

EURO-TOPTEN PLUS

Extension and strengthening of the European Topten Initiatives and of the market for innovative and efficient products

Market monitoring and web frequentation note No. 2 (month 19)

Reporting period from August 2009 to May 2010

Deliverable 17, WP 6

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1 SUMMARY – OVERALL RESULTS

The market monitoring and web frequentation note describes the advancement of Euro-Topten Plus partners websites. The number of categories, subcategories and appliances are summarised and developments in contrast to the previous status is documented. Further is shown to what extend the web frequentation, which is regarded as an indicator for the success of the dissemination activities, has increased within the reporting period.

There are performance indicators related to this issue. Euro-Topten Plus proposed to display at least 6,400 products in 160 product categories with an average of 10 product categories per national website at the end of the project. And all Euro-Topten Plus partners websites together should be visited by 2.7 million visitors in 2011.

The main results for the reporting period in brief (not taking into account the Swiss Topten website):

- In August 2009, 14 Euro-Topten Plus partners websites were online (the Norwegian site had just been created). In November 2009 and January 2010 two new websites in Greece (www.ecotopten.gr) and in Romania (www.topten.info.ro) have been online. They started presenting the most efficient household appliances in their countries. At the time of reporting, only the Lithuanian website is missing but the software is installed and the site is intermittently running for tests reasons (www.top-10.lt) but not fully functional.
- Existing websites have been updated on a regular basis enriched by further products and some product criteria have been tightened, thanks to market improvements.
- Altogether between August 2009 and May 2010 the number of running Euro-Topten Plus partners websites has increased from 14 to 16. The number of overall categories has increased from 137 to 170, of subcategories from 283 to 388 and the number of listed products and services changed from about 8,479 to 8,239. Though the overall performance indicator is already achieved in average with this number, it would be better if the distribution between countries would be more balanced. But this will of course change in the future during the project duration by consolidation and more European harmonisation of the different Euro-Topten Plus initiatives.
- The attraction of all 16 Euro-Topten Plus partners websites is already very good. In 2009 more than 2.2 million visited the websites and caused about 34 million hits. From January to May 2010 more than 1 million visitors visited the websites and caused 13 million hits. Again the performance indicator is nearly achieved, but the visitors and hits are still uneven between countries. Statistic tools used by partners have been harmonised to Google Statistics when possible.

2 DEVELOPMENT OF CATEGORIES, SUBCATEGORIES AND LISTED APPLIANCES

2.1 Overview

Within the reporting period from August 2009 till May 2010 the number of listed appliances of all 16 Euro-Topten Plus partners websites (without Switzerland) has changed from 8,479 to 8.239, taking into account also Switzerland it has changed from 9,247 up to 9,145. This decrease results from a different counting than before. Till 2009 extended lists with more products but weaker criteria, that are presented in Austria and on the German partners website of Dena, were taken into account. In May only the core lists with the tighter criteria are included in the counting. Indeed what has increased is the number of categories and subcategories. Among others, this is due to the fact that more partners websites than before present office equipment like flat screen monitors, inkjet/thermo-imaging equipment, copier, laser printer and computer. Also many countries now present TVs, some also LED- and Halogen-lamps. Thereby, though still showing differences, the distribution between countries has become more even, cf. also Table 1.

	Aug 09			Mai 10		
	Categories	Subcategories	Appliances	Categories	Subcategories	Appliances
Austria	13	24	1541	18	29	1317
Belgium	8	22	324	13	31	321
Czech Republic	12	17	303	13	29	396
Finland	11	16	368	13	24	450
France	11	21	404	11	25	463
Germany Dena	11	17	1590	12	21	210
Germany Oeko	13	24	934	14	23	923
Greece	-	-	-	5	15	280
Italy	9	22	390	11	28	497
Lithuania	-	-	-	-	-	-
Luxemburg	10	28	709	10	29	920
Norway	5	7	50	5	8	60
Poland	9	15	724	14	41	939
Portugal	8	23	309	8	22	313
Romania	-	-	-	2	6	142
Spain	5	10	153	6	12	225
Switzerland	20	32	768	20	33	906
Europe	12	37	680	15	45	783
Total	157	315	9247	190	421	9145
Total without Switzerland	137	283	8479	170	388	8239

Table 1: Development of number of covered categories, subcategories and listed appliances or products

Also some countries could tighten their criteria as the market moved to more efficient products, as for cooling appliances in Belgium and France and for dishwashers and washing machines in France and Czech Republic.

Usually national partners websites start with cooling appliances followed by other white goods. All Topten websites present cooling appliances, dishwashers and washing machines. The next

product categories that typically follow the white goods are office equipment, lighting and cars. Many of the websites present these categories too. But there are also some product categories that are currently presented only by a few partners websites, but which are expected to be adopted soon by others, as vacuum cleaners in the Czech Republic and on the European website topten.info, ovens in Austria, Switzerland and Luxembourg, coffee machines in Austria, the Czech Republic, Finland, Switzerland and topten.info, air conditioners in Austria, Greece, Spain, Switzerland and topten.info, circulation pumps in Austria, Belgium, Finland, Poland, Switzerland and topten.info. And there are some product categories that are only presented in very few countries as wood pellets heating in Germany, boilers in Poland and topten.info, electric motors in Poland, windows in Finland, bikes and ebikes in Luxembourg, bikes also in Switzerland, green electricity in Belgium and Germany, spare time in Switzerland and textiles and money investment in Germany.

Regarding the selection criteria of the listed products, they only slightly differ from one country to another. So to present a choice of products the criteria for White Goods are slightly weaker in southern and eastern European countries. On the other side some central-European countries had to invent additional criteria to the best official label classes in order to focus on the best products. But generally the requirements are more or less comparable. Some countries could even tighten their criteria as the market moved to more efficient products, as for cooling appliances in Belgium and France and for dishwashers and washing machines in France and Czech Republic and for TVs in all countries.

Table 2 gives an overview of the current categories and criteria of all Euro-Topten Plus partners websites. New categories are highlighted in green.

	Austria	Belgium	Czech Republic	Finland	France	Germany (Dena)	Germany (Oeko)	Greece	Italy	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Switzerland	Europe
Household																	
Fridge / Fridge Freezer	A++	A++	A+/A++	A+/A++	A+/A++	A++	A++ plus additional criteria	A+/A++	A+	A++	A++	A+/A++	A+/A++	A/A+	A+/A++	A++	A++
Freezer	A++/ storage time >24h	A++	A+/A++	A+	A+/A++ plus max kWh/year	A++	A++ plus additional criteria		A+/A++	A++	A++	A+/A++			A+/A++	A++	A++
Dishwasher	AAA plus additional criteria	AAA, <0,98 kWh/cycle, <=10L, <47dB, water leakage prevention	AAA, water cons. less than 11 l for 45cm and 10 l for 60cm	AAA	AAA water 11 l, noise 47 db	AAA	AAA plus additional criteria		A/A/A or A/A/B	AAA <=14 L/Cycle; <=47dB(A)	A	A	A		AAA	AAA	
Washing machine	AAB plus additional criteria	A+AA/AAA, water consumption 42,5 resp 50L, water leakage prevention	A+, AA or A+AB, and max 34l (Front) resp. 40l (Top)/5kg	AAA	AAA, kWh 1,2/cycle and 0,17/kg, water 50 l	AAA	AAB plus additional criteria		A+ or A/A/C	AAA <=8,5 L/kg*Cycle; <=0,17kWh/kg/Cycle	A	A/A+	A	A+/A/B	AAA	AAA	
Tumble Drier	A	A/ Gas	A			A	A/ Gas			A	A	A				A	A
Vacuum Cleaner	Electricity consumption max 300Wh, dust removal efficiency 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³		Electricity consumption max 300Wh, dust removal efficiency 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³									Electricity consumption max 300Wh, dust removal efficiency 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³					Electricity consumption max 300Wh, dust removal efficiency 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³
Oven / Cooker / Steamer	340 € electricity costs in 15 years									A No pyrolyse function;						X	

	Austria	Belgium	Czech Republic	Finland	France	Germany (Dena)	Germany (Oeko)	Greece	Italy	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Switzerland	Europe
Coffee Machine	Standby < 3.5 W, electricity consumption < 30 W, power down function/eco mode		Standby < 3.5 W, electricity consumption < 30 W, power down function/eco mode	Max. power input: 30 W												Standby < 3.5 W, electricity consumption < 30 W, power down function/eco mode	Standby < 3.5 W, electricity consumption < 30 W, power down function/eco mode
Air conditioner	A, FCKW free, Fix: EEI>4,1, Mobile: EEI>2,9							Energy class A/A, For cooling power ≤ 4kW EER ≥ 4 & for cooling power ≥ 4kW, EER ≥ 3.5. Split type							Fix split < 4000 W cooling capacity: EER ≥ 4,3 Fix split > 4000 W :EER ≥ 4,0; Mobile: EER ≥ 3,2	A, COP Cooling mode > 3,0 to 5,0; COP Heating mode > 3,0 to 3,6	A, COP Cooling mode > 3,0 to 5,0; COP Heating mode > 3,0 to 3,6
Humidifier																X	
Office equipment																	
Telephone	Mobile: SAR <0,4 W/kg, Cordless: <1,5 W in operation															Energy Star	
Monitors - Flat screens	Energy Star	Energy Star 5,0, TCO, max 1W in Standby,/OFF, max. energy use (formula)		Max. power input: 23-64 W	same as topten.info (acc. Size)	Energy Star	X	Energy Star 5,0, TCO, max 1W in Standby,/OFF mode	Electricity consumption <15W-26W, SB & Sleep <1W			Energy Star	Electricity costs (5 years)			Energy Star	Energy Star
Inkjet/ Thermo-imaging equipment	Energy Star	standby <2W, off <1W			same as topten.info (EEI acc. TEC)	Energy Star			Energy consumption: Off <1W, Sleep <2W			Energy Star	Electricity costs per year			Sleep mode < 2 W, Standby < 1 W	Sleep mode < 2 W, Standby < 1 W
Copier				Max. EEI: 20-55%	same as topten.info (EEI acc. TEC)	Energy Star										50 % of Energy Star values	

	Austria	Belgium	Czech Republic	Finland	France	Germany (Dena)	Germany (Deke)	Greece	Italy	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Switzerland	Europe
Laser Printer / Multifunctionals	Energy Star	max. EEI 50%-90%	Energy Star	Max. EEI: 40-60%	same as topten.info (EEI acc. TEC)	Energy Star		Energy Star plus additional criteria	Printer's TEC < TEC limit, according to Energy Star			Energy Star	Energy Star			50 % of Energy Star values	50 % of Energy Star values
Computer						Energy Star											
Others						Energy Star											
Entertainment																	
DVD-Player	Energy Star															Standby < 1 W	
TV	EEI<0,32 (>46 inch) to EEI<0,45 (<32 inch)	EEI < 0.5; On mode < 170 W ; Standby < 1 W	As to topten.info		future D or better	in accordance with EN 62087; Standby < 1 W			EII < 0.51 - SB < 1W - ON < 170W	Energy Label: A, B and C of draft of COMMISSION DIRECTIVE 2009					EEI < 0.5; On mode < 170 W ; Standby < 1 W	EEI < 0.5; On mode < 170 W ; Standby < 1 W	EEI < 0.5; On mode < 170 W ; Standby < 1 W
TV Receiver	standby <2W, electricity costs in 10 years < 120 €																
Lighting																	
Home luminaries																X	
Object luminaries																X	
Energy saving lamps (CFL)	A	A, 15000h, 75.000 on/off-cycles, index Ra >=80	A, 10 000/15 000hrs, 100 000/500 000 on-off cycles, very good colour rendering	A	A, 8000 h, IKRC 80 or better, field test, ranked lumen / W		www.ecotopten.de/download/EcoTopTen_Lampen_Mai_2008.pdf	A - Efficiency >50 lm/W	A except Candle lamps & Globes -> B; Life time : 10000 h; except Standard -> Life time: 15000 h			A/ on-of cycles	A			A, 12000h, 75.000 on/off-cycles, index Ra >=80	A, 15000h, 75.000 on/off-cycles, index Ra >=80
LED	A, min. 20.000 h, Ra>80		A, 30 000hrs, very good colour rendering	lm/W min 25					Efficiency: >25 lm/W								A, min. 20.000 h, Ra>80
Halogen	B (Spots), C (Classics)		B-D, 2000 hrs														

	Austria	Belgium	Czech Republic	Finland	France	Germany (Dena)	Germany (Oeko)	Greece	Italy	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Switzerland	Europe
Housing																	
Wood pellets heating (cellar area)							www.ecotopten.de/download/EcoTopTen_Kriterien_Heizung.pdf										
Boiler												energy&ecology index					COP > 3,0
Circulation pumps	A	A		A								A				A	A
Electric motors												X					
Windows				A													
Mobility																	
Cars	Eco rating	Eco rating	Eco rating	max CO2 g/km 120 (Mini) - 200 (Van over 7 seats)	ATE 10		www.ecotopten.de/download/EcoTopTen_Kriterien_PKW.pdf	According to the rating of the swiss association transports et environnement	<110 - 120 g/km	noise-level <= 73 dB(A); CO2-level (g/km): 120 (Mini) - 170 (van 6 or more seats); Diesel: only with particle filter		Eco rating	Eco rating			Eco rating	Eco rating
EBikes	ExtraEnergy.org									Only Lithium-ion technology admitted						X	
Bikes and more							www.ecotopten.de/download/EcoTopTen_Kriterien_Fahrrad.pdf										

	Austria	Belgium	Czech Republic	Finland	France	Germany (Dena)	Germany (Oeko)	Greece	Italy	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Switzerland	Europe
Others																	
Green Electricity		>50% in Greenpeace ranking					100 % REG										
Spare time																X	
Textils							textiles made from raw material, generated in ecological agriculture.										
Money investment							X										

Table 2: Overview about categories and criteria of all current Euro-Topten Plus partners websites (new categories are marked green, categories are marked with X, when the products are presented on the websites but the criteria are not reported in this table)

2.2 Improvements of the different Euro Topten Plus partners websites

Besides regular updates of the various selections, the following remarkable changes have occurred on the different national Topten websites.

2.2.1 Austria

In Austria a growing market for efficient appliances can be observed and more appliances than before have been able to meet the Topten criteria.

In the application area Household Appliances and Office Equipment, the number of the qualifying products increased by around 30 %. With **coffee machines** a new category has been launched in this areas.

The area Entertainment has also been extended from 19 to 99 **LCD-TVs** and by 7 models in the new category **TV-receiver**. Further new categories are **LED-lamps** and **halogen-lamps** and **circulation pumps** in the Lighting and Housing area.

2.2.2 Belgium

In Belgium the number of household appliances also has increased and could rather be doubled. Newly also **built-in upright freezers** are presented and the efficiency criteria for **chest freezers** could be tightened to A++.

Completely new on the Belgian Topten Website is the application area Office Equipment with 154 products in the **categories LCD-screens, inkjet printers, inkjet multifunction devices** and **laser printers**.

Another new categories are **TVs** with 60 models and **green electricity** with 10 products.

2.2.3 Czech Republic

The new category **LCD-TV**, which presents 25 appliances, has been launched. Besides this regularly updates were undertaken and the number of efficient products could be increased, especially in the category **ESL** (Energy Saving Lamps) from 49 to 92 and in the category **cars** from 21 to 60.

2.2.4 Finland

Also Finland updated the Topten website and extended it by 80 products in the new categories **cars** and **LED-lamps**. They list LED bulbs and LED spots.

2.2.5 France

The French Euro-Topten Plus website presents some more stringent criteria for some product categories. The level for **one door refrigerators** was scaled up from A+ to A++, which has led to the effect in this subcategory that only 22 appliances qualify now instead of 57 before. For **dishwashers** the allowed water consumption has been lowered to 11 l per cycle but with no effect on the number of listed products, rather it increased by 50 %. Furthermore the Stand-by and Off-mode values for **computer-monitors** as well as the On-mode and EEL requirements for **LCD-TVs** could be tightened.

2.2.6 Germany

The two German partners websites from German Energy Agency (Dena) and Institute for Applied Ecology present already a lot of products and services, which fulfil tight criteria. Thus the focus of the recent work has consisted more in regular updates than on the invention of new categories. Market transformation can be observed especially on the growing numbers of qualifying household appliances, e.g. increased the number of **tumble driers** considerably from 4 to 16, showing a wider offer from manufacturers.

2.2.7 Greece

The Greece team launched their Euro-Topten Plus website in November 2009 and presented 280 appliances and products in 5 product categories: **Fridges/fridge freezers, air conditioners, computer monitors, laser printers and cars**. The selection criteria are just as tight as for most other countries though for fridges/fridge freezers they list also appliances with the energy label A+ and not only those with A++ as Austria, Belgium, Germany, Luxembourg, Norway and Switzerland do.

2.2.8 Italy

In Italy some market changes towards efficient appliances occurred, which have led to the following remarkable changes on the Italian Euro-Topten Plus website: The number of listed **freezers** increased from 30 to 56 and the efficiency for the best models is improved and falls below the limit for A++ by more than 25 %, possibly showing the effect of the recent rebate programme for cold appliances. Also more qualifying **dishwasher** and **washing machine** models are on the market, their number increased respectively from 30 to 53 and from 33 to 57. Also two new categories have been launched, since March 2010 **LED-lamps** and since April 2010 **cars** have been presented.

2.2.9 Lithuania

The Lithuanian partners website is not yet online and fully functional but the software is installed and the site is intermittently running for tests reasons (www.top-10.lt).

2.2.10 Luxembourg

On the Luxembourg Euro-Topten Plus website the market transformation towards more efficient cooling appliances can be observed: The product range of efficient products has increased so a new subcategory **refrigerators with no freezer** could be put on-line and furthermore the overall number of qualifying A++ cooling appliances nearly doubled from 198 to 368.

2.2.11 Norway

As the Norwegian Euro-Topten Plus website is very new only few updates were necessary since the start in September 2009. So washing machines with better efficiency could be listed and a new subcategory with 10 **fridge freezers** is presented now.

2.2.12 Poland

The Polish Euro-Topten Plus website was comprehensively updated by new products, sub-categories and categories. In the area Household Appliances **side-by-side fridge-freezers** and **built-in washing machines** have been added, furthermore the number of listed **tumble driers** has been extended from 2 to 6. Completely new is the area: Office Equipment, where overall 91 **LCD-monitors**, **inkjet** and **laser printer** and **multifunctionals** are presented. Still the number of listed **ESLs** (Energy Saving Lamps) could be more than doubled from 49 to 105 and with the new categories **coalbased boilers** and **circulation pumps** two further new categories have been launched.

2.2.13 Portugal

In Portugal regular updates of the Euro-Topten Plus websites were made. It is noticeable that the purchase prices of the listed efficient household appliances are still very high in comparison to the prices in other countries (even without taking into account the parity of purchasing power). For example the average purchase prices of efficient one-door refrigerator/freezers and of freestanding dishwashers are about 50 % higher in Portugal than in Spain. This indicates that wide market penetration has not yet occurred, as it is normal that appliances, which are sold very seldom, are more expensive than they would be at higher purchase rates.

2.2.14 Romania

The Romanian partners website started in January 2010 with 142 appliances in the two categories **fridges/fridge freezers** and **washing machines**. The market for efficient cooling appliances seems to be under development as only few appliances with energy label A+ are available and no one with label A++. To present a choice for consumers some cooling appliances with energy label A are listed as well.

2.2.15 Spain

The Spanish Euro-Topten Plus website has improved and besides household appliances, which have been updated presents now 53 **TVs** in a new category. The purchase prices for efficient household appliances are higher than in northern European countries but they are not quite as expensive as in Portugal.

2.2.16 Switzerland

Though the Swiss Topten website is not officially included in this project, it is very important as it has initiated most of the other Euro-Topten Plus websites and due to its long-time experience has served as archetype. The Swiss Topten website already presents a lot of products and services, which fulfil tight criteria. Therefore only few remarkable changes have occurred. A growing number of **fridge/fridge freezers** and of **chest freezers** could have been listed. At the same time the energy efficiency of these cooling appliances have lowered up to 28 % below the threshold of A++.

2.2.17 Europe (topten.info)

The European Euro-Topten Plus website topten.info serves as kind of reference website and presents a choice of the most efficient products and services all over Europe. Besides regular updates, e.g. the number of very efficient cooling appliances increased by about 30 % in Europe, **air conditioners**, **LED-lamps** and **boilers** are new on the website

3 WEBSTATISTICS

3.1 Visitors and hits of the Euro-Topten Plus partners websites

An important indicator to assess the success and the attraction of the Euro-Topten Plus partners dissemination activities is the number of visitors and hits of the different websites.

For this purpose analytic tools to count the visitors and number of clicks (hits) of the websites are implemented in all TOPTEN websites. For the purpose of receiving comparable numbers, the project team agreed to implement Google Analytics to all websites when possible.

In the following Figures 3 to 6, the visitors and hits (without Switzerland) in 2009 and in 2010 until May 2010 are pictured. In 2009 more than 2.2 million visited the partners websites and caused about 34 million hits. From January to May 2010 more than 1 million visitors visited the websites and caused 13 million hits.

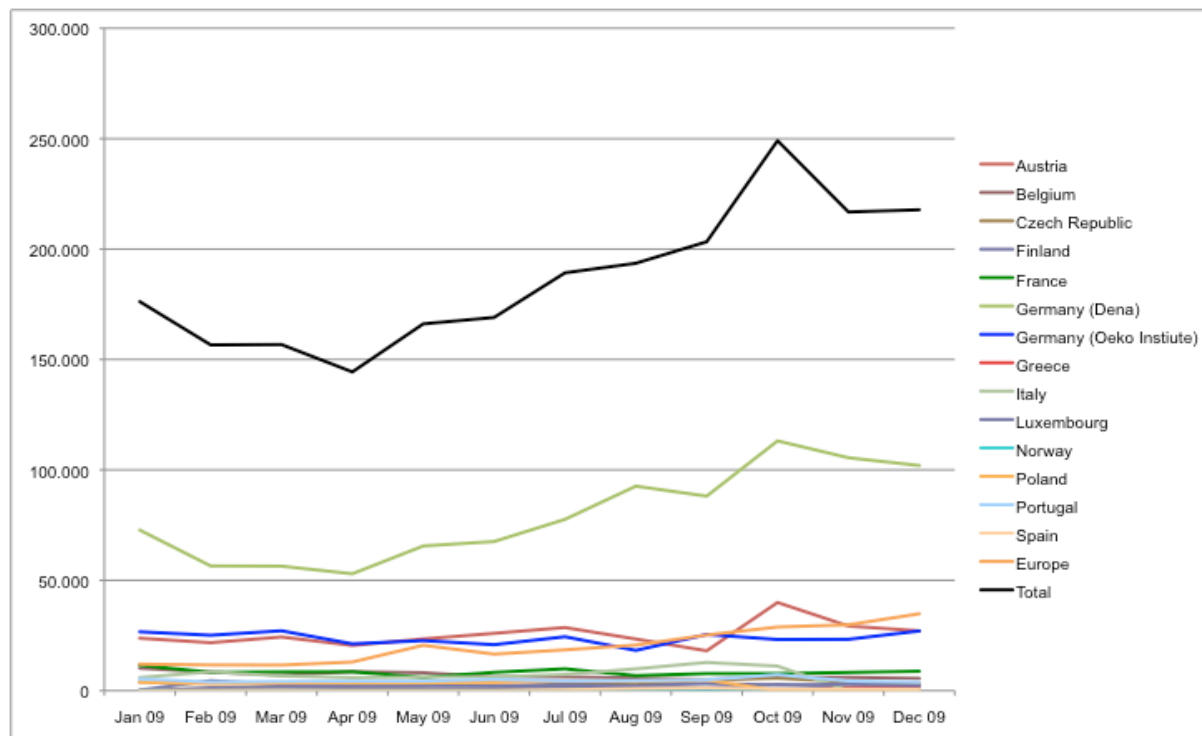


Figure 3: Visitors per month on the Euro-Topten Plus partners websites in 2009

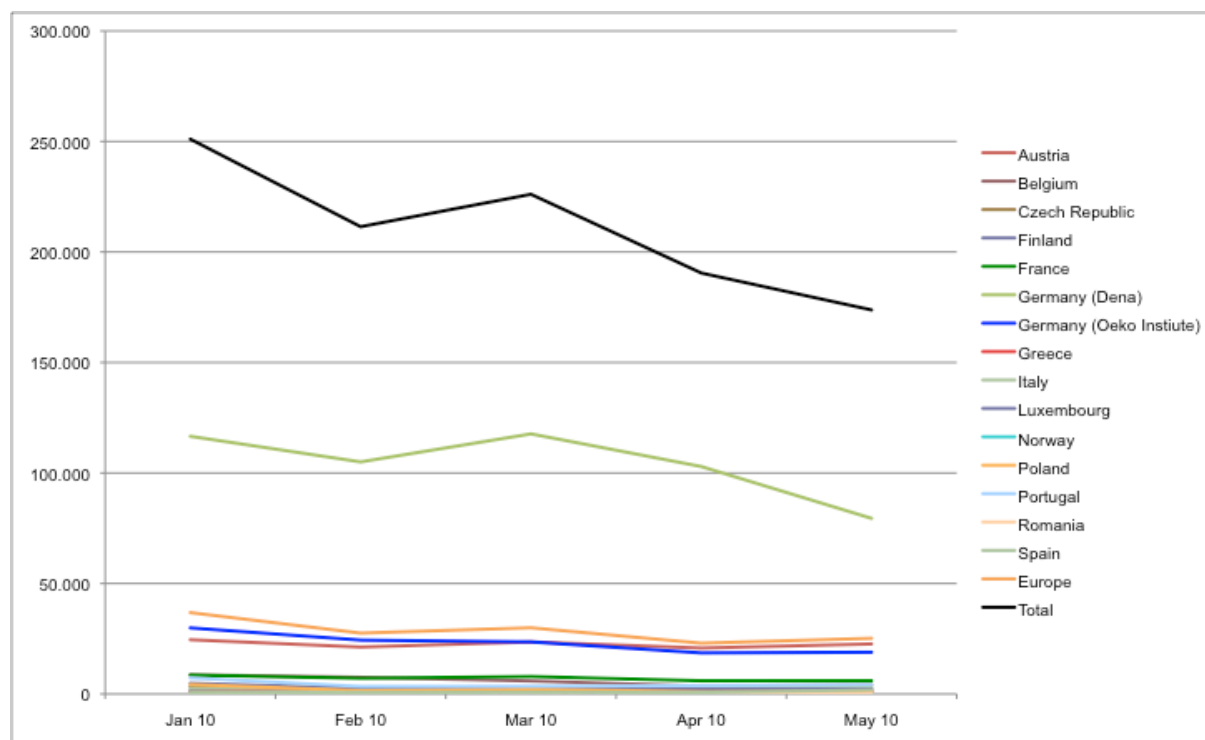


Figure 4: Visitors per month on the Euro-Topten Plus partners websites in 2010 until May

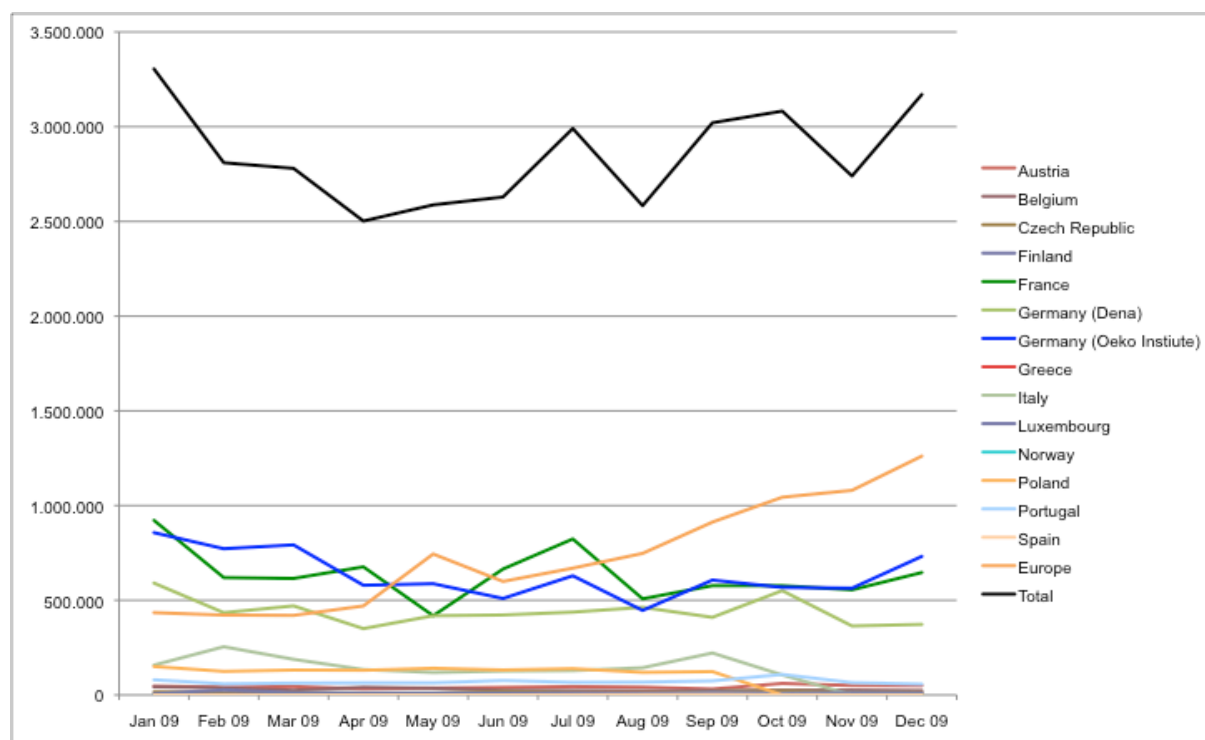


Figure 5: Hits per month on the Euro-Topten Plus partners websites in 2009

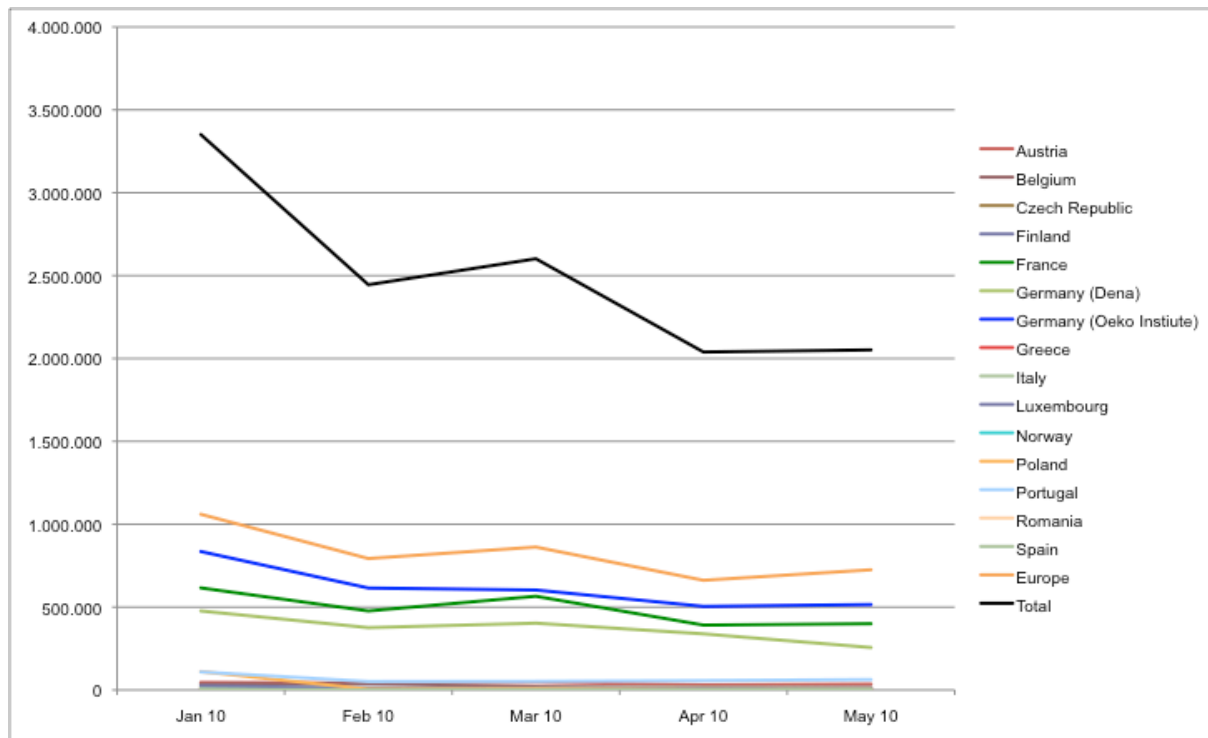


Figure 6: Hits per month on the Euro-Topten Plus partners websites in 2010 until May

As can be seen in the figures the numbers have a peak in winter, which might result from the fact, that people have more time in winter to look for new appliances. Furthermore the numbers are still uneven in the different countries, but it can be concluded from the success of the established websites that the numbers especially from the newcomers will increase in future. This is of course crucial for the sustainable success of the Topten-websites in some countries though the overall performance indicator of 2.7 million visitors in 2011 will be probably achieved.

3.2 Special story from Euro-Topten Plus Italy

The Swiss Topten-Team reported from a news article and the surprising effect on the web-statistics of the Italian Topten website.

September 2009: exploding visit numbers on topten.info after news article

Case study on the effect of an online newspaper article and the credibility of web analysing tools

1. Surprising Analytics Statistics

When looking at the Google Analytics Statistics report on the topten.info visits in 2009, we were presented the following surprising graph:

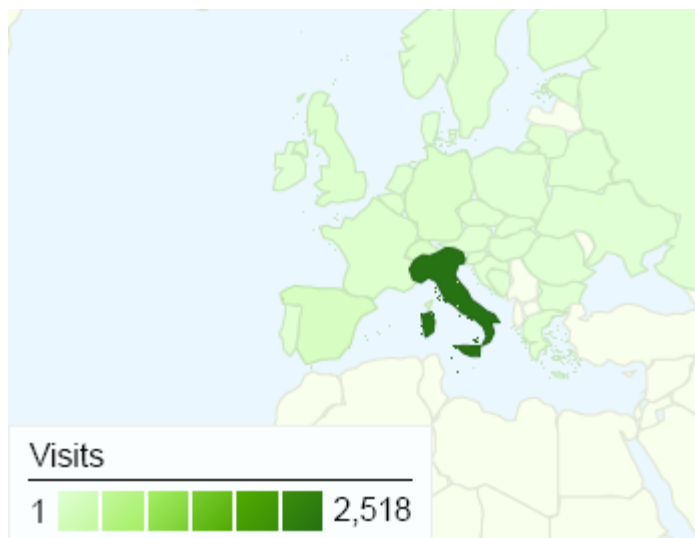


While visit numbers usually fluctuated between around 100 and 250 per day, the report indicated a huge peak of 1,000 on the 31. August and almost 2,300 visits on the 1. September – around ten times the normal visit number level. The graph looked highly implausible, and we were convinced to be confronted with a mistake by Google Analytics.

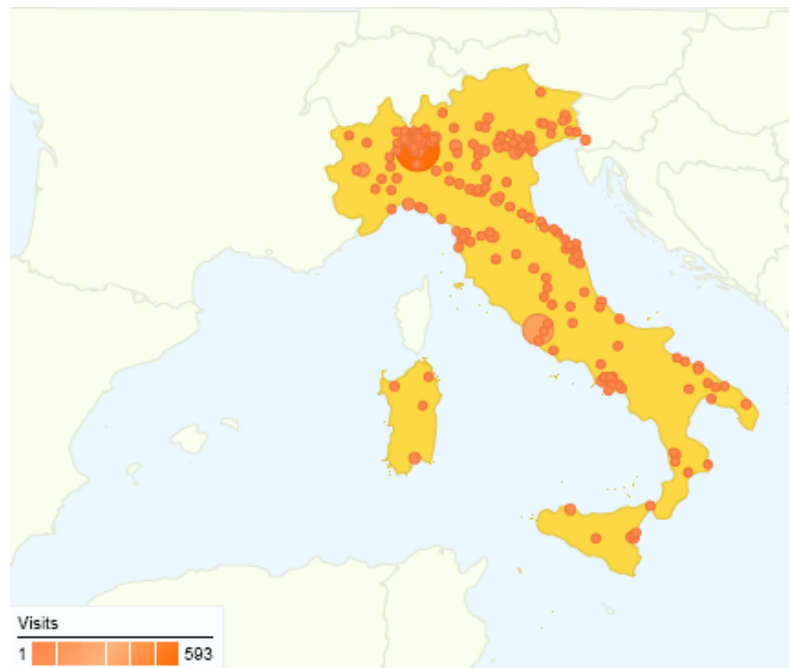
2. Identifying the cause

In order to find evidence for an attack by robots we narrowed the Analytics report period to these two days in question. Totally 3,184 visitors visited topten.info 3,313 times during these two days.

Looking at the map overlay displaying the geographical location of the visitors we found that 2,500 visits, 76% of all visits during these two days, occurred in Italy:



The more detailed map of Italy revealed that it was not one single source that was responsible for the 2,500 Italian visits, but that they originated from many different places:



96% were new visits; Milan (almost 600) and Rome (close to 400) were origins of high visit numbers, while the rest of the visits originated from 240 different cities all over the country.

Google Analytics' 'Traffic Sources' chapter finally quickly identified the main source of these visits: 80% of all visits during these two days came through a link on the website 'corriere.it' – the Italian Newspaper 'Corriere della Sera'. The analytics tool further revealed the exact page, on which a link had generated 2,600 visits on topten.info within two days.

The source of the exploding visit numbers was an online article on the phase out of light bulbs in the EU and characteristics of the alternatives halogen and fluorescent lamps by the Corriere della sera ('Le vecchie lampadine vanno in pensione'). The article featured a statement by Mariangiola Fabbri from the WWF EPO and a link to topten.info as a site providing information for buyers of lamps.



3. Conclusions

As the 'Corriere della Sera' is an evening paper, the article presumably was put online in the evening of the 31. August. As a result, visit numbers climbed to 1,000 on that evening, while 2,300 Italians followed the link on the next day, before the article was replaced by the news of the following day – which made topten.info visit numbers go back to the normal level.

This is an impressive example of what effect an online article on a related subject, featuring a direct link, can have.

Furthermore, Google Analytics proved to be a credible and very useful tool. Instead of a mistake we detected a success story, thanks to the detailed information this analytics tool is providing to us. The other side of the coin is the unconceivable level of power Google might attain by the mass of detail information it acquires from its users.

4. Link

Link to the Online article by the Corriere della Sera:

http://www.corriere.it/cronache/09_agosto_31/lampadine_incandescenza_alogene_risparmio_34e188b4-9654-11de-8f5e-00144f02aabc.shtml