

NETWORK ACTIVITY INTERNATIONAL AUDIT REPORT



Electronic Media Audits Limited
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certainty in a virtual world

Site Name: Maktoob

Network Domains:

[List on page 2](#)

Period Covered by Certificate:

1 June - 30 June 2007

Site Content: (Media Owner's Statement)

Maktoob.com is a leading Web community portal offering online communications tools and information services that empower Arab Internet users. With a diverse audience covering the whole Arabic-speaking region in the Middle East and North Africa (MENA), Maktoob combines a wide array of quality aggregated content with the latest Web 2.0 services to engage communities of users throughout one of the fastest growing emerging new media markets in the world.

Since its founding in 2000, when it first introduced free Arabic/English webmail, Maktoob has been a leading provider of communications and community tools such as chat, discussion forums and e-cards, in addition to a host of content-focused information channels covering the latest breaking news, business and finance, sports, entertainment, women's-related topics, and much more.

Today, Maktoob also offers the very latest in Arabic-language Web 2.0 services, including photo and video sharing, blogging, and social networking

Media Owner:

Maktoob.com Inc
P.O.Box 830184
Amman
Jordan
11183

Contact:

Hussam Khoury
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Email: hkhoury@maktoob.com



1. Total qualifying traffic for the certification period 1 June - 30 June 2007

	<u>Daily Averages</u>	<u>Total</u>
Unique Users	463,105	6,969,475

2. Network Domains

www.maktoob.com

<http://as7ab.maktoob.com>

<http://news.maktoob.com>

<http://tvguide.maktoob.com>

<http://chat.maktoob.com>

<http://seenjeem.maktoob.com>

www.maktoobblog.com

<http://business.maktoob.com>

<http://bentelhalal.maktoob.com>

<http://travel.maktoob.com>

<http://sh3bwah.maktoob.com>

www.sport4ever.com

<http://zoom.maktoob.com>

www.maktoob.com/mail/

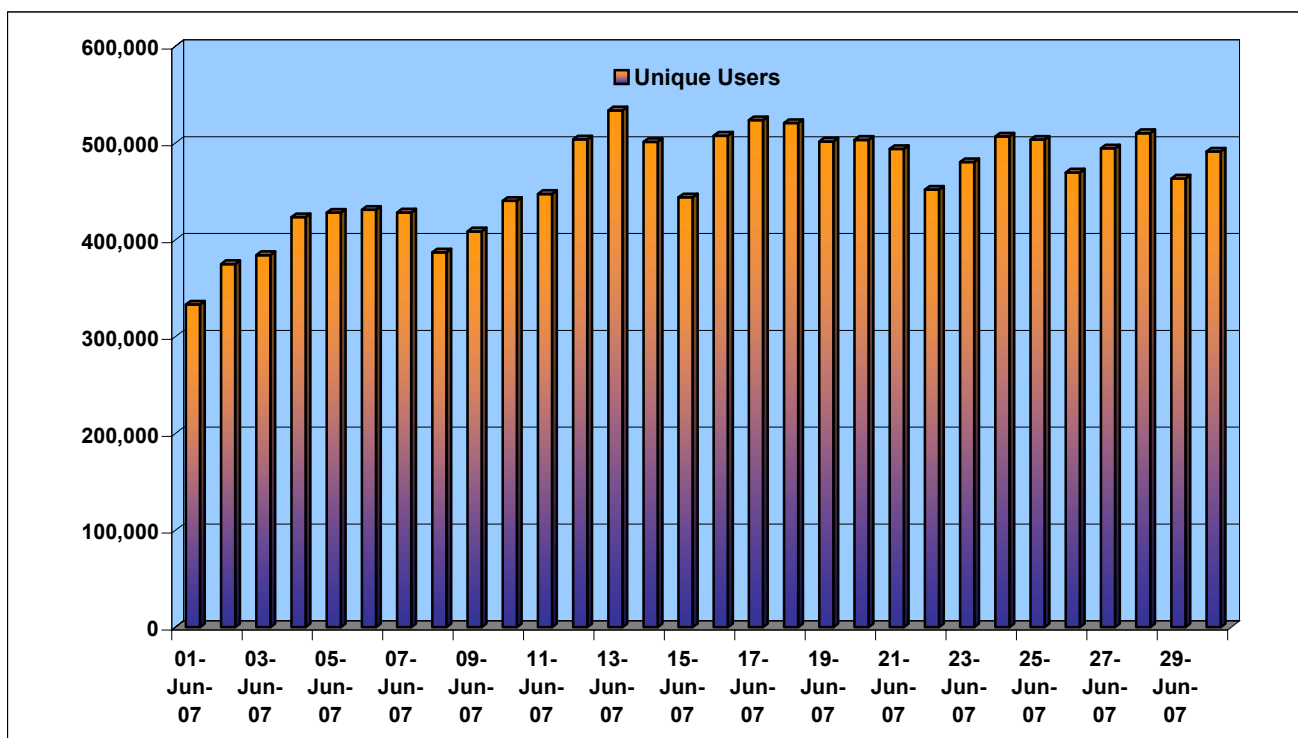


أكبر مجتمع عربي على الإنترنت
www.maktoob.com

3. Daily Activity: Unique Users



DATE	UNIQUE USERS	DATE	UNIQUE USERS
01-Jun-07	333,205	16-Jun-07	507,698
02-Jun-07	375,053	17-Jun-07	523,695
03-Jun-07	384,261	18-Jun-07	520,644
04-Jun-07	423,421	19-Jun-07	501,748
05-Jun-07	428,167	20-Jun-07	503,423
06-Jun-07	431,094	21-Jun-07	493,973
07-Jun-07	428,272	22-Jun-07	451,960
08-Jun-07	387,202	23-Jun-07	480,400
09-Jun-07	408,749	24-Jun-07	506,821
10-Jun-07	440,329	25-Jun-07	503,612
11-Jun-07	447,527	26-Jun-07	469,639
12-Jun-07	503,886	27-Jun-07	494,609
13-Jun-07	533,826	28-Jun-07	510,318
14-Jun-07	501,167	29-Jun-07	463,292
15-Jun-07	443,913	30-Jun-07	491,238



4. Additional Notes

- a) Invalid User traffic is excluded from the traffic certified.
- b) Syndicated content may or may not be included in the traffic certified.

5. Definitions used in this document

UNIQUE USER: Is defined as "The total number of unique combinations of a valid identifier. Sites may use (i) IP+UserAgent, (ii) Cookie and/or (iii) Registration ID." Note that where USERS are allocated IP addresses dynamically (for example by dial-up Internet Service Providers), this definition may overstate or understate the real number of individual USERS concerned.

SYNDICATED CONTENT: Is defined as "Content served by a third party into the certified site's PAGE IMPRESSIONS, or content served by the certified site into a third party's PAGE IMPRESSIONS". Such content may be claimed as valid traffic by both parties. Syndicated content may or may not be included in the traffic certified.

INVALID TRAFFIC: Is defined as "Traffic generated by web site development activity, whether by the site or by its agents and automated search engines, indexers, robots, spiders etc. as defined by ABC ELECTRONIC on a list of user agents see (www.abce.org.uk)".

For more detailed information go to: www.abce.org.uk

6. Counting System

This site used a third party to count the data supporting this certificate.

7. Audit Report from Electronic Media Audits Limited

We have examined the activity records and other data presented by this WWW Site for the period covered by this Audit Report. Our examinations were made in accordance with established procedures and included such tests and other audit procedures as we considered necessary under the circumstances. In our opinion, the WWW Site activity shown is fairly stated in this report and the other data contained in this report are fairly stated in all respects material to the activity.

While ABC ELECTRONIC has conducted successful checks to gain confidence in the authenticity and validity of the original traffic, we have not expressly audited for fraud or negligence.



Electronic Media Audits Limited (ABC ELECTRONIC)
September 2007