

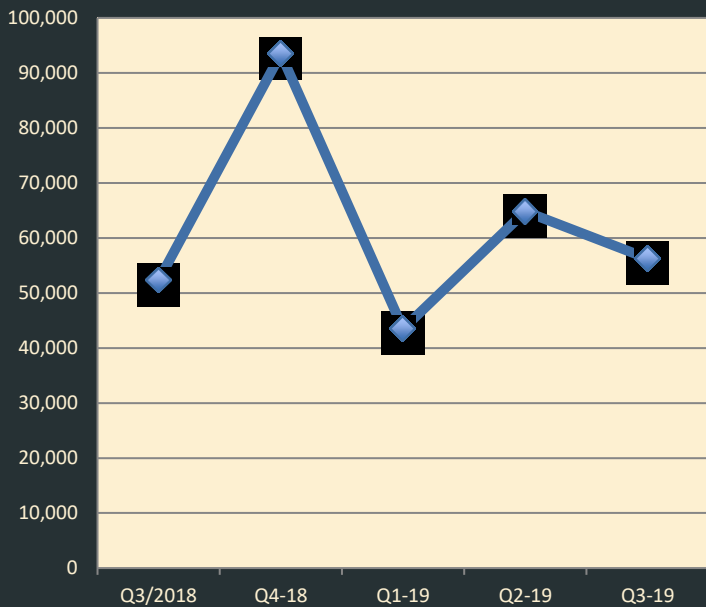
April 2019 – June 2019

IGF WEBSITE STATISTICS AND SOCIAL MEDIA MONITORING REPORT

WEBSITE STATISTICS

Web traffic shows a minor decrease from previous quarter (due to lower activity season) but steady overall growth year-to-year.

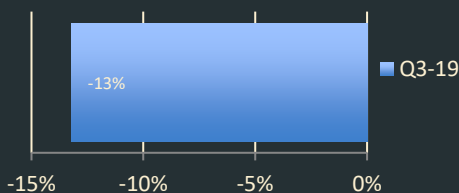
PERIOD	Q4-2018	Q1-2019	Q2-2019	Q3-2019
VISITS	93,472	43,500	64,798	56,246



MAIN HIGHLIGHTS

- 13% Quarter movement
- +8% Growth year-to-year
- 611 Daily visitors average
- 56,246 Visits in the last 3 months

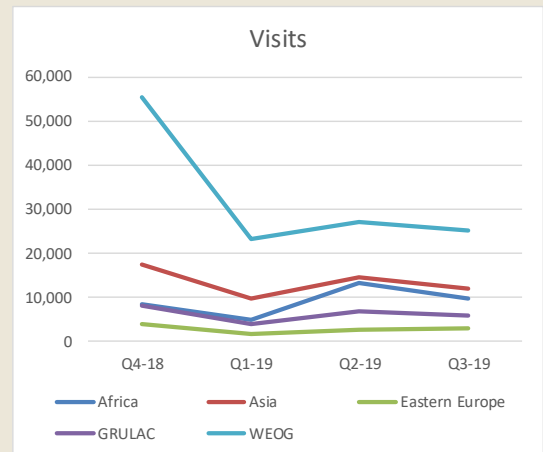
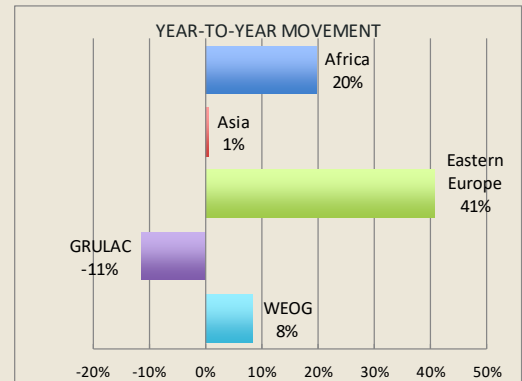
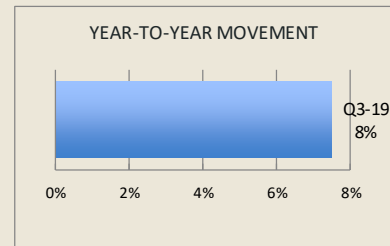
Seasonal Movements from Q3 - Q2/2019



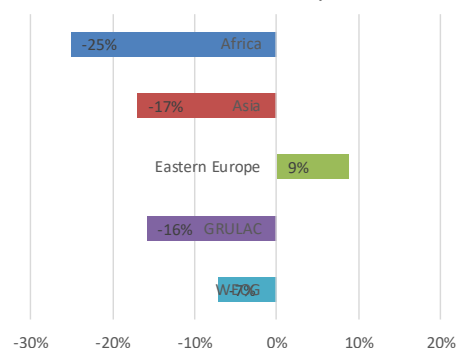
-13% is the quarterly change in visits

2018-2019 VISITS (AND DAILY AVERAGES)

Q3-2018	Q4-2018	Q1-2019	Q2-2019	Q3-2019
52,321 (569)	93,472 (1,016)	43,500 (483)	64,798 (712)	56,246 (611)



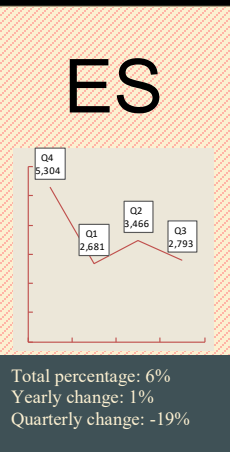
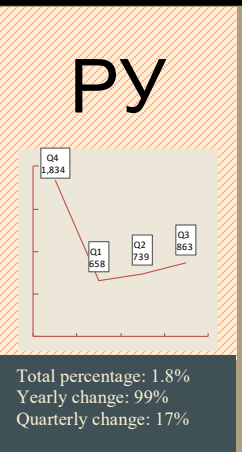
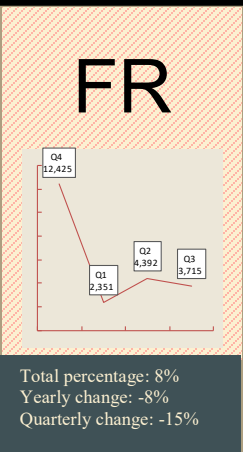
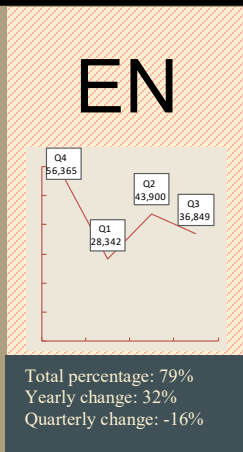
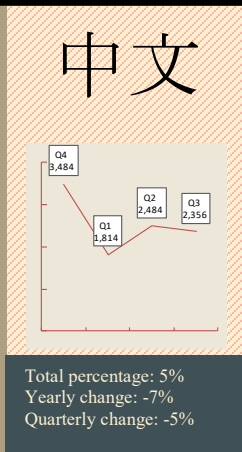
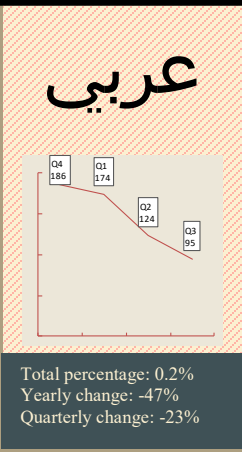
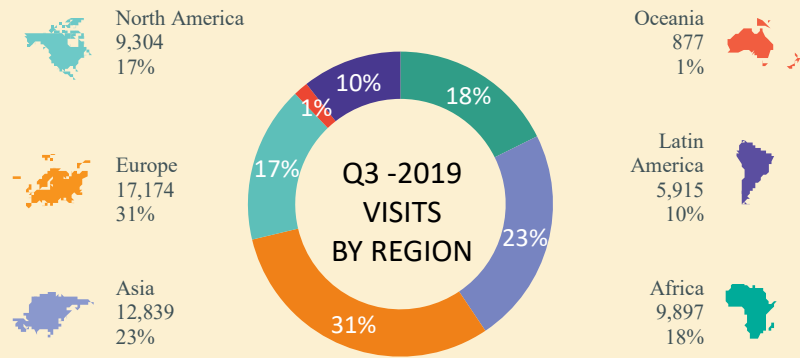
Seasonal Movements from Q2 - Q1/2019



GEOGRAPHY & LANGUAGES

Regional traffic shows congruence in growth.

Language content-oriented visits behave with similar pattern, with Russian specifically showing a seasonal growth.



*Language data represents only content available in all six languages.

TOP 10 DOWNLOADS

Showing for Q3 2019 only (these numbers are in accordance with DESA sites figures, which showcase data for all portals and all year, meaning much more traffic):

IGF 2019 Schedule

2,482

IGF Village Info

266

IGF Background Paper

243

P-11Form

108

IGF 2018 Messages

43

Youth engagement at the IGF

39

IGF 2018 Chair's Summary

39

IGF Retreat Proceedings

36

NRI Toolkit

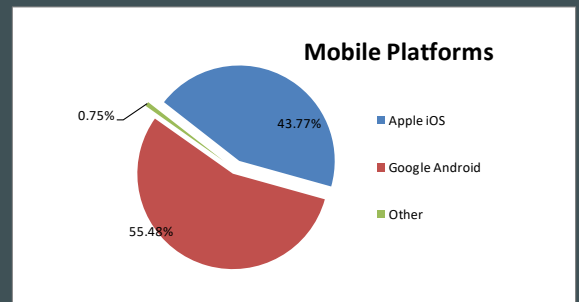
36

BPF Cybersecurity Agreements

35

MOBILE PLATFORMS

Mobile share of traffic is consistent with other DESA sites:



Mobile share per Quarter

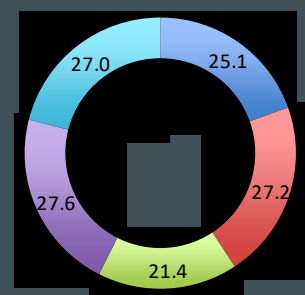
Q3 2018: 25.1%

Q4 2018: 27.2%

Q1 2019: 21.4%

Q2 2019: 27.6%

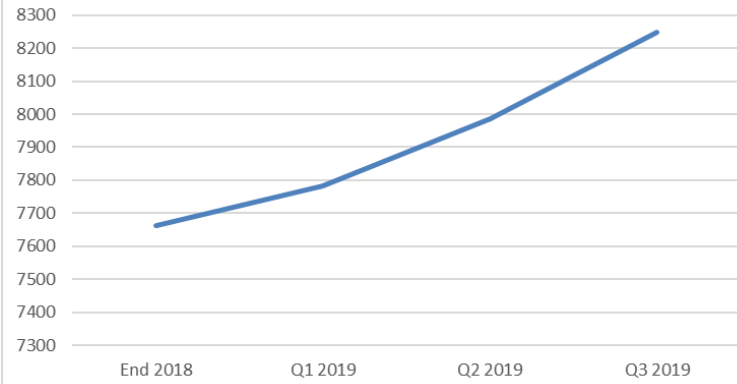
Q3 2019: 27%





IGF's social media accounts continue to grow in followers and reach. The additional visibility they bring to the secretariat's work plays a vital role for our outreach efforts. A social media package is regularly prepared for the Annual Meeting. Calls and IGF planning are also announced.

Twitter Followers



Combined followers: **8,247**

Total growth in Q2-19 **3.26%**

2018 increase **1,459**

Yearly increase **21.49%**

FACEBOOK PAGE

FANS ACTIVITY

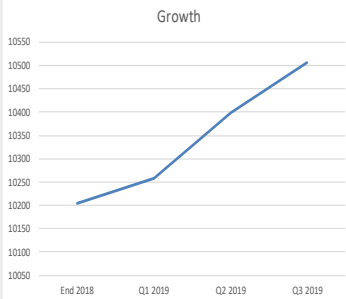
Combined audience: **10,506** fans

Quarterly growth: **1.04%**

Yearly increase: **844**

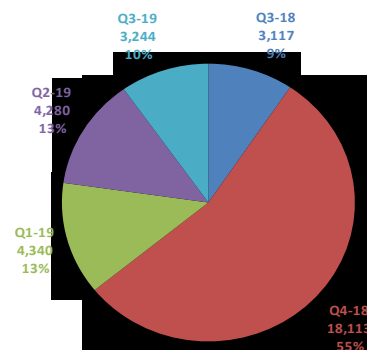
Yearly growth: **8.74%**

- Messages on current Calls
- Message on IGF planning



YOUTUBE CHANNELS

VIEWS



Network Activities

- During Q3 2019 increase of mixed views from previous IGFs
- Also visualization of streamed open consultation and MAG meeting

MOST POPULAR POSTS IN Q2-2019 *

REACH REACTIONS

1) Invitation and Registration for IGF 2019	12,494	481
2) Internship Opportunity	9,400	317
3) HLDPC Panel at IGF 2019	7,209	202
4) IGF 2019 Village Promotion	5,714	106
5) Remote Hubs at IGF 2019	4,881	101

TOP 5 VIDEOS (Q2-2019 Views)

IGF 2008 Participants Presentations	364
IGF 2012 Pre-Event Concertation Francophonie sur le IGF	360
IGF 2012 WS191 Politics influence / Internet users' Access & Diversity	333
IGF 2012 Inter-Regional Dialogue Session	246
IGF 2019 3 rd Open Consultations and MAG Meeting	133

* Twitter & Facebook Reach and Reactions.

LANGUAGES

Languages Visits	Q4	Q1	Q2	Q3	Q3-Q2% +/-	YoY (Q3-19/Q3-18)
English	56,365	28,342	43,900	36,849	-16%	32%
Arabic	186	174	124	95	-23%	-47%
Chinese	3,484	1,814	2,484	2,356	-5%	-7%
French	12,425	2,351	4,392	3,715	-15%	-8%
Russian	1,834	658	739	863	17%	99%
Spanish	5,304	2,681	3,466	2,793	-19%	1%
TOTAL				46,671		

GEOGRAPHIC REGIONS

	Q3-18	Q4-18	Q1-19	Q2-19	Q3-19
Africa	8,271	8,534	4,851	13,214	9,897
Asia	12,110	17,443	9,689	14,682	12,184
Eastern Europe	2,097	3,989	1,675	2,714	2,953
GRULAC	6,677	8,089	3,958	7,032	5,915
WEOG	23,100	55,289	23,126	26,993	25,057
Other	66	128	201	163	240

BROWSING PLATFORM TRENDS

Quarter	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019
Desktop					
Windows	28,427	48,336	25,517	34,448	30,906
Macintosh	8,760	16,749	7,227	10,298	7,926
Linux	1,680	2,190	1,038	1,929	1,721
Other	313	756	389	479	510
Mobile					
Apple iOS	5,566	12,908	4,134	7,076	5,816
Android	7,507	12,452	5,162	10,528	9,343
Other	68	81	33	404	24
Desktop	39,180	68,031	34,171	47,154	41,063
Mobile	13,141	25,441	9,329	18,008	15,183
Mobile share	25.12	27.22	21.45	27.64	26.99