

# Australian Newspapers Digitisation Program



## Australian Newspapers – Service Usage Statistics

### Running totals since 4 August 2008 (For use in presentations)

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Statistic type	4 Nov 2008	4 Feb 2009	4 May 2009	4 Aug 2009 1 year old	4 Nov 2009
Number of pages in service	367,000	367,000	367,000	538,334	832,665
Number of articles in service	3.5 million	3.5 million	3.5 million	5.8 million	8.4 million
Unique visitors to site (can be interpreted as number of users)	94,000	205,000	347,000	492,000	787,000
Number of registered users	1488	2994	3796	4762	6006
Lines of text corrected by public	1 million	2.2 million	3.4 million	4.7 million	7 million
Number of articles corrected by public	60,000	104,000	154,000	216,093	318,169
Number of comments added by public	800	1806	2582	3441	4618
Number of tags added by public	18,000	43,000	73,733	105,028	197,579
Total keyword searches since 4 August 2008 release	2 million	2.5 million	2.8 million	3.3 million	3.9 million
Searches per day (not confirmed, Potentially dubious).	18,500 - 28,000	8,000 - 13,000	9,000- 10,000	-	-
% of users in Australia	78%	75%	72%	73%	74%
Av time spent on site by Australians	18 mins	15 mins	17 mins	17 mins	16 mins
Av time spent on site - all users	18 mins	15 mins	14 mins	14 mins	14 mins
Traffic from Google	39%	46%	50%	55%	59%
Direct traffic	32%	26%	23%	21%	20%
Traffic from NLA website	13%	12%	10%	10%	8%