

ABA Information Technology Websites Report

November 2009 Results

On average over 237,000 Australians visited sites in the *Information Technology* Category **each day** during November, which was slightly down from October with 5.5% less Unique Browsers visiting this category compared to the previous month. [CNET Australia](#) (+ 6.5%) and [PC World](#) (+6.6%) were the only sites in the top ten to defy the trend and show positive growth in November. [GoodGearGuide](#) had the most growth (+22.2%), moving up three places into the #16 position. [Atomic MPC](#) was the most engaging audited site in November with the highest average session duration of 5 min 37 secs.

Rank	Website Name	Audit Status	Publisher	Ave Daily Unique Browsers	Monthly Unique Browsers	UB Change %	Page Impressions	Frequency	Session Duration
1	smh.com.au/technology/	Not Audited	Fairfax Digital	65,727	983,201	-6.12			
2	news.com.au - Technology	Not Audited	News Digital Media	32,856	552,308	-10.42			
3	theage.com.au/technology/	Not Audited	Fairfax Digital	32,300	493,289	-9.07			
4	CNET Australia	Audited	CBS Interactive	30,371	698,796	6.48	4,396,769	1.48	04:27
5	Gizmodo [Allure]	Not Audited	Allure Media Network	16,426	289,809	-19.87			
6	ZDNet Australia	Audited	CBS Interactive	15,400	347,952	-9.44	1,182,139	1.47	02:42
7	Australian IT	Not Audited	News Digital Media	11,984	231,850	-14.92			
8	Lifehacker [Allure]	Not Audited	Allure Media Network	8,415	150,465	-19.99			
9	TechRepublic	Audited	CBS Interactive	7,487	183,104	-10.14	613,126	1.32	02:29
10	PC World	Audited	IDG Communications	6,379	168,710	6.56	583,381	1.21	02:51
11	iTnews	Audited	Haymarket Media	6,298	111,351	0.05	573,993	1.99	03:31
12	PC Authority	Audited	Haymarket Media	6,029	145,462	-7.97	552,050	1.36	03:10
13	Smarthouse [4sqm]	Audited	4Square Media	5,612	142,623	2.71	471,705	1.29	03:00
14	itwire.com.au	Not Audited	Fairfax Digital	5,290	114,635	9.39			
15	apcmag.com	Not Audited	ninemsn	4,897	114,169	-6.94			
16	GoodGearGuide	Audited	IDG Communications	4,569	122,125	22.2	424,054	1.19	03:30
17	Atomic MPC	Audited	Haymarket Media	4,153	89,693	-4.12	999,663	1.89	05:37
18	Computerworld	Audited	IDG Communications	4,056	91,034	0.16	231,520	1.44	02:25
19	brisbanetimes/technology	Not Audited	Fairfax Digital	3,636	74,565	-23.07			
20	ARN	Audited	IDG Communications	2,702	52,028	-2.53	228,097	1.85	02:45
21	BBC Technology	Not Audited	BBC	2,225	32,648	-5.24			
22	Watoday.com.au/technology	Not Audited	Fairfax Digital	2,184	46,670	-15.04			
23	xpmediacentre.com.au [PCIk]	Not Audited	Xpmediacentre Aust.	2,032	45,152	-2.33			
24	CRN	Audited	Haymarket Media	1,907	37,515	-5.9	139,975	1.74	02:37
25	pcuser.com.au	Not Audited	ninemsn	1,430	38,787	-13.09			
26	channelnews.com.au	Not Audited	4Square Media	835	13,496	9.74			
27	CIO	Audited	IDG Communications	788	20,256	-0.69	57,809	1.26	03:01
28	TechWorld	Audited	IDG Communications	759	21,119	-6.26	37,601	1.12	01:59
29	MIS Australia	Audited	Fairfax Digital	457	8,719	-24.84	28,228	1.76	01:46
30	SC Magazine	Audited	Haymarket Media	408	9,724	-7.43	26,883	1.34	03:18

Source: Nielsen Market Intelligence – Domestic Traffic, November 2009.

* Non-audited sites have not requested to be independently verified by the ABA for measurement rules compliance, therefore these sites appear in this ABA report with only indicative unaudited figures.

Visit the www.auditbureau.org.au to read the [ABA Web Measurement Rules](#).

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