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
AGENDA

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
COVID-19 coverage peaked the week of March 18, and the number of articles has steadily declined since then.
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?
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
Google and Facebook each saw major increases, with a 60% increase in search traffic and a 35% increase in Facebook.
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
Engagement & topic 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.
COVID-19 articles have a higher Average Engaged Time than general articles, showing how valuable this content is for readers.
Almost half the engagement on the top 100 stories went to live blogs:

<table>
<thead>
<tr>
<th>Type</th>
<th>% of Top 100</th>
<th>% of engagement</th>
<th>Top traffic source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Articles</td>
<td>49%</td>
<td>35%</td>
<td>Various</td>
</tr>
<tr>
<td>Live blogs</td>
<td>39%</td>
<td>45%</td>
<td>Internal</td>
</tr>
<tr>
<td>Infographics</td>
<td>8%</td>
<td>12%</td>
<td>Search</td>
</tr>
<tr>
<td>Longform</td>
<td>4%</td>
<td>7%</td>
<td>Social</td>
</tr>
</tbody>
</table>
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.