

THE AUTHORITY REPORT



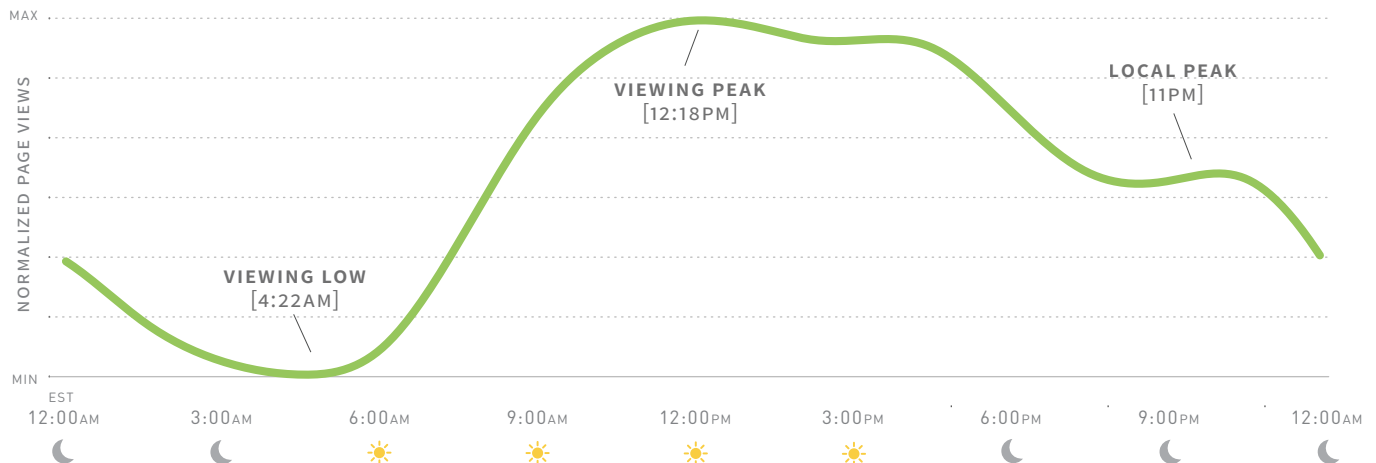
REPORT PERIOD
JUNE—AUGUST 2014

What makes a good digital deadline?

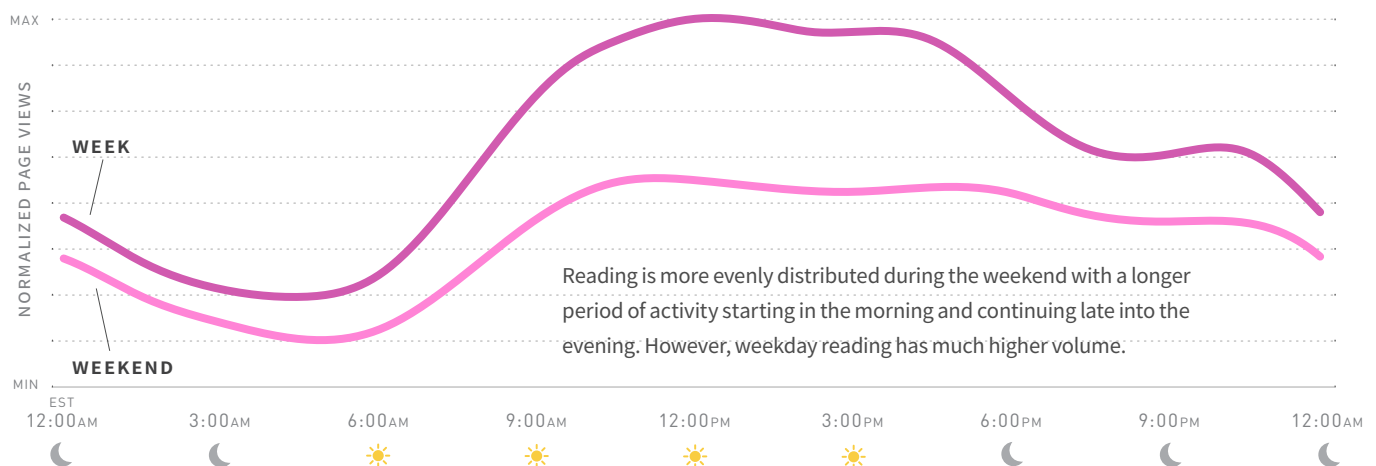
Just because deadlines are no longer dictated by the capabilities of the printing press, it doesn't mean digital deadlines should be arbitrary. For this Authority Report, **Parse.ly** examined three months worth of our data across more than 10 billion page views and over 100,000 posts to see when stories attract the most attention. Every time a reader clicks on a story, they're showing their intention to read it. Knowing when they're most likely to do so can inform every part of a publisher's business from product to editorial and beyond.

AVERAGE DAILY READER CYCLE

Below shows the page view volume across an average day for the entire **Parse.ly** network during June, July, and August.



AVERAGE DAILY READER CYCLE: WEEK VS WEEKEND

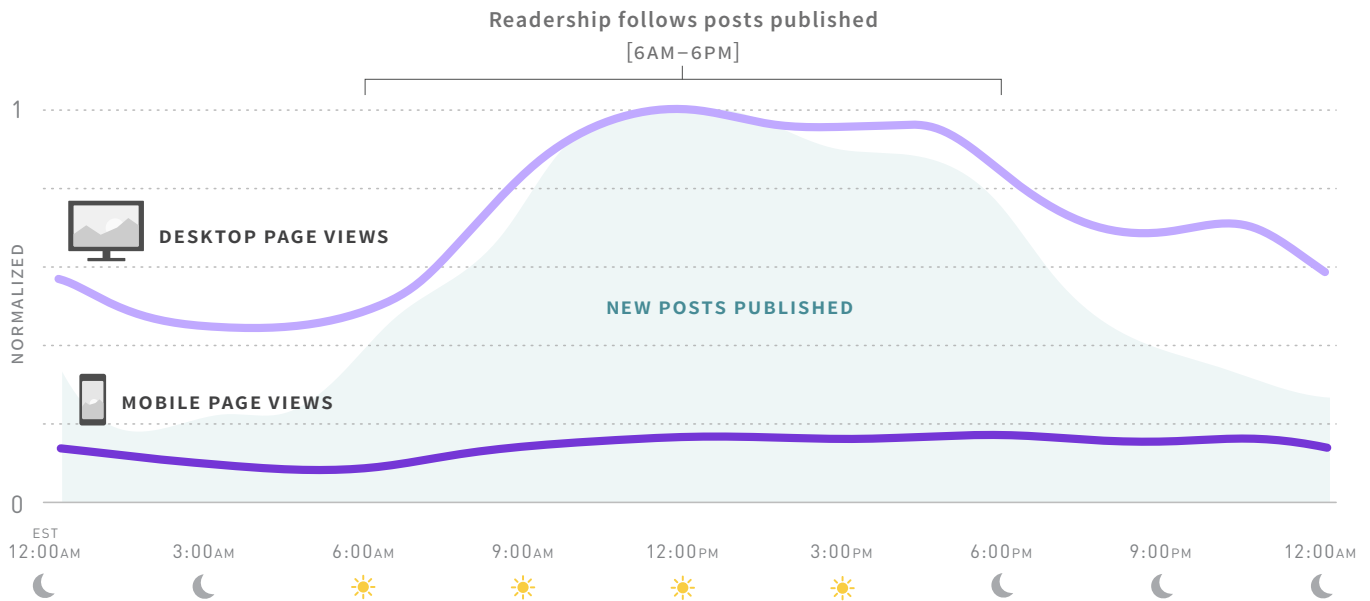


*Both curves are normalized using the maximum value of the week

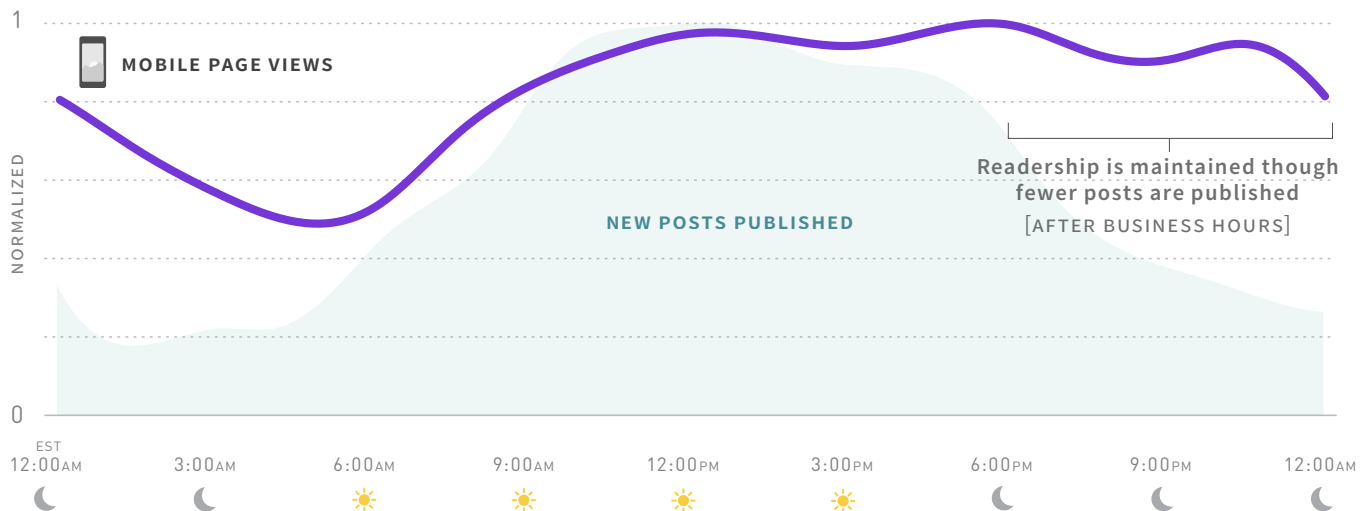
How do these readership trends overlay with the existing deadlines and distribution of stories being posted currently?

COMPARING PUBLISH TIMES TO PAGE VIEWS

Below shows the volume of **New Posts** published throughout an average day compared to the average **Page View** cycle for the entire **Parse.ly** network during June, July, and August.



COMPARING PUBLISH TIMES TO MOBILE PAGE VIEWS



We need to zoom in to see mobile clearly, as the total views are still much lower than desktop views. Reading starts picking up early in the morning, like the desktop views. However, readers stay engaged much longer into the evening with articles on mobile and tablet devices.

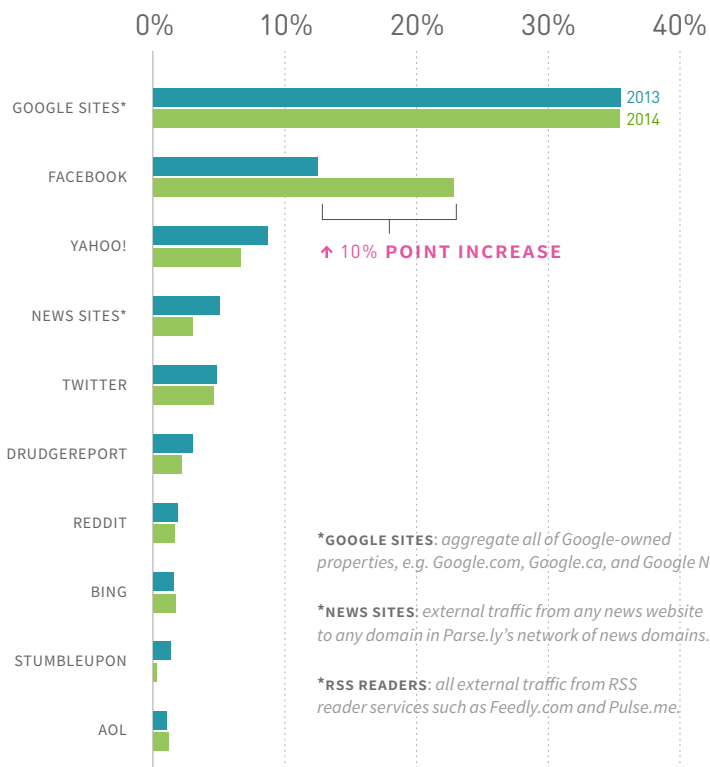
Do your readers match these trends?

Individual stories, sections and sites may have a vastly different time curve depending on the content.

Year-Over-Year Comparison

In each **Authority Report**, we examine the top 25 referral sources to our network. For this report, we looked at the year-over-year change in referral traffic to sites that have been on our network for the full twelve months.

TOP TRAFFIC REFERRAL SOURCES



*GOOGLE SITES: aggregate all of Google-owned properties, e.g. Google.com, Google.ca, and Google News.

*NEWS SITES: external traffic from any news website to any domain in Parse.ly's network of news domains.

*RSS READERS: all external traffic from RSS reader services such as Feedly.com and Pulse.me.

	2013	2014
1	GOOGLE SITES*	GOOGLE SITES*
2	FACEBOOK	FACEBOOK
3	YAHOO	YAHOO
4	NEWS SITES*	↑ TWITTER
5	TWITTER	↓ NEWS SITES*
6	DRUDGEREPORT	DRUDGEREPORT
7	REDDIT	↑ BING
8	BING	↓ REDDIT
9	STUMBLEUPON	↑ AOL
10	AOL	↑ RSS READERS*
11	RSS READERS*	↑ PINTEREST
12	PINTEREST	↑ ZERGNET
13	MSN	↑ FARK
14	FARK	↑ REALCLEARPOLITICS
15	DIGG	↑ FLIPBOARD
16	TINYURL	↓ STUMBLEUPON
17	SILK.CO	↓ DIGG
18	REALCLEARPOLITICS	↓ MSN
19	BUZZFEED	↑ NEWZJUNKY
20	LINKEDIN	↑ DISQUS
21	ASK	↑ IGHOME
22	DISQUS	↓ LINKEDIN
23	FEEDSPORTAL	↓ BUZZFEED
24	TUMBLR	↑ LUCIANNE
25	LUCIANNE	↑ WIKIPEDIA

For this report we have updated our referrer methodology to include traffic only to post pages. In the past we have included traffic to home pages, sections pages, and search results pages.

REFERRER CATEGORIES

