

Nielsen//NetRatings

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Differences Between MI & SC Figures

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SiteCensus & Market Intelligence

Nielsen//Netratings SiteCensus is a 'client-centric' product.

- SiteCensus is made up of channels; channels are a mechanism to define and report on specific traffic (e.g. 'Home Page', 'Contact Us' or 'Sports-Tennis')
- Deciding what is included in particular channel is based on the client specific reporting requirements by deciding what content belongs in which channels
- SC set up often use CID to defined content groups, the pages within the content channels are not easily visible using this method

Nielsen//NetRatings Market Intelligence is a 'market-centric' product where all clients are measured/audited on a even playing field then ranked

- Market Intelligence is made up of domains each domain includes sub-level categories
- The traffic within a domain and category must be within the definition of the vertical and is arbitrated by Nielsen NetRatings (e.g. automotive content can not be part of a retail category)
- All traffic reported in Market Intelligence must be transparent to all users and is therefore defined by URL pattern only to ensure agreement and equality



Measurement Methods

Site Census Measurement

- All clients within SiteCensus are assigned a Client ID (CID) which is hard coded in the measurement tag (e.g. `_rsCl="xyz"`)
- Some client within SiteCensus also hard-code lower level information such as content groups within the measurement tag. This is often used to simplify the definition of SC channels and has positive performance impacts (e.g. `_rsCG="homepage"`)
- Using the client id and content group this client in SC might define traffic to their home page as:
 - » `|au_xyz_homepage|`

Market Intelligence Measurement

- In Market Intelligence using the same example as above this channel traffic will be simply measured using the actual URL, described as
 - » [^http://www.xyz.com/home/\\$](http://www.xyz.com/home/$)



Why You Can not Compare MI & SC Figures

1. **SiteCensus Channels are different to MI Domains:**

SiteCensus is a site centric product where channel definitions are set by clients according to their reporting needs however in Market Intelligence the contents of a market domain is controlled by NNR.

SiteCensus channels also accept other variables, for example: filtering traffic, news letters, clicks, framed traffic

2. **Domestic vs International Traffic**

Market Intelligence has two ways of dealing with traffic location - MI in some countries is setup to only include domestic traffic however SiteCensus always includes both domestic and international traffic. The other MI domain setup is to collect total traffic including both domestic and international

3. **Detection of robot traffic is different in SiteCensus and Market Intelligence:**

Traffic levels between Market Intelligence and SiteCensus is very different. The amount of traffic in a MI domain is often larger than the traffic in a SC channel; Due to this difference the level of robot related traffic detected in MI is much larger than false traffic detected by the robot in SiteCensus. All false traffic detected by the robot is removed from both MI and SC traffic levels; this results in more traffic generally being removed from MI than SC



Why You Cant Compare MI & SC Figures cont'

4. Different traffic measurement methods

SC and MI use different measurement techniques; SC uses a client id (CID) which is stored in the measurement source code, however and MI uses URL's to attribute traffic figures to the correct MI domains. Some records received into the backend come through with a blank URL (unresolved URLs) this may be due to applications such as 'Norton's' who stripe out the information. SC has the ability to derive the URL for these records by using the client id and the referrer information and therefore counts these records in the SC traffic. MI uses URL's to measure traffic, so when a records is received with an unresolved URL MI is unable to derive this information and therefore does not count it.

5. Different duration measurement methods

SC duration metrics can be measured using either the 'applet' or click stream methods. MI however only uses click stream duration to ensure an even playing field for comparison.

*(Note: that session duration metrics is the average number of pages per session * the average page duration. Click stream duration metrics are particularly dependent upon correct 'referrer' information. Where clients hard-code URL for internal reporting purposes, we tend to have low 'samples' of page durations.)*