

**EMAIL
INTERNATIONAL AUDIT REPORT**



Electronic Media Audits Limited
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certainty in a virtual world

Media Owner: Headstar Limited

Email Campaign/Project:

E-Government Bulletin

Distribution started: 13 December 2004

Email Content: (Publisher's Statement)

E-Government Bulletin is an electronic newsletter covering online public services, 'e-democracy', and the information society in the UK and worldwide.

Contact Details:

Dan Jellinek
Editor
E-Government Bulletin
68 Middle Street
Brighton BN1 1AL



1. Quantity and quality of email distribution:

Distribution (Net)	11,050
Distribution (Gross)	11,250
Duplication	0%
Emails bounced (NDN's)	168
Percentage Bounced (NDN's)	1.5%

2. Quantity and quality of distribution list:

Registered addresses	11,050
Opt-in	100%



3. Definitions used in this document

DISTRIBUTION (NET): Is defined as “the total number of emails successfully sent as part of a single campaign/distribution to all (SMTP) addresses on the distribution list. This number excludes EMAILS BOUNCED (see below)”

DISTRIBUTION (GROSS): Is defined as “the total number of emails sent as part of a single campaign/distribution to all (SMTP) addresses on the distribution list.”

DUPLICATION: Is defined as “the total number of identical SMTP addresses in the distribution list expressed as a percentage of the gross distribution, rounded down to the nearest whole number.”

DISTRIBUTION STARTED: Is defined as “the date and time expressed in hours and minutes (GMT) when the first email in a campaign/distribution was sent to the first address on the distribution list.”

EMAILS BOUNCED: Is defined as “the total number of emails in the gross distribution that generated an NDN (Non-Delivery-Notice) measured at least 24 hours after the time of the last email sent in that single campaign/distribution.”

PERCENTAGE BOUNCED: Is defined as “the total number of emails in the gross distribution that generated an NDN measured at least 24 hours after the time of the last email sent, expressed as a percentage of the gross distribution.”

REGISTERED ADDRESS: Is defined as “a contactable address (SMTP) in the distribution list that has requested the email service.” **Note:** this is not a measure of individual people or addressees, because individuals may have more than one registered email address.

OPT-IN: is defined as "a unique SMTP address that has been added to the distribution list as a result of a positive action by the address user."

4. Counting System

This publisher used a third party to send the email distribution and to provide and analyse the data supporting this certificate.

5. Audit Report from *Electronic Media Audits Limited (ABC ELECTRONIC)*

We have examined the activity records and other relevant data presented by this Media Owner for the email distribution 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 Email 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.

Electronic Media Audits Limited – January 2005