

## Calculation of foreign RU on Danish market

### Legend:

f - foreign  
d - domestic  
RU - real users  
Vis - visits  
m- monthly  
w - weekly  
d - daily

### **monthly:**

$$fRU_m = dRU_m * fVis_m/dVis_m * X_m$$

### **weekly:**

$$fRU_w = dRU_w * fVis_m/dVis_m * X_w$$

### **daily:**

$$fRU_d = dRU_d * fVis_m/dVis_m * X_d$$

(NOTE: The ratio of monthly visits is used in all above equations.)

The coefficient X is established based on answers in a special questionnaire displayed for foreign IP visiting Danish web sites. The respondent who in the first question declares that he/she is Dane is then asked the following question:

**When did you last visited [name of web site] page from Denmark?**

- A. During last week
- B. During last month
- C. During last quarter
- D. Long time ago / never

$$X_m = 100\% - A\% - B\%$$

$$X_w = 100\% - A\%$$

$$X_d = 100\%$$

(Daily fRU is used only for estimation of RU in Real-time application. So far, the official daily fRU have never been published in Denmark.)