NETWORK ACTIVITY INTERNATIONAL AUDIT REPORT	**Site Name: Eircom**

Site Name: Eircom

Network Domains:
List on page 2

Period Covered by Certificate:
1 April - 30 April 2007

Site Content: (Publisher's Statement)

eircom.net is Ireland's largest Internet Service Provider connecting 65% of Irish users to the Internet. Its portal www.eircom.net attracts over 1 million unique users every month. The site offers compelling content across a range of channels (news, sports, entertainment, property, jobs, motoring, travel etc.) and critical Internet services (webmail and search powered by Google). With an increasing investment in video and broadband centric Irish content, the site offers a rich experience for Irish Internet users and is a powerful way to reach and influence your target audience.

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certainty in a virtual world

eircom net

1. Total qualifying traffic for the certification period 1 April - 30 April 2007

	Daily Averages	**Total**
Unique Users	118,669	1,033,294
Visits	287,927	8,637,819
Page Impressions	1,256,727	37,701,807
Visit Duration (Secs)	n/a	1,022

2. Network Domains

http://home.eircom.net
http://webmail.eircom.net

3. Daily Activity: Unique Users, Visits and Page Impressions

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DATE	UNIQUE USERS	PAGE IMPRESSIONS	VISITS	DATE	UNIQUE USERS	PAGE IMPRESSIONS	VISITS
01-Apr-07	84,495	587,898	185,020	16-Apr-07	143,848	987,959	345,145
02-Apr-07	135,176	973,405	327,114	17-Apr-07	144,675	1,000,843	346,443
03-Apr-07	135,289	968,093	326,867	18-Apr-07	139,144	924,208	330,984
04-Apr-07	131,248	890,738	312,144	19-Apr-07	137,232	919,048	326,317
05-Apr-07	124,026	823,786	291,243	20-Apr-07	129,875	1,981,089	327,776
06-Apr-07	96,007	623,173	214,357	21-Apr-07	90,098	1,292,489	217,201
07-Apr-07	77,345	495,063	167,035	22-Apr-07	95,746	1,419,393	231,245
08-Apr-07	73,203	490,704	160,525	23-Apr-07	152,164	2,858,014	402,898
09-Apr-07	94,270	644,932	212,173	24-Apr-07	147,542	2,697,190	391,066
10-Apr-07	134,558	973,136	328,293	25-Apr-07	143,764	2,571,953	380,005
11-Apr-07	133,753	946,217	325,438	26-Apr-07	138,643	2,430,973	363,774
12-Apr-07	128,983	862,806	307,197	27-Apr-07	127,848	2,157,710	330,175
13-Apr-07	121,285	807,552	286,874	28-Apr-07	85,705	1,163,636	204,884
14-Apr-07	85,417	542,656	186,975	29-Apr-07	92,517	1,346,766	226,317
15-Apr-07	90,029	595,137	199,515	30-Apr-07	146,179	2,725,240	382,819
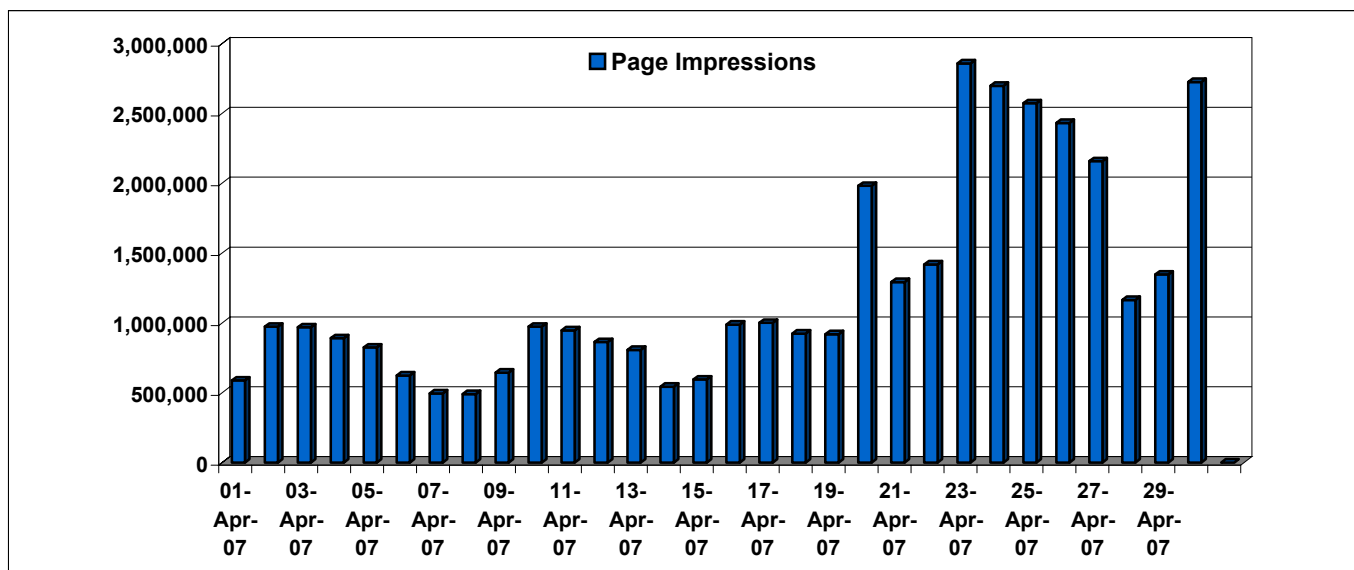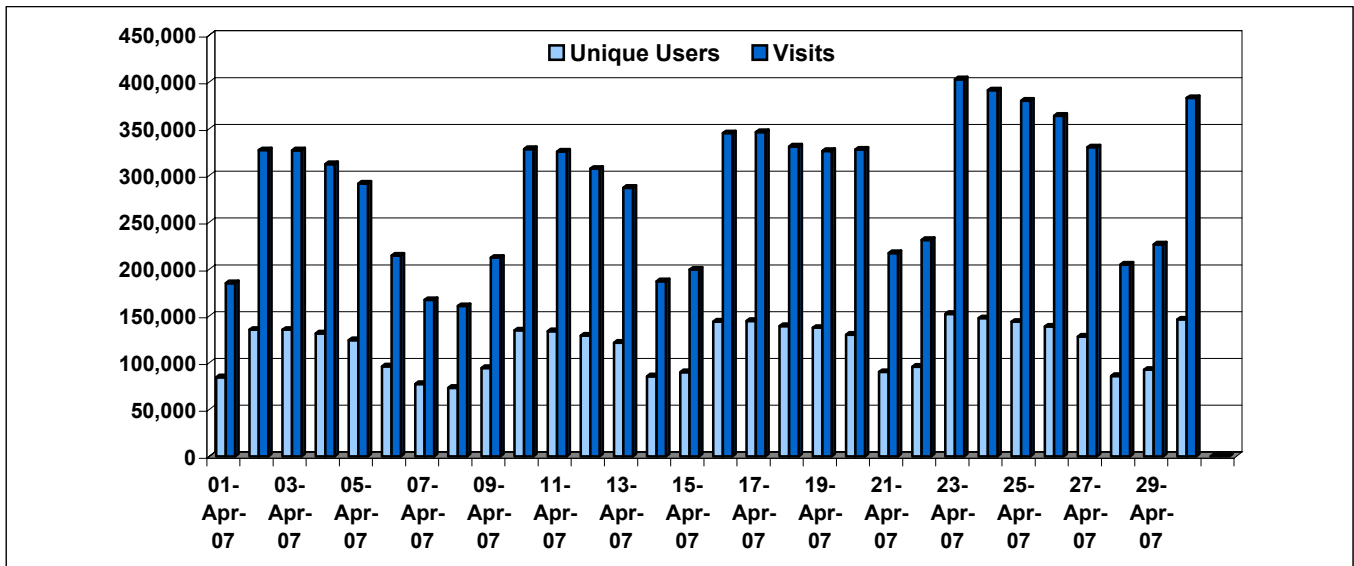
4. Daily Activity: Visit Duration

eircom **net**

DATE	VISIT DURATION	DATE	VISIT DURATION
01-Apr-07	1,162	16-Apr-07	1,052
02-Apr-07	1,108	17-Apr-07	1,052
03-Apr-07	1,108	18-Apr-07	1,016
04-Apr-07	1,063	19-Apr-07	1,003
05-Apr-07	1,046	20-Apr-07	979
06-Apr-07	1,061	21-Apr-07	968
07-Apr-07	1,080	22-Apr-07	1,013
08-Apr-07	1,144	23-Apr-07	1,021
09-Apr-07	1,134	24-Apr-07	991
10-Apr-07	1,084	25-Apr-07	974
11-Apr-07	1,056	26-Apr-07	946
12-Apr-07	1,036	27-Apr-07	923
13-Apr-07	1,031	28-Apr-07	914
14-Apr-07	1,064	29-Apr-07	976
15-Apr-07	1,107	30-Apr-07	972
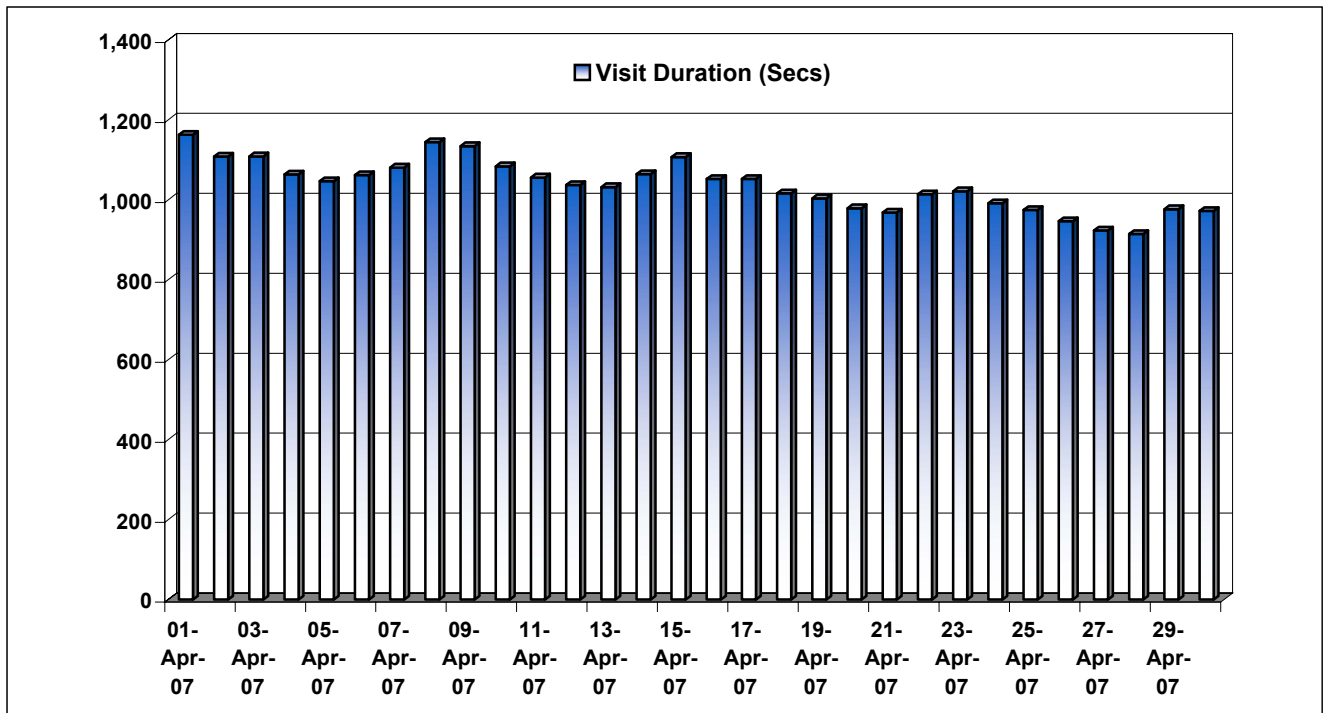
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5. Additional Notes

a) Invalid User traffic is excluded from the traffic certified.
b) Syndicated content may or may not be included in the traffic certified.

6. Definitions used in this document

UNIQUE USER: Is defined as "The total number of unique combinations of a valid identifier. Sites may use (i) IP+UserAgent, (ii) Cookie and/or (iii) Registration ID." Note that where USERS are allocated IP addresses dynamically (for example by dial-up Internet Service Providers), this definition may overstate or understate the real number of individual USERS concerned.

VISIT: Is defined as "A series of PAGE IMPRESSIONS to one USER which ends when there is a gap of at least 30 minutes between two PAGE IMPRESSIONS for that USER".

VISIT DURATION: Is defined as "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".

PAGE IMPRESSION: Is defined as "A file or a combination of files sent to a USER as a result of that USER'S request being received by the server". Note: The USER must be a valid USER. Non-requested files (e.g. some images, surplus html files served to build frame-sets, pushed pages, etc) are excluded. One request by a valid USER should result in one PAGE IMPRESSION being served. Where service providers, search engines or other organizations cache site content, PAGE IMPRESSIONS served from such caches may not be recorded by the originating site.

SYNDICATED CONTENT: Is defined as "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". Such content may be claimed as valid traffic by both parties. Syndicated content may or may not be included in the traffic certified.

INVALID TRAFFIC: Is defined as "Traffic generated by web site development activity, whether by the site or by its agents and automated search engines, indexers, robots, spiders etc. as defined by ABC ELECTRONIC on a list of user agents see (www.abce.org.uk)".

For more detailed information go to: www.abce.org.uk

7. Counting System

This site used WebTrends 7 with DCS (www.webtrends.com) to count the data supporting this certificate.

8. Audit Report from Electronic Media Audits Limited

We have examined the activity records and other data presented by this WWW Site for the period covered by this Audit Report. Our examinations were made in accordance with established procedures and included such tests and other audit procedures as we considered necessary under the circumstances. In our opinion, the WWW Site activity shown is fairly stated in this report and the other data contained in this report are fairly stated in all respects material to the activity.

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

Electronic Media Audits Limited (ABC ELECTRONIC)
August 2007