

SMARTCITY LIVE 2020

BY SMART CITY EXPO WORLD CONGRESS

Live data KPIs report - Smart City Live
2020 - 17&18 NOV


SECTION 1

Smart City Live 2020: general operation data

17-18 November

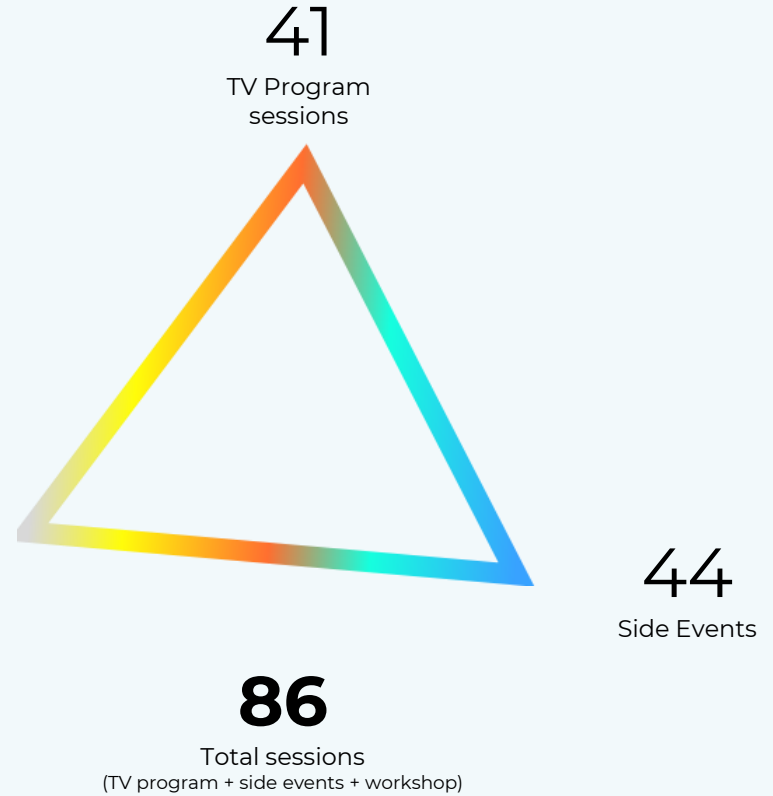


Event breakdown

 **44 hours**
of live content

 **242 speakers**

1
Workshop



Total active unique users

LIVE EVENT DURING BOTH DAYS



20,489

ACTIVE USERS*

* Active users: watched 30+ seconds.



144


COUNTRIES WITH ACTIVE USERS

TOP 10 USERS COUNTRIES

1. Spain
2. China
3. Germany
4. United States
5. United Kingdom
6. Brazil
7. India
8. France
9. Mexico
10. Colombia

Views



 114,215

Total number of views*

*Plays that a unique active user made and lasted a minimum of 30 seconds

17 NOV

68,529

18 NOV

45,686

5,704 heavy users

Consumed more than 30 minutes live
and on demand

3.6 hours

Medium duration including live broadcasts

Active registered unique user profile

TOP 10 OF EACH CATEGORY

COUNTRY	USERS
Spain	21.23%
China	17.29%
Germany	4,11%
United States	3,96%
United Kingdom	3,32%
Brazil	3,01%
India	2,84%
France	2,75%
Mexico	2,67%
Colombia	2,27%
Others	33,64%

JOB TITLE	USERS
Director	13.88%
Manager	11.20%
Engineer	8.88%
Consultant	8.50%
Student	7.75%
Architect	6.78%
Advisor	5.25%
President/CEO/Owner	4.72%
Specialist	4.58%
Analyst	4.18%
Others	24,25%

COMPANY TYPE	USERS
Local companies & SMES	21%
Large & global companies	18%
Academia	15%
Governments	13%
Institutions & Other Entities	11%
Startups	11%
Inter-governmental organizations	6%
Media & culture	4%
Investors	1%

SECTION 2

Social media distribution campaign

September - November





Sharing on networks

September - November

150,340

NUMBER OF FOLLOWERS

5,452,854

IMPACTS ON SOCIAL NETWORKS

1,307

NUMBER OF PUBLICATIONS

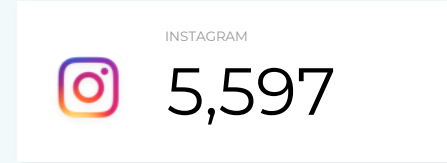
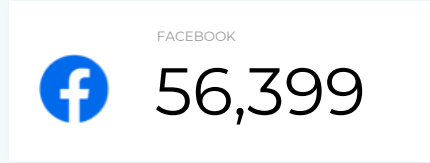
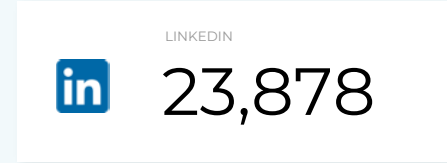
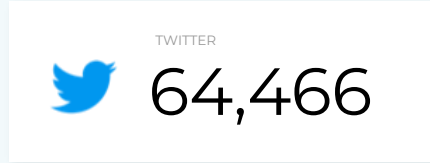
944

KRED INFLUENCE MEASUREMENT

Social scoring system that rates contacts based on their Influence over specific online communities or groups. Total range 1000.

Number of followers

SMART CITY EXPO, SMART MOBILITY CONGRESS,
TOMORROW CITY



150,340
Total number of followers

4,593
#SCLive2020 Hashtag mentions

Social impact (reach)


SMART CITY EXPO, SMART MOBILITY CONGRESS,
TOMORROW CITY



TWITTER
 3,262,100

LINKEDIN
 503,226

FACEBOOK
 680,662

INSTAGRAM
 1,006,866

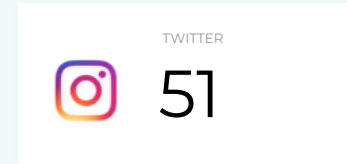
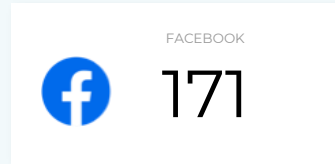
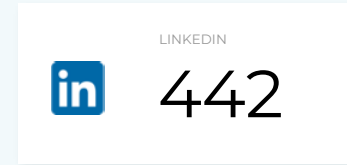
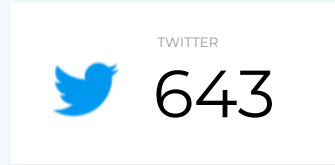


5,452,854

Total social impact

Number of publications

SMART CITY EXPO, SMART MOBILITY CONGRESS,
TOMORROW CITY



1,307

Total number of social publications

SECTION 3

Email marketing campaign

September - November



Email campaigns

September - November

144,953

CONTACTS IMPACTED

20

EMAILS

26.1%

OPEN RATE

5.2%

CLICK THROUGH RATE

30%

LIST GROWTH RATE

A woman with long dark hair, wearing a white face mask and a light blue denim jacket, is leaning her arms on a dark railing. She is looking down and to the right. The background is a blurred cityscape at dusk or dawn. The scene is overlaid with several colorful, semi-transparent geometric shapes: a large yellow triangle in the top left, a blue triangle, a cyan hexagon, an orange hexagon, a yellow pentagon, a blue hexagon, a cyan square, and a small yellow pentagon. The text "Thank you." is centered in white, with a blue hexagon partially overlapping the letter 'y'.

Thank you.