

# **THE GEMIUS ACCESSIBILITY RESEARCH STUDY**

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## **gemiusAccessibility Research Study**

### **Why use gemiusAccessibility**

Results of the gemiusAccessibility research study allow for evaluating the quickness of access and quality of connection offered to a given web site when compared to competitive web sites and web sites devoted to similar themes.

Numerous observations show that the web site's access time is one of the most important factors influencing not only its users' comfort but also a general assessment of the service's attractiveness. That is why uninterrupted monitoring of the accessibility level should be one of the duties belonging to the technical departments which serve Internet services.

Long-lasting or recurrent problems with accessing the site may affect our clients' satisfaction and discourage them from using its content.

The results of the gemiusAccessibility research study allow for estimating the quickness and quality of access to the services being offered.

### **What gemiusAccessibility Will Tell You**

The gemiusAccessibility research study provides you with answers to the following questions:

- How fast does your service function when compared to competitive web sites or those devoted to similar themes and subject matters?
- Can your clients count on satisfactory non-stop work of the service?
- Are possible delays in access to the service due to internal or external factors, e.g. the quality of external links?

In the research different types of access to services are taken into account, depending on the quality of the Internet connection and/or the provider (an analysis conducted separately for different kinds of Internet links).

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## **gemiusAccessibility Methodology**

On the analyzed web site, as well as on competitive web sites (and those devoted to similar themes), three graphic elements are selected (their size should be as close to 1, 10 and 50 KB as possible).

Graphic elements are displayed to Internet users in 0x0 sized invisible frames. In one of the frames 4 pictures of the same size open at the same time. They are selected at random from all of the web sites undergoing the measurement.

The object of the physical measurement is the time it takes a selected graphic element (a gif file), which is placed on a server on the Internet, to load into a user's computer. We measure the time from the moment the inquiry is sent by an Internet user's browser to the moment the download ends. If the time of downloading a single graphic element exceeds 60 seconds, it is considered to have failed (the so-called *time-out*).

The methodology that we employ guarantees that the element required by the browser will be downloaded from a target server, and not for example from a proxy server of the Internet provider, which would significantly influence the measurement time and consequently – the credibility of the results.

Each of the elements is displayed to Internet users at different times of the day, on different days of the week, to users possessing different types of links and browsers and living in different places. This ensures the elimination of these factors' influence on the web site's accessibility measurement.

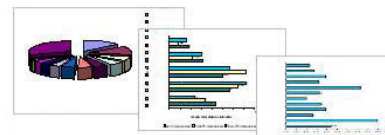
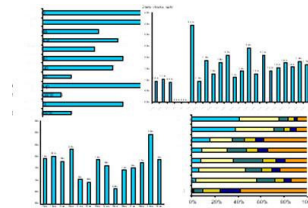
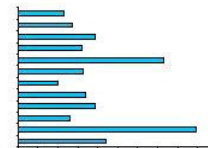
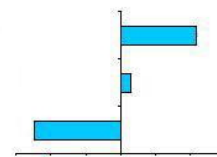
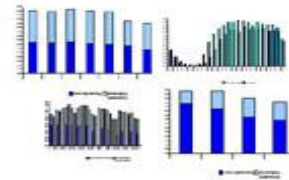
A large number of emissions allows for considering the average to be credible and presenting real access time to the analyzed servers.

Both the data related to the download time of graphic elements and the number of *time-outs* are weighted at the stage of analysis in order to take into consideration differences (not larger than 10%) in the sizes of graphic elements within a given group (1,10 and 50 KB) on particular web sites.

## Deliverables

Results are presented in the form of a report consisting of:

- An analysis of accessibility to the services by day, week and month.
- An analysis of the availability of competitive web sites.
- A comparison of availability detailed by dial-up, xDSL connections, cable TV and radio networks.
- An analysis of the level of failure while accessing the service (proportion of time-outs in the total number of inquiries to the server) by day, week and month.
- Additional analyses on demand.



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## Methodological Assumptions

### The gemiusAccessibility Research Study

- a random selection of Internet users participating in the research
- the duration of the research – two weeks or in a continuous way (depending on the needs of the client)
- the minimal number of measurements for each of the providers/services – 1000 (this number will be achieved for the provider with the smallest participation in the market, for the remaining providers/services the number of measurements may be even 100 times larger); the participation of measurements in the sample will naturally be a reflection of participation in the market of a given provider/service
- one measurement consists of four downloads of graphical elements; a random selection of the elements in each measurement ensures equal participation of the elements in a sample and thus a credible result
- a download is deemed successful if the whole process of measurement from the moment of display in a browser's window lasts less than 60 seconds; for each provider/service the proportion of failed downloads (*time-outs*) in a sample will be given

### The Methodology's Advantages:

- The research is conducted in real time, in a natural environment, .g. online.
- The research may be both repetitive and continuous monitoring.

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## Price Offer

The service's measurement begins after agreement on the execution of gemiusAccessibility has officially been concluded.

The measurement may be conducted in two ways:

- Continuous – the measurement is done on a specified number of Internet users and the results are presented without delay with the help of an online interface in the form of monthly or quarterly reports
- Temporary – the measurement is conducted in a given time period on a given number of users with the possibility of doing repetitions from time to time (e.g. a research study lasting 7 days, repeated every quarter of a year)

Detailed information on the price offer can be obtained from

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## Information about the Company

Gemius SA is a research company, a leader and pioneer in the field of Internet research in Central and Eastern Europe. On the Polish market it has existed since 1999, offering professional analytic and counseling services for all the subjects of this market. The company offers a wide range of complex research relating among others to users' behavior on web sites (gemiusTraffic), their socio-demographic profile (gemiusProfile) and the efficiency of campaigns conducted on the Internet (gemiusEffect). Both Polish and foreign companies belong to the group of Gemius SA Clients and Partners.

Gemius SA in cooperation with Polish Internet Research (Polskie Badania Internetu PBI) conducts the gemiusAudience research study, which constitutes a standard of audience rating measurement of all web sites and Internet applications used by Polish users. gemiusAudience is audience rating research of the Reach/Frequency type and it consists in creating and maintaining a panel of Polish users of the Internet (the so-called user-centric research). The collected panel data are additionally audited by a site-centric type of research.

The leading Internet publishers in Poland comprising Polish Internet Research, i.e. Gazeta.pl, INTERIA.PL, Onet.pl, Rzeczpospolita and Wirtualna Polska, use gemiusTraffic's results in their everyday activity.

### Selected Clients:

Education/Counseling	Motorization	Banks	Joint-ventures
<ul style="list-style-type: none"> <li>• Law and Administration Department, University of Warsaw</li> <li>• Higher School of Linguistics</li> <li>• Business School of the Warsaw University of Technology</li> <li>• Academic Education Center C.K.A.</li> <li>• PricewaterhouseCoopers Poland Sp. z o.o.</li> </ul>	<ul style="list-style-type: none"> <li>• Toyota</li> <li>• Fiat</li> <li>• Hyundai</li> <li>• Nissan</li> <li>• Peugeot</li> <li>• Renault</li> </ul>	<ul style="list-style-type: none"> <li>• Raiffeisen</li> <li>• BPH</li> <li>• PKO BP</li> <li>• mBank</li> <li>• Multibank</li> <li>• BZ WBK</li> </ul>	<ul style="list-style-type: none"> <li>• Polish Internet Research (Polskie Badania Internetu PBI)</li> <li>• Interactive Advertising Bureau (IAB)</li> <li>• Advertising Networks Consortium (Konsorcjum Sieci Reklamowych KSR)</li> </ul>
Media	FMCG	Insurance companies	Telecommunication
<ul style="list-style-type: none"> <li>• Agora SA</li> <li>• Onet.pl</li> <li>• Wirtualna Polska</li> <li>• Interia.pl</li> <li>• Rzeczpospolita</li> <li>• Canal+</li> </ul>	<ul style="list-style-type: none"> <li>• Nestlé</li> <li>• Unilever</li> <li>• Carlsberg</li> <li>• Tchibo</li> <li>• Gillette</li> <li>• Procter &amp; Gamble</li> </ul>	<ul style="list-style-type: none"> <li>• Allianz</li> <li>• Commercial Union</li> <li>• ING</li> <li>• Amplico</li> <li>• Nationwide</li> <li>• PZU</li> </ul>	<ul style="list-style-type: none"> <li>• Era</li> <li>• Plus GSM</li> </ul>