

ABCe | Jargon Buster



ABC
ELECTRONIC

www.abce.org.uk



ABCe to Z: Jargon Buster

Are you lost in the myriad of terms for electronic media without really knowing what they actually mean? ABCe has produced this easy to use jargon buster to start to help guide you through some of the key technical electronic media definitions.

ABCe is the industry-owned, non profit distributing organisation which provides independently verified traffic and related data across the broad range of digital platforms.

JICWEBS (The Joint Industry Committee for Web Standards) 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 and advertisers from the following industry bodies:

The Voice
of British
Advertisers

ISBA

IPA

IPA DIGITAL

NPA

The Newspaper
Society

iab
Internet Advertising
Bureau www.iabuk.net

aop ^{uk}
Association of
Online Publishers

[a]

AJAX Impression

An HTML page that AJAX content is embedded into.

Ad Click

A Click on an Ad Impression served in the period being measured.

Ad Click Arrival

A User arriving at a site directly after clicking on an ad (made an Ad Impression) served on behalf of that site (made an Ad Click).

Ad Impression

The number of ad banners served in the period being measured.

Ad Impression Arrival

A User arriving at a site having been exposed to an ad served on behalf of that site.

Ad Unique User/Browser

A unique device (e.g. a computer, PDA or mobile phone) that has made a request for an Ad Impression served in the period being measured.

Automated Page Impression

A request which a User's browser software made automatically to refresh the content in a page in the period being measured. Often found on live game reports, scorecards, share pages etc.

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Caching

The practice of storing a recently visited page locally in case the User wants to visit it again.

Chat Impression

The total number of requests made for a site's HTML chat content by Users of that site in the period being measured.

Click

The measurement of a mouse click on a hyperlink.

Completed Download

A request for an audio or video file, which can be used offline, where the size of the file transferred is greater than 95%.

Completed Podcast

A completed request for an audio or video file, which can be used offline, following the receipt of an automated notification of the file's availability.

Cookie

A text file placed on a web user's hard drive by a website to remember data about the website's user.

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Distribution (Gross)

The total number of emails that a media owner attempted to send to all addresses on a distribution list.

Distribution (Net)

The total number of emails that a media owner successfully sent to all addresses on a distribution list.

Distribution Started

The stated time when a media owner started an email distribution.

Distribution Ended

The stated time when a media owner ended an email distribution.

Double Opt-In

Confirming your wish for your email address to be held on a mailing list both by subscribing and subsequently by sending a confirmation email as a reply to the list owner.

Duplication

The level of duplication of email addresses in a mailing list, expressed as a percentage of the total.

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Emails Bounced

Those emails sent as part of a mailing distribution which did not have a valid recipient email address, and so generated a formal failure message (Non-Delivery Notification).

Email Job Referral

A click on a mail to link within a job listing intended for the submission of applicant information and/or for a CV to a recruiter.

Flash Impression

The total number of requests made for pages holding Flash-based content by Users of that site in the period being measured.

Geographical IP Analysis

The percentages by country established for a given metric such as Unique User/Browser.

HTML

HyperText Markup Language, the set of commands used by Web browsers to interpret and display page content to Users.

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Interactive TV Impression

A request made for a site's Interactive TV content by Users of that site in the period being measured.

Online Job Application

The submission to a server of an application form or CV by a valid User.

Online Job Referral

A click on a link within a job listing to a URL specified by a recruiter.

Opt-in

Adding your email address to a distribution list by taking positive action, such as clicking on a subscription link or sending a subscription email.

Page Impression

A request for a page of a site's content made by a User of that site in the period being measured.

PDA Synch

The total number of times that a PDA device has requested a site's PDA content in the period being measured.

Percentage Bounced

The percentage of the total emails sent in a mailing distribution that bounced (see Emails Bounced).

Podcast Subscriber

A Unique User/Browser who has asked to be notified about podcast availability.

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RSS

RSS (Really Simple Syndication) A technology that allows a website to flag new stories or headlines that special software delivers automatically to a subscriber's PC, in an easy to read and automated format.

RSS Referral In

A Referral In (arrival at a site) generated by a click on a headline or link in an RSS feed.

Raw Log File

A text file containing the unfiltered, unprocessed electronic transactions recorded by a server for all processed actions, whether dealing with web, streaming or email content.

Referral In

An arrival to a site from elsewhere on the Internet by a valid User.



Registered Address/Reach Metric, Email

A contactable email address that a media owner holds as part of a distribution list.

Registered User Account

A set of credentials (usually login, password and email address) that grants a User access to a service, network or website.

Requested Download

A request for a non-HTML file which can be used offline – such as an mp3 audio file or a PDF.

Requested Podcast

A Requested Download of an audio or video file made by a User following automated notification that the file is available.

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Search

A set of search results served in response to a valid User's request, regardless of whether any matches are sent or how many results pages are made available.

Search Click

A click originating from a set of search results.

Site Brand URL

The single URL that a site (or a network of sites) uses as shorthand to identify itself and all its content.

Stream

A request made for a site's streamed content (e.g. live broadcasts) by a User of that site in the period being measured.

Subsited Traffic

Pages which have been pushed into a User's browser, usually by a new window opening 'under' the page actually requested by the User.

Subsiting

Entering into an arrangement to have your site opened under another one, so generating "subsited" traffic.

Tagging

Traffic measurement using browser-side methods such as additional tracking code which runs when a page is rendered, rather than server-side methods such as log files. This method is increasingly used to overcome caching issues with measurement.

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Unique Host

The total number of unique IP addresses that have made requests for content to the site in the period being measured.

Unique RSS User/Browser

A Unique User/Browser who has made requests for RSS feeds. Must be measured by Cookie.

Unique User/Browser

A unique device (e.g. a computer or mobile phone) that has made requests for content to the site in the period being measured.

User Duration

The average time of all Visits (of more than one Page Impression) per Unique User/Browser made in the period being measured.

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Visit

The total number of times that a User (a device) has engaged in a single burst of activity with less than 30 minutes between Page Impression. A new Visit starts when the gap between requests for content is at least 30 minutes.

Visit Duration

The average time of each Visit (of more than one Page Impression) in the period being measured.

WAP Impression

The total number of requests made for a site's WAP content by Users of that site in the period being measured.



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certainty in a virtual world

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