



# Online Property: Certificate of Activity

For the period: 1 October 2008 - 31 October 2008

## Web



Property Name: VideoJug



## Contents

1. Total Qualifying Worldwide Traffic
2. Network Domains/URLs
3. Daily Activity
4. Geo IP Analysis
5. Additional Notes
6. Glossary of Terms
7. Counting System
8. Audit Opinion by ABCe
9. About ABCe
10. Media Owner Statement

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### 1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	136,418	3,679,202
Visits	148,039	4,589,212
Page Impressions	452,461	14,026,289

### 2. Network Domains/URLs:

www.videojug.com

Please see the Media Owner statement in section 10 for content description.

### 3. Daily Activity:

Date	Unique User / Browsers	Visits	Page Impressions	Date	Unique User / Browsers	Visits	Page Impressions
01-Oct-08	122,017	131,483	399,039	17-Oct-08	117,289	126,350	401,260
02-Oct-08	133,234	147,831	436,528	18-Oct-08	119,565	129,281	421,506
03-Oct-08	113,386	124,734	394,845	19-Oct-08	133,165	143,713	466,453
04-Oct-08	125,551	139,303	445,053	20-Oct-08	134,385	144,514	452,061
05-Oct-08	129,432	142,786	456,689	21-Oct-08	135,822	145,828	453,487
06-Oct-08	134,535	147,481	439,841	22-Oct-08	150,855	162,729	492,128
07-Oct-08	141,031	152,687	456,415	23-Oct-08	155,659	168,416	495,517
08-Oct-08	140,518	153,172	453,085	24-Oct-08	130,187	140,555	437,082
09-Oct-08	140,817	152,894	451,272	25-Oct-08	133,016	143,719	455,278
10-Oct-08	129,126	140,642	419,352	26-Oct-08	140,698	151,905	487,199
11-Oct-08	135,719	147,891	447,794	27-Oct-08	152,947	166,264	500,720
12-Oct-08	145,877	158,855	477,902	28-Oct-08	155,622	169,518	509,634
13-Oct-08	148,874	161,880	469,739	29-Oct-08	155,368	168,761	496,643
14-Oct-08	134,301	145,040	446,547	30-Oct-08	148,246	159,718	475,952
15-Oct-08	126,339	136,015	428,366	31-Oct-08	136,642	146,543	422,526
16-Oct-08	128,736	138,704	436,376				





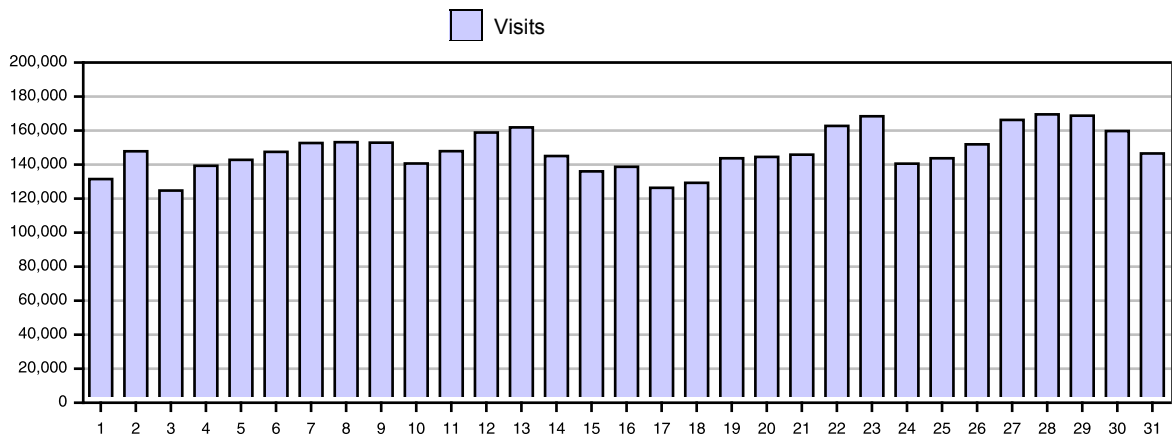
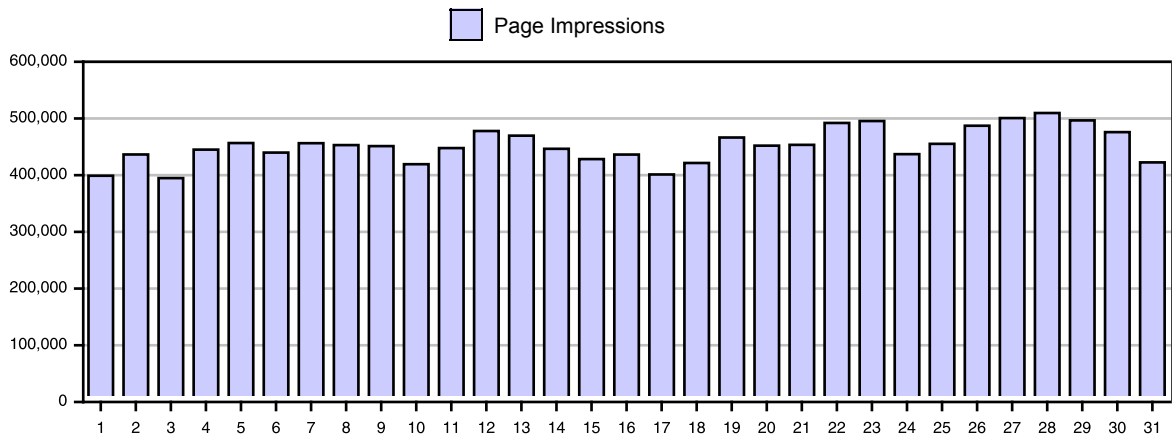
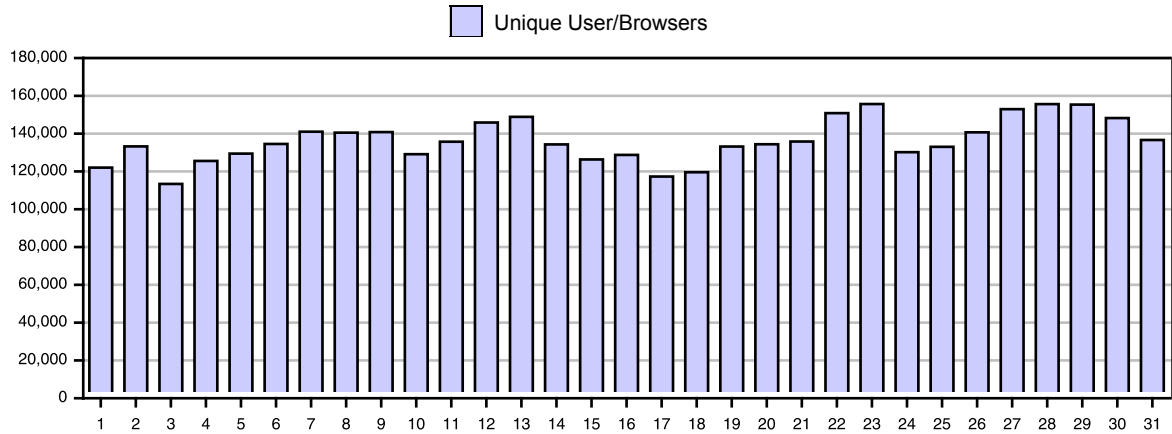
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For the period: 1 October 2008 - 31 October 2008

Web



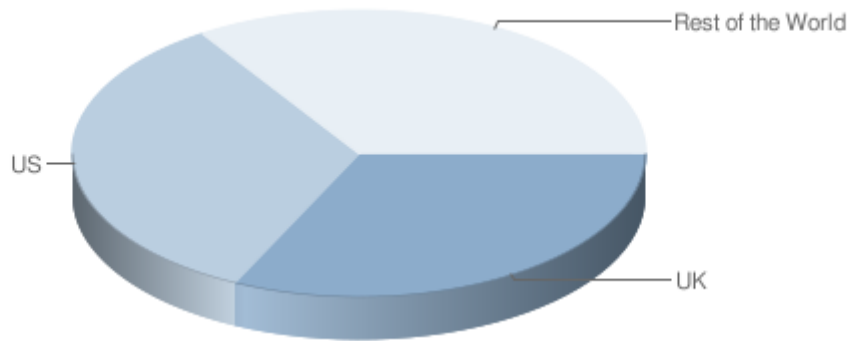
Property Name: VideoJug



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### 4. Geo IP Analysis:

Unique User/Browsers by Country/Region



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".



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For the period: 1 October 2008 - 31 October 2008

## Web



Property Name: VideoJug

## 5. 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.

## 6. Glossary of Terms:

### UNIQUE USER/BROWSER

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

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

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

### MONTHLY UNIQUE USER/BROWSERS

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

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

### PAGE IMPRESSION

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

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

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

Please note that files that contain specific types of advertising creative, such as banners or skyscrapers, and files that represent Streams are not valid for the counting of Page Impressions but should be used separately to identify Ad Impressions or Streams. All content within a Page Impression may not necessarily be visible in the user's browser window.

### VISIT

**A series of one or more Page Impressions, served to a valid Unique User/Browser, which ends when that Unique User/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 User/Browser. Note that, in addition to Page Impressions, the media owner can use other auditable logged events carrying valid Unique User/Browser identifiers to calculate this metric if desired.

### UNIQUE USER/BROWSERS BY COUNTRY

**The percentages by country of all valid Unique User/Browsers identified during the Certification Period.**

Note: This requires calculation of an IP address recorded in all Page Impressions made by each valid Unique User/Browser. 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 may appear in a tabular or pie-chart format – e.g. 15.24% UK, 6.36% US, x% unresolved. In ALL cases the methodology used to resolve the IP addresses MUST be clearly specified.

### SYNDICATED CONTENT

**Content served by a third party into the certified site's Page Impressions, or content served by the certified site into a third party's Page Impressions. Syndicated content may or may not be included in certified traffic.**

### INVALID TRAFFIC

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

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

## 7. Counting System:

This site used a third party to count the data supporting this certificate.





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## 8. Audit Opinion by ABCe

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

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

## 9. About ABCe

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

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

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



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

For more information please visit [www.abce.org.uk](http://www.abce.org.uk) and [www.jicwebs.org](http://www.jicwebs.org).

ABCe is a trading name of Audit Bureau of Circulations Limited, a company registered in England (number 255647) and limited by guarantee. The company is industry owned and non-profit distributing.

## 10. Media Owner Statement

VideoJug is now one of the world's most popular libraries of How to video online, with over 45,000 professionally-produced, high definition videos, covering every conceivable topic, at its core. Launched in September 2006, VideoJug's free video guides offer step-by-step expertise and advice on a huge range subjects, covering life's ups and downs. The how-to guides provide easy to follow, bite-size tutorials on a wide range of topics from DIY, Technology and Sport to Beauty, food and recipes. VideoJug use leading experts in their respective fields - be they celebrities, professors, professionals, coaches, teachers or doctors - who provide real expertise and answers to a wide range of common questions and concerns. VideoJug embraces its mission to be the definitive source for knowledge, credible expertise and wisdom for every aspect of human life. No matter whom you are, no matter what your problem may be - VideoJug's aim is to help, inform and inspire.

