

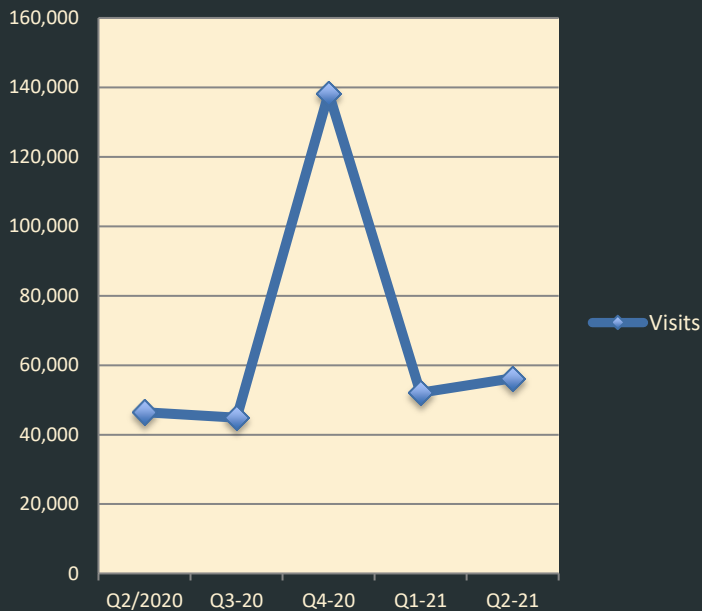
# April 2021 – June 2021

## IGF WEBSITE STATISTICS AND SOCIAL MEDIA MONITORING REPORT

### WEBSITE STATISTICS

Web traffic shows a quarterly increase and smooth year-to-year increase. Mainly produced by increase of Asia Pacific and expected Eastern Europe. Latin America and Caribbean region show a year-to-year decrease and Africa recovers in this quarter.

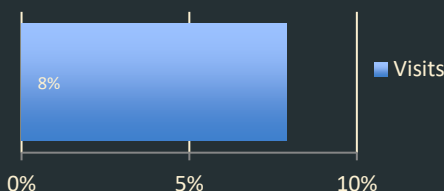
PERIOD	Q3-2020	Q4-2020	Q1-2021	Q2-2021
VISITS	44,914	138,386	52,094	56,203



### MAIN HIGHLIGHTS

**8%** Quarter movement  
**21%** Year-to-year movement  
**618** Daily visitors average  
**56,203** Visits in the last 3 months

### Seasonal Movements from Q2/2021 - Q1/2021

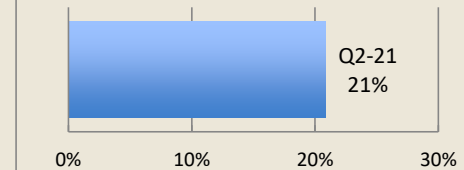


**+8%**  
 is the quarterly change in visits

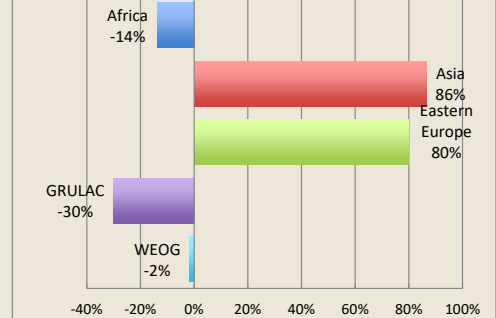
### 2020-2021 VISITS (AND DAILY AVERAGES)

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

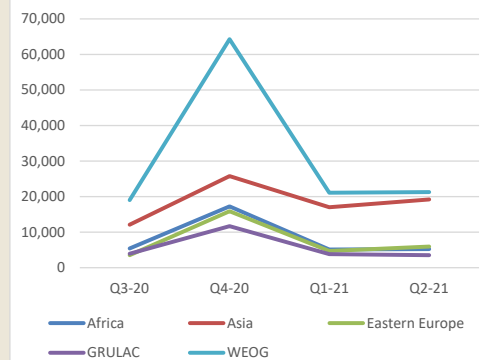
#### YEAR-TO-YEAR MOVEMENT



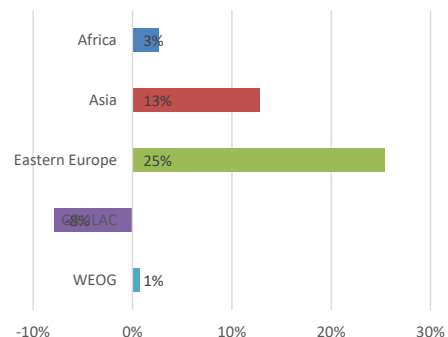
#### YEAR-TO-YEAR MOVEMENT



#### Visits

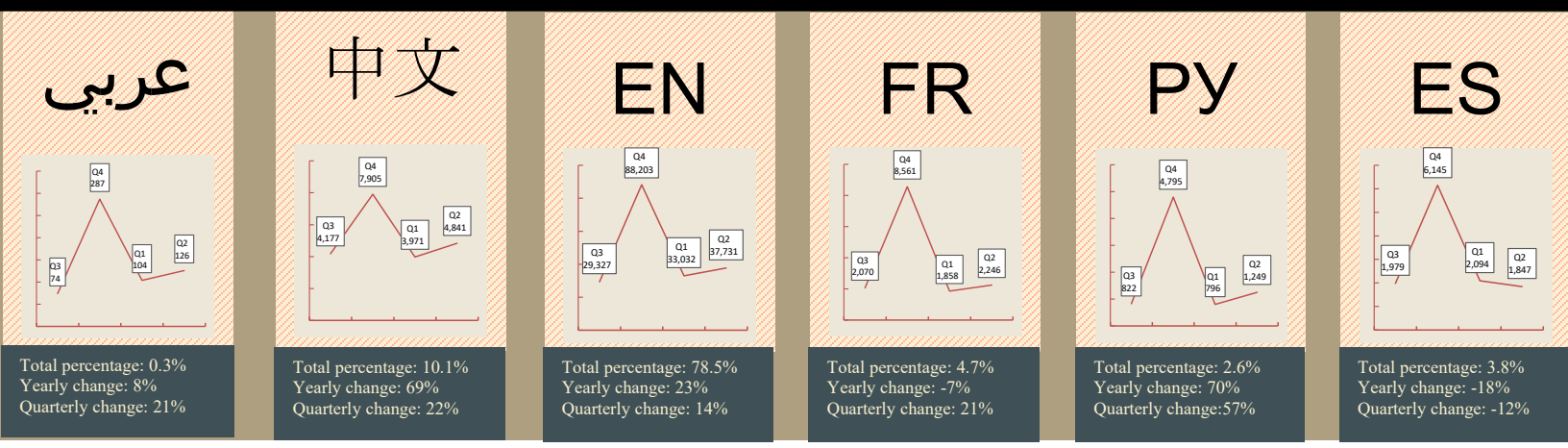
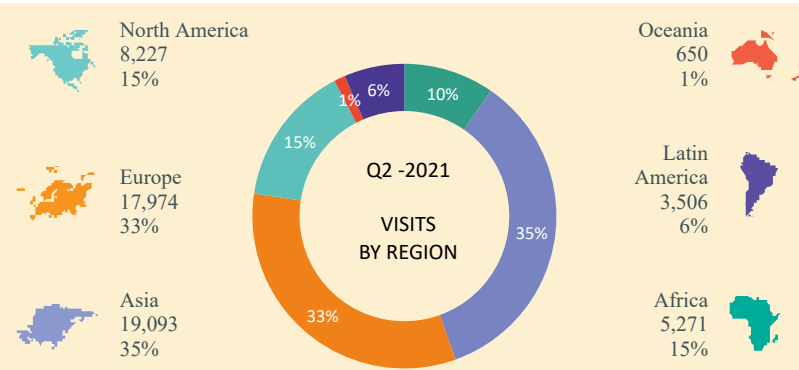


### Seasonal Movements from Q2/2021 - Q1/2021



# GEOGRAPHY & LANGUAGES

Regional traffic shows congruence in increase with languages, noting a drop in Spanish language, but steeper growing trends in Russian and Chinese, and also noticeably in Arabic.



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

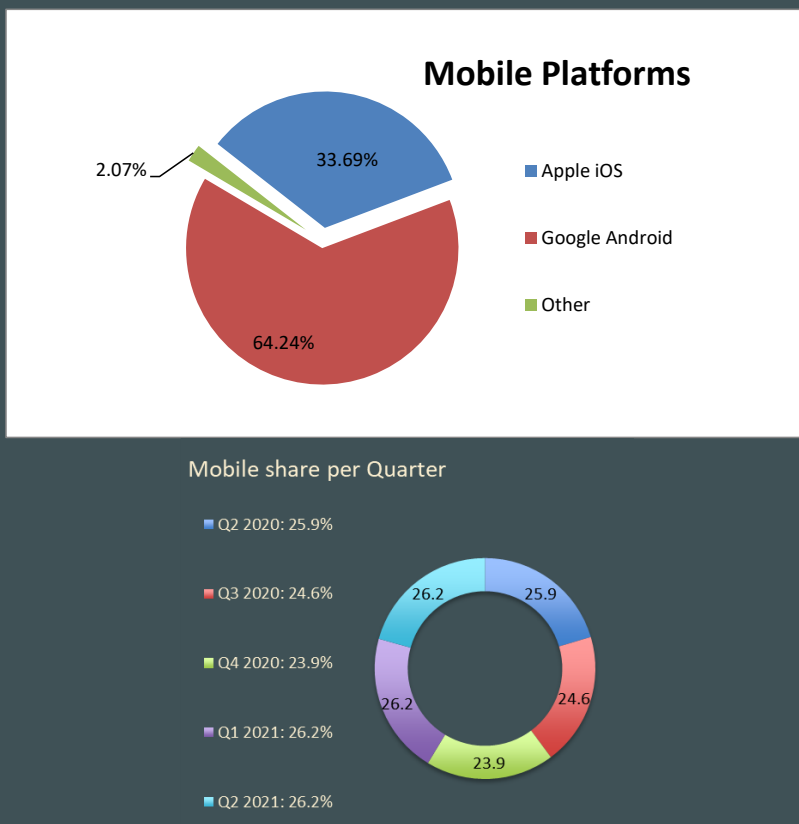
## TOP 10 DOWNLOADS

Showing for Q2 2021 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 Book 252
- About the IGF 143
- Summary Inputs Consultations RoadMap Dig.Coop. 122
- IGF 2021 Workshops Manual 120
- IGF 2021 Timeline 102
- IGF 2021 Proposed Issues Analysis 98
- IGF 2021 Guide Policy Questions 82
- IGF 2020 Infographics 66
- IGF 2020 Stocktaking Synthesis Paper 57
- MHLB Proposed Approach 56

## MOBILE PLATFORMS

Mobile share of traffic is consistent with other DESA sites:

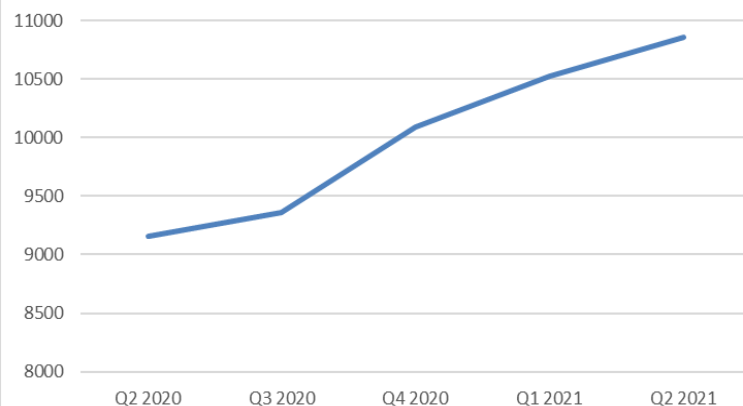


# SOCIAL MEDIA MONITORING

IGF's social media accounts continue to grow in followers and reach, especially in a year-to-year trend. 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: **10,863**

Quarterly growth: **3.18%**

Yearly increase: **1,709**

Yearly growth: **18.67%**

## FACEBOOK PAGE

### FANS ACTIVITY

Combined audience: **12,317** fans

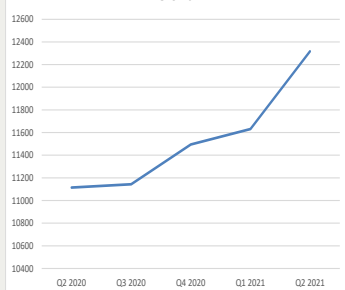
Quarterly growth: **5.90%**

Yearly increase: **1,203**

Yearly growth: **10.82%**

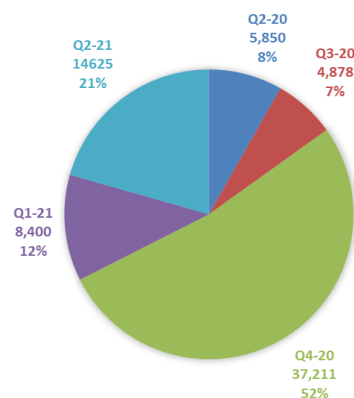
- IGF 2021 Call for Sessions
- IGF Youth – Road to IGF
- IGF Intersessional Work

Growth



## YOUTUBE CHANNELS

VIEWS



### Network Activities

- During Q2 2021 views from IGF 2021 Second Open Consultations and MAG Meeting took most of the activity.

TOP 5 VIDEOS (Q2-2021 Views - archived files within the cycle)

IGF 2021 Road to IGF	399
IGF 2021 Second Open Consultations and MAG Meeting Day 1	134
IGF 2021 Second Open Consultations and MAG Meeting Day 2	91
IGF 2021 2nd Open Consultations & MAG Meeting - Council Europe	83
IGF 2021 Second Open Consultations and MAG Meeting Day 3	49

### MOST POPULAR POSTS IN Q2-2021

### REACH REACTIONS

1) IGF 2021 Call for Session Proposals Open	20,293	461
2) Dynamic Coalitions Invitation	5,394	132
3) IGF Welcoming Youth	3,976	75
4) IGF 2021 Messages Translated	3,325	56
5) IGF 2021 Hybridity	3,292	78

LANGUAGES						
Languages Visits	Q3	Q4	Q1	Q2	Q2-Q1% +/-	YoY (Q2-21/ Q2-20)
English	29,327	88,203	33,032	37,731	14%	23%
Arabic	74	287	104	126	21%	8%
Chinese	4,177	7,905	3,971	4,841	22%	69%
French	2,070	8,561	1,858	2,246	21%	-7%
Russian	822	4,795	796	1,249	57%	70%
Spanish	1,979	6,145	2,094	1,847	-12%	-18%
TOTAL	48,040					

GEOGRAPHIC REGIONS					
	Q2-20	Q3-20	Q4-20	Q1-21	Q2-21
Africa	6,098	5,397	17,227	5,134	5,271
Asia	10,289	12,087	25,795	17,004	19,180
Eastern Europe	3,304	3,540	15,912	4,735	5,939
GRULAC	5,002	3,925	11,672	3,808	3,506
WEOG	21,588	19,027	64,308	21,099	21,252
Other	195	938	3,472	314	1,055

BROWSING PLATFORM TRENDS					
Quarter	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021
Desktop					
Windows	24,848	23,903	73,609	27,887	29,518
Macintosh	7,749	6,712	25,352	7,057	8,681
Linux	1,381	1,158	2,992	1,589	1,390
Other	512	2,079	3,404	1,899	1,895
Mobile					
Apple iOS	3,786	3,410	13,444	3,305	4,524
Android	7,885	7,504	19,015	9,826	10,050
Other	356	148	566	531	145
Desktop	34,490	33,852	105,357	38,432	41,484
Mobile	12,027	11,062	33,025	13,662	14,719
Mobile share	25.86	24.63	23.87	26.23	26.19