

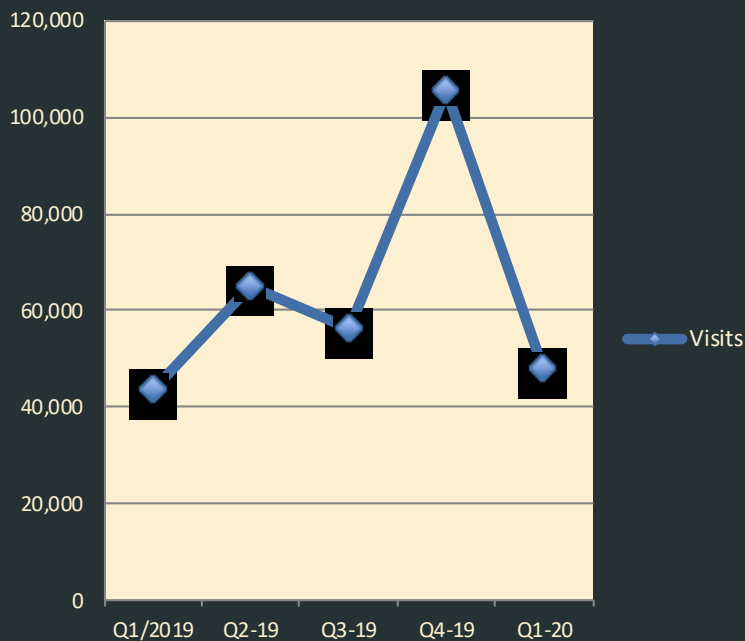
January 2020 – March 2020

IGF WEBSITE STATISTICS AND SOCIAL MEDIA MONITORING REPORT

WEBSITE STATISTICS

Web traffic shows the expected decrease after the celebration of the IGF 2019 last November. However, a year-to-year steady overall growth is noticed.

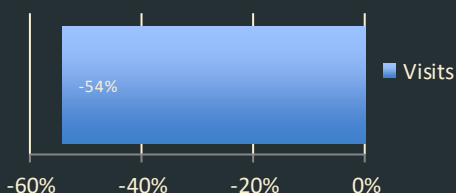
PERIOD	Q2-2019	Q3-2019	Q4-2019	Q1-2020
VISITS	64,798	56,246	105,452	48,164



MAIN HIGHLIGHTS

-54% Quarter movement
+11% Growth year-to-year
529 Daily visitors average
48,164 Visits in the last 3 months

Seasonal Movements from Q1/2020 - Q4/2019

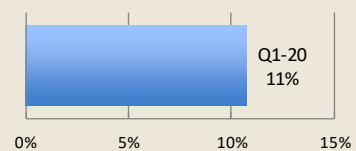


-54%
is the quarterly change in visits

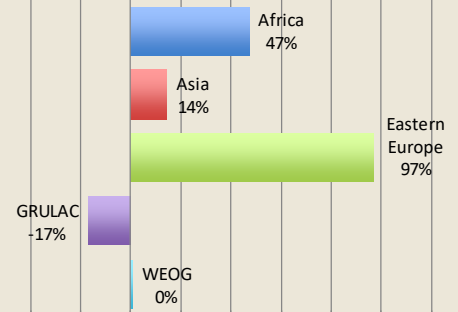
2019-2020 VISITS (AND DAILY AVERAGES)

Q1-2019	Q2-2019	Q3-2019	Q4-2019	Q1-2020
43,500 (483)	64,798 (712)	56,246 (611)	105,452 (1,146)	48,164 (529)

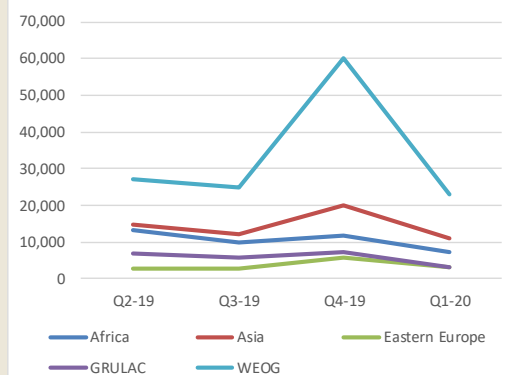
YEAR-TO-YEAR MOVEMENT



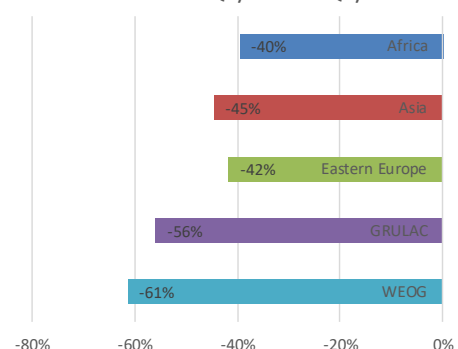
YEAR-TO-YEAR MOVEMENT



Visits



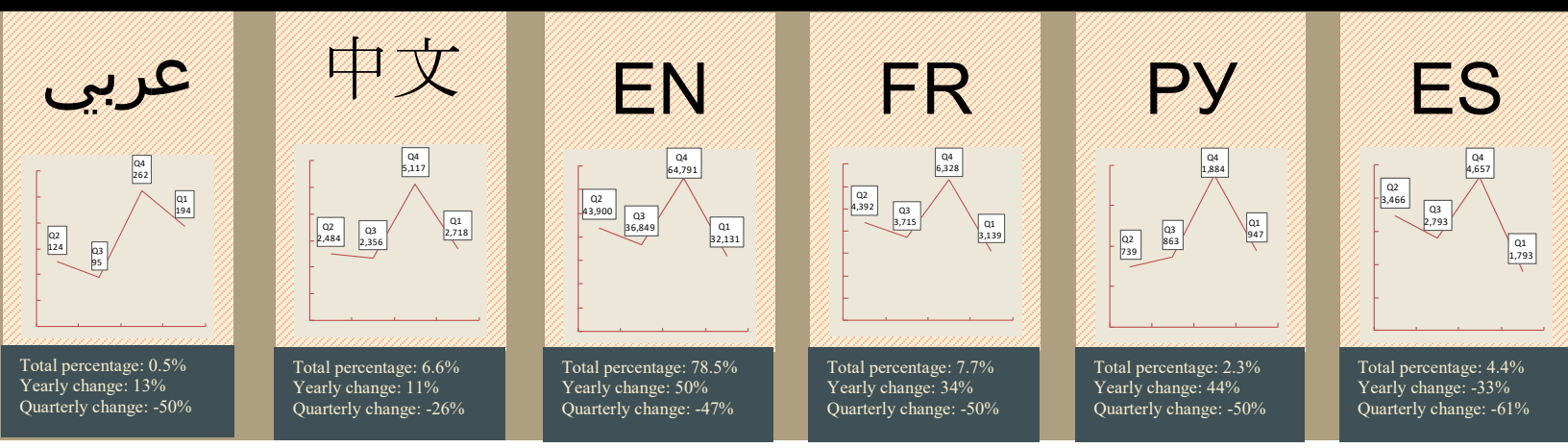
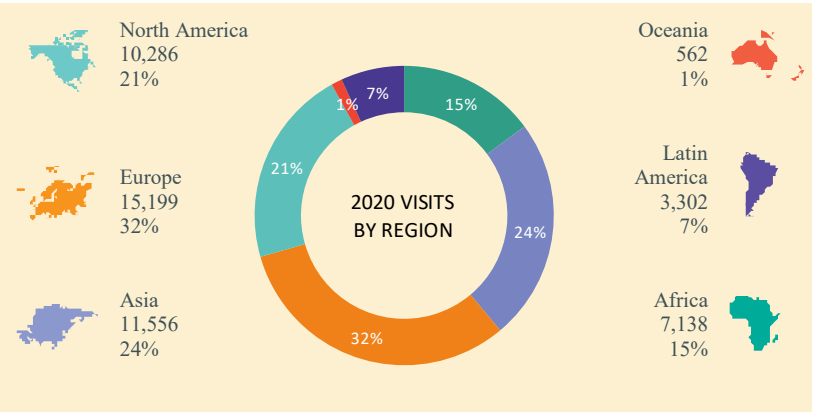
Seasonal Movements from Q1/2020 - Q4/2019



GEOGRAPHY & LANGUAGES

Regional traffic shows congruence in decrease after the celebration of the IGF 2019 in Berlin.

Language content-oriented visits behave with similar pattern, keeping however a year-to-year increase in 5 of the 6 UN Official languages.



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

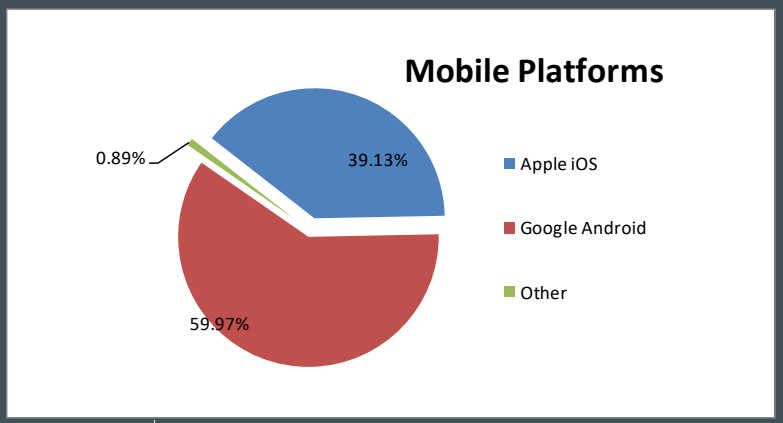
TOP 10 DOWNLOADS

Showing for Q1 2020 only (these numbers are in accordance with DESA sites figures, which showcase data for all portals and all year, meaning much more traffic):

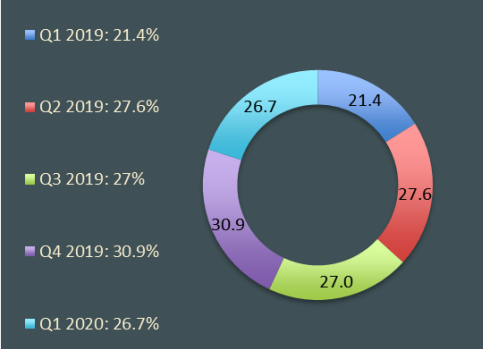
- IGF 2020 WS Proposers Manual**
202
- IGF 2020 Thematic Tracks Validation Input Analysis**
188
- IGF 2019 Chair's Summary**
182
- IGF 2020 Timeline**
145
- IGF 2020 NRIs Grants Form**
118
- IGF 2018 Chair's Summary + Messages**
115
- IGF 2019 Data Governance Messages**
105
- IGF 2019 Stocktaking Looking Ahead IGF 2020 Synthesis Paper**
90
- IGF 2016 BPF IXPs**
73
- IGF 2019 Security, Safety, Stability & Resilience Messages**
69

MOBILE PLATFORMS

Mobile share of traffic is consistent with other DESA sites:



Mobile share per Quarter

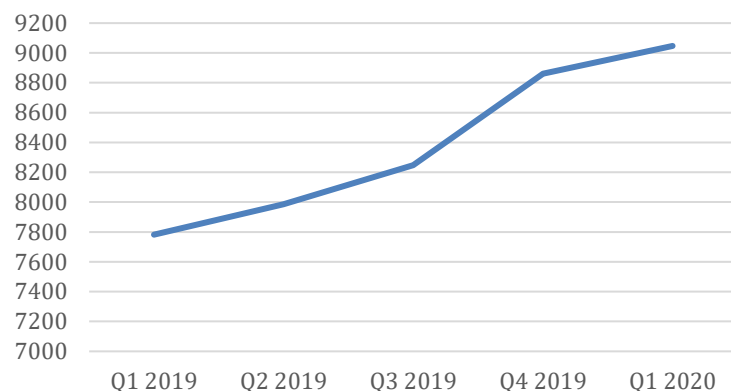


SOCIAL MEDIA MONITORING

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: **9,047**

Quarterly growth: **2.09%**

Yearly increase: **1,265**

Yearly growth: **16.26%**

FACEBOOK PAGE

FANS ACTIVITY

Combined audience: **11,026** fans

Quarterly growth: **3.87%**

Yearly increase: **1,194**

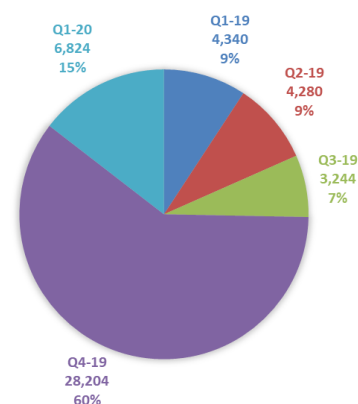
Yearly growth: **11.64%**

- Message on IGF 2020 planning (thematic tracks, proposals submission)
- Messages on IGF 2019 outcomes
- Messages on IGF Contributions



YOUTUBE CHANNELS

VIEWS



Network Activities

- During Q1 2020 particularly views from IGF2019 and IGF 2020 1st Open Consultations and MAG Meeting for stocktaking

TOP 5 VIDEOS (Y-to-Y, Q1-2020 Views)

IGF 2019 OF39 Artificial Intelligence	127
IGF 2019 Opening Ceremony	85
IGF 2019 WS59 Digital Sovereignty and Internet Fragmentation	52
IGF 2020 1 st Open Consultations and MAG Meeting Day 3	46
IGF 2019 Address by Prime Minister of New Zealand	46

MOST POPULAR POSTS IN Q1-2020 *

REACH REACTIONS

1) IGF 2020 Thematic Tracks contribution	41,326	827
2) IGF 2020 1 st Open Consultations and MAG Meeting	36,421	911
3) IGF 2020 Call for Proposals	20,240	381
4) IGF Berlin Messages Reference	7,568	194
5) BPF Cybersecurity contributing to UN OEWG Intl Sec	7,462	127

* Twitter & Facebook Reach and Reactions.

LANGUAGES						
Languages Visits	Q2	Q3	Q4	Q1	Q1-Q4% +/-	YoY (Q1-20/ Q1-19)
English	43,900	36,849	64,791	32,131	-50%	13%
Arabic	124	95	262	194	-26%	11%
Chinese	2,484	2,356	5,117	2,718	-47%	50%
French	4,392	3,715	6,328	3,139	-50%	34%
Russian	739	863	1,884	947	-50%	44%
Spanish	3,466	2,793	4,657	1,793	-61%	-33%
TOTAL	40,922					

GEOGRAPHIC REGIONS					
	Q1-19	Q2-19	Q3-19	Q4-19	Q1-20
Africa	4,851	13,214	9,897	11,813	7,138
Asia	9,689	14,682	12,184	19,999	11,085
Eastern Europe	1,675	2,714	2,953	5,661	3,304
GRULAC	3,958	7,032	5,915	7,475	3,302
WEOG	23,126	26,993	25,057	60,071	23,214
Other	201	163	240	433	121

BROWSING PLATFORM TRENDS					
Quarter	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020
Desktop					
Windows	25,517	34,448	30,906	52,435	26,716
Macintosh	7,227	10,298	7,926	17,061	6,553
Linux	1,038	1,929	1,721	2,678	1,280
Other	389	479	510	730	583
Mobile					
Apple iOS	4,134	7,076	5,816	13,642	3,925
Android	5,162	10,528	9,343	18,877	9,107
Other	33	404	24	30	299
Desktop					
Mobile	34,171	47,154	41,063	72,904	34,833
Mobile share	21.45	27.64	26.99	30.87	26.69