inside the games

The **inside track** on world sport

Website Page Impressions

insidethegames.biz gets a visitor **every 7 seconds**

During major events in the Olympic calendar we see record figures

During August 2016, our coverage of the Rio 2016 Olympics saw **13,745,634 page impressions.**

In July 2016, we saw **9,289,921 page impressions** during our coverage of the build-up to Rio 2016 Olympics.

In September 2016, we saw **10,381,313 page impressions** during our coverage of the Rio 2016 Paralympics.

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 June 2016, covering the Rio 2016 Olympics build-up, we saw **8,628,161 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

[1] *"We enjoy 5 x the traffic of our nearest competitor website"*

Average monthly page impressions in the past 12 months = **9,639,640**

Website impressions/page views per month
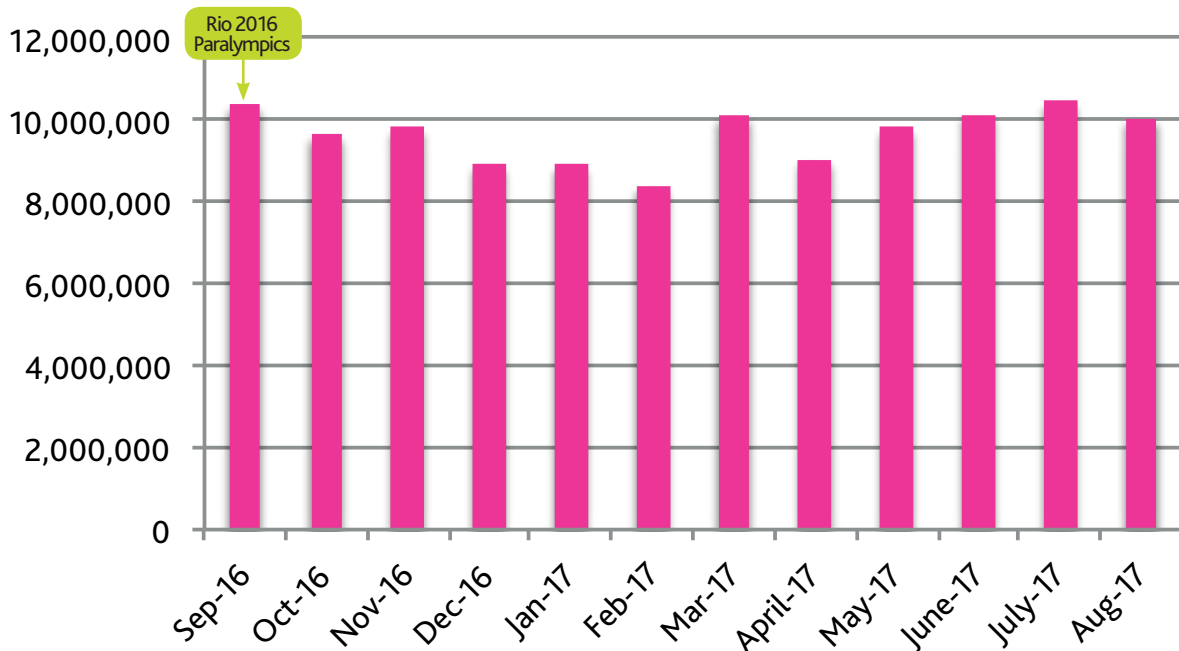
[1]Figures from www.alexa.com - the leading provider of free, global web metrics.

Website Unique Visitors

Over ½ a million unique visitors read insidethegames.biz every month

During major events in the Olympic calendar we see record figures

During August 2016, our coverage of the Rio 2016 Olympics saw **1,035,503 unique visitors.**

In July 2016, we saw **510,182 unique visitors** during our coverage of the build-up to the Rio 2016 Olympics.

In September 2016, we saw **605,414 unique visitors** during our coverage of the Rio 2016 Paralympics.

During April 2016 our coverage of SportAccord Convention saw **317,185 unique visitors**

During March 2016 our coverage of the meldonium scandal saw **357,803 unique visitors**

During June 2016, covering the Rio 2016 Olympics build-up, we saw **587,790 unique visitors.**
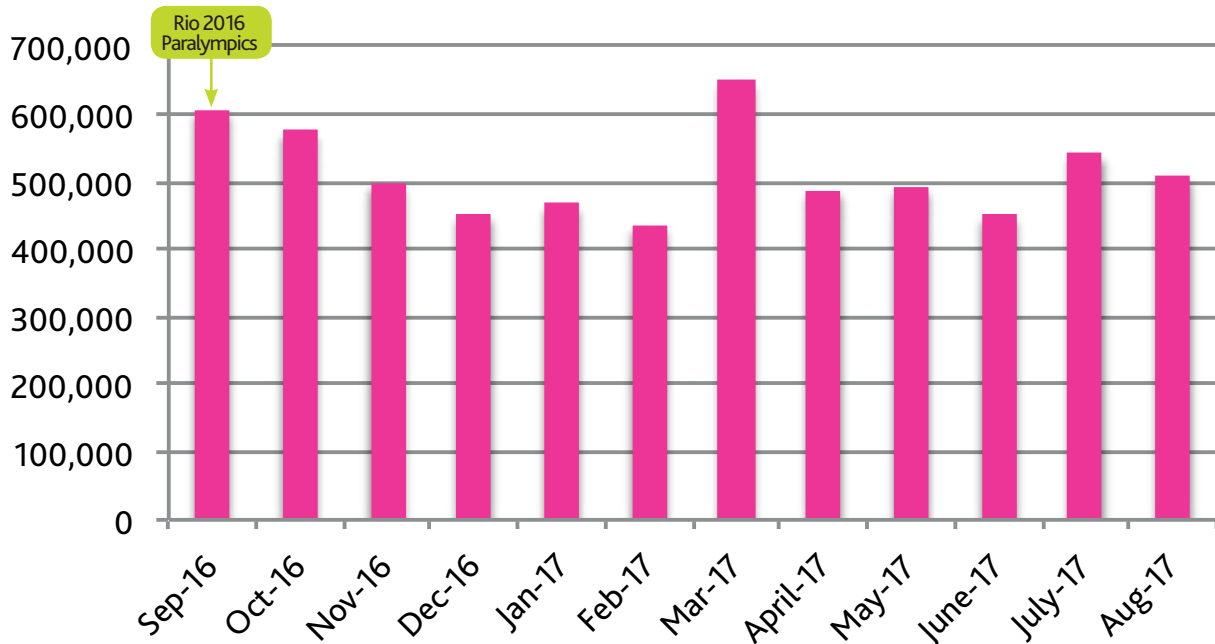
During London 2012 we saw **333,753 unique visitors**

During SportAccord Convention 2013 and the vote as to which sports would be shortlisted for the 2020 Olympics we saw **405,601 unique visitors**
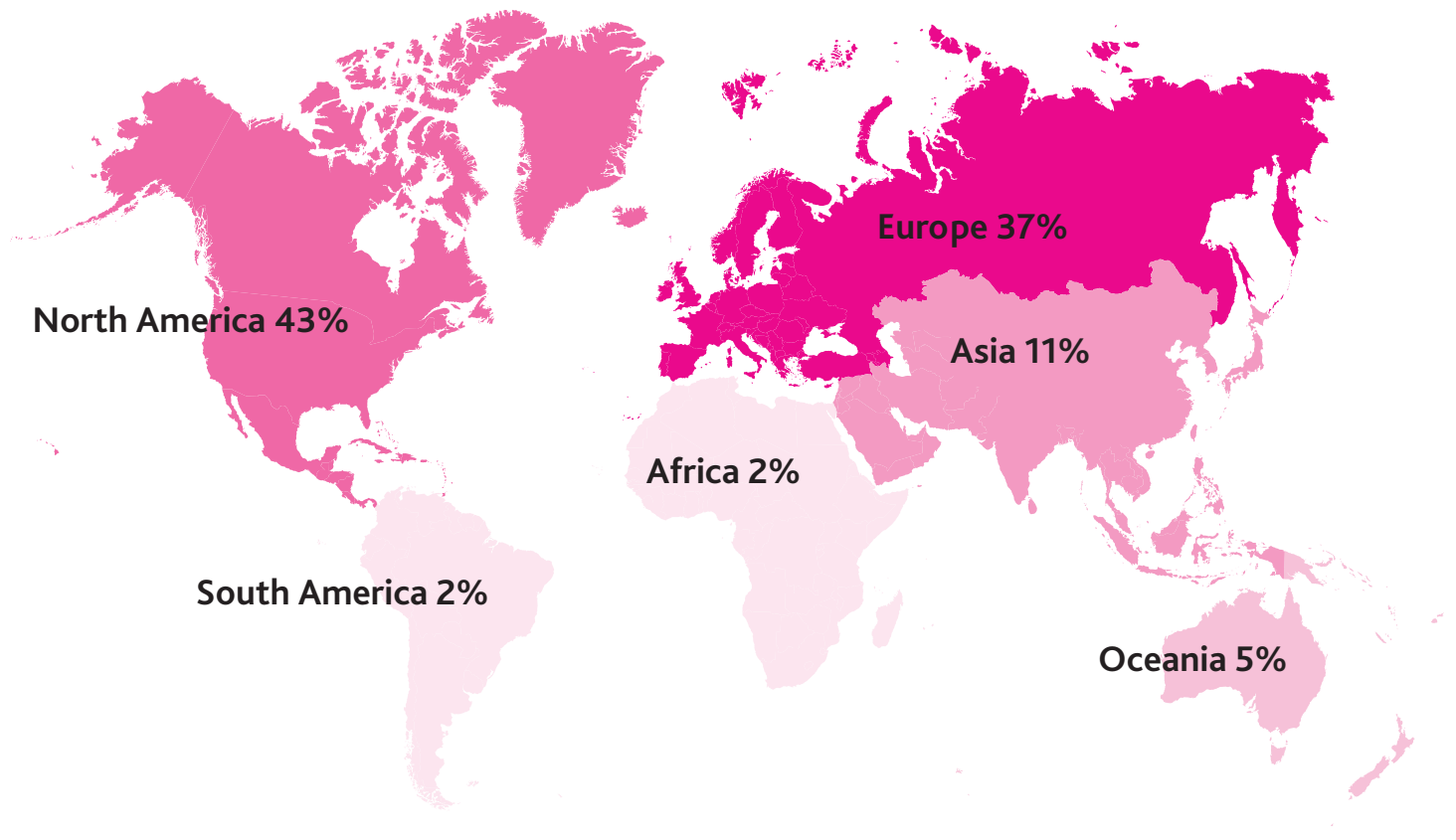
Average monthly unique visitors in the past 12 months = **513,582**

Peaks are also seen when we publish a "Live Blog"

Unique visitors per month

Rio 2016 Paralympics

(Bar chart showing unique visitors per month: Sep-16 ~605,000; Oct-16 ~580,000; Nov-16 ~500,000; Dec-16 ~450,000; Jan-17 ~470,000; Feb-17 ~435,000; Mar-17 ~655,000; April-17 ~490,000; May-17 ~495,000; June-17 ~450,000; July-17 ~545,000; Aug-17 ~510,000)

Y-axis: 0, 100,000, 200,000, 300,000, 400,000, 500,000, 600,000, 700,000

X-axis: Sep-16, Oct-16, Nov-16, Dec-16, Jan-17, Feb-17, Mar-17, April-17, May-17, June-17, July-17, Aug-17

insidethegames.biz visitors by continent
for Aug 2017

North America 43%

Europe 37%

Asia 11%

Africa 2%

South America 2%

Oceania 5%

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 **25,000 subscribers**, **365 days a year**, to **230 countries and territories**

It arrives in our subscribers' email inbox every day - 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**

We enjoy an excellent above average open-rate on our daily e-alert of **41%**

Social networking statistics

at 1st September 2017

f Total **Facebook** likes: **34,092**

▸ Total **Twitter** followers: **25,700**

in Total **LinkedIn** members: **2,670**

Most-followed media organisation in the world - 2016 Olympic Rankings

In December 2016, insidethegames.biz was named the most-followed media organisation in the world in the 2016 Olympic Rankings, issued by TSE Consulting in Lausanne, Switzerland.

insidethegames.biz ranked higher than outlets such as NBC, BBC and ESPN.

In April 2012, Klout[2] named 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 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.

[2] www.klout.com measures level of influence across the web.