



Free to MDA Publisher Members

effective
measure

Basic Dashboard Screen Shots

The publisher can filter what geographic location they want to see their traffic from: Currently, we have world wide, Asia, Malaysia, Thailand, Singapore, Vietnam, Indonesia, Thailand and Philippines. We will include all countries in the monthly data report sent to publishers

Updated Daily at 10 AM. The publisher can review their data yesterday, last week, last month or a specific time range

Rank	Name	UB's	UB %Chg.	US's	US %Chg.	Freq.	PV's	PV %Chg.	APD	ASD	APVPS	Mobile
	All Categories	73,673,156	12.52%	547,592,628	-8.03%	7.43	4,430,173,001	-7.23%	01:49	14:45	8.09	1.80%
1	theStar.com.my	1,874,123	0.99%	8,053,362	-3.79%	4.83	30,363,130	-15.20%	01:36	05:23	3.35	5.89%
2	MY Website 55	1,260,081	-4.06%	8,554,929	-14.48%	6.79	3,282,667	-23.25%	01:38	05:48	3.54	5.87%
3	MY Website 37	1,014,808	-11.59%	4,944,900	-17.95%	4.87	18,114,865	-35.29%	01:49	05:40	3.66	2.11%
4	MY Website 36	883,090	2.55%	3,614,343	-2.53%	4.09	7,314,116	-8.30%	02:12	04:28	2.02	0.70%
5	MY Website 30	797,808	3.96%	3,376,357	-3.67%	4.23	5,684,134	-7.80%	01:43	02:53	1.88	0.88%
6	MY Website 61	740,779	27.42%	996,584	54.78%	1.55	4,393,566	26.38%	01:11	05:19	4.40	1.26%
7	MY Website 25	722,701	-10.25%	4,741,282	1.14%	5.56	49,894,096	-4.78%	01:43	17:29	10.48	4.03%
8	MY Website 38	668,274	-5.93%	2,841,354	-13.20%	4.25	16,254,248	-22.36%	01:17	08:18	5.72	1.55%
9	MY Website 80	591,275	-13.59%	704,495	-21.83%	1.27	5,538,003	-37.74%	01:26	03:23	7.86	0.97%
10	MY Website 43	462,981	119.42%	1,545,759	181.66%	3.34	6,050,778	227.28%	01:32	05:58	3.91	2.72%
11	MY-website-842	352,745	-	1,251,832	-	3.55	5,289,528	-	01:33	06:28	4.23	2.93%

Unique Browsers = Unique Visitors in Google Analytics Language. Typically 5% to 20% lower due to addressing Cookie deletion.

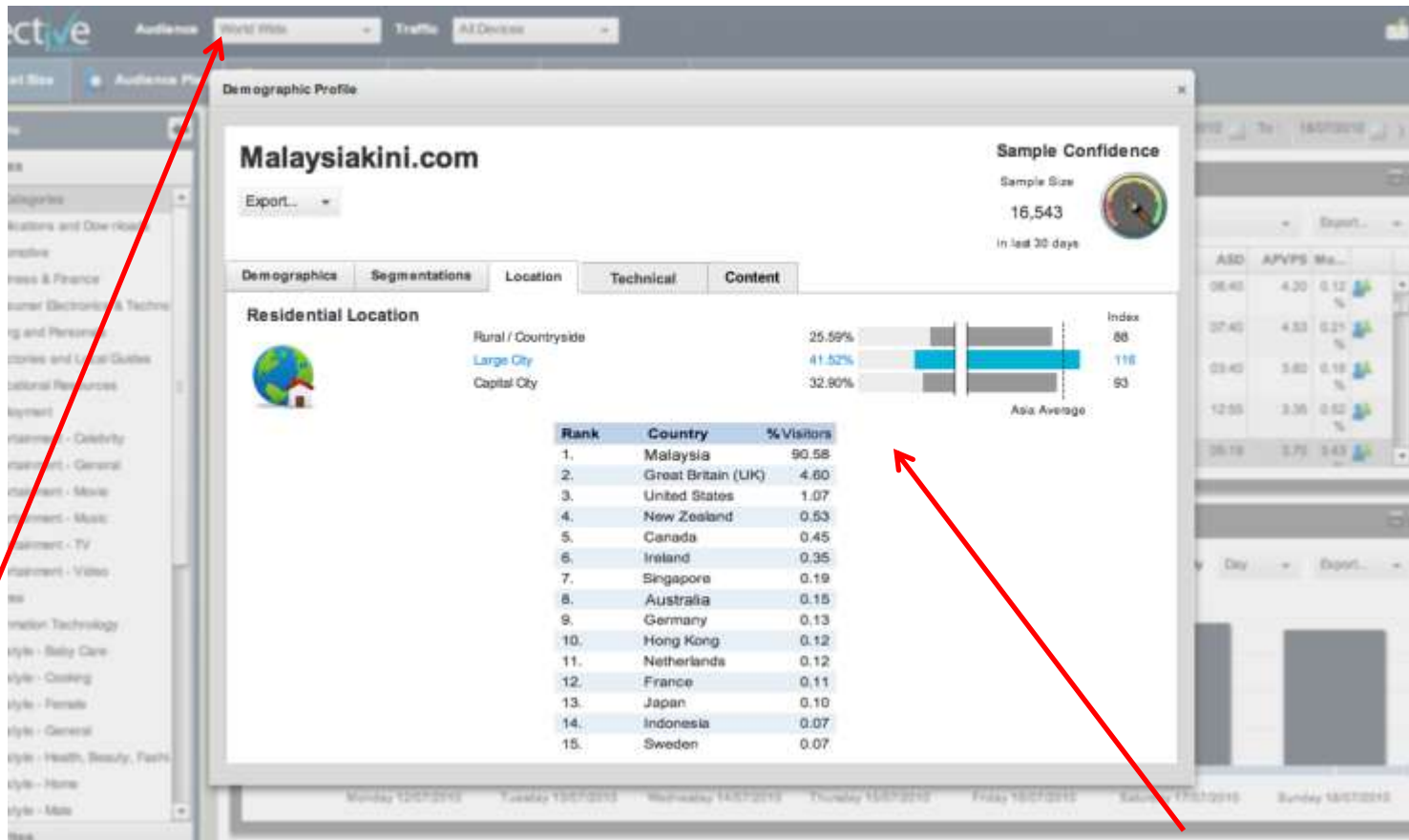
Unique sessions and frequency: number of times all users have visited a site and the average per user

Page Views – total page views generated. Numbers should be very close to Google Analytics if not slightly higher

Average Page Duration and Average Session Duration

Mobile Traffic – what percentage of the traffic comes to your site from a mobile device

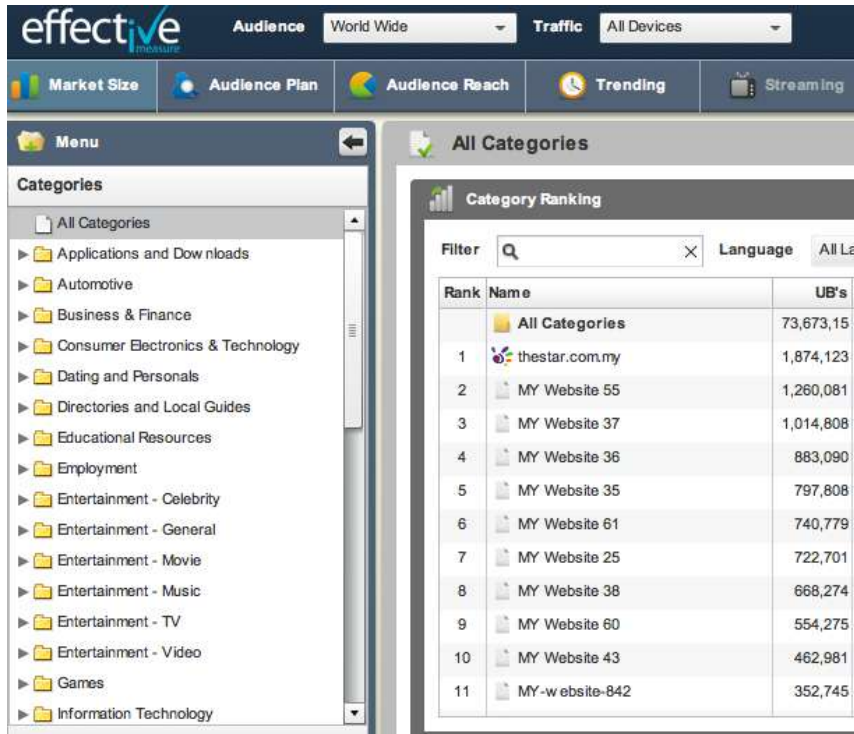
Geographic Location



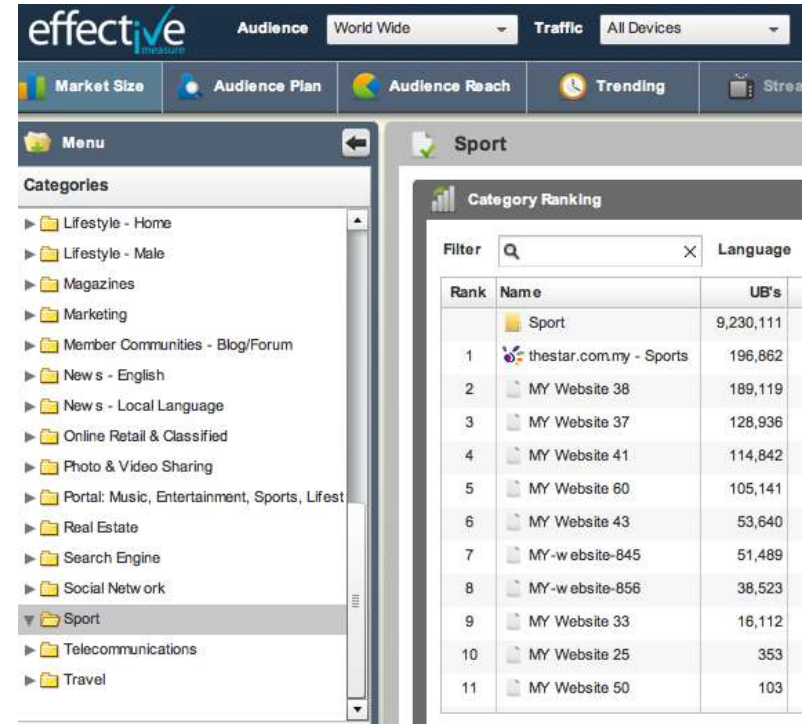
Publishers can filter by geographic location using the Audience Filter.

Effective Measure will also include the top 20 global Audience breakdown in the monthly report

Site Ranking Analysis



All Categories



Sports Category

See Where you site ranks in the market for either All categories or a specific content Category

Data by Content

The screenshot shows a 'Demographic Profile' window for Malaysiakini.com. The window title is 'Demographic Profile' and the site name is 'Malaysiakini.com'. There is an 'Export...' button. The 'Sample Confidence' section shows a 'Sample Size' of 16,543 'in last 30 days' next to a circular gauge icon. Below this are tabs for 'Demographics', 'Segmentations', 'Location', 'Technical', and 'Content', with 'Content' selected. A table lists the top 10 content pages with their Rank, Name, UB's, and PV's.

Rank	Name	UB's	PV's
1	http://www.malaysiakini.com	336,318	3,757,254
2	http://www.malaysiakini.com/news?en	313,988	11,566,058
3	http://www.malaysiakini.com/columns?en	215,690	2,513,311
4	http://www.malaysiakini.com/opinion?en	214,808	3,732,828
5	http://www.malaysiakini.com/letters?en	208,789	774,589
6	http://malaysiakini.iproperty.com	184,295	1,017,168
7	http://www.malaysiakini.com/news/138332	160,665	2,091,615
8	http://www.malaysiakini.tv	149,598	424,249
9	http://www.mobilekini.com	146,983	1,355,553
10	http://www.komunitikini.com	143,488	612,576

Publishers can also see their top 10 content pages in one place by clicking on the Data icon to the right of their All Categories data summary.

Data by Content Continued

effectivemeasure Audience World Wide Traffic All Devices

Market Size Audience Plan Audience Reach Trending Streaming

Educational Resources Showing data for Last Month (From: 01/06/2010 To: 30/06/2010) Go

Category Ranking

Filter Language All Languages Country Malaysia Data Options >>

Rank	Name	UB's	UB %Chg.	US's	US %Chg.	Freq.	PV's	PV %Chg.	APD	ASD	APVPS	Mobile
1	thestar.com.my - Educational Resources	53,324	237.21%	63,944	273.85%	1.20	116,179	313.15%	01:31	02:46	1.82	1.70%

Lifestyle - General Showing data for Last Month (From: 01/06/2010 To: 30/06/2010) Go

Category Ranking

Filter Language All Languages Country Malaysia Data Options >>

Rank	Name	UB's	UB %Chg.	US's	US %Chg.	Freq.	PV's	PV %Chg.	APD	ASD	APVPS	Mobile
2	thestar.com.my - Lifestyle General	302,922	298.95%	525,416	413.34%	1.73	1,345,086	401.53%	01:38	04:12	2.56	1.57%

Sport Showing data for Last Month (From: 01/06/2010 To: 30/06/2010) Go

Category Ranking

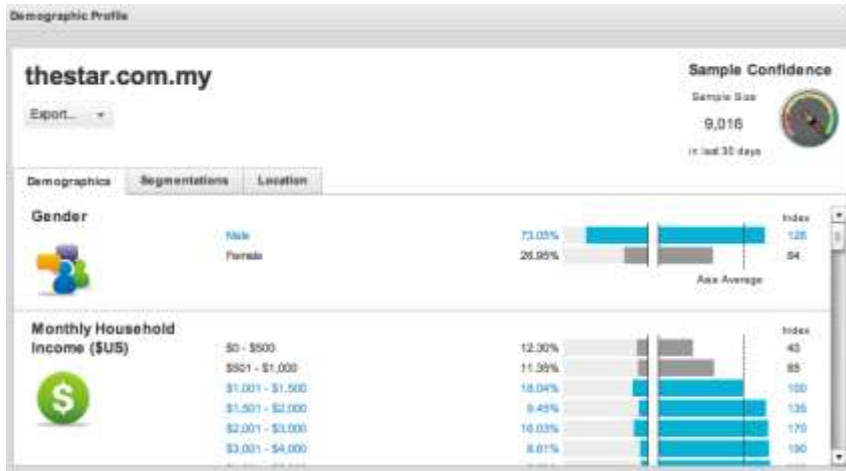
Filter Language All Languages Country Malaysia Data Options >>

Rank	Name	UB's	UB %Chg.	US's	US %Chg.	Freq.	PV's	PV %Chg.	APD	ASD	APVPS	Mobile
1	thestar.com.my - Sports	196,862	227.05%	470,576	356.09%	2.39	1,092,926	263.85%	01:50	04:16	2.32	4.08%

Publishers can view all the same in depth data for each Content Category of their site by clicking on the content category. See 3 examples from The

Star above

Demographic data



The Star – All Categories

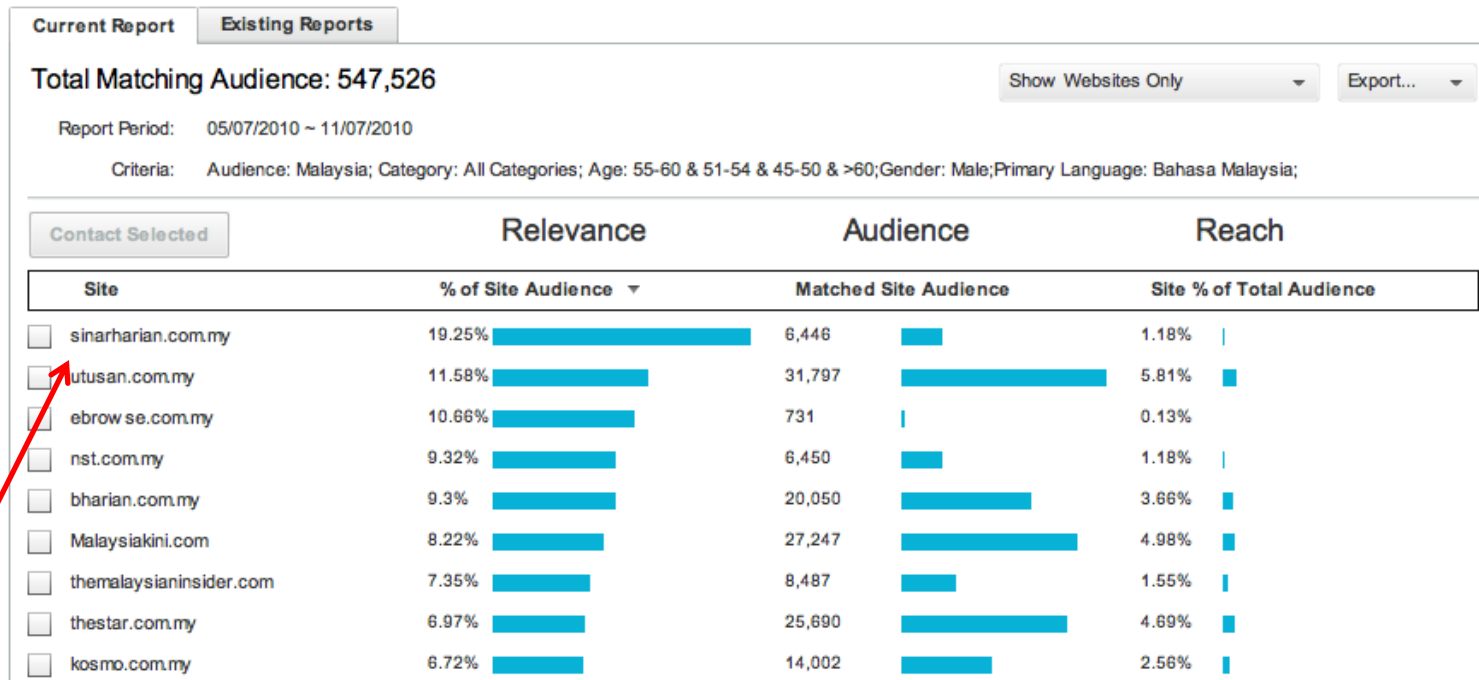


The Star – Sports Category

Publishers can see their demographics at the consolidated site level or for each content category

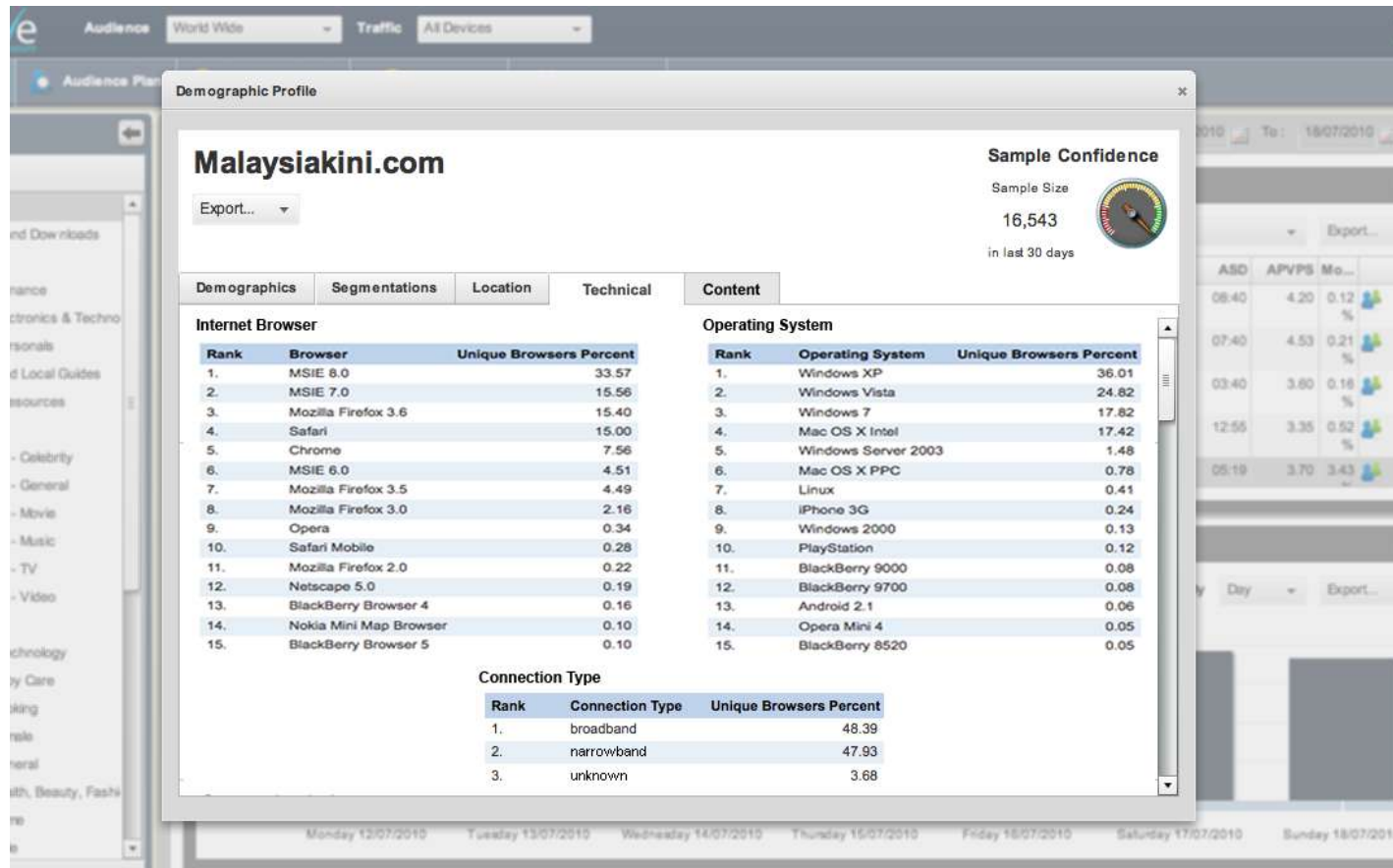
Inclusion in the Media planning tool

Target: Malay Primary language speakers – Age 45 +



Publishers will included in the results as well can see what percentage of their audience matches a specific demographic target

Technical Data



See a summary of Browser Type, Operating system and connection speeds