



Media Statistics

2025

▼ Contents

Website Statistics \ User Attributes & Demographics

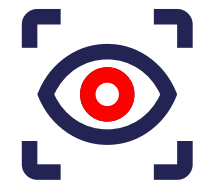
Social Media

Newsletter

Magazine & Event Guide

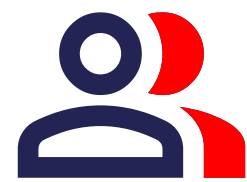
Attendees' Summary

SiGMA World Website Statistics



Page Views

+7.2M



Users

+2.8M



Sessions

+4.2M



Avg. Session Duration

2m47s

B2B

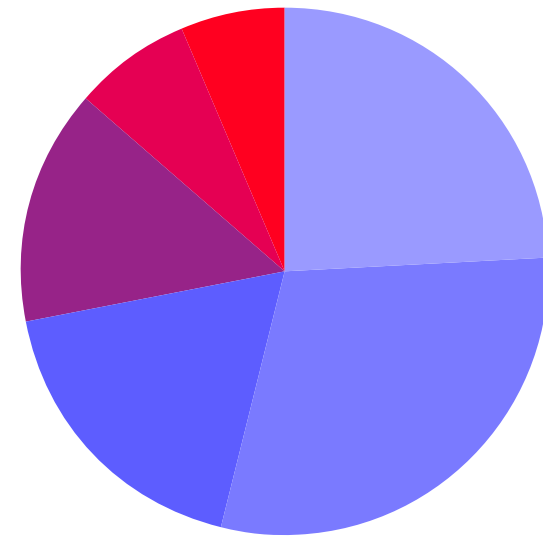
| TOP SECTIONS SiGMA WEBSITE | VIEWS | USERS | VIEWS PER USER |
|------------------------------|-----------|---------|----------------|
| SiGMA News | 1,131,659 | 609,225 | 1.86 |
| SiGMA World | 587,997 | 176,997 | 3.32 |
| SiGMA – Home Page | 487,489 | 204,323 | 2.39 |
| AIBC Eurasia | 411,766 | 177,763 | 2.32 |
| SiGMA Asia | 253,397 | 81,560 | 3.11 |
| SiGMA Europe | 249,658 | 91,166 | 2.74 |
| SiGMA South America | 170,101 | 61,488 | 2.77 |
| SiGMA Africa | 100,485 | 32,125 | 3.13 |
| SiGMA South Asia | 77,698 | 22,790 | 3.41 |
| SiGMA North America | 12,689 | 4,177 | 3.04 |

B2C

| SECTION SiGMA WEBSITE | VIEWS | USERS | VIEWS PER USER |
|-------------------------|-----------|-----------|----------------|
| SiGMA Play | 2,815,601 | 1,119,847 | 2.51 |

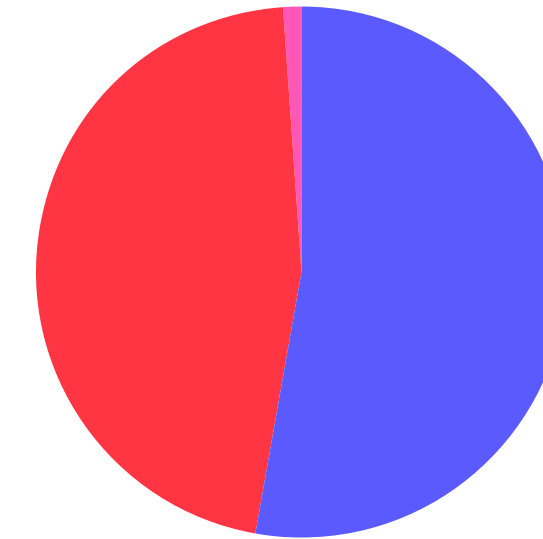
User Attributes & Demographics

B2B audience characteristics that can be targeted through SiGMA Website



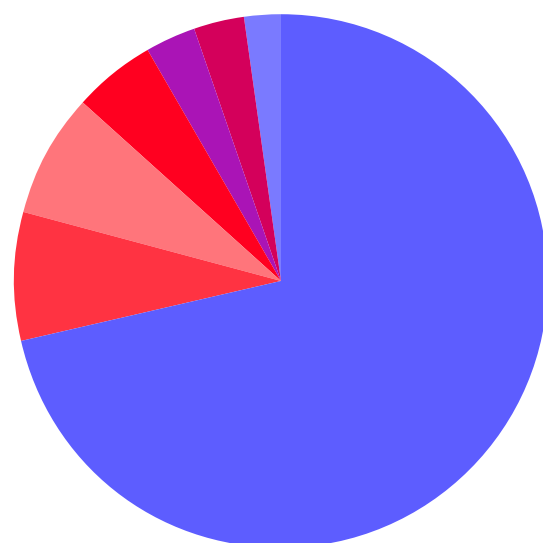
User Demographics: **Age**

| | |
|-------|-------|
| 24.3% | 18-24 |
| 29.8% | 25-34 |
| 18.1% | 35-44 |
| 14.3% | 45-54 |
| 7.3% | 55-64 |
| 6.2% | 65+ |



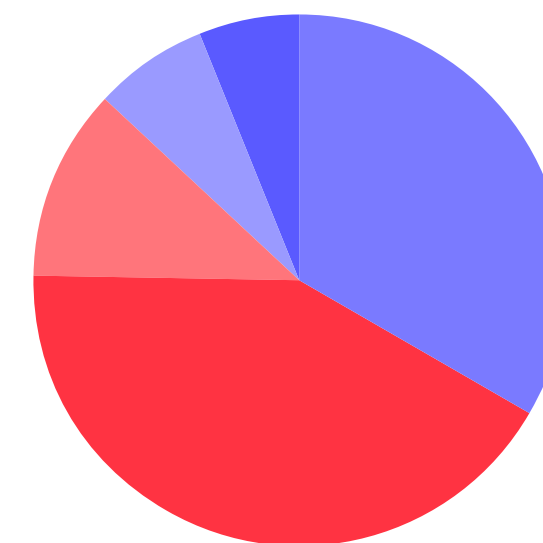
Device Category

| | |
|-------|---------|
| 52.9% | Desktop |
| 46.1% | Mobile |
| 1.0% | Tablet |



User Demographics: **Language**

| | |
|-------|------------|
| 71.4% | English |
| 7.8% | Russian |
| 7.7% | Chinese |
| 5.0% | Portuguese |
| 2.9% | Spanish |
| 3.1% | Italian |
| 2.1% | German |



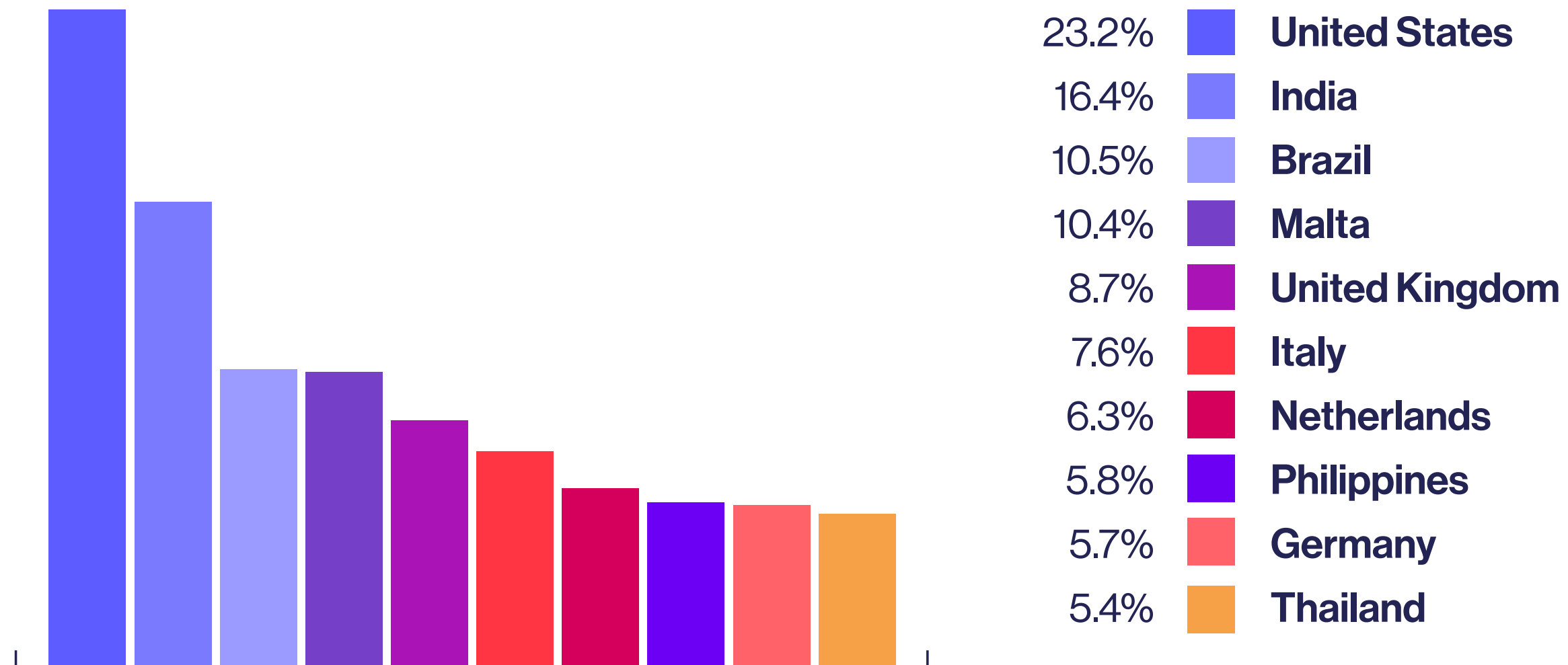
Traffic Source/Medium

| | |
|-------|----------|
| 33.6% | Organic |
| 41.9% | Direct |
| 11.5% | Other |
| 7.0% | Social |
| 6.0% | Referral |

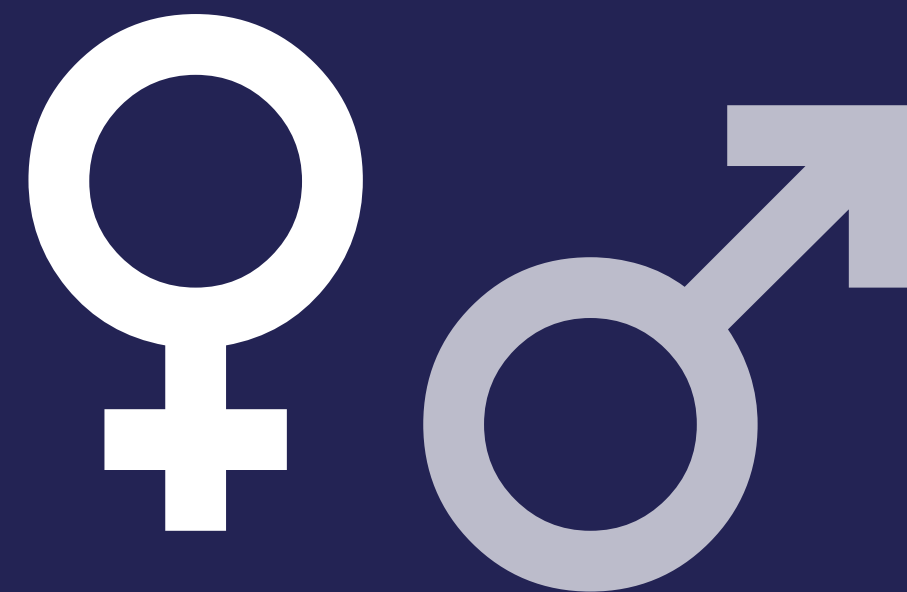
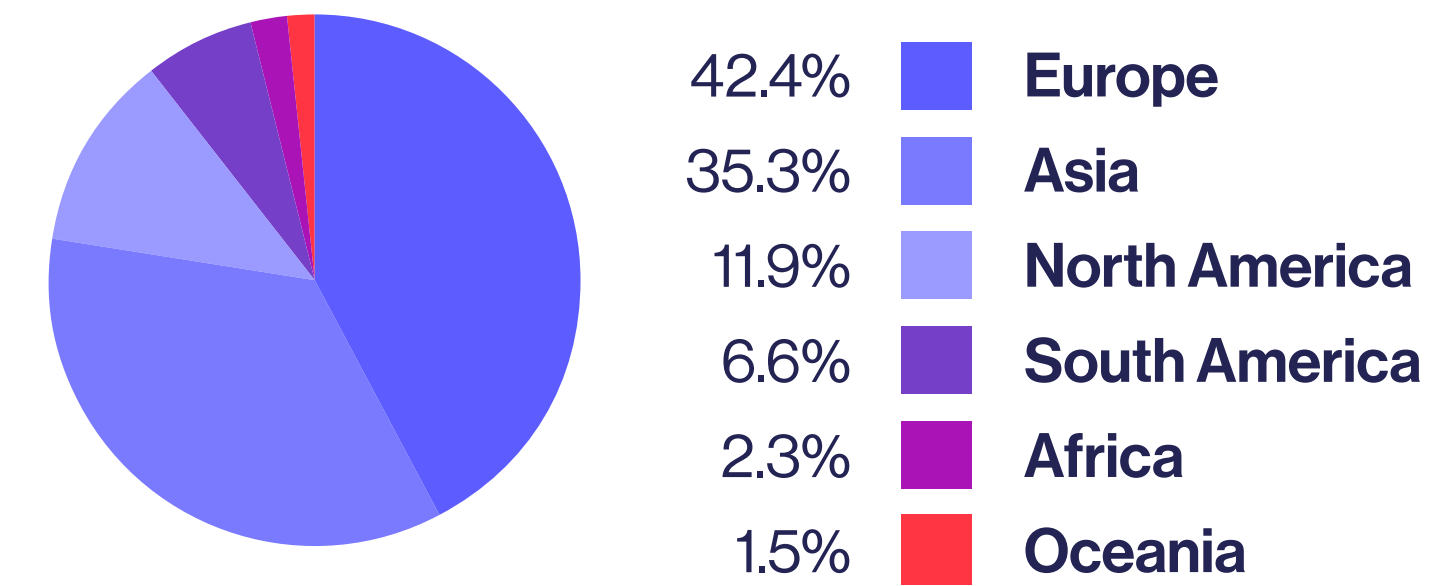
User Attributes & Demographics

Audience characteristics that can be targeted through SiGMA Website

User Demographics: Top Countries



User Demographics: by Continent






Female: 40%

Male: 60%

Website Audience by Language

Audience characteristics that can be targeted through SiGMA Website

| | ZH-HANT CHINESE | RU RUSSIAN | PT-BR PORTUGUESE | ES SPANISH | TH THAI | HI HINDU | KO* KOREAN | JA* JAPANESE | IT* ITALIAN |
|---|--------------------|---------------|---------------------|---------------|------------|-------------|---------------|-----------------|----------------|
|  Views | 203,114 | 156,930 | 119,368 | 102,739 | 85,556 | 41,144 | 45,224 | 38,658 | 59,771 |
|  Active Users | 72,091 | 72,808 | 59,875 | 51,004 | 52,941 | 21,687 | 21,687 | 20,074 | 22,382 |
|  Views per Active User | 2.82 | 2.16 | 1.99 | 2.01 | 1.62 | 2.09 | 2.09 | 1.93 | 2.67 |

*Insights for Korean, Japanese, and Italian represent initial performance following their recent introduction. These figures should be viewed independently from our more established language versions.

Social Media Performance

Reach a broader audience and gain better visibility.



Reach

+43,856,545

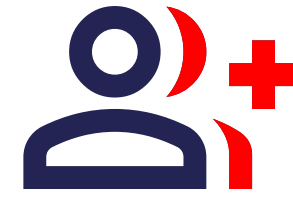
+27,224,078 Facebook
+15,525,739 Instagram
+1,106,728 LinkedIn



Impressions

+188,140,185

+121,979,205 Facebook
+51,664,197 Instagram
+14,086,991 LinkedIn
+409,792 X



Followers

+142,578

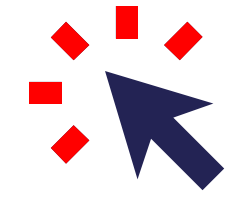
+26,594 Facebook
+40,866 Instagram
+67,803 LinkedIn
+7,315 X



Content Interactions

+313,481

+59,498 Facebook
+171,016 Instagram
+78,388 LinkedIn
+4,579 X



Link Clicks

+684,683

+404,782 Facebook
+7,066 Instagram
+272,835 LinkedIn



+17,097,252

Total Views

+6,872,071

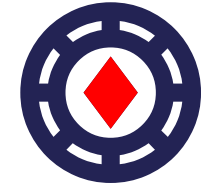
Unique Viewers

+173,896

Total Watch Time (Hours)

Newsletter Performance

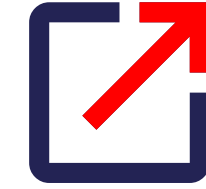
Tap into this dedicated pool of subscribers when you include your brand in any of our weekly newsletters.



**Gaming
Database**

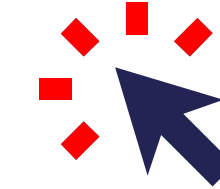
81.3K

24.4K (Highly Engaged)
56.9K (Active)



**Avg.
Open Rate**

31.9%



**Avg. Click
Through Rate
(CTR)**

5.1%




Audience Location



**11% Malta
89% International**

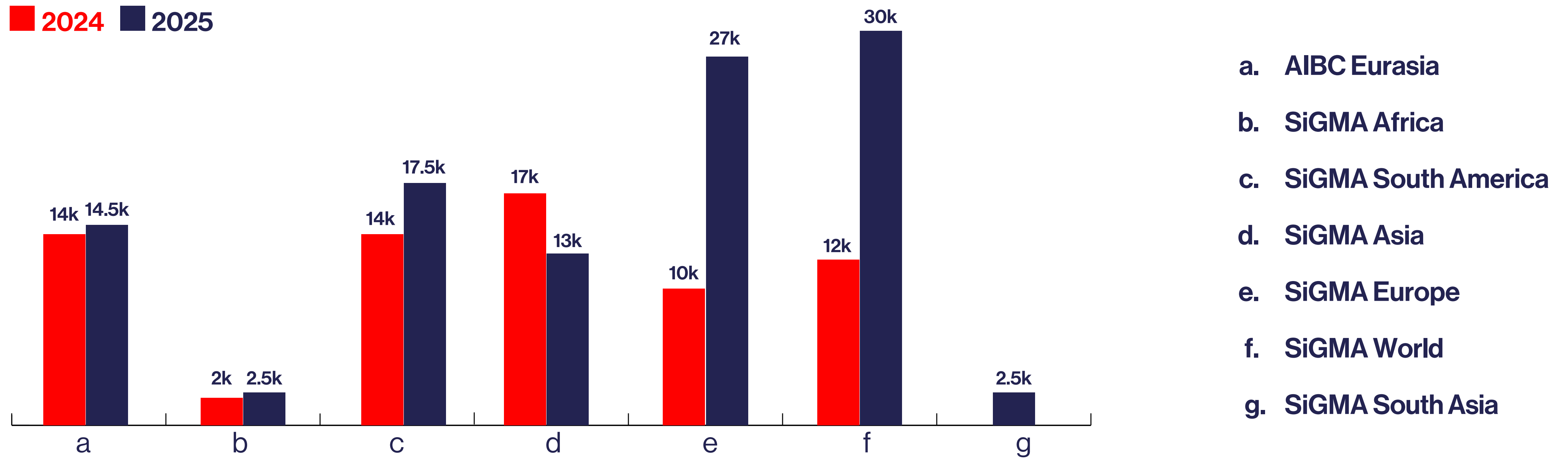
Summit Mailshot Performance

Maximise your exposure to summit delegates by sponsoring our targeted event email campaigns.

| | EURASIA 2025 | AFRICA 2025 | SOUTH AMERICA 2025 | ASIA 2025 | EUROPE 2025 | WORLD 2025 | SOUTH ASIA 2025 | |
|--|--------------|-------------|--------------------|-----------|-------------|------------|-----------------|---------|
|  Emails sent | 29,183 | 7,169 | 55,643 | 32,076 | 22,824 | 95,877 | 5,833 | 248,605 |
|  Open Rate (%) | 42.53 | 44.97 | 39.65 | 37.79 | 42.21 | 45.35 | 42.35 | 42.14 |
|  CTR (%) | 14.03 | 22.78 | 12.66 | 12.86 | 18.48 | 10.95 | 17.49 | 15.61 |

Attendees' Summary

Attendees' growth based on events for AY 2024–2025



ATTENDEE'S GROWTH BASED ON EVENT FOR AY 2024–25

Attendees' Summary 2025



18%
Affiliates

9%
Platform Providers

2%
Media/Press

16%
Operators

8%
Game Providers

2%
Legal/Regulators/
Diplomats

10%
Payment Providers

8%
Suppliers

2%
Marketing



26%
C-Level Executives & Founders

31%
Management Level Executives
(Upper/Middle/Lower)

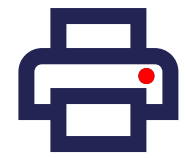
43%
Others
(Executives/Others)

SiGMA Magazine & Events Guide Performance

Tap into an iGaming and Emerging Tech audience through SiGMA's magazines and event guides.

\ Magazine

print



5,000

Avg Print Circulation

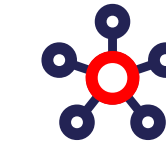


Distribution

During main and side events, online marketing, digital archive



Dual language editions



7 Markets

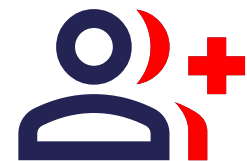
South America
North America
South Asia
South East Asia
Central and Western Europe
UAE
Africa

online



+125,777

Page Views
(Impressions)



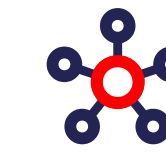
23,842

Readership
(Subscribers)



05m30s

Avg. Read Time



Source

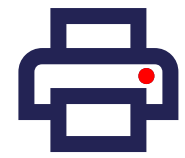
Direct: **87%**
Click Thru: **13%**
(External sources:
Newsletters/Social Media/etc)

SiGMA Magazine & Events Guide Performance

Tap into an iGaming audience through SiGMA's magazines and event guides.

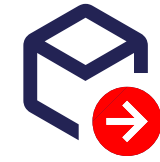
Event Guide

print



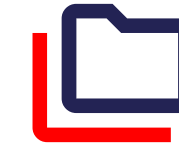
10,000

Avg Print Circulation



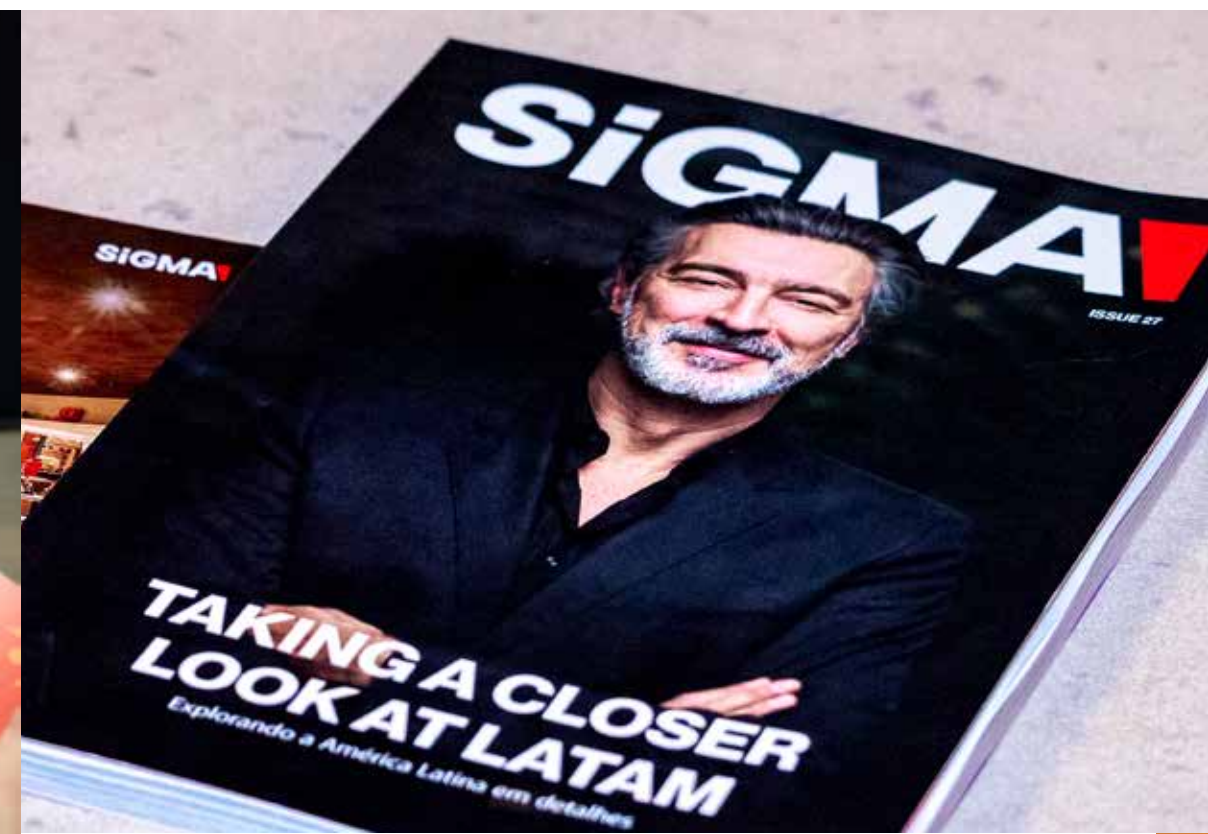
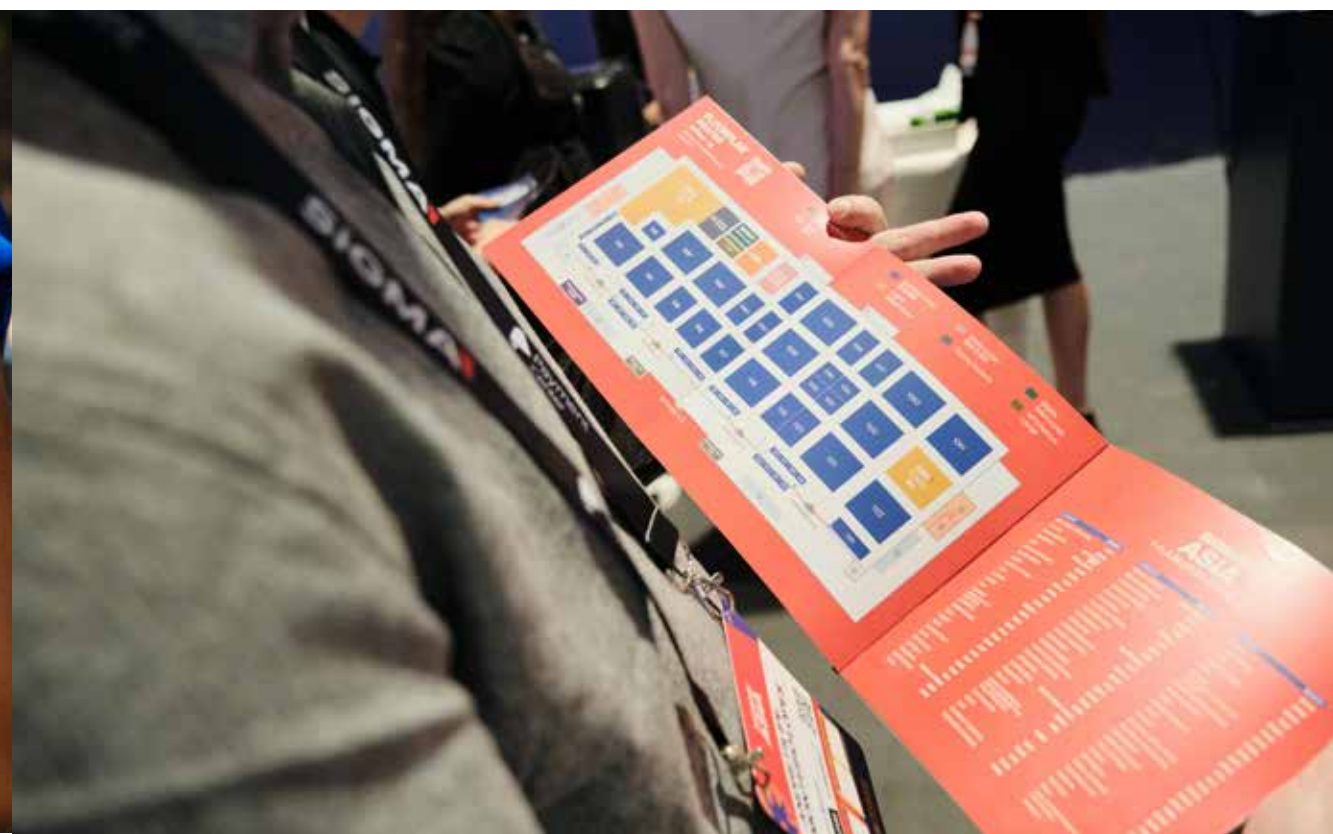
Distribution Network

- AIBC Eurasia 2025
- SiGMA Africa 2025
- SiGMA South America 2025
- SiGMA Asia 2025
- SiGMA Europe 2025
- SiGMA World 2025
- SiGMA South Asia 2025



Content Category

- Fold out floorplan
- Agenda
- Exhibitors List
- Conference section and speakers' profiles
- Awards and side events
- Start Up pitch and Village
- General info such as transport shuttle service details



▼ Glossary

- \ **1 User** – An individual who visits the website. Users are counted based on unique identifiers, so the same person visiting multiple times will still be considered one user.
- \ **2 Session** – A session is a period of time a user is actively engaged with the website. A single user can have multiple sessions, which may span different visits.
- \ **3 Reach** – Reach refers to the total number of unique users who have seen the content. It measures the extent of the audience exposure.
- \ **4 Impressions** – Impressions indicate how often content is displayed, regardless of whether it was clicked. Each time the content appears on a user's screen, it counts as an impression.
- \ **5 Interaction** – Interaction measures the engagement of users with the website or content. This includes actions like clicks, shares, comments, and any other form of user engagement.
- \ **6 Direct** – When a user types your URL directly into their browser or clicks a bookmark. It also includes links from PDFs, offline documents, or certain apps. If a social media app opens a link in its own internal window instead of a standard browser, the source information is lost, and the visit can end up labelled as Direct.
- \ **7 Organic** – Organic traffic comes from search engines, where users find the website through unpaid search results. It does not include traffic from paid ads.
- \ **8 Referral** – Referral traffic occurs when users visit the website through a link on another website, rather than directly or through a search engine.
- \ **9 Social** – Visits from platforms like Facebook, Instagram, or LinkedIn. This occurs when the app successfully passes source information to your website, clearly showing exactly which social platform the user came from.