



Online Property: Certificate of Activity

For the period: 1 January 2009 - 31 January 2009

Web



Property Name: Elaph



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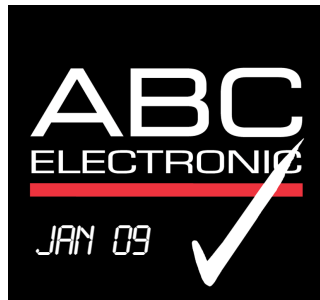
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Issued by:

ABCe
Saxon House,
211 High Street
Berkhamsted
Hertfordshire
HP4 1AD
United Kingdom

Tel: +44 (0) 1442 870800
Fax +44 (0) 1442 200702

www.abce.org.uk
info@abce.org.uk
ABC Ref: 20363/16290273



Media Owner:

Elaph Publishing Limited
Twickenham Suite, Grand Prix House
102-104 Sheen Road, Richmond
Surrey
TW9 1UF

Contact:

Emile Isaac
Managing Director
emile@elaph.com





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1. Total Qualifying Worldwide Traffic:

Metric	Daily Averages	Total
Unique User/Browsers	71,231	924,312
Page Impressions	457,090	14,169,792

2. Network Domains/URLs:

www.elaph.com

www.elaphblog.com

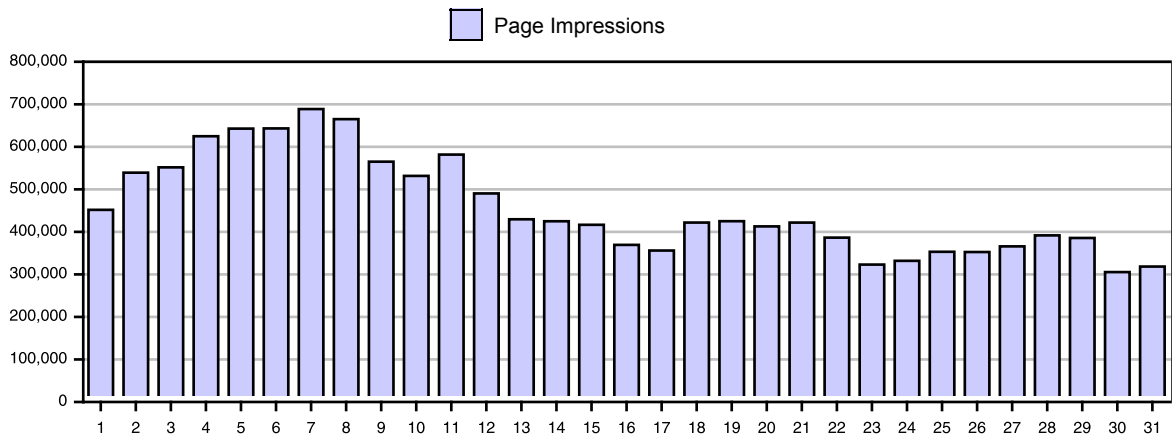
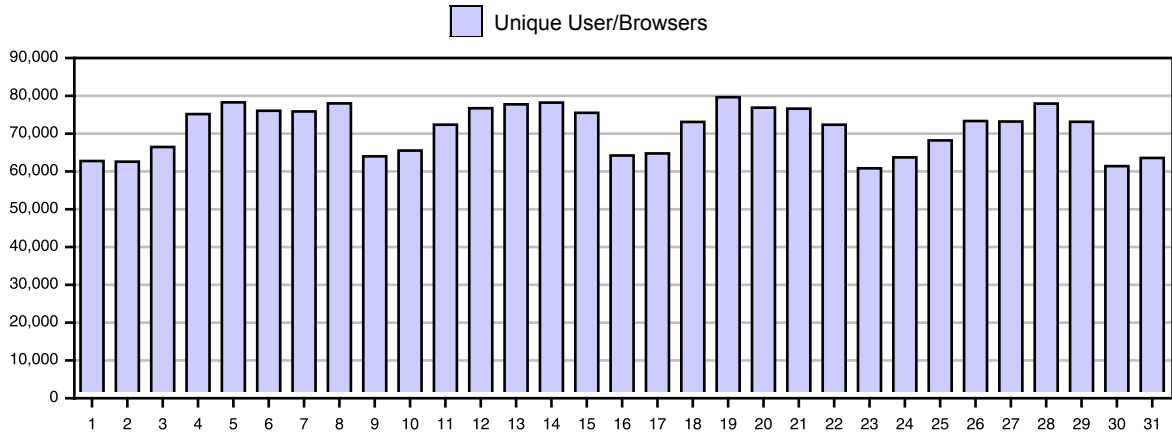
Please see the Media Owner statement in section 10 for content description.

3. Daily Activity:

Date	Unique User/Browsers	Page Impressions	Date	Unique User/Browsers	Page Impressions
01-Jan-09	62,762	451,827	17-Jan-09	64,767	356,116
02-Jan-09	62,587	539,243	18-Jan-09	73,100	421,906
03-Jan-09	66,463	551,743	19-Jan-09	79,648	425,127
04-Jan-09	75,170	624,887	20-Jan-09	76,870	412,863
05-Jan-09	78,278	642,840	21-Jan-09	76,606	421,878
06-Jan-09	76,055	643,312	22-Jan-09	72,359	386,506
07-Jan-09	75,871	688,796	23-Jan-09	60,836	323,068
08-Jan-09	78,002	665,086	24-Jan-09	63,713	331,938
09-Jan-09	64,005	565,086	25-Jan-09	68,205	353,154
10-Jan-09	65,520	531,677	26-Jan-09	73,336	352,639
11-Jan-09	72,363	581,792	27-Jan-09	73,202	365,918
12-Jan-09	76,723	490,390	28-Jan-09	77,949	391,770
13-Jan-09	77,748	429,648	29-Jan-09	73,129	385,671
14-Jan-09	78,213	424,987	30-Jan-09	61,396	305,425
15-Jan-09	75,500	416,646	31-Jan-09	63,568	318,456
16-Jan-09	64,220	369,397			

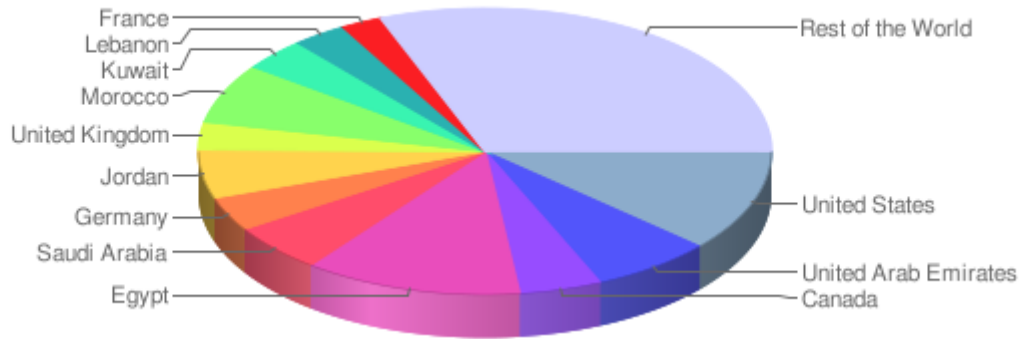


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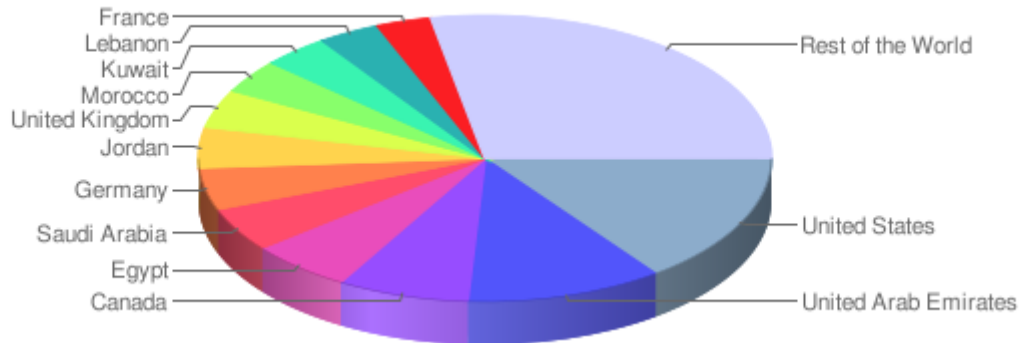


4. Geo IP Analysis:

Unique User/Browsers by Country/Region



Page Impressions by Country/Region



Country/Region	Unique User/Browsers	Percent	Page Impressions	Percent
United States	106,481	11.52%	2,102,797	14.84%
United Arab Emirates	63,593	6.88%	1,577,098	11.13%
Canada	43,165	4.67%	1,052,816	7.43%
Egypt	114,245	12.36%	824,682	5.82%
Saudi Arabia	50,283	5.44%	702,822	4.96%
Germany	35,678	3.86%	671,648	4.74%
Jordan	50,375	5.45%	648,976	4.58%
United Kingdom	28,746	3.11%	610,718	4.31%
Morocco	62,391	6.75%	538,452	3.80%
Kuwait	33,645	3.64%	532,784	3.76%
Lebanon	28,284	3.06%	495,943	3.50%
France	21,444	2.32%	439,264	3.10%
Rest of the World	285,982	30.94%	3,971,792	28.03%

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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5. Additional Notes:

- Invalid User traffic is excluded from the traffic certified.
- 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.

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.

PAGE IMPRESSIONS BY COUNTRY

The percentages by country of all Page Impressions produced by all resolved IP addresses during the Certification Period.

Note: 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.

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.





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7. Counting System:

This site used WebTraffiq (www.webtraffiq.com) to count the data supporting this certificate.



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 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.

10. Media Owner Statement

WWW.elaph.com, as the first Arabic language website, is like a newswire service online, covering not only the Middle East and wide Islamic wider beyond, but also worldwide news that affects and affected by the Middle East and Islamic world. Thus it offers breaking news, in-depth reports and reaction from as wide perspectives as possible, it is political, economic and personal finance, big emphasis on sports, fashion, entertainment, health, science and features of human interest stories. Additional features include pictures, and many services and information to the readers. There is an opinion editorial section and readers' letters. Elaph.com is unique in having a complete guide to all newspapers in the Middle East region and in Arabic worldwide with an interactive section enabling the reader to search under author's name or subject which will take the reader to items from the newspapers as well as in elaph.com itself.

