



Visitor Summary

The Visitor Summary is an I/PRO custom research report. Cookies are used to track individual browsers accessing a site.



W3T.com, Inc. - Teen.com, 274 Great Road, Acton, MA 01720

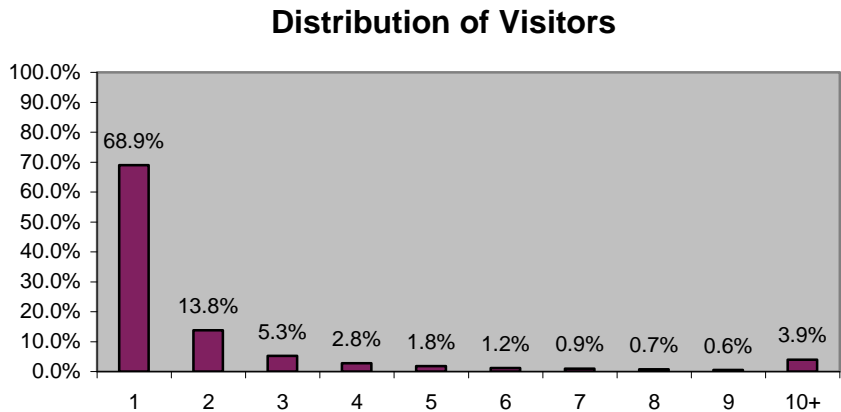
SUMMARY OF VISITORS

August, 2000

TOTAL VISITS AUGUST	2,056,400
UNIQUE VISITORS AUGUST	868,349

DISTRIBUTION OF VISITORS

Number of visits per unique visitor	Percentage of total visits
1	68.9%
2	13.8%
3	5.3%
4	2.8%
5	1.8%
6	1.2%
7	0.9%
8	0.7%
9	0.6%
10+	3.9%
TOTAL	100%



AVERAGE NUMBER OF VISITS PER UNIQUE VISITORS: 2.37

METHODOLOGY

1. Sessions are constructed using cookies set by client's webserver, using a standard 30-minute timeout.
2. Unique cookie IDs are compiled into a database and tracked over time.
3. Cookies associated with only one hit are not included in the count.

DEFINITIONS

VISIT	A series of page requests by a visitor without 30 consecutive minutes of inactivity.
VISITOR	An individual who interacts with a website. For this report, visitors are identified by the cookies assigned to them by the website's server.
UNIQUE VISITOR	A visitor whose activity over time is tracked by means of a browser cookie.

NOTES