



Media Statistics

2024

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# SiGMA World Website Statistics



Avg. Page Views

+4.7M



Avg. Users

+1.6M



Avg. Sessions

+2.5M



Avg. Session Duration

3m30s

## B2B

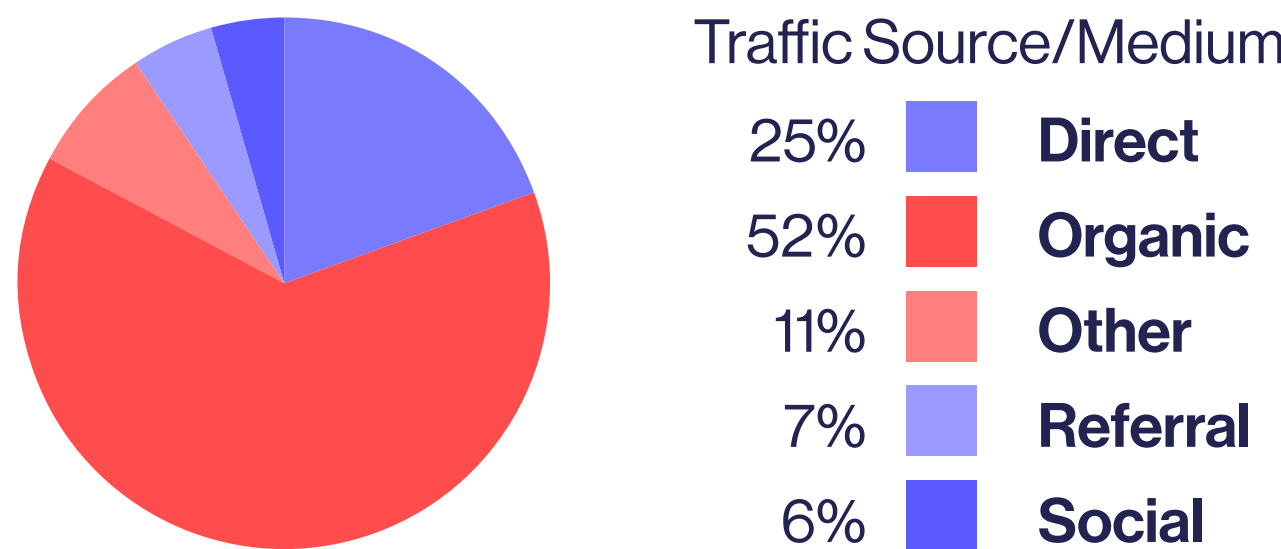
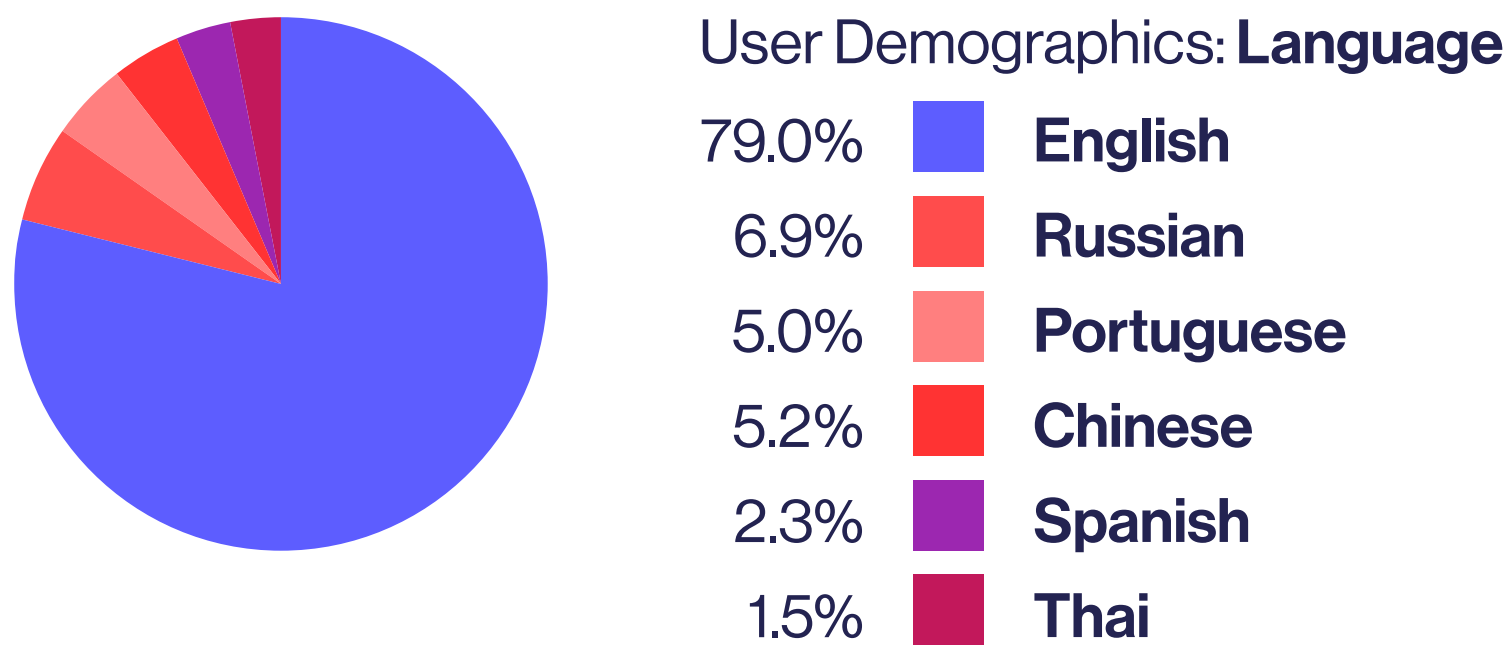
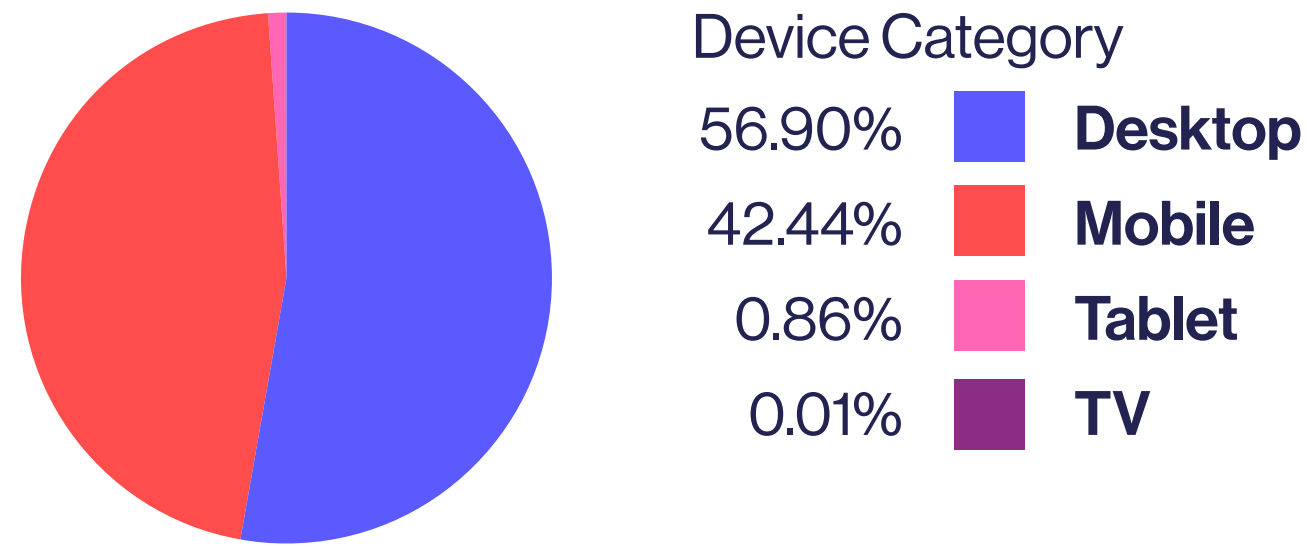
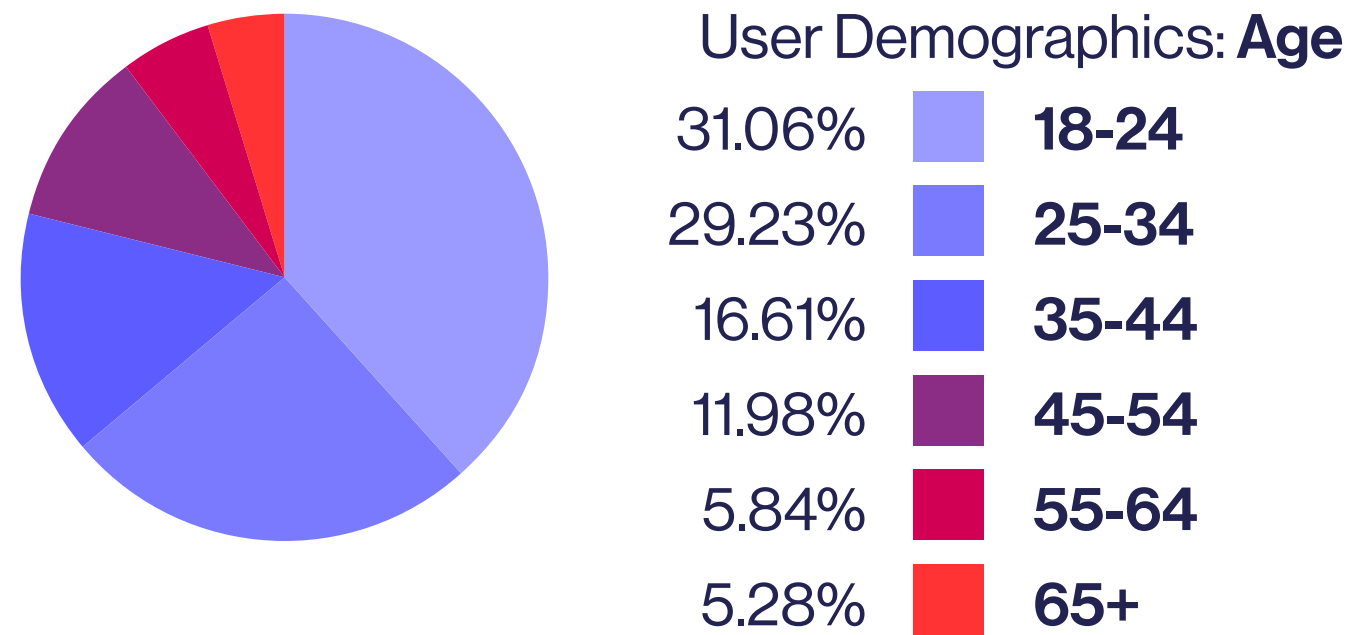
TOP SECTIONS   SiGMA WEBSITE	VIEWS	USERS	VIEWS PER USER
SiGMA Europe	825,217	295,805	2.79
SiGMA News	767,445	296,494	2.59
SiGMA – Home Page	545,728	121,135	4.51
SiGMA Asia	210,588	73,401	2.87
SiGMA Americas	196,056	73,938	2.65
SiGMA Eurasia	163,620	55,240	2.96
SiGMA Directory	134,919	49,327	2.74
SiGMA East Europe (CIS)	113,350	41,084	2.76
SiGMA Africa	63,538	22,633	2.81

## B2C

SECTION   SiGMA WEBSITE	VIEWS	USERS	VIEWS PER USER
SiGMA Play	1,335,480	598,712	2.23

# User Attributes & Demographics

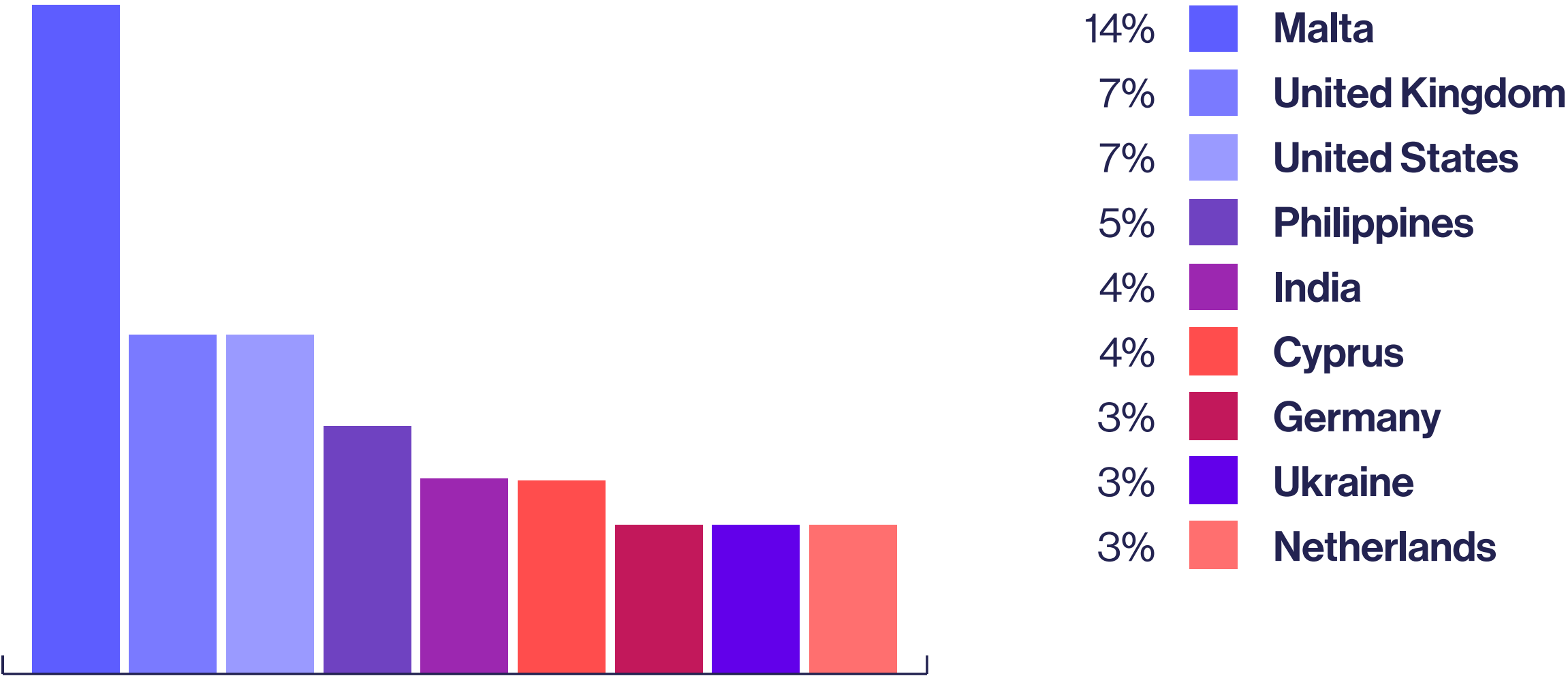
B2B audience characteristics that can be targeted through SiGMA Website



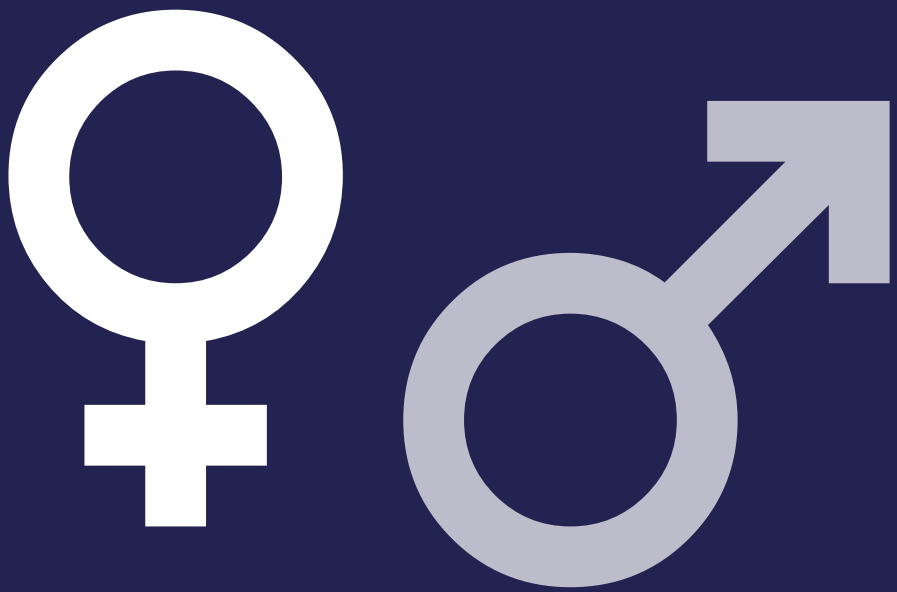
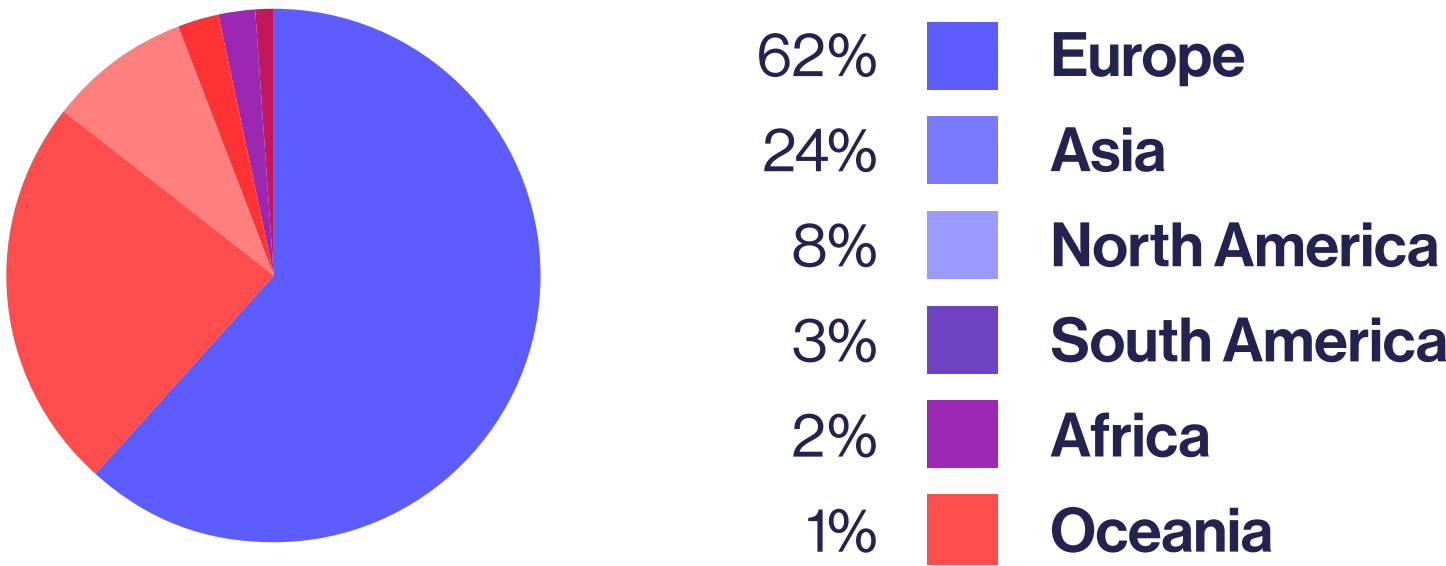
# User Attributes & Demographics

Audience characteristics that can be targeted through SiGMA Website

User Demographics: **Top Countries**



User Demographics: **by Continent**



**Female: 37%**  
**Male: 63%**

# 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
<div><div></div><div>Views</div></div>	378,705	113,074	105,600	71,766	70,724	14,656	13,792	10,959
<div><div></div><div>Active Users</div></div>	61,857	48,250	45,716	38,885	47,692	11,431	1,524	8,250
<div><div></div><div>Views per Active User</div></div>	6.12	2.34	2.31	1.85	1.48	1.28	9.05	1.33

# Social Media Performance

Reach a broader audience and gain better visibility.



Reach

**+44,327,000**

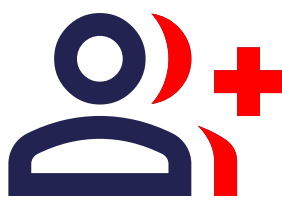
+29,724,557 Facebook  
+13,572,741 Instagram  
+1,029,702 LinkedIn



Impressions

**+168,270,577**

+112,919,678 Facebook  
+46,061,010 Instagram  
+8,821,459 LinkedIn  
+468,430 X



Followers

**+114,949**

+25,354 Facebook  
+31,676 Instagram  
+51,366 LinkedIn  
+6,553 X

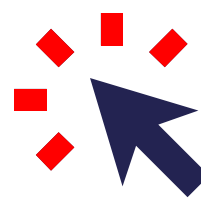
(As on 31/12/2024)



Content  
Interactions

**+149,097**

+47,099 Facebook  
+21,960 Instagram  
+73,892 LinkedIn  
+6,146 X



Link Clicks

**+387,777**

+53,068 Facebook  
+59,718 Instagram  
+274,991 LinkedIn



**+7,912,875**

Total Views

**+4,397,444**

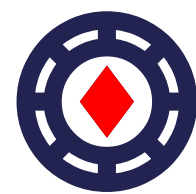
Unique Viewers

**+77,006**

Total Watch Time (Hours)

# Newsletter Performance

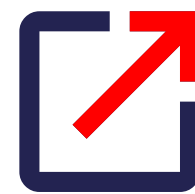
Tap into this dedicated pool of subscribers when you include your brand in any of our weekly newsletters.



Gaming Database

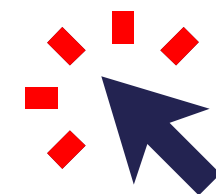
68.4K

26.3K (Highly Engaged)  
42.1K (Active)



Avg. Open Rate

33.66%



Avg. Click Through Rate (CTR)

5.19%

## Audience Location



12% Malta  
88% International



Newsletter Performance

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

	EURASIA 2024	AFRICA 2024	AMERICAS 2024	ASIA 2024	EAST EUROPE 2024	EUROPE 2024	
<div><div><div></div><div></div></div><div>Emails sent</div></div>	20,029	4,096	34,385	23,503	13,050	84,333	179,396
<div><div><div></div><div></div></div><div>Open Rate (%)</div></div>	49.70	45.52	50.33	50.47	53.70	43.76	48.91
<div><div><div></div><div></div></div><div>CTR (%)</div></div>	26.09	28.29	26.09	18.36	22.21	17.63	22.21

# Newsletter Performance

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



# 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



+59,405

Page Views  
(Impressions)



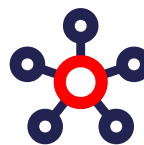
6,647

Readership  
(Subscribers)



06m15s

Avg. Read Time



Source

Direct: 74%  
Click Thru: 26%  
(Newsletters/Social Media/etc)

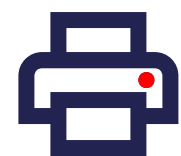


# SiGMA Magazine & Events Guide Performance

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

## Event Guide

*print*



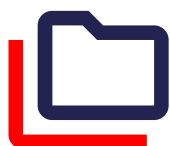
10,000

Avg Print Circulation



### Distribution Network

- SiGMA Eurasia
- SiGMA Africa
- SiGMA Americas
- SiGMA Asia
- SiGMA Europe



### 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

SiGMA Magazine Budapest 2024



SiGMA Event Guide Budapest 2024



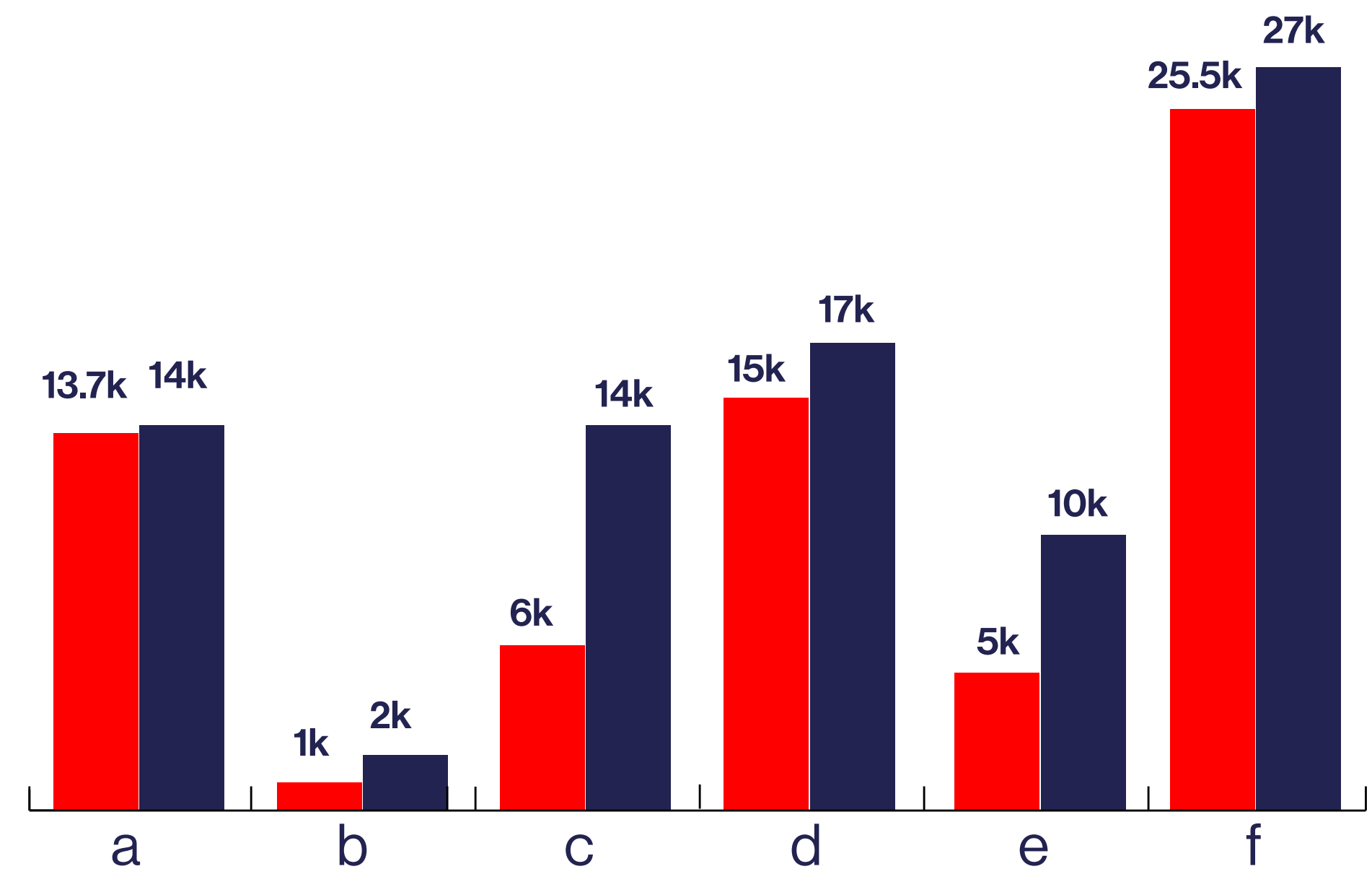
SiGMA Magazine Brazil 2024



SiGMA Event Guide Budapest 2024



# Attendees' Summary



- a. SiGMA Eurasia
- b. SiGMA Africa
- c. SiGMA Americas
- d. SiGMA Asia
- e. SiGMA East Europe
- f. SiGMA Europe

2023 2024

21%

Affiliates

16%

Operators

12%

Others

11%

Platform  
Providers

11%

Payment  
Providers

10%

Suppliers

10%

Game  
Providers

3%

Media/Press

3%

Legal/  
Regulators/  
Diplomats

ATTENDEE'S GROWTH BASED ON EVENT FOR A.Y. 2023-24

29%

C-Level Executives & Founders

43%

Management Level Executives  
(Upper/Middle/Lower)

28%

Others  
(Executives/Others)



# 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.