

CYPRUS READABILITY ANALYSIS

Feb – Mar 2020



com2go has been collecting and analysing portal readability from the bulk of Cyprus portals from more than 3 years. com2go analysed the trends of the local readability during the recent covid-19 crisis and the Cyprus lockdown.

SOURCE OF INFORMATION

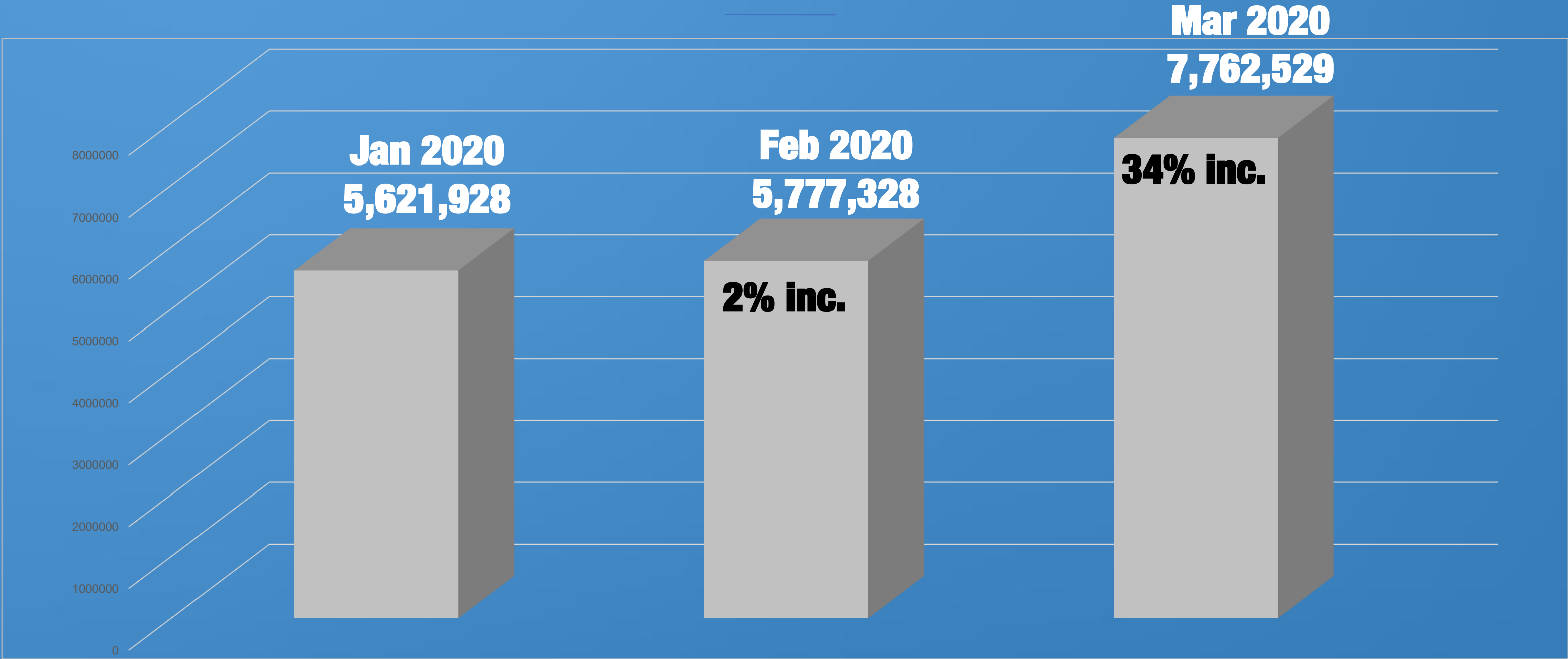
The analysis below has been based on google analytics reports provided by more than 90 portals operating in Cyprus.

General pageviews



During February 2020 the readability in Cyprus was inline with previous months with a very small increase (2%) over January 2020 (based on daily usage). In March 2020 this increased by 34% from February.

AVE. PAGEVIEWS PER DAY

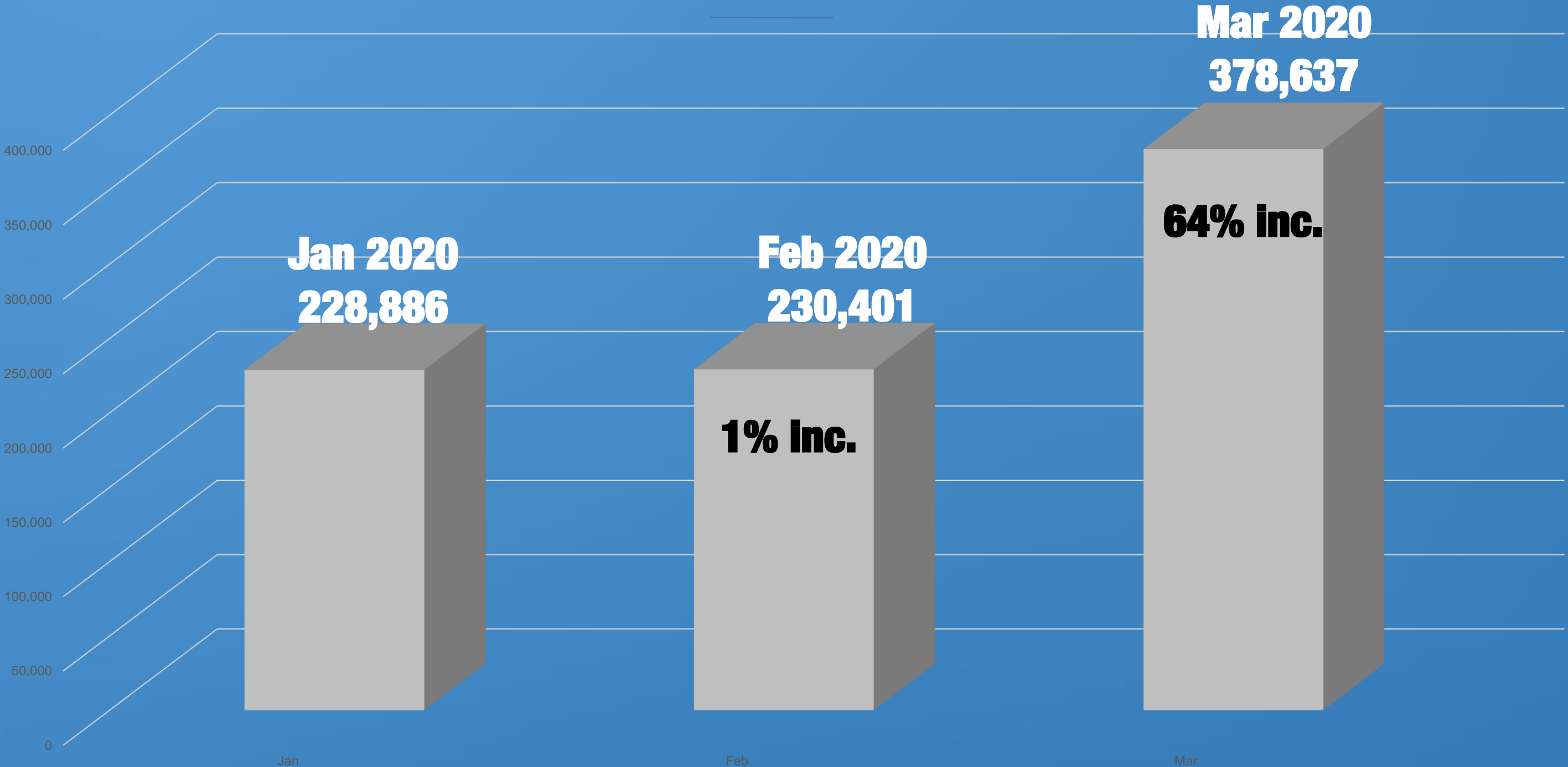


General users



In January 2020 an estimated total of 228,886 users (unique Ips) visited local portals, in February this number increased by 1% to 230,401. In March this number increased by more than 64% to 378,637. Assuming that each IP address is used by more than 2 people, it is safe to assume that most Cypriots visited local portals in March.

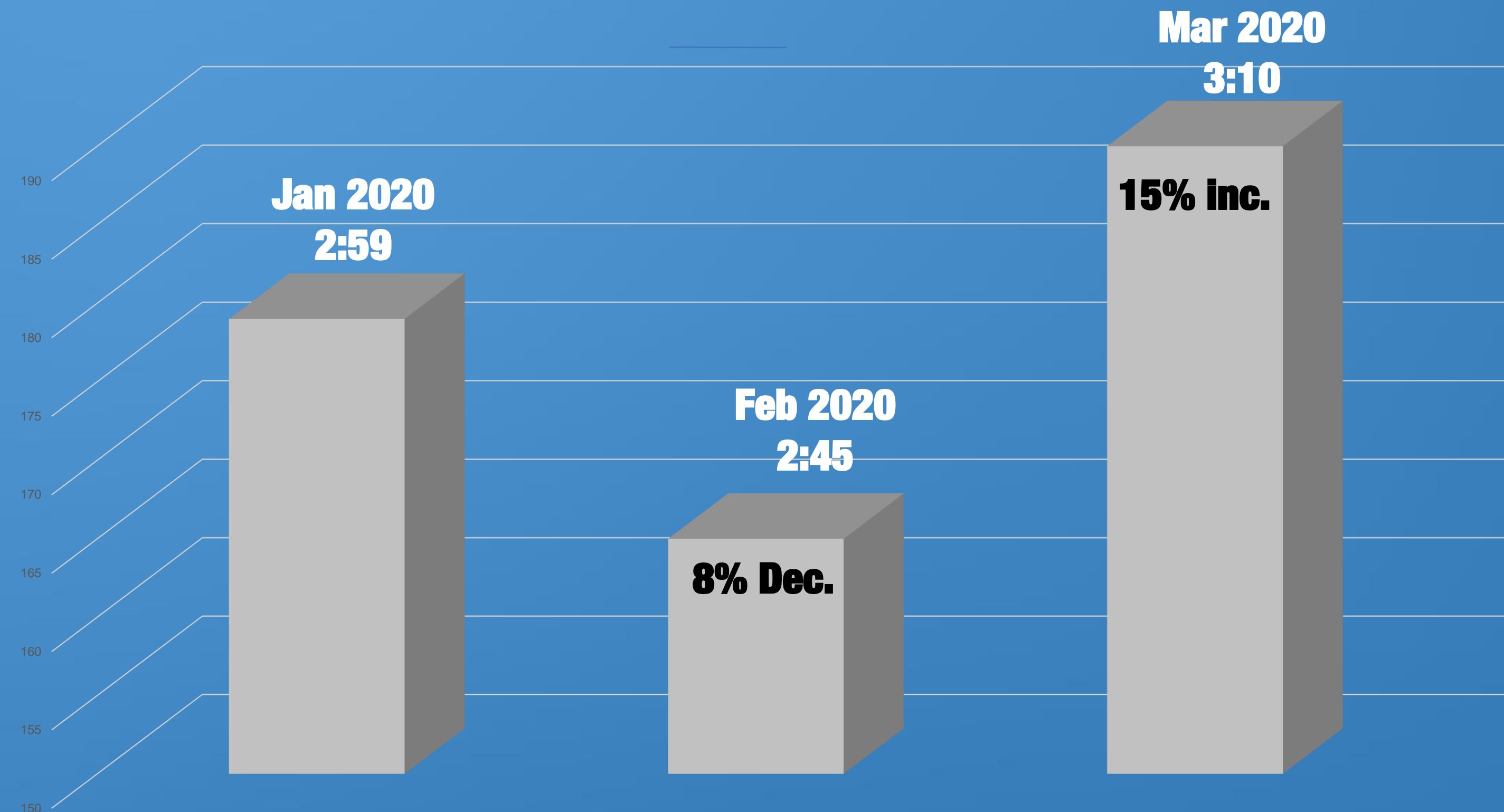
EST. TOTAL USERS PER MONTH



Visit duration

On average, in January 2020 each visit lasted an average 2:59 while in February this dropped to 2:45. In March however this increased to 3:10, an increase of 15%

AVE. VISIT LENGTH





As a summary, during March 2020, local portals received visits from more than 378,000 IP addresses, which, assuming that more than 2 people on average use the same IP address, means more than 800,000 unique people

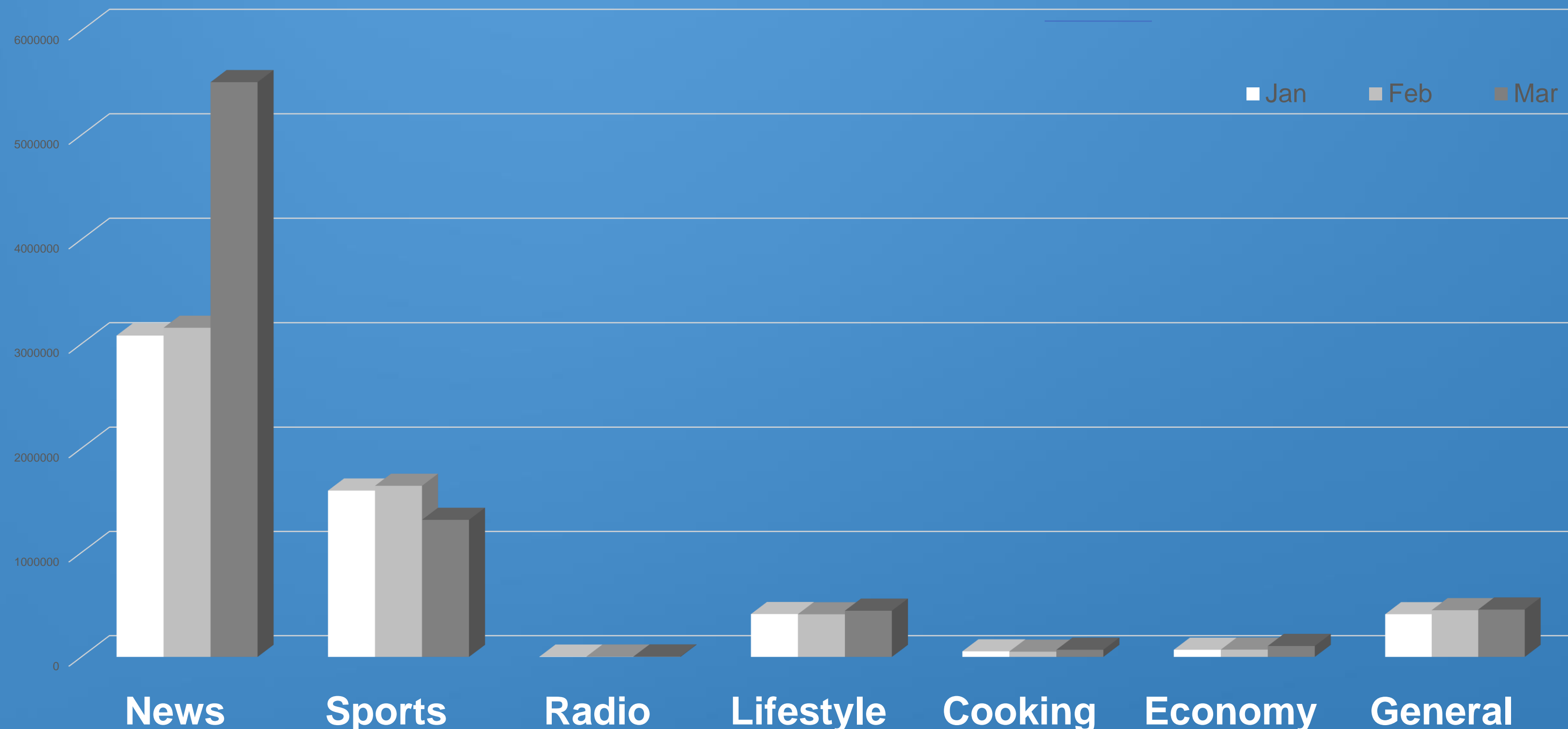
MARCH 2020 SUMMARY

During March 2020, pageviews increased by 34% to over 240,000,000. The average visit duration increased to 3:10

Pageviews per type of portal

In February all portal types received an increased number of pageviews with the best performer being the radio station portals with an average increase of 30.41%. In March, however, News portals received an increase of 63.26%, finance portals 39.83% and cooking portals 27.27%, while sports received a decrease of 25.06%.

DAILY PAGEVIEWS @ PORTAL TYPE

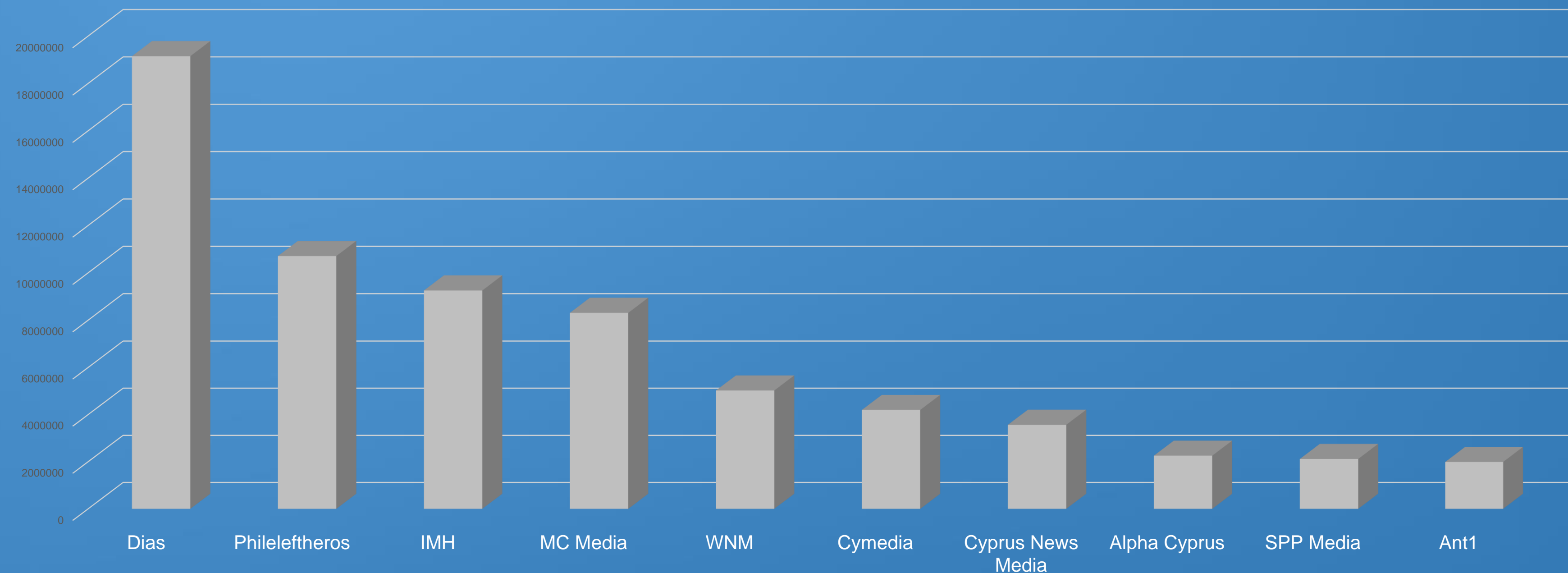


Type/Month	Feb	Mar
News	13.39%	63.26%
Sports	13.88%	-25.06%
Radio	30.41%	3.67%
Lifestyle	10.12%	1.35%
Cooking	4.32%	27.27%
Economy	13.08%	39.83%
General	21.17%	-5.19%

Top 10 gainers, groups

In Cyprus although there are more than 90 operating portals, these belong to, in their vast majority, in 25 groups. In March most groups experienced substantial traffic increase. Below are the top gainers.

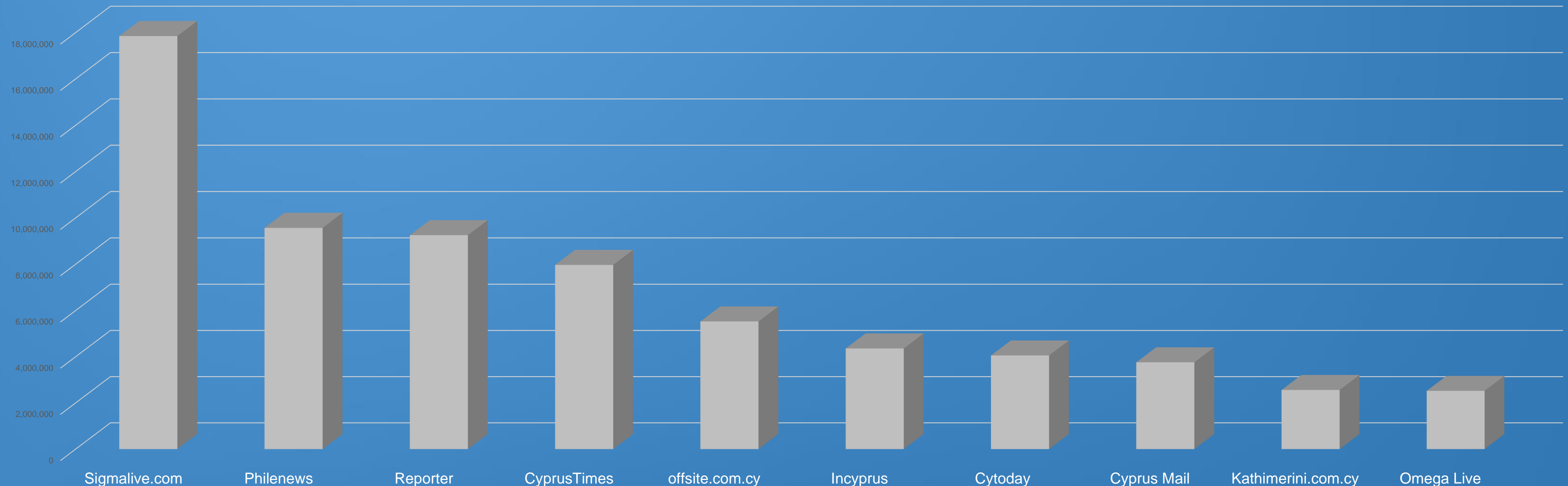
TOP 10 TRAFFIC GAINERS



Top 10 gainers, portals

As expected the top portal gainers in March 2020 are news portals, with Sigmalive almost doubling their traffic. Reporter also managed to almost double their traffic, even though in absolute numbers Philenews achieved a higher increase of traffic, whereas Offsite and Kathimerini more than doubled their traffic. A notable increase in traffic has also been achieved by the English portals Incyprus and Cyprusmail.

TOP 10 TRAFFIC INCREASE



Top 5 losers portals

As expected the highest traffic losses affected sports portals, and the general information portal Wiz which includes information about “going out”

TOP 5 TRAFFIC DECREASE

