



# Users Statistics 2013

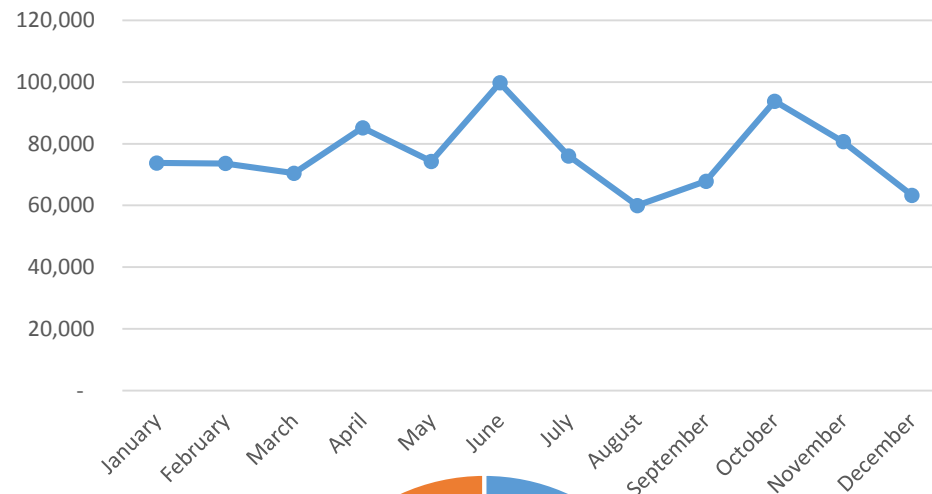


# Definition of Terms

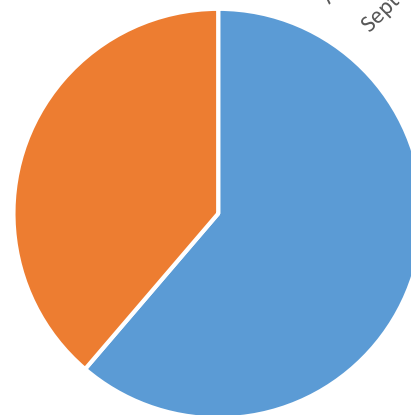
- **Views:** The total number of pages viewed. Repeated views of a single page are counted.
- **Session:** Total number of Sessions within the date range. A session is the period time a user is actively engaged with our website, app, etc.
- **Unique Pageviews:** The number of sessions during which the specified page was viewed at least once.
- **Average Session Duration:** The average length of a Session.

# Page views Overview

|              | Pageviews      | Sessions       | Avg. Session Duration |
|--------------|----------------|----------------|-----------------------|
| January      | 73,743         | 23528          | 00:03:10              |
| February     | 73,592         | 23803          | 00:03:11              |
| March        | 70,460         | 22133          | 00:05:46              |
| April        | 85,161         | 29033          | 00:03:32              |
| May          | 74,279         | 25512          | 00:03:17              |
| June         | 99,734         | 24935          | 00:04:24              |
| July         | 76,021         | 18966          | 00:04:28              |
| August       | 59,953         | 14331          | 00:05:20              |
| September    | 67,849         | 17148          | 00:04:53              |
| October      | 93,768         | 24334          | 00:04:28              |
| November     | 80,641         | 23655          | 00:03:46              |
| December     | 63,309         | 18807          | 00:03:31              |
| <b>Total</b> | <b>918,510</b> | <b>266,185</b> | <b>00:04:01</b>       |



| User Type         | % of Total | Sessions | Avg. Session Duration |
|-------------------|------------|----------|-----------------------|
| New Visitor       | 61.27%     | 163,082  | 00:02:28              |
| Returning Visitor | 38.73%     | 103,103  | 00:06:29              |

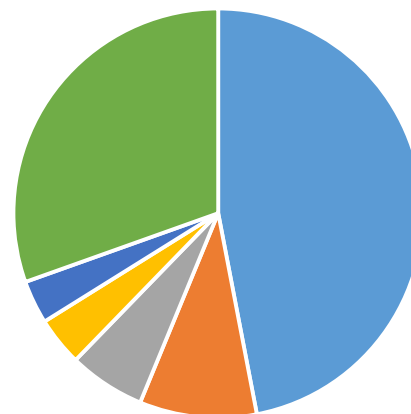


■ New Visitor ■ Returning Visitor

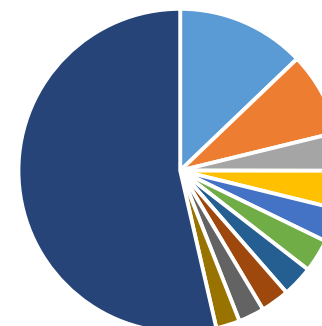
# Page views by Language, Country

| Language    | % of Total | Sessions | Avg. Session Duration |
|-------------|------------|----------|-----------------------|
| English(US) | 46.97%     | 125,037  | 00:04:14              |
| Spanish     | 9.25%      | 24,627   | 00:04:01              |
| French      | 6.04%      | 16,083   | 00:04:30              |
| Russian     | 3.86%      | 10,272   | 00:02:29              |
| Spanish(SP) | 3.42%      | 9,114    | 00:04:13              |
| Others      | 30.45%     | 81,052   | 00:02:52              |

| Country        | % of Total | Sessions | Avg. Session Duration |
|----------------|------------|----------|-----------------------|
| United States  | 12.86%     | 34,221   | 00:02:41              |
| Italy          | 8.34%      | 22,201   | 00:08:09              |
| Russia         | 3.82%      | 10,172   | 00:02:14              |
| Canada         | 3.80%      | 10,127   | 00:03:46              |
| France         | 3.38%      | 8,996    | 00:03:41              |
| Germany        | 3.29%      | 8,757    | 00:01:55              |
| Japan          | 3.10%      | 8,241    | 00:04:07              |
| United Kingdom | 2.85%      | 7,589    | 00:03:05              |
| India          | 2.60%      | 6,909    | 00:03:18              |
| Mexico         | 2.38%      | 6,329    | 00:03:45              |
| Others         | 53.59%     | 142,643  | 00:05:00              |



■ English(US) ■ Spanish ■ French ■ Russian ■ Spanish(SP) ■ Others



■ United States ■ Italy ■ Russia ■ Canada  
 ■ France ■ Germany ■ Japan ■ United Kingdom  
 ■ India ■ Mexico ■ Others

# Top 50 viewed Pages (1)

| Page Title   | Pageviews | Unique Pageviews | Avg. Time on Page |
|--|-----------|------------------|-------------------|
| 1 International Plant Protection Convention   Protecting the world's plant resources from pests          | 128,162   | 89,539           | 00:01:25          |
| 2 Home   | 103,683   | 79,172           | 00:01:22          |
| 3 publication item   | 42,820    | 37,986           | 00:02:15          |
| 4 404 - Page not found   International Plant Protection Convention                                       | 36,932    | 30,651           | 00:01:23          |
| 5 International Standards for Phytosanitary Measures (ISPMs)   International Plant Protection Convention | 26,604    | 14,540           | 00:02:13          |
| 6 Search   International Plant Protection Convention   | 21,727    | 16,057           | 00:00:42          |
| 7 Search results   | 19,458    | 13,108           | 00:01:24          |
| 8 Adopted Standards (ISPMs)  | 16,402    | 12,278           | 00:02:15          |
| 9 Overview   | 14,816    | 11,799           | 00:01:02          |
| 10 Advanced search   | 13,395    | 9,548            | 00:01:26          |
| 11 Commission on Phytosanitary Measures  | 11,232    | 7,324            | 00:03:15          |
| 12 Countries Overview   International Plant Protection Convention  | 10,859    | 8,424            | 00:00:47          |
| 13 Summary   | 8,726     | 6,727            | 00:01:18          |
| 14 Pagina principal  | 7,742     | 5,679            | 00:01:17          |
| 15 Overview   International Plant Protection Convention  | 7,507     | 5,551            | 00:01:02          |
| 16 Who we are  | 7,068     | 5,539            | 00:01:11          |
| 17 User account   International Plant Protection Convention  | 6,677     | 3,716            | 00:01:08          |
| 18 publication items   | 6,059     | 5,436            | 00:02:34          |
| 19 Who we are   International Plant Protection Convention  | 5,550     | 3,964            | 00:01:18          |
| 20 Normas Internacionales para Medidas Fitosanitarias (NIMF)   | 5,520     | 4,242            | 00:02:56          |
| 21 Countries List   International Plant Protection Convention  | 5,353     | 3,467            | 00:00:47          |
| 22 Standards and Standard setting   International Plant Protection Convention                            | 5,053     | 3,709            | 00:01:15          |
| 23 IPPC Contact Points   International Plant Protection Convention                                       | 4,528     | 3,801            | 00:02:51          |
| 24 Normas Internacionales para Medidas Fitosanitarias (NIMF)   International Plant Protection Convention | 4,198     | 2,244            | 00:02:33          |
| 25 Member consultation (MC) on draft ISPMs   International Plant Protection Convention                   | 4,077     | 2,617            | 00:03:23          |

