

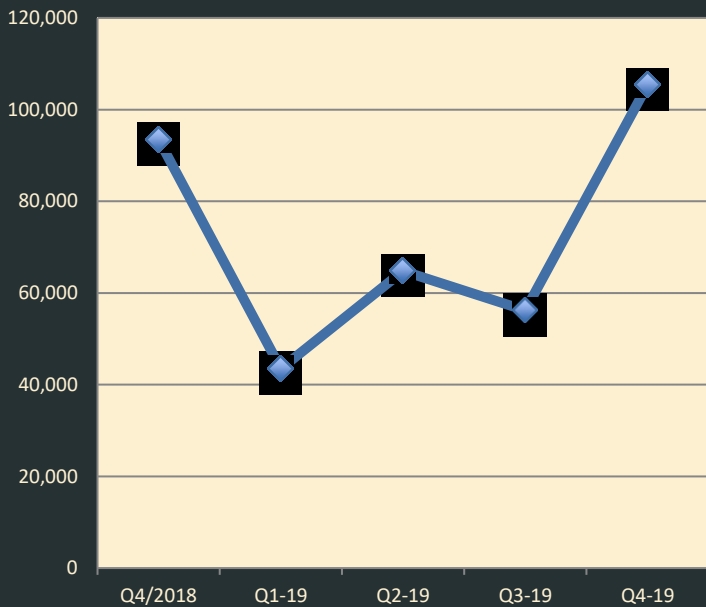
October 2019 – December 2019

IGF WEBSITE STATISTICS AND SOCIAL MEDIA MONITORING REPORT

WEBSITE STATISTICS

Web traffic shows a clear increase due to the celebration of the IGF 2019 in November. A year-to-year steady overall growth is noticed.

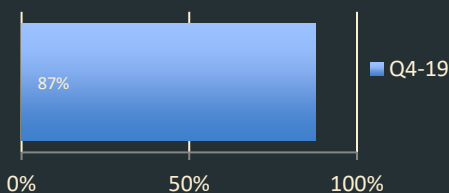
PERIOD	Q1-2019	Q2-2019	Q3-2019	Q4-2019
VISITS	43,500	64,798	56,246	105,452



MAIN HIGHLIGHTS

- +87% Quarter movement
- +13% Growth year-to-year
- 1,146 Daily visitors average
- 105,452 Visits in the last 3 months

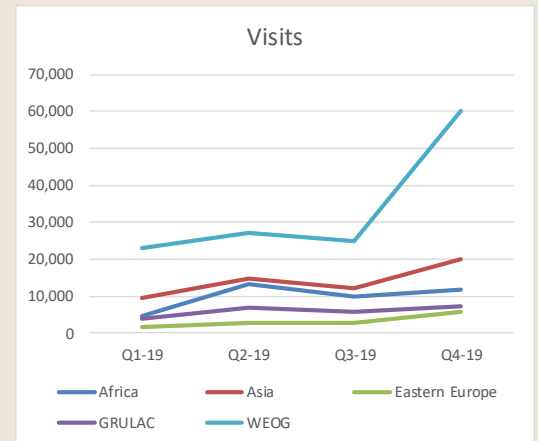
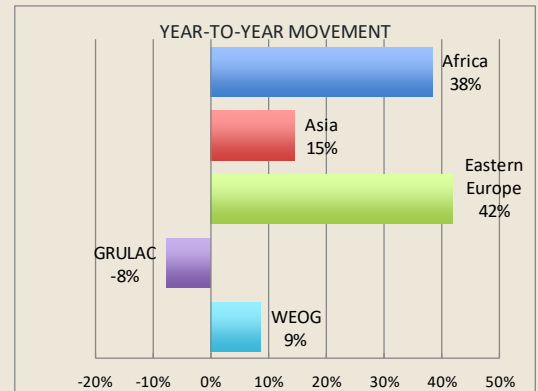
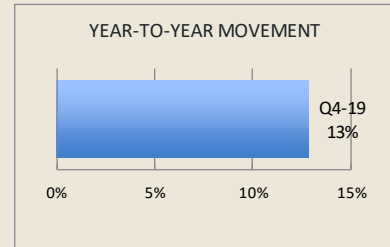
Seasonal Movements from Q4 - Q3/2019



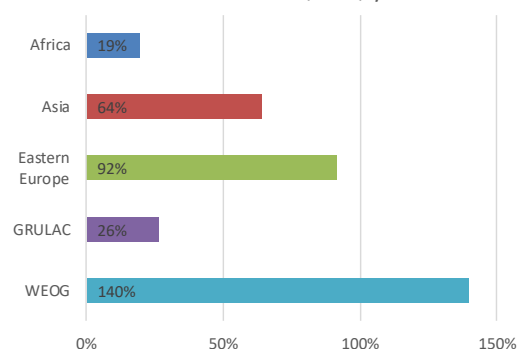
+87% is the quarterly change in visits

2018-2019 VISITS (AND DAILY AVERAGES)

Q4-2018	Q1-2019	Q2-2019	Q3-2019	Q4-2019
93,472 (1,016)	43,500 (483)	64,798 (712)	56,246 (611)	105,452 (1,146)



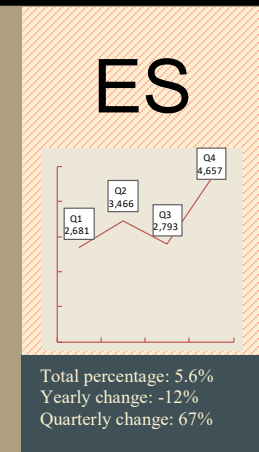
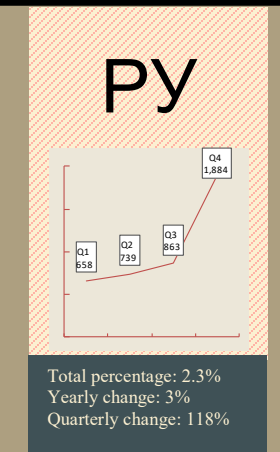
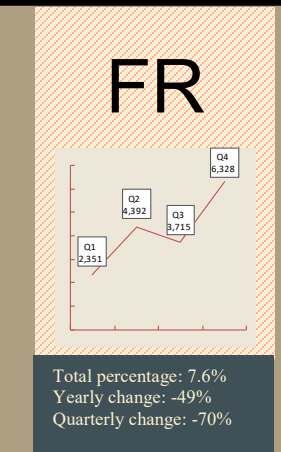
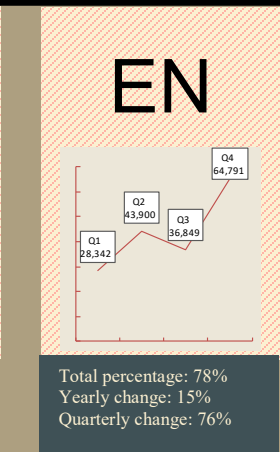
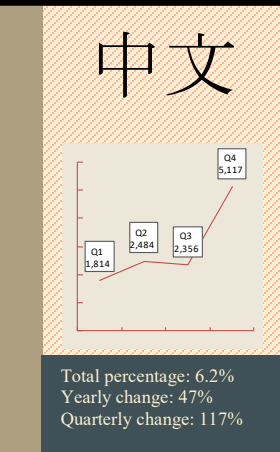
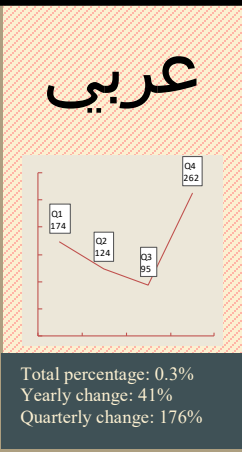
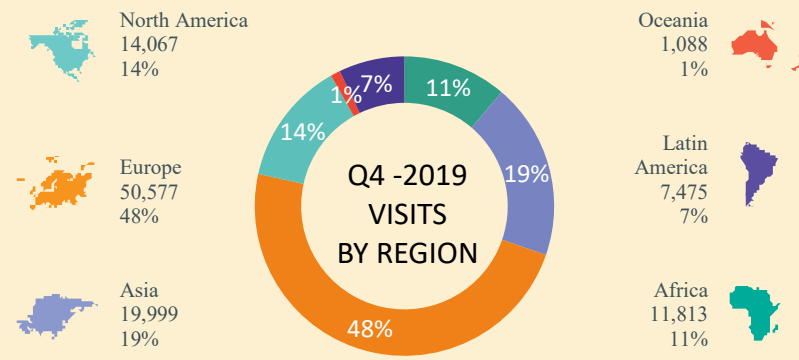
Seasonal Movements from Q4 - Q3/2019



GEOGRAPHY & LANGUAGES

Regional traffic shows congruence in growth with an important part in Europe due to the celebration of the IGF 2019 in Berlin.

Language content-oriented visits behave with similar pattern in the seasonal growth, with an expected year-to-year decrease of French as IGF 2018 was celebrated in France.



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

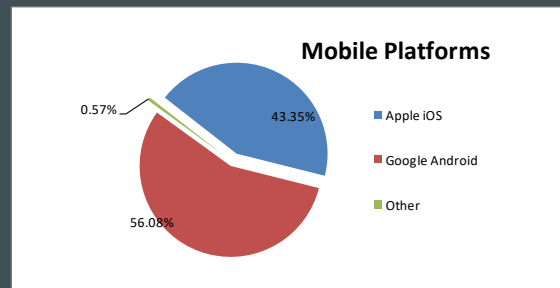
TOP 10 DOWNLOADS

Showing for Q4 2019 only (these numbers are in accordance with DESA sites figures, which showcase data for all portals and all year, meaning much more traffic):

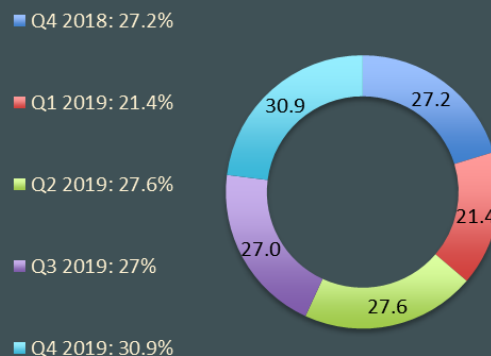
- IGF 2019 Schedule** 3,086
- IGF 2019 Berlin Messages** 674
- IGF 2019 Draft Chair's Summary** 381
- IGF 2018 Chair's Summary + Messages** 215
- IGF 2019 Village Info** 197
- IGF 2019 BPF Cybersecurity Output Report** 195
- IGF 2019 Media Guidelines** 111
- IGF 2019 BPF IoT, Big Data and AI** 95
- IGF 2019 High Level Exchange Report** 91
- IGF 2019 Parliamentarians Meeting Messages** 64

MOBILE PLATFORMS

Mobile share of traffic is consistent with other DESA sites:



Mobile share per Quarter

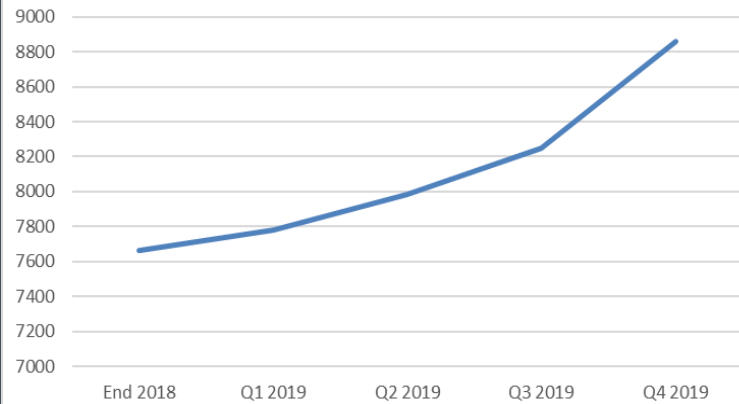


SOCIAL MEDIA MONITORING

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.

TWITTER CHANNELS

Twitter Followers



Combined followers: **8,862**

Quarterly growth: **7.46%**

Yearly increase: **1,200**

Yearly growth: **15.66%**

FACEBOOK PAGE

FANS ACTIVITY

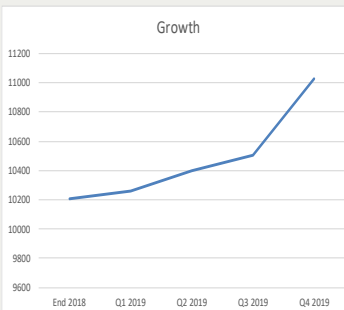
Combined audience: **11,026** fans

Quarterly growth: **4.94%**

Yearly increase: **822**

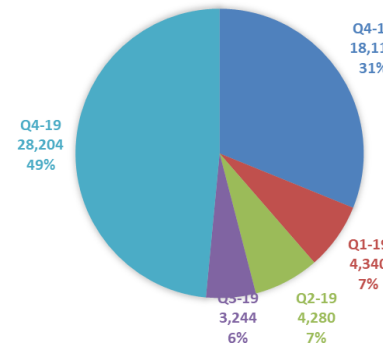
Yearly growth: **8.06%**

- Message on IGF planning
- Messages on IGF celebration
- Messages on IGF outcomes



YOUTUBE CHANNELS

VIEWS



Network Activities

- During Q4 2019 particularly views from IGF2019

MOST POPULAR POSTS IN Q2-2019 *

	REACH	REACTIONS
1) IGF 2019 VIP Speeches	57,435	1,107
2) IGF 2019 ongoing & Themes	51,390	1,345
3) IGF 2019 Outputs	38,866	726
4) BPF Cybersecurity Output and Presentation at OEWG	20,701	413
5) IGF 2019 Registration	18,279	667

TOP 5 VIDEOS (Q4-2019 Views excluding Streamed Live Content)

IGF 2019 WS18 Children's Rights in the digital World	224
IGF 2019 WS391 Comm Nets: Opportunities, Challenges & Solutions	163
IGF 2019 BPF Cybersecurity	151
IGF 2019 WS59 Digital Sovereignty and Internet Fragmentation	130
IGF 2019 Opening Ceremony Dr. Angela Merkel's Speech - English	129

* Twitter & Facebook Reach and Reactions.

LANGUAGES

Languages Visits	Q1	Q2	Q3	Q4	Q4-Q3% +/-	YoY (Q4-19/Q4-18)
English	28,342	43,900	36,849	64,791	76%	15%
Arabic	174	124	95	262	176%	41%
Chinese	1,814	2,484	2,356	5,117	117%	47%
French	2,351	4,392	3,715	6,328	70%	-49%
Russian	658	739	863	1,884	118%	3%
Spanish	2,681	3,466	2,793	4,657	67%	-12%
TOTAL				83,039		

GEOGRAPHIC REGIONS

	Q4-18	Q1-19	Q2-19	Q3-19	Q4-19
Africa	8,534	4,851	13,214	9,897	11,813
Asia	17,443	9,689	14,682	12,184	19,999
Eastern Europe	3,989	1,675	2,714	2,953	5,661
GRULAC	8,089	3,958	7,032	5,915	7,475
WEOG	55,289	23,126	26,993	25,057	60,071
Other	128	201	163	240	433

BROWSING PLATFORM TRENDS

Quarter	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019
Desktop					
Windows	48,336	25,517	34,448	30,906	52,435
Macintosh	16,749	7,227	10,298	7,926	17,061
Linux	2,190	1,038	1,929	1,721	2,678
Other	756	389	479	510	730
Mobile					
Apple iOS	12,908	4,134	7,076	5,816	13,642
Android	12,452	5,162	10,528	9,343	18,877
Other	81	33	404	24	30
Desktop	68,031	34,171	47,154	41,063	72,904
Mobile	25,441	9,329	18,008	15,183	32,549
Mobile share	27.22	21.45	27.64	26.99	30.87