



# SANT JORDI NYC 2020 (ONLINE) DATA REPORT

**Over 100 Events – More than 300 Participants  
(writers, translators, publishers, musicians, journalists, actors, artists, chefs...)**

## Website Visits:

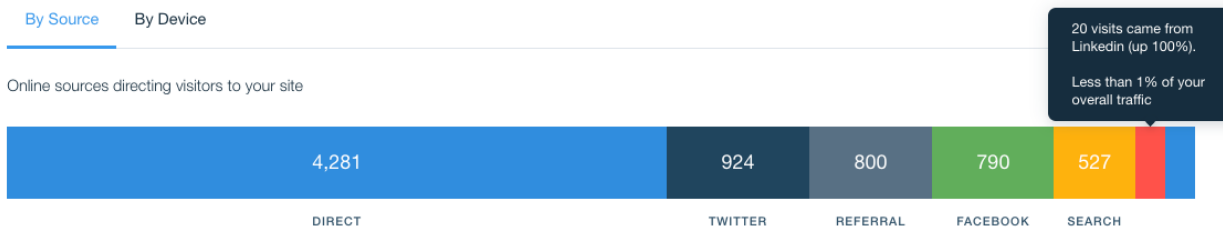
The website got over the 4 weeks since its creation, 7399 visits from a total of 4682 visitors, which also means a large amount of people returned to see the website after their first visit.



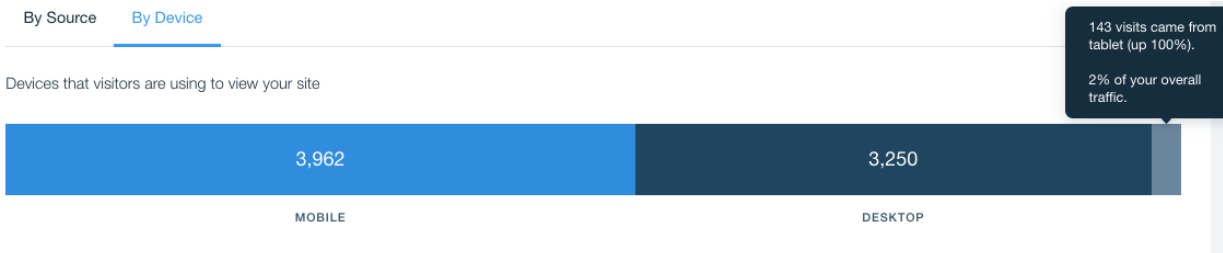
## Traffic Source:

Most people found the website because of email communication or they knew the address.

A lot of people found the website because of Twitter and Facebook posts. Referral means people access the website through a link from another website. The yellow segment is the search, meaning people found the website through a search in Google, Yahoo... The red segment is people who accessed the website through LinkedIn, and the last blue segment is other social media platforms (such as Instagram and else).



This shows that people are mainly accessing the website through their mobile phone, then their computer and finally from their tablet.

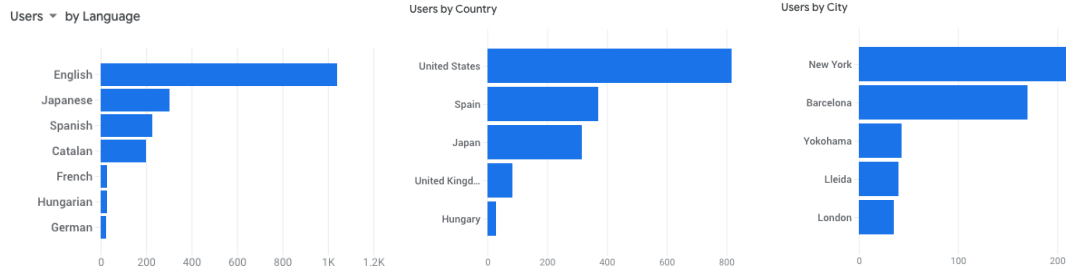


## Demographics:

Our audience was majorly English speaking, the Japanese, then Catalan and Spanish.

People connected to the website from the United States principally, then from Spain, then Japan.

Finally, in terms of cities, first came New York and closely after, Barcelona, then Lleida, Yokohama and London.



Website was visited from at least 59 countries: (data starting End of Day April 24)

Countries in order of traffic:

Totals	15 Iceland	31 Finland	
	16 India	32 Indonesia	
1 United States	17 Australia	33 Norway	
2 Spain	18 China	34 Sweden	47 Costa Rica
3 Japan	19 Italy	35 Turkey	48 Dominican Republic
4 United Kingdom	20 Portugal	36 Vietnam	49 Egypt
5 Hungary	21 Austria	37 Czechia	50 Georgia
6 France	22 Belgium	38 Denmark	51 Iraq
7 Andorra	23 Brazil	39 Romania	52 Kuwait
8 Canada	24 Colombia	40 Thailand	53 Morocco
9 Germany	25 Argentina	41 Venezuela	54 Puerto Rico
10 Switzerland	26 Ireland	42 Bahrain	55 Qatar
11 Netherlands	27 Israel	43 Botswana	56 Saudi Arabia
12 Mexico	28 New Zealand	44 Bulgaria	57 Singapore
13 Ukraine	29 Poland	45 Cambodia	58 Slovakia
14 Greece	30 United Arab Emirates	46 Chile	59 Taiwan

## Page Visited:

During the time of the festival, people visited mainly the main page of the website, then the program for the live stream, then the live stream page.

We note that when comparing datas from the 26 (end of the festival) to now, the audience has shifted towards the video page, the videomapping and webar page, while the views of the other pages continue to increase slowly throughout the website.


Page title and screen class ▾	+ ↓ Views	Users
Totals	6,526 100% of total	1,923 100% of total
1 Home   Sant Jordi NYC   New York   Worldwide	1,538	803
2 (not set)	1,335	971
3 PROGRAM APRIL 23-25   Sant Jordi NYC   New York   Worldwide	1,211	699
4 APR 23-25, 2020 LIVE STREAM   Sant Jordi NYC   New York   Worldwide	902	558
5 Videos   Sant Jordi NYC   New York   Worldwide	392	258
6 WEBAR   WEB AUGMENTED REALITY   Sant Jordi NYC   New York   Worldwide	275	181
7 VIDEO MAPPING   Sant Jordi NYC   New York   Worldwide	272	201
8 MISSION   Sant Jordi NYC   New York   Worldwide	174	116
9 Stories   Sant Jordi NYC   New York   Worldwide	108	80
10 PUBLISHERS & BOOKSTORES   Sant Jordi NYC   New York   Worldwide	89	76

## YOUTUBE (Created April 14, 2020)

### Your channel got 5,000 views in the last 28 days.

This number adds up to the one we had for the website, because the website is linking to youtube, and for the live stream, people had to leave the website to go to youtube live.

The youtube channel had 5,000 views from 2,300 viewers, which means most people returned to watch more from that video channel. With little social media related to the youtube channel, we have jumped from 0 to 88 subscribers. The other interesting data is the average view duration, which is quite high.






Views	Watch time (hours)	Subscribers	Unique viewers 	Average views per viewer	Average view duration
5.0K	958.9	+88	2.3K	2.2	12:22

### Views per video:

The video in the 2<sup>nd</sup> row is the livestream of the 1<sup>st</sup> day.

The video in row 5 is the cleaned version of the livestream of the 1<sup>st</sup> day (which has already over 300 views).

Overall, people keep watching the 9-hour video-sessions. I believe that if we have the videos separated with a more precise description for each of them, it will attract even more traffic to the video channel.

Video		Average view duration	Views
1	 SANT JORDI NYC 3rd DAY - APRIL 25, 2020 Apr 25, 2020	11:36 (2.1%)	1,511
2	 SANT JORDI NYC 1ST DAY - APRIL 23, 2020	13:50 (2.5%)	1,227
3	 SANT JORDI NYC 2nd DAY - APRIL 24, 2020 Apr 24, 2020	14:47 (2.9%)	1,119
4	 SANT JORDI NYC 4TH DAY - APRIL 26, 2020 Apr 26, 2020	10:25 (2.9%)	488
5	 SANT JORDI NYC 1ST DAY - APRIL 23, 2020 Apr 25, 2020	2:49 (0.6%)	396

## Where videos were seen

The videos were seen mostly in the United States, Spain and Japan. The watch time is dominantly higher in the US with 339 hours. Finally, the average view duration is the highest in the United States, then the UK (over 10 min average), then Andorra and Irak.

Geography	Views ↓	Average view duration	Watch time (hours)
<input type="checkbox"/> Total	<b>4,949</b>	<b>11:36</b>	<b>957.0</b>
<input checked="" type="checkbox"/> United States	1,334 27.0%	16:22	364.0 38.0%
<input checked="" type="checkbox"/> Spain	703 14.2%	5:46	67.7 7.1%
<input checked="" type="checkbox"/> Japan	622 12.6%	9:30	98.5 10.3%
<input type="checkbox"/> United Kingdom	77 1.6%	10:04	12.9 1.4%
<input type="checkbox"/> Germany	25 0.5%	5:35	2.3 0.2%
<input type="checkbox"/> Canada	15 0.3%	5:57	1.5 0.2%
<input type="checkbox"/> Andorra	12 0.2%	9:42	1.9 0.2%
<input type="checkbox"/> Iraq	12 0.2%	8:27	1.7 0.2%
<input type="checkbox"/> Chile	11 0.2%	7:46	1.4 0.2%

## Age groups and behavior (for people that were logged-in to YouTube while watching)

This metric is mostly to establish who was the audience and their behavior. We see that consistently, the people that watched the most the videos are also the ones that spent the longest time watching them. But. At the same time, the 18-24 years old range (which is the age target with smallest views) was watching for a longer time than for example the 55-64 years old.

This measure is to be taken with a grain of salt since most people didn't log-in to youtube while they were watching the videos.

Viewer age ↓	Views	Average view duration	Average percentage viewed	Watch time (hours)
<input type="checkbox"/> 13-17 years	—	—	—	—
<input checked="" type="checkbox"/> 18-24 years	2.5%	12:03	2.4%	1.8%
<input checked="" type="checkbox"/> 25-34 years	25.9%	15:40	3.1%	24.3%
<input checked="" type="checkbox"/> 35-44 years	27.3%	20:37	4.0%	33.6%
<input checked="" type="checkbox"/> 45-54 years	25.7%	17:14	3.5%	26.4%
<input checked="" type="checkbox"/> 55-64 years	5.4%	7:05	1.3%	2.3%
<input checked="" type="checkbox"/> 65+ years	13.2%	14:53	3.0%	11.7%

## Gender and behavior (for people that were logged-in to YouTube while watching)

Women watched more and for a longer time than men.

Viewer gender ↓	Views	Average view duration	Average percentage viewed	Watch time (hours)
<input checked="" type="checkbox"/> Female	51.6%	16:33	3.4%	56.6%
<input checked="" type="checkbox"/> Male	48.4%	13:30	2.7%	43.4%

## Device type:

People watched YouTube mostly from their mobile devices, then on their computer. Some people were watching directly from their TV, as if it were a regular program!

Device type	Views ↓	Watch time (hours)	Average view duration
<input type="checkbox"/> <b>Total</b>	<b>4,949</b>	<b>957.0</b>	<b>11:36</b>
<input type="checkbox"/> Computer	2,380 48.1%	701.8 73.3%	17:41
<input type="checkbox"/> Mobile phone	2,250 45.5%	165.0 17.2%	4:23
<input type="checkbox"/> Tablet	215 4.3%	50.0 5.2%	13:57
<input type="checkbox"/> TV	104 2.1%	41.6 4.4%	24:00

## Traffic Source:

People can through the YouTube channel from the website and twitter mainly. Then from WhatsApp and Facebook.

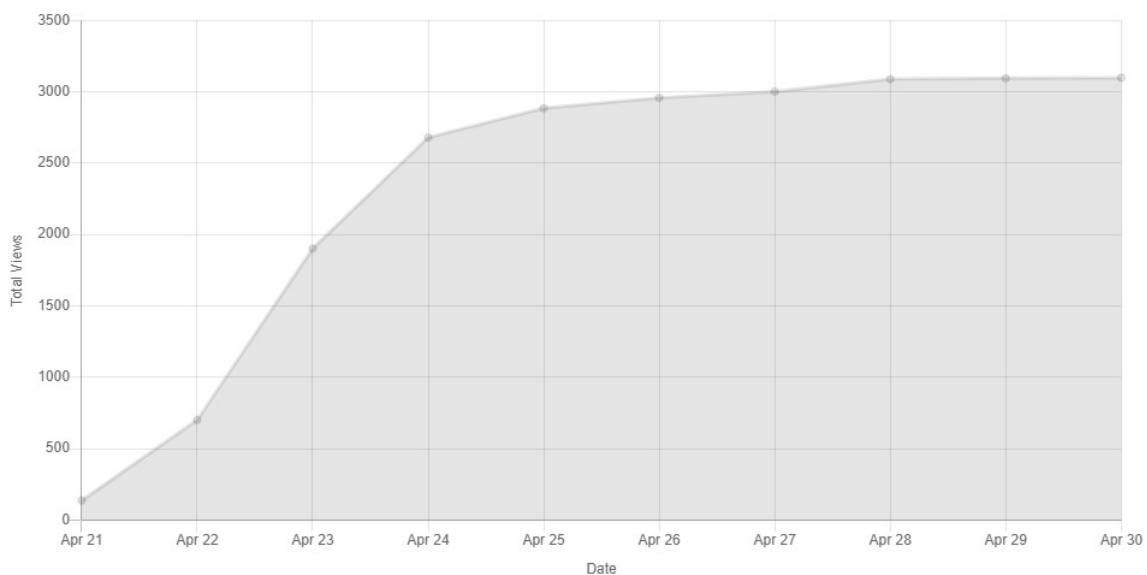
Traffic source > External	Views ↓	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate
<input type="checkbox"/> <b>Total</b>	<b>2,645</b>	<b>366.1</b>	<b>8:18</b>	<b>0</b>	<b>0%</b>
<input type="checkbox"/> santjordinc.org	739 27.9%	173.7 47.5%	14:06	0	—
<input type="checkbox"/> Twitter	668 25.3%	44.4 12.1%	3:59	0	—
<input type="checkbox"/> WhatsApp	214 8.1%	9.4 2.6%	2:38	0	—
<input type="checkbox"/> Facebook	189 7.2%	14.8 4.0%	4:41	0	—
<input type="checkbox"/> Chrome app	68 2.6%	15.2 4.2%	13:25	0	—
<input type="checkbox"/> YouTube	54 2.0%	13.2 3.6%	14:42	0	—
<input type="checkbox"/> Gmail	25 1.0%	2.9 0.8%	7:01	0	—
<input type="checkbox"/> Google Search	25 1.0%	7.9 2.2%	18:51	0	—
<input type="checkbox"/> instagram.com	11 0.4%	0.2 0.1%	1:04	0	—

## WEBAR:

### RECENT TRENDS

Your project has 3,098 views in the last 30 days.

Total Daily



## KICKSTARTER:

Donors came mainly from direct links that were sent personally to them, via emails or messages.

Facebook postings of the Kickstarter campaign was also one of the main source.

Twitter comes next.

People also searched specifically for our Kickstarter on Google and donated.

The newsletter helps create reminders for people to donate.

Finally, some donations were made, coming from the website and from youtube (during the livestream).

All in all, this means that we didn't neglect to communicate on every platform the kickstarter, and the overall effort gathered different audiences. Also, it is to note that the most effective remains to address personally people.

## Referrers

Referrer	Type	# of Pledges	% of Pledged	Pledged
Direct traffic no referrer information	External	70	51.74%	\$4,617.00
Facebook	External	21	10.03%	\$895.00
twitter.com	External	12	5.44%	\$485.00
Search	Kickstarter	3	5.10%	\$455.00
google.com	External	7	4.88%	\$435.00
com.google.android.gm	External	2	3.92%	\$350.00
Kickstarter newsletter: Happening 04/21/2020	Kickstarter	8	3.64%	\$325.00
Email: pledge interrupted, backer asked to check payment details	Kickstarter	4	3.47%	\$310.00
santjordinyc.org	External	2	2.80%	\$250.00
<a href="#">Advanced Discovery</a>	Kickstarter	1	2.30%	\$205.00
l.instagram.com	External	2	1.74%	\$155.00
Android deep link	Kickstarter	1	1.23%	\$110.00
Internal	Kickstarter	1	1.23%	\$110.00
Kickstarter homepage	Kickstarter	2	1.12%	\$100.00
youtube.com	External	2	0.67%	\$60.00
google.es	External	1	0.28%	\$25.00
<a href="#">Projects We Love (Discover)</a>	Kickstarter	2	0.12%	\$11.00
info.nishikanako.com	External	1	0.11%	\$10.00
Email	Kickstarter	1	0.11%	\$10.00
Kickstarter newsletter: Happening 04/25/2020	Kickstarter	1	0.06%	\$5.00