The International IAB/ABC Spiders & Robots List

Did you know that ABC UK has had to adjust claimed web traffic figures

by up to 60% due to robot activity?!

- Add to that, according to comScore research:
    - 51% of internet "users" are non-human – i.e. robots and spiders
    - 3-10% of ad impressions reach non-humans
- Meaning brands advertising and communicating online could be wasting significant budget!

How to ensure these figures don't relate to your business.

- ABC UK manages access to the International IAB/ABC Spiders and Robots List for European based companies.
- IAB Europe is working with ABC UK to make available this data to you.
- This is a globally applicable list created by the merging of the IAB US and ABC UK's data.
- Implementing the list will significantly reduce the risk of counting invalid non human traffic.
- By subscribing to ABC's Spiders & Robots service you will get:
    1. Access to the ABC website (www.abc.org.uk) and its restricted technical area which holds:
        a. The International IAB/ABC Spiders and Robots List
        b. The International IAB/ABC List of Valid Browsers
        c. The ABC IP Address Exclusion List
    2. A "Steps to Implementation" document.
    3. Support in implementing and updating the lists.
    4. Information on the management of the centrally updated lists reflecting monthly changes that are brought to the attention of IAB US, ABC UK or the Policy Board.

You can take action. Say NO to spiders.

To stop spiders effecting your data contact Bénédicte Blondel today via
communications@iabeurope.eu

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Supporters:

"Using industry standards as a base from which to create statistics is key to building advertisers understanding, confidence and subsequent use of such data. We encourage all of our members' suppliers to employ best practice that is reliably maintained and can be trusted."

- David Ellison, Marketing Director at ISBA

"Accurately accounting for human user-intended activity is fundamental to comScore's measurement of audiences, and our traffic filtration processes are therefore designed to exclude activity that is not initiated by humans in accordance with the standards published by JICWEBS and the IAB. The International IAB/ABC Spiders & Robots List is a critical resource toward this end, providing a central repository where search engines and others committed to transparency have declared themselves. IAB/ABC's globally coordinated resources provide a significant benefit as compared to individual measurement companies duplicating their efforts. As such, it serves comScore and its clients well, providing foundational support for effective filtration of non-human traffic.

- Larry Goldstein, Vice President, Research Audit Services at comScore

"All responsible companies should use the International IAB/ABC Spiders & Robots List to demonstrate their commitment to increase transparency in the market. We are excited teaming up with ABC to offer this benefit to IAB Europe members."

- Kimon Zorbas, Vice President, IAB Europe

"Whatever you say about your site's traffic is meaningless unless you filter your logfiles to industry standards. Our Page Impressions, for instance, were reduced by more than 40 per cent after we had stripped out the spiders, robots and proxy servers, as required by ABC. Despite this, we were pleased with the results. It is important not to have an inflated view of site traffic, both for our own understanding, and for our advertisers."

- Drew Cullen, Editor-in-chief at The Register