

Digital view: Life on the Danish Internet, October 19-25,
2009

Gossip-driven traffic peaks

The effect of paparazzi on gossip-sites



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“Digital view: Life on the Danish Internet, October 19-25, 2009” is written by Jon Lund.

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INTRODUCTION

Digital view: Life on the Danish Internet provides a weekly overview of the evolution of traffic on Danish websites, as measured for nearly 300 of the largest Danish websites member of the Interactive Bureau of Denmark (Foreningen af Danske Interaktive Medier, FDIM).

Data stems from an ongoing research carried out by Gemius for FDIM, measuring all pageviews, visits and users of the sites taking part of the survey and their demographic profiles. Data is partly published on fdim.dk.

Data is collected through a peer-reviewed, automatic, structured and rule-based methodology and is generally of very high quality.

Also Egmont magazines have provided information used in this report.

GOSSIP-DRIVEN TRAFFIC PEAKS: THE EFFECT OF PAPARAZZI ON GOSSIP-SITES

Pictures of celebrities, especially if subject to interpretation, are widely popular. The question however is what kind of effect such pictures have traffic-wise on online media properties. This is the subject focused on in the below analysis.

The analysis is founded partly on the official Danish temporary figures by Gemius, partly on information given by Egmont Magasiner.

Case-study: Prince Frederik of Denmark relaxing with a beautiful brunette woman, published by herognu.com

Wednesday October 21, 2009 the Danish mag Her & Nu published an exclusive paparazzi-photo series of Crown Prince Frederik of Denmark in Sydney relaxing with a beautiful brunette woman in both a printed and an online version at herognu.com.

As Her & Nu was aware of the scoopy quality of the photos, they made arrangements with rivaling sites ekstrabladet.dk and msn.dk to bring the story with a clause that the story should link back to the herognu.com website for the full gallery.

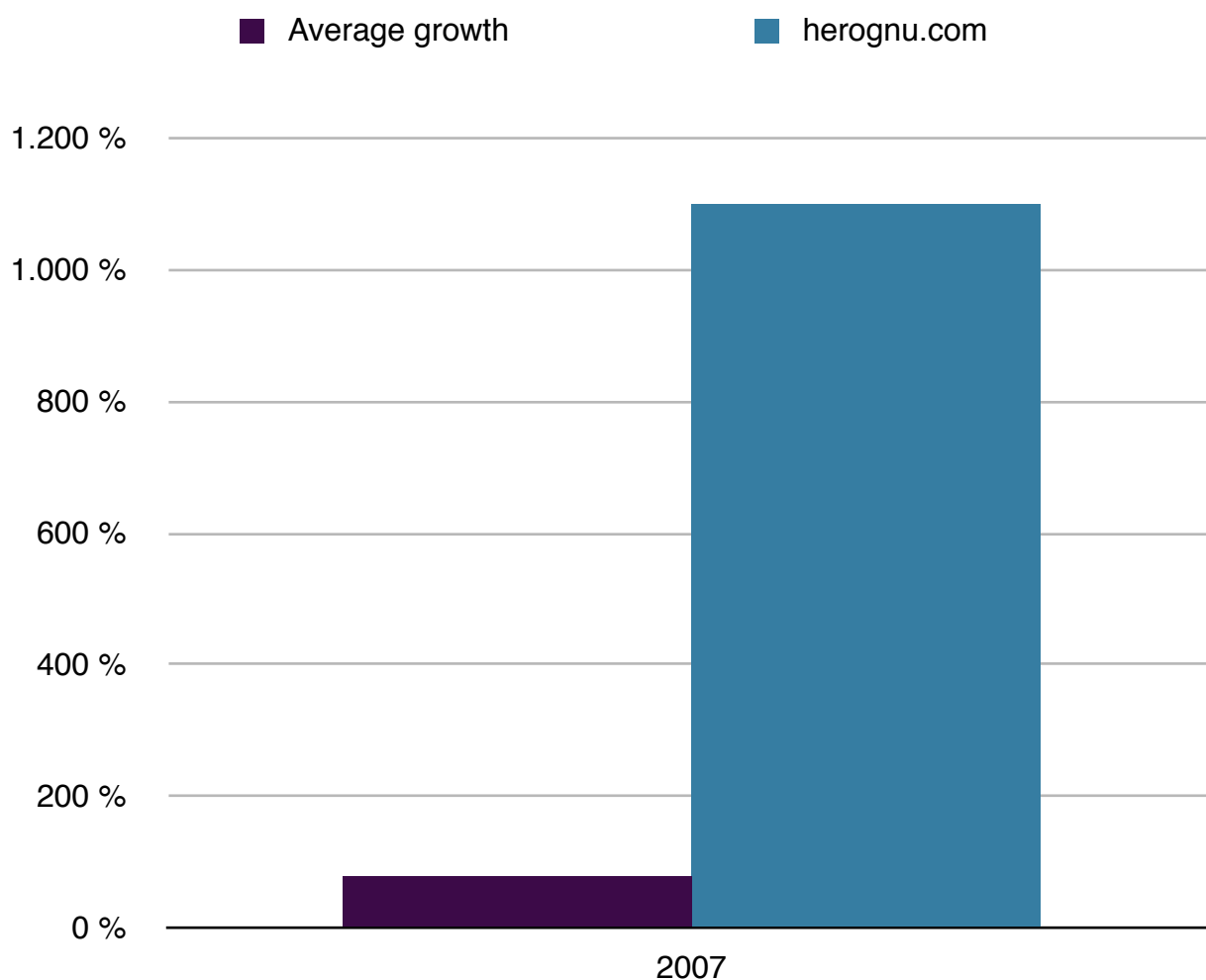
Further, in order to capitalize on the expected traffic, the Egmont owned herognu.com had cross-linked the photo gallery to altfordamerne.dk, a newly relaunched Egmont online property, to which Egmont wished to draw attention.



The photo gallery page on herognu.com and the frontpage of ekstrabladet.dk, oct. 21. in the morning

Results

From the October 19-25, 2009 activity on the Danish websites grew on average rate of 7,5 percent, judging from the nearly 300 leading websites measured by Gemius for IAB Denmark (FDIM).



Week-on-week growth (number of visits): herognu.com grows 1.100 % compared to the industry-average of 7,75 %.
Data source: FDIM/gemiusAudience realtime October 19-25 2009.

Not all websites performed equally well, however. Activity on the five websites with the largest decrease fell by between 23 and 48 %, while activity on the top 5 fastest growing websites grew with between 57 and 1.100 percent.

	Visits (#)	Weekly change
herognu.com	84.000	1.100,0 %
connery.dk	47.000	176,5 %
emu.dk	284.000	149,1 %
studienet.dk	58.000	107,1 %
komputer.dk	22.000	57,1 %

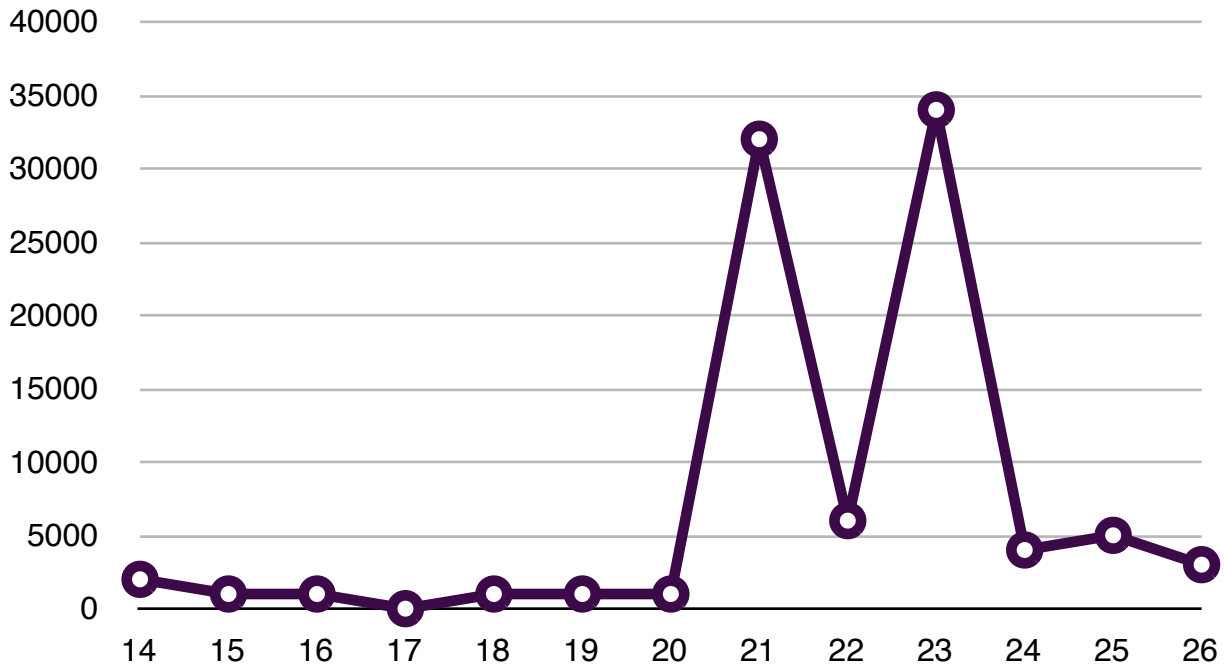
Top 5 fastest growing websites, October 19-25 2009 compared to the week before. Estimated weekly visits. Source: FDIM/gemiusAudience realtime October 19-25 2009.

	Visits (#)	Weekly change
boligmagasinet.dk	10.000	-23,08 %
visitcopenhagen.dk	9.000	-25,00 %
tgt.dk	112.000	-28,21 %
elle.dk	7.000	-36,36 %
sjovforborn.dk	13.000	-48,00 %

Top 5 fastest decreasing websites, October 19-25 2009 compared to the week before. Estimated weekly visits. Source: FDIM/gemiusAudience realtime October 19-25 2009.

Herognu.com stands out as the website with the unquestionable largest increase in traffic. Digging a little close reveals that growth for herognu.com is even more impressive measured on a day-to-day basis: from an average of around 1.000 visits a day, traffic wednesday jumped to 32.000 visits. By the same token however, the explosion of traffic shows not to be not long-term sustainable, but activity immediately restoring to almost pre-photo levels.

○ Visits, herognu.com, November 2009



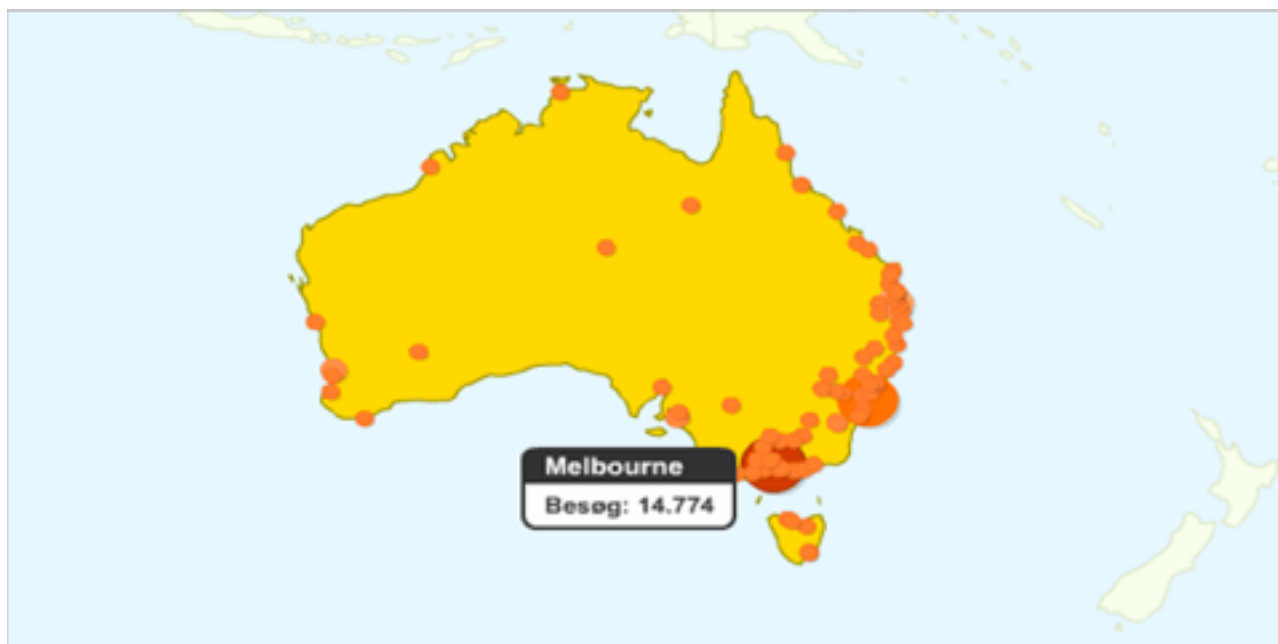
Oct.	14.	15.	16.	17.	18.	19.	20.	21.	22.	23.	24.	25.	26.
Visits	2.000	1.000	1.000	0	1.000	1.000	1.000	32.000	6.000	34.000	4.000	5.000	3.000

Estimated daily visits, herognu.com from October 14-26. Data source: FDIW/gemiusAudience realtime October 19-25 2009.

As the figures show, traffic leaps hugely on October 21., as the photo series breaks, falling back on thursday October 21. to take yet another peak friday October 22, thereafter settling down at a mode modest level (though still 3-6 times larger the average normal traffic).

While the first peak was to be expected, given the nature of the photos and the quoting of the story from other large web-sites, the second peak came as more of a surprise, turning out to stem from Australian media and blogs having picked up the story. Among others the Herald Sun (heraldsun.com.au) and news.com.au.

Tracking back the Australian visits from the internal systems of Egmont shows this map, locating the referrers of the activity, showing how nearly 15.000 visits had their origin in the Melbourne area.



Map showing the origin of the Australian visits to the photo series. Source: Egmont own data.

The question remains however, how this huge influx of traffic benefitted Egmont. Did Egmont succeed in trying to draw traffic to other Egmont properties, thereby building on knowledge of more Egmont sites than herognu.com?

Available data suggest, that Egmont were quite succesfull in this approach. More than 2.000 visits seems to have been led from the photo-gallerypage to other Egmont-sites (particularly altfordamerne.dk) on Wednesday October 21. alone, translating into a “click-through” percentage of more than 5, calculated on a visits-basis.

DATA AND METHODOLOGY

“Digital view: Life on the Danish Internet” provides a weekly overview of the evolution of traffic on Danish websites, as measured for nearly 300 of the largest Danish websites member of the Interactive Bureau of Denmark (Foreningen af Danske Interaktive Medier, FDIM).

The Data stems from an ongoing research carried out by Gemius for FDIM, measuring all pageviews of the sites taking part of the survey, and published on <http://fdim.dk/?pageid=123>

The querying and processing of data, identification of key parameters for selected sites showing significant trends is done by Jon Lund based on a profound experience in traffic-analysis and an in-depth knowledge of the Danish internet-landscape.

Data is collected through a peer-reviewed, automatic, structured and rule-based methodology and is generally of very high quality.

The preliminary number of visits used in this report, has a general uncertainty of +/- 5 % within a 95% level of confidence. This uncertainty is, as FDIM notes, explained as follows: “In the regular gemiusAudience measurement, the definition of publications (websites) is given in the rules for the said study, especially the concept of “Look & Feel”. The definition hereof can vary from month to month. The final definition of a given publication for a given month is decided upon, after all data have been gathered for the month in question. For the estimated realtime figures, the last known definition of each site is used - that is the definition stems back to the latest officially published gemiusAudience measurement, being two month prior to the present month (m-2).”

Apart from the preliminary figures for number of visits, FDIM publishes an official statistic, carried out by Gemius, based on monthly reporting. This statistic, which is not been drawn upon in this particular analysis, includes information on the socio-demographic makeup of audiences of individual websites, and information on websites not being member of FDIM, like Google.com, facebook.com, wikipedia etc. The official statistics are available on www.fdim.dk and through a special analytics application.



ABOUT JON LUND

Jon Lund is advising, speaking and analyzing the impact of new media and new technology on business and society. Jon Lund views openness and transparency as factors contributing to the growth of business, the welfare of societies and the well-being of individuals. Open up, give away data, figures, facts and opinions, invite customers, business-partners and society in general to engage with you, in the long term will leave you better off.

From 2004 to 2009 Jon Lund was general manager of IAB Denmark (Foreningen af Danske Interaktive Medier, FDIM) and headed as such the official measurement of activity and ad spend on the internet.

Jon Lund is member of the board of IAB Europe and has held honorary positions as member of the Danish Ministry of Cultures advertising forum, member of the board of directors of the forum of the Danish Media, member of ICC Denmark's marketing committee. He holds a masters degree in Political Science and has worked with internet since starting his own agency in 1995.