

Euro Topten

Monitoring of the number of the project internet websites visitors

Semester 4 (I / 2008), part of Deliverable 18, Work package 3

Web Frequentation note n. 4

Prepared by SEVEN, The Energy Efficiency Center, Czech Republic

This web frequentation note represents the number of project internet websites visitors during the year 2008 (until October 2008¹) and also throughout the whole course of the project (January 2006 – October 2008).

The total attendance for the monitored period (2006 – Oct 2008) is 9 535 671 visitors. For comparison there were 5 202 160 visitors in last report. In other words, the amount of visitors increased in ten months by more than 70%.

However, the contribution of each country is not equal. Based on the presented data, it is Switzerland, as a Steering group member and a well establish Topten project (since 2000), that has the maximum number of visitors (6 715 343 visitors during the whole monitored period), followed by the Netherlands, Belgium and Austria (Table 1).

The Topten Steering group is represented by Switzerland and, for 2008, figures are available from Germany (office-topten), Portugal and Luxemburg. The figures from Topten associations are counted with the Euro-Topten partners as its traffic would not exist without them.

The year 2008 has brought an increase of the website visitors in almost all countries. In the Czech Republic, the total number of visitors rose almost six times in 2008 compared to the data from 2007. Similarly, in Finland the number of visitors quadrupled in 2008. In Belgium the number of visitors more than doubled. It can be expected that these positive raise of the number of partners is a result of the promotional activities and of the size of the database of appliances, which attract more visitors. It is important to bear in mind that the data for 2008 represent only the period until October, as this was the end of the project and therefore monitoring ended too.

When looking at separated monthly data, in May 2008 there was a significant attendance growth. This was caused mainly due to sharp increase in number of visitors in Switzerland in this month. The absolute maximum month rate during the whole period of the project was achieved by Switzerland – 443 099 visitors in July 2007.

In 2008 the total number of visitors was significantly higher than in 2007. More importantly, throughout the course of the project, the number of visitors has been growing steadily, which is an evidence of a positive trend.

¹ In October 2008, the project finished, therefore the data only until then.

The following graphs and tables demonstrate the number of web visitors for individual countries, according to months and also for the project in total.

Figure 1 Number of visitors 2006, 2007, 2008

Note: Year 2008 represents data from January to October, as in October the project ended.

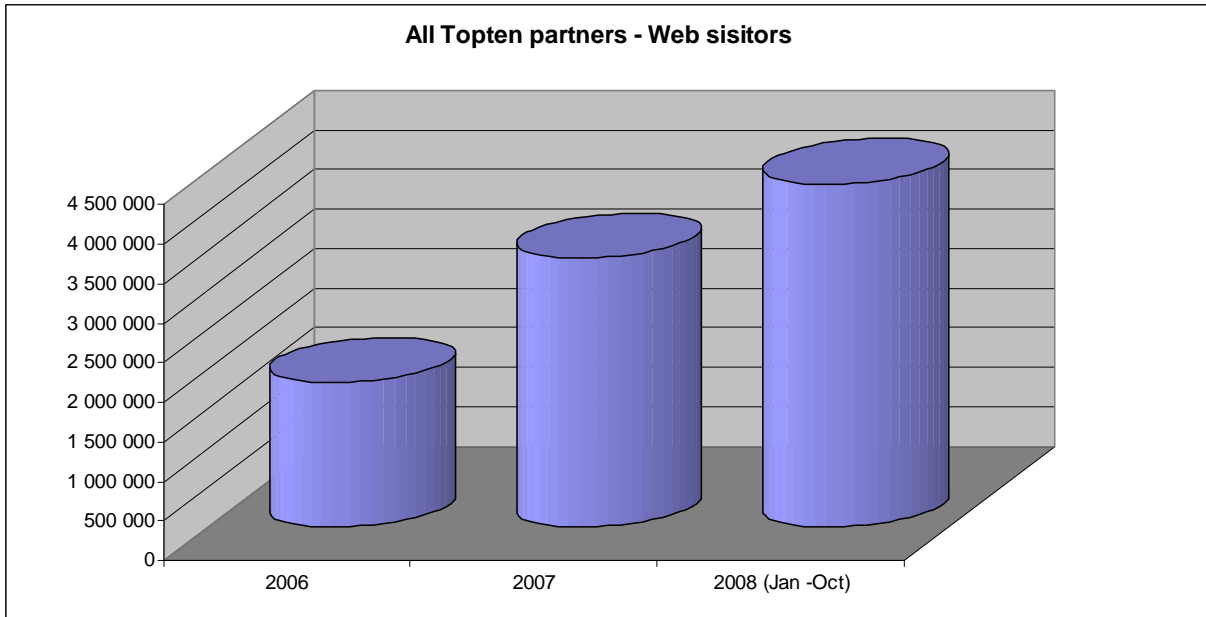


Figure 2 Total number of visitors from January 2006 to October 2008

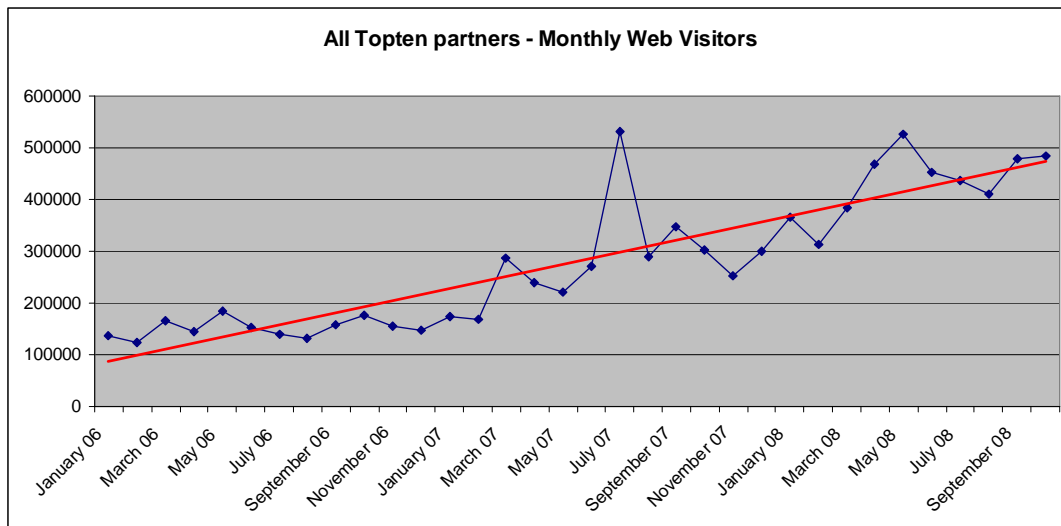


Table 1 Total number of visitors by country

	2006	2007	2008	Total Visitors
Austria	90 159	165 815	186 837	442 811
Belgium	28 123	168 992	378 558	575 673
Czech Republic	3 168	2 820	16 199	22 187
Finland	0	13 917	64 071	77 988
France	61 837	83 423	82 176	227 436
Italy	0	26 222	35 722	61 944
Netherlands	159 552	231 054	126 749	517 355
Poland	8 737	51 797	69 734	130 268
Switzerland	1 462 701	2 449 634	2 803 008	6 715 343
Euro-Topten	0	194 209	435 557	629 766
DE, PT, LU			134 917	134 917
Total	1 814 277	3 387 883	4 333 511	9 535 671

Note: Year 2008 represents data from January to October, as in October the project ended.

Table 2 Total number of visitors by month -

By months:	Visitors for years 2006 – 2008	
	All	Euro-Topten and asso.
January 06	137305	11 814
February 06	123589	13 523
March 06	165832	13 039
April 06	143472	8 396
May 06	184455	39 571
June 06	152180	21 364
July 06	139538	14 436
August 06	131304	17 180
September 06	157727	41 453
October 06	176472	44 914
November 06	155793	53 497
December 06	146610	72 389
January 07	174096	74 552
February 07	169005	62 872
March 07	286102	70 671
April 07	240521	81 821
May 07	220002	58 636
June 07	272325	65 693
July 07	532862	89 763
August 07	288973	69 586
September 07	347250	70 910
October 07	303015	80 127
November 07	253428	99 942
December 07	300304	113 676
January 08	366709	130 727
February 08	312322	118 304
March 08	382979	134 230
April 08	469333	171 902
May 08	527143	170 163
June 08	452085	155 388
July 08	436848	151 327
August 08	410751	130 824
September 08	477964	123 061
October 08	483887	109 677
Total 2006	1 814 277	351 576
Total 2007	3 387 883	938 249
Total 2008	4 333 511	1 395 603
TOTAL	9 535 671	2 685 428

Note: Year 2008 represents data from January to October, as in October the project ended.

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**Web Frequentation note number 4
(Semester I/ 2008 and whole project)**



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