

April 2019 – June 2019

IGF WEBSITE STATISTICS AND SOCIAL MEDIA MONITORING REPORT

WEBSITE STATISTICS

Web traffic shows a growth from previous quarter and steady overall growth year-to-year.

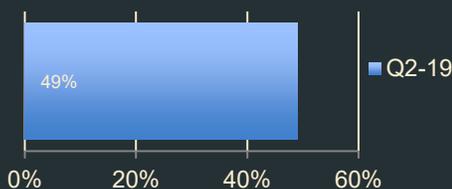
PERIOD	Q3-2018	Q4-2018	Q1-2019	Q2-2019
VISITS	52,321	93,472	43,500	64,798



MAIN HIGHLIGHTS

- +49%** Quarter movement
- +46%** Growth year-to-year
- 712** Daily visitors average
- 64,798** Visits in the last 15 months

Seasonal Movements from Q1 - Q4/2018

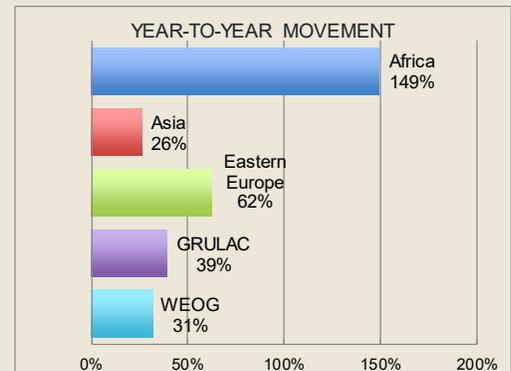
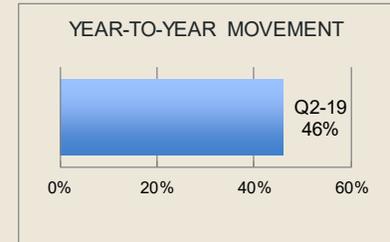


49% is the quarterly change in visits

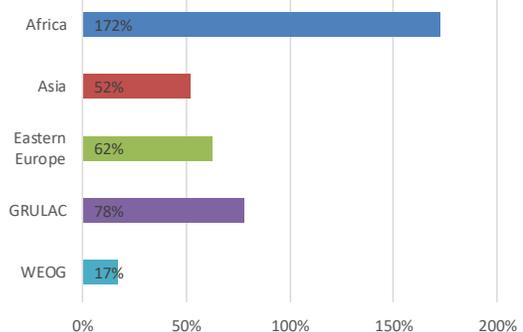
2018-2019 VISITS

(AND DAILY AVERAGES)

Q2-2018	Q3-2018	Q4-2018	Q1-2019	Q2-2019
44,380 (488)	52,321 (569)	93,472 (1,016)	43,500 (483)	64,798 (712)



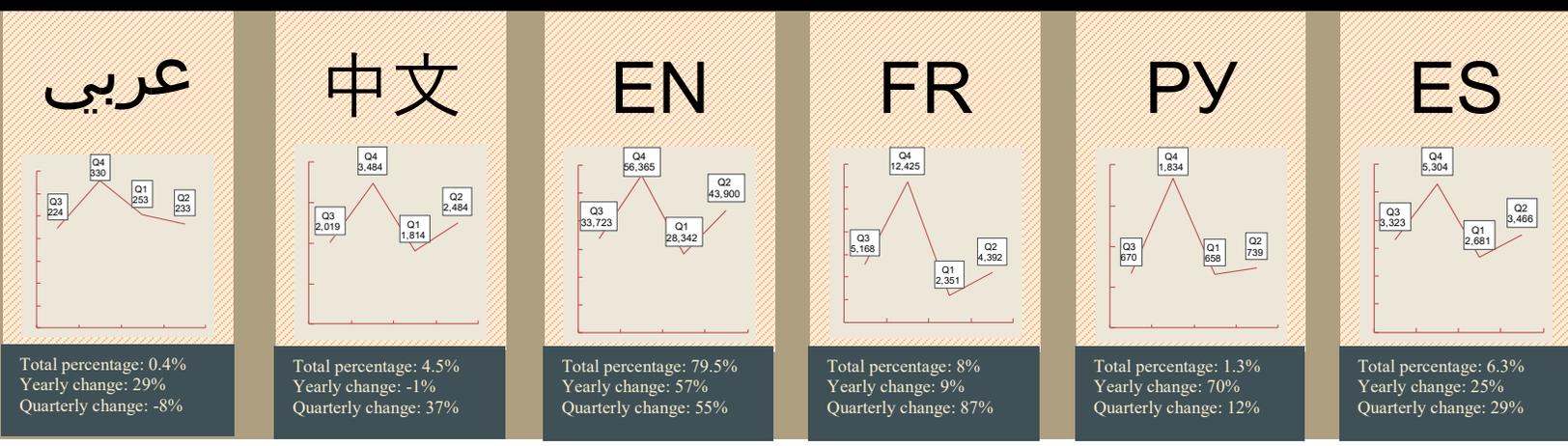
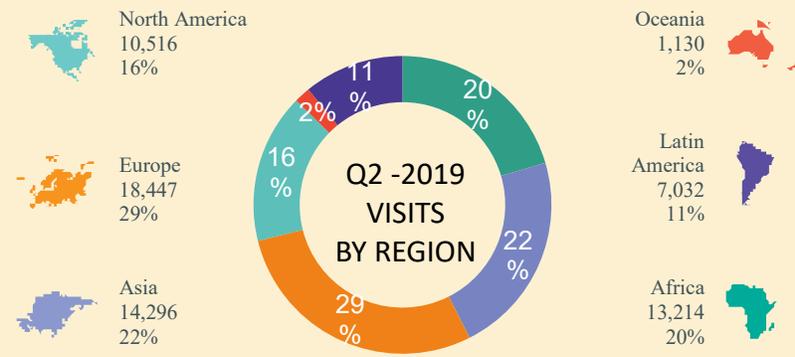
Seasonal Movements from Q2 - Q1/2019



GEOGRAPHY & LANGUAGES

Regional traffic shows from last quarter an important growth in Africa and steady growth in all other regions.

Language content oriented visits behave with similar pattern, keeping importance of English and French and only Arabic not growing quarterly (but doing so yearly).



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

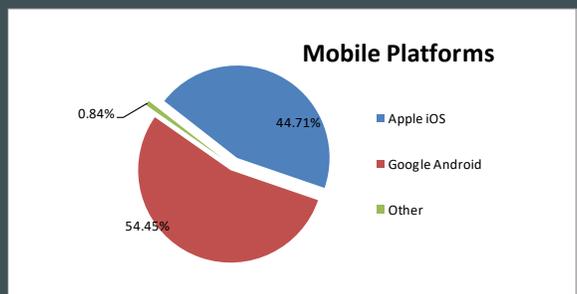
TOP 10 DOWNLOADS

Showing for Q2 2019 only:

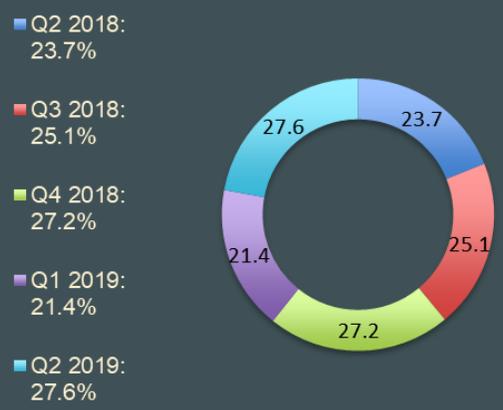
- IGF 2018 Book 139
- Draft IGF 2019 Schedule 76
- NRI Toolkit 68
- 3rd MAG Meeting Agenda 60
- P-11Form 52
- BPF Gender Report 2018 46
- MAG Composition 2016-18 42
- IGF 2019 Main Session suggestions 41
- IGF Retreat Proceedings 41
- IGF 2018 Chair's Summary 40

MOBILE PLATFORMS

Mobile share of traffic is consistent with other UN sites:

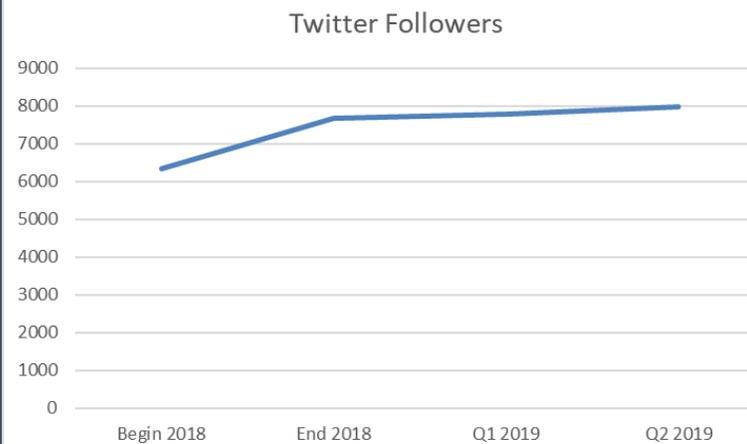


Mobile share per Quarter





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, and Calls for travel, MAG nomination and IGF planning are also announced.



Combined followers: 7,987	Total growth in Q2-19 2.63%	2018 increase 1,404	Yearly increase 21.33%
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FACEBOOK PAGE

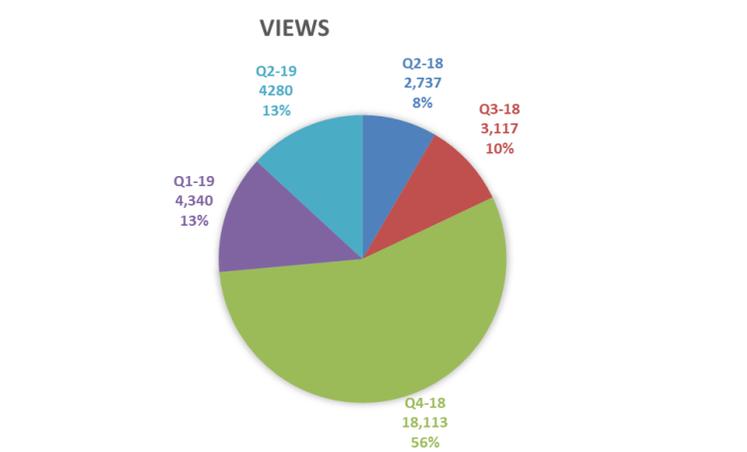
FANS ACTIVITY

Combined audience: 10,398 fans	Quarterly growth: 1.35%
Yearly increase: 894	Yearly growth: 9.41%

- Messages on current Calls
- Message on MAG nomination
- Message on IGF planning



YOUTUBE CHANNELS



Network Activities

- During Q2 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) Call for Travel IGF 2019	29,049	905
2) Submit Proposals IGF 2019	31,826	594
3) MAG 2020 Nomination	14,619	393
4) Overarching Theme Announcement IGF 2019	12,998	389
5) IGF 2019 Third OCs & MAG Meeting	14,119	261

TOP 5 VIDEOS (Q2-2019 Views)

IGF 2019 Third OCs & MAG Meeting	459
IGF 2015 NETMundial Statement and evolution of IG EcoSystem	335
IGF 2012 Pre-Event Concertation Francophonie sur le IGF	274
IGF 2012 Inter-Regional Dialogue Session	245
IGF 2012 WS191 Influence of Politics over users' access & diversities	217

* Twitter & Facebook Reach and Reactions.

LANGUAGES

Languages Visits	Q3	Q4	Q1	Q2	Q2-Q1% +/-	YoY (Q2-19/Q2-18)
English	33,723	56,365	28,342	43,900	55%	57%
Arabic	224	330	253	233	-8%	29%
Chinese	2,019	3,484	1,814	2,484	37%	-1%
French	5,168	12,425	2,351	4,392	87%	9%
Russian	670	1,834	658	739	12%	70%
Spanish	3,323	5,304	2,681	3,466	29%	25%
TOTAL				55,214		

GEOGRAPHIC REGIONS

	Q2-18	Q3-18	Q4-18	Q1-19	Q2-19
Africa	5,305	8,271	8,534	4,851	13,214
Asia	11,676	12,110	17,443	9,689	14,682
Eastern Europe	1,671	2,097	3,989	1,675	2,714
GRULAC	5,058	6,677	8,089	3,958	7,032
WEOG	20,535	23,100	55,289	23,126	26,993
Other	135	66	128	201	163

BROWSING PLATFORM TRENDS

Quarter	Q2 2018	Q3 2018	Q4 2018	Q1 2019	Q2 2019
Desktop					
Windows	24,013	28,427	48,336	25,517	34,448
Macintosh	8,063	8,760	16,749	7,227	10,298
Linux	1,451	1,680	2,190	1,038	1,929
Other	357	313	756	389	479
Mobile					
Apple iOS	4,481	5,566	12,908	4,134	7,076
Android	5,957	7,507	12,452	5,162	10,528
Other	58	68	81	33	404
Desktop	33,884	39,180	68,031	34,171	47,154
Mobile	10,496	13,141	25,441	9,329	18,008
Mobile share	23.65	25.12	27.22	21.45	27.64