

ITS Radar International

Analysis of Website Statistics – May 2008 to September 2009

November 2009
Final

CLIENT PROJECT REPORT

TRL Limited

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ANALYSIS OF WEBSITE STATISTICS – MAY 2008 TO SEPTEMBER 2009

Version: 4

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Client: Network Services Highways Agency
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1 Introduction

1.1 Background

This report has been prepared by TRL Limited and AECOM on behalf of the Highways Agency (HA) to provide information on the usage of the ITS Radar International project websites.

From May 2008 to 30 June 2009 the project operated two web sites:

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

On 1 July 2009 the project launched a harmonised web site containing the material from the two previous web sites:

- <http://www.itsradarinternational.info>, run jointly by TRL and AECOM.

These websites host the information assembled by 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. Emails summarising the latest information posted on the web sites are circulated regularly to HA staff with an interest in ITS; these were termed 'Newswires' up until the launch of the new web site in July 2009, when they were re-named 'eNews'. During the period 01/05/2008 to 30/09/2009, fourteen newswires/eNews were published (in each month except for August and January).

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

Monitoring of the HA EU Watch and ITS Radar sites ended on 30th June 2009; monitoring of the new ITS Radar International site began on 1st July 2009.

The web statistics for the sites have been collected using various different services, which together provide a comprehensive picture of site use.

- From 8th May 2008, the ITS Radar website was monitored using 'Google Analytics' <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 'IR [2]' in this report and covers the period from 8 May 2008 onwards.

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- The ITS Radar website was 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 'IR [2]'. The majority of visits are search engine web crawlers and '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 '**IR [1]**' in this report.
- The HA EU Watch website was initially monitored only using 'Livestats' (<http://livestats.skssl.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 [1]**' in this report.
- From 17th November 2008, the HA EU Watch web site was also monitored using Google Analytics so that more direct comparisons between the two sites could be made. This is denoted as '**EU [2]**' in this report.
- The ITS Radar International website has been monitored since 1st July 2009 using both 'Livestats' and 'Google Analytics', denoted as '**IRI [1]**' and '**IRI [2]**' in the report.

There may be discrepancies between the indicators due to the different data collection methods, however it is likely that the logs of the IP addresses from EU [1], IR [1] and IRI [1] are accurate for each site. Where possible, equivalent indicators are used so comparisons can be made and trends can be identified.

2 Number of Visits

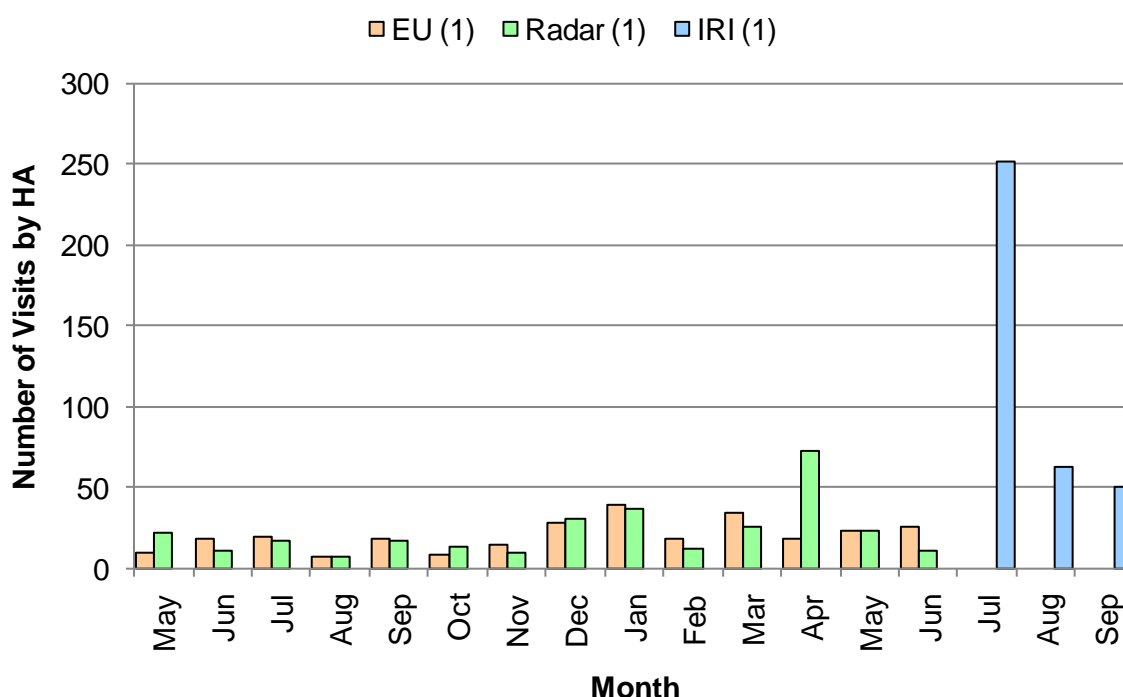
The following definitions are used in this report:

- **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 May 2008 – Sep 2009



The number of visits from HA addresses each month varied quite considerably but increased over time. The most prominent peak was 252 visits in July 2009 when the new website was launched and the HA internal ‘Update’ publicised the new site. The ITS Radar site also saw a peak in April 2009 when HA publicity in ‘Update’ directed HA staff to visit the web site and subscribe to the service; there were 72 HA visits in April. The maximum number of HA visits that the EU Watch site received in a month

was 39 in January. Both EU Watch and ITS Radar sites had a minimum of 7 HA visits in August 2008; 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.

From May to November 2008, in typical months the number of HA visits ranged from about 10-20 per month, rising to about 20-40 on the EU Watch site and 10-40 on the ITS Radar site between December 2008 and June 2009. After the initial peak when the harmonised web site was launched, the number of visits to the new web site was around the number of visits to the two sites combined in 2009 (63 in August and 50 in September).

2.2 Visits from all IP addresses per month

Table 1 in Appendix A provides a further breakdown of the visitor's identity. When updating the website, users from AECOM 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.

According to the EU [1] and IR [1] tracking services, the HA and TRL/ AECOM visits make up a very small percentage of total visits, 0.4% and 0.7% from around 4,500 visits per month for EU Watch and 0.3% and 0.1% from about 7,500 visits per month for ITS Radar, respectively. Since the launch of the new site, the proportions have been higher (4% HA, 1% TRL and 1% AECOM); however this is accounted for in part by lower numbers of visits from elsewhere, which is to be expected in the initial months of a new site until it has been indexed by search engines.

The Google Analytics service, EU [2], IR [2] and IRI [2], logged a much lower total number of visits than the EU [1], IR [1] and IRI [1] tracking services. This was because the Google Analytics service filters out web crawlers, providing information on the number of individuals clicking on specific pages or documents on the web site.

2.3 Visits from all IP addresses per day

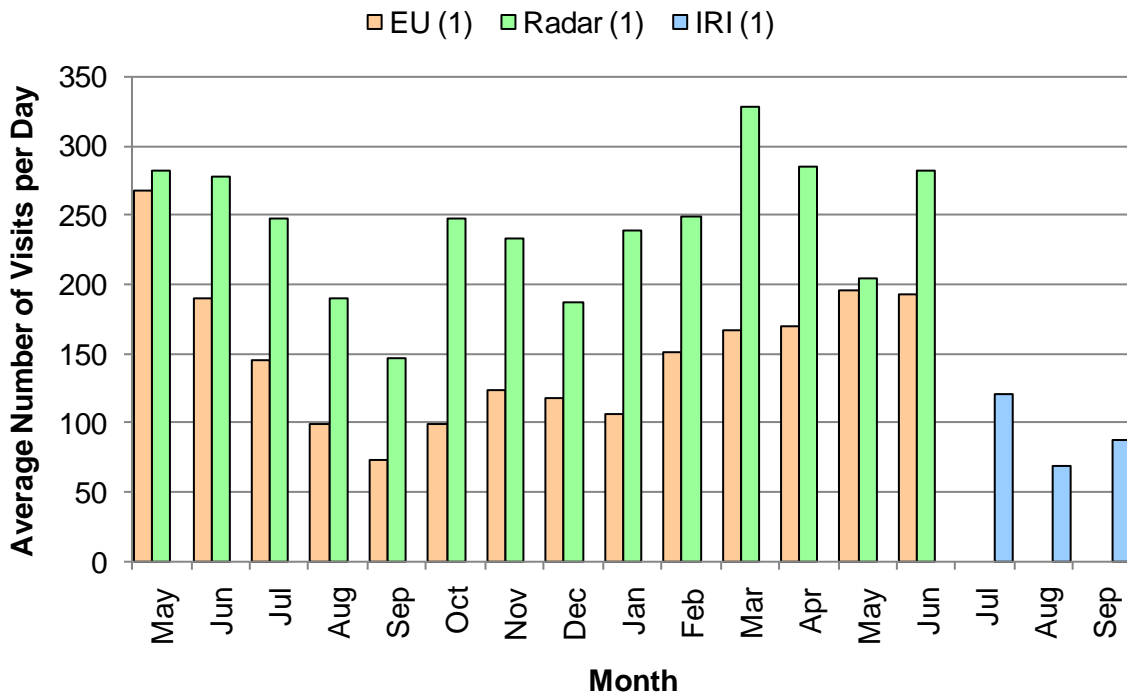
Figure 2 and Table 2 (Appendix A) show the average number of visits per day from all IP addresses for each month as recorded by the three tracking services, using the figures in Table 1 to calculate the daily averages, while Figure 3 shows the average number of visits per day based on the tracking services which exclude web crawlers (EU [2], IR [2] and IRI [2]).

These graphs show that although there are considerable variations from one month to another and there was a decline in the total number of visits during the first part of 2008, there was a steady increase in the number of visits from all addresses during 2009 up to the point where the new web site was launched. Since the new site was launched there have been fewer visits, but the numbers are increasing as the search engine indexing has improved.

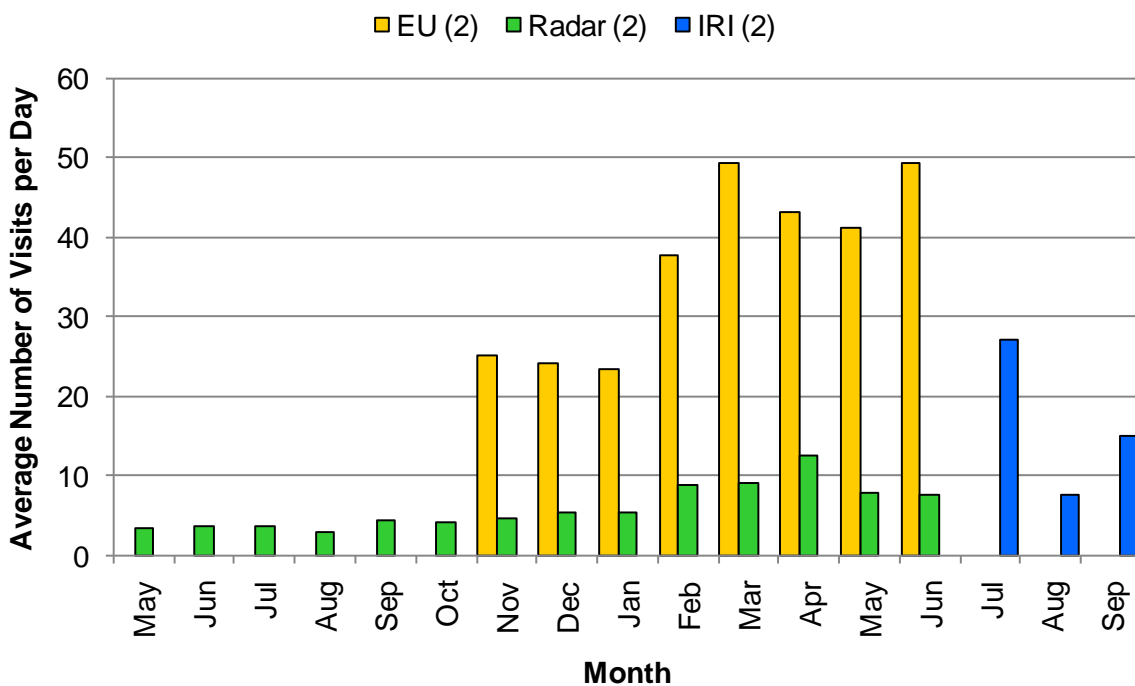
The decline in visits in May - September 2008 shown in Figure 2 was discussed in the report on web statistics in the initial five months of the ITS Radar International project; it was not clear whether this represented an initial flurry of activity when the service re-started, followed by a gradual decline in visits, or reflected the activity of web crawlers (a similar trend was observed in the EU Watch project at the same time in 2006). However the number of visits recorded on the ITS Radar site in Figure

3 (excluding web crawlers) does not show a decline in visits during this time in 2008, suggesting that the decline may reflect the activity of web crawlers, rather than real visitors.

**Figure 2 Average number of visits per day from all IP addresses
May 2008 – Sep 2009**



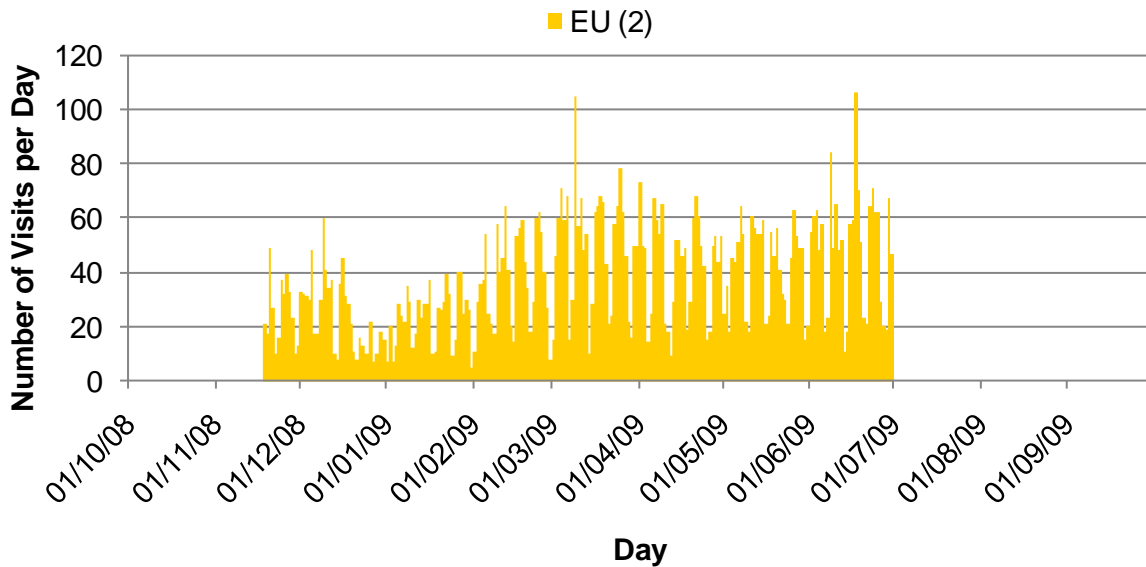
**Figure 3 Average number of visits per day from all IP addresses, excluding web crawlers
May 2008 – Sep 2009**



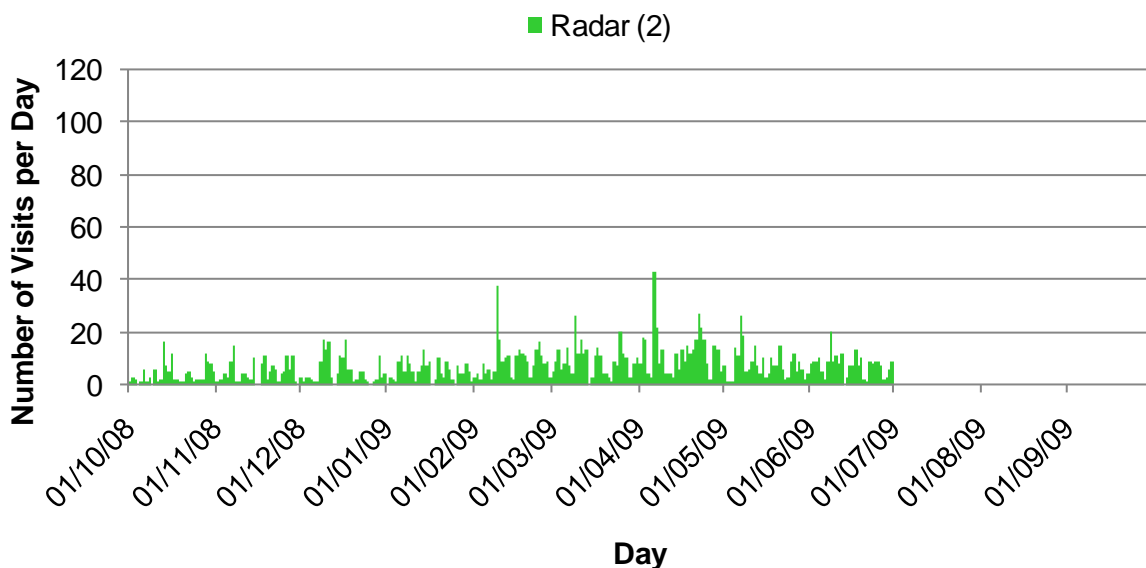
2.4 Visits from all IP addresses per day, excluding web crawlers

Figure 4, Figure 5 and Figure 6 show the number of visits per day to each of the web sites on each day, once the web crawlers have been excluded, thus showing actual people visiting the site. During 2009, the numbers ranged from about 20 – 50 to the EU Watch site, 5-15 to the ITS Radar site and 10-30 to the ITS Radar International site.

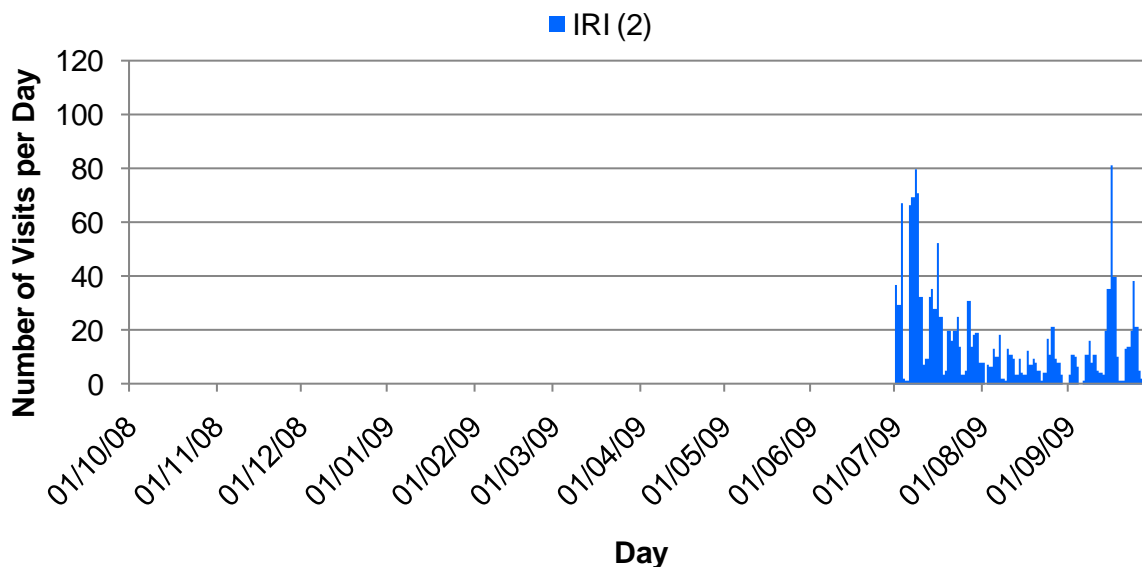
**Figure 4 Number of visits per day, excluding web crawlers:
EU Watch November 2008 – June 2009**



**Figure 5 Number of visits per day, excluding web crawlers:
ITS Radar October 2008 – June 2009**



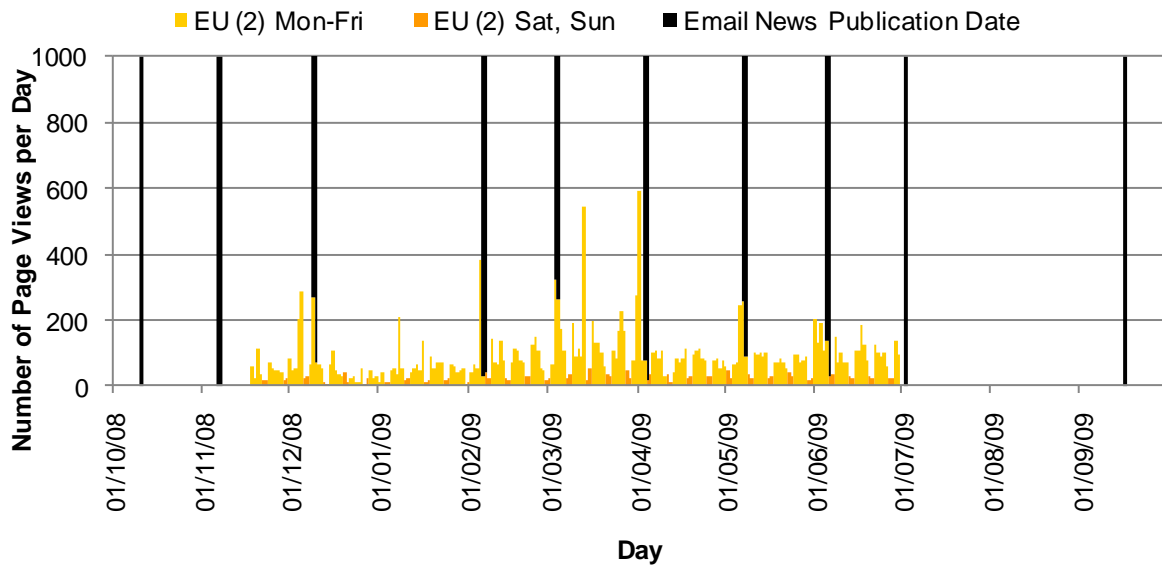
**Figure 6 Number of visits per day, excluding web crawlers:
ITS Radar International July – September 2009**



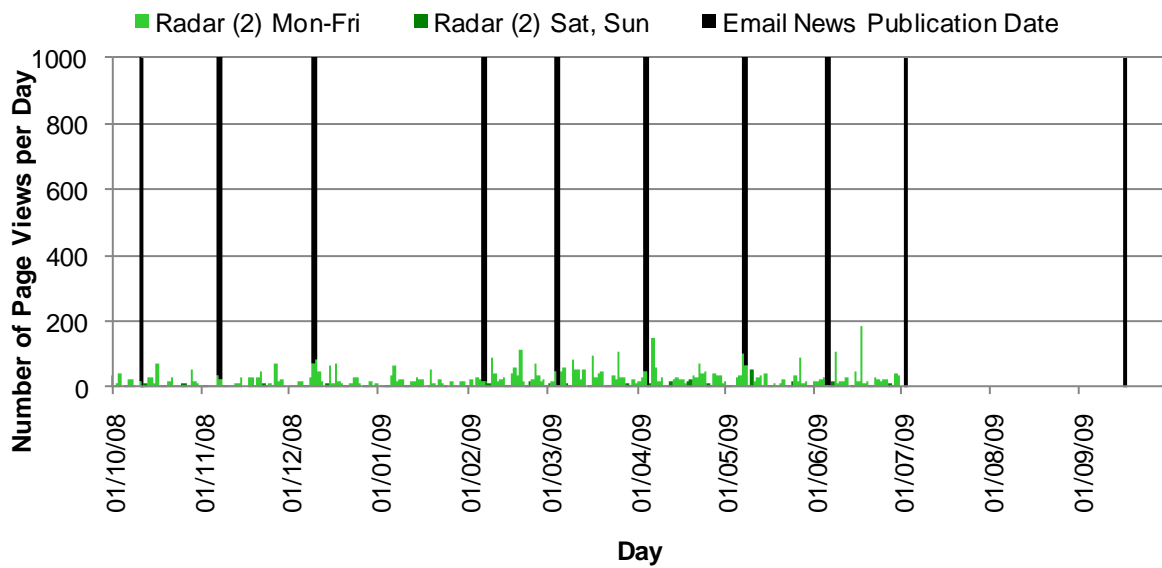
The report on web stats from May to September 2008 (available on the [ITS Radar International](#) web site) showed that there were peaks in the number of visits to the sites immediately after the email news distribution, but that these were not as high as some of the other peaks observed. There was some evidence of a decline in visits (excluding web crawlers) to the ITS Radar site during the period after a news publication, then a peak at the next publication.

Continuing from the analysis in the previous report, Figure 7, Figure 8 and Figure 9 show the number of page views per day to each site since October 2008, and the publication dates for the email news announcing that new material has been added to the site. Different colours are used to depict weekdays and weekends. On the EU Watch and ITS Radar International sites some of the peaks occur on and shortly before publication day, reflecting activity to manage the site as well as visits from readers. Material on the ITS Radar site was not added in the same way and the peaks appear to be more closely linked to readers clicking on articles announced in the email news.

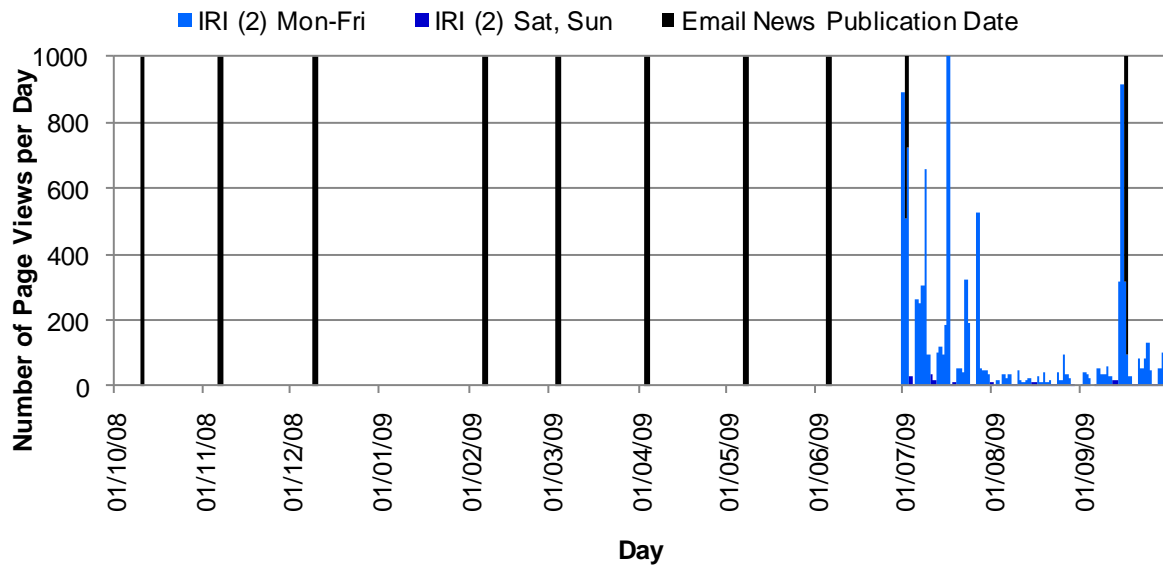
**Figure 7 Average number of page views per day and publication dates:
EU Watch November 2008 – June 2009**



**Figure 8 Average number of page views per day and publication dates:
ITS Radar October 2008 – June 2009**



**Figure 9 Average number of page views per day and publication dates:
ITS Radar International July – September 2009**



3 Geographical location of visitors

Figure 10, Figure 11 and Figure 12 show the number of visits to each site from the UK, the rest of Europe and each of the other continents for the months with Google Analytics data available (i.e. excluding web crawlers, using EU [2], IR [2] and IRI [2]). The data are shown in Table 3 (Appendix A). Note that the data for two of the months are incomplete, because recording started during those months: May 2008¹ for ITS Radar and November 2008² for EU Watch.

It can be seen that on the EU Watch site, just over a third of visits are from the UK and just over a third are from the rest of Europe, with a quarter from the rest of the world. In contrast, almost two thirds of the ITS Radar visits were from the UK and a sixth were from Europe, while 70% of the visits to ITS Radar International have been from the UK.

The email news distribution includes very few people outside the UK, so it is likely that many visits from other countries arrive at the sites as a result of entering a specific search term in a search engine, and having done so, may have noted the sites for future use. It is likely that the number of non-UK visitors to ITS Radar International will increase as indexing by search engines takes effect.

Figure 10 Number of visits per month to EU Watch site from each continent (excluding web crawlers)

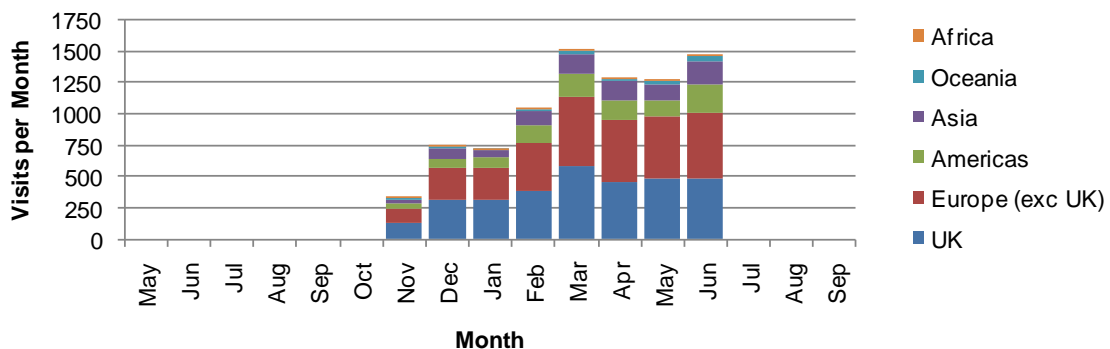
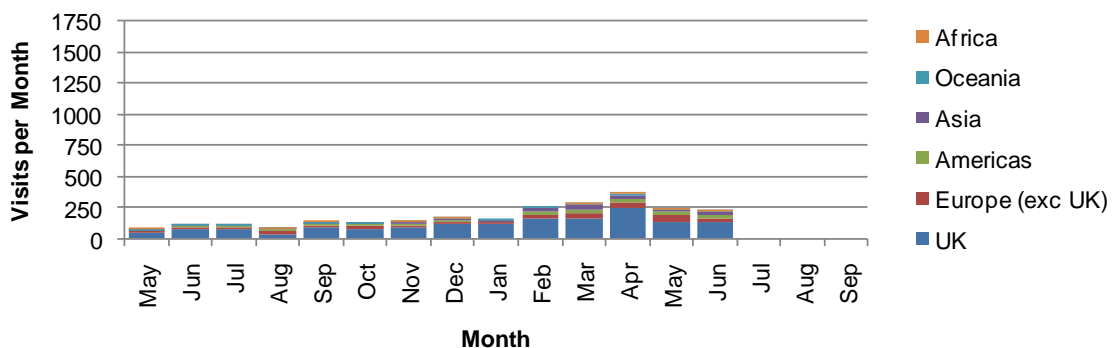


Figure 11 Number of visits per month to ITS Radar from each continent (excluding web crawlers)



¹ Recording began on 8th May 2008

² Recording began on 17 November 2009

Figure 12 Number of visits per month to ITS Radar International from each continent (excluding web crawlers)

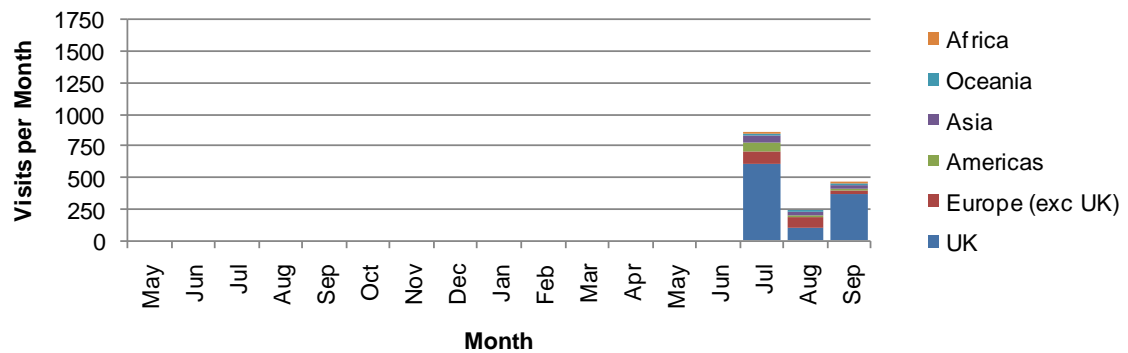


Table 4 (Appendix A) provides a summary of visitors from each country, listing the countries from which at least 0.5% of visitors originate. In Europe, Germany, the Netherlands, France and Belgium are the countries where the largest numbers of visitors to each site are based. Outside Europe, the USA, Japan, Australia and India tend to feature more frequently than other countries.

4 Referrals

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

Figure 13, Figure 14 and Figure 15 and Table 5 (Appendix A) show the percentage of visits which originated as:

- A referral from a search engine
- A referral from another site as a clickable hyperlink
- A direct link to site either as a link from an email, or the user typed the address into their browser's address bar, or the user used a bookmark in their browser.

The source of this information is Google Analytics (IR[2], EU[2] and IRI[2]). As mentioned in Section 3, the data for two of the months are incomplete, because recording started during those months: May 2008 (ITS Radar) and November 2008 (EU Watch).

On the EU Watch site, the majority of referrals came from search engines, whereas referrals to ITS Radar were more evenly split between search engines, other sites and direct traffic. The majority of referrals to ITS Radar International have been direct traffic, reflecting the fact that the site is new and has not yet been picked up by search engines.

Direct traffic accounts for more visits on the EU Watch and ITS Radar International sites than on ITS Radar. This is probably because the ITS Radar articles distributed in the eNews by email were complete in themselves, whereas the EU Watch and ITS International email news items were brief summaries, and readers needed to visit the relevant web site if they wished to see the full article, which registers as a direct link.

Figure 13 Source of referrals to EU Watch

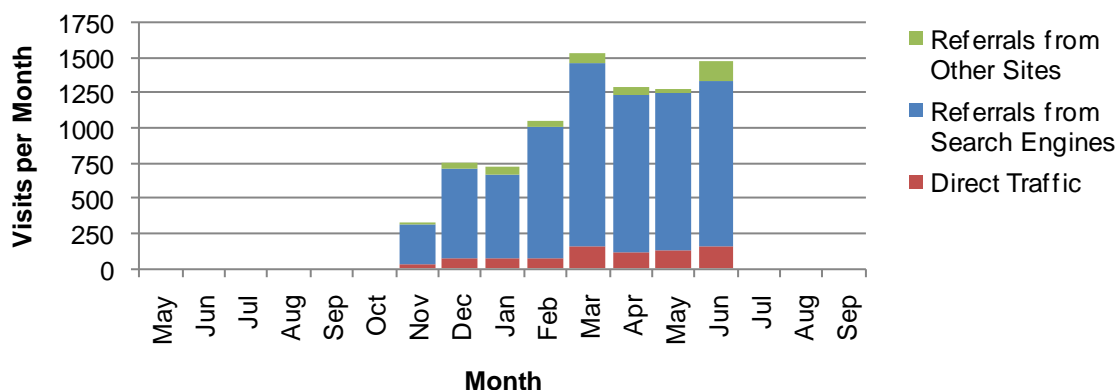


Figure 14 Source of referrals to ITS Radar

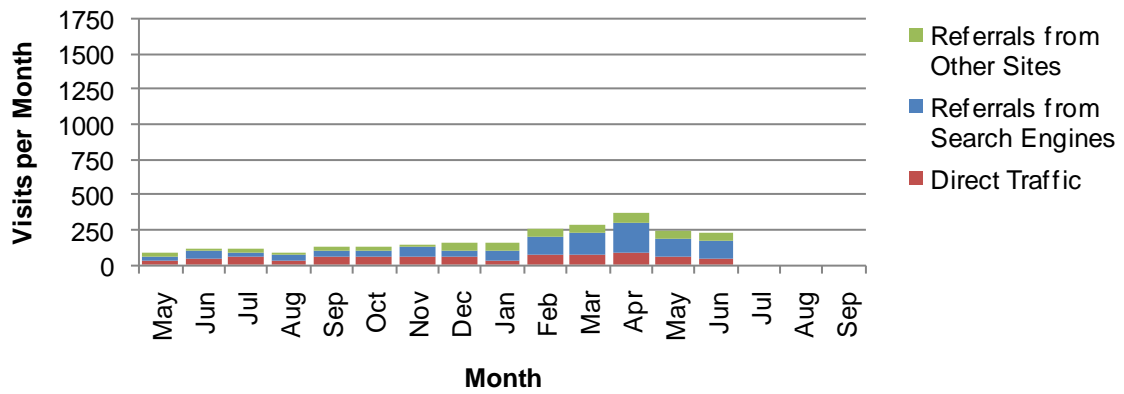
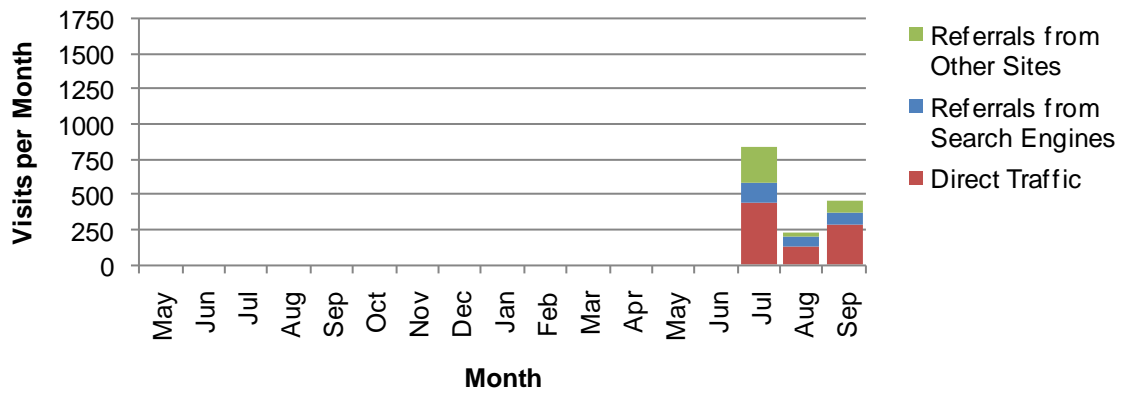


Figure 15 Source of referrals to ITS Radar International



5 Pages viewed, time spent and points of entry

Table 6, Figure 16 and Figure 17 show the average number of pages viewed and the average amount of time (in minutes and seconds) spent per visit, based on the data on visitors excluding web crawlers (EU [2], IR [2] and IRI [2]).

The average number of page views per visit varied from month to month with no overall trend, but the overall average was just over 2 on the EU Watch site and 3 on the ITS Radar site. In the first month of the ITS Radar International site, an average of 8 page views per visit were recorded, as readers explored the new site; this subsequently fell to 2.6 in August and 5.9 in September.

The average time spent per visit also varied each month and showed no discernible trend. The average was about 1.5 minutes on the EU Watch site and 2.25 minutes on the ITS Radar site. The time spent on the ITS Radar International site averaged 4.5 minutes in the first month, just under 2 minutes in the second month and nearly 5 minutes in the third month.

Figure 16 Average number of page views per visit

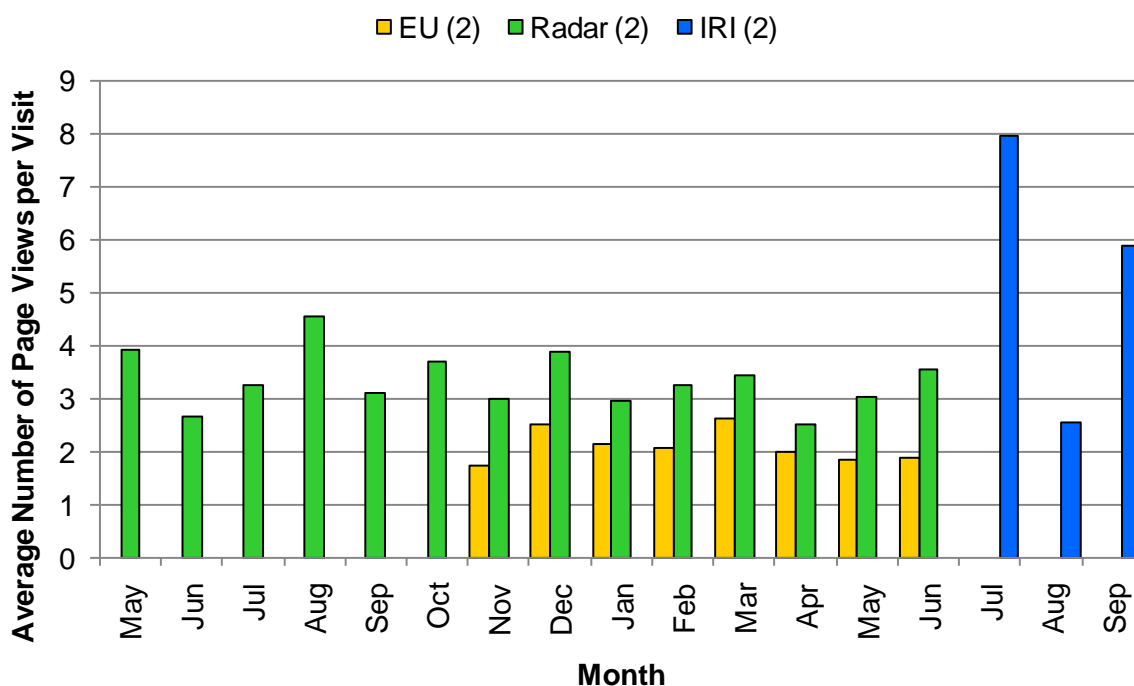


Figure 17 Average time spent per visit

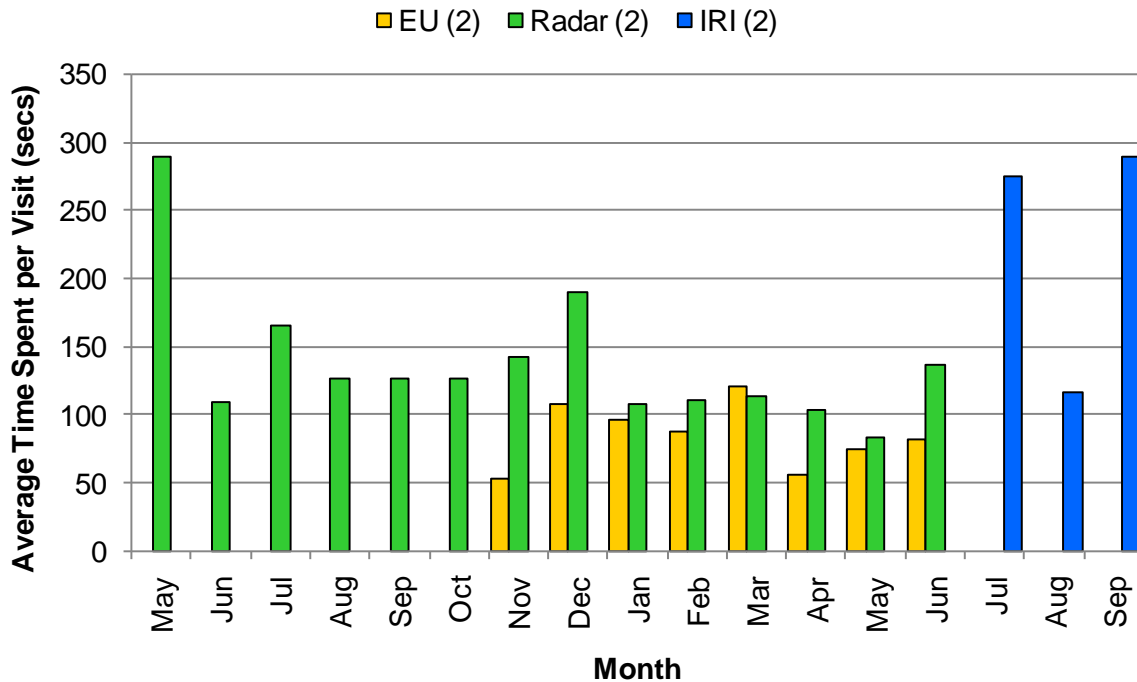


Table 7 (Appendix A) lists the number of views for each type of page for the three websites, excluding visits from web crawlers. The most frequently visited type of page on the EU Watch website, accounting for 67% of the page views, was the news story pages, which contain the individual news articles. There are over 1,900 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 48% of the page views. Visits to the ITS Radar International pages were spread more evenly between different areas of the site, indicating that readers were exploring the entire site: 35% of page views were news articles and another 2% were events articles.

Table 8 (Appendix A) lists the number of visits entering the site at each type of page, where this information is available. It shows that 86% of visits to the EU Watch website entered the site via a news story, and 78% entered through the home page. Conversely, only 26% of traffic entered the ITS Radar site through news articles in “library”, whereas 33% 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, used a bookmark or were directed by a search engine. It is likely that these differences between the two sites are influenced by the way they operate: the historic requirement to log in to the Radar site and the fact that readers of the email news 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.

On average during the first three months of the new ITS Radar International site, 43% of visits entered the site at the Home Page, 15% at recent news articles and 23% at archived news articles. The proportion arriving at the Home Page was much higher in July (53%) when the site was launched, than in August (29%) and

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September (32%). In September, 35% entered the site at one of the latest news articles. One news article in particular, concerned with one of the WAVE standards, accounted for almost 100 of the visits entering the site - 6% of all entry pages during the three months, and 26% of those in August. Presumably this page was referred to in another publication or web site.

6 Document downloads

Table 9 to Table 17 (Appendix A) show the number of downloads of both new and archived documents for the EU Watch website and the ITS Radar International web site between May 2008 and September 2009. The figures appear to include a few web crawlers because they include some instances where older documents which are no longer likely to be of relevance have been downloaded. The figures also include the internal checks that are made by TRL each month to ensure the new links function correctly (these checks usually involve downloading each document two or three times to ensure that links from all pages of the site are working correctly).

Table 9 to Table 12 and Table 13 show that over the 17 month period there were a total of:

- 3,740 downloads of Standards newsletters
- 3,049 downloads of Research newsletters
- 2,846 downloads of Galileo/ Location Positioning newsletters
- 2,717 downloads of EC Policy newsletters.

In the three months of operation of the new web site, when Technologies and Pilots newsletters began to be published, there were:

- 107 downloads of Pilots newsletters
- 89 downloads of Technologies newsletters.

In their publication month the newsletters were downloaded between about 10 and 50 times each. Interest continued for some time afterwards, however, and the older newsletters continued to be downloaded in small numbers more than three years after their initial publication. Note that the September 2008 and 2009 newsletters were published mid month whereas the others were published at the beginning of the month, which partly explains the smaller number of downloads in September compared with other months.

A total of 12 Conference Reports were prepared under the EU Watch project. ITS Radar International has a different remit, with the ITS World Congress being the only report produced by the project, although the Highways Agency provided a report on the EasyWay 2008 conference. Table 14 shows the number of times the various conference reports have been downloaded. The more recent reports on the 2008 EasyWay conference and the 2008 ITS World Congress were among the most frequently downloaded, averaging 25 and 19 per month respectively. However older reports were all downloaded between 10 and 21 times per month on average.

Table 15 shows that in total, the 10 Fact Sheets were downloaded over 2,300 times. The three Fact Sheets which were published under the current project were on average downloaded slightly more frequently per month (CVHS 37, eCall 38, and INSPIRE 22), compared with the older EU Watch Fact Sheets which were on average downloaded between about 11 and 26 times per month.

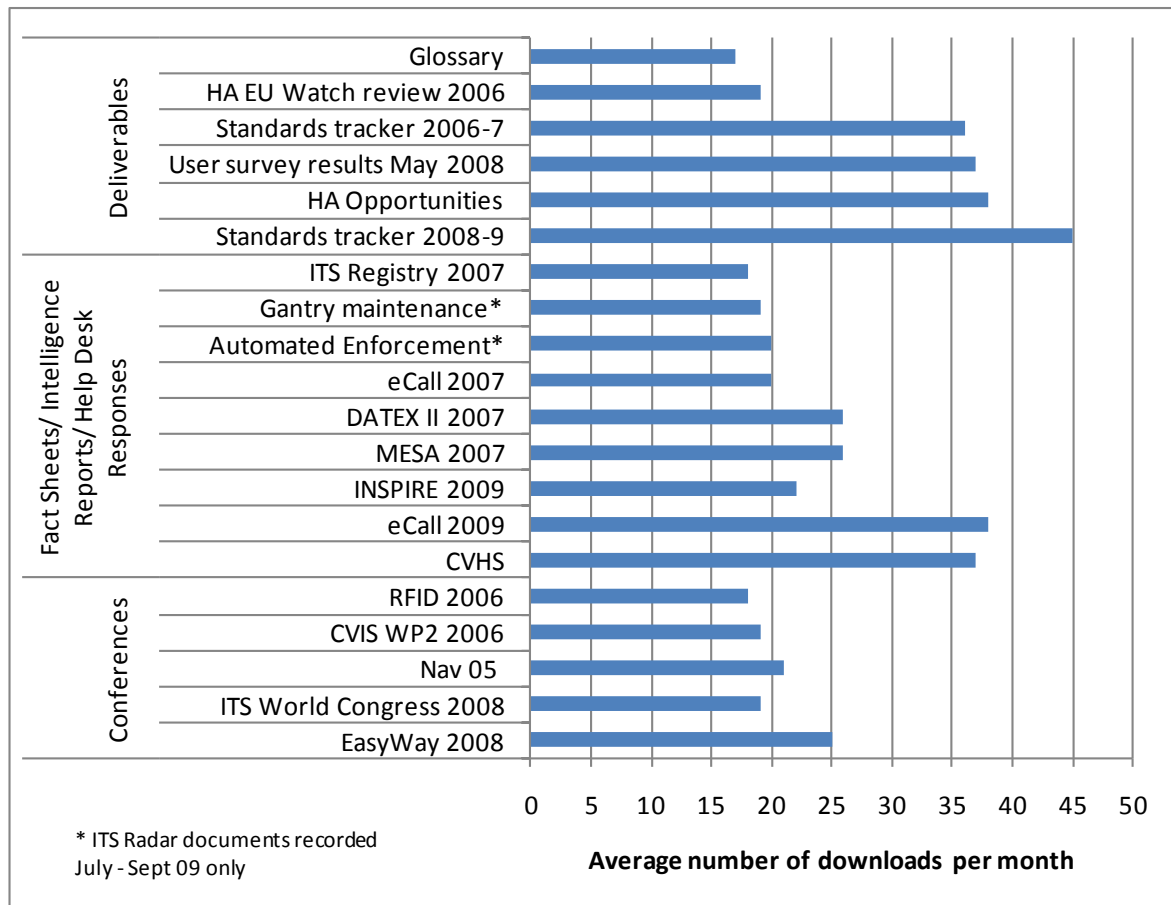
Table 16 shows the number of times the other project deliverables were downloaded each month. The most downloaded documents other than the newsletters were the updates of the ITS Standards Spreadsheet, with an average of 46 downloads per

month of the 2008 and 2009 versions, and 36 per month of the earlier versions. The List of Opportunities which includes conferences, potential projects and other opportunities for the HA to increase its involvement in European ITS developments was also downloaded relatively frequently, with an average of 38 downloads per month for the 2008 and 2009 versions. In 2008 the analysis of the web statistics suggested that 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 and it was decided to rename the list. The term 'opportunities' no longer appears in the title, but it was still downloaded between 15 and 60 times per month in 2009.

Table 17 shows the other documents available on the web site including the list of keywords used to index articles, the glossary, and information about the project. These are less frequently downloaded than other documents, but they indicate that re-organising some of the material on the web site when it was re-designed for ITS Radar International has resulted in greater prominence for the glossary and keywords; the number of times the glossary was downloaded increased substantially to between 31 and 49 times per month since July 2009.

Figure 18 shows the 20 most popular documents (excluding Newsletters) which were viewed most frequently (i.e. with the highest average number of downloads per month over the time when they were available on the web site). The most popular documents include a selection of Fact Sheets, Conference Reports, the Standards tracking spreadsheet, the list of opportunities for the HA, the project glossary and some of the reports related to project reviews. (Note that monitoring of downloaded documents produced by ITS Radar began in July 2009 so the figures for the two most popular ITS Radar documents are for July to September 2009 only).

**Figure 18 Average downloads per month: 20 most popular documents
May 2008 – September 2009**



In addition to these results related to specific types of document, there are also general findings which apply to all of the tables summarising document downloads. 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. The policy of referring to Fact Sheets and Deliverables in more recently published news articles should therefore continue.

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; when documents are updated, the links to them are updated to ensure that readers looking at older articles will find the latest version of any related documents.

7 Summary

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

- The number of HA visits averaged 38 and 23 per month respectively for the EU Watch and ITS Radar sites, and this has increased to around 50 – 60 since the launch of ITS Radar International (excluding the initial peak)
- A large number of visits are made to the sites from around the world, dominated by web crawlers; once the web crawlers have been excluded, the statistics show that during 2009 the number of visits per day ranged from about 5-15 to the ITS Radar site, 20 – 50 to the EU Watch site and about received about 10-30 visits per day to the ITS Radar International site
- There was a steady increase in the number of visits from all addresses during 2009 up to the point where the new web site was launched; the period since the new site was launched has been too short to identify any trend but this continues to be monitored regularly
- The peaks in the number of visits to the sites do not always coincide with the period immediately after the email news is published, partly because activity to manage the EU Watch and ITS Radar International sites causes peaks immediately before publication days. 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 email news, followed by a general decline until the next publication
- The average time spent per visit is about 1-4 minutes and 2-5 pages viewed per visit on average; the upper limits of these ranges were recorded for the new ITS Radar International site
- The news pages were visited more than other types of pages
- Apart from Newsletters, the most popular downloadable documents (measured in terms of the average number of visits per month in which they were available on the web site) are the standards tracking spreadsheet, the list of opportunities for HA participation in Europe and some of the Fact Sheets
- 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.

Appendix A. Tables

Notes on tables:

The terms 'New' and 'Old' are used to depict the current and previous projects respectively.

No email news or newsletters were produced for December 2005, August 2006, December 2006, March 2007 to April 2008, August 2008, January 2009, August 2009.

The EU Watch newsletters themselves were not posted on the ITS Radar International web site (although all of the individual articles were copied onto the new site), so it was not possible to download these after June 2009.

Some of the tables show an average number of visits per month; these have been calculated on the basis of the number of months for which each document was available on the web site.

Table 1 – Number of Visits from HA, TRL, AECOM and Other IP Addresses

	Number of Visits From	2008								2009								Avg/mon	%	
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			Sep
EU [1]	HA	9	18	19	7	18	8	14	28	39	18	34	18	23	25				38	0.4%
	TRL	33	29	30	26	23	31	37	26	35	45	46	23	36	57				65	0.7%
	AECOM	6	6	3	1	5	4	8	9	5	8	8	5	9	10				12	0.1%
	Other	8245	5629	4439	3013	2135	3019	3656	3564	3193	4155	5092	5032	5971	5678				8831	98.7%
	Total	8293	5682	4491	3047	2181	3062	3715	3627	3272	4226	5180	5078	6039	5770				8945	100%
IR [1]	HA	22	11	17	7	17	13	10	30	37	12	25	72	23	11				23	0.3%
	TRL	4	4	12	7	4	7	8	8	14	11	10	3	2	18				8	0.1%
	AECOM	35	16	24	5	23	10	26	8	8	8	15	10	15	12				16	0.2%
	Other	8661	8293	7626	5856	4356	7660	6949	5737	7327	6954	10104	8463	6290	8431				7539	99.4%
	Total	8722	8324	7679	5875	4400	7690	6993	5783	7386	6985	10154	8548	6330	8472				7587	100%
IRI [1]	HA															252	63	50	121	4.3%
	TRL															52	19	31	34	1.2%
	AECOM															25	10	50	28	1.0%
	Other															3417	2021	2508	2627	93.5%
	Total															3746	2113	2639	2810	100%
EU [2]	Total							327 [#]	747	724	1057	1527	1294	1280	1482	1174	893	1109	1141	100%
IR [2]	Total	80*	111	110	87	131	125	139	163	162	250	279	372	240	224	154	109	29	180	100%
IRI [2]	Total															843	232	451	505	100%

* Recorded from 8 May 2008; [#] Recorded from 17 November 2008

Table 2 - Average Number of Visits per Day

	2008								2009								
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
EU [1]	267.5	189.4	144.9	98.3	72.7	98.8	123.8	117.0	105.5	150.9	167.1	169.3	194.8	192.3			
IR [1]	281.4	277.5	247.7	189.5	146.7	248.1	233.1	186.5	238.3	249.5	327.5	284.9	204.2	282.4			
IRI [1]															120.8	68.2	88.0
EU [2]							25.2	24.1	23.4	37.8	49.3	43.1	41.3	49.4			
IR [2]	3.5	3.7	3.5	2.8	4.4	4.0	4.6	5.3	5.2	8.9	9.0	12.4	7.7	7.5			
IRI [2]															27.2	7.5	15.0

Table 3 - Number of Visits by Continent

	Number of Visits From	2008								2009								Avg/mon	%	
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			Sep
EU [2]	UK							123	318	308	385	580	450	487	486				424	37.2%
	Rest of Europe							115	249	267	388	554	500	487	519				416	36.5%
	Americas							43	78	72	139	184	157	140	236				142	12.4%
	Asia							32	79	65	110	162	151	126	178				122	10.7%
	Oceania							8	8	5	16	30	17	23	44				20	1.8%
	Africa							6	14	4	19	16	19	17	19				15	1.4%
	Undefined							0	1	3	0	1	0	0	0				1	0.1%
	Total							327[#]	747	724	1057	1527	1294	1280	1482				1141	100%
IR [2]	UK	44	71	80	41	89	81	95	123	114	160	158	247	140	133				115	63.7%
	Rest of Europe	19	23	16	24	19	23	16	15	15	38	44	51	51	33				28	15.6%
	Americas	4	7	6	12	7	13	15	16	11	24	36	22	23	22				16	8.8%
	Asia	3	9	6	5	9	5	7	5	16	23	34	34	20	26				15	8.2%
	Oceania	2	1	2	2	5	3	4	3	3	5	5	14	4	8				4	2.5%
	Africa	8	0	0	3	2	0	2	1	0	0	1	4	2	2				2	1.0%
	Undefined	0	0	0	0	0	0	0	0	0	3	0	1	0	0				0	0.2%
	Total	80*	111	110	87	131	125	139	163	162	250	279	372	240	224				180	100%

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	Number of Visits From	2008								2009								Avg/mon	%	
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			Sep
IRI [2]	UK															608	103	364	355	70.4%
	Rest of Europe															101	75	38	71	14.0%
	Americas															63	16	12	30	6.0%
	Asia															61	36	28	41	8.2%
	Oceania															7	2	3	4	0.8%
	Africa															3	0	6	3	0.6%
	Undefined															0	0	0	0	0.0%
	Total															843	232	451	505	100%

* Recorded from 8 May 2008; # Recorded from 17 November 2008; † Europe not including UK

Table 4 - Number of Visits by Country

	Number of Visits From	2008								2009								Avg/mon	%	
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			Sep
EU [2]	UK							123	318	308	385	580	450	487	486				424	37.2%
	USA							33	59	57	103	141	128	102	187				110	9.6%
	Germany							20	32	27	56	99	78	63	70				60	5.3%
	Netherl.							16	15	16	26	49	38	30	44				32	2.8%
	France							5	29	29	31	34	39	30	37				32	2.8%
	Belgium							8	10	17	30	38	40	37	42				30	2.6%
	Spain							8	17	21	27	35	44	39	29				30	2.6%
	Italy							11	13	21	23	34	34	41	40				29	2.6%
	India							4	14	6	27	37	20	11	31				20	1.8%
	Canada							8	14	10	24	24	14	24	33				20	1.8%
	Sweden							2	19	7	25	25	13	22	19				18	1.6%
	Australia							7	6	5	14	26	14	20	37				17	1.5%
	China							3	5	8	20	20	25	15	21				16	1.4%
	Poland							2	9	8	11	16	16	29	18				15	1.3%
	Ireland							8	10	12	14	13	14	21	16				15	1.3%
	Japan							2	14	14	7	22	16	12	21				15	1.3%
	Greece							2	6	12	20	8	13	13	17				12	1.1%
	Austria							2	3	7	15	19	10	7	26				12	1.1%
	S Korea							3	7	6	10	15	15	16	10				11	1.0%
	Norway							3	5	4	7	31	12	5	9				10	0.9%
Croatia							0	9	9	8	12	15	5	17				10	0.9%	
Romania							1	4	8	10	16	11	13	8				10	0.8%	
Slovenia							1	5	7	12	20	5	5	6				8	0.7%	

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	Number of Visits From	2008								2009								Avg/mon	%	
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			Sep
	Portugal							2	3	6	8	6	9	14	13				8	0.7%
	Russia							0	5	4	5	12	12	10	12				8	0.7%
	Finland							2	4	5	6	6	11	10	13				8	0.7%
	Slovakia							4	2	8	7	8	8	10	10				8	0.7%
	Denmark							3	1	4	10	8	6	11	13				8	0.7%
	Czech Rp							2	3	6	6	12	11	8	8				8	0.7%
	Switz.							0	6	4	5	10	10	13	7				7	0.7%
	Malaysia							1	2	1	4	9	3	8	19				6	0.6%
	Luxembourg							3	11	5	3	4	10	6	5				6	0.6%
	Taiwan							1	8	1	5	4	10	6	13				6	0.6%
	Hungary							5	7	7	3	3	6	11	5				6	0.6%
	Turkey							1	9	1	7	6	7	5	7				6	0.5%
	Singapore							1	4	3	0	2	14	7	8				5	0.5%
	Other							30	59	50	83	123	113	114	125				94	8.3%
	Total							327[#]	747	724	1057	1527	1294	1280	1482				1141	100%
IR [2]	UK	44	71	80	41	89	81	95	123	114	160	158	247	140	133				115	63.7%
	USA	3	5	4	11	5	6	12	14	6	21	29	16	14	18				12	6.6%
	France	11	5	5	4	2	2	0	1	1	4	3	3	5	5				4	2.1%
	Germany	3	2	6	2	3	0	2	2	2	6	7	8	5	3				4	2.1%
	Australia	2	1	2	2	5	2	1	1	2	5	5	11	3	7				4	2.0%
	Netherlands	1	2	0	1	3	5	2	1	1	1	4	7	6	7				3	1.7%
	India	0	0	0	1	2	2	1	1	5	7	4	7	4	5				3	1.6%
	Japan	1	5	1	1	3	1	0	1	3	3	9	3	0	1				2	1.3%
	Italy	0	0	0	4	0	3	7	0	1	4	1	3	4	1				2	1.1%

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	Number of Visits From	2008								2009								Avg/mon	%		
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			Sep	
	Canada	0	1	0	0	0	2	0	1	4	1	6	5	4	2				2	1.1%	
	Belgium	1	0	0	2	1	0	0	1	0	3	5	4	3	5				2	1.0%	
	Poland	1	0	0	0	0	1	1	2	2	2	2	3	5	0				1	0.8%	
	Norway	1	5	1	0	0	2	0	1	3	0	2	1	2	0				1	0.7%	
	Sweden	0	0	0	1	2	1	0	1	0	6	4	2	0	0				1	0.7%	
	Taiwan	0	0	1	0	2	0	1	1	1	2	2	5	1	1				1	0.7%	
	China	0	0	0	1	0	0	0	0	1	3	2	3	4	2				1	0.6%	
	Spain	0	1	0	0	2	3	0	1	0	0	2	1	4	2				1	0.6%	
	Russia	0	0	0	0	1	1	0	0	0	0	0	0	11	2				1	0.6%	
	S Korea	1	0	1	0	1	0	3	0	0	1	3	2	0	2				1	0.6%	
	N Zealand	0	0	0	0	0	1	3	2	1	0	0	3	1	1				1	0.5%	
	Other	11	13	9	16	10	12	11	9	15	21	31	38	24	27				18	10.0%	
	Total	80*	111	110	87	131	125	139	163	162	250	279	372	240	224				180	100%	
IRI [2]	UK															608	103	364	355	70.4%	
	Germany																49	57	10	38	7.6%
	USA																51	12	8	23	4.7%
	Japan																18	14	4	12	2.4%
	India																11	4	5	7	1.3%
	Netherlnds																14	1	3	6	1.2%
	Belgium																9	1	6	5	1.0%
	China																9	5	2	5	1.0%
	France																7	1	6	5	0.9%
	S Korea																4	5	3	4	0.8%
	Australia																6	2	3	4	0.7%

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Number of Visits From	2008									2009									Avg/mon	%
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep			
Italy																7	2	0	3	0.6%
Canada																7	1	1	3	0.6%
Poland																3	4	2	3	0.6%
Taiwan																5	0	2	2	0.5%
Israel																6	1	0	2	0.5%
Other																29	19	32	26	5.2%
Total																843	232	451	505	100%

* Recorded from 8 May 2008; # Recorded from 17 November 2008

Table 5 - Referrals and Direct Links

		2008								2009								Avg/ mon.	
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		Sep
EU [2]	Total Number of Referrals							296	670	654	988	1372	1175	1151	1327				1032
	Total Number Direct links							31	77	70	69	155	119	129	155				109
	Total Visits							327 [#]	747	724	1057	1527	1294	1280	1482				1141
	% of Total Visits Referred from Search Engines							88%	85%	82%	89%	86%	87%	87%	79%				92%
	% of Total Visits Referred from Other Sites							2%	5%	9%	5%	4%	4%	3%	10%				6%
	% of Total Visits that are Direct Links to the Site							9%	10%	10%	7%	10%	9%	10%	10%				10%
IR [2]	Total Number of Referrals	46	64	51	63	79	73	83	103	128	181	209	287	186	176				126
	Total Number Direct links	34	47	59	24	52	52	56	60	34	69	70	85	54	48				54
	Total Number of Visits	80*	111	110	87	131	125	139	163	162	250	279	372	240	224				180
	% of Total Visits Referred from Search Engines	31%	45%	29%	53%	37%	38%	47%	29%	41%	51%	56%	58%	56%	55%				46%
	% of Total Visits Referred from Other Sites	26%	13%	17%	20%	24%	20%	12%	34%	38%	22%	19%	19%	21%	24%				22%
	% of Total Visits that are Direct Links to the Site	43%	42%	54%	28%	40%	42%	40%	37%	21%	28%	25%	23%	23%	21%				34%

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		2008								2009								Avg/ mon.	
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		Sep
IRI [2]	Total Number of Referrals															405	109	166	225
	Total Number Direct links															438	123	285	280
	Total Number of Visits															843	232	451	505
	% of Total Visits Referred from Search Engines															18%	34%	20%	24%
	% of Total Visits Referred from Other Sites															30%	13%	16%	20%
	% of Total Visits that are Direct Links to the Site															52%	53%	63%	56%

* Recorded from 8 May 2008; # Recorded from 17 November 2008

Table 6 - Pages Viewed and Duration of Visits

		2008								2009								Avg/ mon.	
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		Sep
EU [2]	Total page views							566	1872	1539	2176	3965	2548	2361	2754				2404
	Total visits							327	747	724	1057	1527	1294	1280	1482				1141
	Average page views per visit							1.7	2.5	2.1	2.1	2.6	2.0	1.8	1.9				2.1
	Average time spent per visit							0:53	1:48	1:36	1:28	2:01	0:55	1:15	1:21				1:27
IR [2]	Total page views	314	293	355	394	405	461	415	634	481	810	963	930	724	793				580
	Total visits	80	111	110	87	131	125	139	163	162	250	279	372	240	224				180
	Average page views per visit	3.9	2.6	3.2	4.5	3.1	3.7	3.0	3.9	3.0	3.2	3.5	2.5	3.0	3.5				3.3
	Average time spent per visit	4:49	1:49	2:45	2:06	2:06	2:07	2:22	3:10	1:47	1:50	1:54	1:43	1:23	2:17				2:15
IRI [2]	Total page views															6707	591	2651	3289
	Total visits															843	232	451	505
	Average page views per visit															8.0	2.6	5.9	5.4
	Average time spent per visit															4:35	1:56	4:49	3:46

* Recorded from 8 May 2008; # Recorded from 17 November 2008

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

	Number of Views	2008								2009								Avg/mon.	%	
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			Sep
EU [2]	News Article							360	1248	837	1389	2730	1889	1660	1769				1606	66.8%
	Project Overview							107	381	277	425	688	395	413	564				439	18.3%
	Home							46	136	178	164	211	115	134	241				166	6.9%
	Search							37	36	98	103	119	51	46	42				72	3.0%
	Archive							3	16	38	32	93	31	25	36				37	1.5%
	Latest News							1	13	44	16	58	31	47	48				35	1.5%
	Contact							2	10	19	18	19	13	11	12				14	0.6%
	FAQ							4	8	16	12	15	7	11	17				12	0.5%
	Site Map							0	0	23	0	0	0	0	0				3	0.1%
	Other							6	24	9	17	32	16	14	25				19	0.8%
	Total page views							566 [#]	1872	1539	2176	3965	2548	2361	2754				2404	100%
IR [2]	Library	146	154	97	205	193	238	186	303	184	352	505	419	383	448				277	47.8%
	Newswire Archive	24	54	37	56	65	72	61	79	76	176	199	257	159	126				105	18.1%
	Default	49	44	90	47	64	74	75	88	95	114	115	87	84	96				82	14.1%
	Index	9	7	32	10	20	15	32	46	43	37	30	28	28	24				26	4.5%
	Sign-up	1	3	5	3	9	8	17	58	39	52	30	80	26	17				25	4.4%
	About	22	9	13	23	25	22	14	30	21	41	45	22	23	32				25	4.3%

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	Number of Views	2008								2009								Avg/mon.	%		
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			Sep	
	Events	6	7	62	16	16	13	5	22	12	19	14	18	11	13				17	2.9%	
	Helpdesk	8	0	9	4	5	4	5	2	6	9	9	5	2	6				5	0.9%	
	Other	49	15	10	30	8	15	20	6	5	10	16	14	8	31				17	3.0%	
	Total page views	314*	293	355	394	405	461	415	634	481	810	963	930	724	793				580	100%	
IRI [2]	Archive News Articles															1907	137	102	710	21.6%	
	Overview															1174	171	681	670	20.4%	
	Archive Home															1433	7	117	515	15.6%	
	Latest News Articles															549	68	673	426	13.0%	
	Default Home															774	105	247	372	11.3%	
	Newsletters															134	11	93	79	2.4%	
	Search															99	24	72	64	2.0%	
	Latest Events Article																65	5	96	55	1.7%
	ITS Info																84	8	63	51	1.6%
	Subscriber Survey Sep 2009																0	0	134	44	1.3%

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Number of Views	2008									2009									Avg/mon.	%
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep			
Latest Events Homepage																53	5	48	35	1.1%
Newsletter Sign-up																63	6	9	26	0.8%
About Us																39	6	8	18	0.5%
Contact Us																12	0	9	7	0.2%
Archive Events Homepage																16	0	1	6	0.2%
Archive Events Article																3	0	1	1	0.0%
Other																302	38	297	211	6.4%
Total page views																6707	591	2651	3289	100%

* Recorded from 8 May 2008; # Recorded from 17 November 2008

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

	Number of Entrances	2008								2009								Avg/mon	%	
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			Sep
EU [2]	News Article							280	629	586	903	1349	1154	1134	1259				986	86.4%
	Home Page							24	68	98	85	91	57	69	122				83	7.3%
	Project Overview							17	33	24	49	58	57	56	65				49	4.3%
	Latest News							0	3	5	2	4	2	6	10				4	0.4%
	Archive							0	1	2	2	2	2	3	4				2	0.2%
	Search							1	1	1	3	5	4	3	3				3	0.2%
	Contact Us							0	0	1	1	0	3	0	0				1	0.1%
	FAQ							0	0	1	0	1	0	1	2				1	0.1%
	Other							5	12	6	12	17	15	8	17				12	1.1%
	Total entrances							327 [#]	747	724	1057	1527	1294	1280	1482				1141	100%
IR [2]	Default	42	34	52	40	48	50	55	63	76	86	80	64	57	72				60	33.1%
	Newswire Archive	7	29	13	19	36	28	26	27	30	83	104	161	96	81				54	29.9%
	Library	17	42	41	21	41	39	36	41	29	52	77	91	71	56				48	26.4%
	User Sign-up	0	0	0	0	1	0	3	18	13	13	1	35	8	2				7	3.8%
	Index	1	0	0	0	1	0	2	10	10	8	6	6	5	1				4	2.0%
	Search	1	0	1	3	1	4	1	1	1	4	4	5	1	2				2	1.2%
	About	4	1	0	1	1	0	2	2	1	0	1	3	0	5				2	0.8%
	Other	8	5	3	3	2	4	14	1	2	4	6	7	2	5				5	2.7%

ITS Radar International Project Report

	Number of Entrances	2008								2009								Avg/mon	%	
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug			Sep
	Total entrances	80*	111	110	87	131	125	139	163	162	250	279	372	240	224				180	100%
IRI [2]	Default Homepage															447	67	143	217	43.1%
	Archive News Articles															232	108	8	115	22.8%
	Latest News Articles															69	29	159	85	16.8%
	Subscriber Survey Sep 2009															0	0	69	23	4.5%
	Overview															18	19	20	19	3.7%
	Latest Events Article															28	1	12	14	2.7%
	Newsletter Sign-up															21	1	1	8	1.5%
	Archive Homepage															6	2	6	5	0.9%
	ITS Info															2	0	10	4	0.8%
	Newsletters															3	1	3	2	0.5%
	Search															1	1	3	2	0.3%
	About Us															2	0	2	1	0.3%
	Latest Events Homepage															1	0	1	1	0.1%

ITS Radar International Project Report

Number of Entrances	2008									2009									Avg/mon	%
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep			
Archive Events Article																0	0	1	0	0.1%
Other																13	3	13	10	1.9%
Total entrances																843	232	451	505	100%

* Recorded from 8 May 2008; # Recorded from 17 November 2008

Table 9 - Number of Document Downloads – Location Positioning Newsletter (formerly “Galileo”)

	Type	Number of Downloads	2008								2009								Avg/mon	
			May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		Sep
EU [1]	New	Sep-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	10	10
	New	Jul-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	22	14	13	16
	New	Jun-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	49				49
	New	May-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	14	6				10
	New	Apr-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	6	36	23	16				20
	New	Mar-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	2	115	23	17	14				34
	New	Feb-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	30	20	4	5	2				12
	New	Dec-08	N/A	N/A	N/A	N/A	N/A	N/A	N/A	51	36	14	23	4	5	7				20
	New	Nov-08	N/A	N/A	N/A	N/A	N/A	N/A	34	20	11	8	19	5	8	5				14
	New	Oct-08	N/A	N/A	N/A	N/A	N/A	24	20	13	16	9	13	7	5	3				12
	New	Sep-08	N/A	N/A	N/A	N/A	10	20	10	14	15	8	14	3	5	2				10
	New	Jul-08	N/A	N/A	25	18	9	15	18	12	15	11	11	5	6	4				12
	New	Jun-08	N/A	35	11	8	2	14	10	13	15	4	10	5	6	3				10
	New	May-08	26	13	4	5	1	7	5	10	13	5	8	3	2	3				8
	Old	Feb-07	7	11	4	5	1	12	9	11	11	6	10	5	4	6				7
	Old	Jan-07	12	12	6	3	2	14	13	13	11	9	12	9	8	7				9
	Old	Nov-06	9	9	2	5	1	11	10	9	11	11	16	5	5	10				8
	Old	Oct-06	9	13	4	2	2	12	14	9	13	11	12	5	4	7				8
	Old	Sep-06	10	9	8	6	1	12	17	12	12	6	12	8	10	11				10
	Old	Jul-06	11	11	7	4	2	10	14	8	10	6	10	5	5	2				8
	Old	Jun-06	12	10	6	3	2	10	13	11	11	8	8	3	7	5				8
	Old	May-06	10	8	9	5	1	11	13	11	13	7	8	7	4	4				8
	Old	Apr-06	12	10	8	3	2	10	11	10	9	8	8	7	5	3				8
Old	Mar-06	9	12	5	4	1	13	9	12	10	7	12	6	5	4				8	
Old	Feb-06	12	11	6	4	2	10	9	10	10	8	10	6	6	6				8	
Old	Jan-06	9	5	3	5	1	8	10	10	8	6	9	4	3	4				6	
Old	Nov-05	11	10	4	4	1	10	12	12	11	9	9	6	6	7				8	
Old	Oct-05	11	10	6	4	2	10	12	11	9	7	9	9	5	4				8	
Total		2846	170	189	118	88	43	233	263	282	270	200	384	180	173	194	22	14	23	

Table 10 - Number of Document Downloads – EC Policy Newsletter

	Number of Downloads	2008									2009									Avg/mon
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep		
EU [1]	New Sep-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	14	14
	New Jul-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	22	20	11	18
	New Jun-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	24				24
	New May-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	16	10				13
	New Apr-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	6	29	19	15				17
	New Mar-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	3	30	22	14	9				16
	New Feb-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	18	13	10	8	6				11
	New Dec-08	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	30	34	31	8	7	11	9				19
	New Nov-08	N/A	N/A	N/A	N/A	N/A	N/A	N/A	19	14	14	17	9	10	3	5				11
	New Oct-08	N/A	N/A	N/A	N/A	N/A	18	13	10	10	8	8	6	7	4					9
	New Sep-08	N/A	N/A	N/A	N/A	8	17	9	12	16	8	8	6	7	4					10
	New Jul-08	N/A	N/A	25	13	6	10	16	13	16	10	6	3	4	2					10
	New Jun-08	N/A	24	13	11	1	11	14	10	17	9	8	7	5	6					10
	New May-08	31	22	6	4	2	11	12	10	17	5	9	6	5	3					10
	Old Feb-07	12	13	11	6	2	12	12	14	8	9	8	5	6	3					9
	Old Jan-07	10	11	8	5	2	9	12	11	11	8	10	8	6	6					8
	Old Nov-06	13	13	11	7	2	10	12	10	9	11	12	9	13	6					10
	Old Oct-06	13	12	9	4	2	11	13	10	8	6	11	5	7	4					8
	Old Sep-06	8	14	8	4	2	9	12	12	10	4	10	5	4	5					8
	Old Jul-06	9	11	9	2	2	12	13	11	10	7	8	7	5	4					8
	Old Jun-06	11	10	10	6	1	13	13	9	11	8	9	7	4	5					8
	Old May-06	13	14	5	5	2	10	15	11	7	5	10	5	6	6					8
	Old Apr-06	11	12	14	6	2	13	15	13	12	11	10	11	9	11					11
	Old Mar-06	8	5	3	4	1	6	6	8	5	4	4	3	5	5					5
Old Feb-06	10	12	9	4	1	10	12	11	11	10	6	5	3	5					8	
Old Jan-06	10	10	8	5	1	7	6	12	11	9	7	6	4	4					7	
Old Nov-05	9	13	8	5	1	9	14	11	9	7	8	7	5	4					8	
Old Oct-05	11	16	8	5	2	12	11	13	11	7	8	7	5	4					9	
Total	2717	179	212	165	96	40	210	249	255	257	215	226	196	181	169	22	20	25		

Table 11 - Number of Document Downloads – Research Newsletter

	Type	Number of Downloads	2008								2009								Avg/mon	
			May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		Sep
EU [1]	New	Sep-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	11	11
	New	Jul-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	24	5	4	11
	New	Jun-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	46				46
	New	May-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	22	7				15
	New	Apr-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	5	29	20	12				17
	New	Mar-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	3	46	18	15	10				18
	New	Feb-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	33	14	10	5	3				13
	New	Dec-08	N/A	N/A	N/A	N/A	N/A	N/A	N/A	43	39	10	11	11	11	24				21
	New	Nov-08	N/A	N/A	N/A	N/A	N/A	N/A	N/A	34	23	26	5	16	13	6	9			17
	New	Oct-08	N/A	N/A	N/A	N/A	N/A	N/A	24	15	11	9	5	4	6	5	4			9
	New	Sep-08	N/A	N/A	N/A	N/A	14	18	12	11	10	5	8	7	4	5				9
	New	Jul-08	N/A	N/A	35	16	12	10	13	12	12	10	8	7	7	5				12
	New	Jun-08	N/A	43	10	8	9	16	11	18	15	10	25	9	9	9				15
	New	May-08	62	14	9	4	3	13	14	12	11	11	7	8	10	15				14
	Old	Feb-07	10	10	10	4	2	8	10	13	12	10	9	4	4	4				8
	Old	Jan-07	13	12	11	6	2	9	10	12	11	17	22	11	8	14				11
	Old	Nov-06	12	14	11	3	1	10	15	11	10	7	6	3	3	6				8
	Old	Oct-06	11	10	12	5	2	10	10	9	13	6	10	6	6	4				8
	Old	Sep-06	13	10	12	5	1	12	10	9	10	8	12	9	2	2				8
	Old	Jul-06	12	12	10	4	2	11	11	9	11	7	9	6	6	3				8
	Old	Jun-06	11	9	9	5	2	10	11	11	9	7	7	5	5	2				7
	Old	May-06	13	11	5	4	1	13	18	10	10	17	10	8	5	3				9
	Old	Apr-06	21	22	17	16	3	12	24	11	11	16	9	8	10	9				14
	Old	Mar-06	11	11	11	6	1	12	12	12	11	7	12	7	4	4				9
Old	Feb-06	13	10	9	9	2	11	9	12	8	10	10	5	6	8				9	
Old	Jan-06	11	12	10	4	2	10	12	11	10	6	11	6	6	4				8	
Old	Nov-05	11	10	10	5	1	11	12	9	10	7	9	5	5	5				8	
Old	Oct-05	11	12	12	5	1	11	12	9	5	5	8	5	6	5				8	
Total		3049	235	222	203	109	61	231	275	278	263	222	288	206	190	222	24	5	15	

Table 12 - Number of Document Downloads – Standards Newsletter

	Type	Number of Downloads	2008								2009								Avg/mon		
			May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		Sep	
EU [1]	New	Sep-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	19	19	
	New	Jul-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	16	4	6	9
	New	Jun-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	53					53
	New	May-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	29	8					19
	New	Apr-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	9	37	24	17					22
	New	Mar-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	5	50	33	24	15					25
	New	Feb-09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	33	14	10	6	4					13
	New	Dec-08	N/A	N/A	N/A	N/A	N/A	N/A	N/A	45	48	20	14	11	6	7					22
	New	Nov-08	N/A	N/A	N/A	N/A	N/A	N/A	33	27	26	14	12	7	5	4					16
	New	Oct-08	N/A	N/A	N/A	N/A	N/A	27	14	13	28	11	9	8	6	4					13
	New	Sep-08	N/A	N/A	N/A	N/A	17	16	10	10	26	14	9	7	6	5					12
	New	Jul-08	N/A	N/A	34	21	25	22	25	21	24	13	14	6	6	9					18
	New	Jun-08	N/A	48	39	29	7	11	11	20	44	17	37	33	16	48					28
	New	May-08	82	20	18	6	9	12	18	23	30	17	56	26	11	16					25
	Old	Feb-07	13	13	9	5	1	11	16	10	13	9	13	5	5	4					9
	Old	Jan-07	32	25	23	13	5	27	22	16	17	10	14	16	12	15					18
	Old	Nov-06	8	11	9	6	1	14	11	14	11	9	8	8	5	8					9
	Old	Oct-06	12	14	12	5	2	12	13	11	9	9	8	6	6	4					9
	Old	Sep-06	12	13	12	7	2	13	11	12	10	7	12	7	7	5					9
	Old	Jul-06	12	13	11	5	2	11	13	14	14	7	10	7	4	4					9
	Old	Jun-06	11	11	9	6	1	11	9	12	14	8	9	8	6	5					9
	Old	May-06	12	12	10	5	1	12	13	12	13	7	9	6	5	4					9
	Old	Apr-06	14	14	12	6	2	12	13	14	17	12	17	10	10	9					12
	Old	Mar-06	8	11	11	5	1	9	9	11	11	7	11	8	5	3					8
	Old	Feb-06	11	11	12	7	2	11	12	12	11	7	12	8	5	5					9
Old	Jan-06	13	13	11	6	1	12	10	13	13	7	7	6	9	6					9	
Old	Nov-05	14	14	9	6	1	8	10	13	12	9	6	5	6	4					8	
Old	Oct-05	13	11	5	5	6	12	14	14	10	9	7	5	8	2					9	
Total		3740	267	254	246	143	86	263	287	337	401	261	367	283	232	268	16	4	25		

Table 13 - Number of Document Downloads – ITS Radar International Newsletters

	Type	Number of Downloads	2008								2009								Avg/mon		
			May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		Sep	
IRI [1]	New	Technology Newsletter (Sep 09)															N/A	N/A	13	13	
	New	Pilots Newsletter (Sep 09)																N/A	N/A	10	10
	New	Technology Newsletter (Jul 09)																42	31	21	31
	New	Pilots Newsletter (Jul 09)																41	22	16	26
Total		196															83	53	60		

Table 14 - Number of Document Downloads – Conference Reports

	Type	Number of Downloads	2008								2009								Avg per mon	
			May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		Sep
EU [1]	New	Easyway 2008	N/A	N/A	N/A	N/A	N/A	N/A	50	24	22	19	27	17	14	66	14	12	7	25
	New	2008 ITS World Congress	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	39	26	16	15	19	17	14	5	19
	Old	Nav 2005	32	32	30	28	17	33	28	16	18	9	17	18	16	17	16	15	8	21
	Old	200610 CVIS WP2	15	33	18	19	10	27	21	19	16	16	22	24	20	19	15	12	11	19
	Old	200702 IMS	22	22	15	9	7	17	23	33	17	10	25	13	9	13	23	10	11	16
	Old	200705 Vehicle Safety	17	19	17	6	2	20	19	23	17	17	19	9	6	11	20	9	10	14
	Old	200605 eSafety Conf Report	16	13	16	11	3	21	17	18	23	14	17	11	6	8	21	12	13	14
	Old	200702 FP7	16	14	14	6	5	16	19	19	12	11	14	12	10	15	10	11	12	13
	Old	200611 RFID	18	13	13	9	4	12	19	13	13	9	12	11	14	13	96	26	6	18
	Old	200611 eSafety	14	15	9	7	2	20	21	16	14	9	9	13	8	11	13	9	16	12
	Old	200607 European Initiatives	16	16	11	10	3	16	15	14	15	11	11	10	5	11	18	22	1	12
	Old	200601 Intelligent Roads	15	14	14	8	3	14	12	14	17	8	8	12	11	12	17	3	5	11
	Old	European Experiences	13	13	11	8	3	14	16	16	12	9	9	10	9	9	17	21	11	12
	Old	200704 CVIS	11	8	10	6	9	9	8	8	11	6	13	13	9	10	10	16	6	10

Table 15 - Number of Document Downloads – Fact Sheets

	Type	Num of Downloads	2008								2009								Avg / mon	
			May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		Sep
EU [1]	New	CVHS (Sep 09)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	37	37
	New	200903 eCall (Updated v3)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	6	108	45	44	45	25	24	6	38
	New	200906 INSPIRE	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	33	24	22	7	22
	Old	200704 Project MESA	23	19	14	4	3	22	41	34	37	70	35	36	32	38	20	12	7	26
	Old	200701 DATEX II (Updated v2)	22	26	25	23	14	42	25	29	23	18	34	34	39	26	18	22	14	26
	Old	200701 eCall (Updated v2)	20	16	14	23	6	25	25	24	19	31	32	21	15	8	N/A	N/A	N/A	20
	Old	200702 ITS Registry	15	14	17	10	25	21	26	21	22	14	35	9	24	21	14	19	5	18
	Old	200605 Standards	18	15	14	5	8	18	18	32	17	18	24	11	8	18	12	17	6	15
	Old	200605 DATEX II (Original)	13	15	16	7	5	14	11	15	23	5	8	6	10	8	N/A	N/A	N/A	11
Total		2313	111	105	100	72	61	142	146	155	141	162	276	162	172	197	113	116	82	

Table 16 - Number of Document Downloads – Deliverables

Type	Number of Downloads	2008								2009								Avg/ mon		
		May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		Sep	
EU [1]	New	ITS Standards Spreadsheet (2008 & 2009 Versions)	53	67	74	51	17	27	30	48	53	42	71	22	47	38	30	14	89	45
	New	IRI HA Opportunities (2008 & 2009)	16	50	43	53	27	69	55	46	58	45	39	30	12	28	35	20	15	38
	New	IRI User Survey Report May 2008	N/A	N/A	18	55	72	77	57	64	55	46	41	23	21	13	7	4	3	37
	New	IRI User Survey Report Sept 2008	N/A	N/A	N/A	N/A	N/A	N/A	N/A	22	21	13	13	11	8	7	9	5	2	11
	New	IRI Website Usage Statistics May 08 to September 08	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	12	16	9	7	11	15	9	1	3	9
	New	IRI 6-month Review and Plan Oct 2008	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	6	15	15	6	18	7	13	3	2	9
	Old	ITS Standards Spreadsheet (2006 & 2007 Versions)	25	21	15	28	20	30	19	29	70	39	70	56	48	50	N/A	N/A	93	36
	Old	HA Opportunities (Previous Version)	12	41	28	5	1	12	13	12	13	8	9	8	17	4	N/A	N/A	N/A	13
	Old	HA EU Watch 2005-7 Final Report	16	12	14	8	3	12	14	18	15	41	20	15	18	10	13	14	5	15
	Old	HA EU Watch Web Usage Sep-Nov06	11	12	13	6	1	13	15	13	11	9	14	10	11	10	8	18	14	11
	Old	HA EU Watch 2004 Final Report	12	13	5	3	2	11	12	14	15	7	15	11	9	16	13	4	3	10
	Old	HA EU Watch Web Usage Jun-Aug06	11	9	10	9	5	14	17	15	12	8	12	5	6	8	9	9	42	12
	Old	HA EU Watch Review April 06	26	18	18	10	4	23	30	28	24	18	21	13	15	18	30	14	8	19

Table 17 - Number of Document Downloads – Other documents

	Type	Number of Downloads	2008								2009								Avg/mon	
			May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		Sep
EU [1]	New	User Survey Questionnaire	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	22	22
	New	User Survey Sept 09	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	13	13
	New	About ITS Radar International	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	11	12	8	10
	New	Glossary	15	13	12	4	4	21	21	13	15	13	18	9	8	9	36	31	49	17
	New	RDS-TMC Workshop Agenda	N/A	10	10	6	1	12	9	15	5	11	8	5	2	5	N/A	N/A	N/A	8
	Old	Keywords	11	10	12	3	2	18	14	12	12	11	9	6	10	6	16	9	5	10
	Old	Project Briefing Note	9	10	7	5	0	6	8	5	4	5	5	8	9	9	N/A	N/A	N/A	6