

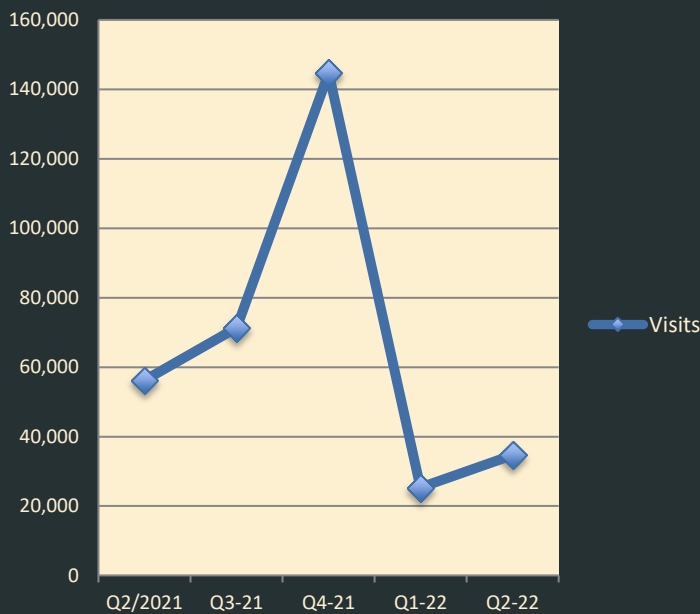
July 2022 – September 2022

IGF WEBSITE STATISTICS AND SOCIAL MEDIA MONITORING REPORT

WEBSITE STATISTICS

Web traffic shows an increase for the call, and including year-to-year in Africa, for next IGF being in Ethiopia..

PERIOD	Q3-2021	Q4-2021	Q1-2022	Q2-2022
	71,348	144,796	25,343	34,664

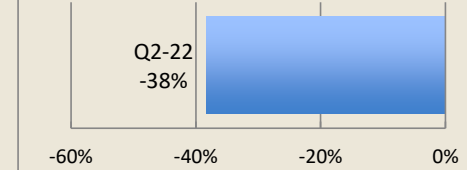


2021-2022 VISITS

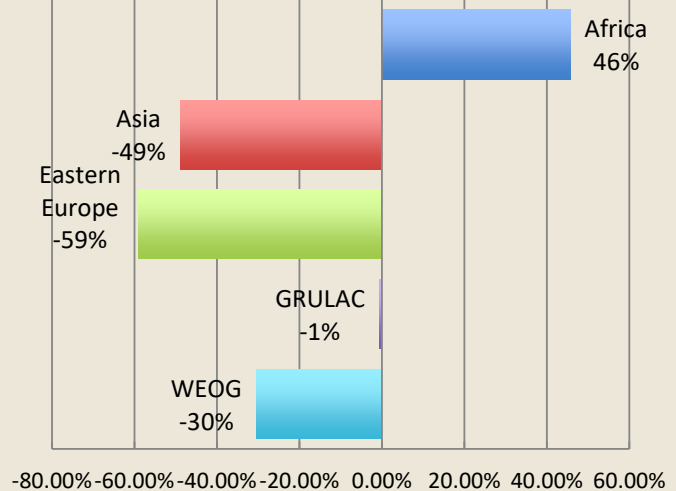
(AND DAILY AVERAGES)

Q2-2021	Q3-2021	Q4-2021	Q1-2022	Q2-2022
56,203 (618)	71,348 (776)	144,796 (1,574)	25,343 (282)	34,664 (381)

YEAR-TO-YEAR MOVEMENT



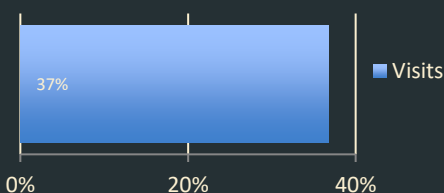
YEAR-TO-YEAR MOVEMENT



MAIN HIGHLIGHTS

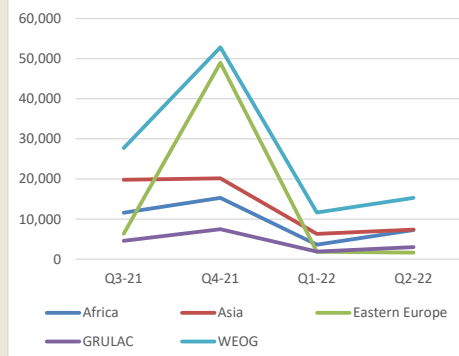
- 37% Quarter movement
- 38% Year-to-year movement
- 381 Daily visitors average
- 34,664 Visits in the last 3 months

Seasonal Movements from Q1/2022 - Q4/2021

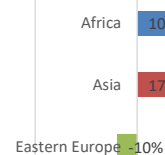


37% is the quarterly change in visits

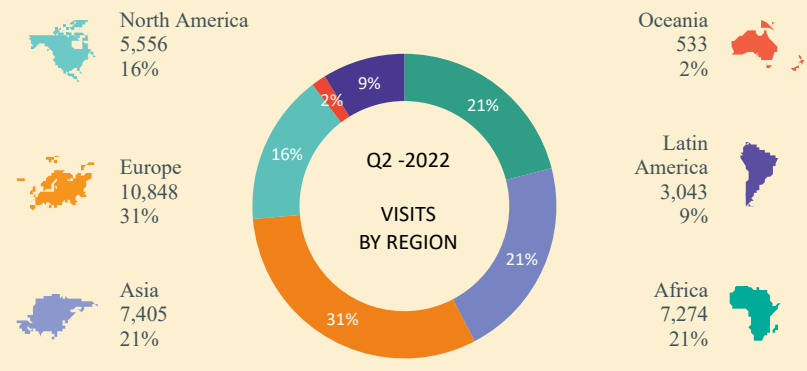
Visits



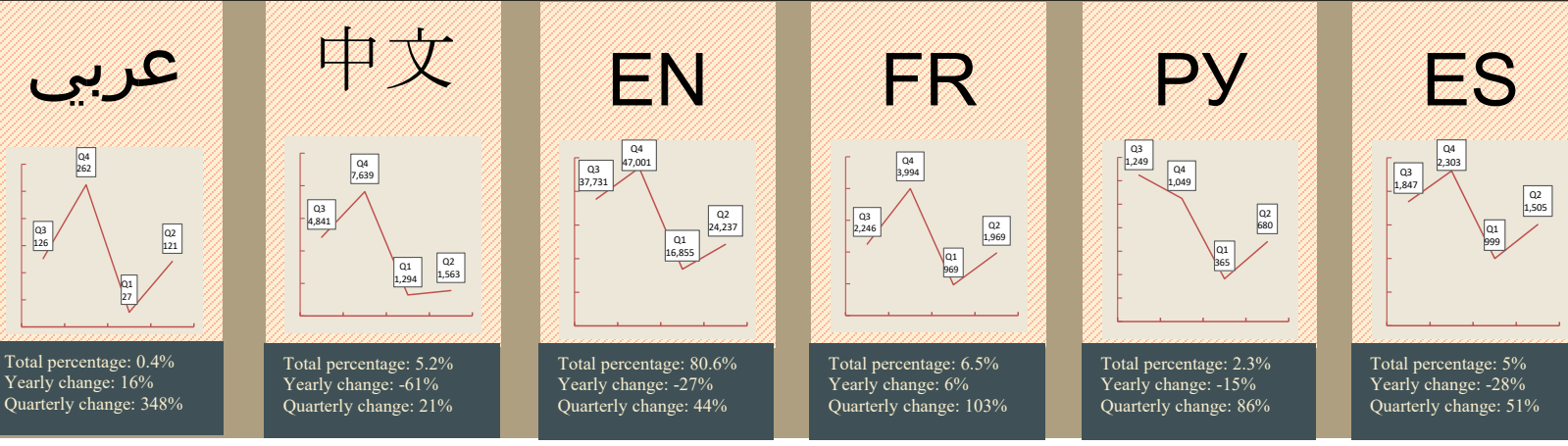
Seasonal Movements from Q1/2022 - Q4/2021



GEOGRAPHY & LANGUAGES



Regional traffic shows congruent proportional increasing, especially in Arabic and French.



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

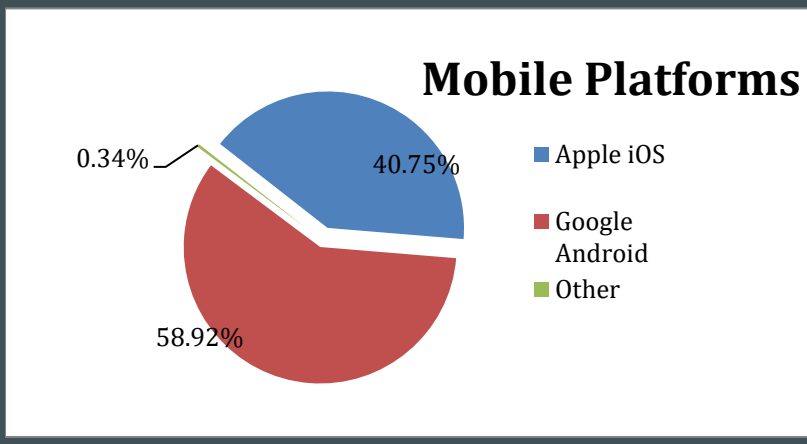
TOP 10 DOWNLOADS

Showing for Q2 2022 only (these numbers are in accordance with DESA sites figures, which showcase data for all portals and all year, meaning much more traffic):

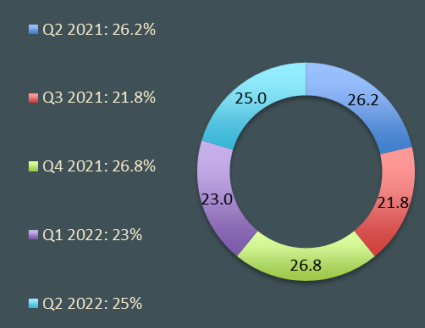


MOBILE PLATFORMS

Mobile share of traffic is consistent with other DESA sites:



Mobile share per Quarter

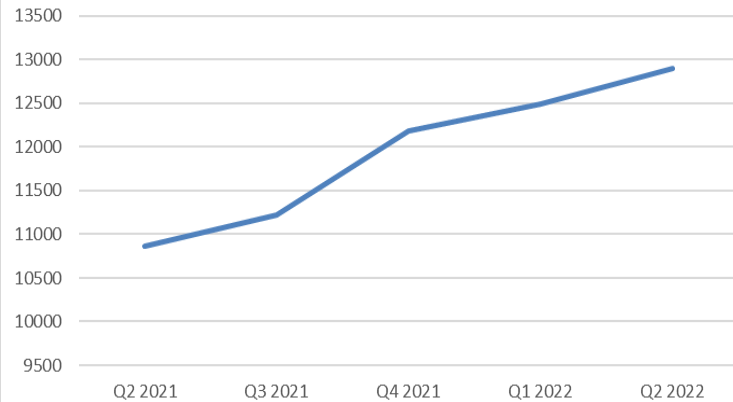


SOCIAL MEDIA MONITORING

IGF's social media accounts continue to grow in followers and reach, 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: **12,901**

Quarterly growth: **3.24%**

Yearly increase: **2,038**

Yearly growth: **18.76%**

FACEBOOK PAGE

FANS ACTIVITY

Combined audience: **13,225** fans

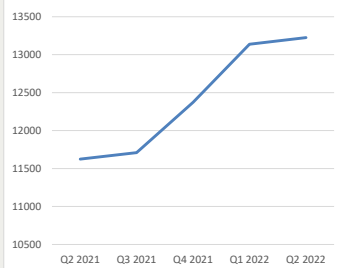
Quarterly growth: **0.67%**

Yearly increase: **1,600**

Yearly growth: **13.76%**

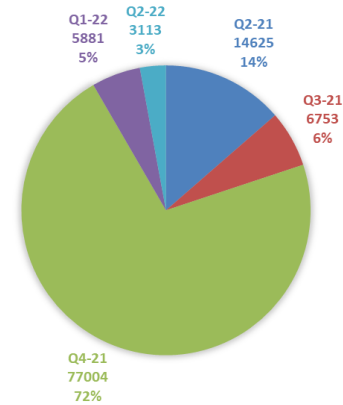
- IGF 2022 Call for Sessions
- IGF 2022 Evaluations

Growth



YOUTUBE CHANNELS

VIEWS



Network Activities

- During Q2 2022 views from IGF 2022 1st Open Consultations and MAG Meeting took most of the activity.

MOST POPULAR POSTS IN Q2-2022

Post Title	REACH	REACTIONS
1) EuroDIG	2,356	104
2) IGF 2022 WS Received	2,184	107
3) IGF 2022 2 nd Open Consultations and MAG Meeting	1,870	145
4) IGF 2022 WS Deadline	1,230	57
5) Youth Track	881	41

TOP 5 VIDEOS (Q2-2022 Views - archived files)

IGF2012 - Pre-event - Francophone IGF dialogue	370
IGF2012 - Prevent- Francophonie	63
IGF 2012 - Inter-regional Dialogue Session	59
IGF 2021 - Planning for an Alliance for the Future of the Internet	58
IGF 2019 - Opening Ceremony Dr. Angela Merkel's Speech Language	42

LANGUAGES

Languages Visits	Q3	Q4	Q1	Q2	Q2-Q1% +/-	YoY (Q2-22/ Q2-21)
English	37,731	47,001	16,855	24,237	44%	-27%
Arabic	126	262	27	121	348%	16%
Chinese	4,841	7,639	1,294	1,563	21%	-61%
French	2,246	3,994	969	1,969	103%	6%
Russian	1,249	1,049	365	680	86%	-15%
Spanish	1,847	2,303	999	1,505	51%	-28%
TOTAL				30,075		

GEOGRAPHIC REGIONS

	Q2-21	Q3-21	Q4-21	Q1-22	Q2-22
Africa	5,271	11,599	15,280	3,608	7,274
Asia	19,180	19,814	20,153	6,335	7,405
Eastern Europe	5,939	6,371	48,980	1,849	1,668
GRULAC	3,506	4,617	7,496	1,892	3,043
WEOG	21,252	27,702	52,809	11,648	15,269
Other	1,055	1,245	78	11	5

BROWSING PLATFORM TRENDS

Quarter	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022
Desktop					
Windows	29,518	38,150	83,033	14,465	18,523
Macintosh	8,681	9,194	20,161	4,215	6,565
Linux	1,390	3,669	2,374	642	762
Other	1,895	4,773	492	194	160
Mobile					
Apple iOS	4,524	6,101	17,504	2,384	3,511
Android	10,050	9,401	21,226	3,418	5,099
Other	145	60	6	25	44
Desktop	41,484	55,786	106,060	19,516	26,010
Mobile	14,719	15,562	38,736	5,827	8,654
Mobile share	26.19	21.81	26.75	22.99	24.97