

**PROPERTY ACTIVITY  
INTERNATIONAL AUDIT REPORT**



Electronic Media Audits Limited  
Saxon House, 211 High Street,  
Berkhamsted, Hertfordshire  
HP4 1AD,  
UNITED KINGDOM

Tel: +44(0) 1442 200830 Fax: +44(0) 1442 200705  
URL: <http://www.abce.org.uk> Email: [info@abce.org.uk](mailto:info@abce.org.uk)

**certainty in a virtual world**

**Property Name:**  
Accommodation for Students

**Property Domain:**  
[www.accommodationforstudents.com](http://www.accommodationforstudents.com)

**Period Covered by Certificate:**  
1 January- 31 January 2008

**Property Content: (Media Owner's Statement)**

AccommodationforStudents.com is a student accommodation search engine. It brings together student property landlords and students looking for property. The site features thousands of student properties and larger housing schemes. The site also has a noticeboard area that is a popular way for students to find housemates.

**Media Owner:**  
Manchester Office  
408 Houldsworth Mill  
Waterhouse Way  
Stockport  
Cheshire  
SK5 6DD

**Contact:**  
Simon Thompson MD  
[simon@accommodationforstudents.com](mailto:simon@accommodationforstudents.com)  
Tel: 0845 351 9911  
Fax: 0870 138 1349



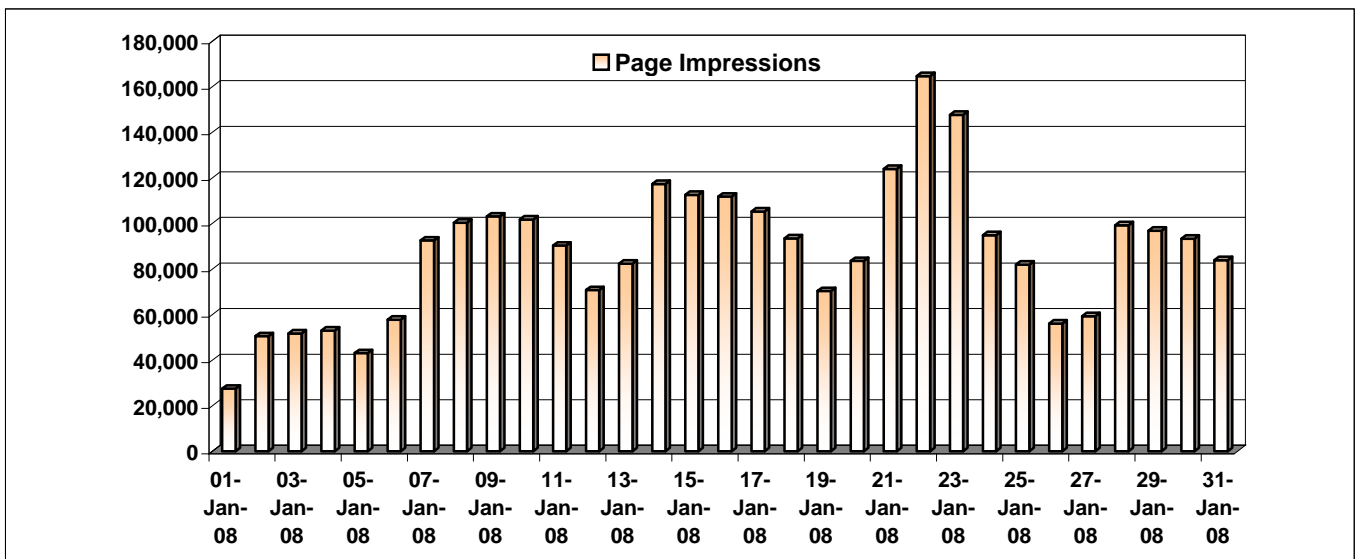
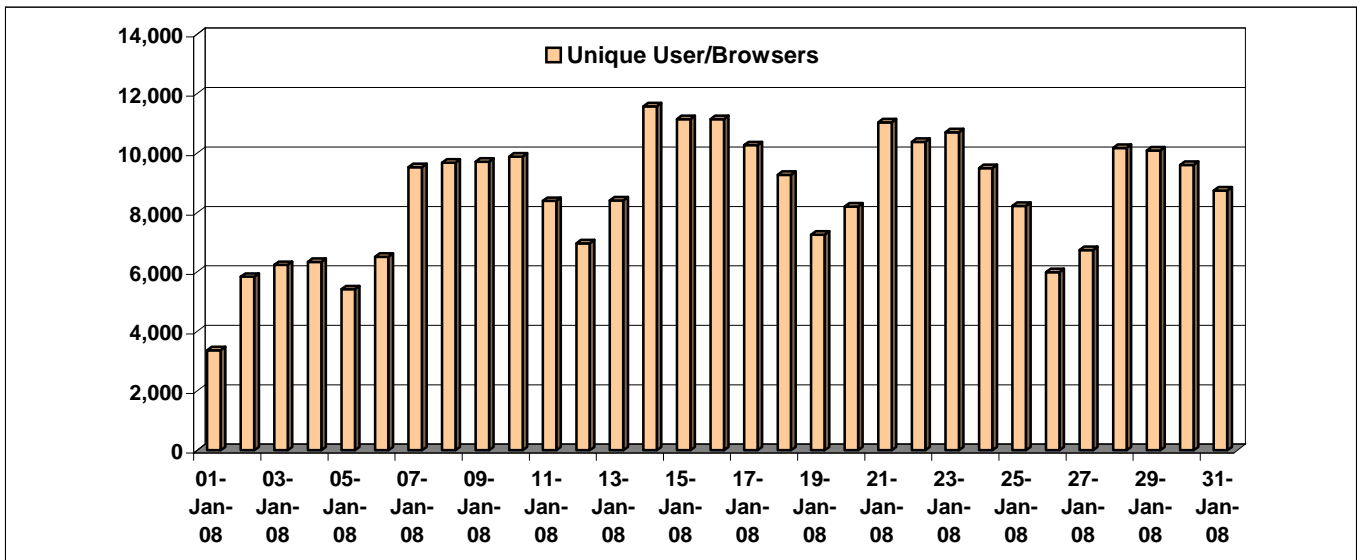
**1. Total qualifying traffic for the certification period 1 January- 31 January 2008**

	<u>Daily Averages</u>	<u>Total</u>
Unique User/Browsers	8,589	182,124
Page Impressions	87,757	2,720,458

## 2. Daily Activity: Unique User/Browsers and Page Impressions



DATE	UNIQUE USER /BROWSERS	PAGE IMPRESSIONS	DATE	UNIQUE USER /BROWSERS	PAGE IMPRESSIONS
01-Jan-08	3,368	27,506	17-Jan-08	10,263	105,274
02-Jan-08	5,837	50,539	18-Jan-08	9,268	93,418
03-Jan-08	6,235	51,725	19-Jan-08	7,254	70,347
04-Jan-08	6,340	53,026	20-Jan-08	8,204	83,548
05-Jan-08	5,416	43,093	21-Jan-08	11,038	123,963
06-Jan-08	6,512	57,714	22-Jan-08	10,376	164,716
07-Jan-08	9,529	92,509	23-Jan-08	10,697	147,649
08-Jan-08	9,678	100,307	24-Jan-08	9,495	94,832
09-Jan-08	9,709	103,052	25-Jan-08	8,221	81,920
10-Jan-08	9,878	101,686	26-Jan-08	5,990	56,031
11-Jan-08	8,390	90,298	27-Jan-08	6,732	59,308
12-Jan-08	6,961	70,733	28-Jan-08	10,172	99,232
13-Jan-08	8,406	82,392	29-Jan-08	10,084	96,809
14-Jan-08	11,575	117,296	30-Jan-08	9,598	93,319
15-Jan-08	11,142	112,580	31-Jan-08	8,740	83,883
16-Jan-08	11,139	111,753			



### 3. 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.

### 4. Definitions used in this document

UNIQUE USER/BROWSER is defined as "A unique and valid identifier. Sites may use (i) IP+User-Agent 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 or network, in common with all measurement software. Where a UNIQUE USER/BROWSER ("User") is calculated by IP+User-Agent, this definition may overstate or understate the real number of individual Users concerned due to dynamic IP address allocation (for example by a dial-up Internet Service Provider) or to significant levels of uniformity in IP and browser configurations operating through a proxy.

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 ABCe on a list of user agents see ([www.abce.org.uk](http://www.abce.org.uk))".

For more detailed information go to: [www.abce.org.uk](http://www.abce.org.uk)

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### 5. Counting System

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

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### 6. 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 ABCe 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 (ABCe)  
March 2008