

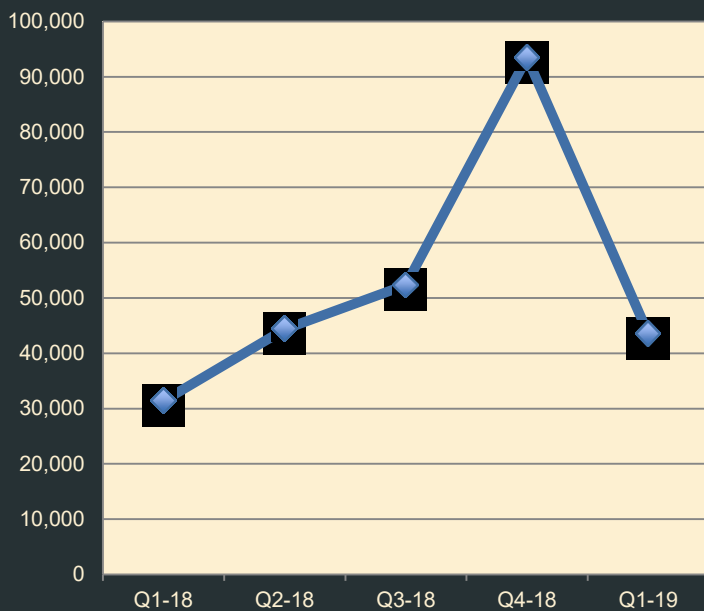
January 2018 – March 2019

IGF WEBSITE STATISTICS AND SOCIAL MEDIA MONITORING REPORT

WEBSITE STATISTICS

Web traffic shows evolution in the call activity as well as a peak during the IGF Annual meeting in November 2018.

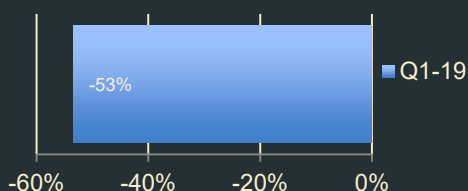
SECRETARIAT	Q2-2018	Q3-2018	Q4-2018	Q1-2019
IGF	44,380	52,321	93,472	43,500
TOTAL	44,380	52,321	93,472	43,500



MAIN HIGHLIGHTS

-53% Quarter movement
39% Growth year-to-year
583 Daily visitors average
265,078 Visits in the last 15 months

Seasonal Movements from Q1 - Q4/2018



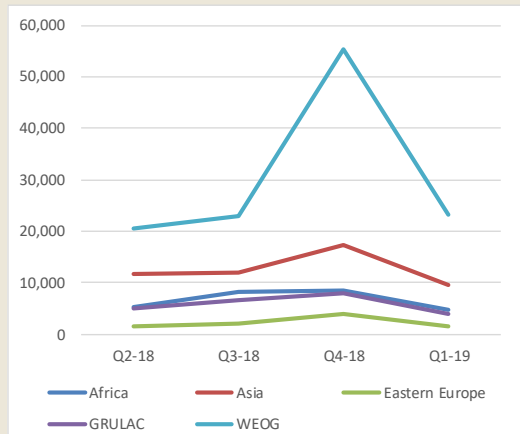
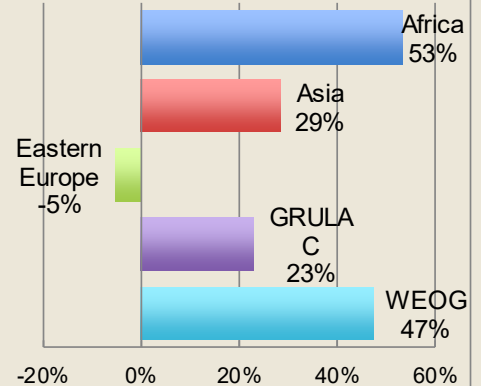
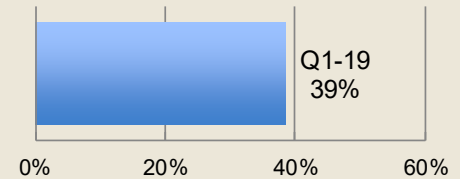
-53%
is the quarterly change in visits

2018-2019 VISITS

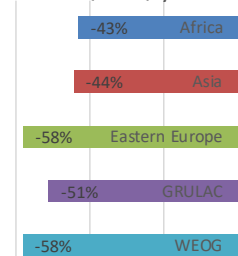
(AND DAILY AVERAGES)

Q1-2018	Q2-2018	Q3-2018	Q4-2018	Q1-2019
31,405 (349)	44,380 (488)	52,321 (569)	93,472 (1,016)	43,500 (483)

YEAR-TO-YEAR MOVEMENT



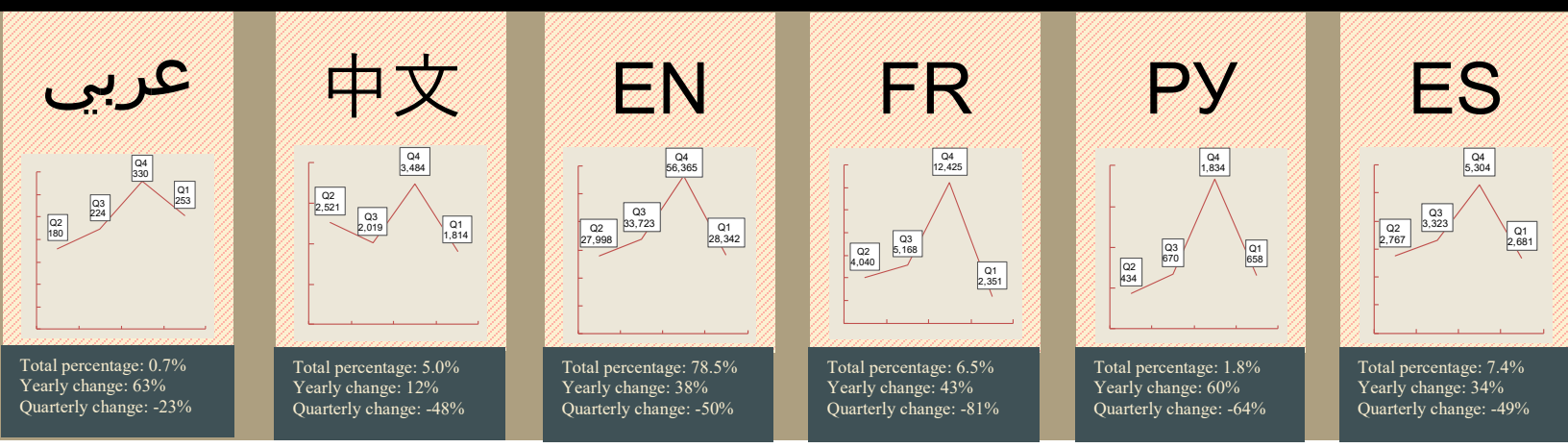
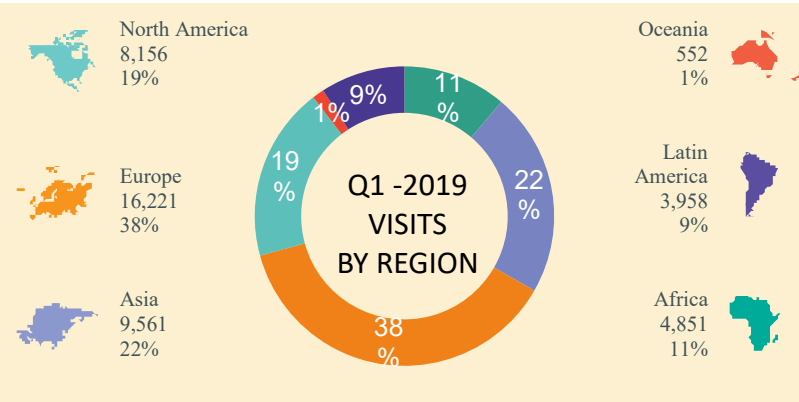
Seasonal Movements from Q1 - Q4/2018



GEOGRAPHY & LANGUAGES

Regional traffic shows from last Annual Meeting a lost from Africa and move to Asia, Latin America and WEOG.

Language content behaves with the same pattern, with lost in French language, after IGF 2018 in France and an interesting increase in Russian language. Chinese and Spanish show good proportion compared to other UN sites.



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

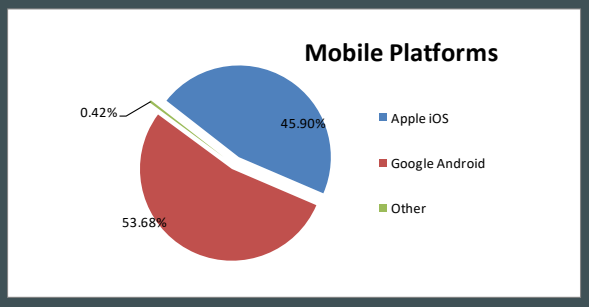
TOP 10 DOWNLOADS

The tracking of this statistics have started only in the last month of April 2019 as follows:

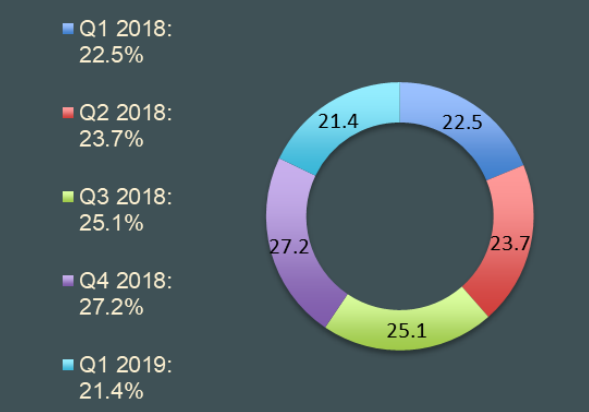


MOBILE PLATFORMS

Mobile share of traffic is consistent with other UN sites:



Mobile share per Quarter



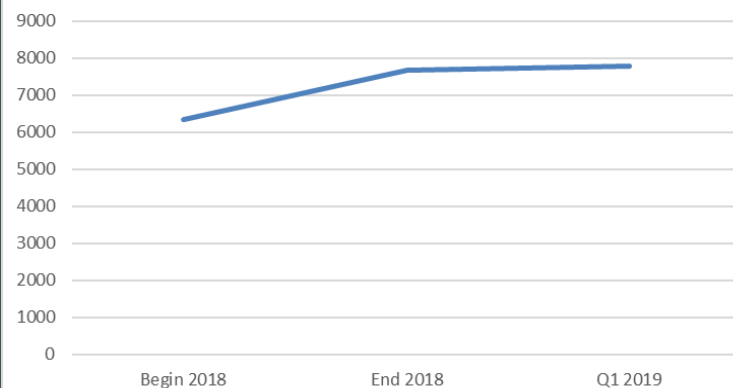
SOCIAL MEDIA MONITORING



TWITTER CHANNELS

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 and Results are also announced.

Twitter Followers



Combined followers: **7,782**
Total growth in Q1-19: **1.57%**

Total growth in Q1-19: **1.57%**

2018 increase: **1321**

Yearly increase: **20.83%**

FACEBOOK PAGE

Combined audience: **10,259** fans

Quarterly growth: **0.54%**

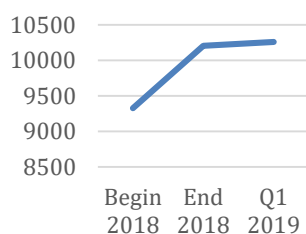
2018 increase: **878**

Quarterly growth: **9.41%**

FANS ACTIVITY

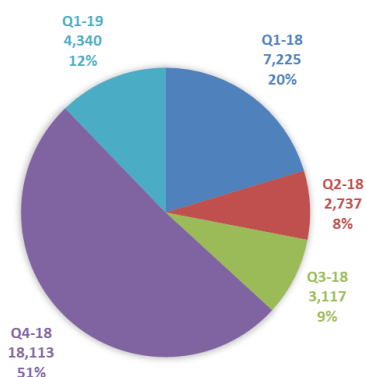
- Messages on current Calls
- Messages on Registration to IGF

Growth



YOUTUBE CHANNELS

VIEWS



Network Activities

- Q1 2018 activity more important than Q1 2019 as the IGF 2017 was held at the end of the year
- Increase of views during IGF 2018

TOP 5 VIDEOS (Q1-2019 Views)

IGF 2018 BPF Gender	86
IGF 2018 President Macron Extract (French)	78
IGF 2018 WS142 Net Neutrality vs. 5G & New Tech. Challenges	44
IGF 2018 WS408 DNS enhancements & alternatives for Future Internet	39
IGF 2018 WS306 Game Over IPv4 Need of IPv6 for Future of Games	33

MOST POPULAR POSTS IN Q1-2019 *

	REACH	REACTIONS
1) SAVE THE DATE IGF 2019	15,425	254
2) Call for WS IGF 2019	13,330	247
3) MAG Meetings Announcements	11,058	228
4) Internship Opportunity at the IGF	8,585	209
5) Taking Stop Process	8,354	115

* Twitter & Facebook Reach and Reactions.

LANGUAGES

Languages Visits	Q2	Q3	Q4	Q1	Q1-Q4% +/-	YoY (Q1-19/Q1-18)
English	27,998	33,723	56,365	28,342	-50%	38%
Arabic	180	224	330	253	-23%	63%
Chinese	2,521	2,019	3,484	1,814	-48%	12%
French	4,040	5,168	12,425	2,351	-81%	43%
Russian	434	670	1,834	658	-64%	60%
Spanish	2,767	3,323	5,304	2,681	-49%	34%
TOTAL	36,099					

GEOGRAPHIC REGIONS

	Q1/2018	Q2-18	Q3-18	Q4-18	Q1-19
Africa	3,162	5,305	8,271	8,534	4,851
Asia	7,534	11,676	12,110	17,443	9,689
Eastern Europe	1,768	1,671	2,097	3,989	1,675
GRULAC	3,213	5,058	6,677	8,089	3,958
WEOG	15,688	20,535	23,100	55,289	23,126
Other	40	135	66	128	201

BROWSING PLATFORM TRENDS

Quarter	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Q1 2019
Desktop					
Windows	18,167	24,013	28,427	48,336	25,517
Macintosh	5,136	8,063	8,760	16,749	7,227
Linux	740	1,451	1,680	2,190	1,038
Other	289	357	313	756	389
Mobile					
Apple iOS	2,969	4,481	5,566	12,908	4,134
Android	4,070	5,957	7,507	12,452	5,162
Other	34	58	68	81	33
Desktop	24,332	33,884	39,180	68,031	34,171
Mobile	7,073	10,496	13,141	25,441	9,329
Mobile share	22.52	23.65	25.12	27.22	21.45