

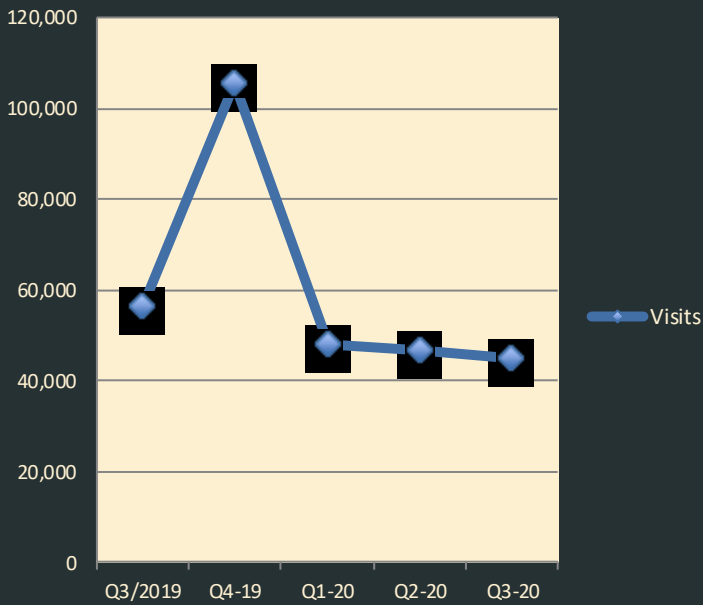
July 2020 – September 2020

IGF WEBSITE STATISTICS AND SOCIAL MEDIA MONITORING REPORT

WEBSITE STATISTICS

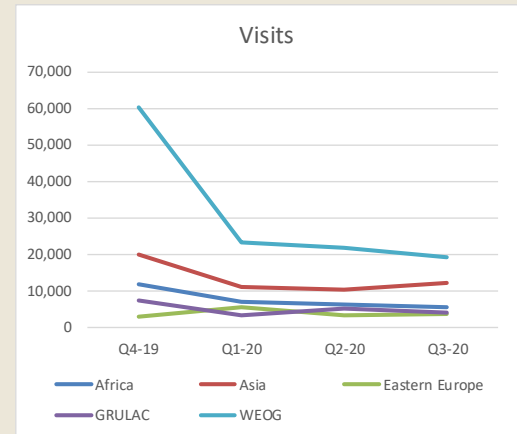
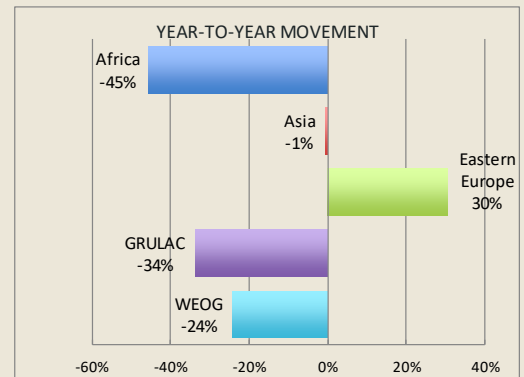
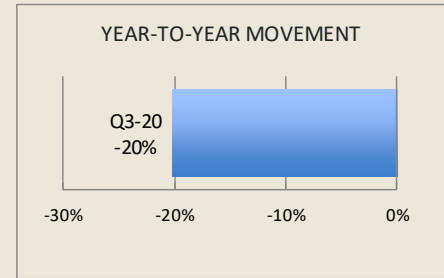
Web traffic shows an expected decrease of traffic in northern hemisphere holiday period 2020 period. A year-to-year concordant change is also noticed, with however an important increase in Eastern Europe.

PERIOD	Q4-2019	Q1-2020	Q2-2020	Q3-2020
VISITS	105,452	48,164	46,497	44,914



2019-2020 VISITS (AND DAILY AVERAGES)

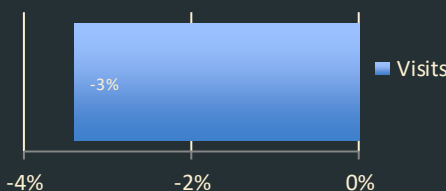
Q3-2019	Q4-2019	Q1-2020	Q2-2020	Q3-2020
56,246 (611)	105,452 (1,146)	48,164 (529)	46,497 (511)	44,914 (488)



MAIN HIGHLIGHTS

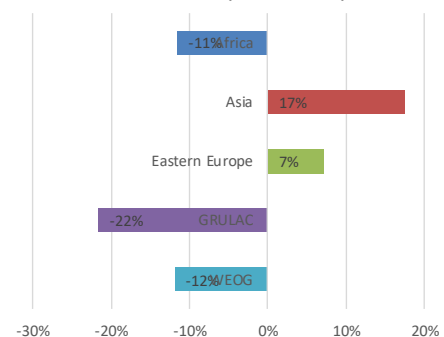
- 3% Quarter movement
- 20% Year-to-year movement
- 488 Daily visitors average
- 44,914 Visits in the last 3 months

Seasonal Movements from Q3/2020 - Q2/2020



-3%
is the quarterly
change in visits

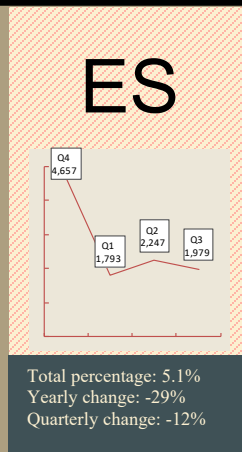
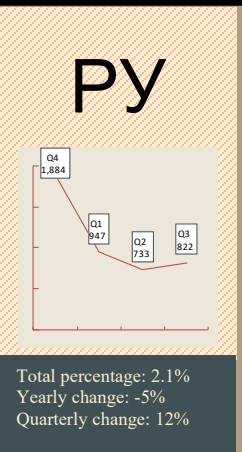
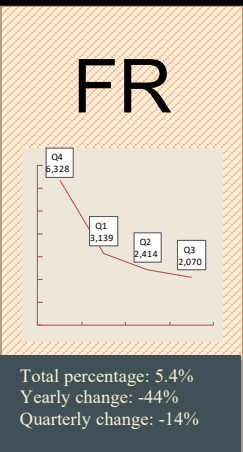
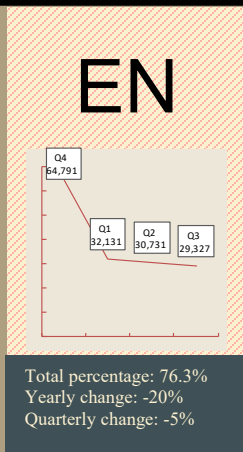
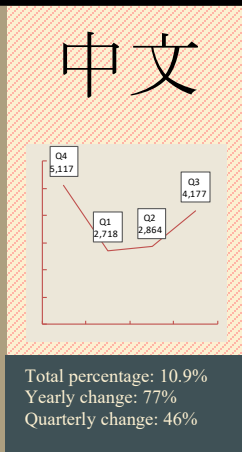
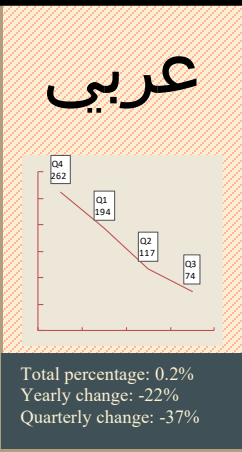
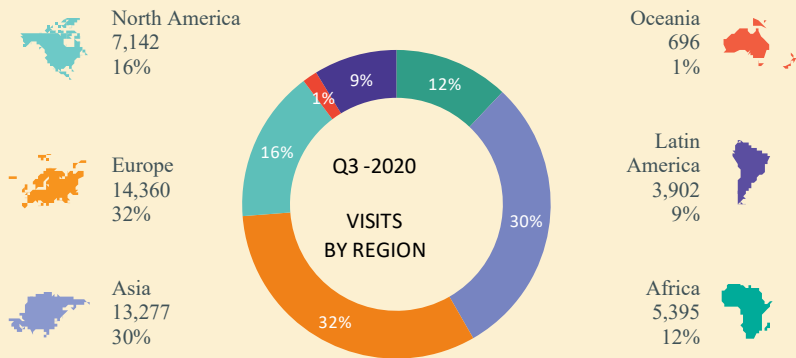
Seasonal Movements from Q3/2020 - Q2/2020



GEOGRAPHY & LANGUAGES

Regional traffic shows congruence in increase looking forward to IGF 2020.

Language content-oriented visits behave with similar pattern, keeping a seasonal increase in Chinese and Russian and an important year-to-year growth in Chinese.



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

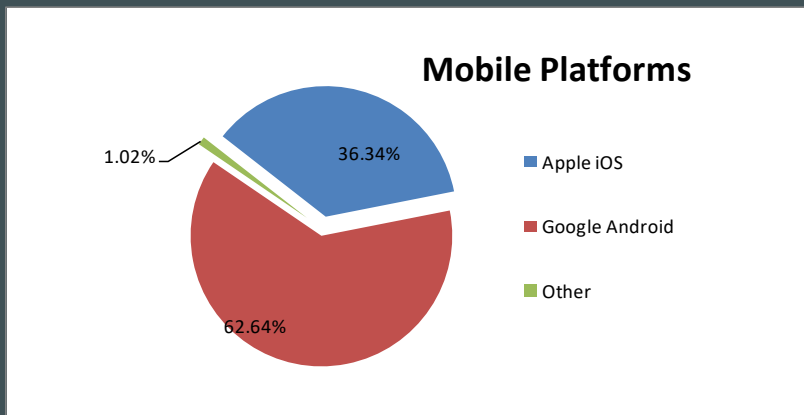
TOP 10 DOWNLOADS

Showing for Q3 2020 only (these numbers are in accordance with DESA sites figures, which showcase data for all portals and all year, meaning much more traffic):

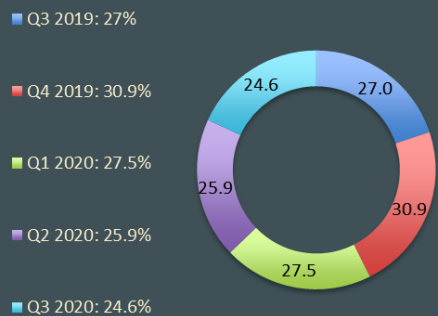
- IGF 2020 Schedule 460
- IGF 2020 HL Sessions 116
- IGF 2020 2nd MAG Meeting Summary 107
- BPF on BPFs 82
- IGF 2019 Chair's Summary and Messages 70
- USG Message to MAG 44
- BPF on BPFs 82
- IGF 2019 Chair's Summary 37
- Strengthening Engagement Youth 33
- IGF 2019 Messages 31

MOBILE PLATFORMS

Mobile share of traffic is consistent with other DESA sites:



Mobile share per Quarter

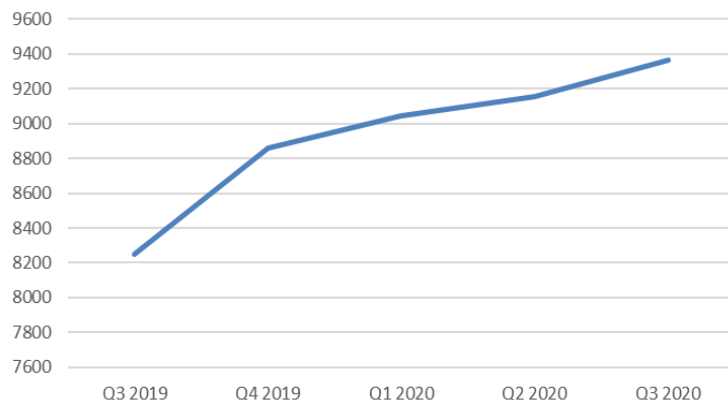


SOCIAL MEDIA MONITORING

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: **9,365**

Quarterly growth: **2.31%**

Yearly increase: **1,118**

Yearly growth: **13.56%**

FACEBOOK PAGE

FANS ACTIVITY

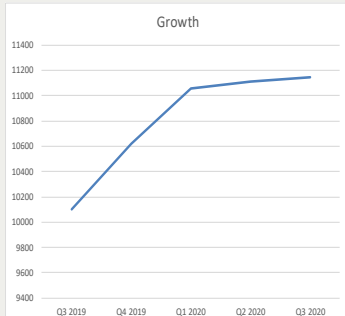
Combined audience: **11,144** fans

Quarterly growth: **0.27%**

Yearly increase: **1,042**

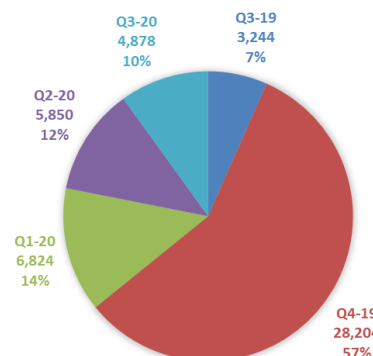
Yearly growth: **10.31%**

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



YOUTUBE CHANNELS

VIEWS



Network Activities

- During Q3 2020 particularly views from IGF2019 and IGF 2020 Open Consultations and MAG Meetings

TOP 5 VIDEOS (Y-to-Y, Q3-2020 Views)

IGF 2017 WS-152-Online freedom for all	682
IGF 2018 WS 227 Blockchain for Social and Humanitarian Apps.	454
IGF 2016 BCS	347
IGF 2017 OF49 - Big-data, business and respect for human rights	256
IGF 2012 WS 191 - Influence politics internet users' access & diversity	195

MOST POPULAR POSTS IN Q3-2020 *

REACH REACTIONS

1) Youth NRIs	9,030	240
2) GRULAC IGF	3,487	61
3) Cybersecurity Paper	1,807	35
4) APriGF	1,501	24
5) IGF 2020 Registration	1,489	85

* Twitter & Facebook Reach and Reactions.

LANGUAGES

Languages Visits	Q4	Q1	Q2	Q3	Q3-Q2% +/-	YoY (Q3-20/ Q3-19)
English	64,791	32,131	30,731	29,327	-5%	-20%
Arabic	262	194	117	74	-37%	-22%
Chinese	5,117	2,718	2,864	4,177	46%	77%
French	6,328	3,139	2,414	2,070	-14%	-44%
Russian	1,884	947	733	822	12%	-5%
Spanish	4,657	1,793	2,247	1,979	-12%	-29%
TOTAL				38,449		

GEOGRAPHIC REGIONS

	Q3-19	Q4-19	Q1-20	Q2-20	Q3-20
Africa	9,897	11,813	7,138	6,098	5,397
Asia	12,184	19,999	11,085	10,289	12,087
Eastern Europe	2,714	2,953	5,661	3,304	3,540
GRULAC	5,915	7,475	3,302	5,002	3,925
WEOG	25,057	60,071	23,214	21,588	19,027
Other	240	433	121	195	938

BROWSING PLATFORM TRENDS

Quarter	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
Desktop					
Windows	30,906	52,435	26,716	24,848	23,903
Macintosh	7,926	17,061	6,553	7,749	6,712
Linux	1,721	2,678	1,280	1,381	1,158
Other	510	730	583	512	2,079
Mobile					
Apple iOS	5,816	13,642	3,925	3,786	3,410
Android	9,343	18,877	9,107	7,885	7,504
Other	24	30	299	356	148
Desktop	41,063	72,904	35,132	34,490	33,852
Mobile	15,183	32,549	13,331	12,027	11,062
Mobile share	26.99	30.87	27.51	25.86	24.63