Digital Dashboard- January 2017

News portal in Mauritius

*as at 2nd February 2017



Likes on Facebook



Number of Likes per week



Post reach per week

*As at 2nd February 2017



80,515
Downloads of the Lexpress app



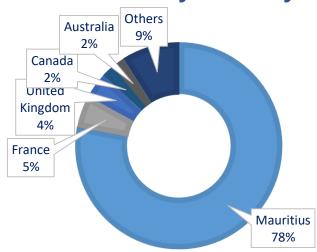
0%

10%

28,201 Subscribers to the newsletter

lexpress.mu

Sessions by country





10,549,975 Page views

5,013,458

Sessions



1,432,108 Number of sessions via



3,104,536Number of sessions via

mobile

Facebook

<u>alslvideo</u>



3,325,432 Total Views YouTube



1,070,946

& Facebook

Views on Facebook



2,254,486

Vues sur YouTube



6,354

Users engaged



2min 11s Average view

duration

Sessions by country

Mauritius - 81%

France - 4.9%

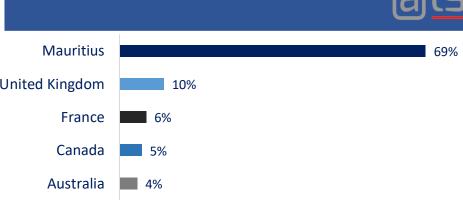
United Kingdom- 4.2%

Canada - 1.8%

Australia - 1.7%

*As at 2nd February 2017

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20% 30% 40%



Source:

104,692 Total number of listens





