



## Milkround Online

# milkround

## Careers of the highest degree

### Key information

#### Certificate type

Digital

#### Metric type

Web traffic

#### ABC headline

14,005 Daily average Unique Browsers

#### Period

1 November 2011 to 30 November 2011

#### Market sector

Consumer - classified - recruitment

#### Contact details

Sales Team  
Milkround  
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2 Thomas More Square  
London  
E98 1PL  
020 3003 4000  
sales@milkround.com

#### Worldwide traffic

	Daily average	Monthly total
Unique Browsers	14,005	266,069
Page Impressions	91,993	2,759,775
Visits	17,875	536,257

#### Domains

www.milkround.com



# Online Property: Certificate of Activity

For the period: 1 November 2011 - 30 November 2011

Property Name: Milkround Online

## Daily Qualifying Worldwide Traffic

	<b>Daily Average</b>
Unique Browsers	14,005
Page Impressions	91,993
Visits	17,875

## Monthly Qualifying Worldwide Traffic

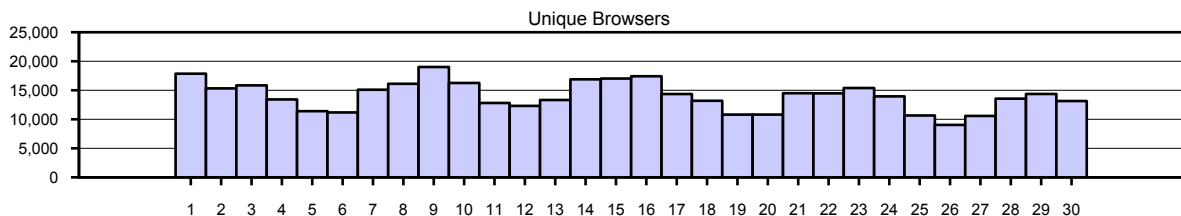
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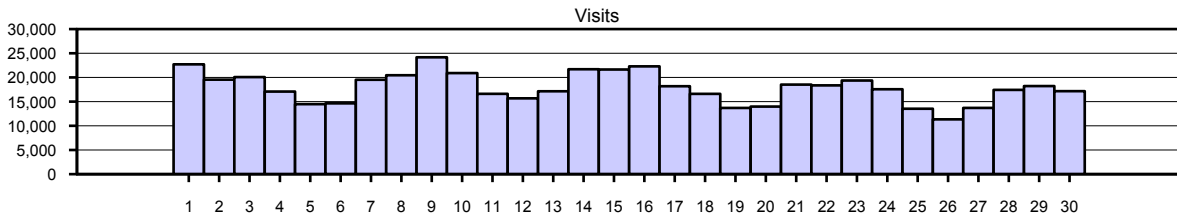
## Domains/URLs

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

## Daily Activity

Date	Unique Browsers	Page Impressions	Visits
01-Nov-11	17,860	118,941	22,710
02-Nov-11	15,327	104,303	19,544
03-Nov-11	15,844	103,651	20,073
04-Nov-11	13,424	85,246	17,079
05-Nov-11	11,404	68,724	14,478
06-Nov-11	11,181	79,431	14,644
07-Nov-11	15,098	107,193	19,525
08-Nov-11	16,122	109,569	20,453
09-Nov-11	19,014	116,539	24,168
10-Nov-11	16,258	106,082	20,903
11-Nov-11	12,813	83,213	16,609
12-Nov-11	12,310	71,856	15,678
13-Nov-11	13,328	89,382	17,142
14-Nov-11	16,891	117,473	21,695
15-Nov-11	17,024	115,108	21,638
16-Nov-11	17,419	114,094	22,289
17-Nov-11	14,358	97,362	18,185
18-Nov-11	13,194	80,123	16,605
19-Nov-11	10,811	66,332	13,696
20-Nov-11	10,812	72,137	13,976
21-Nov-11	14,495	103,355	18,518
22-Nov-11	14,472	97,141	18,360
23-Nov-11	15,389	95,639	19,364
24-Nov-11	13,952	86,016	17,558
25-Nov-11	10,660	67,539	13,529
26-Nov-11	9,037	54,383	11,336
27-Nov-11	10,580	68,132	13,697
28-Nov-11	13,558	93,452	17,427
29-Nov-11	14,365	97,827	18,218
30-Nov-11	13,148	89,532	17,160





## Counting System

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



## Audit Opinion by ABC

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

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

This product is registered with ABC by Milkround.

## Media Owner Statement

Milkround is one of the UK's top websites for graduate recruitment with a database of more than 700,000 student and graduate jobseekers searching 100s of vacancies every week. Milkround works with employers ranging from multinational blue-chips to SMEs across all industries recruiting from 1 to 1,000 people. The site unites quality student and graduate candidates looking for internships, placements, jobs and schemes with leading employers through online recruitment advertising, direct emailing and brand management. The Milkround database is maintained by a dedicated candidate marketing team specialising in online and offline marketing. It ensures an active presence on campus by working with students at university events and through an Online Reps scheme, as well as a host of other online marketing techniques focused at driving high-calibre candidates to register on the site.

## About ABC

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

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

ABC delivers verification to industry standards as agreed by JICWEBS

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

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



### ABC Associates

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

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

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



## Glossary of Terms

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

This metric does **not** measure a person. Instead, it is a measure of a device through which a person interacts with a website, in common with all measurement software. Counting of Unique Browsers may overstate or understate the real number of individual devices concerned due to factors such as dynamic IP address allocation, significant levels of uniformity in IP and browser configurations operating through a proxy, cookie blocking and cookie deletion. Other device identifiers may be allowed as Unique Browser identifiers when they can be proved in an auditable manner to be persistent and consistent across the domains being measured. Unless otherwise stated, the Unique Browser data refers to worldwide Unique Browsers.

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

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

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

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

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

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

**PAGE IMPRESSION:** *A file, or combination of files, sent to a valid browser as a result of that browser's request being received by the server. Automated Page Impressions will be broken out if greater than 5% of the total.*

In effect, one request by a valid browser should result in one Page Impression being claimed. The counted Page Impression may not necessarily be in focus and all content may not be fully visible in the browser window. In most cases, a single request from a browser causes the server to send several files to satisfy the request. For example, the server may send an HTML file followed by several associated graphic images, audio files and other files such as stylesheets. A single request from a browser may also cause the server to send several additional HTML files to build a frameset. The site must ensure that all additional files are excluded when counting the claimed number of Page Impressions. Generally, subject to the guidance principles issued by the auditor, directly attributable user-initiated requests for content (typically mouse clicks) can be used to count Page Impressions, whether served in HTML, Ajax, Flash or other environments.

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

If a valid browser (i.e. a connection to the site from a valid browser) requests a page and subsequently the page is refreshed, or another content-bearing page is sent, at a time interval set by the site to that same browser, then both the original page request and all subsequent refreshed pages are deemed to be valid Page Impressions but the later are known as Automated Page Impressions. The fact that the subsequent pages result from an automated process does NOT make those pages invalid. The browser has, by default, made a valid request for all subsequent pages. Hence, the resulting Page Impressions are deemed to be valid and can therefore be claimed.

Automated Page Impressions are therefore valid logged records that represent pages normally requested automatically by the browser, without the need for human action - for example automated price/news/score updates, text tickers, slide-show sequences or automated tours. All Audit Certificates must carry a breakdown of the totals of Automated Page Impressions from the overall Page Impression total where such traffic forms 5% or more of the overall Page Impression count.

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

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

**VISIT DURATION:** The total time in seconds for all Visits of two or more Page Impressions, divided by the total number of Visits of two or more Page Impressions. Hence, the totals are averages.

In order to measure Visit Duration, a first and last Page Impression record must exist for each Visit. Therefore, Visits of only one page are excluded, since no interval can be established. Note that, in addition to Page Impressions, the media owner can use User-Initiated Logged Events to calculate this metric if desired. This would enable Visit Duration to allow for the last page of every Visit (and so measure single-page Visits).

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

This can be measured in either of the following ways:

AV Play Event - A client-side play event representing the start of data processing made by a valid browser, which is not recorded concurrently with an event of the same type.

AV Request - A server-side indicator of a media file successfully served to a valid browser. (Success is defined as transfer of content, so where the bytes sent are greater than zero).

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

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

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

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

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

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

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

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

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

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

**ONLINE JOB APPLICATION:** The submission to a server of an application form or a CV by a valid browser. The content of the application form or CV submitted is NOT reviewed as part of the audit. The site must provide auditable evidence of submission, such as a "thank you" Page Impression or a redirect to a "success" URL.

**ONLINE JOB REFERRAL:** A Click on a link within a job listing to a URL specified by a Recruiter.

**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.

**RSS JOB REFERRAL IN:** A Page Impression to a URL specified by a Recruiter served to a valid user as a result of redirection from a link in an RSS feed job listing clicked on by that user.

**JOB APPLICATION REQUESTED DOWNLOAD:** A Requested Download of a job-related document.

**JOB CLICKOUT:** Is defined as "A Click to an external (non-native) destination.

This metric can also be known as 'Referral' or "Departure".

**CV REGISTRATION:** A Page Impression served after a valid user has submitted a CV into the database of a recruitment site.

**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.

**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.

**CV DETAILS PAGE IMPRESSION:** A valid Page Impression that contains the particulars for a single CV only.

For a more comprehensive glossary of digital media terms please go to help on: [www.abc.org.uk/jargon](http://www.abc.org.uk/jargon)  
Certificate issued by ABC, Saxon House, 211 High Street, Berkhamsted, Hertfordshire, UK +44 (1442) 870800