



Online Property: Certificate of Activity

For the period: 1 November 2008 - 30 November 2008

Web

EUROGAMER

Property Name: Eurogamer



EUROGAMER

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Revised Data

This certificate has been reissued on 13 February 2009 for the following reason(s).

A breakout for eurogamer.de has been added to this certificate.

Issued by:

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ABC Ref: 21079/16157789



Media Owner:

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Contact:

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1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	158,744	3,706,889
Page Impressions	765,401	22,962,028
eurogamer.de		
Unique User/Browsers	27,648	748,235
Page Impressions	123,811	3,714,323

2. Network Domains/URLs:

www.eurogamer.net	www.eurogamer.es
www.eurogamer.de	www.eurogamer.it
www.eurogamer.pt	www.eurogamer.nl
www.eurogamer.fr	http://images.eurogamer.net

eurogamer.de
http://gamers.eurogamer.de

Please see the Media Owner statement in section 9 for content description.

3. Daily Activity:

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Nov-08	145,159	586,968	16-Nov-08	155,150	646,427
02-Nov-08	145,639	653,801	17-Nov-08	169,409	832,980
03-Nov-08	158,556	873,978	18-Nov-08	168,385	759,513
04-Nov-08	171,010	976,579	19-Nov-08	171,237	867,611
05-Nov-08	167,279	973,275	20-Nov-08	164,293	852,855
06-Nov-08	147,390	760,224	21-Nov-08	163,361	782,742
07-Nov-08	155,730	765,437	22-Nov-08	152,018	685,039
08-Nov-08	152,038	701,797	23-Nov-08	155,947	650,464
09-Nov-08	158,787	667,863	24-Nov-08	160,979	793,290
10-Nov-08	180,801	896,003	25-Nov-08	152,087	759,093
11-Nov-08	180,291	862,806	26-Nov-08	151,487	775,390
12-Nov-08	174,648	832,952	27-Nov-08	145,532	797,626
13-Nov-08	161,537	793,505	28-Nov-08	145,335	801,902
14-Nov-08	160,648	768,638	29-Nov-08	146,473	603,962
15-Nov-08	145,094	588,747	30-Nov-08	156,032	650,561



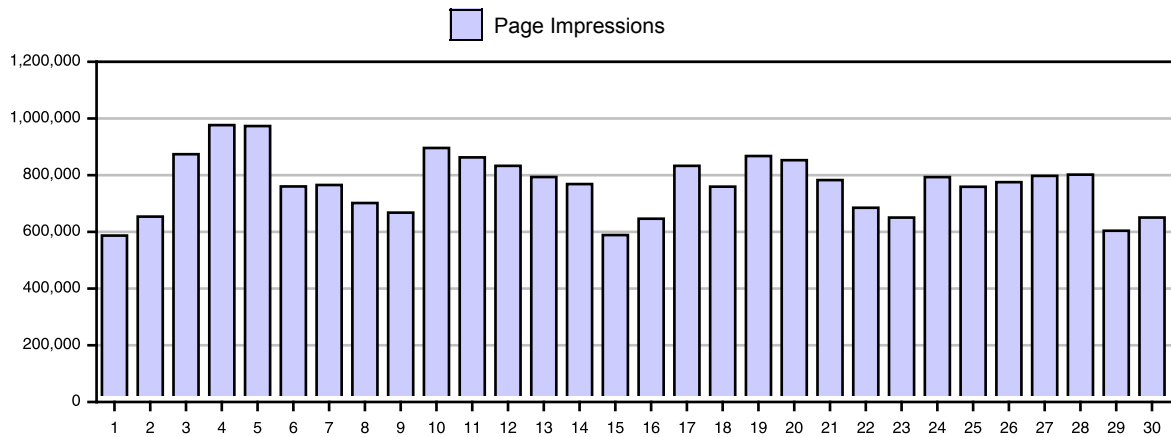
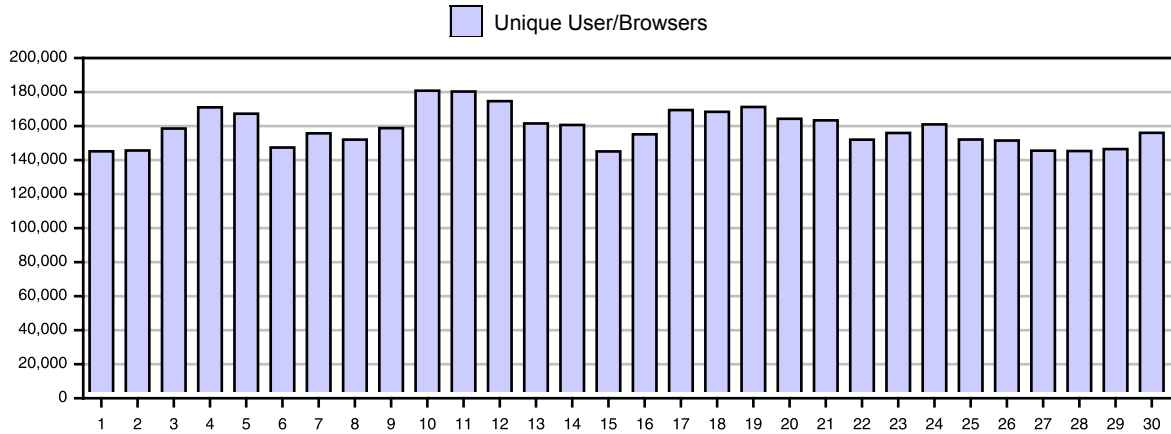
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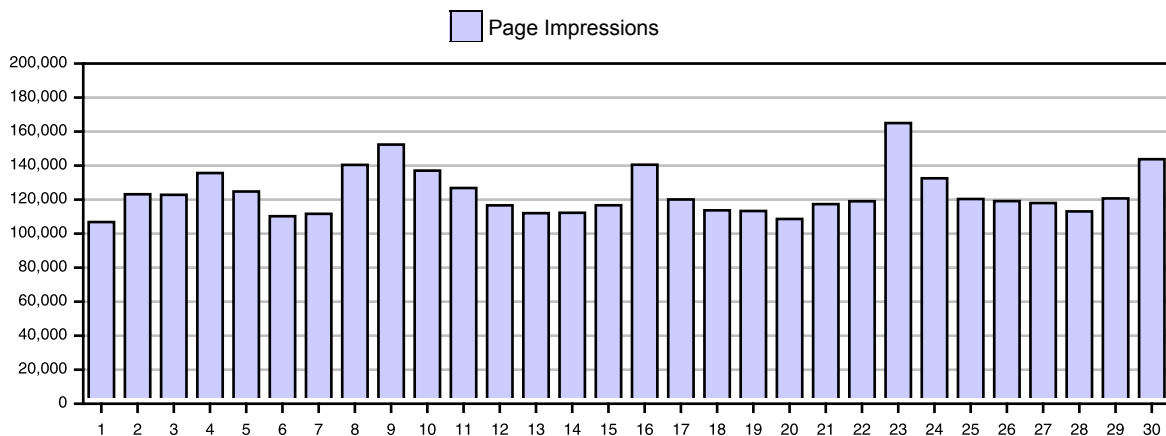
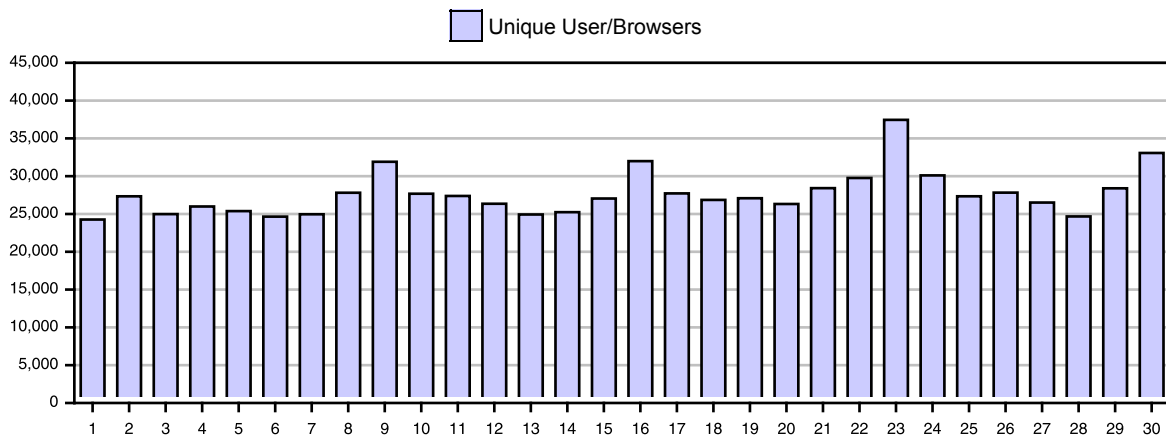
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3a. Daily Activity Breakout: eurogamer.de

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Nov-08	24,264	106,805	16-Nov-08	31,990	140,496
02-Nov-08	27,339	123,155	17-Nov-08	27,721	120,073
03-Nov-08	24,981	122,825	18-Nov-08	26,863	113,688
04-Nov-08	25,991	135,635	19-Nov-08	27,085	113,308
05-Nov-08	25,381	124,764	20-Nov-08	26,321	108,621
06-Nov-08	24,650	110,221	21-Nov-08	28,419	117,350
07-Nov-08	24,961	111,639	22-Nov-08	29,762	119,021
08-Nov-08	27,809	140,410	23-Nov-08	37,453	165,002
09-Nov-08	31,907	152,354	24-Nov-08	30,102	132,543
10-Nov-08	27,679	137,035	25-Nov-08	27,342	120,352
11-Nov-08	27,382	126,824	26-Nov-08	27,824	119,112
12-Nov-08	26,353	116,621	27-Nov-08	26,514	117,991
13-Nov-08	24,932	112,034	28-Nov-08	24,675	113,069
14-Nov-08	25,239	112,251	29-Nov-08	28,395	120,696
15-Nov-08	27,045	116,675	30-Nov-08	33,072	143,753





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4. 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.

5. 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.

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.

6. Counting System:

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





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7. 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.

8. 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 and www.jicwebs.org.

ABCe is a trading name of Audit Bureau of Circulations Limited, a company registered in England (number 259647) and limited by guarantee. The company is industry owned and non-profit distributing.

9. Media Owner Statement

Founded in 1999 by brothers Rupert and Nick Loman, Brighton-based Eurogamer Network is the publisher of independent videogames website Eurogamer.net. The company also publishes a video site, Eurogamer TV, and a social network for gamers, Eurogamers. Eurogamer is available in German, French, Spanish, Italian, Dutch and Portuguese editions. The company also operates live events such as the Eurogamer Expo and the GamesIndustry.biz Career Fair, and publishes the industry resource GamesIndustry.biz. See www.eurogamer.biz for more information on the company's products and services.

