dailymail.co.uk)  
[MoLiPhone](http://MoLiPhone)  
[www.thisismoney.co.uk](http://www.thisismoney.co.uk)  
[www.mailonsunday.co.uk](http://www.mailonsunday.co.uk)  
<https://register.dailymail.co.uk>  
<http://fantasyfootball.dailymail.co.uk>

#### Trend data



This certificate is supported by the following organisations



# Online Property: Certificate of Activity

For the period: 1 May 2011 - 31 May 2011

MailOnline

Property Name: MailOnline

## Daily Qualifying Worldwide Traffic

MailOnline	Daily Average
Unique Browsers	4,365,717
Page Impressions	25,169,546

Included in the totals above:

### Mailonline iPhone App

App Unique Browsers	62,125
App Page Impressions	3,852,062

### www.thisismoney.co.uk

Unique Browsers	86,464
Page Impressions	305,010

## Monthly Qualifying Worldwide Traffic

MailOnline	Monthly Total
Unique Browsers	77,250,993
Page Impressions	780,255,927

Included in the totals above:

### Mailonline iPhone App

App Unique Browsers	168,507
App Page Impressions	119,413,926

### www.thisismoney.co.uk

Unique Browsers	1,992,226
Page Impressions	9,455,311

## Domains/URLs

This lists the domains and any specific URLs that represent 95% or more of the Page Impressions certified, listed in descending order. Where specific URLs are stated this indicates that the traffic included is limited to just these URLs (in addition to any domains listed).

### MailOnline

www.dailymail.co.uk  
 MoLiPhone  
 www.thisismoney.co.uk  
 www.mailonsunday.co.uk  
 https://register.dailymail.co.uk  
 http://fantasyfootball.dailymail.co.uk

### Mailonline iPhone App

MoLiPhone

### www.thisismoney.co.uk

www.thisismoney.co.uk  
 http://investing.thisismoney.co.uk  
 http://boards.thisismoney.co.uk  
 http://blogs.thisismoney.co.uk



# Online Property: Certificate of Activity

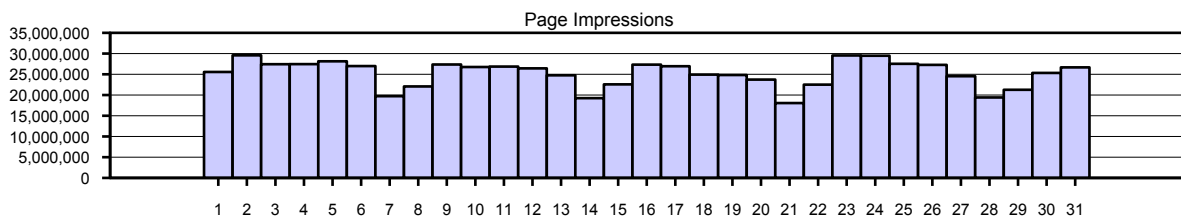
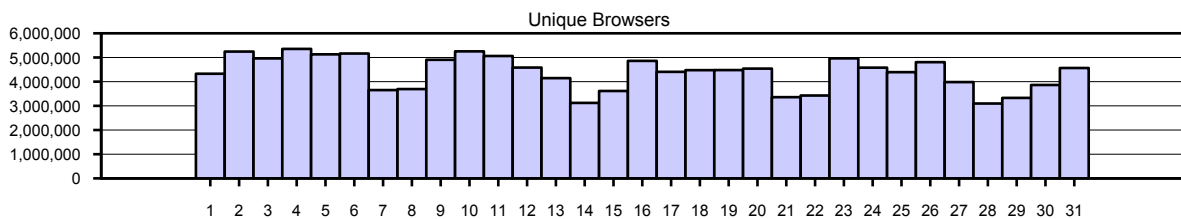
For the period: 1 May 2011 - 31 May 2011

MailOnline

Property Name: MailOnline

## Daily Activity: MailOnline

Date	Unique Browsers	Page Impressions
01-May-11	4,328,171	25,559,118
02-May-11	5,244,217	29,576,580
03-May-11	4,962,043	27,431,578
04-May-11	5,354,306	27,455,044
05-May-11	5,129,939	28,137,458
06-May-11	5,164,327	26,984,933
07-May-11	3,651,915	19,721,097
08-May-11	3,693,648	22,068,792
09-May-11	4,904,395	27,360,683
10-May-11	5,253,420	26,758,143
11-May-11	5,061,645	26,859,368
12-May-11	4,582,622	26,429,683
13-May-11	4,146,066	24,754,502
14-May-11	3,121,487	19,242,911
15-May-11	3,614,210	22,568,744
16-May-11	4,859,758	27,328,312
17-May-11	4,405,851	26,945,645
18-May-11	4,476,001	24,924,119
19-May-11	4,479,191	24,825,739
20-May-11	4,539,724	23,720,020
21-May-11	3,358,243	18,059,373
22-May-11	3,426,891	22,506,066
23-May-11	4,964,247	29,545,041
24-May-11	4,579,850	29,479,648
25-May-11	4,393,145	27,529,329
26-May-11	4,806,544	27,272,711
27-May-11	3,982,621	24,539,322
28-May-11	3,096,508	19,409,746
29-May-11	3,328,425	21,263,359
30-May-11	3,862,673	25,328,346
31-May-11	4,565,139	26,670,517





# Online Property: Certificate of Activity

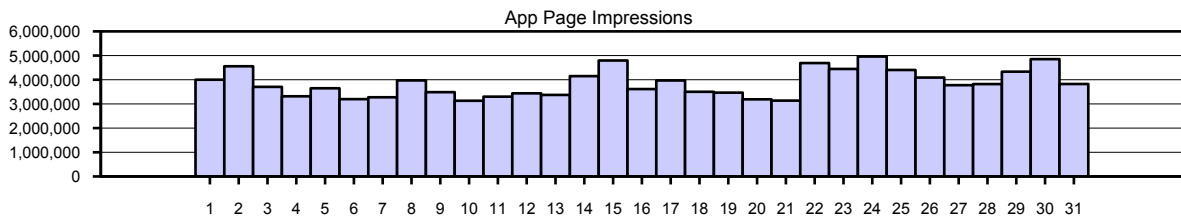
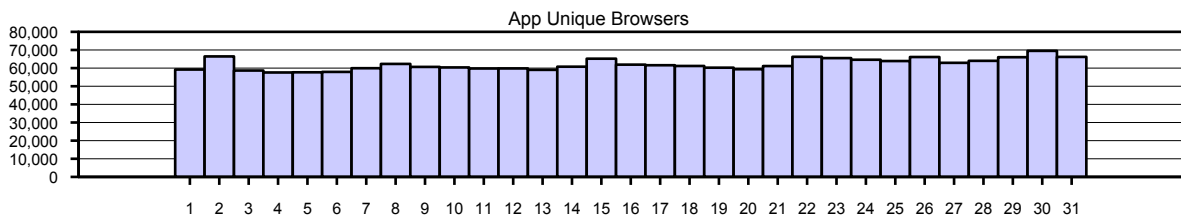
For the period: 1 May 2011 - 31 May 2011

MailOnline

Property Name: MailOnline

## Daily Activity Breakout: Mailonline iPhone App

Date	App Unique Browsers	App Page Impressions
01-May-11	59,207	4,001,310
02-May-11	66,441	4,556,905
03-May-11	58,659	3,704,453
04-May-11	57,592	3,315,178
05-May-11	57,696	3,647,033
06-May-11	57,915	3,197,747
07-May-11	59,936	3,275,108
08-May-11	62,308	3,971,620
09-May-11	60,662	3,485,995
10-May-11	60,375	3,131,521
11-May-11	59,796	3,300,244
12-May-11	59,823	3,437,536
13-May-11	59,039	3,371,368
14-May-11	60,777	4,149,243
15-May-11	65,197	4,795,136
16-May-11	61,918	3,614,328
17-May-11	61,595	3,969,493
18-May-11	61,178	3,501,823
19-May-11	60,230	3,466,583
20-May-11	59,382	3,190,242
21-May-11	61,133	3,137,087
22-May-11	66,242	4,689,762
23-May-11	65,508	4,445,648
24-May-11	64,622	4,959,596
25-May-11	63,902	4,404,268
26-May-11	66,118	4,090,062
27-May-11	62,916	3,775,363
28-May-11	64,010	3,821,146
29-May-11	66,017	4,333,078
30-May-11	69,515	4,851,504
31-May-11	66,178	3,823,546





# Online Property: Certificate of Activity

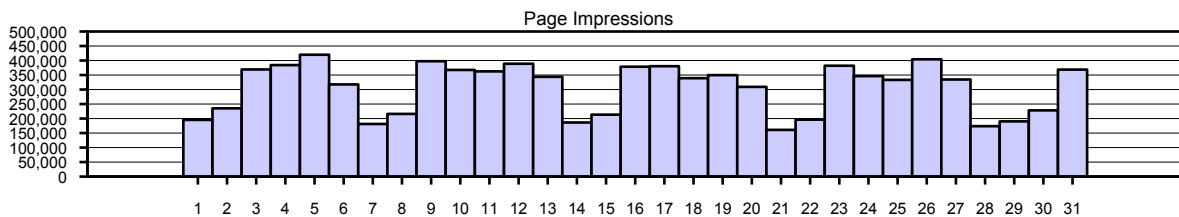
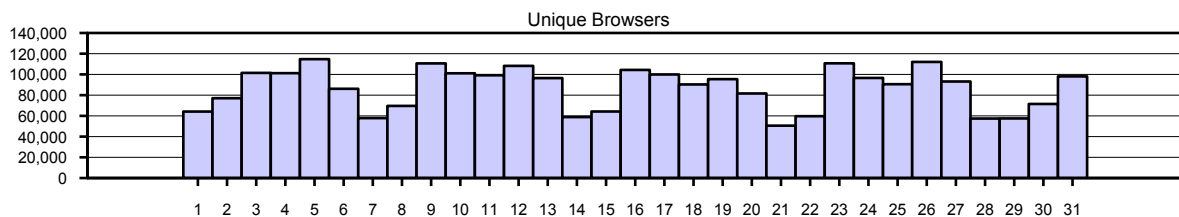
For the period: 1 May 2011 - 31 May 2011

MailOnline

Property Name: MailOnline

## Daily Activity Breakout: [www.thisismoney.co.uk](http://www.thisismoney.co.uk)

Date	Unique Browsers	Page Impressions
01-May-11	64,164	195,394
02-May-11	77,064	235,245
03-May-11	101,467	369,241
04-May-11	101,209	384,314
05-May-11	114,740	419,933
06-May-11	86,133	317,667
07-May-11	57,820	181,375
08-May-11	69,613	216,049
09-May-11	110,632	397,591
10-May-11	101,099	367,515
11-May-11	99,178	362,575
12-May-11	108,231	388,910
13-May-11	96,467	343,882
14-May-11	58,841	186,455
15-May-11	64,209	213,404
16-May-11	104,330	378,704
17-May-11	99,955	380,452
18-May-11	90,332	339,119
19-May-11	95,426	349,605
20-May-11	81,607	309,201
21-May-11	50,558	160,927
22-May-11	59,692	196,261
23-May-11	110,719	382,095
24-May-11	96,587	346,309
25-May-11	90,574	333,321
26-May-11	112,045	404,243
27-May-11	93,156	334,607
28-May-11	57,417	173,684
29-May-11	57,521	190,277
30-May-11	71,488	228,213
31-May-11	98,111	368,743





# Online Property: Certificate of Activity

For the period: 1 May 2011 - 31 May 2011

MailOnline

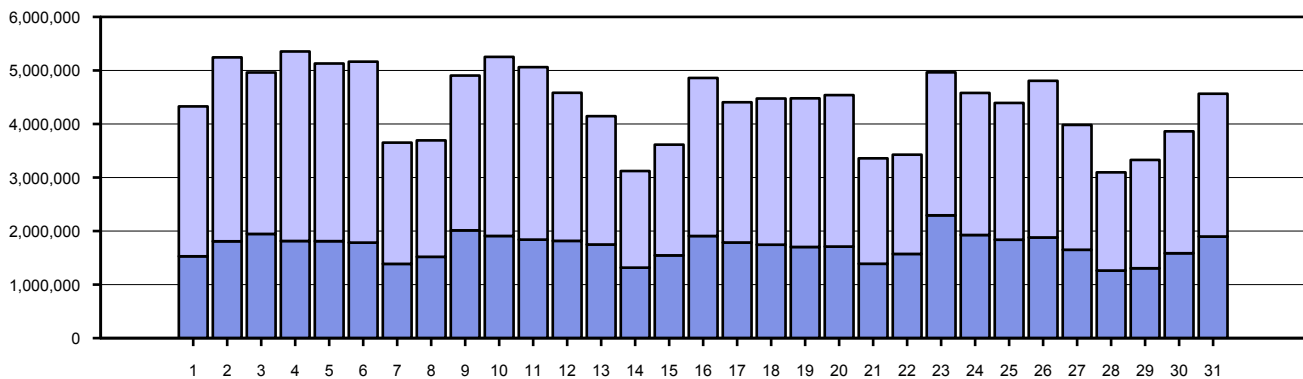
Property Name: MailOnline

## Daily Activity Breakout: Geo IP Analysis

	Unique Browsers UK	%	Unique Browsers Rest of the World	%	Total
Daily Averages	1,717,391	39.3	2,648,325	60.7	4,365,717

Date	Unique Browsers UK	%	Unique Browsers Rest of the World	%	Total
01-May-11	1,528,446	35.3	2,799,725	64.7	4,328,171
02-May-11	1,809,027	34.5	3,435,190	65.5	5,244,217
03-May-11	1,946,077	39.2	3,015,966	60.8	4,962,043
04-May-11	1,814,493	33.9	3,539,813	66.1	5,354,306
05-May-11	1,811,450	35.3	3,318,489	64.7	5,129,939
06-May-11	1,783,696	34.5	3,380,631	65.5	5,164,327
07-May-11	1,386,763	38.0	2,265,152	62.0	3,651,915
08-May-11	1,519,139	41.1	2,174,509	58.9	3,693,648
09-May-11	2,012,851	41.0	2,891,544	59.0	4,904,395
10-May-11	1,908,207	36.3	3,345,213	63.7	5,253,420
11-May-11	1,839,928	36.4	3,221,717	63.6	5,061,645
12-May-11	1,816,630	39.6	2,765,992	60.4	4,582,622
13-May-11	1,748,648	42.2	2,397,418	57.8	4,146,066
14-May-11	1,316,231	42.2	1,805,256	57.8	3,121,487
15-May-11	1,545,652	42.8	2,068,558	57.2	3,614,210
16-May-11	1,907,370	39.2	2,952,388	60.8	4,859,758
17-May-11	1,786,054	40.5	2,619,797	59.5	4,405,851
18-May-11	1,745,124	39.0	2,730,877	61.0	4,476,001
19-May-11	1,702,738	38.0	2,776,453	62.0	4,479,191
20-May-11	1,710,085	37.7	2,829,639	62.3	4,539,724
21-May-11	1,388,852	41.4	1,969,391	58.6	3,358,243
22-May-11	1,572,511	45.9	1,854,380	54.1	3,426,891
23-May-11	2,293,920	46.2	2,670,327	53.8	4,964,247
24-May-11	1,926,156	42.1	2,653,694	57.9	4,579,850
25-May-11	1,838,348	41.8	2,554,797	58.2	4,393,145
26-May-11	1,879,815	39.1	2,926,729	60.9	4,806,544
27-May-11	1,650,652	41.4	2,331,969	58.6	3,982,621
28-May-11	1,261,661	40.7	1,834,847	59.3	3,096,508
29-May-11	1,305,207	39.2	2,023,218	60.8	3,328,425
30-May-11	1,585,711	41.1	2,276,962	58.9	3,862,673
31-May-11	1,897,681	41.6	2,667,458	58.4	4,565,139

■ Unique Browsers UK
 ■ Unique Browsers Rest of the World





# Online Property: Certificate of Activity

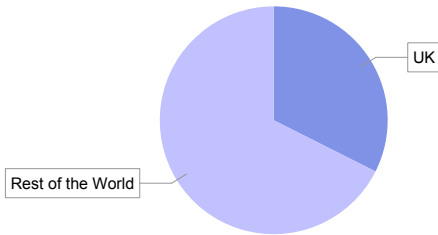
For the period: 1 May 2011 - 31 May 2011

MailOnline

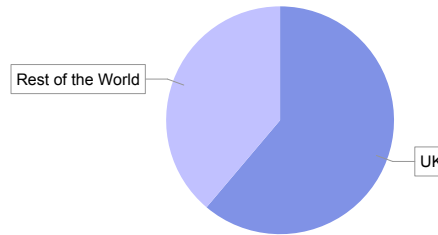
Property Name: MailOnline

## Monthly Geo IP Analysis

Unique Browsers



Page Impressions



Country/Region	Unique Browsers	Percent	Page Impressions	Percent
UK	25,040,327	32.41%	477,227,479	61.16%
Rest of the World	52,210,666	67.59%	303,028,448	38.84%

Note:  
 The figures have been checked to a margin error of +/- 2.5%  
 "Rest of the World" is defined as all country codes except the specified countries, and "Unknown".

## Counting System

This site used Adobe (Omniture BU), SiteCatalyst ([www.omniture.com](http://www.omniture.com)) to count the data supporting this certificate.



## Audit Opinion by ABC

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 ABC has conducted checks to gain confidence in the authenticity and validity of the original traffic, we have expressly not audited for the presence of any App traffic not disclosed to us by the media owner, or for fraud or negligence.

This product is registered with ABC by Associated Northcliffe Digital.

## Media Owner Statement

Mail online is the digital home for 'Modern MidBritain'. As well as being the online destination for loyal readers of two of the UK's most influential and widely read newspapers, the Daily Mail and the Mail on Sunday, it's also an entry point for an increasing number of new, younger consumers to the Mail brand. The site is edited by a dedicated team of journalists 24 hours a day and is packed with breaking sport, health, showbiz, national and international news. Visitors can also look for a job or a new house, take advantage of online promotions and crossword puzzles, post comments on a wide array of message boards or enjoy the forthright and sometimes controversial views of the Mail's renowned columnists, for example Peter Hitchens or Richard Littlejohn.



# Online Property: Certificate of Activity

For the period: 1 May 2011 - 31 May 2011

MailOnline

Property Name: MailOnline

## About ABC

ABC is the independent, impartial, industry-owned auditing service that provides a stamp of trust for the media industry. Our digital audits deliver trusted certification for a wide range of platforms including web activity, email, podcasts, VOD, IPTV, ad servers, ad networks, mobile and many more. For more information and to view ABC certificates please visit [www.abc.org.uk](http://www.abc.org.uk)

An ABC audit can also demonstrate best practice principles. For example ABC's work with IASH ([www.iash.org.uk](http://www.iash.org.uk)) ensures that its internet advertising sales house members adhere to key elements of a strict code of conduct when placing advertising inventory on sites.

ABC delivers verification to industry standards as agreed by JICWEBS

### Joint Industry Committee for Web Standards ([www.jicwebs.org](http://www.jicwebs.org))

JICWEBS representatives meet 4 times a year to agree census based standards for digital media. ABC then audits to these industry-agreed standards. Representatives on JICWEBS encompass all areas of the industry including advertisers, agencies and media owners from the following trade bodies:



### ABC Associates

The ABC Associate Scheme enables suppliers to the digital media industry to ensure their systems are capable of compliance with JICWEBS industry standards. Once accredited they can then facilitate ABC audits, so helping their clients deliver reporting which is transparent and trusted. A full list of accredited ABC Associates can be found on: [www.abc.org.uk](http://www.abc.org.uk)

### International Federation of ABCs ([www.ifabc.org](http://www.ifabc.org))

ABC chairs the IFABC web standards group, a global network of industry owned media auditing organisations, working to develop common international standards for digital media measurement.



## Glossary of Terms

**UNIQUE 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 website, in common with all measurement software. Counting of Unique Browsers 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 and browser configurations operating through a proxy, cookie blocking and cookie deletion. Other device identifiers may be allowed as Unique Browser identifiers when they can be proved in an auditable manner to be persistent and consistent across the domains being measured. Unless otherwise stated, the Unique Browser data refers to worldwide Unique Browsers.

**DAILY UNIQUE BROWSERS:** This is the de-duplicated net number of Unique Browsers for the day. Unless otherwise stated the Unique Browser data refers to worldwide activity.

**DAILY AVERAGE (DERIVED):** This is the sum of each day's traffic divided by the total number of days. Unique Browsers are not de-duplicated between days.

**WEEKLY UNIQUE BROWSERS:** This is the de-duplicated net number of Unique Browsers for the week. Unless otherwise stated, the Unique Browser data refers to worldwide activity.

**WEEKLY AVERAGE (DERIVED):** This is the sum of each week's traffic divided by the total number of weeks. Unique Browsers are not de-duplicated between weeks.

**APP UNIQUE BROWSER:** Any Unique Browser that has made an App Page Impression.

**APP PAGE IMPRESSION:** A file, or combination of files, equivalent to a page of content sent to an App in response to a valid request from a valid (App) Unique Browser.

**APP VISIT:** A series of one or more App Page Impressions, served to a single valid (App) Unique Browser, which ends when that (App) Unique Browser has not made an App Page Impression for a 30-minute period.

**APP VISIT DURATION:** The total time in seconds for all App Visits containing two or more App Page Impressions, divided by the total number of Visits of two or more App Page Impressions.

**APP AD IMPRESSION:** An Ad Impression requested by a valid App Unique Browser.

**MONTHLY UNIQUE BROWSERS:** This is the de-duplicated net number of Unique Browsers for the month. Unless otherwise stated, the Unique Browser data refers to worldwide activity.

**MONTHLY AVERAGE (DERIVED):** This is the sum of each month's traffic divided by the total number of months. Unique Browsers are not de-duplicated between months.

**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. Automated Page Impressions will be broken out if greater than 5% of the total.

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. 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 requests for content (typically mouse clicks) can be used to count Page Impressions, whether served in HTML, Ajax, Flash or other environments.



# Online Property: Certificate of Activity

For the period: 1 May 2011 - 31 May 2011

MailOnline

Property Name: MailOnline

**AUTOMATED PAGE IMPRESSION:** *A Page Impression sent to a valid browser as a result of an automatic process.*

If a valid browser (i.e. a connection to the site from a valid browser) requests a page and subsequently the page is refreshed, or another content-bearing page is sent, at a time interval set by the site to that same browser, then both the original page request and all subsequent refreshed pages are deemed to be valid Page Impressions but the later are known as Automated Page Impressions. The fact that the subsequent pages result from an automated process does NOT make those pages invalid. The browser 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. Automated Page Impressions are therefore valid logged records that represent pages normally requested automatically by the browser, without the need for human action - for example automated price/news/score updates, text tickers, slide-show sequences or automated tours. All Audit Certificates must carry a breakdown of the totals of Automated Page Impressions from the overall Page Impression total where such traffic forms 5% or more of the overall Page Impression count.

**VISIT:** *A series of one or more Page Impressions, served to a valid Unique Browser, which ends when that Unique Browser has not made a Page Impression for a 30-minute period.*

A Visit is effectively a near-continuous burst of activity by a valid Unique Browser. In addition to Page Impressions, the media owner can use other auditable logged events carrying valid Unique Browser identifiers to calculate this metric if desired.

**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. Hence, the totals are averages.*

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. 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).

**AV PLAY:** *A file request by a valid browser for AV content.*

This can be measured in either of the following ways:

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.

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).

Automated AV Play - An AV Play started by a valid browser as a result of an automatic process.

**REQUESTED DOWNLOAD:** A request for a non-HTML file executable offline.

**SEARCH:** *The first Page Impression sent to a valid browser as a result of that browser's search request being received by the server.*

In effect, one search request by a valid browser should result in one Search being claimed. This requires that the site, and hence the audit, can identify the first Page Impression served in response to a search request from a valid browser and differentiate this first results page from any others. The Search total for a site is distinct from its Page Impression total – Searches are a subset of valid Page Impressions.

**DOMAIN:** *A name that represents one or more IP addresses (typically web servers) owned by the media owner or its agents.*

**URL:** *A string of characters identifying where a networked content resource is available and the mechanism for retrieving it.*

**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.*

ABC excludes this internal and non-human traffic. The global ABC/IAB list of robots and spiders is available from the technical area on [www.abc.org.uk](http://www.abc.org.uk).

**USER-INITIATED LOGGED EVENT:** Any logged event that can be attributed to a particular Unique Browser.

For a more comprehensive glossary of digital media terms please go to help on: [www.abc.org.uk/jargon](http://www.abc.org.uk/jargon)

Certificate issued by ABC, Saxon House, 211 High Street, Berkhamsted, Hertfordshire, UK +44 (1442) 870800