Rules of the CIM Study of Internet traffic

Approved by the Board of Directors on 12/2/2008

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Subscription form in PDF

Internet traffic study - Pricing

1 Context

1.1 MetriWeb® is the instrument for measuring Internet traffic available for members of the CIM (*Centre d'Information sur les Media,* Centre for Information about Media). By using MetriWeb®, the CIM wishes to supply objective independent data concerning the number of Page Impressions, Visits, Visitors and actions of the subscriber sites, which can be used for sales, planning and advertising-space purchasing. The members of the CIM, Internet media are eligible to subscribe to MetriWeb® whether such members are a sales shop or an intermediary.

1.2 Measurement of the Internet is continuous and inclusive thanks to Metriweb® Each subscriber is required to have all of the sites measured that it owns and for which advertising space is marketed and an advertising rate is published. This is to guarantee the most objective and realistic measurement possible.

There are only three exceptions to this principle:

- Upon written request from the owner, the Internet Technical Committee may exempt a site from being involved in the measurement operations for the first six months after its launch. The launch is the time from which it is accessible to its targeted public.

- The Internet Technical Committee may also issue a waiver to the owner of a site who, in a written request, establishes the existence of serious and objective grounds that justify such a decision with regard to the site concerned. If the request is rejected by the Committee, the owner may appeal, within one month after being notified of the rejection, in a written request with reasons to the Board of Directors of the CIM.

- The Internet Technical Committee may, at the owner's request, accept the site of a public radio or television station broadcasting to a general public but which is not permitted by government to have advertising on its site.

- If a subscriber refuses to have all its sites measured, all of its sites will be placed in the Waiting Room, pursuant to provisions 2.17 and 12.4 of these Rules.

1.3 The CIM's studies are all monitored, within the CIM, by a Technical Committee that represents the three different areas of the CIM and which guarantees the reliability of the studies conducted by the CIM. The rules of the Technical Committees and their composition are available on the CIM's website, as are the articles of association and the general working method of the CIM.

2 Definitions

In these Rules, the following terms have the following meanings:

With regard to the sites and their content.

2.1 **Site:** All of the pages that may be viewed in a browser that form a distinctive content presented in a uniform way and that generate some audience

- whose URL indicates, after the indication of the protocol (e.g., http://) and before the first "/", the same domain name (e.g. www.nouvelles.be) and the same top domain (.be, .com, .net, etc.) and/or,

- that are published by the same publisher in the same top domain, with an equivalent content and an equivalent subdomain name in another language, e.g. www.nouvelles.be/ and www.nieuws.be/;

- published by the same publisher but (for technical reasons) under another domain name, as long as the Internet Technical Committee has allowed it in writing after analysing the nature of the URLs, the look-and-feel and the content.

Immediate and automatic redirects to a group of pages are part of the same site by definition.

The owner is free to choose whether equivalent sites in different languages are measured by Tags of different sites or by one single site Tag.

2.2 **Alias:** Any URL that is different from the site's URL, pointing to the same group of pages with identical content.

2.3 **Site Section:** An exclusive subsection (e.g. "belgique" ["Belgium"]) of a site (e.g. "www.nieuws.be") or a combination of different exclusive subsections, with special content that is generally visible in the URL ("www.nieuws.be/belgie", "belgie.nieuws.be", www.nieuws.be/.../belgie). The owner is at liberty to select whether site sections should be measured by different section Tags or a single site Tag.

2.4 **Co-branding:** Content supplied by a content publisher to an advertiser. As a general rule, co-branded content is in a section of the advertiser's site. Typically the advertiser publishes this content which includes a mention of the publisher's brand.

2.5 **Page:** A specific document called via a hyperlink or a "Unique Resource Locator" (URL). Page refers to a collection of files that is shown on the screen.

2.6 **Site Owner:** Legal owner, in whole or in part, direct or indirect (perhaps via equity stakes) of a site.

With regard to the tagging of participating sites.

2.7 **MetriWeb® Tag:** A code that the subscriber receives from the CIM to make it possible for MetriWeb® to measure its site.

2.7.1 **Site Tag:** The MetriWeb® tag placed on a site's pages. A Site Tag enables the subscriber to obtain one (1) MetriWeb® report for its entire site.

2.7.2 **Section Tag:** The MetriWeb® tag placed the pages of a site section. Section Tags enable the subscriber to obtain MetriWeb® reports for each of the sections and one (1) overall report for the entire site.

With regard to measurement concepts.

2.8 **MetriWeb® Cookie:** A small text file containing a unique number offered by a MetriWeb® server to be installed in the visitor's browser. If accepted, this cookie is returned by the visitor's browser each time a MetriWeb® server seeks it. This cookie anonymously connects visits to various sites or several sessions to the same browser.

2.9 **Unique Visitor:** Browser identified by a MetriWeb® cookie.

Unique Browser/Unique User (UB): Browser identified by a single MetriWeb® cookie.

2.10 **Unique Browser 15" (UB15):** A browser identified by a single MetriWeb® cookie with a life span of at least 15 seconds.

2.11 **Page Impression / page request:** A file or a combination of files sent to the Unique Browser following a request from that Unique Browser received by the site's server.

2.12 **Visit:** A series of page requests made by a single visitor at the same site without interruption of more than thirty (30) minutes in a row.

2.13 **Rich Internet Applications:** Rich Internet Applications or RIA's are interactive applications such as videos, audio files, slideshows with pictures, interactive maps etc. which can be used by a surfer on a regular internet page without installing any additional software.

2.14 **Allowed objects and actions**: The Technical Committee Internet has decided to limit the study in a first phase to three objects: video files (video), audio files (audio) and slideshows with pictures (photo).

Within these applications several actions can be measured:

- Automatic actions such as 'autoplay' and 'autostop' for example a video which start automatically as soon as the webpage is loaded
- Actions started by surfers such as playing, stopping, pausing,… a video file.

This table contains the objects and the actions measured by CIM Metriweb. Only these actions are approved by the Technical Committee Internet and are published in the official reports.

Object	**Action**						
video	play.automatic	play.manual	restart	stillplaying	pause	stop	autostop
audio	play.automatic	play.manual	restart	stillplaying	pause	stop	autostop
photo	previous	next	play				

2.15 **Action duration**: the total duration time of an action, measured in seconds.

2.16 **Geolocation:** reports the country of origin of the visitors of your website. CIM Metriweb identifies visitors from six countries: Belgium (BE), Luxemburg (LU), Holland (NL), France (FR), Germany (GE) and the United Kingdom (UK). Visitors from other countries are grouped in the category 'OTHER'. Unidentified visitors are grouped in the category 'UNKNOWN'.

With regard to grouping in reports.

2.13 **Media Sales House:** A grouping of sites of different publishers that are marketed by the same advertising institution.

2.14 **Media:** A grouping of proprietary sites belonging to the same publisher.

2.15 **Publisher:** A grouping of sites or site sections that include co-branded sections, whose content is supplied by the same publisher.

With regard to the status of sites in MetriWeb®.

2.16 **Active Room:** A group of sites and site sections of subscribers being studied whose MetriWeb® measurement was monitored and approved by the CIM's Internet Technical Committee. Their results are published and accessible to all of the subscribers.

2.17 **Waiting Room:** A collection of the sites and site sections that are in a probation period in the MetriWeb® owing to: new subscription, a request from the publisher for significant changes to the site or being sanctioned. Their MetriWeb® and Metriprofil data are not accessible to the other subscribers, cannot be communicated to third parties (particularly in external communication) and cannot be subject to any commercial use. They are no longer included in Metriplan.

With regard to time periods.

2.18 **Day:** Period starting at 00:00:00 Belgian time and ending at 23:59:59 Belgian time.

2.19 **Week:** Period beginning on Monday and ending on the following Sunday.

2.20 **Month:** A calendar month.

3 How MetriWeb® operates

3.1 On a page of a site being measured, there is a MetriWeb® Tag which, when the page is called by a browser, requests a text mini-file from the MetriWeb® server.

- If the browser has already received a cookie from MetriWeb®, its number allows it to be identified.
- If the browser has not yet received any cookie from MetriWeb®, a cookie is sent to it.

3.2 This technique makes it possible to:

- distinguish and count the visitors accurately by the use of the cookies;
- count the page requests with the help of some requests from text mini-files;
- calculate the visits after the event.

3.3 Visitors are able – at the request of the CIM – not to take part in MetriWeb® by receiving an "anti-cookie" that blocks their page requests from being recorded.

3.4 Along with the third-party MetriWeb® cookie, the system uses a local cookie that makes it possible to regularly perform checks on the basic measurement with the MetriWeb®.

4 Launch Procedure

4.1 A site owner is deemed to have subscribed for MetriWeb®:

- if it is a member of the CIM or when its application to join the CIM has been accepted by the Bureau of the CIM and the Board of Directors of the CIM;
- after it has paid the subscription fees for MetriWeb®; and
- after it has signed these rules for subscription to indicate agreement.

4.2 Upon receipt of payment of the registration fees by the owner of the site and its acceptance of these rules, the CIM sends it the instructions for marking the site or the sections of the site. Only the CIM's Internet Technical Committee decides (and may amend) the specifications of the marking instructions.

These instructions, as well as any later marking notices, are an integral part of these rules. The subscriber is required to comply with them.

The instructions include:

- a MetriWeb® Tag to be placed on each page of the site;
- some files to be put at the site's root;
- some user help for the configuration and placement of the MetriWeb® Tags;
- the CIM's label and the URL of the hyperlink that must be linked to it;
- the CIM's disclaimer (see 9.5) which must be placed on the site in an appropriate position (on the site's home page, in the general conditions or in the privacy policy, for example).

This is not a comprehensive list.

4.3 There can only be one MetriWeb® Tag per page, per site or per section.

4.4 Only one element may be tagged if a page is made up of more than one frame.

4.5 The marking of the pages with auto-refresh is permitted as long as:

- The auto-refresh is longer than 30 seconds;
- The site includes an additional value in the MetriWeb® tag of the pages with auto-refresh: the auto-refresh rate in seconds;
- The publisher notifies the CIM that auto-refresh Tags are being used and where they are located, before doing the marking.

4.6 To configure MetriWeb®, test the functioning of the MetriWeb® Tags and monitor the installation, a maximum of fifteen (15) business days must be allowed for in the Waiting Room.

4.7 After a probationary period that the CIM deems satisfactory (see the aforementioned criteria), the site is proposed for transition to public exposure (in the Active Room) to the CIM's Internet Technical Committee, which then decides on it in its monthly meeting.

4.8 Upon publication of the first report, the CIM sends the Site's contact person its user name and password enabling him to view the results directly on the CIM's site. The CIM authorises the subscriber to send this information to anyone within the company, entirely at the subscriber's responsibility (see Confidentiality Commitment of the members of the CIM).

5 Termination

5.1 A subscriber may revoke its participation in MetriWeb® at any time by sending a registered letter to the General Manager of the CIM. The resigning subscriber must be up-to-date in its dues to the association for the year during which it is notifying its withdrawal.

5.2 The site undertakes, once the resignation/withdrawal from measurement is sent, to immediately remove the files from the root of the site and all the MetriWeb® Tags installed on the site's pages.

5.3 A final count may then be drawn up.

5.4 The resignation and withdrawal of measurement will be effective only after payment of the amounts owing. A notice of resignation/withdrawal from measurement will be sent to the subscriber.

6 Results

6.1 MetriWeb® Reports

6.1.1 MetriWeb®'s results are available on the CIM site, on the MetriWeb® subsite, in the Data section (http://www.cim.be).

6.1.2 The daily averages over the last seven days of visitors, visits and page requests of all subscribers are accessible to the general public in the "Public Reports" section.

6.1.3 The complete results are available for the individual sites and for the "Publisher," "Media," and "Media Sales House" groupings as long as the subscription and payment conditions are fulfilled.

6.1.4 Subscribers have access with their password to the "Daily Reports" "Monthly Reports" and "Comparative Reports".

6.1.5 All the reports are downloadable (in .pdf, txt and many also in .xls formats).

6.2 Raw MetriWeb® File

6.2.1 MetriWeb® subscribers who wish to receive the Raw File must subscribe to this service via an annual subscription.

6.2.2 MetriWeb®'s Raw Tape contains the following information:

- the code of the MetriWeb® Tag (site, site section, page);
- the URL of the page concerned (without stating parameters after any <?>);
- the cookie number of the visitor (= the browser software) carrying out the request;
- the date of the page request;
- the time of the page request;
- the minute of the page request.

6.2.3 The Raw File is downloadable daily for the data of the previous day from an FTP server and an http server.

7 Associated Products

7.2.1 Metriprofil is the Internet tactical study of the CIM that makes it possible to calculate net audience and the socio-demographic profile of the Internet sites. A full description of the study is available on the Metriprofil subsite of the CIM http://www.cim.be/media/internet/bereik/de-cim-metriprofil-studie

7.2.2 Any subscriber site to the CIM that is included in the MetriWeb® system automatically takes part in the Metroprofil study as long as it fulfils the technical conditions required for the proper appearance of the teasers of the Metriprofil survey.

8 Pricing

8.1 The price of the MetriWeb® subscription for members of the CIM is made up of two portions:

- a declining-scale fixed portion dependent on the number of sites and site sections, due in a single instalment in January of each year upon the first invoicing;
- a variable portion dependent on the traffic per month, payable by quarter.

8.2 The Raw File, grouping and Metriplan carry individual subscriptions.

8.3 The prices are listed in detail and accessible on the CIM site http://www.cim.be/media/internet/tarieven

8.4 An annual indexing, according to the changes in the consumer price index, will be subject to approval by the Bureau of the CIM at the proposal of the CIM's Permanent Structure.

A change in the pricing structure will be subject to approval by the CIM's Board of Directors at the proposal of the CIM's Bureau.

9 Rights and obligations with respect to access and use

9.1 The data coming from MetriWeb® and the CIM's publications are the property of the CIM. They are strictly confidential and reserved for the exclusive use of subscriber members that are participating in the financing of the CIM.

However, certain procedures for using and distributing the work and publications may be set by the CIM's Board of Directors.

9.2 The distribution of the user name and password that provide access to the date (see 4.8) is strictly limited to the direct legal Owner of the site (see 2.6).

9.3 It is the responsibility of the CIM's Internet Technical Committee to submit (for the approval of the CIM's Board of Directors) the list of the member categories to which the services, works and publications of its studies are specifically addressed.

9.4 The processing of the data coming from the Raw File are free to be used (under the conditions set forth in 9.1) however the results of such processing may not be in contradiction with the results published by the CIM (daily and monthly reports, calculations of total and duplication in Metriplan) which make up the calculation benchmark on the topic.

9.5 Any communication that uses MetriWeb® reports or calculations on the basis of MetriWeb® data will include a notice identifying the source of the data.

10 Protection of Privacy

10.1 The CIM declares that it has taken all technical and organisational measures required so that the MetriWeb® products provided to subscribers contain only anonymous data (which do not make it possible to establish a link with any identified or identifiable person or entity whatsoever).

10.2 The subscribers undertakes not to perform (or attempt) any crossing of any database that it might possess with data arising out of one or other MetriWeb® product, which would constitute an infringement of the law and in particular the law of 8 December 1992 on the protection of personal data.

10.3 The subscriber accepts and recognises that the CIM may not (under any circumstances) be held liable for the use by the subscriber of all or part of the products of MetriWeb®, Metriprofil and derivatives in contradiction with the law and, in particular, with the law of 8 December 1992 on the protection of personal data or for any use by any third party to which the subscriber has provided all or part of one of the MetriWeb® products.

10.4 The subscriber undertakes to display the CIM's label and the CIM's disclaimer permanently on its site. This label will contain a hyperlink to an explanatory note about the MetriWeb® project on the CIM's site. The label and disclaimer will be sent to the subscriber by the CIM. The subscriber will be responsible for the technical installation of the label, the hyperlink and the disclaimer on each site.

10.5 The CIM's disclaimer (as shown below) must be positioned at an appropriate location on the participant's site. The CIM's disclaimer that the owners of sites must place on their site is as follows:

10.6 "Note: Each time you go to sites bearing the MetriWeb logo *(logo appears here)*, the CIM (*Centre d'Information sur les Media*), using a cookie, gathers information via the pages you view (number of page requests, visits, etc.). This information is collected purely for statistical purposes and does not provide any way to identify you. For more information and to view the updated results of this survey, click on the CIM logo or go to http://www.cim.be."

10.7 The CIM label must also be placed on the participant's site (see 5: Launch Procedure). The CIM label may be placed only on participants' sites and only for the time of participation in MetriWeb®.

10.8 In the event of an infringement by a subscriber of this clause, the CIM , eager to comply strictly with the legislation on the protection of privacy, reserves the right to exclude this subscriber from the MetriWeb® service, without prejudice of the CIM's right to apply for the compensation of any damage, if applicable. The exclusion from the MetriWeb® service is ordered by the Board of Directors of the CIM on the advice of the CIM's Internet Technical Committee pursuant to Article 13 of these rules.

11 Audit by the CIM

11.1 Each subscriber accepts the possibility of an audit of the site and of the use of the MetriWeb® data by the CIM or its agent. Each subscriber undertakes to do all it can to assist with such an audit.

12 Disputes and fraud

12.1 Any dispute will be resolved in the last instance by the CIM's Internet Technical Committee, after inviting the parties to have their point of view heard, as long as such hearing is not impossible in practical terms or incompatible with the urgency that the situation presents. The data gathered by MetriWeb® are retained for one month for checking in the case of doubt.

12.2 In the event of fraud, breach, falsification in declarations or documents or other unlawful practices, the subscriber's shall be exposed to the following sanctions:

1. assignment to the Waiting Room;
2. a warning;
3. a reprimand;
4. a reprimand that is a last warning;
5. suspension of the CIM's services and of the contract;
6. exclusion as a member of the CIM.

12.3 Assignment to the Waiting Room may be applied by the CIM's Permanent Structure in the case of a wrongful practice for non-compliance with the MetriWeb® rules, once the site does not provide the necessary corrections within five (5) calendar days after the first notification by the CIM's Permanent Structure. The CIM's Permanent Structure will raise the sanction once the necessary corrections are made.

12.4 As an example of non-compliance with MetriWeb® rules:

- double tagging of pages;
- the placement of Tags on sites or site sections that do not belong to the domain for which the Tag was created;
- tagging auto-refresh pages of less than thirty (30) seconds;
- refusal to put the language parameter in the MetriWeb® Tag or to correct it if this parameter is false in a large portion of the site;
- refusal by an owner to have all of its sites measured.

This is not a comprehensive list.

Assignment to the Waiting Room will be applied without delay if the fault leads to an artificial increase in the measurement of the traffic. When a participant is in the Waiting Room, the data are automatically no longer accessible to the other subscribers, the data cannot be used commercially any more.

If an owner refuses to have one or more of its sites or sections measured, assignment to the Waiting Room will be extended to all the sites and sections of the same owner if one or more of its sites or sections is still not tagged properly eight weeks after the written invitation to the owner from the CIM to include the site(s) or (section(s)) concerned into the MetriWeb® measurement.

The CIM's Internet Technical Committee will be notified of this sanction. The site's owner has the right to dispute this sanction with the CIM's Internet Technical Committee which will (alone) decide on it at its next monthly meeting.

12.5 The warning, the reprimand and the final reprimand are announced by the Bureau of the CIM at the proposal of the CIM's Internet Technical Committee.

12.6 Suspension is ordered by the Board of Directors of the CIM at the proposal of the CIM's Internet Technical Committee.

12.7 Exclusion is ordered by the General Meeting of the CIM on the advice of the CIM's Board of Directors, pursuant to Article 8 of the CIM's Articles of Association.

12.8 The unauthorised distribution of the username and password automatically leads to assignment to the Waiting Room, pending a decision on a suspension for six (6) months or a permanent suspension.

13 Special Clauses

13.1 Measurement of internet traffic by MetriWeb® products is not fixed in time and can evolve or be amended, particularly as a result of changes in the technical features of the Internet or the changes in behaviour of Internet users. Subscribers are required to keep up with the changes in marking requested unless there is a technical impossibility accepted by the CIM's Internet Technical Committee.

13.2 The times stated in these rules are purely indicative. The CIM shall not be held liable for any time overrun whether or not it is attributable to it.

13.3 The CIM reserve the right to suspend or exclude from measurement any site that directly or indirectly has a content that is racist, xenophobic, paedophilic or pornographic and, in general, that has content that is contrary to public order or good behaviour, without prejudice to the CIM's entitlement to seek compensation for any damage sustained. Exclusion is ordered by the CIM's Board of Directors pursuant to Article 12 of these rules.

13.4 The CIM has an obligation to act with due care.