



News Release

CV-Library first to deliver ABCe audit of CV Registrations

The first ever CV Registration audit in the UK industry has been undertaken by leading UK independent job site CV-Library.

CV-Library believes it is one of the fastest growing job sites in the UK with regards to CV Registrations per month and hence chose to ask ABCe to verify, by way of independent audit, its CV Registrations.

CV-Library's figures for October 2009 (143,958 CV Registrations and 108,251 unique CV registrations*) compare favourably to un-audited figures published by other successful job boards in the industry such as Reed, TotalJobs and Jobsite. The un-audited figures from these job sites range from 54,000 to 100,000 Unique CV registrations per month.

When making the decision of what job site to use, unique CV registrations are becoming more important than simply Unique Users alone to recruiters. CV-Library has set the standard for this new metric of total CV Registrations, and is working closely with ABCe to help develop a further transparent metric of Unique CV Registrations.

Director Lee Biggins comments: "It has been a ground breaking couple of years for CV-Library and we've achieved a number of landmarks, including hitting two million CVs last month and with the ABCe results this October. Part of our success is down to the exclusive relationships we have built with our traffic partners and affiliates, and we are also looking forward to celebrating our exciting 10 year anniversary next year."

ABCe comments: "CV-Library are the first job board registered with ABCe to audit the recently approved new metrics "CV Details Page Impressions" & "CV Registrations" helping lead the recruitment sector towards greater transparency and more relevant metrics."

Richard Foan, Managing Director of ABCe comments "It is highly encouraging that CV-Library is delivering both comparability and transparency by committing to having its site traffic figures independently verified to industry agreed standards. CV-Library is helping set new standards for the industry."

*Publishers Statement

Written and distributed for CV-Library by Laura Matthews.

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Notes to Editors:

CV-Library Ltd.

Founded in September 2000 by Directors Lee Biggins and Brian Wakem, CV-Library has over two million CVs in over 90 industry sectors. The site has approximately 2,700 clients, 32,000 live vacancies and over 379,000 monthly job applications.

The ABCe certificate issued for CV-Library confirms:

- Audit period: 01 to 31 October 2009
- Unique User/Browsers: 1,400,330
- CV Details Page Impressions: 607,269
- CV Registrations: 143,958

The two new metrics certified by CV-Library are as follows:

- **CV Details Page Impression**
A valid Page Impression that contains the particulars for a single CV only.
- **CV Registration**
A Page Impression served after a valid user has submitted a CV into the database of a recruitment site.

ABCe

ABCe independently verifies and reports on media performance and total site activity. Web traffic data is measured including Unique User/Browsers, Page Impressions, Visits, Ad Impressions and Ad Clicks.

*Figures are from competitors' websites and promotional emails from October 2009.

Reed (100,000 monthly CV registrations), Job Site (82,000 monthly CV registrations), Total Jobs (54,000 monthly CV registrations).