



PRESS RELEASE
17th December 2009

Employment4Students achieves ABCe certification



Employment4Students has completed an ABCe audit, to independently verify its traffic figures to industry agreed standards, as set by JICWEBS*.

The ABCe certificate issued for www.e4s.co.uk confirms:

- Audit period: **September 2009**
- Unique User/Browsers: **262,194**

ABCe audited data provides the online media industry with a trusted and robust currency on which media space can be bought and sold, and delivers to the market independent assurance that a website is attracting the size of audience it claims.

Chris Eccles from **Employment4Students** comments:

“This audit highlights a 24% growth in traffic to www.e4s.co.uk compared to the same month last year, which demonstrates our increasing popularity amongst students looking for term time & holiday work, internships and graduate entry jobs. In a time of shrinking advertising budgets, E4S understands advertisers’ need for accurate audience figures to make informed decisions about which sites will provide the best coverage for them, and this audit aims to assist with those decisions by confirming E4S as the premier site for employers looking for temporary or holiday workers, interns and graduates.”

Richard Foan, Managing Director of ABCe comments:

“It is highly encouraging that **Employment4Students** is delivering both comparability and transparency by committing to having its site traffic figures independently verified to industry agreed standards. ABCe audited figures continue to provide the online media industry with an important tool to support media buyers and advertisers in their buying decisions, and for the market as a whole to demonstrate accountability of spend online.

Ends

For further information please contact:

Mark Barber / Louisa Papachristou

Eulogy!

Tel: 020 7927 9999

Email: abc@eulogy.co.uk

About ABCe

ABCe (www.abc.org.uk) was established in 1996 as the industry owned, non profit distributing organisation, which works on behalf of advertisers, media buyers and media owners to provide third party independent verification and certification for data related to e media (Internet, Email, SMS, Interactive TV, WAP, PDA and Streaming audio and video) in the UK and Ireland.

ABCe's role is to manage standards for the industry through its work with JICWEBS*, and to provide credibility, comparability and transparency for e media. This gives advertisers the opportunity to maximise returns on marketing budgets by using ABCe certified media and ensures that stakeholders (marketers, investors, media owners, media buyers, advertisers) can invest in e media with confidence and trust.

ABCe serves the online media communities in the UK and Ireland, and is leading an international network setting global standards for e media. ABCe delivers

global measurement standards for local markets through its work as Chair of the IFABC web standards group. www.ifabc.org

**JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) is a body created by the UK and Ireland media industry. Its purpose is to ensure independent development and ownership of standards for measuring on a site centric, census basis audience reach, frequency and activity levels including the use and effectiveness of advertising on e media. www.jicwebs.org. ABCe supports the work of JICWEBS by delivering audit and certification services for e media usage to these industry agreed standards.*