



Current Industry (JICWEBS UK & I) Agreed Metrics

All metrics are certified for the audit period. The minimum audit period is one calendar month.

PAGE IMPRESSION

Definition:

A file or a 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.

Note:

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 an 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.

A PAGE IMPRESSION (i.e. a request for Web content) does not guarantee that a USER actually viewed it; it only measures the opportunity for that content to have been delivered to the USER. This means that a PAGE IMPRESSION will be valid even if the content does not load to completion (so long as the server record so established fulfills all standard validity requirements).

AUTOMATABLE TRAFFIC

Definition:

A series of PAGE IMPRESSIONS served to a valid USER from one page resulting from an automatic process, which refreshes the page at a set interval.

Note:

If a valid USER (i.e. a connection to the site from a valid browser) requests a page and subsequently the page is refreshed to that same USER, then both the original page request and all subsequent refreshed pages are deemed to be valid PAGE IMPRESSIONS. The fact that the subsequent pages result from an automated process rather than an actual mouse click does NOT make those pages invalid. The USER therefore 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.

All Audit Certificates **may** carry a breakdown of the totals of automatable and non-automatable PAGE IMPRESSIONS from the overall PAGE IMPRESSION total. To ensure comparability, all such sites wishing to certify this will be required to identify all automatable URLs, and all PAGE IMPRESSIONS for those URLs will be deemed to be automatable traffic unless the site can provide sufficient supporting evidence to the contrary.

This is not currently mandatory. For certification periods beginning 01 July 2001 or later it will be a mandatory requirement of certification to breakout AUTOMATED PAGE IMPRESSIONS from the Total PAGE IMPRESSION figure (see below).

AUTOMATED PAGE IMPRESSION

Definition:

A PAGE IMPRESSION sent to a valid USER resulting from an automatic process.

Note:

AUTOMATED PAGE IMPRESSIONS are valid PAGE IMPRESSIONS that represent URIs, which are normally requested automatically by the browser, without the need for human action. (For example: automated price/news/score updates, text tickers, slide-show sequences, automated tours, etc.). Hence, by default, non-automated PAGE IMPRESSIONS are URIs which normally require a human action (typically a mouse-click, touch-screen, etc.) to make the request.

Where a particular URI can be requested by both automated and non-automated mechanisms (for example if a mouse-click requests 'rollingnews.html' and the same page is subsequently automatically refreshed at intervals) then the site must provide an auditable method of distinguishing the initial non-automated PAGE IMPRESSION from the subsequent AUTOMATED PAGE IMPRESSIONS in order to claim the traffic under the correct type.

If the site cannot distinguish the type, then all PAGE IMPRESSIONS for this URI will be deemed automated.

On the Certificate, AUTOMATED PAGE IMPRESSIONS can be included within the headline PAGE IMPRESSIONS (standard definition) total, but must be broken out.

WAP IMPRESSION

Definition:

A WML file or a combination of WML 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 WAP USER should result in **one** WAP IMPRESSION being claimed. The User must be a valid User.

Note:

Certain WAP Pages are excluded on the basis of the information contained in the server log file(s). However, unlike the method used for 'standard' (HTML) PAGE IMPRESSIONS and AUTOMATED PAGE IMPRESSIONS, the total exclusion of all robotic and internal traffic by this method is not currently possible but is under review.

In most cases a single request from a USER causes one or more WML files (a deck) to be sent by the server to satisfy the request. Therefore the site must ensure that any additional, non-requested files are filtered out and excluded when counting the claimed number of WAP IMPRESSIONS.

A WAP IMPRESSION (i.e. a request for WAP content) does not guarantee that a USER actually viewed it; it only measures the opportunity for that content to have been sent to

the USER. This means that a WAP IMPRESSION will be valid even if the content does not load to completion (so long as the server record so established fulfills all standard validity requirements).

On the Certificate, WAP IMPRESSIONS can be included within the headline PAGE IMPRESSIONS (standard definition) total, but must be broken out where they represent more than 5% of the total site traffic.

INTERACTIVE TV IMPRESSION

Definition:

A file or a 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 INTERACTIVE TV USER should result in **one** INTERACTIVE TV IMPRESSION being claimed. The User must be a valid User.

Note:

Certain INTERACTIVE TV IMPRESSIONS are excluded on the basis of the information contained in the server log file(s). However, unlike the method used for standard (HTML) PAGE IMPRESSIONS, the total exclusion of all robotic and internal traffic activity by this method is not currently possible.

In most cases a single request from a USER causes several files to be sent by the server to satisfy the request. For example, the server may send one or more content or text files, followed by several associated graphics images, audio files, etc. The site must ensure that all these additional, 'non-requested' files are excluded when counting the claimed number of INTERACTIVE TV IMPRESSIONS.

An INTERACTIVE TV IMPRESSION (i.e. a request for Interactive TV content) does not guarantee that a USER actually viewed it; it only measures the opportunity for that content to have been delivered to the USER. This means that an INTERACTIVE TV IMPRESSION will be valid even if the content does not load to completion (so long as the server record so established fulfills all standard validity requirements).

On the Certificate INTERACTIVE TV IMPRESSIONS can be included within the headline PAGE IMPRESSIONS (standard definition) total, but must be broken out.

CHAT IMPRESSION

Definition:

A file or a combination of files sent to a valid USER as a result of that USER'S request being received by the server. Chat is content that requires the input of one or more concurrent valid USERS, visible to each other, updated frequently, so as to enable a text based conversation

In effect, **one** request by a valid CHAT USER should result in **one** CHAT IMPRESSION being claimed. The User must be a valid User.

Chat is an opportunity for content to be displayed within a browser while the USER is involved in an interactive Chat session.

Note:

This metric does not include Forums where concurrent users are not typically visible to each other. Forums continue to be measured using the standard PAGE IMPRESSION metric. The metrics available to a site to measure Chat are dependent upon the technology employed by the site to support Chat. Chat based technologies include: HTML, IRC, Java and proprietary applications.

JICWEBS acknowledged that a definition of Chat could not be written in absolute technical terms, due to the different types of Chat that exist and that sites who felt that content was being wrongly classified by ABC ELECTRONIC as Chat have a right of appeal to JICWEBS.

On the Certificate, CHAT IMPRESSIONS can be included within the headline PAGE IMPRESSIONS (standard definition) total, but must be broken out. Hence, sites need to ensure that all Chat URLs are identifiable and a declaration of these is required as part of the Audit.

STREAM IMPRESSION**Definition:**

The total number of times that a stream of data is 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 STREAM IMPRESSION (a non-interactive streamed content download) being claimed. The User must be a valid USER.

Notes:

This metric offers the opportunity to measure the number of non-interactive streamed content downloads e.g. audio, video sent to a USER.

This metric is designed just to measure the number of times that a USER actually requests the streaming process; it therefore requires USER interaction. Other metrics will be used to describe more fully the character of the interaction with the media stream. It may NOT be the case that the USER is actually viewing or listening to the content as it is streamed. Automated requests, arising as a result of a process failure i.e. of the USERS original request, should be excluded, but this may not be possible.

On the Certificate STREAM IMPRESSIONS can be included within the headline PAGE IMPRESSIONS (standard definition) total, but must be broken out.

INTERACTIVE IMPRESSION**Definition:**

The total number of interactive media 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 INTERACTIVE IMPRESSION being claimed. The USER must be a valid USER.

Notes:

This metric is designed to measure just the number of times that a USER is sent an interactive content file; it therefore should require user interaction. Other metrics will be used to describe more fully the character of the interaction with the media stream.

On the Certificate INTERACTIVE IMPRESSIONS can be included within the headline PAGE IMPRESSIONS (standard definition) total, but must be broken out.

SMS MESSAGE**Definition:**

A file or a combination of files sent to a valid USER'S SMS enabled device by the server." (Typically SMS devices are mobile phones or PDAs).

In effect, **one** file sent by the server should result in **one** SMS MESSAGE being claimed.

Note:

Typically the SMS server sends a single file that comprises a single SMS Message. The log file for this activity can be interrogated to establish a count of SMS Messages. Only one file per SMS enabled device per message is deemed valid. Therefore, the site must ensure that any additional files are filtered out and excluded when counting the claimed number of SMS MESSAGES.

The serving of a SMS MESSAGE does not guarantee that a USER actually viewed it. It only measures the opportunity for that content to have been sent to the USER. This means that an SMS Message will be valid even if the content does not load to completion (so long as the server record used to identify the SMS Message fulfills the validity requirements). NB: In the future it may be possible to revise this metric to include only SMS MESSAGES sent, net of the gross number sent i.e. excluding undelivered messages. Currently all SMS MESSAGES sent are valid.

On the Certificate this metric is for content that is not deemed valid under the standard PAGE IMPRESSION metric. Hence, SMS MESSAGES do not contribute to the Headline PAGE IMPRESSIONS total.

UNIQUE USER (USER)**Definition:**

The total number of unique combinations of an IP address plus a further identifier. Sites may use User Agent, Cookie and/or Registration ID.

Note:

Where UNIQUE USERS are allocated IP addresses dynamically (for example by dial-up Internet Service Providers), this definition may overstate or understate the real number of UNIQUE USERS concerned. ABC ELECTRONIC will discuss with the site where they wish to use an alternative identifier (e.g. registration ID for Registered UNIQUE USERS, cookies, etc.), which offer additional methods of defining different UNIQUE USERS visiting the site. Certain classes of traffic are not valid USERS and must be excluded.

The VISIT and SESSION metrics (see below) will be calculated on the basis of the USER metric used.

A USER is defined on the same basis as a UNIQUE USER, but is **not** unique within the audit period.

REPEAT UNIQUE USERS

Definition:

The total number of UNIQUE USERS who make more than one VISIT.

Note:

This metric should be expressed as a percentage of the total UNIQUE USER figure when included on certificates.

SINGLE UNIQUE USERS:

Definition:

The total number of UNIQUE USERS making a single VISIT to the site.

Note:

This metric should be expressed as a percentage of the total UNIQUE USER figure when included on certificates.

UNIQUE CHAT USER

Definition:

The total number of unique combinations of an IP address plus a further identifier (sites may use User Agent, Cookie and/or Registration ID) recorded in the server log file(s) for CHAT IMPRESSIONS.

Note:

This will typically be a count of all the UNIQUE USERS who have contributed to the total CHAT IMPRESSIONS.

UNIQUE WAP USER

Note:

Currently it is **not** possible to identify distinct UNIQUE USERS from the server log files for WAP content. This is under review as there is currently no common standard for the logging of SIM identities.

UNIQUE INTERACTIVE TV USER

Note:

Currently it is **not** possible to identify distinct UNIQUE USERS from the server log files for INTERACTIVE TV content. This is under review as there is currently no common standard for the logging of set top box identities.

UNIQUE SMS USER

Definition:

The total number of unique device ID's recorded in the server log files for the sent SMS Messages.

Note:

This will typically be a count of all the unique telephone numbers.

Other WEB Metrics:

VISIT

Definition:

A series of one or more PAGE IMPRESSIONS, served to one valid USER, which ends when there is a gap of 30 minutes or more between successive PAGE IMPRESSIONS for that USER.

Note:

A VISIT is effectively a near-continuous burst of activity by a valid USER.

SESSION

Definition:

A series of PAGE IMPRESSIONS served in an unbroken sequence from within the site to the same USER.

Note:

A SESSION begins when a valid USER connects to a site, continues while PAGE IMPRESSIONS are served in a continuous sequence from within the site, and ends when the USER leaves the site. The event that needs to be detected is the arrival at the site by a USER who was previously outside the site. To do this requires testing whether the referrer is native to the site. If not, then it is a new SESSION.

VISIT DURATION

Definition:

The total time in seconds for all VISITS of 2 or more pages, divided by the total number of VISITS of 2 or more pages.

Note:

In order to measure VISIT DURATION, a 'first' and 'last' PAGE IMPRESSION record must be logged. As a consequence, VISITS and UNIQUE USERS of only one page are excluded.

UNIQUE USER DURATION

Definition:

The total number of VISITS, multiplied by the Average VISIT DURATION, divided by the total number of UNIQUE USERS.

Note:

In order to measure VISIT DURATION, a 'first' and 'last' PAGE IMPRESSION must be logged. As a consequence, VISITS and UNIQUE USERS of only one page are excluded.

CHAT DURATION

Definition:

The total elapsed time, in seconds, between the first and last time stamp recorded for each CHAT IMPRESSION per USER.

Note:

In order to measure CHAT DURATION, a first and last CHAT IMPRESSION must be logged. As a consequence, single record CHAT IMPRESSIONS and UNIGUE CHAT USERS of single record CHAT IMPRESSIONS are excluded.

By establishing in this way the length of each CHAT session per USER, sites can then chose to report these appropriately to their given market - e.g. as an average for a given period, by percentage of a given length etc. This aids reporting to be tailored to reflect any existing market sector metrics.

On the Certificate this metric is to be used alongside the above metric for CHAT IMPRESSION.

STREAM DURATION

Definition:

The elapsed time in seconds between the first and last time stamp recorded for each streamed transmission session per USER.

Notes:

By establishing in this way the length of each stream, sites can then chose to report these appropriately to their given market e.g. as an average for a given period, by percentage of a given length etc.

Sites in different markets offer streams of very different lengths (some never finish i.e. continuous broadcast). This aids reporting to be tailored to reflect existing metrics such as BARB (TV), so creating better understanding and comparability.

On the Certificate this metric is to be used alongside the above metric for STREAM IMPRESSION.

INTERACTIVE DURATION

Definition:

The elapsed time in seconds between the first and last time stamp for each interactive content file sent to the same USER. NB If no record of a subsequent file can be determined then the duration is deemed to be zero.

Note:

A problem often encountered is that there is no way of establishing if the USER is still interacting with the client executable file from the server log(s) and should no subsequent file be requested from the server no elapsed time can therefore be established. A method to overcome this problem, in other words to create the necessary time stamp records in the server log(s), is to create 2 frames. The first has the media in it and the second (the bottom frame) contains a blank html page with a META Refresh tag set to 30 seconds.

This will make an entry in the log file every 30 seconds, which can then be used to report on. The log file records the query string as well, so sites should put variables on that too, to make each interactive file more easily identifiable.

By establishing in this way the length of each session, sites can then choose to report these appropriately to their given market e.g. as an average for a given period, by percentage of a given length etc. NB Sites in different markets may offer interactive content of very different lengths. Again this metric aids reporting to be tailored to reflect any existing market sector metrics, so creating better understanding and comparability.

On the Certificate this metric is to be used alongside the above metric for INTERACTIVE IMPRESSION.

Other WAP metrics:

Due to the inability to identify UNIQUE WAP USERS no other meaningful metrics can be certified currently.

Other INTERACTIVE TV metrics:

Due to the inability to identify UNIQUE INTERACTIVE TV USERS no other meaningful metrics can be certified currently.

AD IMPRESSION

Definition:

A file or a combination of files sent to a valid USER as an individual advertisement 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** AD IMPRESSION being claimed. The User must be a valid User.

Note:

The method of counting AD IMPRESSIONS can be either:

AD INSERTION

The insertion of an advertisement image source tag into the content file prior to the delivery of the file to the browser as measured by the advertisement serving software (exclusive of non-qualifying activity and internal users).

AD REQUEST

The initial request of an advertisement from the browser as measured by the server that "redirects" a browser to the specific location of the advertisement (exclusive of non-qualifying activity and internal users).

This metric is optional and is usually only relevant when auditing Ad servers.

AD CLICK

Definition:

An AD IMPRESSION clicked on by a valid USER.

This metric is optional and is usually only relevant when auditing Ad servers.

WAP AD IMPRESSION:

Definition:

A file or a combination of files sent to a valid USER as an individual advertisement as a result of that USER'S request being received by the server.

In effect, **one** request by a valid WAP USER should result in **one** WAP AD IMPRESSION being claimed. The User must be a valid User.

Note:

A WAP AD IMPRESSION can be counted in one of two ways:

1. Server Side Insertion: After receiving a request for a WML file from a user, a request may be made by the WAP server to an Ad server. When the Ad server processes this request and returns the relevant file, an AD IMPRESSION should be counted.

2. Direct Ad Serving: Some Ads may be able to be served directly from the Ad server. In this case, a request will be made from the user's Gateway to the Ad server for an image or complete WML file. An AD IMPRESSION should be counted when that request has been responded to with either a file or a redirect to the file.

A WAP AD IMPRESSION (i.e. a request for a WAP Ad) does not guarantee that a USER actually viewed it; it only measures the opportunity for that Ad to have been sent to the USER. This means that a WAP AD IMPRESSION will be valid even if the content does not load to completion or the user does not view all cards in a WML deck (so long as the server record so established fulfils all standard validity requirements).

This metric is optional, (third party Ads built in must only be graphics under current WML rules).

WAP AD CLICK

Definition:

The opportunity to measure a WAP Ad Impression clicked on by a WAP USER during a given audit period.

Note:

In most cases this is the total number of WML requests for an Ad file that are recorded in the server log file.

This metric is optional.

INTERACTIVE TV AD IMPRESSION

Definition:

A file or a combination of files sent to a valid USER as an individual advertisement as a result of that USER'S request being received by the server.

In effect, **one** request by a valid WAP USER should result in **one** WAP AD IMPRESSION being claimed. The User must be a valid User.

Note:

This metric is optional.

INTERACTIVE TV AD CLICK

Definition:

The opportunity to measure an INTERACTIVE TV AD IMPRESSION clicked on by a valid USER during a given audit period.

Note:

This metric is optional.