



Media Statistics

2025

Contents



Website Statistics \ User Attributes & Demographics

Social Media

Newsletter

Magazine & Event Guide

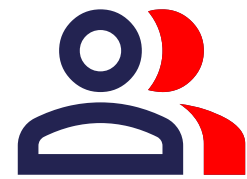
Attendees' Summary

SiGMA World Website Statistics



Avg. Page Views

+7.2M



Avg. Users

+2.8M



Avg. Sessions

+4.2M



Avg. Session Duration

2m47s

B2B

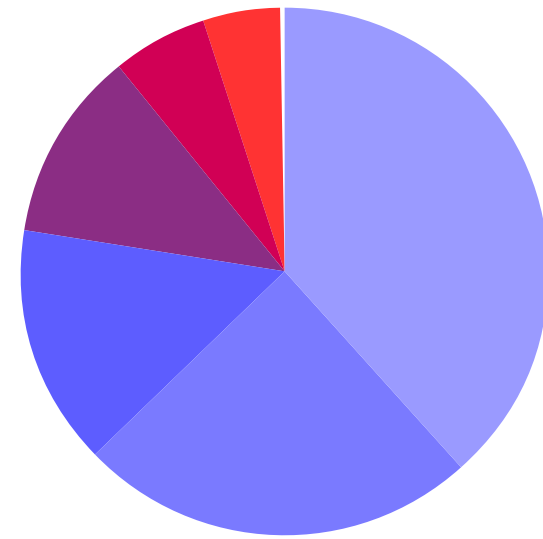
TOP SECTIONS SiGMA WEBSITE	VIEWS	USERS	VIEWS PER USER
SiGMA News	1,131,659	609,225	1.86
SiGMA World	587,997	176,997	3.32
SiGMA – Home Page	487,489	204,323	2.39
SiGMA Eurasia	411,766	177,763	2.32
SiGMA Asia	253,397	81,560	3.11
SiGMA Europe	249,658	91,166	2.74
SiGMA South America	170,101	61,488	2.77
SiGMA 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

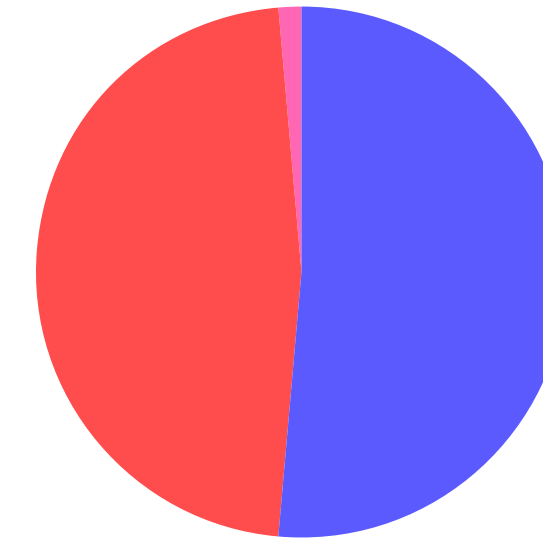
User Attributes & Demographics

B2B audience characteristics that can be targeted through SiGMA Website



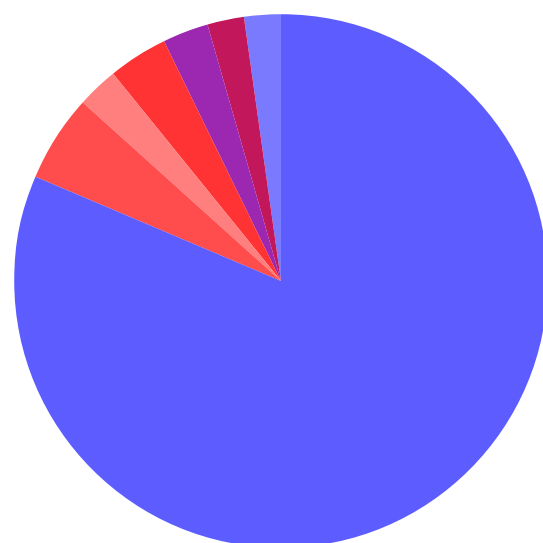
User Demographics: **Age**

38.5%	18-24
24.5%	25-34
14.8%	35-44
11.5%	45-54
5.9%	55-64
4.9%	65+



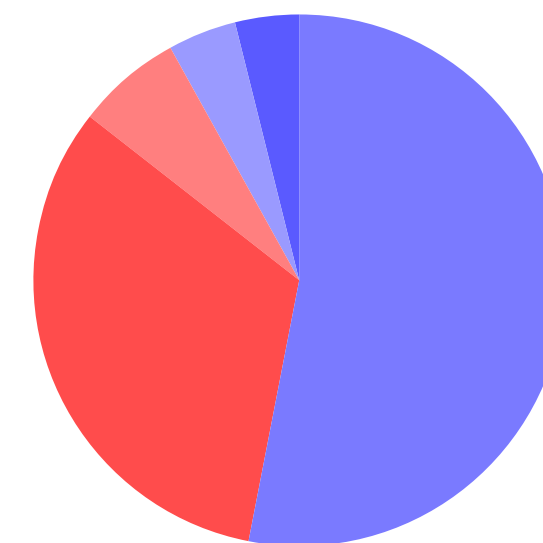
Device Category

51.4%	Desktop
47.5%	Mobile
1.1%	Tablet



User Demographics: **Language**

81.5%	English
5.2%	Russian
2.6%	Chinese
3.7%	Portuguese
2.8%	Spanish
2.1%	Italian
2.1%	German



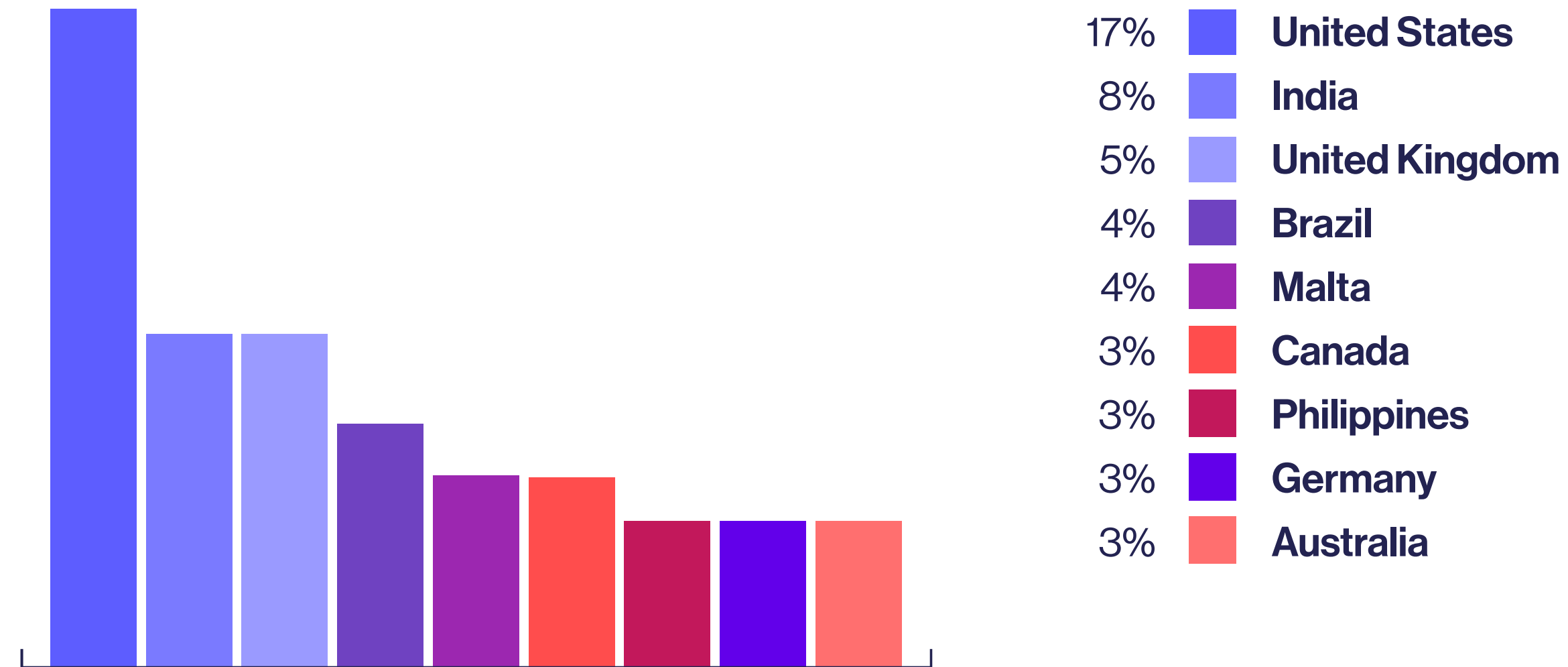
Traffic Source/Medium

53.3%	Organic
32.4%	Direct
6.5%	Other
4.1%	Social
3.7%	Referral

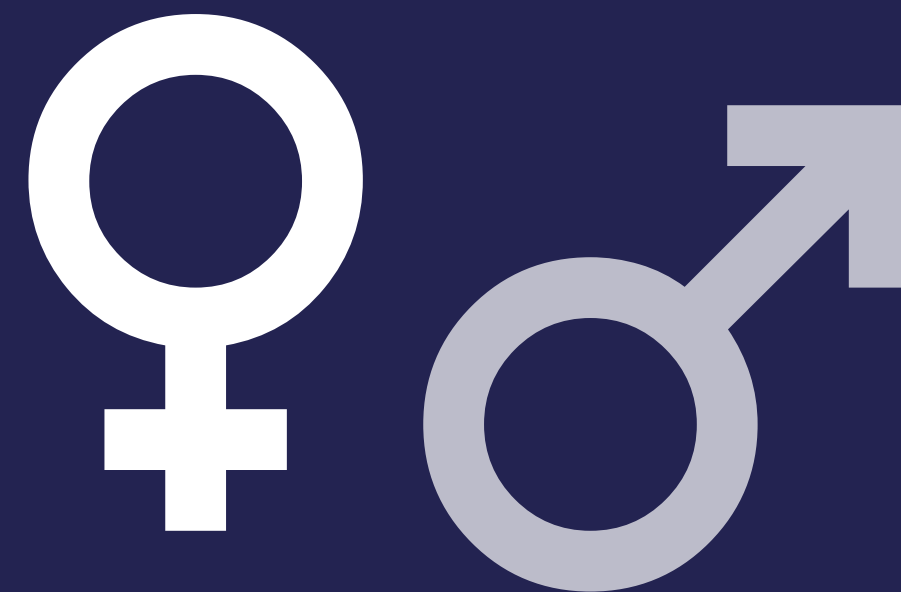
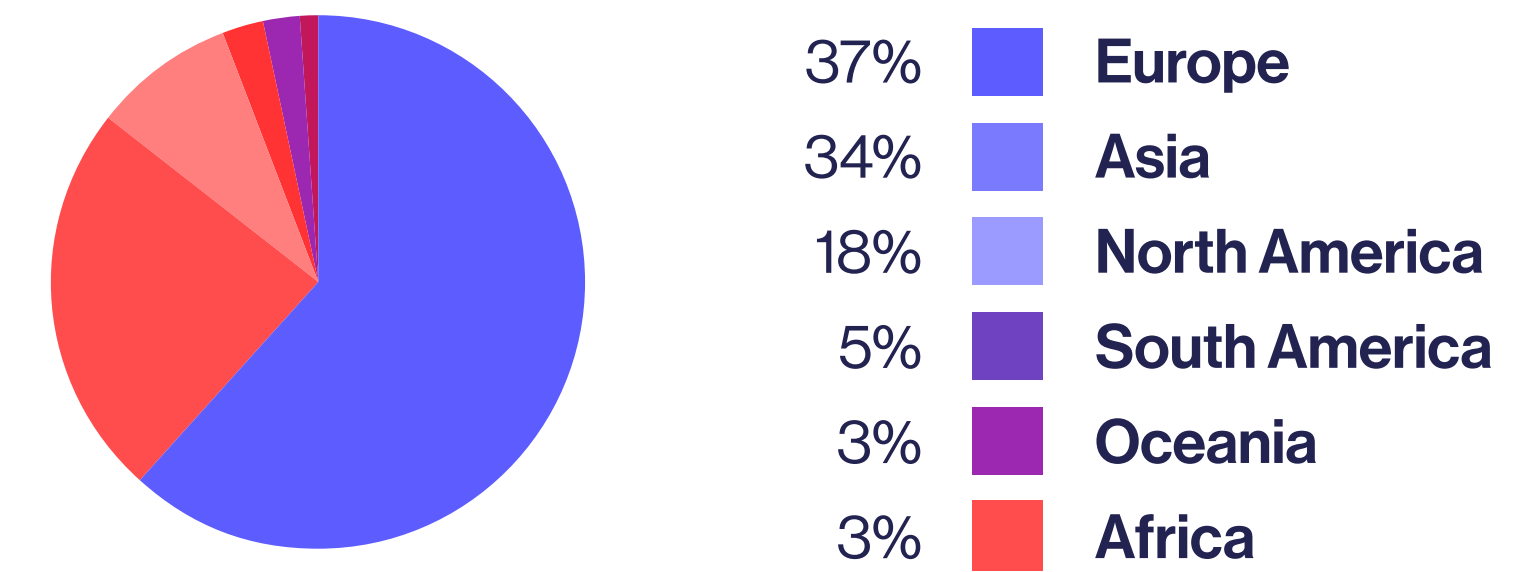
User Attributes & Demographics

Audience characteristics that can be targeted through SiGMA Website

User Demographics: Top Countries



User Demographics: by Continent






Female: 36%

Male: 64%

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	JA JAPANESE	HI HINDU	KO KOREAN	IT ITALIAN
 Views	203,114	156,930	119,368	102,739	85,556	38,658	41,144	45,224	59,771
 Active Users	72,091	72,808	59,875	51,004	52,941	20,074	21,687	21,687	22,382
 Views per Active User	2.82	2.16	1.99	2.01	1.62	1.93	2.09	2.09	2.67

Social Media Performance

Reach a broader audience and gain better visibility.



Reach

+44,327,000

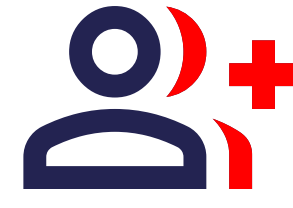
+27,224,078 Facebook
+15,525,739 Instagram
+1,106,728 LinkedIn



Impressions

+168,270,577

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



Followers

+114,949

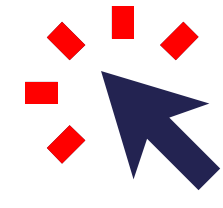
+26,594 Facebook
+40,866 Instagram
+67,803 LinkedIn
+7,315 X



Content Interactions

+149,097

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



Link Clicks

+387,777

+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

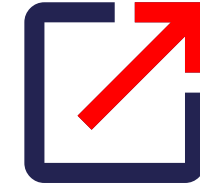
Tap into this dedicated pool of subscribers when you include your brand in any of our weekly newsletters.



**Gaming
Database**

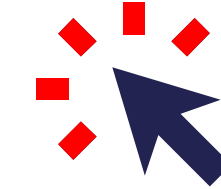
81.3K

24.4K (Highly Engaged)
56.9K (Active)



**Avg.
Open Rate**

31.90%



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

5.10%




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 2025

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



Industry Sectors

18%
Affiliates

9%
Platform Providers

2%
Media/Press

16%
Operators

8%
Game Providers

2%
Legal/Regulators/
Diplomats

10%
Payment Providers

8%
Suppliers

2%
Marketing



Reader Profile

26%
C-Level Executives & Founders

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

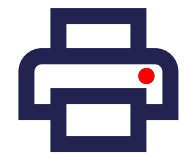
43%
Others
(Executives/Others)

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

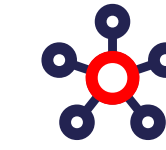


Distribution

During main and side events, online marketing, digital archive



Dual language editions



7 Markets

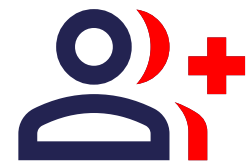
South America
North America
South Asia
South East Asia
Central and Western Europe
UAE
Africa

online



+125,777

Page Views
(Impressions)



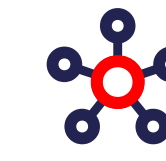
23,842

Readership
(Subscribers)



05m30s

Avg. Read Time



Source

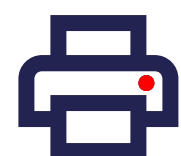
Direct: 87%
Click Thru: 13%
(External sources:
Newsletters/Social Media/etc)

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



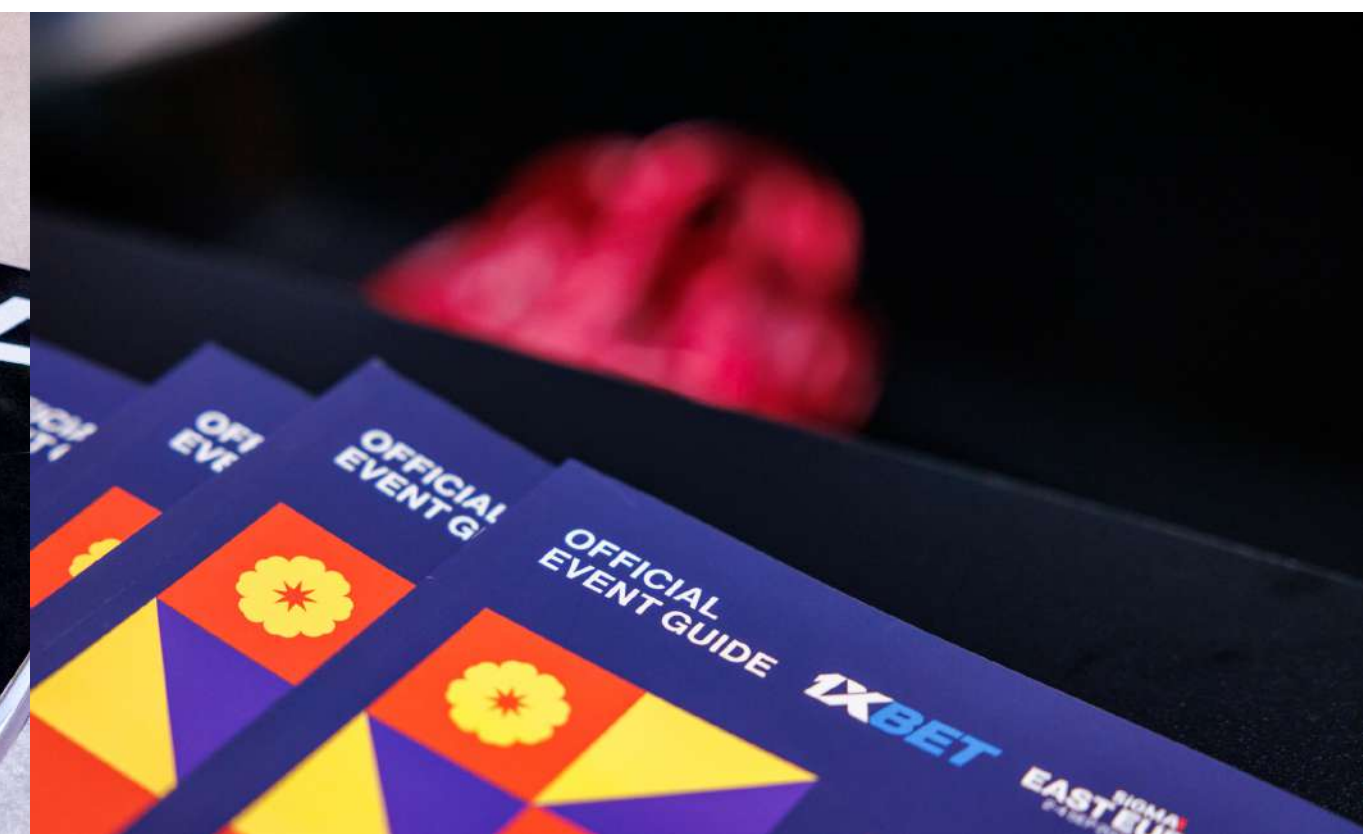
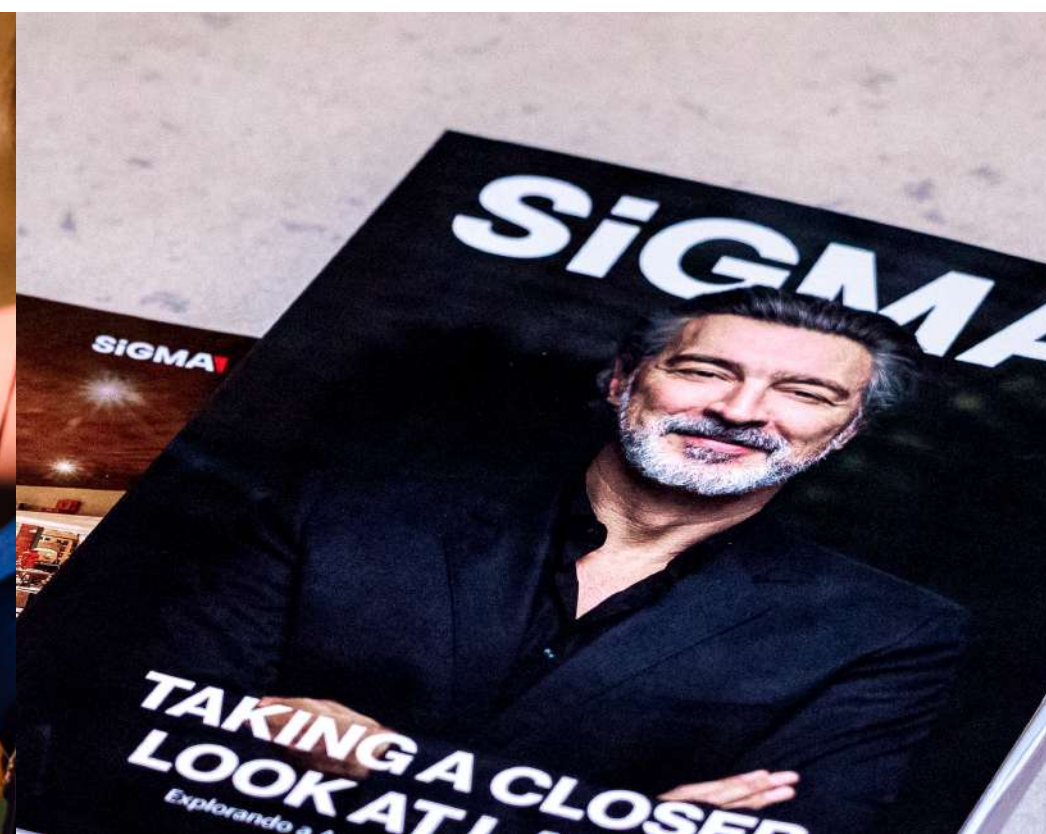
Distribution Network

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** – Direct traffic refers to users who land on the website by typing the URL directly into their browser or using a bookmark, without being referred by another site.
- ▼ **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** – Social traffic represents users who come to the website through links on social media platforms such as Facebook, X, Instagram, and LinkedIn.