

ITS Radar International

Analysis of Website Statistics – May 2008 to September 2008

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V4

CLIENT PROJECT REPORT

TRL Limited



CLIENT PROJECT REPORT 266

ANALYSIS OF WEBSITE STATISTICS – MAY 2008 TO SEPTEMBER 2008

Version: 4

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Prepared for: Project Task Reference 429(387) HTRL
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1 Introduction

1.1 Background

This report has been prepared by TRL Limited and Faber Maunsell on behalf of the Highways Agency (HA) to provide information on the usage of the two ITS Radar International websites:

- <http://www.haeuwatchits.info>, formerly HA EU Watch, run by TRL
- <http://www.itsradar.co.uk>, formerly ITS Radar, run by Faber Maunsell.

These websites host the information for the ITS Radar International project, which includes the latest news in Intelligent Transport Systems (ITS) relevant to the HA, as well as an archive of all previous newsletters, articles, fact sheets, events, an ITS standards tracker, conference reports and other documents. Newswires summarising the latest information posted on the web sites are circulated regularly to HA staff with an interest in ITS. During the period 01/05/2008 to 30/09/2008, four newswires were published in May, June, July and September.

This report contains information on the following:

- Section 2 – Number of Visits
- Section 3 – Geographical Location of Visitors
- Section 4 – Referrals
- Section 5 – Pages Viewed, Time Spent and Points of Entry
- Section 6 – Document Downloads

1.2 Collection of Data

The web statistics for the two sites are collected using various different services.

- The TRL website is monitored using <http://livestats.sksl.com>, which is a subscription service that collects data on a wide range of indicators. It does not filter out web crawlers and is able to log the IP addresses of all visitors. This is denoted as “**EU**” in this report.
- The Faber Maunsell website is monitored using <http://www.google.com/analytics>, which is a free service that collects data on a wide range of indicators. It filters out visits from web crawlers and is able to log the identity of some of the visitors. This is denoted as “**Radar [1]**” in this report and covers the period from 8 May 2008 onwards.
- The Faber Maunsell website is also rigged to record site activity itself. This consists of a basic counter that logs the IP address of each visitor, the time and number of pages viewed in each visit, and covers all of the time since the web site was set up. However it does not include more sophisticated statistics as in “Radar 1”. The majority of visits are people or ‘bots’ hitting single pages with false IP addresses to see if they can ‘hack’ them. Google Analytics filters out such activity, whereas this counter is not as sophisticated. However, it does capture HA IP visits. This is denoted as “**Radar [2]**” in this report.

There may be discrepancies between the indicators for the two sites due to the different data collection methods, however it is likely that the logs of the IP addresses from EU and Radar 2 are accurate for both sites. The EU Watch website now also uses the Google Analytics service, so that more direct comparisons can be made in future reports.

2 Number of Visits

The following definitions are used in this report:

- **Page Views** – the number of times individual pages within the website were viewed over a specified period
- **Visits** – the number of times that people (or automated bots) visited the web site over a specified period. One visit can consist of one or more page views. A visit is counted once for each “session”. A session ends when the browser is closed or if there is a 30-minute period of inactivity. Each time an individual re-visits the site this is counted as a new visit.
- **Unique Visitors** – the number of different people (or automated bots) that visited the site over a specified period. A single person can make multiple visits, but they will only be counted as a single unique visitor.

2.1 Visits from HA IP Addresses per Month

An IP address identifies the computer network of the visitor. Figure 1 shows the number of visits per month from HA IP addresses. These do not include visits by HA staff working away from the office.

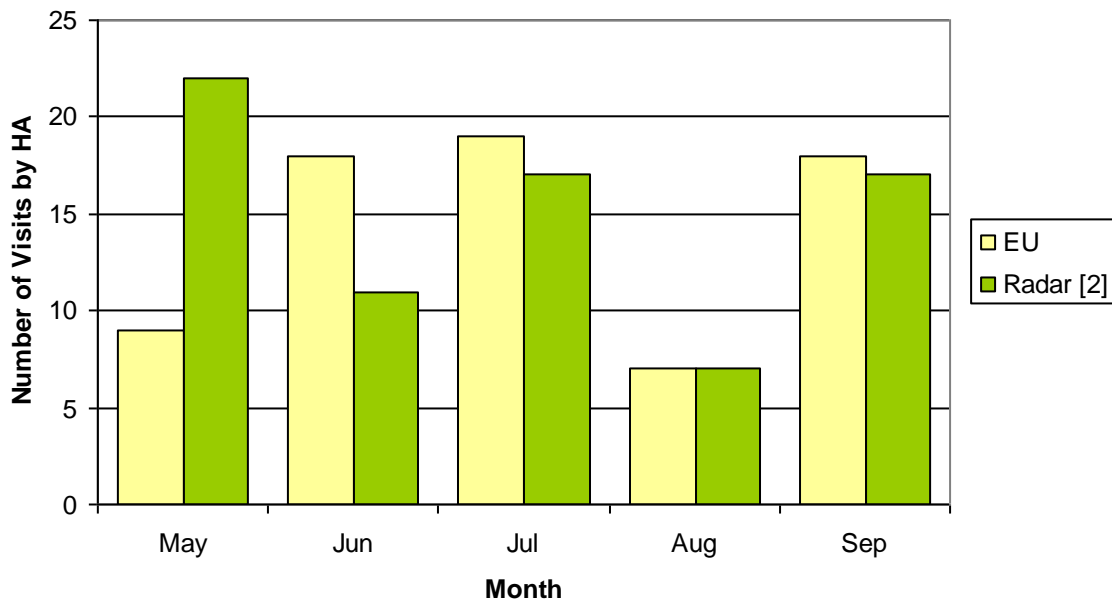


Figure 1 - Visits from HA IP Addresses

The number of visits from HA addresses each month varied quite considerably. According to the EU and Radar [2] tracking services, the maximum number of visits that the EU Watch site received in a month was 19 in July, and the maximum for ITS Radar was 22 in May. Both sites had a minimum of 7 visits in August; this is likely to be due to the combined effects of the holiday season and the fact that there was no newswire produced in this month. There were a total of 71 and 74 HA visits over the 5-month period for the EU Watch and ITS Radar sites, respectively, an average of about 16 per month in the months when a newswire was published.

The Google Analytics service used by the Radar [1] tracking service prevents identification of potentially personal information, so statistical analysis of the individual HA addresses is not possible.

Table 1 provides a further breakdown of the visitor's identity. When updating the website, users from Faber Maunsell and TRL create visits to their respective sites and these are also included in the table so that the scale of this activity can be taken into account.

Table 1 - Visits from TRL, HA and Other IP Addresses

	From	May	Jun	Jul	Aug	Sep	Total	%
EU	HA	9	18	19	7	18	71	0.3%
	TRL	33	29	30	26	23	141	0.6%
	Other	8251	5635	4442	3014	2140	23482	99.1%
	Total	8293	5682	4491	3047	2181	23694	100%
Radar [1]	Total	80*	111	110	87	131	519	100%
Radar [2]	HA	22	11	17	7	17	74	0.2%
	FM	35	16	24	5	23	103	0.3%
	TRL	4	4	12	7	4	31	0.1%
	Other	8661	8293	7626	5855	4356	34992	99.4%
	Total	8722	8324	7679	5875	4400	35000	100%

*Recorded from 8 May

According to the EU and Radar [2] tracking services, the HA and TRL/ FM visits make up a very small percentage of total visits, 0.3% and 0.6% from around 23,700 visits for EU Watch and 0.2% and 0.3% from about 35,000 visits for ITS Radar, respectively.

The Google Analytics service, Radar [1], logged a much lower total of 519 visits over the 5-month period. This was because the Google Analytics service filters out web crawlers.

The password protection was removed from the Radar site in June. This does not seem to have resulted in an immediate increase in the number of visits to the site. The apparent increase in visits between May and June in the visits recorded by Radar [1] is because the records for May cover only about three weeks of the month.

2.2 Visits from all IP Addresses per Day

Table 2, Figure 2 and Figure 3 show the average number of visits per day for each month as recorded by the three tracking services, using the figures in Table 1 to calculate the daily averages.

Table 2 - Average Number of Visits per Day

	May	Jun	Jul	Aug	Sep
EU	267.5	189.4	144.9	98.3	72.7
Radar [1]	3.5*	3.7	3.5	2.8	4.4
Radar [2]	281.4	277.5	247.7	189.5	146.7

*Recorded from 8 May

The EU and Radar [2] trackers both show that the average number of visits from all IP addresses decreased throughout the 5-month period. The EU website decreased from about 270 visits per day in May, to about 70 visits per day in September on average. Similarly, the ITS Radar website decreased from about 280 per day in May, down to about 150 per day in September. This could be interpreted as a flurry of activity when the service re-started followed by a gradual decrease in interest, but a similar trend was observed in May to September 2006 during the EU Watch project (which had begun publishing articles on the web site several months earlier), so it may simply reflect variations in the activity of web crawlers.

The Radar [1] tracker shown in Figure 3 does not show such a decreasing trend and has much lower values of on average 2 to 5 visits per day, for the reasons described in Section 1.2. In August the figures were lower, probably due to the combined effects of holidays and no newswire, as mentioned in Section 2.1.

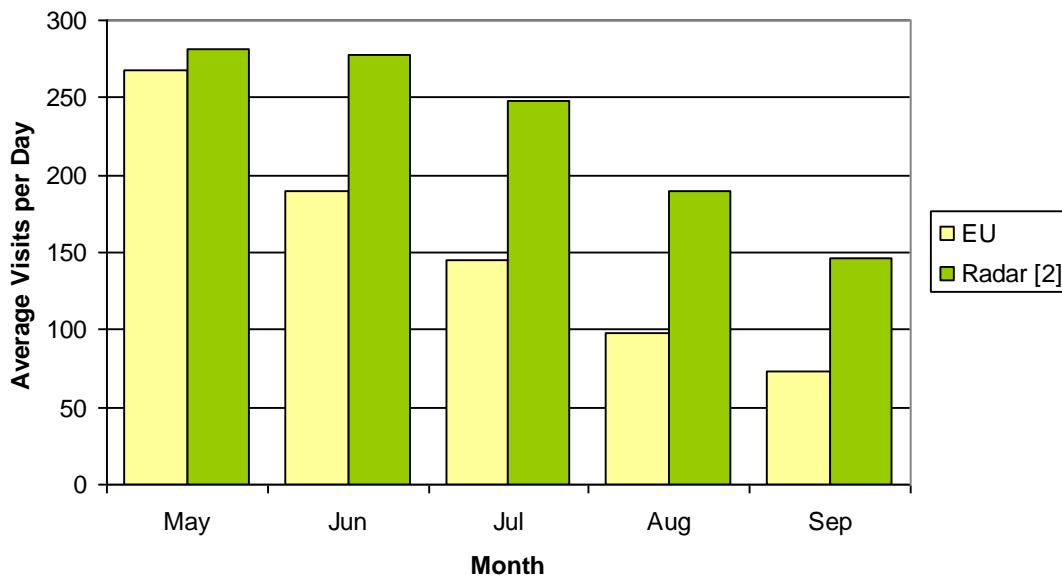


Figure 2 - Average Number of Visits per Day – EU Watch and Radar [2]

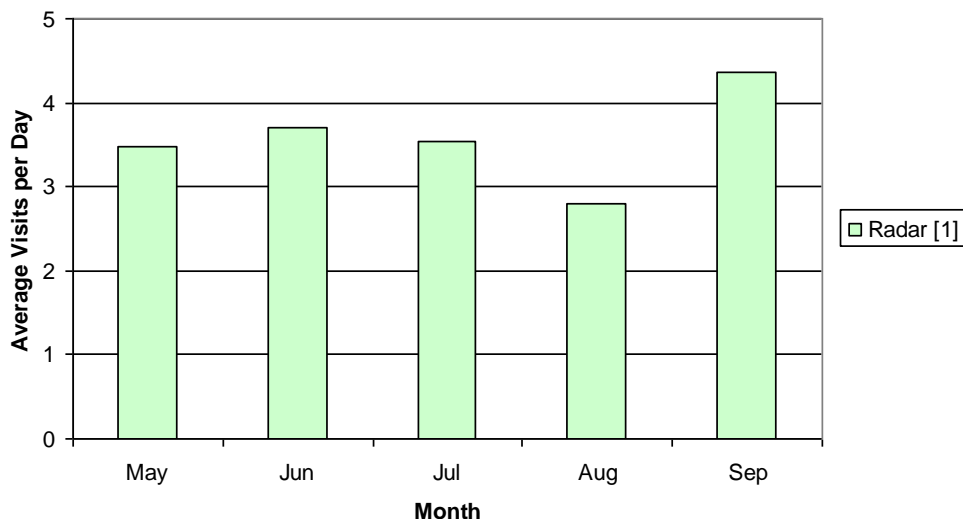


Figure 3 - Average Number of Visits per Day – Radar [1]

Figure 4 to Figure 6 show the number of visits per day from all IP addresses for the EU Watch and ITS Radar websites respectively. Different colours are used in each figure to represent weekdays and weekends. The publication dates of the four newswires are annotated on each figure, and were as follows:

- May 2008, Newswire 23, published 07/05/2008
- Jun 2008, Newswire 24, published 04/06/2008
- Jul 2008, Newswire 25, published 04/07/2008
- Sep 2008, Newswire 26, published 17/09/2008

On the EU Watch website, the number of visits ranged from 45 to 452, with substantially more in May on average compared to later months. Figure 4 shows that there were no visits before April 22nd; this was the date that the 'Livestats' package was activated.

Figure 5 shows that the number of visits per day to the ITS Radar website as recorded by Radar [1] ranges from 0 to 13.

Figure 6 shows that Radar [2] recorded very large numbers of visitors to the ITS Radar site on certain days; in particular, there were 1,108 visits on 25/05/08.

The graphs show that where there are peaks in numbers of visits to the sites which occur immediately after the newswires were published, these are not as high as some of the other peaks observed. However in the case of Radar [1] shown in Figure 5, there does appear to be some evidence of an increase in visits after publication of the newswire followed by a general decline until the next publication. The user survey which was despatched on 2nd September and requested completion of the questionnaire via the web site also generated an increase in visits to the site.

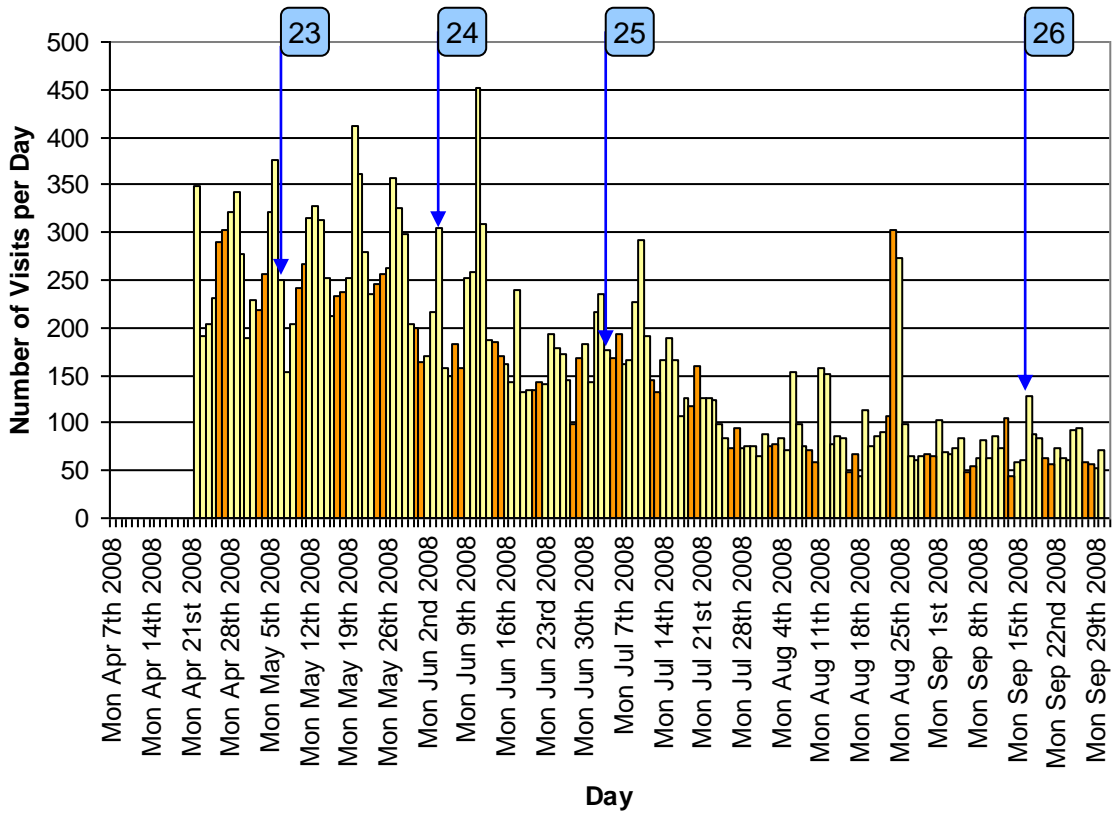


Figure 4 - Number of Visits per Day, EU

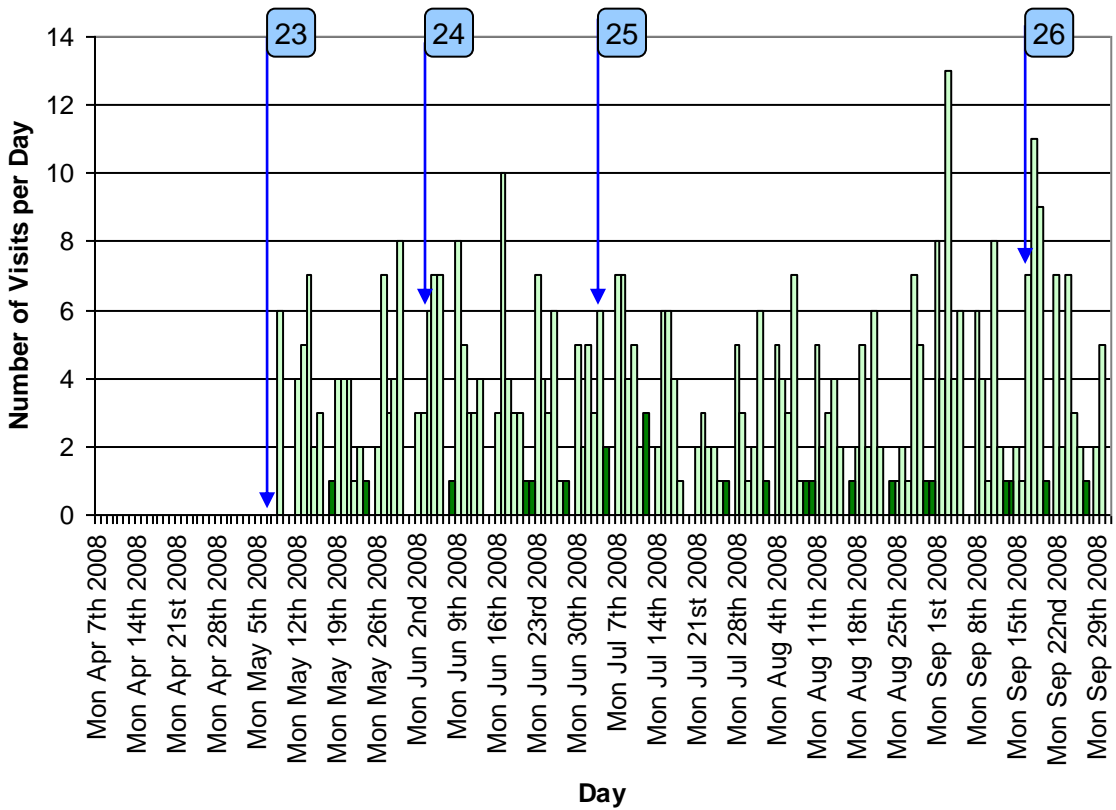


Figure 5 - Number of Visits per Day, Radar [1]

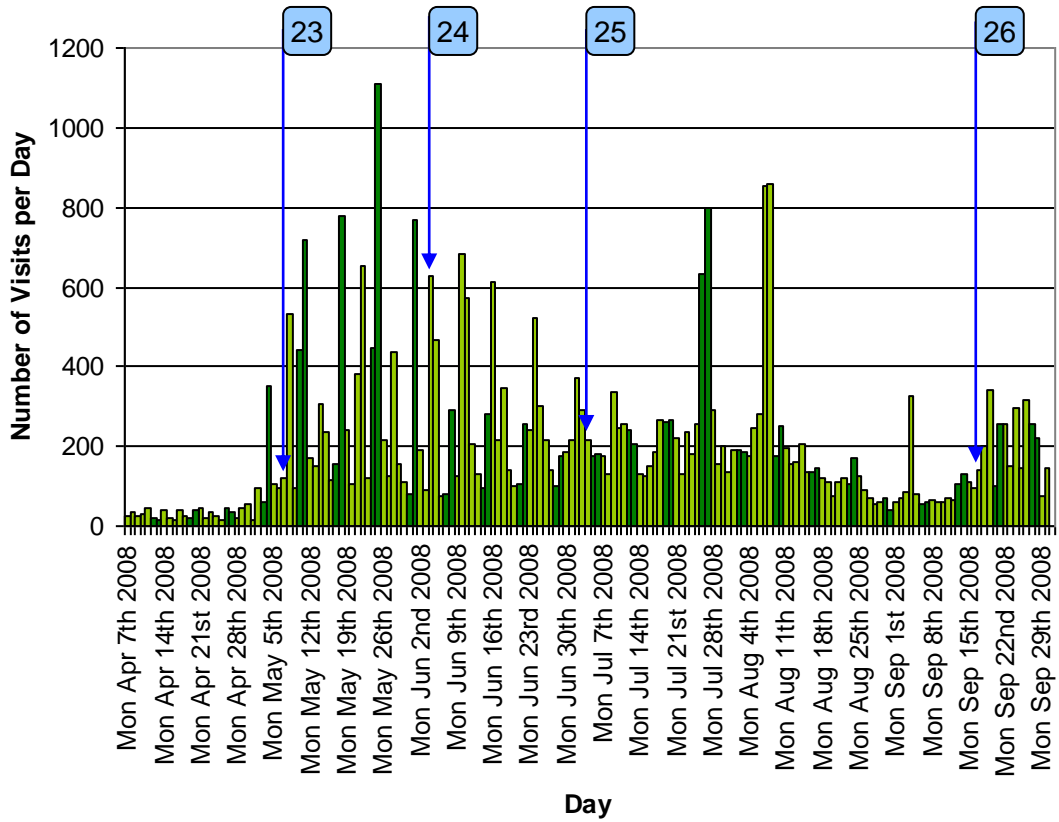


Figure 6 - Number of Visits per Day, Radar [2]

3 Geographical Location of Visitor

The tables below show the number of visits to the site according to the location of visitors; in Table 3 these are summarised by continent, whereas Table 4 provides a summary of visitors in Europe.

Table 3 - Number of Visits by Continent

	From	May	Jun	Jul	Aug	Sep	Total	% of total	% of known
EU	Americas	3191	3863	2635	1679	855	12223	51.6%	79.9%
	Europe	422	446	419	246	289	1822	7.7%	11.9%
	Asia	198	308	291	205	161	1163	4.9%	7.6%
	Oceania	7	14	11	9	10	51	0.2%	0.3%
	Africa	4	7	6	15	4	36	0.2%	0.2%
	Unknown	4471	1044	1129	893	862	8399	35.4%	
Radar [1]	Americas	4*	7	6	12	7	36	6.9%	
	Europe	63*	94	96	65	108	426	82.1%	
	Asia	3*	9	6	5	9	32	6.2%	
	Oceania	2*	1	2	2	5	12	2.3%	
	Africa	8*	0	0	3	2	13	2.5%	

*Recorded from 8 May

It can be seen that for the EU Watch website, 88% of the visitors with known locations were from outside Europe, with 80% from the Americas. The newswires are distributed to only a few subscribers based in the Americas, hence it is likely that most of these visitors were web crawlers or visitors arriving at the site as a result of entering a specific search term in a search engine. For the ITS Radar website, 82% of the visitors were from Europe, with 7% from the Americas, according to the Radar [1] tracking service.

Table 4 - Number of Visits by Country in Europe

	From	May	Jun	Jul	Aug	Sep	Total	% of European
EU	UK	142	182	185	126	144	779	42.8%
	Germany	34	53	109	23	35	254	13.9%
	Switzerland	83	36	10	1	4	134	7.4%
	Netherlands	22	29	15	14	8	88	4.8%
	France	21	13	14	12	19	79	4.3%
	Spain	31	22	9	6	11	79	4.3%
	Belgium	7	21	10	6	10	54	3.0%
	Italy	16	9	7	10	12	54	3.0%
	Poland	8	12	15	6	6	47	2.6%
	Sweden	6	19	2	9	5	41	2.3%
	Russia	5	9	10	6	2	32	1.8%
	Ukraine	3	5	5	5	1	19	1.0%
	Austria	3	4	2	2	5	16	0.9%
	Portugal	7	4	1	1	3	16	0.9%
	Czech Rep	3	3	1	4	4	15	0.8%
	Finland	7	2	2	0	3	14	0.8%
	Romania	6	3	1	1	3	14	0.8%
	Greece	6	2	3	2	0	13	0.7%
	Norway	2	5	0	3	1	11	0.6%
	Ireland	4	1	1	0	3	9	0.5%
Slovenia	1	4	1	2	1	9	0.5%	
Other	5	8	16	7	9	45	2.5%	
Radar [1]	UK	44*	71	80	41	89	325	76.3%
	France	11*	5	5	4	2	27	6.3%
	Germany	3*	2	6	2	3	16	3.8%
	Netherlands	1*	2	0	1	3	7	1.6%
	Norway	1*	5	1	0	0	7	1.6%
	Greece	0*	1	1	4	0	6	1.4%
	Finland	1*	1	0	2	1	5	1.2%
	Belgium	1*	0	0	2	1	4	0.9%
	Italy	0*	0	0	4	0	4	0.9%
	Spain	0*	1	0	0	2	3	0.7%
	Sweden	0*	0	0	1	2	3	0.7%
Other	1*	6	4	3	5	19	4.5%	

*Recorded from 8 May

The majority of European visits were from the UK for both the EU Watch and ITS Radar websites, with 43% and 76% respectively. Germany and France made up more than 3% of the European visits for both websites, with Switzerland, the Netherlands and Spain also making up more than 3% of the European visits to the EU Watch website.

4 Referrals

A referral is defined as an occasion when specific URLs send users to the site. These are genuine visitors and do not include web crawlers.

Table 5 shows the percentage of visits by whether they came from:

- A referral from a search engine
- A referral from another site
- A direct link to site

Table 5 - Referrals and Direct Links

	Referrals	May	Jun	Jul	Aug	Sep	Total
EU	Total number of visits	8293	5682	4491	3047	2181	23694
	Total number of referrals	596	1078	781	751	381	3587
	% Referrals from a search engine	2.6%	4.4%	6.0%	7.9%	12.8%	5.3%
	% Referrals from another site	4.6%	14.6%	11.5%	16.7%	4.6%	9.9%
	% Direct link to site	92.8%	81.0%	82.6%	75.4%	82.5%	84.8%
Radar [1]	Total number of visits	80*	111	110	87	131	519
	Total number of referrals	46*	64	51	63	79	303
	% Referrals from a search engine	31.3%	45.1%	29.1%	52.9%	36.6%	38.7%
	% Referrals from another site	26.3%	12.6%	17.3%	19.5%	23.7%	19.7%
	% Direct link to site	42.5%	42.3%	53.6%	27.6%	39.7%	41.6%

*Recorded for 3 weeks only

For the EU Watch website, the majority of initial page views to the site were through direct links, with only 15% of visits from referrals, either from a search engine or another site. On the contrary, 59% of visits to the ITS Radar website were through referrals. A direct link to the site suggests that the visitor used either a link in the newswire, a favourite link, or typed the website name directly into the browser. The larger percentage of direct links to the EU Watch site may be explained by readers clicking on links in the newswire summary to read the full article on the site. In contrast, the Radar articles in the newswire are complete so readers do not need to link to the site to obtain the information.

5 Pages Viewed, Time Spent and Points of Entry

Table 6 shows the average number of pages viewed and the average amount of time (in minutes and seconds) spent per visit.

Table 6 - Pages Viewed and Duration of Visits

	Time Spent	May	Jun	Jul	Aug	Sep	5-month
EU	Average page views per visit	2.2	3.5	3.5	3.3	4.0	3.0
	Average time spent per visit	01:58	02:39	03:41	03:32	03:12	02:46
Radar [1]	Average page views per visit	3.9	2.6	3.2	4.5	3.1	3.4
	Average time spent per visit	04:49	01:49	02:45	02:06	02:06	02:36

This table suggests a trend of increasing number of page views per visit for the EU Watch website from 2.2 in May up to 4.0 in September. It also suggests a corresponding increase in average time spent per visit. No such relationship exists for the ITS Radar site. The table also shows the average number of page views and time spent per visit for the entire 5-month period. The averages were similar for the two sites, with the ITS Radar site having a higher number of average page views, and the EU Watch site having a slightly higher average time spent.

Table 7 lists the number of views for each type of page for the two websites.

Table 7 - Number of Page Views to Each Type of Page

	Page	May	Jun	Jul	Aug	Sep	Total	%
EU	News Story	12752	13055	9116	5814	4030	44767	75.6%
	Project Overview	800	1181	1233	872	976	5062	8.5%
	Home Page	651	812	1019	565	612	3659	6.2%
	FAQ	336	382	435	359	229	1741	2.9%
	Contact Us	92	196	458	148	159	1053	1.8%
	Latest News	152	207	211	134	141	845	1.4%
	Archive	97	187	156	146	152	738	1.2%
	Search	100	139	142	132	118	631	1.1%
	Site Map	107	190	188	81	63	629	1.1%
	Other	28	25	29	11	24	117	0.2%
	Total	15115	16374	12987	8262	6504	59242	100%
Radar [1]	Library	146*	154	97	205	193	795	45.1%
	Default	49*	44	90	47	64	294	16.7%
	Newswire archive	24*	54	37	56	65	236	13.4%
	Events	6*	7	62	16	16	107	6.1%
	About	22*	9	13	23	25	92	5.2%
	Index.php	9*	7	32	10	20	78	4.4%
	Helpdesk	8*	0	9	4	5	26	1.5%
	User sign up	1*	3	5	3	9	21	1.2%
	Intelligence report	4*	1	1	3	2	11	0.6%
	Search	1*	0	1	4	1	7	0.4%
	Links	4*	1	1	0	0	6	0.3%
	Other	40*	13	7	23	5	88	5.0%
Total	314*	293	355	394	405	1761	100%	

*Recorded for 3 weeks only

The most frequently visited type of page on the EU Watch website, accounting for over 75% of the page views, was the news story pages, which contain the individual news articles. There are over 800 of these pages, while most of the other types of page are unique, so this proportion is not surprising. Similarly, the library pages were the most popular pages on the ITS Radar site, with 45% of the page views. The web crawler visits appear to be spread across all types of page so the proportion of visits to the various types of page from individuals is likely to be similar.

Table 8 lists the number of visits entering the site at each type of page, where this information is available.

Table 8 - Number of Visits Entering the Site at Each Type of Page

	Entry Page	May	Jun	Jul	Aug	Sep	Total	%
EU	News Story	5366	3181	2252	1692	985	13476	75.0%
	Home Page	408	338	278	205	215	1444	8.0%
	FAQ	217	213	248	236	78	992	5.5%
	Project Overview	188	195	200	167	141	891	5.0%
	Site Map	82	135	125	35	30	407	2.3%
	Contact Us	55	56	92	21	16	240	1.3%
	Latest News	62	45	44	21	19	191	1.1%
	Search	46	25	46	30	28	175	1.0%
	Archive	18	24	28	19	16	105	0.6%
	Other	19	6	14	6	8	53	0.3%
	Total	6461	4218	3327	2432	1536	17974	100%
Radar [1]	Default	42*	34	52	40	48	216	41.6%
	Library	17*	42	41	21	41	162	31.2%
	Newswire archive	7*	29	13	19	36	104	20.0%
	About	4*	1	0	1	1	7	1.3%
	Search	1*	0	1	3	1	6	1.2%
	Intelligence report	2*	1	0	0	1	4	0.8%
	Index.php	1*	0	0	0	1	2	0.4%
	Helpdesk	0*	0	0	1	0	1	0.2%
	Links	1*	0	0	0	0	1	0.2%
	User signup	0*	0	0	0	1	1	0.2%
	Other	5*	4	3	2	1	15	2.9%
Total	80*	111	110	87	131	519	100%	

*Recorded for 3 weeks only

Table 8 shows that 75% of visits to the EU Watch website entered the site via a news story, and 8% entered through the home page. Conversely, only 31% of traffic entered the ITS Radar site through news articles in “library”, whereas 42% entered through the home page. Entry via a news story may mean the visitor has been directed by a link from the newswire or a link from a search engine, whereas entry via the home page implies that visitors have either typed in the url or been directed by a search engine. It is likely that these differences between the two sites is influenced by the way they operate: the historic requirement to log in to the Radar site and the fact that newswire readers do not need to visit the site to view a full news article may partly explain the larger percentage of visits to the default page of the Radar site when compared with the percentage of visits to the home page of the EU Watch site.

6 Document Downloads

Table 9 to Table 16 show the number of downloads of both new and archive documents for the EU Watch website. The figures do not include web crawlers but do include the internal checks that are made by TRL each month to ensure the new links function correctly.

The tables show that over the 5 month period there were a total of:

- 608 downloads of Galileo newsletters
- 996 downloads of Standards newsletters
- 830 downloads of Research newsletters
- 692 downloads of EC Policy newsletters.

The most downloaded documents other than the newsletters were the ITS Standards Spreadsheet, with 275 downloads of the 2008 versions, and the List of Opportunities, with 222 downloads. The popularity of the List of Opportunities could result in part from a misconception among those searching the internet that it provides information on job opportunities rather than opportunities for HA participation in Europe; the list will be renamed in future.

The older documents produced in the previous project continue to appear near the top of internet search result lists and continue to be visited, although the frequency of this is less than the more recent publications. This shows that the documents have value beyond the point at which they are posted on the web site, but also suggests that where new versions of previous documents are published on the site, all of the links to them should be updated to ensure that they point to the latest version.

New publications over the 5 month period were as follows:

Newsletters

- Galileo – September 2008
- Galileo – July 2008
- Galileo – June 2008
- Galileo – May 2008
- Standards – September 2008
- Standards – July 2008
- Standards – June 2008
- Standards – May 2008
- Research – September 2008
- Research – July 2008
- Research – June 2008
- Research – May 2008
- EC Policy – September 2008
- EC Policy – July 2008
- EC Policy – June 2008
- EC Policy – May 2008.

ITS Radar International Project Report

Deliverables

- ITS Radar International User Survey Report May 2008
- ITS Standards Spreadsheet – Updated July 2008 and May 2008.

Additionally there were updates to:

- List of Opportunities
- Glossary.

It should be noted when viewing the following tables, no newsletters were produced for December 2005, August 2006, December 2006, March 2007 to April 2008 or August 2008. The terms 'New' and 'Old' are used to depict the current and previous projects respectively.

The September 2008 newsletters were published mid month whereas those in May to July 2008 were published at the beginning of the month, which partly explains the smaller number of downloads in September compared with earlier months. However there does appear to be a more general decline in the number of downloads during the month in which newsletters are published, which parallels the decline in visits to the site since recording recommenced in May 2008. This suggests that there is an on-going need to stimulate new interest in the service.

Analysis of the number of times that Fact Sheets and Deliverables have been downloaded indicates that mention of these documents in news articles generates additional visits to download these documents.

Table 9 - Number of Document Downloads - Galileo

Type	Galileo Newsletters	May	Jun	Jul	Aug	Sep	Total
EU	New Sep-08	N/A	N/A	N/A	N/A	10	10
	New Jul-08	N/A	N/A	25	18	9	52
	New Jun-08	N/A	35	11	8	2	56
	New May-08	26	13	4	5	1	49
	Old Feb-07	7	11	4	5	1	28
	Old Jan-07	12	12	6	3	2	35
	Old Nov-06	9	9	2	5	1	26
	Old Oct-06	9	13	4	2	2	30
	Old Sep-06	10	9	8	6	1	34
	Old Jul-06	11	11	7	4	2	35
	Old Jun-06	12	10	6	3	2	33
	Old May-06	10	8	9	5	1	33
	Old Apr-06	12	10	8	3	2	35
	Old Mar-06	9	12	5	4	1	31
	Old Feb-06	12	11	6	4	2	35
	Old Jan-06	9	5	3	5	1	23
	Old Nov-05	11	10	4	4	1	30
	Old Oct-05	11	10	6	4	2	33
	Total	170	189	118	88	43	608

Table 10 - Number of Document Downloads - Standards

	Type	Standards Newsletters	May	Jun	Jul	Aug	Sep	Total
EU	New	Sep-08	N/A	N/A	N/A	N/A	17	17
	New	Jul-08	N/A	N/A	34	21	25	80
	New	Jun-08	N/A	48	39	29	7	123
	New	May-08	82	20	18	6	9	135
	Old	Feb-07	13	13	9	5	1	41
	Old	Jan-07	32	25	23	13	5	98
	Old	Nov-06	8	11	9	6	1	35
	Old	Oct-06	12	14	12	5	2	45
	Old	Sep-06	12	13	12	7	2	46
	Old	Jul-06	12	13	11	5	2	43
	Old	Jun-06	11	11	9	6	1	38
	Old	May-06	12	12	10	5	1	40
	Old	Apr-06	14	14	12	6	2	48
	Old	Mar-06	8	11	11	5	1	36
	Old	Feb-06	11	11	12	7	2	43
	Old	Jan-06	13	13	11	6	1	44
	Old	Nov-05	14	14	9	6	1	44
Old	Oct-05	13	11	5	5	6	40	
		Total	267	254	246	143	86	996

Table 11 - Number of Document Downloads - Research

	Type	Research Newsletters	May	Jun	Jul	Aug	Sep	Total
EU	New	Sep-08	N/A	N/A	N/A	N/A	14	14
	New	Jul-08	N/A	N/A	35	16	12	63
	New	Jun-08	N/A	43	10	8	9	70
	New	May-08	62	14	9	4	3	92
	Old	Feb-07	10	10	10	4	2	36
	Old	Jan-07	13	12	11	6	2	44
	Old	Nov-06	12	14	11	3	1	41
	Old	Oct-06	11	10	12	5	2	40
	Old	Sep-06	13	10	12	5	1	41
	Old	Jul-06	12	12	10	4	2	40
	Old	Jun-06	11	9	9	5	2	36
	Old	May-06	13	11	5	4	1	34
	Old	Apr-06	21	22	17	16	3	79
	Old	Mar-06	11	11	11	6	1	40
	Old	Feb-06	13	10	9	9	2	43
	Old	Jan-06	11	12	10	4	2	39
	Old	Nov-05	11	10	10	5	1	37
Old	Oct-05	11	12	12	5	1	41	
		Total	235	222	203	109	61	830

Table 12 - Number of Document Downloads - EC Policy

	Type	EC Policy Newsletters	May	Jun	Jul	Aug	Sep	Total
EU	New	Sep-08	N/A	N/A	N/A	N/A	8	8
	New	Jul-08	N/A	N/A	25	13	6	44
	New	Jun-08	N/A	24	13	11	1	49
	New	May-08	31	22	6	4	2	65
	Old	Feb-07	12	13	11	6	2	44
	Old	Jan-07	10	11	8	5	2	36
	Old	Nov-06	13	13	11	7	2	46
	Old	Oct-06	13	12	9	4	2	40
	Old	Sep-06	8	14	8	4	2	36
	Old	Jul-06	9	11	9	2	2	33
	Old	Jun-06	11	10	10	6	1	38
	Old	May-06	13	14	5	5	2	39
	Old	Apr-06	11	12	14	6	2	45
	Old	Mar-06	8	5	3	4	1	21
	Old	Feb-06	10	12	9	4	1	36
	Old	Jan-06	10	10	8	5	1	34
	Old	Nov-05	9	13	8	5	1	36
	Old	Oct-05	11	16	8	5	2	42
		Total	179	212	165	96	40	692

Table 13 - Number of Document Downloads - Conference Reports

	Type	Conference Reports	May	Jun	Jul	Aug	Sep	Total
EU	Old	Nav 2005 Conference Report	32	32	30	28	17	139
	Old	200610 CVIS WP2 Open Workshop, Brussels	15	33	18	19	10	95
	Old	200702 IMS Conference	22	22	15	9	7	75
	Old	Vehicle Safety Summit Conference 200705	17	19	17	6	2	61
	Old	200605 eSafety Conf Report	16	13	16	11	3	59
	Old	200611 RFID Conference	18	13	13	9	4	57
	Old	200607 European Initiatives	16	16	11	10	3	56
	Old	200702 FP7 Conference, London	16	14	14	6	5	55
	Old	200601 Intelligent Roads	15	14	14	8	3	54
	Old	European Experiences Report	13	13	11	8	3	48
	Old	200611 eSafety Conference Report	14	15	9	7	2	47
	Old	200704 CVIS Symposium	11	8	10	6	9	44

Table 14 - Number of Document Downloads - Deliverables

	Type	Deliverables	May	Jun	Jul	Aug	Sep	Total
EU	New	ITS Standards Spreadsheet (2008 Versions)	53	67	80	57	18	275
	New	ITS Radar International User Survey Report May 2008	N/A	N/A	18	55	72	145
	Old	ITS Standards Spreadsheet (2006 and 2007 Versions)	58	53	41	43	25	220
	Old	HA EU Watch 2005-7 Final Report	16	12	14	8	3	53
	Old	HA EU Watch Web Usage Jun-Aug06	11	9	10	9	5	44
	Old	HA EU Watch Web Usage Sep-Nov06	11	12	13	6	1	43
	Old	HA EU Watch Review April 06 Full Report	14	10	9	6	2	41
	Old	HA EU Watch 2004 Final Report	12	13	5	3	2	35
	Old	HA EU Watch Review April 06 Main Text	12	8	9	4	2	35

Table 15 - Number of Document Downloads - Fact Sheets

	Type	Fact Sheets	May	Jun	Jul	Aug	Sep	Total
EU	Old	200701 DATEX II (Updated)	22	26	25	23	14	110
	Old	200702 ITS Registry	15	14	17	10	25	81
	Old	200701 eCall (Updated)	20	16	14	23	6	79
	Old	200704 MESA	23	19	14	4	3	63
	Old	200605 Standards	18	15	14	5	8	60
	Old	200605 DATEX II (Original)	13	15	16	7	5	56

Table 16 - Number of Document Downloads - General

	Type	General	May	Jun	Jul	Aug	Sep	Total
EU	New	ITS Radar International List Of Opportunities (2008 Versions)	16	50	50	54	52	222
	New	Glossary	15	13	12	4	8	52
	New	RDS-TMC Workshop Agenda	N/A	10	10	6	1	27
	Old	HA EU Watch List Of Opportunities (Previous Version)	12	41	28	5	1	87
	Old	Keywords	11	10	12	3	2	38
	Old	Project Briefing Note	9	10	7	5	0	31

7 Summary

The key points from this analysis can be summarised as follows:

- The number of HA visits averaged about 16 per month for each site (in newswire months)
- A large number of visits are made to the sites from around the world, dominated by web crawlers, but the Radar site is attracting 100 or more non-HA visits each month (in newswire months)
- The peaks in the number of visits to the sites do not always coincide with the period immediately after the newswire is published. However when web crawlers are excluded, there does appear to be some evidence of an increase in visits to the Radar site after publication of the newswire followed by a general decline until the next publication.
- The average time spent per visit is about 2-3 minutes, with 3 pages viewed per visit on average.
- The news pages were visited more than other types of pages.
- The number of times when downloadable documents are viewed indicates a healthy interest in the material provided on the site, which continues for some time after the initial publication
- There has been a decline in the number of visits to the web sites since the service re-started in May 2008, and this has been reflected in a decline in the number of documents downloaded.

The large number of web crawlers shown in the statistics for the EU Watch web site conceals some of the information on use of the site by genuine visitors; this is now being addressed by monitoring the site with the service used for the Radar site.

8 Next steps

From mid November, it has become possible to analyse visits to the EU Watch web site using the same tool as is used for the Radar [1], enabling the 'web crawler' visits to be filtered out. This will provide a clearer picture of activity on the site for future analysis of the web site statistics.

Some refinements will be made to ensure that users are more likely to find the most recent versions of documents on the site

There is an on-going need to stimulate interest in the web sites; the activities set out in the project's marketing and communications plan aim to address this issue.

The key indicators of web site use, namely HA visits and other visits (excluding web crawlers) will be monitored on a monthly basis. This will make it possible to identify the impact of the activities to promote the project which are now being carried out within the HA and through the on-going work of the project itself.

A further report will be prepared to support the next review of the project in June 2009.