

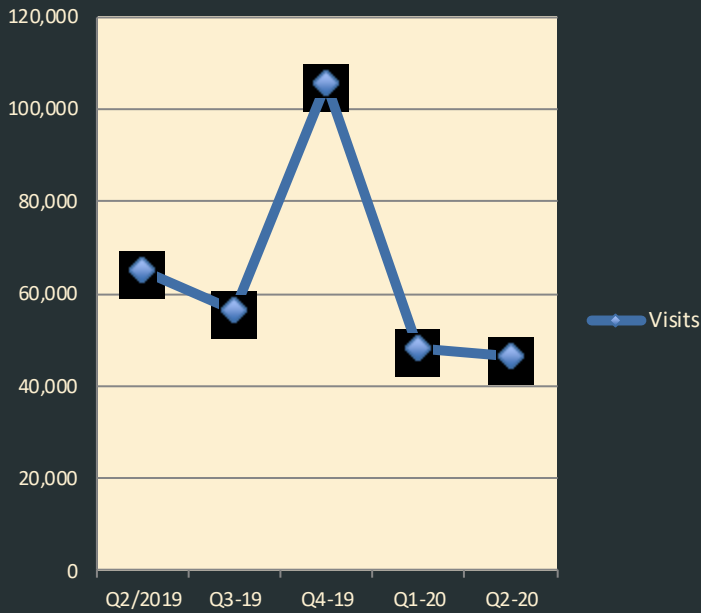
April 2020 – June 2020

IGF WEBSITE STATISTICS AND SOCIAL MEDIA MONITORING REPORT

WEBSITE STATISTICS

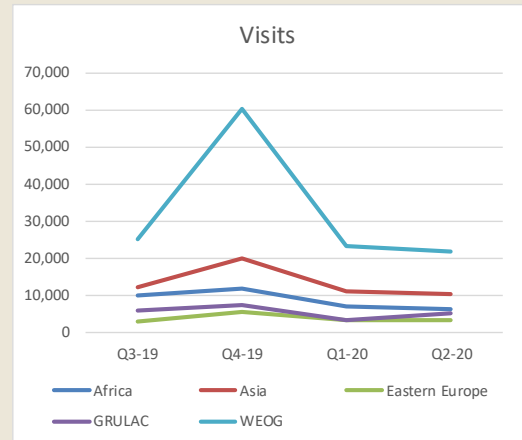
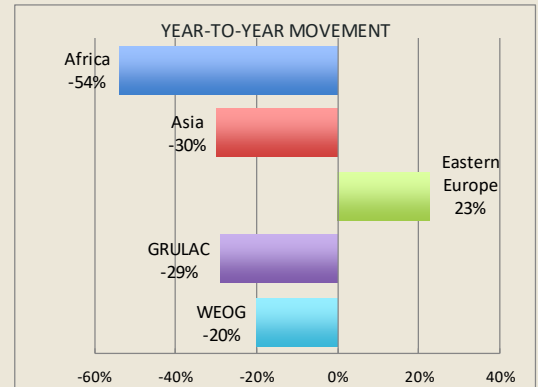
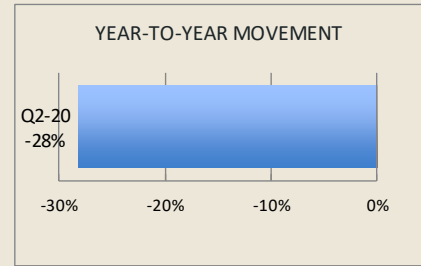
Web traffic shows a slight decrease of traffic during the COVID-19 period. A year-to-year concordant change is also noticed, with specific increases in Eastern Europe and GRULAC.

PERIOD	Q3-2019	Q4-2019	Q1-2020	Q2-2020
VISITS	56,246	105,452	48,164	46,497



2019-2020 VISITS (AND DAILY AVERAGES)

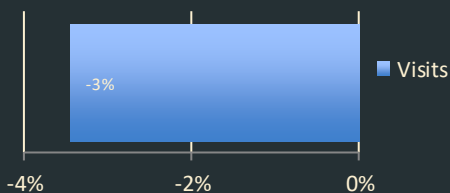
Q2-2019	Q3-2019	Q4-2019	Q1-2020	Q2-2020
64,798 (712)	56,246 (611)	105,452 (1,146)	48,164 (529)	46,497 (511)



MAIN HIGHLIGHTS

- 3% Quarter movement
- 28% Year-to-year movement
- 511 Daily visitors average
- 46,497 Visits in the last 3 months

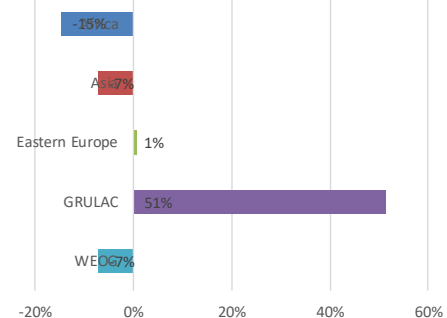
Seasonal Movements from Q2/2020 - Q1/2019



-3%

is the quarterly change in visits

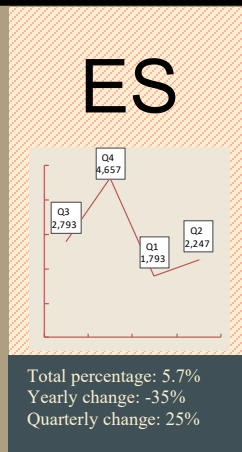
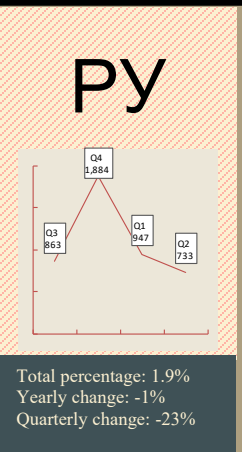
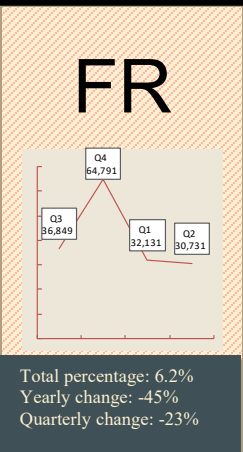
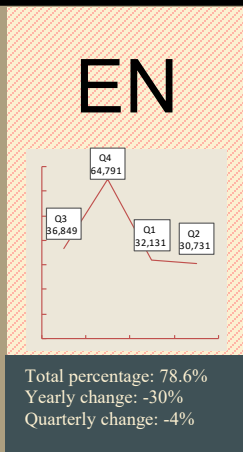
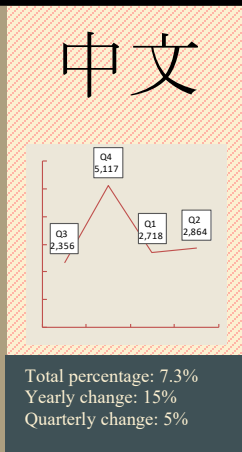
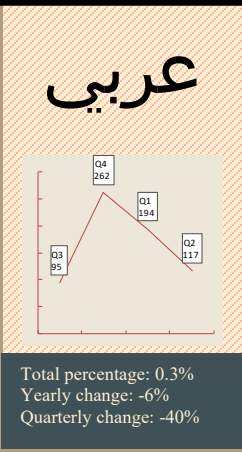
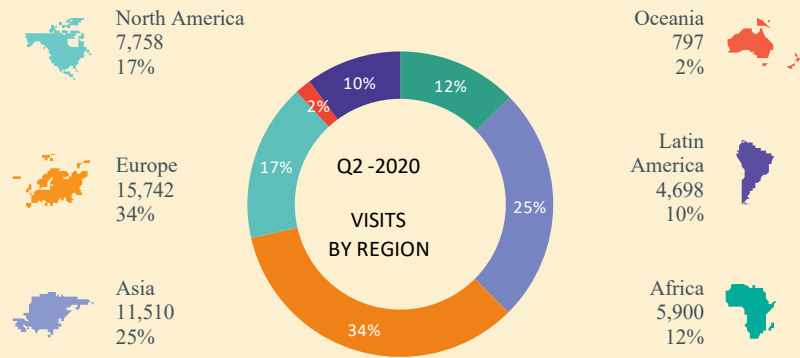
Seasonal Movements from Q2/2020 - Q1/2020



GEOGRAPHY & LANGUAGES

Regional traffic shows congruence in slight decrease during the COVID-19 pandemic.

Language content-oriented visits behave with similar pattern, keeping however a year-to-year increase in Chinese and Spanish.



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

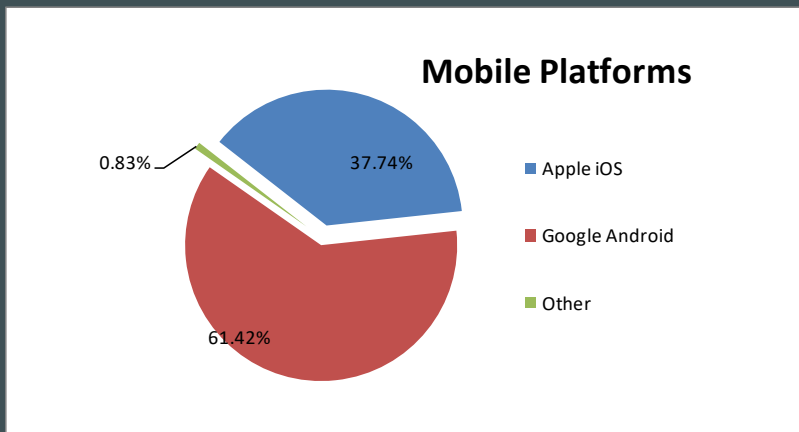
TOP 10 DOWNLOADS

Showing for Q2 2020 only (these numbers are in accordance with DESA sites figures, which showcase data for all portals and all year, meaning much more traffic):

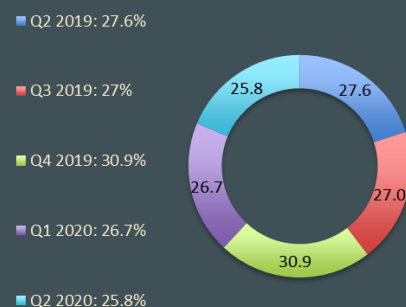
- IGF 2020 2nd Ocs & MAG Meeting Agenda 317
- IGF 2020 WS Proposers Manual 228
- IGF 2018 Chair's Summary + Messages 124
- IGF 2019 HC Chair's Summary 63
- IGF 2020 WS Timeline 60
- IGF 2019 Stocktaking Looking Ahead IGF 2020 Synthesis Paper 47
- NRIs Toolkit 41
- IGF Online Participation Platform Guide 40
- IGF 2020 Timeline 39
- IGF 2020 Validation Thematic Tracks 38

MOBILE PLATFORMS

Mobile share of traffic is consistent with other DESA sites:



Mobile share per Quarter

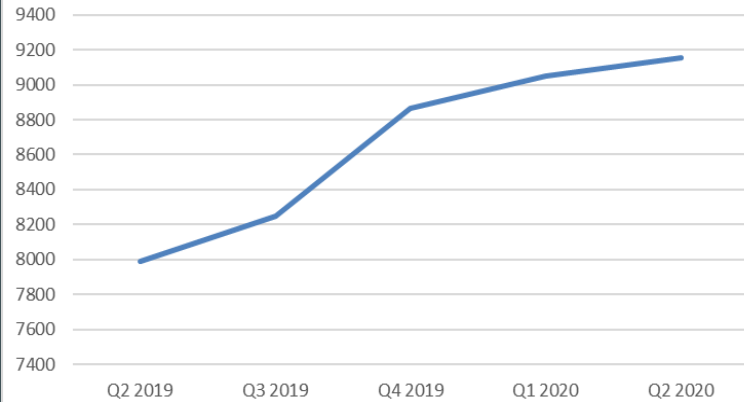


SOCIAL MEDIA MONITORING

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: **9,154**

Quarterly growth: **1.18%**

Yearly increase: **1,167**

Yearly growth: **14.61%**

FACEBOOK PAGE

FANS ACTIVITY

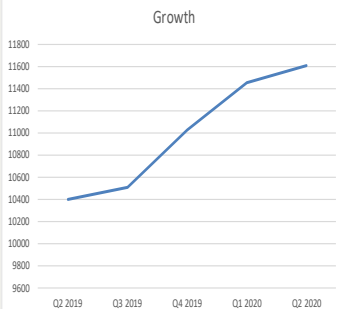
Combined audience: **11,608** fans

Quarterly growth: **1.35%**

Yearly increase: **1,210**

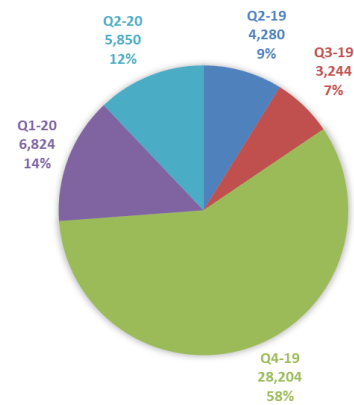
Yearly growth: **11.64%**

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



YOUTUBE CHANNELS

VIEWS



Network Activities

- During Q2 2020 particularly views from IGF2019 and IGF 2020 Open Consultations and MAG Meetings

MOST POPULAR POSTS IN Q2-2020 * REACH REACTIONS

Post Title	REACH	REACTIONS
1) IGF 2020 2nd Open Consultations and MAG Meeting	33,060	1,028
2) IGF 2020 Becoming Virtual Announcement	27,594	954
3) UN SG's Roadmap for Digital Cooperation	3,245	49
4) MAG 2021 Renewal Announcement	2,663	187
5) BPF Local Content Survey	2,385	94

TOP 5 VIDEOS (Y-to-Y, Q2-2020 Views)

IGF 2019 WS 307 Transparency and Control for the Internet of Things	302
IGF 2020 2nd Open Consultations and MAG Meeting Day 2 (Part 2)	154
IGF 2020 2nd Open Consultations and MAG Meeting Day 1	97
IGF 2020 2nd Open Consultations and MAG Meeting Day 2 (Part 1)	75
IGF 2020 Youth Engagement Webinar	63

* Twitter & Facebook Reach and Reactions.

LANGUAGES

Languages Visits	Q3	Q4	Q1	Q2	Q2-Q1% +/-	YoY (Q1-20/ Q1-19)
English	36,849	64,791	32,131	30,731	-4%	-30%
Arabic	95	262	194	117	-40%	-6%
Chinese	2,356	5,117	2,718	2,864	5%	15%
French	3,715	6,328	3,139	2,414	-23%	-45%
Russian	863	1,884	947	733	-23%	-1%
Spanish	2,793	4,657	1,793	2,247	25%	-35%
TOTAL				39,106		

GEOGRAPHIC REGIONS

	Q2-19	Q3-19	Q4-19	Q1-20	Q2-20
Africa	13,214	9,897	11,813	7,138	6,098
Asia	14,682	12,184	19,999	11,085	10,289
Eastern Europe	2,714	2,953	5,661	3,304	3,325
GRULAC	7,032	5,915	7,475	3,302	5,002
WEOG	26,993	25,057	60,071	23,214	21,588
Other	163	240	433	121	195

BROWSING PLATFORM TRENDS

Quarter	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020
Desktop					
Windows	34,448	30,906	52,435	26,716	24,848
Macintosh	10,298	7,926	17,061	6,553	7,749
Linux	1,929	1,721	2,678	1,280	1,381
Other	479	510	730	583	512
Mobile					
Apple iOS	7,076	5,816	13,642	3,925	3,786
Android	10,528	9,343	18,877	9,107	7,885
Other	404	24	30	299	356
Desktop	47,154	41,063	72,904	34,833	34,490
Mobile	18,008	15,183	32,549	12,683	12,007
Mobile share	27.64	26.99	30.87	26.69	25.82