

## Οι πολίτες ενημερώνονται κατά 61% από το κινητό 20 εκατομμύρια εμφανίσεις για τον μήνα Απρίλιο

Το AdStore, το πρώτο ολοκληρωμένο σύστημα διανομής ψηφιακής διαφήμισης στην Κύπρο, κατέγραψε για τον μήνα Απρίλιο 20,270,321 εμφανίσεις και 1,328,208 διαφορετικούς επισκέπτες.

Η ιστοσελίδα και η εφαρμογή της Καθημερινής κατέγραψαν συνολικές εμφανίσεις 8,314,128, διαβάστηκαν 4.42 σελίδες ανά επίσκεψη, με διάρκεια επίσκεψης τα 08:37 λεπτά.

Σημαντική η χρήση ενημέρωσης λόγω κορωνοϊού στο κινητό με ποσοστό 61.41%. Ποσοστό που αποδεικνύει πως οι χρήστες εμπιστεύονται τα μέσα του Ομίλου SPPMEDIA για την ενημέρωσή τους.

Adstore Total:	PAGEVIEWS	DESKTOP	DESKTOP %	MOBILE	MOBILE %	TABLET	TABLET %
	20,270,321	7,299,043	36.01%	12,448,096	61.41%	523,182	2.58%

Η ιστοσελίδα και η εφαρμογή του 24sports&news, κατέγραψαν για τον μήνα Απρίλιο 6,872,504 συνολικές εμφανίσεις, διαβάστηκαν 3.69 σελίδες ανά επίσκεψη και διάρκεια επίσκεψης τα 04:51 λεπτά. Σημαντική μείωση των συνολικών εμφανίσεων του 24sports&news σε σύγκριση με τον προηγούμενο μήνα, με ποσοστό 31.71%, λόγω αποχής από αθλητικές διοργανώσεις.

Το must, κατέγραψε 644,772 συνολικές εμφανίσεις, διαβάστηκαν 2.09 σελίδες ανά επίσκεψη και διάρκεια επίσκεψης τα 03:29 λεπτά.

ADSTORE ANALYTICS APRIL 2020			
Adstore Total:	PAGEVIEWS/EVENTS	SESSIONS	USERS
	20,270,321	7,869,986	1,328,208
SEGMENT	PAGEVIEWS/EVENTS	SESSIONS	USERS
<b>NEWS</b> (Kathimerini, 24sports&news)	15,186,632	5,495,420	784,479
<b>LIFESTYLE</b> (must, gastronomos, athena recipes, WIZ guide)	5,083,689	2,374,566	543,729
<b>ENGLISH</b> (Knews, WIZ English)	595,055	203,389	80,900
ADSTORE DISPLAY IMPRESSIONS 89,978,651			
Η επισκεψιμότητα των Knews & WIZ English μετριέται και στην συνολική επισκεψιμότητα της Καθημερινής.			

GROUP APP ACTIVE USERS	64,676
(kathimerini, 24sports&news, WIZ Guide, Radio Live, Read Library)	

\* Push Bots metrics

Για περισσότερες πληροφορίες παρακαλώ επικοινωνήστε με τη Νατάσα Ερωτοκρίτου, Adstore Chief Product Officer, email: erotokritoun@sppmedia.com, τηλ.: 22472586



24SPORTS



24NEWS

must



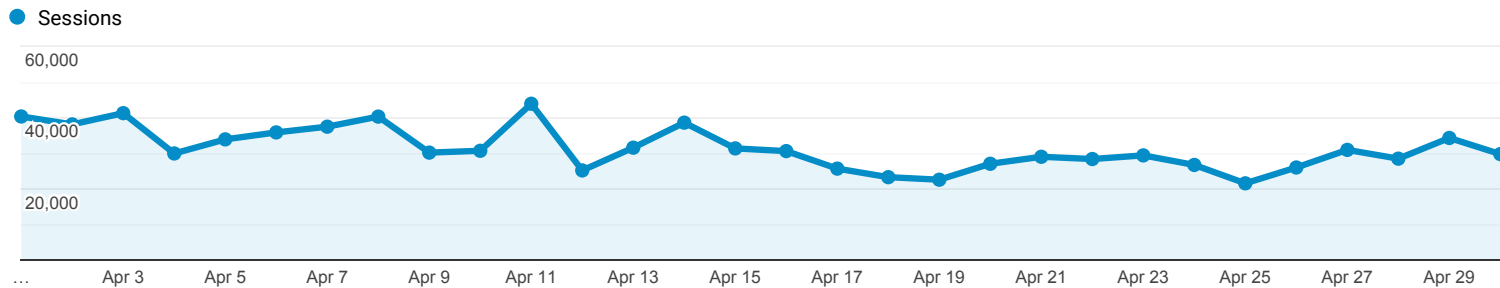
γαστρονόμος

## Audience Overview

Apr 1, 2020 - Apr 30, 2020

**All Users**  
100.00% Sessions

### Overview



Sessions  
**941,876**

Users  
**365,705**

Pageviews  
**4,160,677**

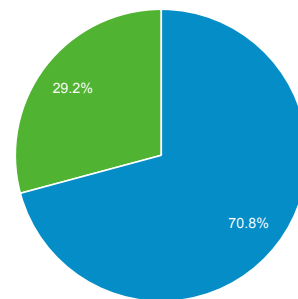
Pages / Session  
**4.42**

Avg. Session Duration  
**00:08:37**

Bounce Rate  
**50.69%**

% New Sessions  
**29.13%**

■ Returning Visitor ■ New Visitor



Language	Sessions	% Sessions
1. en-us	289,925	30.78%
2. en-gb	263,566	27.98%
3. el-gr	194,381	20.64%
4. el-cy	68,635	7.29%
5. el	66,826	7.09%
6. en-cy	22,638	2.40%
7. en	5,946	0.63%
8. ru-ru	2,891	0.31%
9. en-au	2,579	0.27%
10. bg-bg	2,300	0.24%

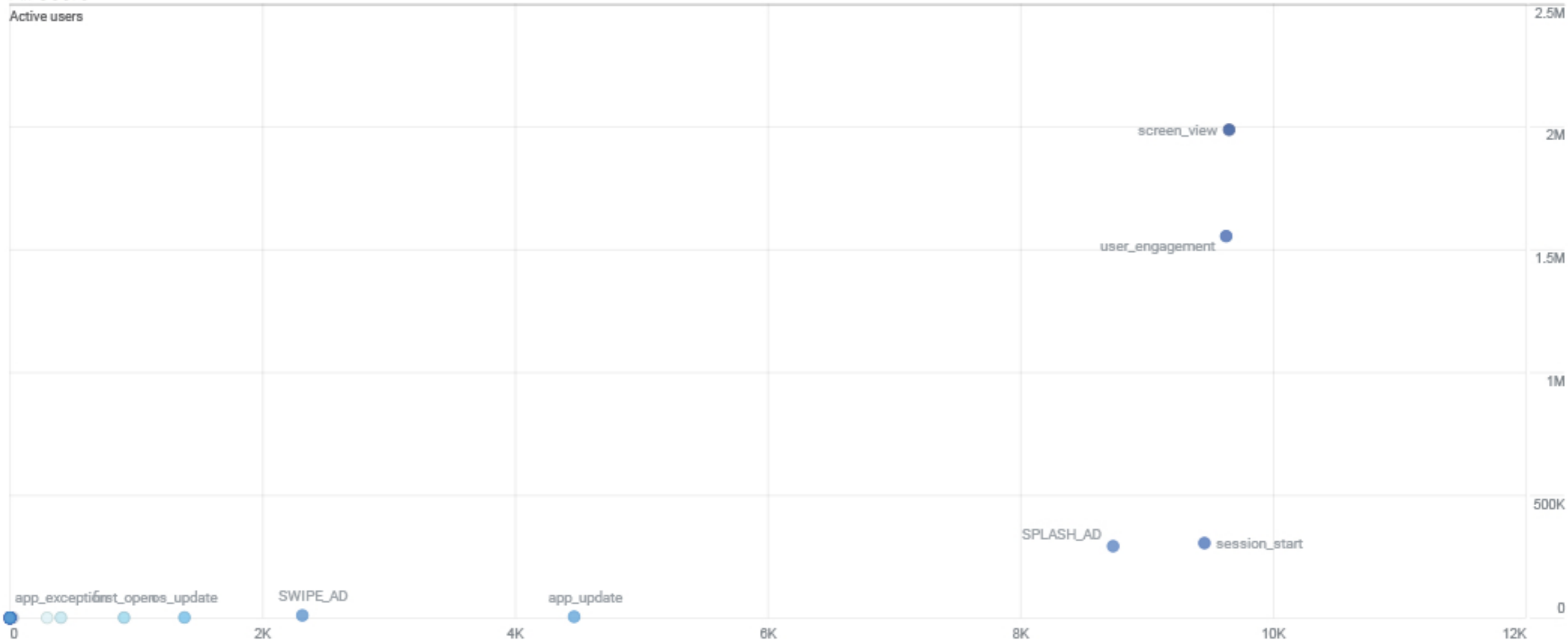
Date  
Apr 1, 2020 - Apr 30, 2020

KATHIMERINI ...



### All Users

Active users



● screen\_view ● user\_engagement ● session\_start ● SPLASH\_AD ● SWIPE\_AD ● app\_update ● os\_update ● first\_open ● app\_exception ● app\_remove ● in\_app\_purchase ● app\_clear\_data ● Πρώτη ● Έντυπη ● article

Date  
Apr 1, 2020 - Apr 30, 2020

K KATHIMERINI ...



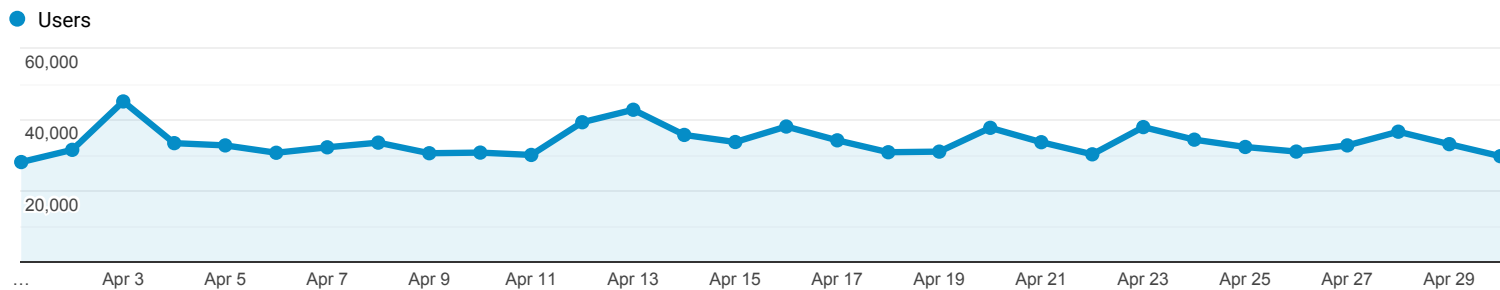
Event name	↓ Event count	Event count per user
<b>Totals</b>	<b>4,153,451</b> 100% of total	<b>423.649</b> Avg 0%
1 screen_view	1,986,376	205.799
2 user_engagement	1,553,242	161.309
3 session_start	304,163	32.163
4 SPLASH_AD	291,593	33.386
5 SWIPE_AD	9,862	4.256
6 app_update	4,541	1.016
7 os_update	1,526	1.103
8 first_open	909	1.003
9 app_exception	843	2.076
10 app_remove	297	1

## Audience Overview

Apr 1, 2020 - Apr 30, 2020

All Users  
100.00% Users

### Overview



Users  
**404,057**

New Users  
**251,107**

Sessions  
**1,492,180**

Number of Sessions per User  
**3.69**

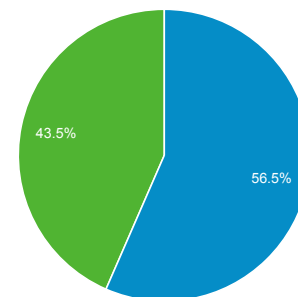
Pageviews  
**4,663,593**

Pages / Session  
**3.13**

Avg. Session Duration  
**00:04:51**

Bounce Rate  
**45.16%**

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. el-gr	133,526	32.17%
2. en-us	82,564	19.89%
3. en-gb	67,589	16.28%
4. el	62,706	15.11%
5. el-cy	49,715	11.98%
6. en-cy	8,554	2.06%
7. en	1,456	0.35%
8. el-gb	1,301	0.31%
9. ru-ru	779	0.19%
10. en-au	720	0.17%

Date  
Apr 1, 2020 - Apr 30, 2020

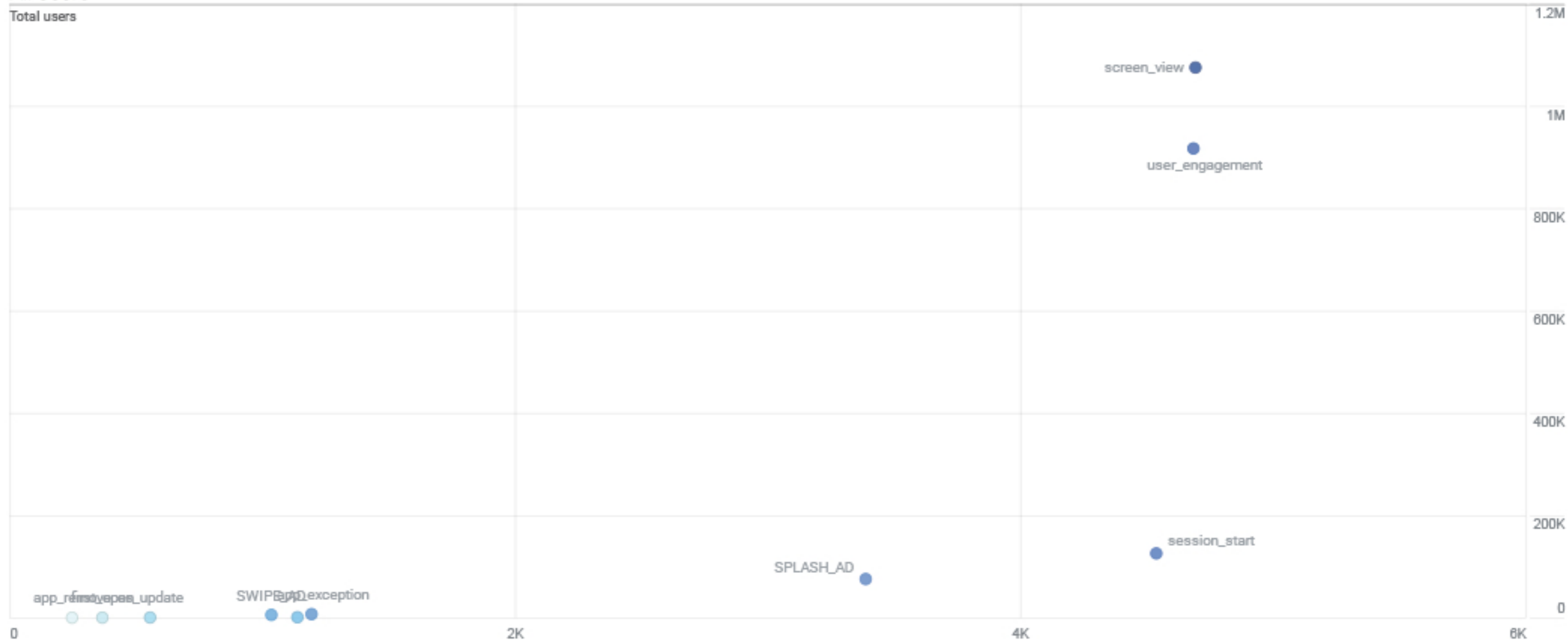
24SPORTS&N...

2



### All Users

Total users



● screen\_view ● user\_engagement ● session\_start ● SPLASH\_AD ● app\_exception ● SWIPE\_AD ● app\_update ● os\_update ● first\_open ● app\_remove

Date

Apr 1, 2020 - Apr 30, 2020

2 24SPORTS&amp;N...



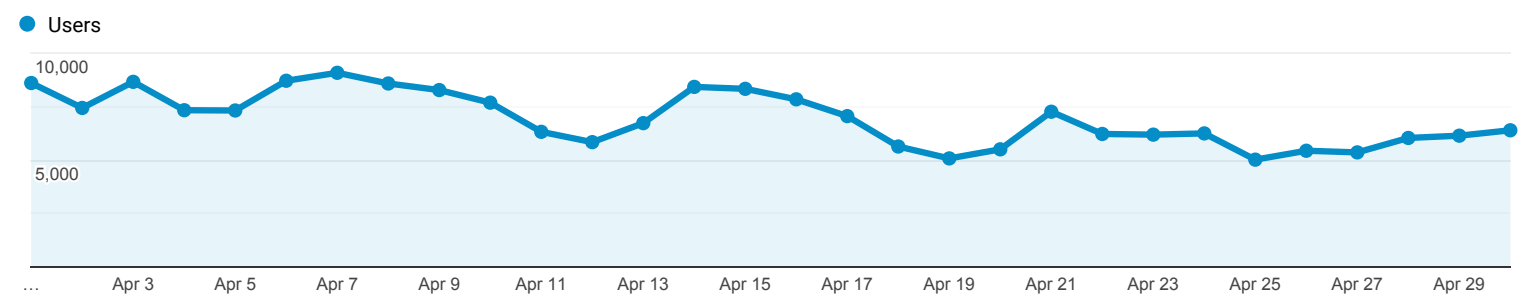
Event name	↓ Event count	Event count per user
Totals	2,208,911 100% of total	449.605 Avg 0%
1 screen_view	1,074,988	229.062
2 user_engagement	916,876	195.705
3 session_start	125,875	27.738
4 SPLASH_AD	75,749	22.358
5 app_exception	7,257	6.073
6 SWIPE_AD	5,754	5.554
7 app_update	1,161	1.019
8 os_update	610	1.097
9 first_open	369	1.005
10 app_remove	247	1

## Audience Overview

**All Users**  
100.00% Users

Apr 1, 2020 - Apr 30, 2020

### Overview



Users  
**131,699**

New Users  
**98,943**

Sessions  
**275,530**

Number of Sessions per User  
**2.09**

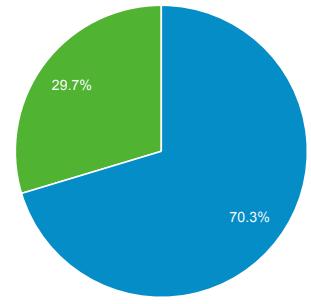
Pageviews  
**644,772**

Pages / Session  
**2.34**

Avg. Session Duration  
**00:03:29**

Bounce Rate  
**74.02%**

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. el-gr	52,419	39.70%
2. en-us	28,317	21.45%
3. el	19,377	14.68%
4. en-gb	15,769	11.94%
5. el-cy	10,652	8.07%
6. en-cy	2,167	1.64%
7. en	472	0.36%
8. de-de	444	0.34%
9. el-gb	278	0.21%
10. en-au	216	0.16%

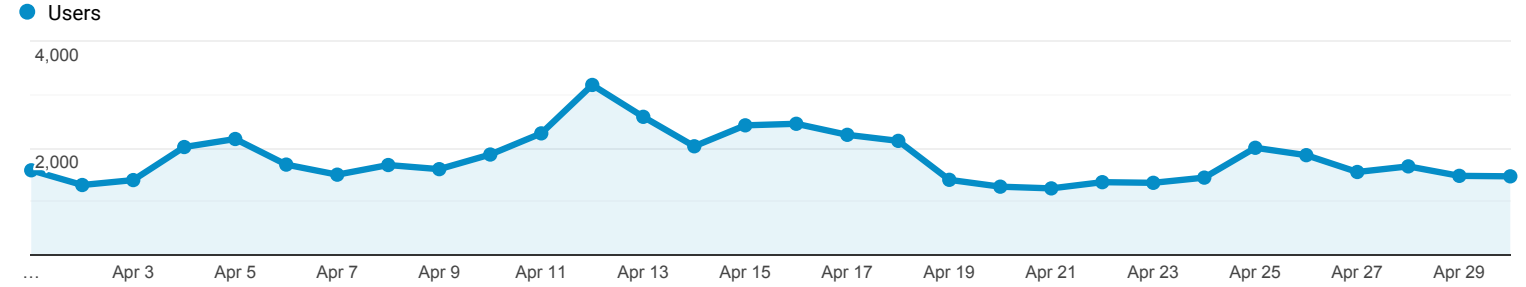


**Audience Overview**

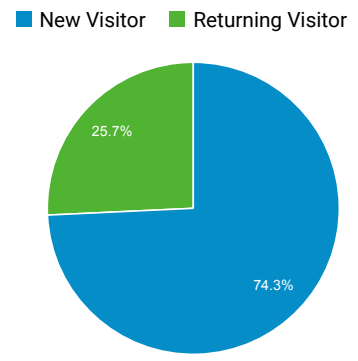
Apr 1, 2020 - Apr 30, 2020

All Users  
100.00% Users

**Overview**



<b>Users</b> 39,964	<b>New Users</b> 33,944	<b>Sessions</b> 63,632
<b>Number of Sessions per User</b> 1.59	<b>Pageviews</b> 213,316	<b>Pages / Session</b> 3.35
<b>Avg. Session Duration</b> 00:02:10	<b>Bounce Rate</b> 67.67%	



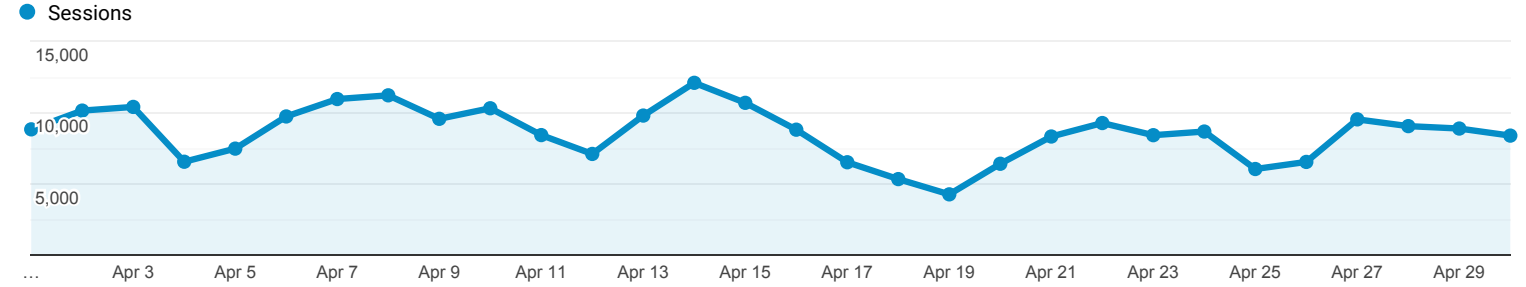
Language	Users	% Users
1. el-gr	13,608	33.81%
2. el	9,206	22.87%
3. en-us	7,673	19.07%
4. en-gb	4,912	12.21%
5. el-cy	3,544	8.81%
6. en-cy	554	1.38%
7. en	108	0.27%
8. de-de	86	0.21%
9. en-au	79	0.20%
10. el-gb	60	0.15%

**Audience Overview**

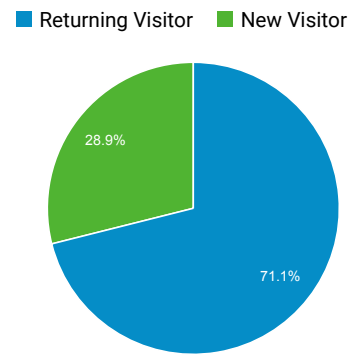
**All Users**  
100.00% Sessions

Apr 1, 2020 - Apr 30, 2020

**Overview**



<b>Sessions</b> 257,549	<b>Users</b> 94,452	<b>Pageviews</b> 1,672,338
<b>Pages / Session</b> 6.49	<b>Avg. Session Duration</b> 00:14:24	<b>Bounce Rate</b> 59.37%
<b>% New Sessions</b> 28.81%		



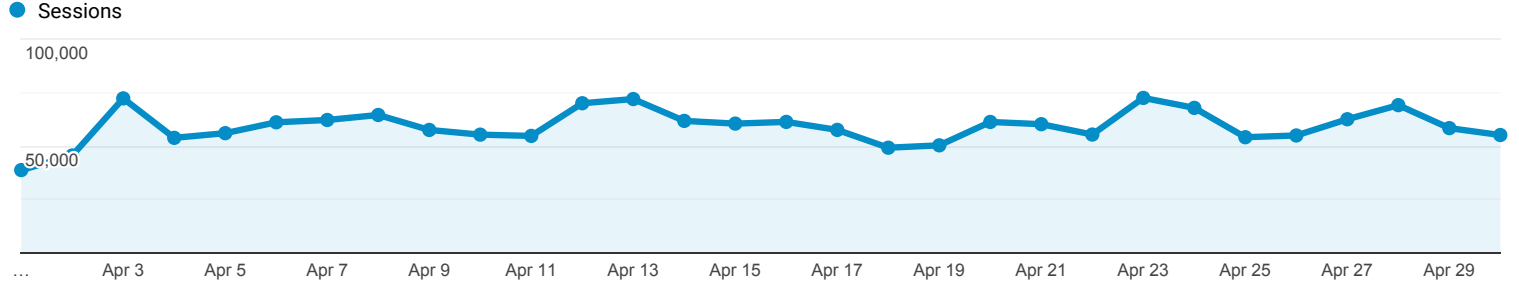
Language	Sessions	% Sessions
1. en-us	126,981	49.30%
2. el-gr	50,732	19.70%
3. en-gb	47,470	18.43%
4. el	13,274	5.15%
5. el-cy	9,979	3.87%
6. en	2,427	0.94%
7. en-cy	1,935	0.75%
8. en-au	545	0.21%
9. de-de	426	0.17%
10. bg-bg	420	0.16%

## Audience Overview

All Users  
100.00% Sessions

Apr 1, 2020 - Apr 30, 2020

### Overview



Sessions  
**1,777,855**

Users  
**277,614**

Pageviews  
**2,553,263**

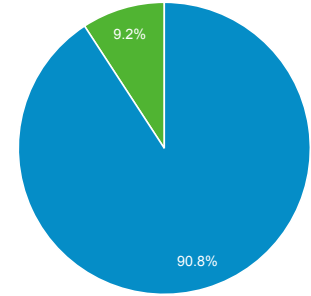
Pages / Session  
**1.44**

Avg. Session Duration  
**00:01:26**

Bounce Rate  
**88.54%**

% New Sessions  
**9.20%**

■ Returning Visitor ■ New Visitor



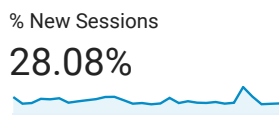
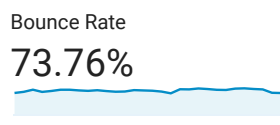
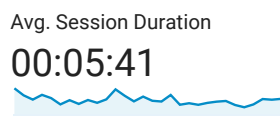
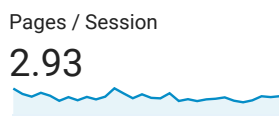
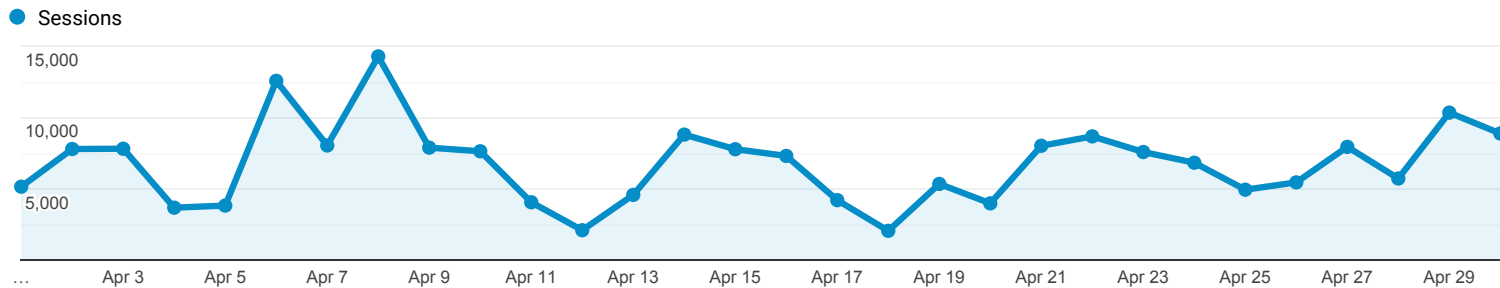
Language	Sessions	% Sessions
1. el-gr	592,401	33.32%
2. en-us	423,875	23.84%
3. en-gb	296,631	16.68%
4. el	199,118	11.20%
5. el-cy	179,187	10.08%
6. en-cy	48,129	2.71%
7. en	10,078	0.57%
8. el-gb	5,054	0.28%
9. en-gr	3,250	0.18%
10. en-au	2,520	0.14%

## Audience Overview

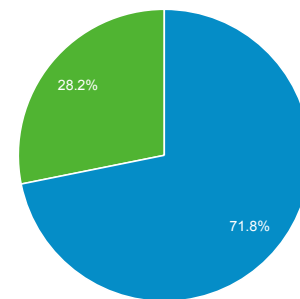
All Users  
100.00% Sessions

Apr 1, 2020 - Apr 30, 2020

### Overview



Returning Visitor New Visitor



Language	Sessions	% Sessions
1. en-gb	113,351	55.73%
2. en-us	57,621	28.33%
3. en-cy	4,653	2.29%
4. el-gr	3,763	1.85%
5. ro-ro	1,830	0.90%
6. en	1,822	0.90%
7. ru-ru	1,596	0.78%
8. en-au	1,307	0.64%
9. de-de	1,198	0.59%
10. en-ph	980	0.48%