EURO-TOPTEN PLUS

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

Market monitoring and web frequentation note No. 1 (month 10)

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1 SUMMARY – OVERALL RESULTS

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

There are performance indicators related to this issue. EURO-TOPTEN proposed to display at least 6400 products in 160 product categories with an average of 10 product categories per national website at the end of the project. And the websites should be visited by 2,7 million visitors in 2011.

The main results for the reporting period in brief:

- In August 2009 15 Euro Topten Websites have been online. There are partners that had already running Topten Websites in the previous Topten project from Austria, Belgium, Czech Republic, Finland, France, Italy, Poland and Switzerland. Besides this new partners from Germany, Portugal and Spain joined the project who have already established a website during the last years, partly in cooperation with the former Topten project. And there are completely new partners from Greece, Lithuania, Norway and Romania, who started with the building up of a Topten Website. From these new partners the Norwegian website is already online with household cooling appliances.

- Altogether the number of running Topten websites has increased to 15 till August 2009. The number of overall categories increased from 126 to 160, the subcategories from 233 to 318 and the number of listed products and services from about 3200 to 9224. Though the performance indicator in already achieved with this number, the distribution between countries is still very uneven. But this will of course change in future during the project duration by consolidation and more European harmonisation of the different Topten initiatives.

- The attraction of all 15 Topten websites is already very good, during the reporting period from January to August 2009 more than 2 million visitors visited the websites and caused 75 million hits. Again the performance indicator is nearly achieved, but the visitors and hits are still very uneven between countries. Also not all partners do not yet use the same statistic tool, so exact comparison is not yet given. But this will be harmonized soon.

2 DEVELOPMENT OF CATEGORIES, SUBCATEGORIES AND LISTED APPLIANCES

Within the reporting period from the beginning of the project till August 2009 the number of listed appliances of all EURO-TOPTEN increased from 6440 to 9224. This development is mainly caused on the one hand by additional categories on the websites of Belgium, the Czech Republic, Finland, France, Italy, Luxemburg an "Best of Europe", on the other hand by new country TOPTEN websites in Germany and Norway. Table 1 summarises the number of categories,

subcategories and appliances on the different country websites. It can be seen that the established websites e.g. in Switzerland, Germany and Austria already display a lot of appliances whereas relatively new websites present less products in less categories.

	Dec 08			Aug 09		
	Categories	Subcategories	Appliances	Categories	Subcategories	Appliances
Austria	13	24	1541	13	24	1541
Belgium	6	11	195	8	22	324
Czech Republic	9	15	188	12	17	303
Finland	8	11	284	11	16	368
France	8	17	347	11	21	404
Germany Dena	-	-	-	11	17	1590
Germany Oeko	13	23	768	13	24	934
Greece	-	-	-	-	-	-
Italy	8	11	392	9	22	390
Lithuania	-	-	-	-	-	-
Luxemburg	8	26	356	10	28	709
Norway	-	-	-	5	7	50
Poland	9	15	724	9	15	724
Portugal	8	23	327	8	23	309
Romania	-	-	-	-	-	-
Spain	5	10	152	5	10	153
Switzerland	23	33	745	23	33	745
Europe	8	14	421	12	39	680
Total	**126**	**233**	**6440**	**160**	**318**	**9224**

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

Usually national EURO-TOPTEN websites start with cooling appliances followed by other white goods. As can be seen in table 2 which gives an overview about all categories and criteria of all current TOPTEN websites, all national 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 only presented by a few websites as vacuum cleaners, ovens, coffee machines, air conditioners, DVD-player, TVs, wood pellets heating, boilers, circulation pumps, electric motors, windows, ebikes, bikes, green electricity, spare time, texiles and money investment.

Regards the selection criteria of the listed products it can be observed that the criteria to be listed only slightly differ in the different countries. In few categories they are slightly weaker in southern and eastern European countries, some countries rate additional criteria, but generally the requirements are more or less comparable.

Topten Overview Listed Categories and Selection Criteria															
Aug 09															
	Aiustria	Belgium	Czech Republic	Finland	France	Germany (Dena)	Germany (Oeko)	Italy	Luxembourg	Norway	Poland	Portugal	Spain	Switzerland	Europe
Household															
Fridge / Fridge Freezer	A++	A+/A++	A+/A++	A+/A++	A+/A++	A++	A++	A+	A++	A++	A+/A++	A+/A++	A+/A++	A++	A++
Freezer	A++	A++	A+/A++	A+	A+/A++ plus max kWh/year	A++	A++	A+	A++	A++	A+/A++		A+/A++	A++	A++
Dishwasher	AAA	AAA <11 l, < 47 db, water leakage prevention	AAA	AAA	AAA water 13 l, noise 47 db	AAA	AAA	A	AAA <=14 L/Cycle; <=47dB(A)	A	A	A	AAA	AAA	
Washing machine	AAA	A+AA/AAA water leacage prevention	A/B	AAA	AAA, kWh 1,2/cycle and 0,17/kg, water 50 l	AAA	AAA	A	AAA <=8,5 L/ kg*Cycle; <=0,17kW h/kg/Cycle	A	A/A+	A	AAA	AAA	
Tumble Drier	A	A/ Gas	A			A	A/ Gas		A	A	A			A	A
Vacuum Cleaner			Electricity consumptio n max 300Wh, dust removal efficiency 75% from carpet, 95% from hard floor surface, dust emmission s max 0.04mg/m 3												Electricity consumptio n max 300Wh, dust removal efficiency 75% from carpet, 95% from hard floor surface, dust emmission s max 0.04mg/m 3
Oven / Cooker / Steamer	X								A No pyrolyse function;					X	

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Coffee Machine			Standby less than 3.5W, electricity consumption less than 30W, power down function/eco mode	Max. power input: 30 W										Standby less than 3.5W, electricity consumption less than 30W, power down function/eco mode	Standby less than 3.5W, electricity consumption less than 30W, power down function/eco mode
Air conditioner	X												EER ≥ 3,5-4,0	X	
Humidifier														X	
Office equipment															
Telephone														Energy Star	
Monitors - Flat screens	Energy Star			Max. power input: 23-64 W	same as topten.info (acc. Size)	Energy Star	X	Electricity consumption <20W-40, SB & Sleep <1W				Electricity costs (5 years)		Energy Star	Energy Star
Inkjet/ Thermo-imaging equipment	Energy Star				same as topten.info (EEI acc. TEC)	Energy Star		Energy consumption: Off <1W, Sleep <2W				Electricity costs per year		Energy Star	Energy Star
Copier				Max. EEI: 20-55%	same as topten.info (EEI acc. TEC)	Energy Star								Energy Star	
Laser Printer	Energy Star		Energy Star	Max. EEI: 40-60%	same as topten.info (EEI acc. TEC)	Energy Star		Energy Star				Energy Star		Energy Star	Energy Star
Computer						Energy Star									
Others						Energy Star									
Entertainment															
DVD-Player														X	
TV	X				future B, A or better			A, B - Stand by <1W - DVB receiver included	A and B of draft of COMMISSION DIRECTIVE 2009					X	X

Lighting															
Home luminaries														X	
Object luminaries														X	
Energy saving lamps (CFL)	A	A, 15000h, 30000 on/off-cycles, index Ra >=80	A, 10 000/15 000hrs, 100 000/ 500 000 on-off cycles, very good colour rendering	A	A, 6000 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	A		A/ B	A
LED			A, 30 000hrs, very good colour rendering												
Halogen			B-D, 2000 hrs												
Housing															
Wood pellets heating (cellar area)							www.ecotopten.de/download/EcoTopTen_Kriterien_Heizung.pdf								
Boiler											X				
Circulation pumps		A		A										A	A
Electric motors											X				
Windows				A											

Mobility															
Cars	Eco rating	Eco rating	Eco rating		ATE 09		www.ecotopten.de/download/EcoTopTen_Kriterien_PKW.pdf		noise-level <=73 dB(A); CO_2-level (g/km): mini <= 120; smallcars, compact <= 130; middle class <= 150; upper medium class <= 170; van 5 seats <= 135; van 6 or more seats <= 170; Diesel: just with particle filter admitted		Eco rating	Eco rating		Eco rating	Eco rating
EBikes									Only Lithium-ion technology admitted					X	
Bikes and more							www.ecotopten.de/download/EcoTopTen_Kriterien_Fahrrad.pdf								
Others															
Green Electricity							100 % REG								
Spare time														X	
Textils							X								
Money investment							X								

Table 2: Overview about categories and criteria of all current EURO-TOPTEN websites

3   VISITORS AND HITS OF THE EURO-TOPTEN WEBSITES

An important criteria to assess the success and the attraction of the TOPTEN dissemination activities is the development of visitors and hits of the different websites.

For this purpose analytic tools to count the visitors and hits of the websites are implemented in all TOPTEN websites. For receive comparable numbers, the project team agreed on Google Analytics to be implemented.

In figures 1 and 2 the statistical data are pictured. Within the reporting period from January to August 2009 the number of visitors per month increased from 211.095 to 349.611 and the number of hits from 7.800.955 to 10.675.730. In total 2.273.973 visitors made 76.593.389 hits within this period on all EURO-TOPTEN websites.

As can seen in the figures the numbers are still very uneven in the different countries, but it can be concluded from the success of the established websites that these numbers can be expected from the newcomers as well in future.
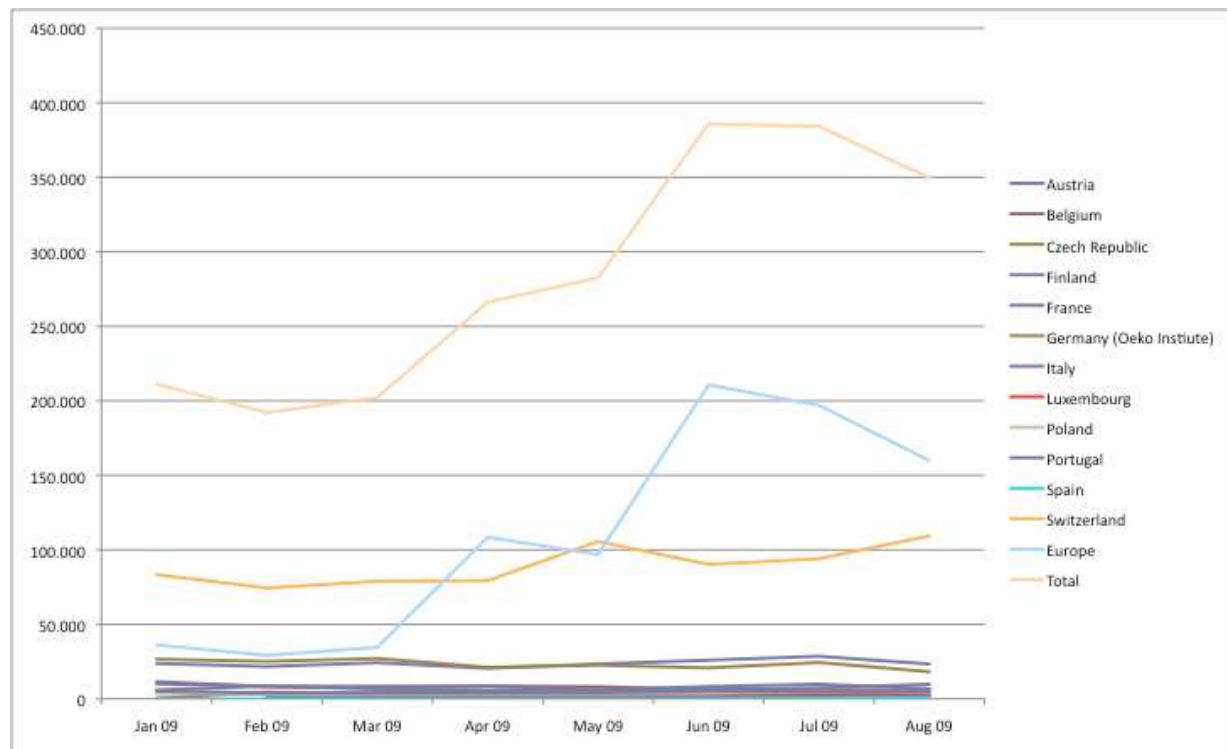

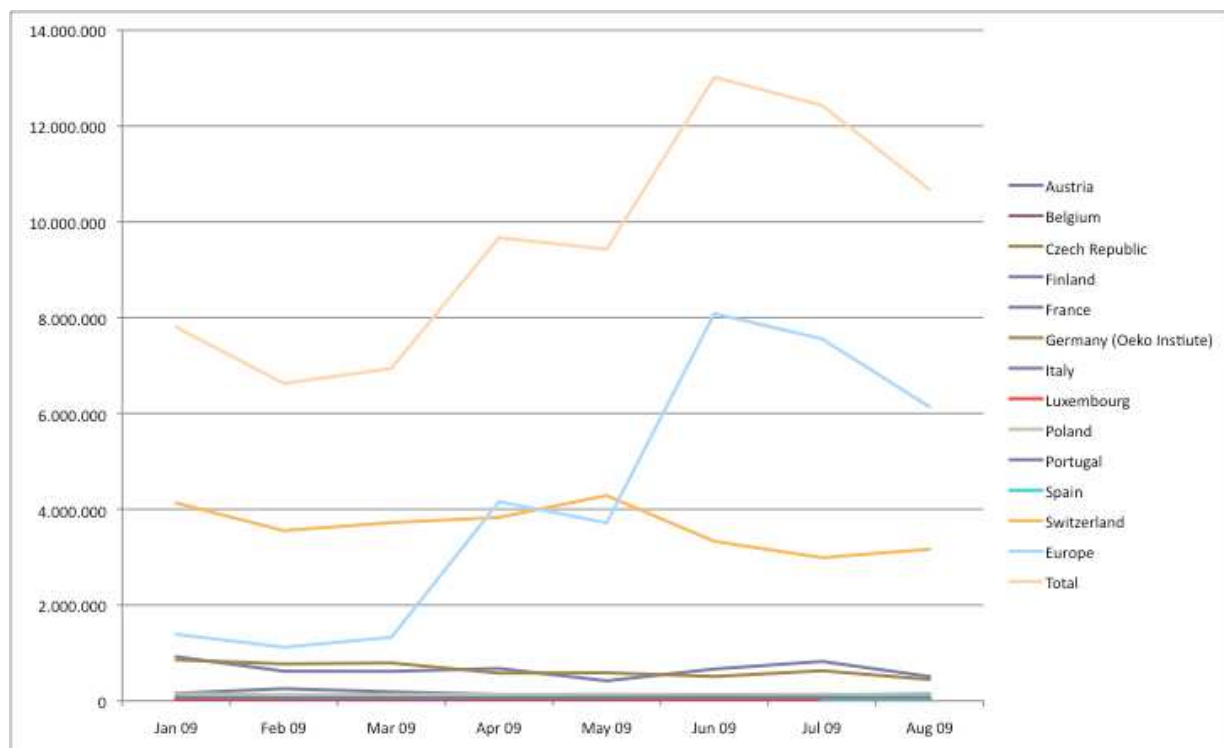Figure 1:   Visitors per month on the EURO-TOPTEN Websites

Figure 2:   Hits per month on the EURO-TOPTEN Websites

A side note to the web statistics tool "Google Analytics"

Web analytic tools as Google Analytics systematically measure, analysis and control „on-line-traffic", „hits" and „visitor - behaviour" of online WebPages.

Google Analytics (GA) is a free service offered by Google that generates detailed statistics about the visitors to a website. With GA you can evaluate where your visitors come from and how they interact with your site. GA generates key data about the traffic on your website such as traffic source, landing pages, exit point and bounce rate.

By the information about traffic source GA counts the number of visits and provides a visitor's overview. The visitors overview shows all the visits for a period, such as unique visitors, page views, average page views and the average time on site. GA tells from where in the world and by which kind of click the visitors come from. So GA registers the number of visitors and hits and tells from which country, city and service provider they arrive and if they come directly, from Google Search, by clicking on an ad or on a link on another site.

How it works – data collection

The data collection process begins when a visitor requests the web server of a website by enquiring the domain. The server responds by sending the page to the visitors browser. The integrated code (Google Analytics Tracking Code (GATC)) contacts the Google Analytics server and the server responds by sending a code "urchin.js" back to the visitor of the website. While loading the page GATC begins to execute, first GATC sets cookies to store information about the visitor's pathway. Furthermore GATC identifies attributes of the visitor and his browsing environment. After collecting information the tracking code sends the data

back to the Google Analytics server by an invisible picture (GIF) file. The Google Analytics server stores the data in a large text file called log file.

In the log file for each page view one line in the text file is created by GA with numerous attributes: When the page view occurred (date and time), where the visitor came from (referring web site, search engine etc.), how many times the visitor has been to the site (number of visits), where the visitor is located (geographic location) and who the visitor is (IP address).

After the log file is stored, the collection process is complete.

How it works – data processing

Every few hours Google Analytics processes the data of the log file. By processing each line with its attributes is split up and stored in different fields. Then filters are applied to those fields. The filters are business rules that the web administrators add to the web pages by implementing GA. They define which data should appear in the reports. After the filters have been applied, the reports are generated and stored in the database and the processing is finished. Once GA has processed the data cannot be changed or reprocessed. Mistakes made during setup or configuration can permanently affect the quality of the data.

Reasons for different data with different tools and different settings

There are three main reasons that affect the data quality in GA and other web analytic tools:

The basic set and integration of the GATC code

Google Analytics web analytics technology is called Page Tagging to identify visitors and to collect the data. Only the pages with inserted tracking code (tag) will be tracked. Therefore from the beginning the appropriate positioning of the tag is important and each page of the website should be tagged as it could affect the quality of data.

The pitfalls of cookies

There are visitors and users who have configured their browser to block cookies or who have disabled JavaScript. They aren't counted and there is no way to pass by this limitation. And if some users have blocked just Google cookies and not those from other providers then other web analytic tools would generate different results compared to Google Analytics.

Profile settings and its effect onto the data output

A profile is a collection of data and business rules, which in Google Analytics are called filters. When Google Analytics or other web statistic tools process site data, the filters are applied to the data. Different filter settings lead to different evaluation results, so the data in the reports could be different.

To get high quality data, it can be pointed out that the most important point is the configuration of the profile.