



Setting the standard

Reporting Standards

Web Traffic

Version 1 2017

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SECTION A: INTRODUCTION

This document contains the ABC Reporting Standards for products registered with ABC and reporting Web Traffic. As Reporting Standards are updated periodically, please check the website www.abcstandards.org.uk to ensure you are using the latest applicable standards.

If you have any queries regarding how the Reporting Standards affect you or any specific queries please contact the ABC Client services team on 01442 870 800 or email info@abc.org.uk.

SECTION B: REPORTED DATA

INTRODUCTION

This section sets out the data and information that is reported on the Web Traffic certificate.

PRINCIPLES

- B1. You must report traffic for a defined Reporting Period**
- B2. You must report the mandatory metrics**
- B3. You may report optional metrics**
- B4. You may report analyses or breakouts of metrics**
- B5. You may report an additional Online profile analysis**
- B6. You must report the claimed inventory**
- B7. You must report a product name**
- B8. You may include other information**

REQUIREMENTS

B1. You must report traffic for a defined Reporting Period

- a) You will report traffic generated in a defined Reporting Period.
- b) The Reporting Period must be a whole calendar month or any combination of consecutive calendar months (up to a maximum of 12).
- c) You must report traffic for certification at least once a year, as follows:
 - i) Within 12 months of registering with ABC
 - ii) Subsequent certificates must have Reporting Period end dates that are within 12 months of each other. *For example: a certificate for November 2016 must be followed by a certificate ending no later than November 2017.*

B2. You must report the mandatory metrics

- a) The mandatory metrics that must be reported are:
 - i) The average of the Daily Unique Browsers for the Reporting Period and for each calendar month in the Reporting Period (i.e. de-duplicated by Unique Browser within each day but not between days). *For example: average of Daily Unique Browsers for January, February etc.*
 - ii) Daily Unique Browsers for each day in the Reporting Period.

B3. You may report optional metrics

- a) You can additionally report any agreed metrics listed in the Appendix.

SECTION B: REPORTED DATA

- i) The metric may be reported on a specific basis such as:
 - Selected days, weeks or months
 - A daily, weekly or monthly average
- ii) You can report an App specific metric of any appropriate agreed metric in the Appendix. *For example: As Page Impressions is an agreed metric you can optionally report App Page Impressions.*
- iii) You must report a breakout of automatically refreshed content where this forms 5% or more of the metric certified. *For example: If Page Impressions are certified and automated Page Impressions exceed 5% of the total then the automated figure must be reported.*
- iv) If you report any User Account or Subscriber Account metrics you must also report the equivalent Active number. *For example: If you report Paid Registered User Accounts you must also report Active Paid Registered User Accounts.*
 - Subscriber Accounts have a maximum term of expiry of three years.

Note: You must use the same method of identifying Unique Browsers for all metrics certified during the Reporting Period (e.g. Cookie versus IP address +User-Agent).

[Guidance available](#)

B4. You may report analyses or breakouts of metrics

- a) You may additionally report a geographical analysis of a metric total.
 - i) You may select the level of detail to which you analyse. *For example: by country, world region etc.*
- b) You may additionally report an analysis or breakout of a metric total into one or more of the following device types:
 - i) Computer
 - ii) Tablet
 - iii) Smartphone
 - iv) Other. *For example: Console/TV*

You may report further analyses or breakouts within each of the above categories. *For example screen size, product type.* Reported descriptions must reasonably reflect the devices grouped under each heading.

- c) You may additionally report a breakout from a metric total for a sub-set of inventory. *For example for a specific site area (a domain or set of domains), App or Section such as 'jobs'.*

SECTION B: REPORTED DATA

- i) A Section is defined as a specific set of domains, sub-domains or URLs, with a common type of content.
 - The description of the section must reasonably cover the content of the inventory grouped within it.
 - Any one URL can only be reported in one section.

[Guidance available](#)

B5. You may report an additional Online Profile Analysis

- a) [See section D.](#)

B6. You must report the claimed inventory

- a) You must report on the certificate a domain/inventory listing of those domains, URLs or content identifiers (e.g. Apps) that cover at least the top 95% of the total Page Impressions relating to the Unique Browsers being certified.
 - i) The listing will be in descending size order of Page Impressions.
 - ii) You may optionally report a statement about an App in the claimed inventory, including whether it's paid or free. You must be able to provide evidence to support any statement made.
- b) If you report a metric breakout that is a set of domains or sections then you must report a domain/inventory listing for that breakout.

B7. You must report a product name

- a) You must specify the product name you wish to appear on the certificate.
 - i) If this name is a descriptor rather than a domain or URL then it must reasonably reflect the claimed inventory.
 - ii) If this name is a domain or URL that appears in the list of claimed inventory then it must be the largest by Page Impressions.

B8. You may include other information

- a) You may include the following information on your certificate with the agreement of your certificate provider:
 - i) Relevant site/product logos.
 - ii) Further data analysis (e.g. averages, ratios) derived from the metrics certified.
 - iii) The counting system (i.e. web analytics) used.
 - iv) A description of the content of the property (not market or traffic claims).
 - v) Media owner contact details.

SECTION C: GENERAL PRINCIPLES

INTRODUCTION

This section sets out the requirements relating to the reporting of web traffic.

PRINCIPLES

- C1. Traffic must comply with the Reporting Standards**
- C2. Traffic must be human-initiated and the associated content is intended to be seen by the user**
- C3. Evidence to support the claim must be retained and available for a minimum period.**
- C4. Each web traffic claim is audited to verify it is in accordance with the applicable Reporting Standards**

REQUIREMENTS

C1. Traffic must comply with the Reporting Standards

No additional requirements.

C2. Traffic must be human-initiated and the associated content is intended to be seen by the user

- a) You must exclude robotic traffic. *Examples of robotic traffic include that generated from search engines, personal spiders, automated site monitoring tools, offline browsers, automated content requests from PDA devices, web feed aggregators and other automated syndication agents.*
- b) You must exclude traffic that has been 'pushed' into the user's browser (i.e. not the result of an intentional user request). *Examples of pushed traffic are subsited traffic, contextual linking and ISP page replacement.*
- c) You must exclude all internal activity.
 - i) Internal activity is defined as traffic generated by users who maintain, develop or author the site. This includes activity such as web site development, performance monitoring, or automated broken link detection. If any of this activity is performed by outside agencies on the site's behalf, this traffic is also deemed to be internal and must be excluded.
 - You must exclude the standard internal network IP addresses listed in RFC 1918 and RFC 4193 (<http://www.ietf.org/>).
 - ii) As an exception, internal traffic generated across mobile operator networks does not need to be excluded.
- d) You must exclude any filetypes that are served in conjunction with a valid Page Impression. *For example: graphics or stylesheets.*
- e) You must exclude traffic to URLs that are concurrently served with a valid Page Impression or do not provide content that is intended to be seen by the user. *For example*

SECTION C: GENERAL PRINCIPLES

framesets, pop-ups or departure pages (served with no visible content for site monitoring purposes).

- i) However, if a user requests that a panel within a frameset (or a pop-up) is refreshed, then serving the refreshed panel or pop-up may be counted as a Page Impression since it has been requested.
 - ii) You must exclude initial requests for PDF files (with a status code of 200) from Page Impressions if these are already certified as downloads (as they can't be counted twice).
- f) You must exclude invalid HTTP transactions.
- i) You must exclude log records with invalid HTTP status codes - defined as any records that do **not** have the following codes: 200, 201, 202, 203, 204, 205 and 304. (Note that status code 206 must be excluded because it indicates a partial fulfillment of a request).
 - ii) You must exclude HTTP method requests that are **neither** "GET" nor "POST". Note: These requirements apply to data logs for browser-side page tagging tools by default because the page must be rendered successfully in order for the tag code to run.
- g) You *may* include syndicated content either published on another website or provided by a third party, providing:
- i) The user has an opportunity to see, and interact with, that content.
 - ii) The content is not simply a logo, search box or similar.

[Guidance available](#)

C3. Evidence to support the claim must be retained and available for a minimum period.

- a) You must retain and be able to provide all records supporting the claim. *For example: For User Account metrics evidence of registration and/or payment.*
- b) The logged records provide the specific data regarding each file request processed by the server.
 - i) You must retain and be able to provide for audit all the logged records supporting the claim.
 - ii) You must retain the logged records for a period of 6 months following certification of the claim or until the audit of the certificate for the subsequent Reporting Period has been completed if sooner.
- c) The logged records must contain sufficient information to identify the traffic to be counted and audited. This will be agreed with your auditor; but:
 - i) This will include the identification of the time and date of the transaction, identification of the Unique Browser and details of the URL/query parameters requested. Please refer to guidance for details of the information typically required. Note:

SECTION C: GENERAL PRINCIPLES

- This must include sufficient information to identify and exclude robotic and internal traffic (typically IP address and User Agent)
 - You must be able to differentiate between web and App traffic.
 - Any anonymisation techniques applied to the logs must be agreed in advance with your auditor.
- ii) You must ensure data collection servers are date and time synchronised, preferably to GMT, so that all their log files' date and time stamping are aligned.
- iii) You should not change the format of your log files during the Reporting Period. Please contact your auditor regarding any planned changes.

[Guidance available](#)

C4. Each web traffic claim is audited to verify it is in accordance with the applicable Reporting Standards

- a) The audit must be carried out by ABC Staff Auditors.
- b) Requirements in relation to the auditor and audits will be covered by the ABC Byelaws, ABC Audit Programmes and contractual arrangements.
- c) If following an audit we identify material problems with the Return Form or Certificate then we will propose to revise the claim. If a Certificate has already been issued we will issue a revised Certificate with an Audit Report that identifies the changes. This replaces your original Certificate and must be used in its place. The process is as follows:
- i) We will send you a letter detailing the reason/problem giving rise to the amendment.
- ii) You will have 10 working days from the receipt of this letter to provide any further information to us, or object to the revision of the claim.
- iii) If you wish to object to the revision of the claim you must do this in writing to the Director of Audit who will investigate and provide a decision within 10 working days. If the objection is to a decision by the Director of Audit or the Chief Executive then the first level of appeal will be in accordance with the Review Procedure detailed in the ABC Byelaws.
- iv) Subsequent Certificates will not be issued until we have resolved all queries on a previous audit and issued the revised Certificate, if applicable.
- v) We publish details of Audit/Inspection Reports on our website.

SECTION D: ONLINE PROFILE

INTRODUCTION

The Online Profile is an optional survey of user profile data, conducted online and in a standardised manner and reported on an ABC web traffic certificate.

PRINCIPLES

- D1. You must sample visitors in a manner likely to achieve a representative sample**
- D2. You must achieve a minimum number of completed questionnaires**
- D3. You must survey and report data in a standard format**
- D4. You must retain and make available for audit the record of the survey completion**

REQUIREMENTS

D1. You must sample visitors in a manner likely to achieve a representative sample

- a) You must sample visitors, either by overlays or banner solicitations, as follows.
 - i) By serving the overlays/banners randomly across all locations included in the claimed web traffic, during the field work period.
 - ii) The overlays/banners must be served for a minimum of 14 consecutive days within the Reporting Period.
 - iii) The overlays/banners should be served at uniform time intervals across all locations.
 - iv) The overlays/banners must be capped to appear to each Unique Browser only once per domain during the fieldwork period.
 - v) The age of the respondent must be the first question asked and if the response is 'under 15 years' no further questions should be asked.

[Guidance available](#)

D2. You must achieve a minimum number of completed questionnaires

- a) All completed questionnaires must be included.
 - i) A completed questionnaire is where all mandatory questions have been answered by a respondent aged 15 or over.
- b) The minimum sample is 1,000 completed surveys (400 for sites with less than 100,000 Daily Average Unique Browsers per month).

D3. You must survey and report data in a standard format

- a) You must report either a Consumer Online Profile or B2B Online Profile:
 - i) Consumer Online Profile:**

SECTION D: ONLINE PROFILE

Mandatory:

- Country of residency
- Age*¹
- Gender*
- Social Grade*

* Aggregate tabulations of results including cross break for core audience as defined by media owner (e.g. UK and Northern Ireland respondents aged 15+).

¹Standard age breaks to be used (15, 16-17, 18-19, 20-24, 25-34, 35-44, 45-54, 55-59, 60-64, 65-74, 75+)

Optional:

- Additional questions at the discretion of the site owner.

Note: You should consult with your auditor as question protocols might change with different questions.

ii) B2B Online Profile:

Mandatory:

- Job title or function*
- Geographical location*
- Area of industry served*

Optional:

- Additional questions at the discretion of the site owner.

Note: You should consult with your auditor as question protocols might change with different questions.

D4. You must retain and make available for audit the record of the survey completion

- A unique record of each survey completion must be inserted into the logged records provided for audit. This must include the identification of the time and date the survey was completed, identification of the unique browser and the URL of the page from which the respondent was solicited.
- A record of the respondent's answers to the survey questions must also be provided, that can be associated with the relevant survey completion entry in the logged records.
- You must provide a URL to the auditor in advance in order to enable testing of the completion of the survey and the data output.

[Guidance available](#)

GUIDANCE

REPORTED DATA

GB3. You may report optional metrics

- a) An App can be defined as a stand-alone program installed on a device to help perform a dedicated task.

For App traffic to be certified, the App must either:

- i) Only work with a connection (e.g. search App); or
- ii) Be able to work offline but does need to update to get new content (e.g. “digital edition” Apps).

If the activity of any App is measured using a consistent, persistent identifier of that App, then the activity may be measured as web traffic (either Unique Browsers or App Unique Browsers). The type of App should be known in advance of any certification.

Other types of App include:

- i) Apps that are simply a button that launches the standard device browser with an embedded link that opens the media owner’s web site. Effectively, they act as simple bookmarks and are therefore not subject to App certification. The traffic generated by such “Apps” is web traffic, not App traffic.
- ii) Apps that are entirely self-contained and the App is the content. Once you have downloaded the App you need no further connection (other than for software updates). These can count as a download but do not generate further traffic, so cannot be certified as web traffic.

The logged traffic substantiating the claimed metric(s) must carry values within the Domain and URL fields of the data submitted for audit that allow identification of the App(s) and of events within the App(s). These values may be actual website Domains and URLs or equivalent indicators.

Pushed traffic

If updates to the content of Apps that are able to work offline (but need to update to get new content) are pushed to the device (e.g. via automated XML feeds), as opposed to pulled by user initiated action (including automated App Impressions), the activity is not web traffic but Web Feed traffic. Hence, while (App) Unique Browsers can be certified, other traffic metrics such as App Page Impressions, Visits and Visit Duration cannot.

GB4. You may report analyses or breakouts of metrics

Note:

- A reported analysis will include all the subsets that make up the total being analysed.
 - A reported breakout will include a selection of subsets from those that make up the total.
- a) Geographical analysis: This may be analysed by identifying location of IP addresses. If analysing say UK and Rest of World you may allocate all identified UK IP addresses to UK and the remainder (including unresolved) to the Rest of the World figure. Alternatively you may state the unresolved figure as part of the analysis.

GUIDANCE

- b) *Analysing a metric by device type*: The following descriptions and examples are provided for guidance:

Device Type	Description
Computer	Has full-size keyboard, screen size at least 9in. <i>Example: Sony Vaio, iMac, Dell Vostro.</i>
Tablet	Has either no integral keyboard or a virtual keyboard, screen size typically 7-9in, mobile operating system (iOS, Android, Windows RT, WebOS, BB Tablet OS), no phone functionality. <i>Example: iPad, Kindle Fire, Samsung Galaxy Tab</i>
Smartphone	Has either a small integral keyboard or a virtual keyboard, screen size typically below 7in, phone functionality, designed to be held in one hand. <i>Example: iPhone, Google Nexus, Samsung Galaxy S4, Nokia Lumia, Windows Phone 8</i>
Console/TV	Primary purpose games or entertainment, can be fully used without keyboard, large screen size (usually at least 20in). <i>Example: Xbox One, Sony Playstation, Wii U, SMART Televisions</i>

GENERAL PRINCIPLES

GC2. Traffic must be human-initiated and the associated content is intended to be seen by the user

- a) *You must exclude robotic traffic.*
- i) It is recommended best practice to use the industry-standard ABC/IAB Global Robots and Spiders List ("ABC/IAB Robots List") in the exclusion process.
 - ii) The following types of robotic user-agents are included in the standard exclusion process:
 - **Personal spiders and offline browsers** can have significant and material effects on site traffic. Their activity levels are highly unpredictable over time and across sites. Hence, their User-Agents are NOT included in the standard ABC/IAB Robots List.
 - **PDA devices, web feed aggregators and other automated syndication agents** are included in the ABC/IAB Robots List. The Page Impressions certified for your site should NOT include any PDA or web feed (e.g. RSS) aggregator traffic.
 - **Records with unidentifiable User-Agents** (usually nulls, "-") are also deemed invalid, since there is a risk that the activity was made by a robot. Therefore, any record with a null User-Agent must be excluded along with the robots, unless the site can provide adequate justification for their inclusion.
 - iii) Traffic from anonymous proxies, via translation services or other third party tools, or locally cached pages, are not by default invalid. However the behaviour of such traffic may identify it as not human-initiated.

GUIDANCE

- b) *You must exclude traffic that has been 'pushed' into the user's browser.*
- i) **Subsited traffic:** Occurs when, upon a user requesting a page, a new browser window opens automatically on the user's device (most often as a pop-under) which carries a different page, usually from another site. This second browser window therefore generates a Page Impression for a page (and usually a site) different to that which was intended by the user's action.
 - ii) **Contextual linking:** Occurs when the activity of a user in a non-browser application (such as an Instant Messenger client) is analysed and a new browser window is opened (usually as a pop-under) containing a site considered relevant to the subject of the user's activity.
 - iii) **ISP page replacement:** Some ISPs serve a page from their own site containing their own content when the ISP's customer enters an invalid URL in their browser which would otherwise produce a standard DNS error page (e.g. "Server not found"). [This is different to the return of a standard 404 error page; in the 404's case, the server (domain) the user wanted has been found, but the page has not.] Since the user has not requested these pages such ISP page replacement is considered to be pushed traffic and therefore invalid.

Note: Automated Page Impressions following on from an intentional user request are not deemed to be pushed traffic and therefore they may be included.

- c) *You must exclude all internal activity.*
- i) This is usually achieved by excluding particular IP addresses or URLs.
 - ii) Traffic generated by non-technical and non-development staff may be included if you can demonstrate in an auditable manner that you can differentiate such activity from disallowed internal traffic.
- e) *You must exclude traffic to URLs that are concurrently served with a valid Page Impression or provide content that is not intended to be visible to the user.*
- i) Frameset exclusion can be complicated by the difficulty of distinguishing between wanted and unwanted records. The URLs associated with frames will all have valid file extensions. So, unlike the straightforward elimination of unwanted ".gif" or ".jpeg" records, it will not be possible to filter records for inclusion or exclusion simply on the basis of their file extension.
 - ii) Departure pages. *For example bounce-through pages, goto pages.*
 - These can be used to count Referrals In or Clickouts and so you may wish to process the log records of departure pages in order to count these metrics.

GC3. Evidence to support the claim must be retained and available for a minimum period

- a) *The logged records provide the specific data regarding each file request processed by the server.*
- i) Logged records may be generated by web servers, page tag servers (typically collecting graphic requests generated by browser-side measurement tools) or packet sniffers.

GUIDANCE

- c) *The logged records must contain sufficient information to identify the traffic to be counted and audited.*
- i) For web browser traffic, each log record will typically need to contain the following data fields:
- Date and time stamp of the request, including any adjustment to the time
 - IP Address of the originating **user** (NB – Dotted-quad format aa.bbb.cc.ddd, NOT the hostname)
 - Full request-URI, including:
 - o Domain (Host)
 - o Requested URL
 - o Any applicable query parameters
 - Full unmodified User-Agent string
 - Referrer URL
 - Unique Browser Identifier (e.g. Cookie) if not logged in other fields
 - Additionally, for web server logs:
 - o HTTP Status code (200, 302, 404 etc)
 - o HTTP method of the request (GET, POST etc.)
 - o IP Address (or name) of the **server**
 - o Bytes transferred
- ii) For App traffic you must be able to identify app data (e.g. via URL, domain, separate tag or account ID). These metrics are all subject to appropriate auditable data being provided that typically needs to contain the following fields:
- Device identifier
 - Event Date
 - Event Time
 - Application Name
 - Application Version
 - Event Description (or Ad URL for Mobile App Ad Impression)
 - IP address

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- User-Agent
- iii) Note that the W3C CLF (common log format) does not include fields essential to the accurate counting and auditing of web site activity, such as User-Agent, and as such is NOT suitable audit evidence. Also, some proxy log types (e.g. Squid) may not by default contain the fields typically required.
- iv) You should not change the format of your log files during the Reporting Period.
 - You should ensure that any third parties managing your log files for you are also aware of these requirements.
 - If you operate a mixed logging format (e.g. some domains on Apache servers, others on IIS), you may fail to exclude robots, and miscount Unique Browsers and also Visits, unless you ensure that the User-Agent strings are normalised to the same format throughout before the claimed metrics are calculated.

ONLINE PROFILE

GD1. You must sample visitors in a manner likely to achieve a representative sample

- a) *By serving the overlays/banners randomly across all locations included in the claimed web traffic, during the field work period.*
 - i) Overlay solicitations should be served at an interval that can be expected to produce the target number of survey completions, based on the anticipated level of site traffic. *For example, if there are expected to be 1 million Page Impressions during the fieldwork period, and if we assume that all respondents complete the survey, then the overlay should be served with every thousandth Page Impression or thereabouts. In practice the serving may need to be more frequent.*

GD4. You must retain and make available for audit the record of the survey completion

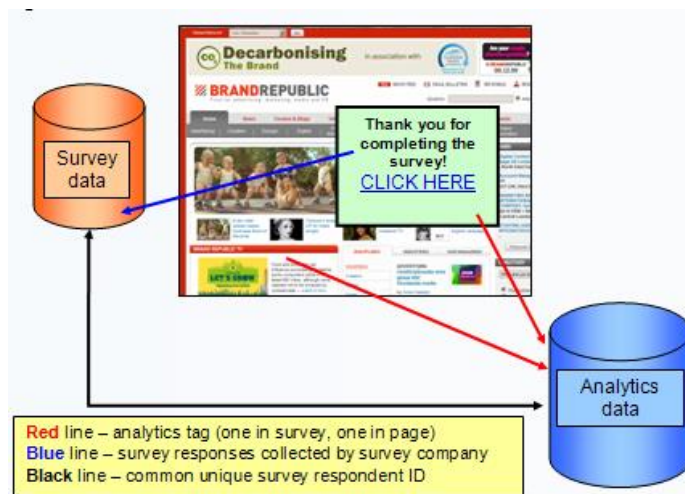
- a) *A unique record of each survey completion must be inserted into the logged records provided for audit.*

Depending on the method of tracking employed by the site publisher, this can be achieved as follows:

- i) If the media owner is providing audit data via a page tagging solution:
 - Insert one of the tags used for tracking across the site into the last page of the survey. The tag call should pass a unique survey respondent ID to the analytics data; this ID should be logged as part of the Page Impression for the survey's last page.
 - Post the unique survey respondent ID logged in step 1 into the survey response data, to allow matching of the survey completion to the tag call logged by the analytics solution.

GUIDANCE

This method is shown below



ii) If the media owner is not using page tagging, they can:

- Create a dummy page whose serving is logged in the source of web audit data
- Insert that dummy page into an IFRAME on the last page of the survey, and append a unique respondent ID into the IFRAME source address every time it is called by a respondent
- Post the unique survey respondent ID logged into the survey response data, such that a link may be established between a particular call to the dummy page within the IFRAME logged by the site publisher and a particular survey completion.

APPENDIX 1: ABC METRIC DEFINITIONS

The metrics seek to give measurements of reach, volume, frequency and level of interaction.

Web Metrics

The agreed metrics are grouped into the following categories:

Appendix 1

Appendix 1.1
Appendix 1.2
Appendix 1.3
Appendix 1.4
Appendix 1.5
Appendix 1.6
Appendix 1.7

Metrics

Key Unique Browser/Impression/Visit metrics
Other Unique Browser metrics
Other Page Impression metrics
User Account metrics (not traffic metrics)
Job / Property metrics
Download metrics
Click metrics

Appendix 2

Appendix 2.1
Appendix 2.2
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Metrics - Guidance

Key Unique Browser/Impression/Visit metrics
Other Unique Browser metrics
Other Page Impression metrics
User Account metrics (not traffic metrics)
Job / Property metrics
Download metrics
Click metrics

Appendix 3

Appendix 3.1

Metrics (less common)

Other certifiable metrics

Appendix 4

Appendix 4.1

Metrics (less common) - guidance

Other certifiable metrics - guidance

APPENDIX 1: ABC METRIC DEFINITIONS

Appendix 1.1 Key Unique Browser/Impression/Visit metrics

Category and Type	Metric Name	Metric Definition
<i>Web, Reach</i>	Unique Browser	<p>A unique and valid identifier (e.g. IP address +User-Agent and/or Cookie, UDID for Apps).</p> <p>These are reported as the de-duplicated net number of Unique Browsers for a given period. <i>For example: Daily Unique Browsers, Weekly Unique Browsers, Monthly Unique Browsers.</i></p> <p>Unique Browsers – periods other than Daily You may report Unique Browsers for a period other than daily providing you show the average of these for the Reporting Period. Note: Unique Browsers will be de-duplicated within the period of reporting.</p> <p><i>For example: For Monthly Unique Browsers you must include the monthly average (derived) which is the sum of each calendar month's de-duplicated traffic, divided by the number of months.</i></p> <p><i>For example: For Weekly Unique Browsers you must include the weekly average (derived) which is the sum of each week's de-duplicated traffic, divided by the number of weeks.</i></p> <p>When reporting Weekly Unique Browsers:</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>
<i>Web, Volume</i>	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
<i>Web, Frequency</i>	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
<i>Web, Frequency</i>	Unique Browser Duration	The total time in seconds for all Visits of two or more Page Impressions, divided by the number of Unique Browsers making such Visits. Guidance available

APPENDIX 1: ABC METRIC DEFINITIONS

Category and Type	Metric Name	Metric Definition
<i>Web, Frequency</i>	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 1.2 Other Unique Browser metrics

Category and Type	Metric Name	Metric Definition
<i>Web, Reach</i>	Mobile Unique Browser	A Unique Browser that has requested a Mobile Format Impression.
<i>Web, Reach</i>	Search Unique Browser	A Unique Browser that has made at least one Search.
<i>Web, Reach</i>	Repeat Visit Unique Browser	A Unique Browser that has made more than one Visit (expressed as a % of total Unique Browsers).
<i>Web, Reach</i>	Single Visit Unique Browser	A Unique Browser that has made only a single Visit (expressed as a % of total Unique Browsers).

Appendix 1.3 Other Page Impression metrics

Category and Type	Metric Name	Metric Definition
<i>Web, Volume</i>	Automated Page Impression	A Page Impression sent to a valid browser as a result of an automatic process initiated by the site. Guidance available
<i>Web, Volume</i>	Mobile Format Impression	A Page Impression delivered in a format optimised for use on a smartphone or similarly capable handheld device. Guidance available
<i>Web, Volume</i>	PDF Impression	A file, or combination of files, containing PDF content, sent to a valid browser as a result of that browser's request being received by the server.
<i>Web, Volume</i>	Search	The first Page Impression sent to a valid browser as a result of that browser's search request being received by the server. Guidance available
<i>Web, Volume</i>	Referral In	A Page Impression representing an arrival at a property by a valid browser from another identifiable property. Guidance available
<i>Web, Volume</i>	Email Referral In	A Page Impression representing an arrival at a website by a valid User from a hyperlink embedded in an email.

APPENDIX 1: ABC METRIC DEFINITIONS

Category and Type	Metric Name	Metric Definition
<i>Web, Volume</i>	Publication Opened	A file, or combination of files, that represents the Page Impression for the first (arrival) page of an online publication served in response to a valid request by a valid browser. Guidance available

Appendix 1.4 User Account metrics (not traffic metrics)

Category and Type	Metric Name	Metric Definition
<i>Web, Reach</i>	Registered User Account	An account set up for a user to request to receive access to a website, service or network. Guidance available
<i>Web, Reach</i>	Active Registered User Account	A Registered User Account that has accessed the website, service or network in the Reporting Period. Guidance available
<i>Web, Reach</i>	Paid Registered User Account	A Registered User Account set up for a user upon payment by that user to request to receive access to a website, service or network. Guidance available
<i>Web, Reach</i>	Active Paid Registered User Account	A Paid Registered User Account that has accessed the website, service or network in the Reporting Period. Guidance available
<i>Web, Reach</i>	Paid Multiple Registered User Account	An account set up by a user upon payment, normally by a third party for multiple users, to request to receive access to a website, service or network. Guidance available
<i>Web, Reach</i>	Active Paid Multiple Registered User Account	A Paid Multiple Registered User Account that has accessed the website, service or network in the Reporting Period. Guidance available

Appendix 1.5 Job / Property metrics

Category and Type	Metric Name	Metric Definition
<i>Web, Reach</i>	Active CV Registrant	A Registered User Account that has either made at least one New CV Registration or updated an existing CV in the month.
<i>Web, Reach</i>	Unique CV Registrant	A Registered User Account that has made at least one New CV Registration.
<i>Web, Volume</i>	New CV Registration	A Page Impression served upon submission of a new CV into the database of a recruitment site from a valid browser active on that site. Guidance available

APPENDIX 1: ABC METRIC DEFINITIONS

Category and Type	Metric Name	Metric Definition
Web, Volume	Job Search	The first valid Page Impression sent to a valid browser as a result of that browser's search request from a dedicated job search form being received by the server.
Web, Volume	Job Details Page Impression	A valid Page Impression that contains the particulars for a single vacancy only.
Web, Volume	Job Application Requested Download	A Requested Download of a job-related document.
Web, Volume	Online Job Application	The submission to a server of an application form or a CV by a valid browser. Guidance available
Web Volume	Email Job Referral	A Click on a mailto link within a job listing intended for the submission of applicant information and/or a CV to a recruiter.
Web, Volume	Online Job Referral	A Click on a link within a job listing to a URL specified by a Recruiter.
Web, Volume	Online Property Details Page Impression	A valid Page Impression that contains the particulars for <u>a single</u> property listing only. Guidance available
Web, Volume	Online Property Referral	A Page Impression served after a valid browser has requested property details from an estate agent. Guidance available

Appendix 1.6 Download metrics

Category and Type	Metric Name	Metric Definition
Web, Volume	Requested Download	A request for a non-HTML file that may be executed offline. Guidance available
Web, Volume	Completed Download	A completed request for a non-HTML file that may be executed offline, shown by the number of bytes transferred being at least 95% of the stated size of the file.
Web, Volume	Automated Requested Download	A request for a non-HTML file that may be executed offline as a result of an automated process.
Web, Volume	Automated Completed Download	A completed request for a non-HTML file that may be executed offline, shown by the number of bytes transferred being at least 95% of the stated size of the file, as a result of an automated process.

APPENDIX 1: ABC METRIC DEFINITIONS

Appendix 1.7 Click metrics

Category and Type	Metric Name	Metric Definition
<i>Web, Volume</i>	Click	The activation of a hypertext link by a valid browser.
<i>Web, Volume</i>	Clickout	A Click to an external (non-native) destination.
<i>Web, Volume</i>	Search Click	A Click originating from a set of Search results.

APPENDIX 2: ABC METRIC DEFINITIONS - GUIDANCE

Appendix 2.1 Key Unique Browser/Impression/Visit metrics - Guidance

Metric Name	Explanatory Notes
Unique Browser	<p>This metric measures each browser on a given device; it does not measure a person.</p> <p>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 address and browser configurations operating through a proxy, cookie blocking and cookie deletion.</p> <p>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.</p> <p>Note: App Unique Browsers 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>
Page Impression	<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>
Visit	<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>
Unique Browser Duration	<p>In order to measure Unique Browser Duration, a first and last Page Impression record (or other auditable logged event) must exist for each Visit. Therefore, Unique Browsers only making Visits consisting of only one Page Impression 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.</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 2: ABC METRIC DEFINITIONS - GUIDANCE

Metric Name	Explanatory Notes
Visit Duration	<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 2.2 Other Unique Browser metrics - Guidance

None.

Appendix 2.3 Other Page Impression metrics - Guidance

Metric Name	Explanatory Notes
Automated Page Impression	<p>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 latter 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.</p> <p>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, and splash pages.</p>
Mobile Format Impression	<p>These impressions must be distinguishable from standard desktop formatted Page Impressions by URL, by Domain or else by another field that specifically records whether a requested Page Impression was delivered in a mobile format.</p> <p>Note that User-Agent, screen size and screen resolution are not acceptable fields for identification of Mobile Format Impressions.</p>
Search	<p>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.</p>
Referral In	<p>Effectively, the event that needs to be detected is the arrival at the identified property by a user who has come from another property. To do this requires testing whether this Page Impression has a Referrer field that is native to the property or is Null; any non-null, non-native values may be counted as Referrals In.</p>
Publication Opened	<p>This metric applies only to properties which present themselves online in a print-style format typically built in rich media and requiring the user to "turn" virtual pages.</p>

Appendix 2.4 User Account metrics (not traffic metrics) - Guidance

Metric Name	Explanatory Notes
Registered User Accounts	<p>All such Registered User Accounts should be contactable for audit purposes.</p>
Active Registered User Accounts	<p>Auditable evidence of activity in the Reporting Period is required for all Active Registered User Accounts.</p>

APPENDIX 2: ABC METRIC DEFINITIONS - GUIDANCE

Paid Registered User Accounts	Auditable evidence of payment and identifiers of the account must be provided.
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Appendix 2.5 Job / Property metrics - Guidance

Metric Name	Explanatory Notes
New CV Registration	The site must provide auditable evidence of submission, such as a "thank you" Page Impression or a redirect to a specific "success" URL reachable by no other means. This metric is a count of activity on the site and measures CV uploads only, not updates. One user account may upload more than one CV at a time.
Online Job Application	The site must provide auditable evidence of submission, such as a "thank you" Page Impression or a redirect to a "success" URL.
Online Property Details Page Impression	Note that a single property can have multiple listings.
Online Property Referral	Such Property Details Requests are represented by a "thank you" page after the users have completed the form, just as for Online Job Applications, and must have a specific URL reachable by no other means.

Appendix 2.6 Download metrics - Guidance

Metric Name	Explanatory Notes
Requested Download	This typically includes audio files, video files, games and document files (e.g. .doc, .xls, .mp3, .ppt, .pdf).

Appendix 2.7 Click metrics - Guidance

None.

APPENDIX 3: ABC METRIC DEFINITIONS (LESS COMMON)

Appendix 3.1 Other certifiable metrics

Category and Type	Metric Name	Metric Definition
<i>Web, Reach</i>	WAP Unique Browser	A Unique Browser that has made at least one WAP Impression. Guidance available
<i>Web, Reach</i>	Web Feed Article Impression Unique Browser	A Unique Browser generating at least one Web Feed Article Impression.
<i>Web, Reach</i>	Web Feed Referral In Unique Browser	A Unique Browser that has made a Web Feed Referral In.
<i>Web, Reach</i>	Web Feed Unique Browser	A valid Unique Browser (measured by Cookie) that has requested a web feed from the source site. Guidance available
<i>Web, Volume</i>	Proprietary Page Impression	A valid Page Impression on a recruitment site where the Site Owner (which may be different to the Site Publisher) is materially the same as the Site Advertiser. Where such Page Impressions represent more than 5% of the total Page Impressions in the Reporting Period, these must be broken out.
<i>Web, Volume</i>	Web Feed Referral In	The first Page Impression served to a valid browser as a result of redirection from a link in a web feed clicked on by that browser.
<i>Web, Volume</i>	WAP Impression	A file, or combination of files, intended for a WAP device, sent to a valid browser as a result of that browser's request being received by the server. Guidance available
<i>Web, Volume</i>	Web Feed Article Impression	A web feed article requested by a valid browser within their browser or web feed reader. Guidance available
<i>Web, Reach</i>	Subscriber Account	An account set up for a user to request to receive access to a website, service or network for a fixed period of time. Guidance available
<i>Web, Reach</i>	Active Subscriber Account	A Subscriber Account that has accessed the website, service or network in the certification period. Guidance available
<i>Web, Reach</i>	Active Paid Subscriber Account	A Paid Subscriber Account that has accessed the website, service or network in the certification period. Guidance available

APPENDIX 3: ABC METRIC DEFINITIONS (LESS COMMON)

Category and Type	Metric Name	Metric Definition
<i>Web, Reach</i>	Paid Subscriber Account	An account set up for a user upon payment by that user to request to receive access to a website, service or network for a fixed period of time. Guidance available
<i>Web, Volume</i>	CV Details Page Impression	A valid Page Impression that contains the particulars for a single CV only.
<i>Web, Volume</i>	Job Exposure Page Impression	A valid Page Impression that contains headline details of job vacancies including, as a minimum, the job title and at least one other relevant parameter e.g. location or salary.
<i>Web, Volume</i>	Web Feed Job Referral In	A Page Impression to a URL specified by a Recruiter served to a valid browser as a result of redirection from a link in a web feed job listing clicked on by that browser.
<i>Web, Volume</i>	Job Clickout	A Click to a job listing on another recruitment site.
<i>Web, Reach</i>	Chat Unique Browser	A Unique Browser that has made one or more Chat Impressions (HTML Chat ONLY).
<i>Web, Volume</i>	Chat Impression	A file, or combination of files, sent to a valid browser while the browser is involved in an interactive Chat session (i.e. a Page Impression generated by a Chat URL.). Chat URLs show the input of one or more concurrent Users, visible to each other, updated frequently, so as to enable a text based conversation. (HTML Chat ONLY). Guidance available
<i>Web, Frequency</i>	Chat Duration	The total elapsed time in seconds between the first and last time stamp recorded for each valid browser's Chat Impressions (HTML Chat ONLY). Guidance available
<i>Web, Reach</i>	Unique Active Chat User	A unique combination of an IP address + a Nick name + a 5 second minimum stay (logged time-in minus logged time-out) + 1 or more logged lines.
<i>Web, Reach</i>	Unique Chat Host	A unique IP address found within the valid chat log records.
<i>Web, Reach</i>	Unique Chat User	A unique combination of an IP address + a Nick name + a 5 second minimum stay (logged time in minus logged time out).
<i>Web, Frequency</i>	Unique Chat User Duration	The total duration in seconds (measured by taking time joined from time left) of all valid Unique Chat Users, divided by the total valid Unique Chat Users.
<i>Web, Frequency</i>	Click Visit	A series of one or more Clicks, served to one valid browser, which ends when that browser has not made a Click for a 30-minute period.
<i>Web, Volume</i>	PDA Synch	A synch by a PDA device with the site (or channel). Guidance available

APPENDIX 4: ABC METRIC DEFINITIONS (LESS COMMON) - GUIDANCE

Appendix 4.1 Other certifiable metrics - guidance

Metric Name	Explanatory Notes
WAP Unique Browser	Due to the lack of variation in WAP proxy IP address+User-Agent combinations, this metric must be calculated using cookies
Web Feed Unique Browser	<p>This produces a count of the total Unique Browsers who request web feeds (e.g. RSS, Atom) through browsers. The Cookie identifier is agreed to be the only identifier that provides the required level of granularity. No defaults are currently acceptable.</p> <p>The simple number of web feeds requested is not considered meaningful, since the number of requests relies so much on automated processes.</p>
WAP Impression	<p>In effect, one request by a valid browser should result in one WAP Impression being claimed.</p> <p>Certain WAP traffic can be excluded on the basis of information derived from the server log files. In most cases, a single request from a browser causes one or more WML files (a so-called "WAP deck") to be sent by the server. The site must therefore ensure that any additional, non-requested files are excluded from the claimed WAP Impression total. A WAP Impression does not guarantee that a user actually viewed a page of WML; it only measures the opportunity for the user to view such content. This means that a WAP Impression recorded as valid by the server will be valid even if the content does not load to completion.</p>
Web Feed Article Impression	This measurement requires the counting of a serving of a 1x1 tracking pixel within the <description> element of each article in a given web feed. These pixels will only be shown as a result of a definite user action to view the feed article. Since each article request will be counted, more than one article (and pixel) may be requested at once in a reader or Web browser. This metric should therefore not be considered to be comparable with a Page Impression.
Subscriber Accounts	All Subscriber Accounts should be contactable for audit purposes. You must be able to provide the expiry (renewal) dates of the accounts.
Active Subscriber Accounts	Auditable evidence of activity in the Reporting Period is required for all Active Subscriber Accounts.
Paid Subscriber Accounts	Auditable evidence of payment and identifiers of the account must be provided.
Chat Impression	<p>In effect, one request by a valid browser should result in one Chat Impression being claimed.</p> <p>This metric is not applicable to Forums, where concurrent users are not typically visible to each other. The metrics available to a site to measure Chat depend on the technology employed by the site to support Chat. Chat based technologies include HTML, IRC, Java and proprietary applications. The Chat Impression metric is only available for HTML-based chat.</p>
Chat Duration	In order to measure Chat Duration, a first and last Chat Impression record must exist for each Unique Browser. Therefore, Users making single-record Chat Impressions, and any such Chat Impressions, are excluded.
PDA Synch	This is measured by requiring one URL per site (or channel) to be non-cacheable. This then acts as the identifier for counting PDA Synchs. Measuring how many times this URL was requested in the Reporting Period will therefore allow a count of total PDA Synchs. Break-outs by channel can also be supported by this approach.

APPENDIX 5: JICWEBS AV AND AD METRICS

These metric definitions are maintained by JICWEBS (www.jicwebs.org) and are reproduced here for ease of reference only.

Appendix 5.1 Audio/Visual (AV) metrics

Category and Type	Metric Name	Metric Definition
<i>Web, Volume</i>	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>
<i>Web, Volume</i>	Automated AV Play	An AV Play started by a valid browser as a result of an automatic process.
<i>Web, Volume</i>	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>
<i>Web, Volume</i>	Automated AV Content Play	An AV Content Play started by a valid browser as a result of an automatic process. Guidance available
<i>Web, Volume</i>	AV Starts	A browser-initiated logged event denoting the start of consumption of an identifiable AV content item by a valid browser. Guidance available
<i>Web, Frequency</i>	AV Play Completion Rate	The percentage of AV Plays that consumed at least 95% of the on-demand AV content requested. Guidance available
<i>Web, Reach</i>	AV Unique Browser	A Unique Browser that has made at least one AV Play.

APPENDIX 5: JICWEBS AV AND AD METRICS

Category and Type	Metric Name	Metric Definition
<i>Web, Reach</i>	Interactive TV Unique Browser	A Unique Browser that has made at least one Interactive TV Impression.
<i>Web, Volume</i>	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
<i>Web, Frequency</i>	AV Play Duration	The number of seconds of content served to a valid browser in an AV Play. Guidance available
<i>Web, Frequency</i>	Unique AV Play Duration	The total length of distinct content played by each AV Unique Browser. Note that "content" here means an AV playlist or any part thereof.
<i>Web, Frequency</i>	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.
<i>Web, Frequency</i>	Unique AV Play Percentage	The percentage of the total content of each content item played by each Unique Browser. Note that a "content item" here means an AV playlist or any part thereof.
<i>Web, Volume</i>	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.
<i>Web, Reach</i>	Podcast Subscriber	A valid Unique Browser (measured by Cookie) that has requested a notification of podcast availability from the source site.
<i>Web, Volume</i>	Completed Podcast	A Completed Audio or Video Download made by a valid browser following receipt of an automated notification of availability. Guidance available
<i>Web, Reach</i>	Completed Podcast Unique Browser	Any valid Unique Browser that has made a Completed Podcast.
<i>Web, Volume</i>	Requested Podcast	A Requested Audio or Video Download made by a valid browser following receipt of an automated notification of availability. Guidance available
<i>Web, Reach</i>	Requested Podcast Unique Browser	Any valid Unique Browser that has made a Requested Podcast.

APPENDIX 5: JICWEBS AV AND AD METRICS

Appendix 5.2 Ad metrics

Category and Type	Metric Name	Metric Definition
<i>Web, Volume</i>	Ad Unique Browser	A Unique Browser that has made at least one Ad Impression.
<i>Web, Volume</i>	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
<i>Web, Volume</i>	Average Ad Streams	<p>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.</p> <p>An identifier system must be used that will give the agency, ad name and ad length.</p> <p>Whether scrubbing has been disabled or not must be reported. Guidance available</p>
<i>Web Volume</i>	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.

APPENDIX 5: JICWEBS AV AND AD METRICS

Appendix 5.3 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 5.4 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>
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APPENDIX 5: JICWEBS AV AND AD METRICS

Average Ad Streams	For UK measurement the Clearcast clock number will be an appropriate identifier. 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).
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