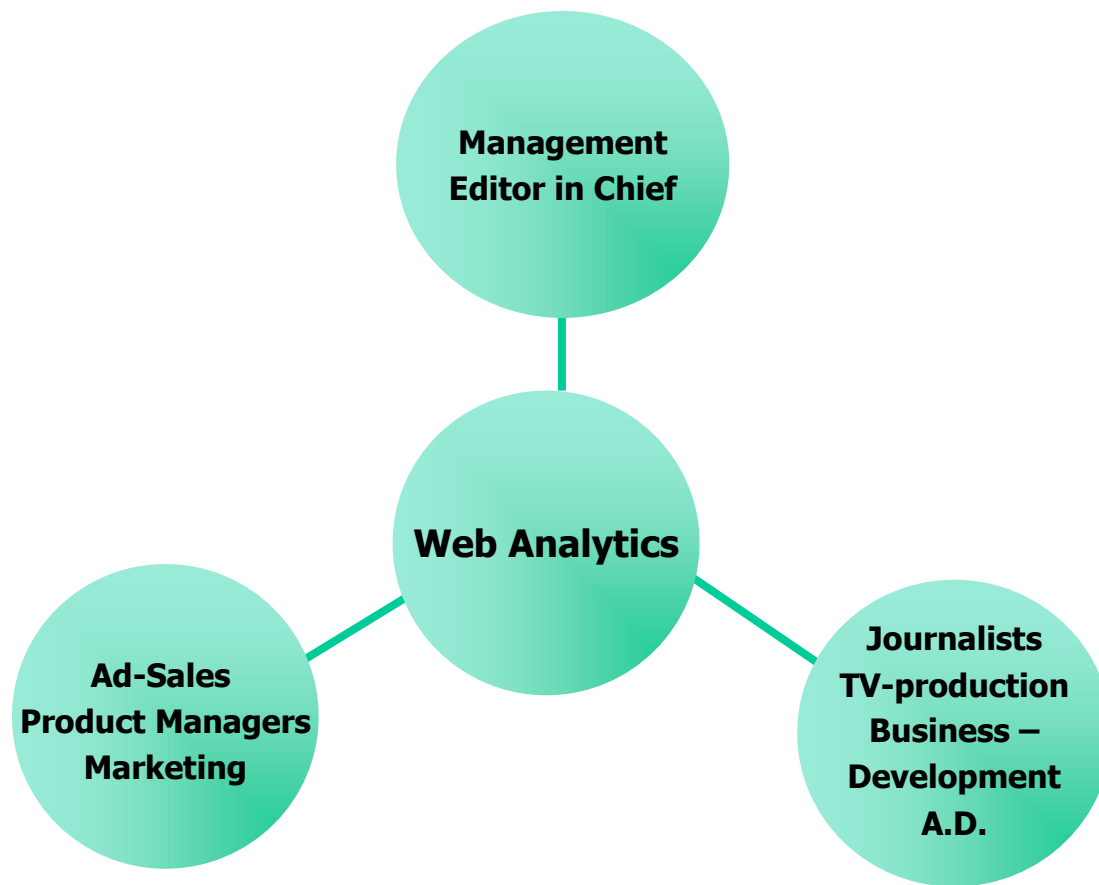


- Presentation of Aftonbladet the media house
- Short about Aftonbladet.se
- What role does Web Analytics have at Aftonbladet.se
- How do we work with Web Analytics
- A Web Analytics driven case – Aftonbladet Web-TV



- Online since 1994
- Reach more than 4 million browsers each week
- One of the top sites in Sweden (Probably 2nd largest domain in Scandinavia)
- Voted best Internet site in Sweden 2006 (Internet World)
- Tools for web analytics - Instadia ClientStep and Insight XE





Aftonbladet.se

Sub Section

Group of sub sections

Page

Article, Webb-TV Clip

PLUS



Questions

- Average number of clips per session and when?
- Peak (number of browsers) and when?
- What kind of headline and content when?
- What sub section drives most browsers to Web-TV?

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