

## Page impressions

**During major events in the Olympic calendar we see record figures**

In July 2015 we saw **8,441,411 page impressions** during our coverage of Port Moresby 2015, Toronto 2015 and the USOC de-selecting Boston for 2024

In June 2015, covering Baku 2015, we saw **10,826,601 page impressions**

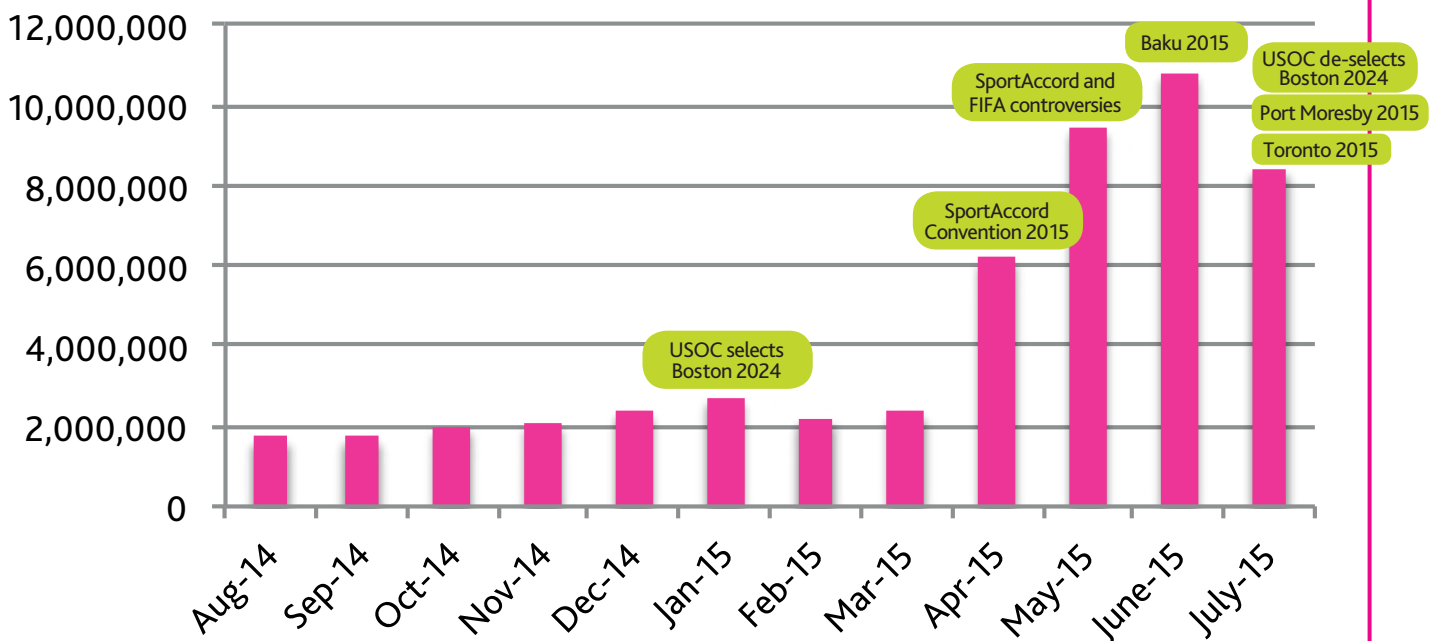
During May 2015, following the SportAccord and FIFA controversies we saw **9,469,208 page impressions** as insidethegames.biz set the news agenda

During April 2015, covering the SportAccord Convention 2015, we saw **6,198,145 page impressions**

<sup>1</sup> "We enjoy 5 x the traffic of our nearest competitor website"

Average monthly page impressions in the past 12 months = **4,356,470**

### Website impressions/page views per month



<sup>1</sup> Figures from www.alexa.com - the leading provider of free, global web metrics.

## Unique visitors

**During major events in the Olympic calendar we see record figures**

During January 2015 when the USOC selected Boston to bid for the 2024 Summer Olympics and Paralympics, we saw **207,433 unique visitors**

During Glasgow 2014 we saw **214,375 unique visitors**

During Sochi 2014 we saw **210,144 unique visitors**

During Nanjing 2014 we saw **193,104 unique visitors**

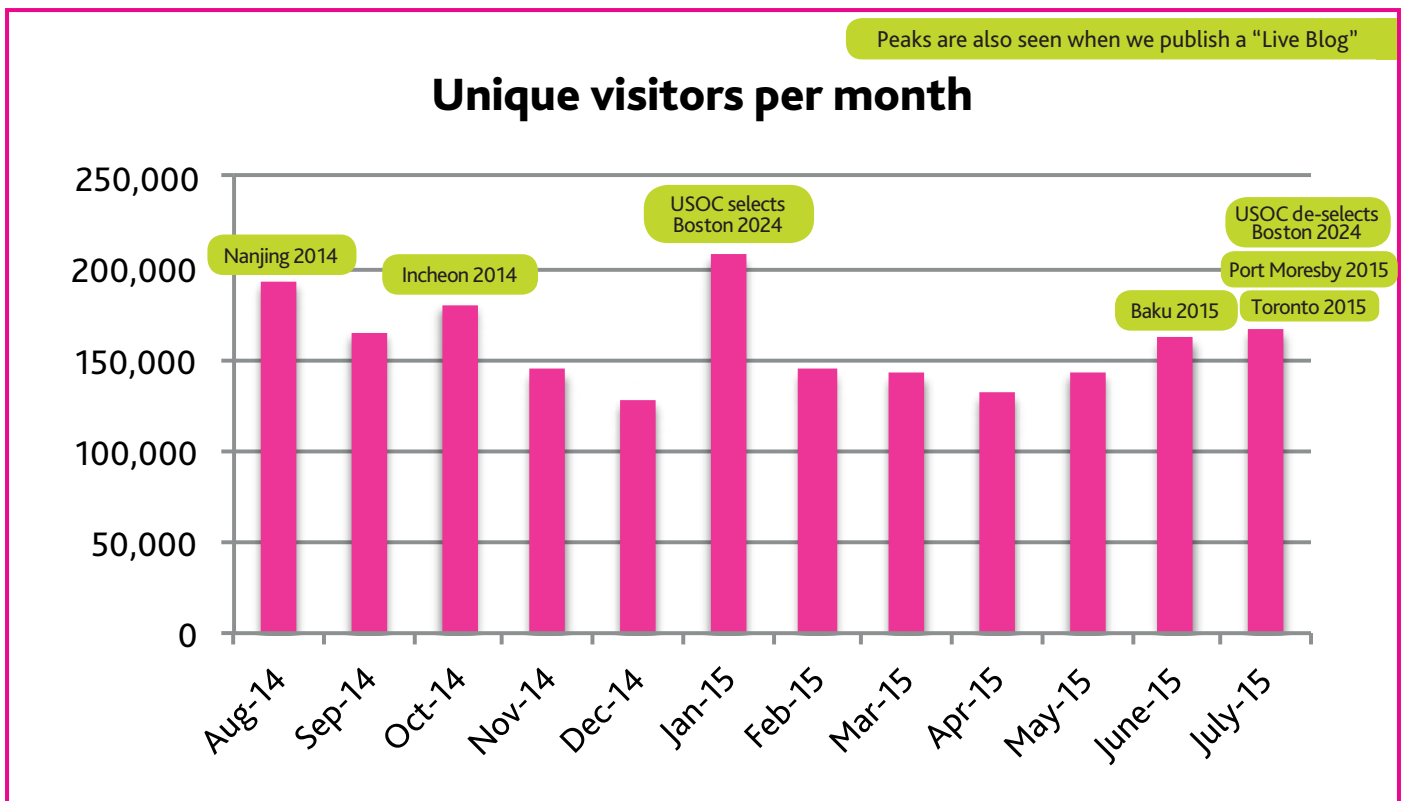
During Incheon 2014 we saw **180,586 unique visitors**

During SportAccord Convention 2013 and the vote as to which sports would be shortlisted for the 2020 Olympics we saw **405,601 unique visitors**

In the lead up to the IOC Session in 2013, which included the votes for the 2020 Olympics and Paralympics Host City, the 2020 sports and the IOC President, we saw **293,837 unique visitors**

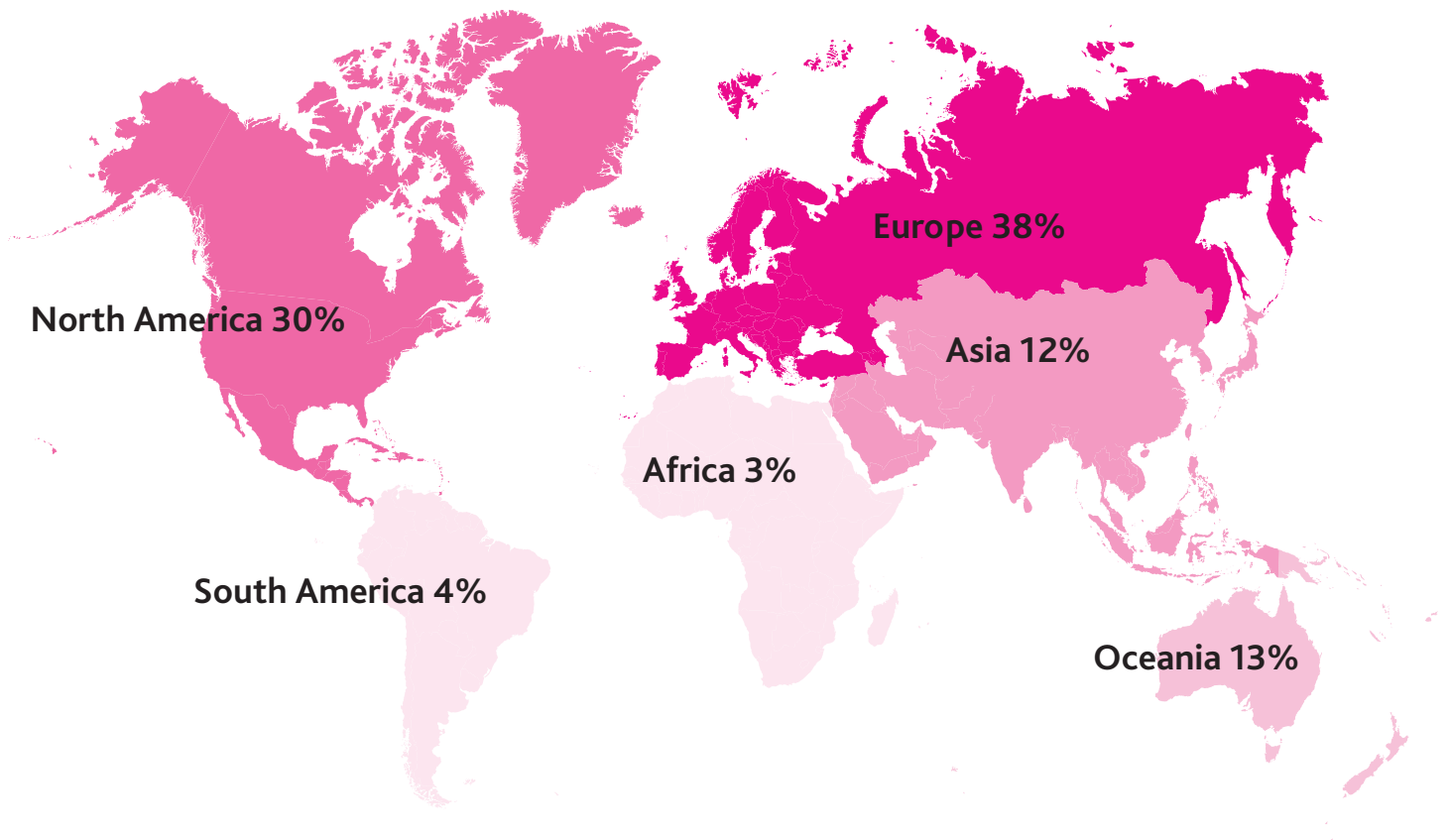
During London 2012 we saw **333,753 unique visitors**

Average monthly unique visitors in the past 12 months = **159,001**



Live Blogs ran during Sochi 2014, Glasgow 2014, Nanjing 2014, Incheon 2014, Baku 2015, Port Moresby 2015 and Toronto 2015

## **insidethegames.biz** visitors by continent for July 2015



The Location Report. This map provides a world-wide breakdown of which continents people visit **insidethegames.biz** from.

## What is the daily email e-alert?

It is an email containing links to the day's news stories and blogs, plus polls and advertisements

It is sent to over **20,000 subscribers**, **365 days a year**, to **230 countries and territories**

It arrives in our subscribers' email inbox every day, just like their daily Olympics politics broadsheet newspaper landing on their door-mat

Readers click-through to the stories they are interested in reading on **insidethegames.biz**

### Social networking statistics

at 12 August 2015

-  Total **Facebook** likes: **17,291**
-  Total **Twitter** followers: **19,200**
-  Total **LinkedIn** members: **2,571**



We enjoy an excellent above average open-rate on our daily e-alert of **35%**

In April 2012, Klout<sup>2</sup> named [insidethegames.biz](http://insidethegames.biz) as the 3rd most influential Olympic website in the world behind the International Olympic Committee (IOC) and London 2012.

New figures issued by Klout in January 2013 saw [insidethegames.biz](http://insidethegames.biz) as the 6th most influential Olympic website in the world behind the International Olympic Committee (IOC), United States Olympic Committee (USOC), London 2012, Sochi 2014 and NBC Olympics.

In the spring of 2013, Klout changed the way it measures influence across the web, and it now excludes sites such as [insidethegames.biz](http://insidethegames.biz).

<sup>2</sup> [www.klout.com](http://www.klout.com) measures level of influence across the web.