



Department
for Environment
Food & Rural Affairs

helpline@defra.gsi.gov.uk
www.defra.gov.uk

By E Mail - [REDACTED]

Your ref:
Our ref: RFI 5655
Date: 1st August 2013

Dear [REDACTED]

REQUEST FOR INFORMATION: DEFRA's Most Accessed Websites

Thank you for your request for information about the 20 Websites most accessed by Defra staff which we received on the 18th of July. We have handled your request under the Freedom of Information Act 2000 (FOIA).

We want to be as open as possible in answering requests. The FOIA itself also requires us to help people obtain the information they are looking for. Unfortunately, the amount of information you have requested is substantial, and gathering it together would involve significant cost and diversion of resources from the Department's other work.

Section 12(1) of the FOIA allows us to refuse a request for information if we estimate that the cost of complying with the request would exceed the appropriate limit, which currently stands at £600. On the basis of our estimates, we consider that the cost to provide all the information you have requested would exceed this. We can however provide the information you requested for the last 6 month period.

I enclose a copy of this information you requested for the period from 1 Jan 2013 to 30 June 2013. Please note that this information is based on approximately 10,000 staff in core Defra and a number of agencies and non-Departmental Public Bodies (NDPBs) and provides an indicative view of web browsing activity. In seeking to provide details of the number of visits and time spent on the site we have used the following information which is collected by our supplier for the Department:

Page Views are the number of times a page on a site is hit. This will include elements such as popups and frames. This means that should a member of staff go to a website page which includes such popups then these will also be recorded as page view so, for example if 5 popups are delivered as part of a web page then this will be recorded as 6 page views.

Browse Time is calculated using an algorithm based on the number of page views multiplied by time, with a minimum browsing time of 30 seconds used. Therefore using the



INVESTORS
IN PEOPLE

page view example above, a 15 second view of a page with 5 popups will be recorded as a browsing time of 180 seconds. Browse time is therefore not necessarily indicative of the amount of time members of staff have spent browsing specific sites.

In keeping with the spirit and effect of the FOIA, and in keeping with the government's Transparency Agenda, all information is assumed to be releasable to the public unless exempt. Therefore, the information released to you will now be published on www.gov.uk together with any related information that will provide a key to its wider context. Please note that this will not include your personal data.

I attach Annex A, which explains the copyright that applies to the information being released to you.

I also attach Annex B giving contact details should you be unhappy with the service you have received.

If you have any queries about this letter, please contact me.

Yours

Julie Knapton

Email is.communications@defra.gsi.gov.uk

Annex A

Copyright

The information supplied to you continues to be protected by copyright. You are free to use it for your own purposes, including for private study and non-commercial research, and for any other purpose authorised by an exception in current copyright law. Documents (except photographs or logos) can be also used in the UK without requiring permission for the purposes of news reporting. Any other re-use, for example commercial publication, would require the permission of the copyright holder.

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Copyright in other documents may rest with a third party. For information about obtaining permission from a third party see the Intellectual Property Office's website.

Annex B

Complaints

If you are unhappy with the service you have received in relation to your request you may make a complaint or appeal against our decision under section 17(7) of the FOIA or under regulation 18 of the EIRs, as applicable, within 40 working days of the date of this letter. Please write to Mike Kaye, Head of Information Standards, Area 4D, Nobel House, 17 Smith Square, London, SW1P 3JR (email: requestforinfo@defra.gsi.gov.uk) and he will arrange for an internal review of your case. Details of Defra's complaints procedure are on our website.

If you are not content with the outcome of the internal review, section 50 of the FOIA and regulation 18 of the EIRs gives you the right to apply directly to the Information Commissioner for a decision. Please note that generally the Information Commissioner cannot make a decision unless you have first exhausted Defra's own complaints procedure. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Defra 20 Top Accessed Sites - 1 Jan 2013 - 30 June 2013

Site	Requests	Page Views	Browse Time	Man Days
www.google.co.uk	40,688,469	5,254,184	74014048	856.64
www.facebook.com	12,409,031	4,180,098	32658027	377.99
googleads.g.doubleclick.net	8,368,418	3,380,396	13657772	158.08
www.bbc.co.uk	80,737,552	2,882,709	59975478	694.16
b3-uk.mookie1.com	6,687,347	2,213,050	8006040	92.66
ad-emea.doubleclick.net	6,581,364	1,809,332	8414636	97.39
static.ak.facebook.com	1,794,221	1,792,768	13145594	152.15
platform.twitter.com	3,994,741	1,261,629	7682846	88.92
bbcfmhdsvo.llnwd.net	2,551,319	1,212,628	501727	5.81
zaphod-live.bbc.co.uk.edgesuite.net	2,443,277	1,150,927	399599	4.62
bs.serving-sys.com	1,321,148	1,110,020	9877401	114.32
ams1.ib.adnxs.com	5,848,127	1,100,094	3241821	37.52
www.amazon.co.uk	11,129,727	1,065,708	5869050	67.93
ad.doubleclick.net	3,839,974	1,013,318	4815657	55.74
www.espnricinfo.com	4,769,519	829,220	16234957	187.9
www.youtube.com	5,429,820	808,131	4902270	56.74
aax-eu.amazon-adsystem.com	1,216,129	720,719	4688057	54.26
delivery.adstheaa.com	3,986,814	711,060	4288337	49.63
bcp.crowdctrl.net	1,678,152	603,766	4736409	54.82