

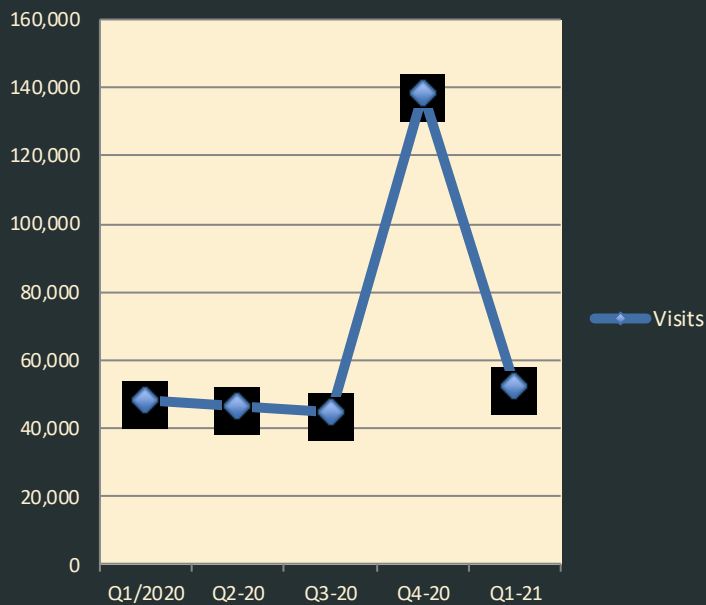
# January 2021 – March 2021

## IGF WEBSITE STATISTICS AND SOCIAL MEDIA MONITORING REPORT

### WEBSITE STATISTICS

Web traffic shows an expected decrease of traffic after the vIGF2020. A year-to-year steady increase is in any case noticed, especially specially supported by Asia and Latin America.

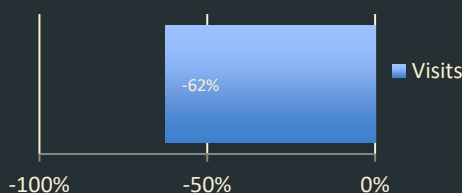
PERIOD	Q2-2020	Q3-2020	Q4-2020	Q1-2021
VISITS	46,497	44,914	138,386	52,094



### MAIN HIGHLIGHTS

-62% Quarter movement  
8% Year-to-year movement  
579 Daily visitors average  
52,094 Visits in the last 3 months

### Seasonal Movements from Q1/2021 - Q4/2020

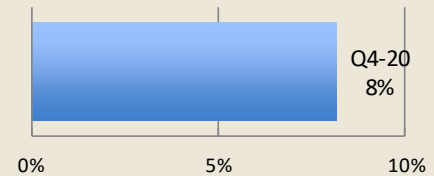


-62%  
is the quarterly change in visits

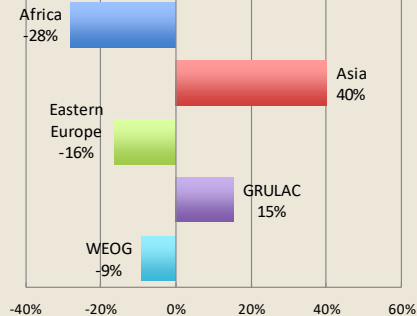
### 2020-2021 VISITS (AND DAILY AVERAGES)

Q1-2020	Q2-2020	Q3-2020	Q4-2020	Q1-2021
105,452 (1,146)	48,164 (529)	46,497 (511)	44,914 (488)	138,386 (1,504)

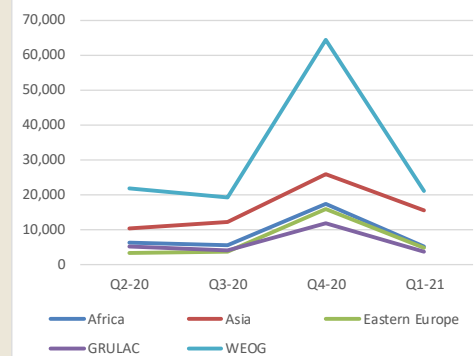
#### YEAR-TO-YEAR MOVEMENT



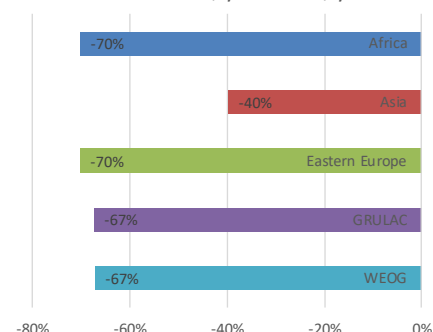
#### YEAR-TO-YEAR MOVEMENT



#### Visits



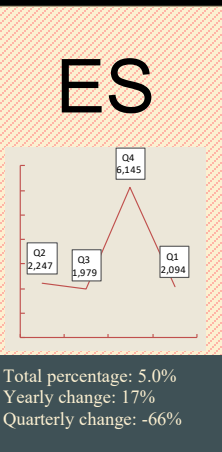
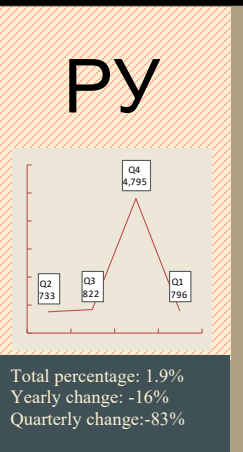
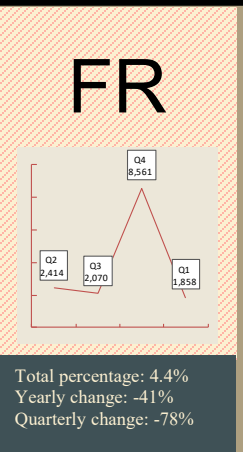
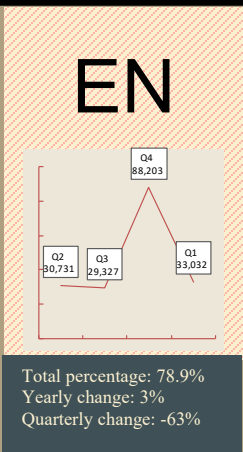
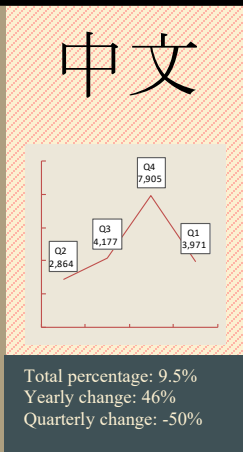
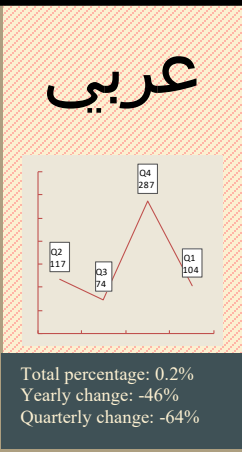
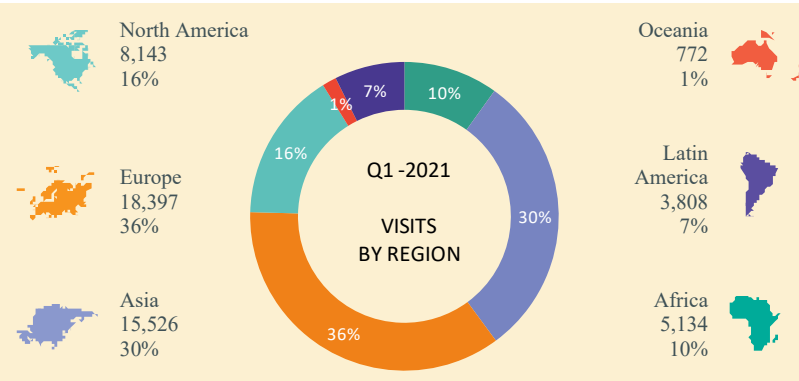
### Seasonal Movements from Q1/2021 - Q4/2020



# GEOGRAPHY & LANGUAGES

Regional traffic shows congruence in decrease after IGF 2020.

Language content-oriented visits behave with similar pattern, with a quarterly decrease. The increase of Asia is well noted, as well as growing importance of Chinese language usage.



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

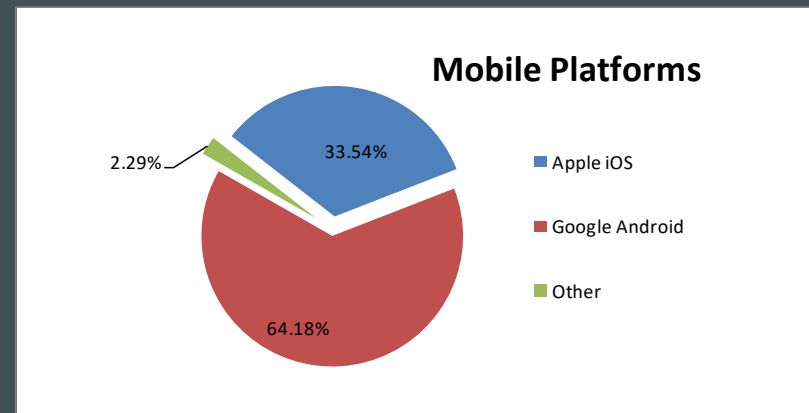
## TOP 10 DOWNLOADS

Showing for Q1 2021 only (these numbers are in accordance with DESA sites figures, which showcase data for all portals and all year, meaning much more traffic):

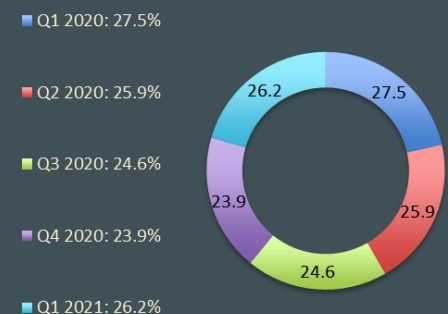


## MOBILE PLATFORMS

Mobile share of traffic is consistent with other DESA sites:



Mobile share per Quarter

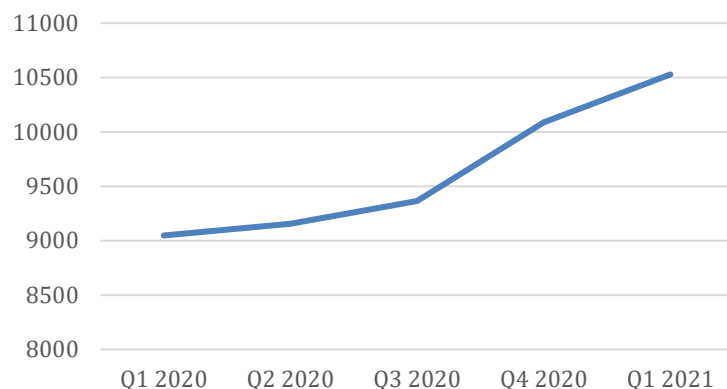


# SOCIAL MEDIA MONITORING

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: **10,528**

Quarterly growth: **4.35%**

Yearly increase: **1,481**

Yearly growth: **16.37%**

## FACEBOOK PAGE

### FANS ACTIVITY

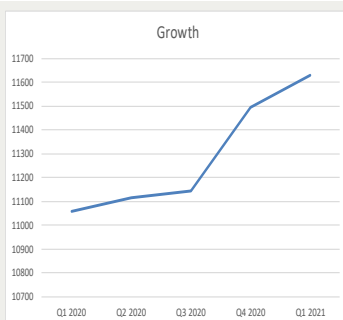
Combined audience: **11,631** fans

Quarterly growth: **1.18%**

Yearly increase: **672**

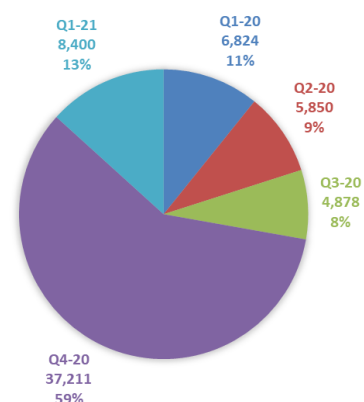
Yearly growth: **6.08%**

- IGF 2020 Outcomes
- IGF 2020 Stocktaking
- IGF 2021 Call for Thematic Inputs



## YOUTUBE CHANNELS

### VIEWS



### Network Activities

- During Q1 2021 views from IGF 2021 First Open Consultations and MAG Meeting took most of the activity.

TOP 5 VIDEOS (Q1-2021 Views - archived files within the cycle)

IGF 2021 First Open Consultations and MAG Meeting Day 1 Section 1 91

IGF 2021 First Open Consultations and MAG Meeting Day 1 Section 3 86

IGF 2020 Pre-Event #62 Dig. Sovereignty for States, Nations or Users? 82

IGF 2021 First Open Consultations and MAG Meeting Day 1 Section 2 80

IGF 2021 First Open Consultations and MAG Meeting Day 3 Section 2 55

### MOST POPULAR POSTS IN Q1-2021 \*

### REACH REACTIONS

1) IGF 2021 Stocktaking 2020 Open Discussion	3,865	63
2) IGF 2021 First Open Consultations and MAG Meeting	2,805	88
3) IGF 2021 Call for Thematic Inputs	1,067	32
4) IGF 2021 Focus Areas	999	33
5) IGF 2020 Report	696	29

\* Facebook Reach and Reactions (individual posts - no live videos)

LANGUAGES						
Languages Visits	Q2	Q3	Q4	Q1	Q1-Q4% +/-	YoY (Q1-21/ Q1-20)
English	30,731	29,327	88,203	33,032	-63%	3%
Arabic	117	74	287	104	-64%	-46%
Chinese	2,864	4,177	7,905	3,971	-50%	46%
French	2,414	2,070	8,561	1,858	-78%	-41%
Russian	733	822	4,795	796	-83%	-16%
Spanish	2,247	1,979	6,145	2,094	-66%	17%
TOTAL	41,855					

GEOGRAPHIC REGIONS					
	Q1-20	Q2-20	Q3-20	Q4-20	Q1-21
Africa	7,138	6,098	5,397	17,227	5,134
Asia	11,085	10,289	12,087	25,795	17,004
Eastern Europe	5,661	3,304	3,540	15,912	4,735
GRULAC	3,302	5,002	3,925	11,672	3,808
WEOG	23,214	21,588	19,027	64,308	21,099
Other	121	195	938	3,472	314

BROWSING PLATFORM TRENDS					
Quarter	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021
Desktop					
Windows	26,716	24,848	23,903	73,609	27,887
Macintosh	6,553	7,749	6,712	25,352	7,057
Linux	1,280	1,381	1,158	2,992	1,589
Other	583	512	2,079	3,404	1,899
Mobile					
Apple iOS	3,925	3,786	3,410	13,444	3,305
Android	9,107	7,885	7,504	19,015	9,826
Other	299	356	148	566	531
Desktop	35,132	34,490	33,852	105,357	38,432
Mobile	13,331	12,027	11,062	33,025	13,662
Mobile share	27.51	25.86	24.63	23.87	26.23