



Department  
for Environment  
Food & Rural Affairs

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

By E Mail [REDACTED]

Your ref:  
Our ref: RFI 5781  
Date: 1<sup>st</sup> October 2013

Dear [REDACTED]

**REQUEST FOR INFORMATION: DEFRA's Most Accessed Websites**

Thank you for your request of 9 September for information about the 20 websites most accessed by Defra staff over the most recent 5 month period available and the time recorded against each sites' usage. We have handled your request under the Freedom of Information Act 2000 (FOIA).

I enclose a copy of this information you requested for the period from 14 March 2013 to 13 September 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. This information encompasses all staff access including lunch periods and access out of hours.

In seeking to provide details on the time spent on the site we have used browsing time information which is collected by our supplier for the Department: 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, 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](http://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.



INVESTORS  
IN PEOPLE

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

[REDACTED]

[REDACTED]

DEFRA Web Sites - Top 20 Accessed 14 Mar - 13 Sept 2013

Site	Browse Time Hours
www.google.co.uk	6296
www.bbc.co.uk	5201
www.facebook.com	2625
www.espncricinfo.com	1810
static.ak.facebook.com	1238
googleads.g.doubleclick.net 148.253.236.230	918
bs.serving-sys.com	721
platform.twitter.com	682
ad-emea.doubleclick.net	667
www.amazon.co.uk	613
b3-uk.mookie1.com	545
smex10-2-en.url.trendmicro.com	537
delivery.adstheaa.com	491
www.youtube.com	455
ams1.ib.adnxs.com	443
ad.doubleclick.net	339
www.tripadvisor.co.uk	320
bbcfmhs.vo.llnwd.net	162
zaphod-live.bbc.co.uk.edgesuite.net	43
	35