
Covering the next stage of the pandemic

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WHO WE ARE

We enable meaningful stories to thrive — wherever they live

700 enterprise publishers

65 billion pageviews tracked per month

70 Countries

6 Continents



The Washington Post

CNN

Clarín

The Atlantic

Le Monde

The Telegraph

 **UOL**

The New York Times

We'll investigate how reader engagement has changed:

How much people are reading

Where they are finding content

Which content is most engaging

We analyzed **175 billion pageviews**
on 56 million articles, including
6.7 million articles about COVID-19

This analysis is based on aggregated and anonymized data pulled from global media sites that work with Chartbeat and allow us to use this data for research purposes.

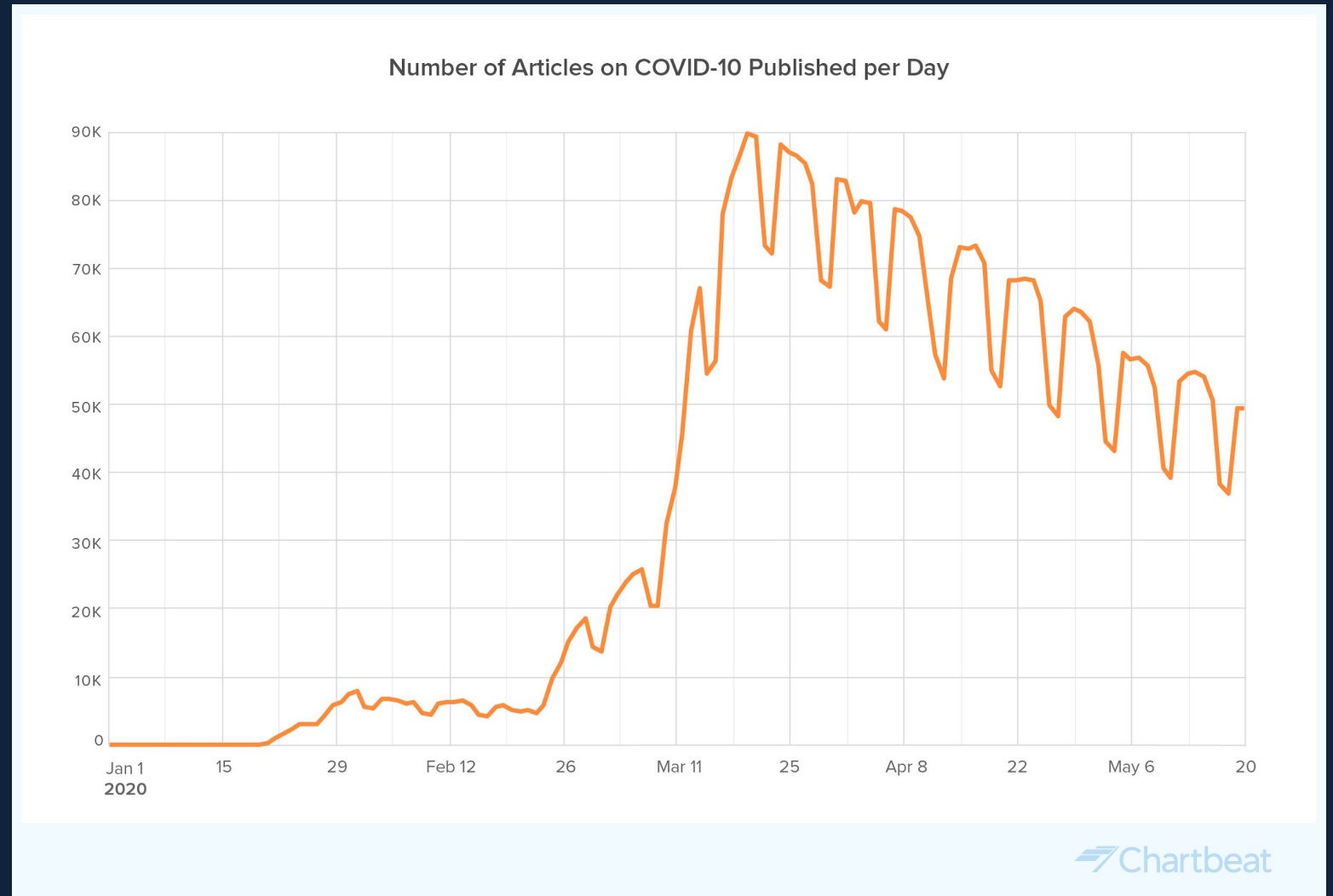


Trends in coverage & traffic



TRAFFIC TRENDS

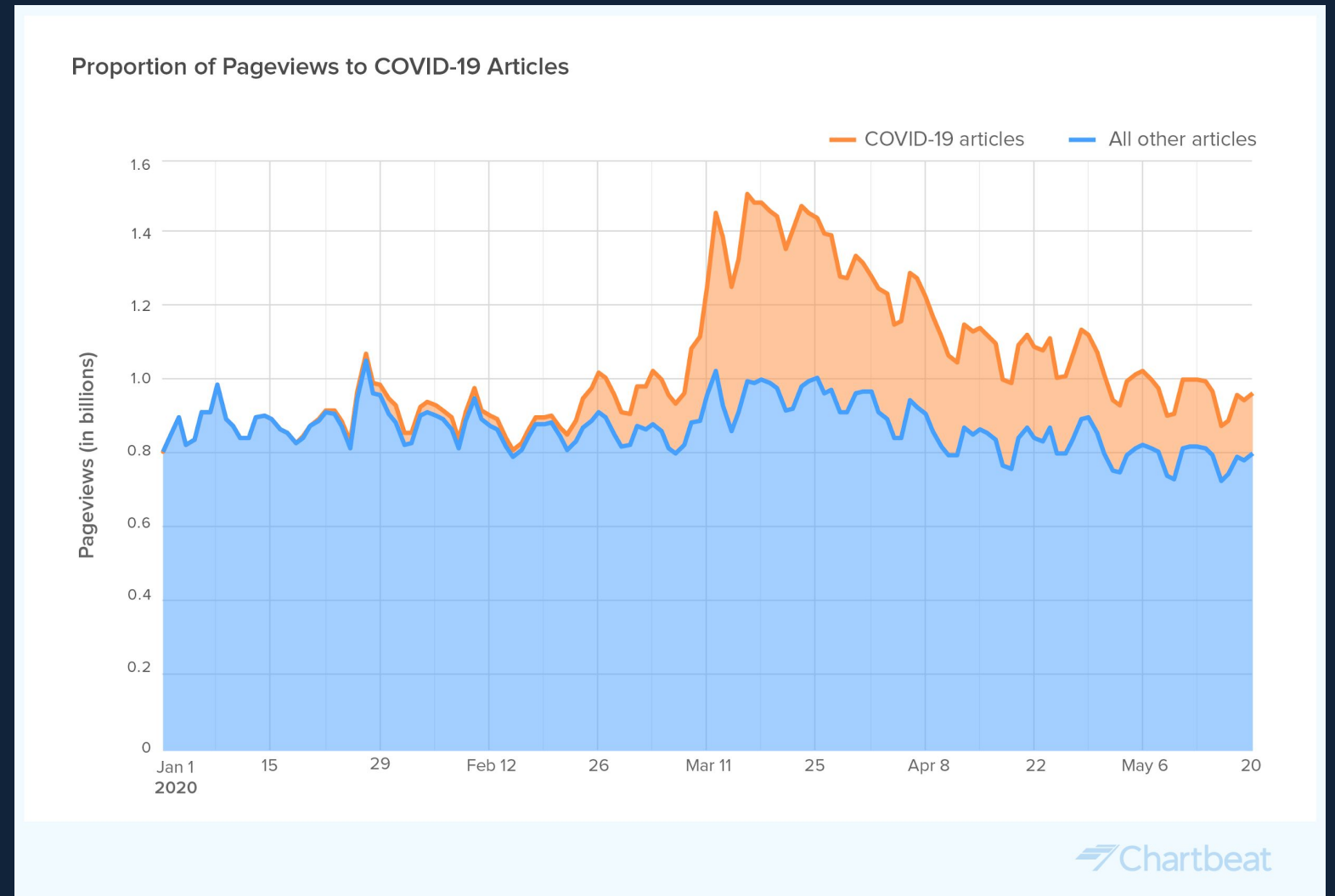
COVID-19 coverage peaked the week of March 18, and the number of articles has steadily declined since then.



TRAFFIC TRENDS

Pageviews on COVID-19 stories have decreased faster than the amount of coverage.

The share of traffic to COVID-19 articles has also decreased from 19% to 14% over the past month.



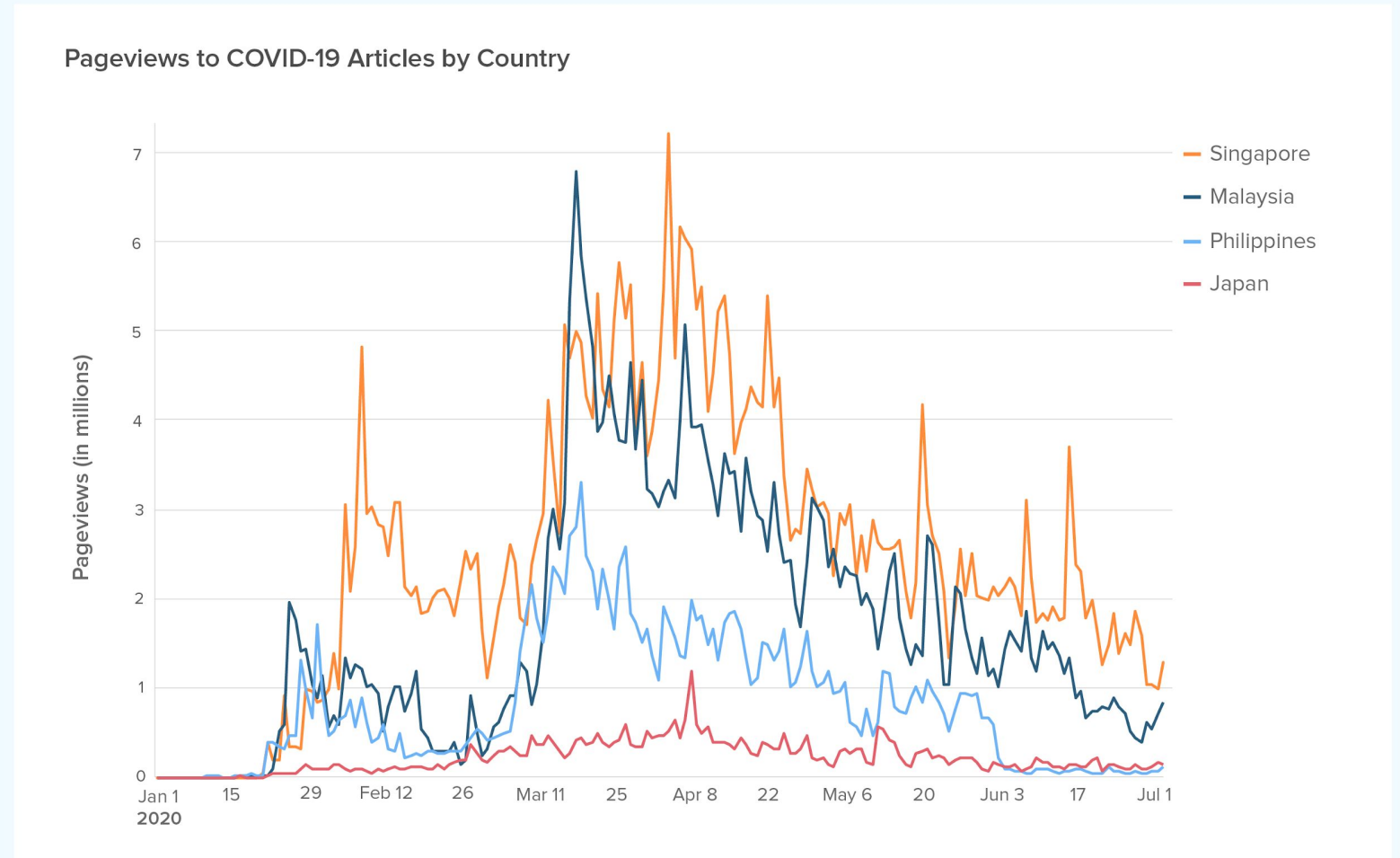
COUNTRY TRENDS

**How has COVID
affected traffic in
Asian countries?**



COUNTRY TRENDS

Compared to the global data, trends in Asian countries with the most traffic to COVID-19 articles show multiple cycles of reader interest.



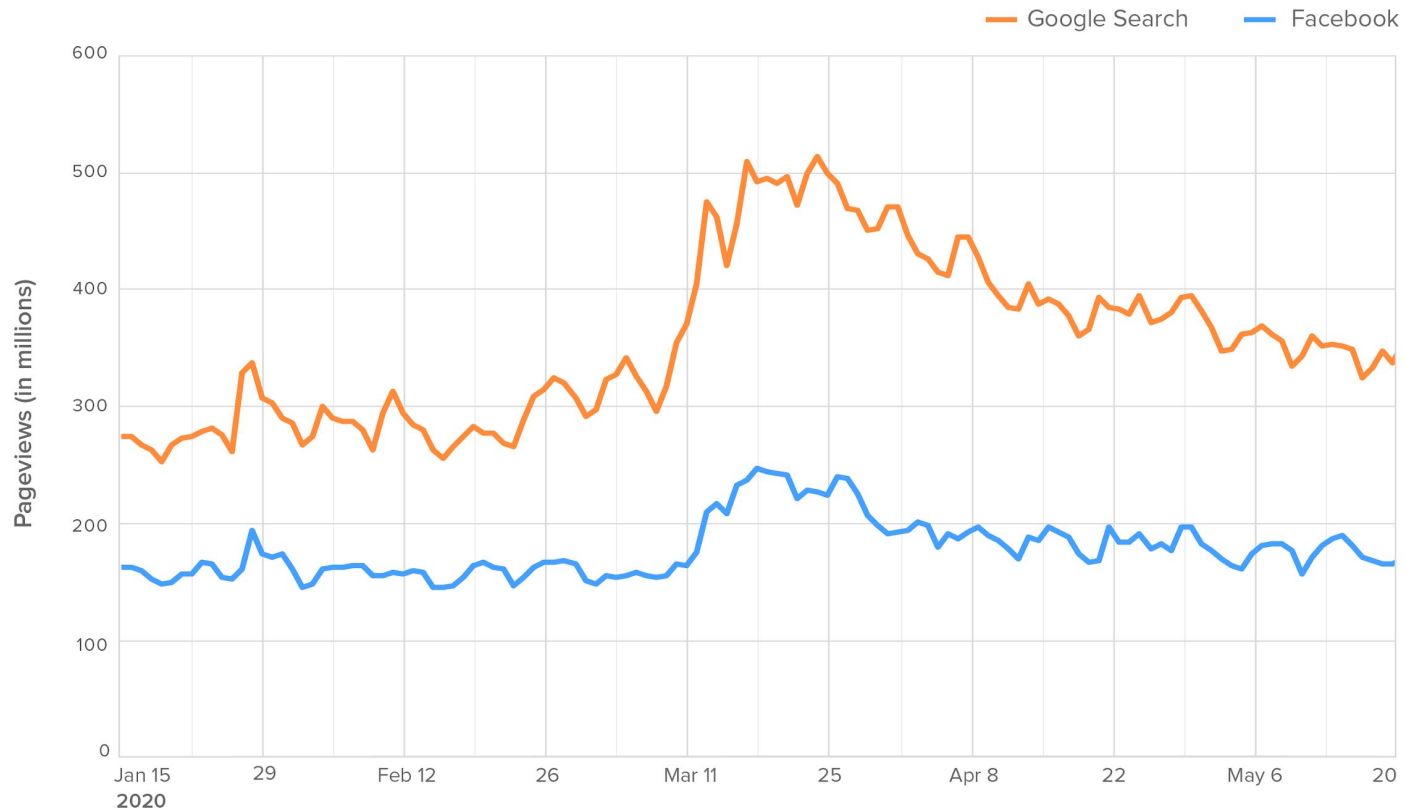
Referrer trends



REFERRER TRENDS

Google and Facebook each saw major increases, with a 60% increase in search traffic and a 35% increase in Facebook

Trends in Google and Facebook Traffic Across Chartbeat Network

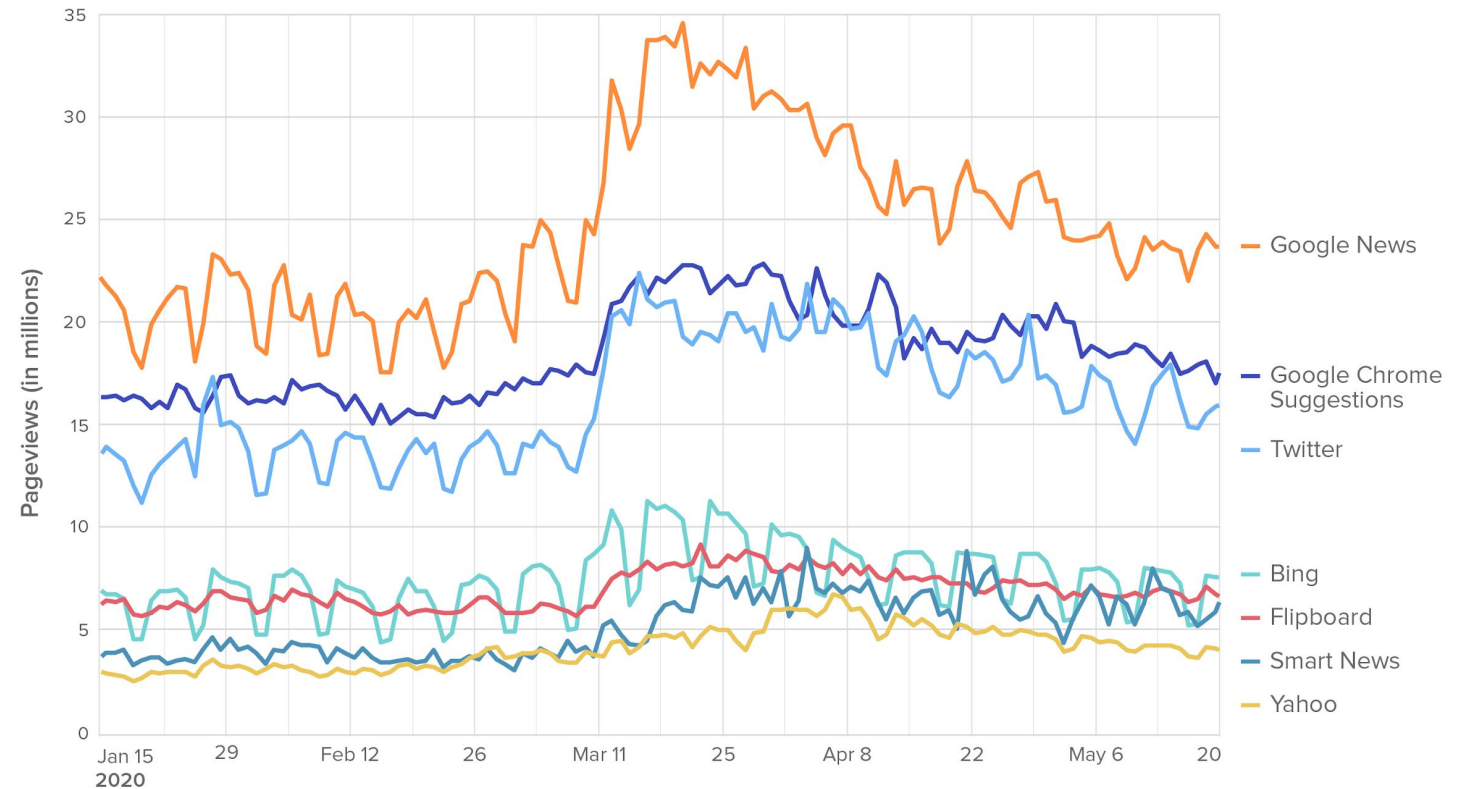


REFERRER TRENDS

The next-largest sources of traffic across the Chartbeat network:

1. Google News
2. Google Chrome Suggestions
3. Twitter
4. Bing
5. Flipboard
6. Smart News
7. Yahoo

Referrer Trends Across the Chartbeat Network



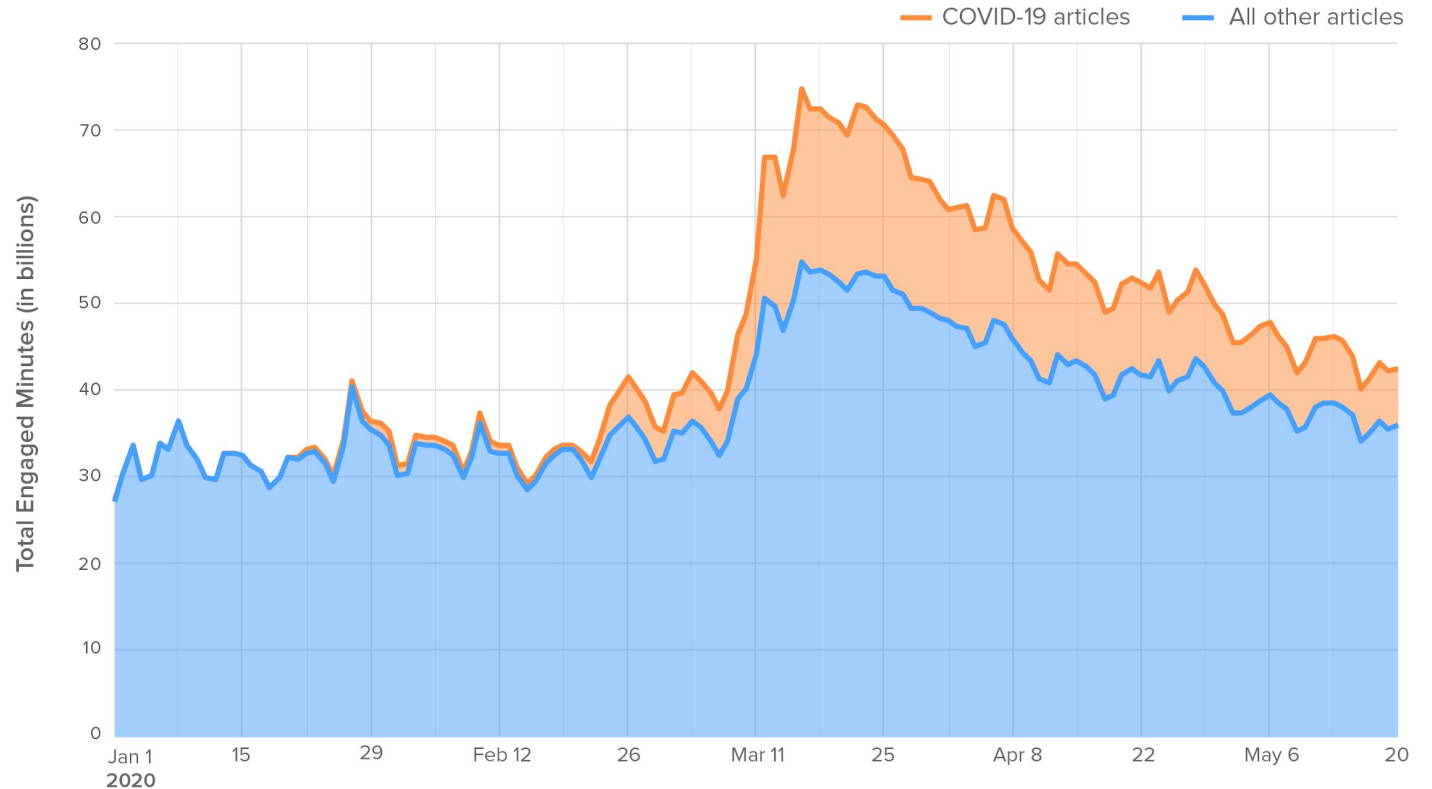
Engagement & topic trends



ENGAGEMENT TRENDS

The ratio of total engaged time to articles on COVID-19 has decreased from 35% during its peak in March to 20% in May.

Proportion of Total Engaged Time Spent on COVID-19 Articles



ENGAGEMENT TRENDS

COVID-19 articles have a **higher Average Engaged Time than general articles**, showing how valuable this content is for readers.



COVID-19 ARTICLES



ALL OTHER ARTICLES



CONTENT TRENDS

Almost half the engagement on the top 100 stories went to live blogs:

Type	% of Top 100	% of engagement	Top traffic source
Articles	49%	35%	Various
Live blogs	39%	45%	Internal
Infographics	8%	12%	Search
Longform	4%	7%	Social



CONTENT TRENDS

Previous research shows the type of content people consume is different on each platform:

Homepage/Internal

- Breaking updates
- Live blogs

Search

- Factual content
- Personally-relevant information
- Interactives & infographics

Social

- Human stories
- Emotional content



Key takeaways



KEY TAKEAWAYS

1. Coverage picked up before reader engagement, and in recent weeks the volume of coverage has outpaced the volume of traffic
2. By country, traffic tends to climb quickly as the virus spreads, but peaks within days of a lockdown.
3. However, traffic remains higher than during normal news cycles.
4. The Google environment has been by far the dominant source of external traffic to coronavirus-related content.
5. Engagement is higher on content that is directly related to coronavirus, but other topics have been steadily growing.



Thank you.

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