



Rules of gemiusAudience study

This document includes rules of proper scripting, site-centric data collection and data presentation for gemiusAudience study in Estonia.

Rules of gemiusAudience study are available on <https://rating.gemius.com> under selected country by link "gemiusAudience rules" http://ext-ftp.gem.pl/~ftp_rating_latvia/gemiusAudience-rules-EE.pdf and in case of any changes to the Rules, Gemius undertakes to notify gemiusAudience licensees via email.

1. PURPOSE

- 1.1. The purpose of this document is to define rules and conditions, which should be obeyed by the websites and media publishers taking part in gemiusAudience study in Estonia and other parties using gemiusAudience data in Estonia.
- 1.2. Compliance with the rules is crucial for ensuring proper and transparent data collection, interpretation and presentation on individual website, publisher and market levels.
- 1.3. Compliance with the rules will be controlled and monitored by **Gemius**.

2. FREQUENCY AND DEPTH OF PUBLICATION OF THE AUDIENCE STATISTICS

- 2.1. The measurements and data publications are performed continuously and regularly on monthly, weekly and daily basis by Gemius.
- 2.2. Types of data publications:
 - 2.2.1. Internet traffic at the media publication, including subsections of media publication – in monthly, weekly and daily "gemiusAudience Internet Audience Research data" which is available in .gem file format. This data can be viewed with gemiusExplorer data analysis tool.
 - 2.2.2. Internet traffic at the media publication, including subsections of media publication – daily traffic data available online - <http://rating.gemius.com/>.

3. DEFINITIONS AND DELIMITATIONS

- 3.1. **Media publication** - refers to web pages and user session figures that can be unequivocally attributed to a single website and belonging to the same domain name. In case of the same main domain name, but different top level domains (.com, .lt, .ru etc.), these resources are considered as different media publications.
- 3.2. **Media publisher:**
 - 3.2.1. Media publisher refers to the entity on whose behalf the media publication is published.
 - 3.2.2. Media publishers view refers to the fact that combined traffic measurements are shown for several media publications from the individual media publishers.
 - 3.2.3. A company must own at least 51% of a media publication if it wishes to claim the traffic of this media publication as its own (and add it to its media publisher group). The list of portals in the media group is approved in the appendix to the contract.



3.2.4. The name of media publisher (approved by **Gemius**) can be chosen as the name of the company or other name in relation to the name of the company. **Gemius** holds the rights to reject names which can be misleading or present incorrect perception about the media publications included within the group of individual media publisher. The media publisher can be included in the official aggregate tree only after receiving approval from **Gemius**.

3.3. "Aggregate trees" (media networks):

3.3.1. "Aggregate trees" collect data on a set of multiple portals that have a common vendor (usually an ad network) - the legal entity on whose behalf the ad is being sold. "Aggregate trees" in media trees may include different owner-owned portals that have a cooperation agreement between the media owner and the advertiser (usually the ad network).

3.3.2. The seller of the relevant ad group is responsible for a set of portals published in "Aggregate tree" and for submitting the list of websites to Gemius. The list can be updated once a month.

3.3.3. "Aggregate tree" ad networks can choose the same name as the company or another name associated with the company name. Gemius reserves the right to reject ad network names that may be misleading or misunderstand the portals in the ad networks media tree. The ad network can only be included in the official data collection tree after Gemius has approved it.

3.3.4. The name of "Aggregate tree" ad networks (approved by **Gemius**) can be chosen as the name of the company or other name in relation to the name of the company. **Gemius** holds the rights to reject names which can be misleading or present incorrect perception about the portals included within the "Aggregate tree". The ad networks can be included in the official "Aggregate tree" only after receiving approval from **Gemius**.

3.4. gemiusExplorer:

3.4.1. The only official application for viewing gemiusAudience Internet Audience research data provided in .gem files is gemiusExplorer.

3.4.2. The gemiusExplorer application installation file can be obtained from the Internet site upon request: <https://audience.gemius.com/en/research-results/demo-data/>.

3.4.3. To view data (.gem files) with gemiusExplorer, one needs to obtain a license for specific data file. Licenses are managed and issued by **Gemius**.

3.4.4. gemiusAudience Internet Audience research data from gemiusExplorer can be used commercially only by those persons or companies which have obtained a legal license for the specific .gem file.

3.4.5. **Gemius** holds the rights to suspend the licenses for .gem files if the license holder does not comply with the rules stated in this document.

4. PROPER SCRIPTING

4.1. Only one counting tag is permitted per page impression (page view).

4.2. It is not allowed to place counting tags in any page of media publication if these counting tags are not issued for this specific media publication.

4.3. If it is needed to modify counting tag from the original form, one has to approve the modification of the counting with **Gemius**.

5. WHAT IS TO BE COUNTED



- 5.1. Counting can only encompass publicly-accessible online pages which have been legally created.
- 5.2. Pages not generally and publicly accessible (e.g. intranet pages) cannot be counted.
- 5.3. In order for a page to be counted, it is necessary for the user to have performed an action (e.g. clicked on a link or entered an URL address in Internet browser) so as to gain access to the page.
- 5.4. Pages with built-in auto-forwarding, the measurement code cannot be placed in. If a user has taken action to access the transmitted page, the counting code can be placed on the last page the user enters, i.e., not on pages that the user automatically skips.
- 5.5. Pop-up windows can only be inserted a measurement code if the user has to open such windows independently, i.e., an action is performed on the portal (for example, a click on a link) to open it.
- 5.6. Only user-generated pageviews can be counted.
- 5.7. One has to inform Gemius Estonia in case auto refresh is necessary for the website to be able to provide good quality service to their visitors. By default, page views which are generated automatically are deducted from page views, presented in gemiusAudience monthly data.

6. SPECIAL CASES

- 6.1. As a rule, in pages which are developed with frames (including AJAX, pop-ups and similar solutions), page impressions (page views) can only be counted provided that a user-initiated page impression (page view) corresponds to a renewal of at least 40% of the area.
- 6.2. Publications that use frames must place the counting tag in the content frame – not in menus, top frames, hidden frames or other areas.
- 6.3. Pages with functions that differ from those of "ordinary" HTML pages, e.g. various applications, games, chat or streaming, can be tagged if approved by Gemius and if they are in compliance with rules stated in section 5.
- 6.4. "FB Instant Articles" - web page statistics generated using "Facebook or Google App IA" solutions are counted if the codes are located in accordance with Gemius certified documentation.
- 6.5. Use of server-side or other solutions that change the userAgent values of site visitors or modify hits in any way is prohibited.

7. REFERRING TO THE DATA AND CREATING AGGREGATE STATISTICS (INCLUDING NETWORKS AND MEDIA PUBLISHERS)

- 7.1. When referring to gemiusAudience data, the reference must be provided in the following form: **Source: Gemius Eesti, gemiusAudience, mm/yyyy - mm/yyyy.**
- 7.2. When referring to rating.gemius.com data, the reference must be provided in the following form: **Source: Gemius Eesti, gemiusAudience, http://rating.gemius.com, mm / yyyy - mm / yyyy.**
- 7.3. If the form as described in sections 7.1. and 7.2. is not suitable, different form can be chosen only if use of this different form is approved by **Gemius.**
- 7.4. One can refer to gemiusAudience data from .gem files only if one has active license for using the .gem file of the month used as data source.
- 7.5. When multiple media publications are added in a single statistic value, i.e. adding together multiple websites for their cumulative audience number, such statistic value may be presented only if the media publications included in this value are clearly stated next to the source of the data.



7.6. In case of referring to any data from gemiusAudience that are provided in the official .gem files and approved by Gemius, following rules should be obeyed by media publishers:

7.6.1. One should provide information, on what basis such aggregate statistics is created and what websites are included, f.e. **Source: Gemius Eesti, gemiusAudience, mm/yyyy - mm/yyyy. Statistics consists of [number] aggregated websites. Websites included: [list of websites].**

7.6.2. One should add additional information (regarding the websites and their subsections included in the aggregated statistics) when referring to the data if requested by **Gemius Estonia**.

8. INCOMPLIANCE WITH THE RULES

8.1. Companies that do not comply with the applicable rules may be excluded from the public gemiusAudience data site and all other statistical publications until their practice once again adheres to the applicable rules.