

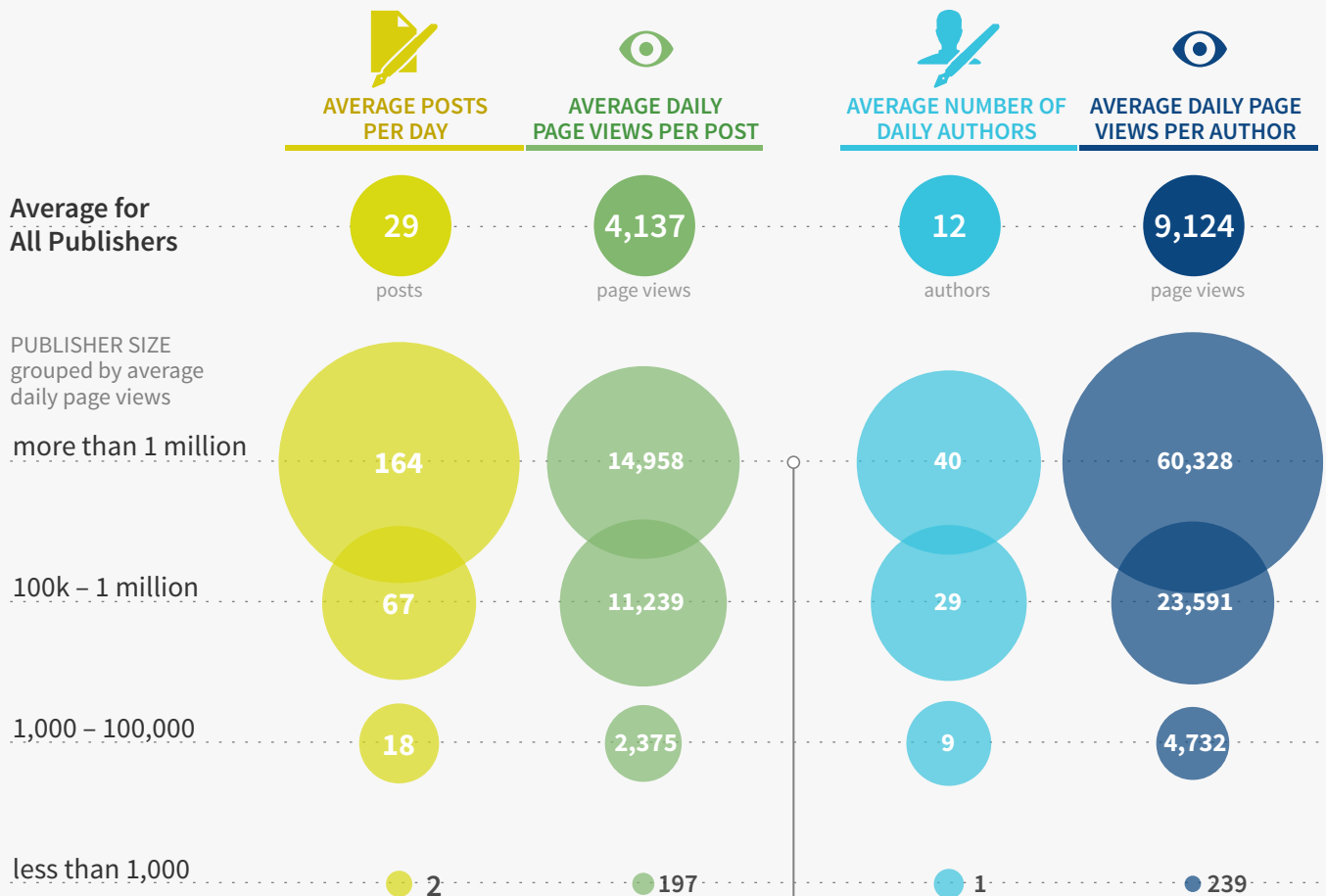
THE AUTHORITY REPORT

How Efficient is the News?

Today, digital publishers are being asked to do more with less resources, for an audience with a shorter attention span and more options. Each publisher must make crucial decisions about how their content type, length, style and more will impact their audience. For this Authority Report, we've taken data from over 8 billion page views and hundreds of media properties to see what the averages are for post creation, views, and author output.

We've broken down the averages over publisher size and verticals. Take a look at the numbers and see how your organization stacks up. Are you where you want to be?

Time period: October, 2013–January, 2014



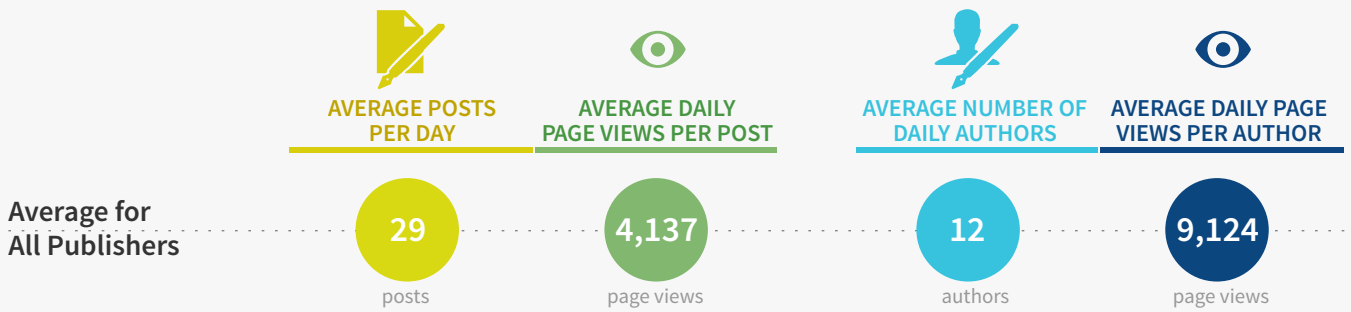
NOTE:

Going past the one million page views per day mark means producing 2.44 times more total site content, but it only results in 1.3 times more page views per post. Authors become more efficient at writing stories though: each author produces almost twice as many posts per day than on smaller sites.

Sign up to receive the Authority Report and read more about the data here: <http://parse.ly/authority>

See how your site compares. Try Parse.ly Analytics free for 30 days: <http://dash.to/try>

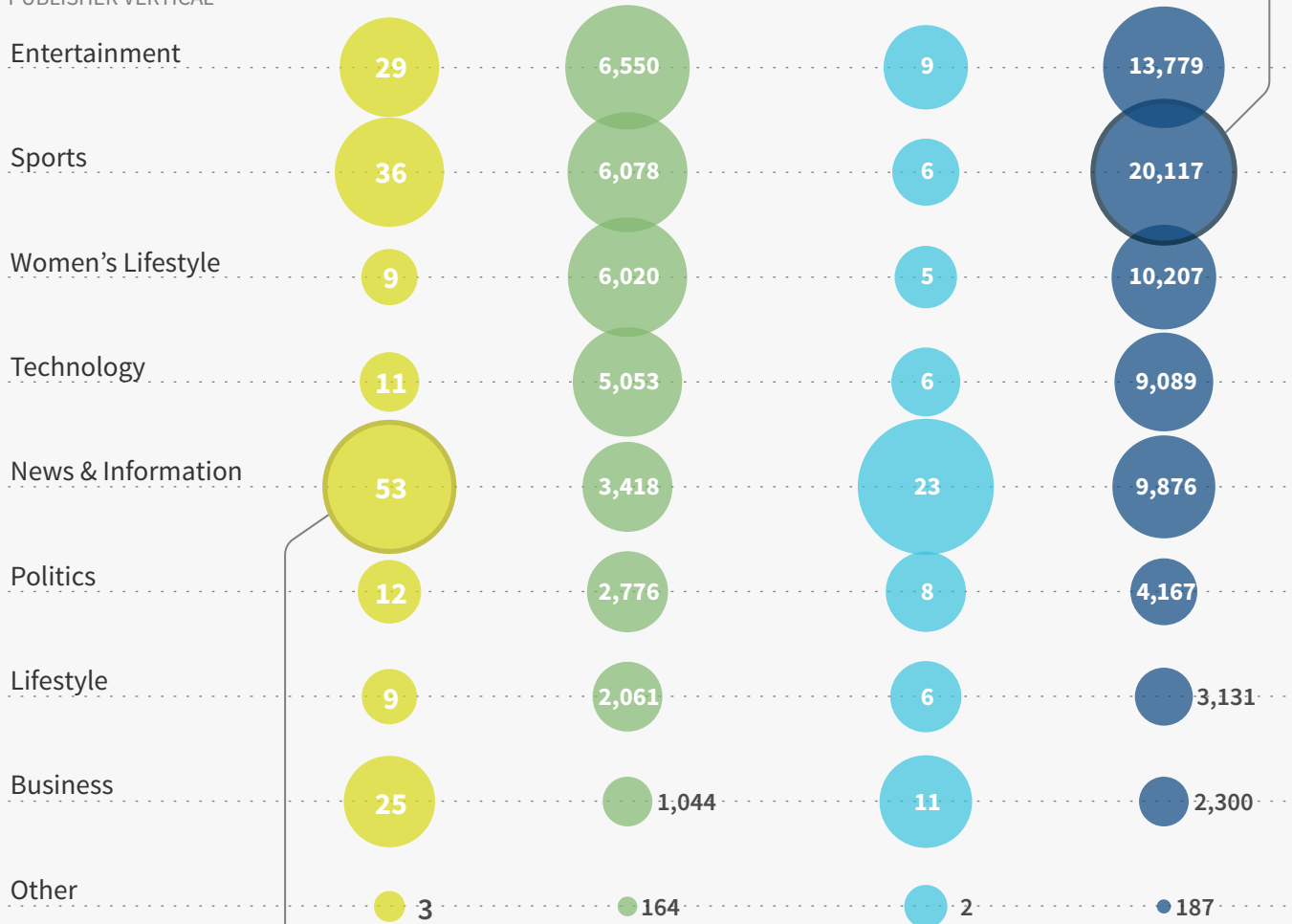
Publisher Efficiency Ratios by Category



NOTE:

Sports writers get the most individual attention of any vertical: their authors average the highest page views per day of any type of site. The cause may be a combination of factors, like people’s deep attachment to their sports teams, or the fact that sports highlight stories can be written quickly and still garner high attention.

PUBLISHER VERTICAL



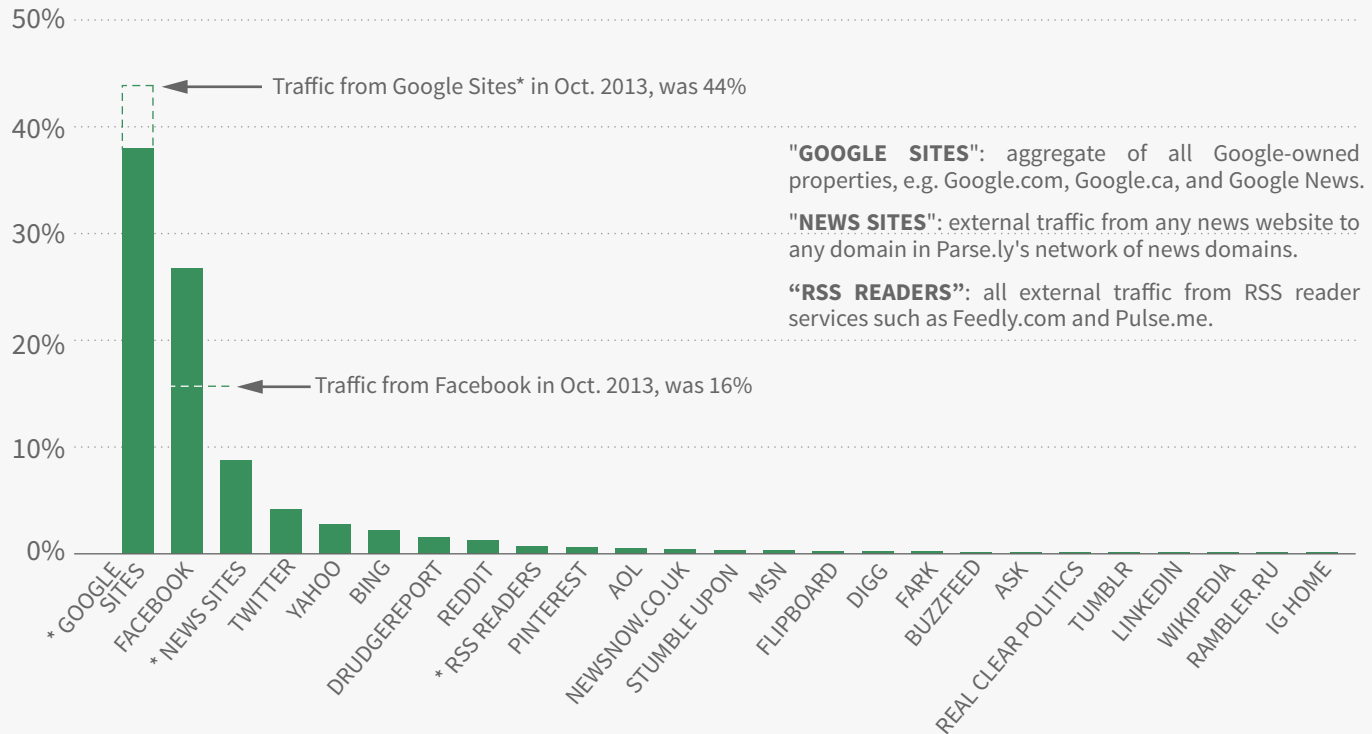
NOTE:

On average, general news sites produced over 17 more posts per day than the next closest vertical. In contrast to the other verticals, “News & Info” publishers cover a larger range, from local or national breaking news, to their own sports and business sections. Readers may be going elsewhere for topical expertise.

THE AUTHORITY REPORT: TOP 25 TRAFFIC SOURCES

(Jan. 01 – Jan. 31, 2014)

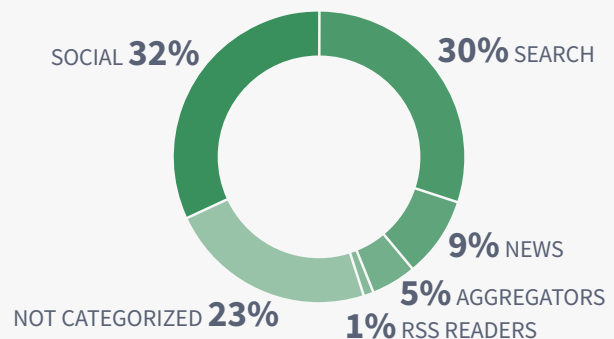
Facebook has gained significant ground at the expense of Google since our last Authority Report, which looked at traffic data from October, 2013. In October, Google Sites* accounted for 44% of traffic referrals in the Parse.ly network, while Facebook was a distant second at 16%. Today? Google Sites drop to 38% of traffic referrals, while Facebook jumped up to 26%. This data is in line with what other outlets have reported on how changes in the Facebook algorithm has affected traffic to news websites, including a quick study we did in January that you can read on our blog: <http://blog.parse.ly.com>



THE AUTHORITY REPORT: TOP TRAFFIC SOURCES BY CATEGORY

(Jan. 01 – Jan. 31, 2014)

Facebook's gains appear in the category break down as well. Traffic from social networks is now driving more traffic than search from within our network.



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