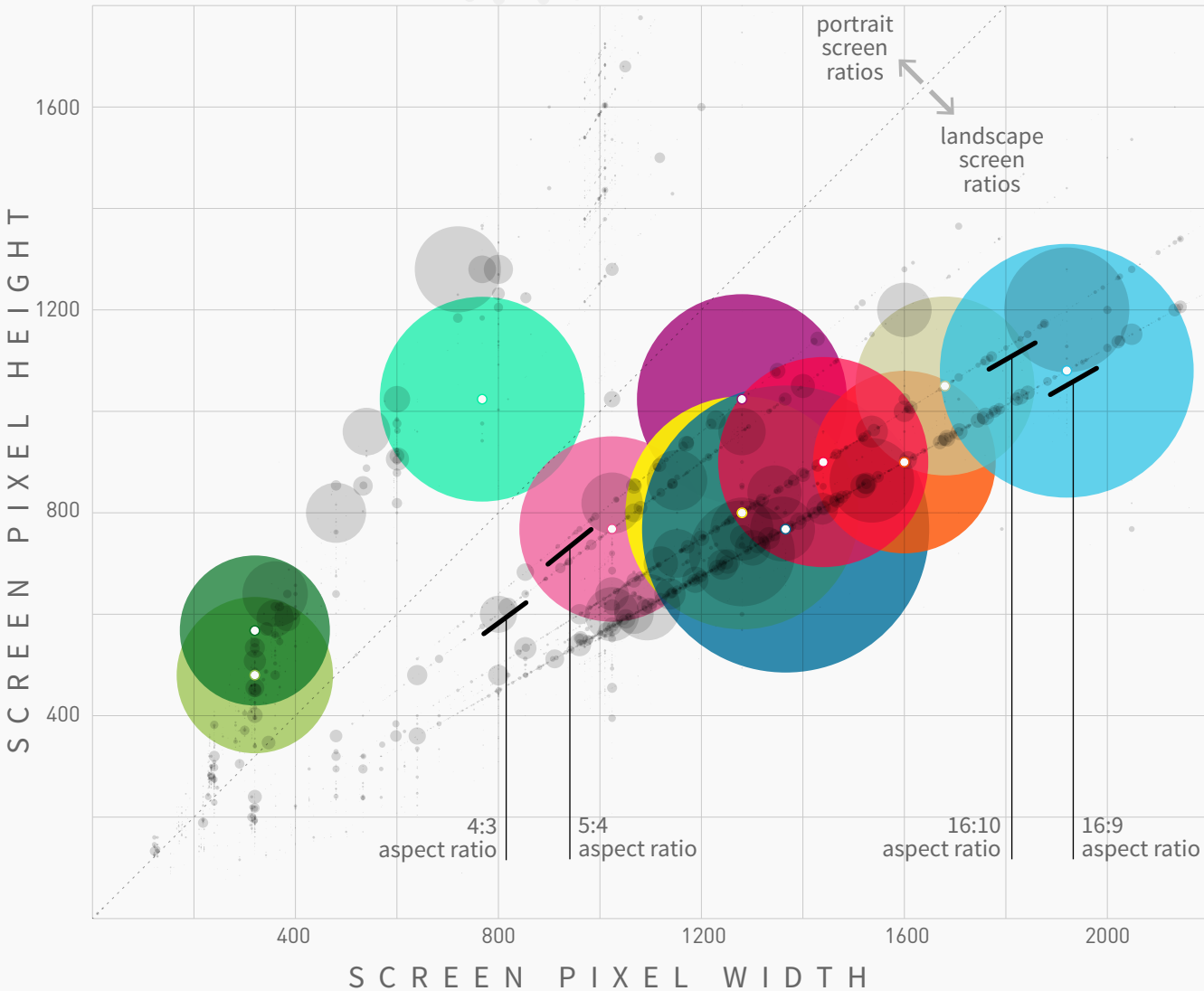
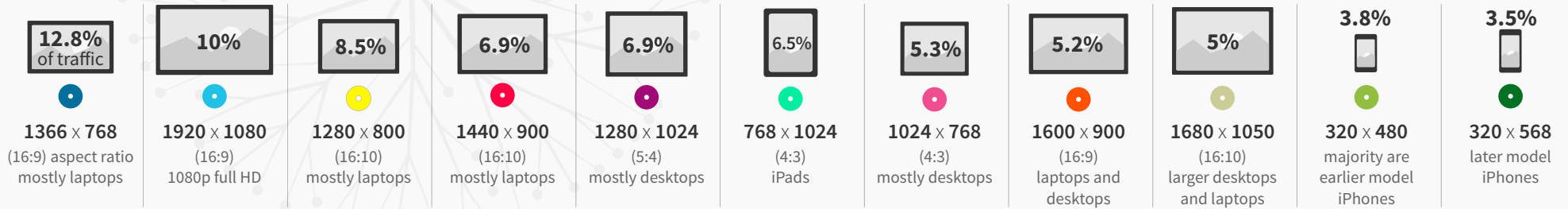


THE AUTHORITY REPORT

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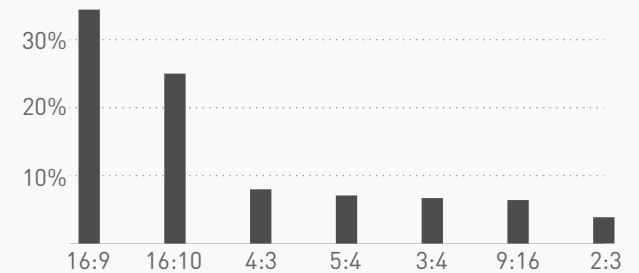
How do people consume the news?

Newsroom product teams know that readers consume their content through a variety of mobile, tablet, and desktops—but *exactly* how much variety is there?

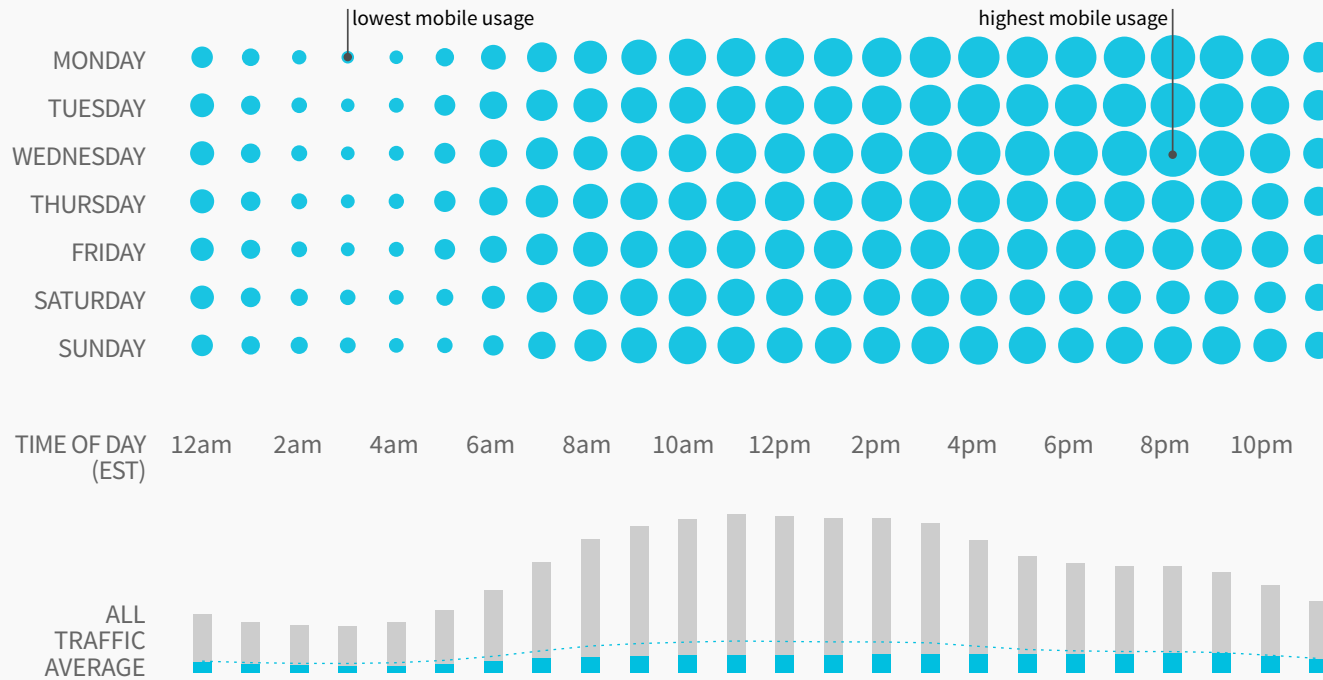
In this Authority Report, Parse.ly's data team took a hard look at what screen sizes are most commonly used to view news. They sifted through billions of pageviews from October, 2013. The result? This graph shows the top 2,000 resolutions that were responsible for 99.5% of all incoming traffic. The other .5% of traffic contains another 498,000 unique resolutions.

LARGER CIRCLES REPRESENT MORE TRAFFIC
 COLORED CIRCLES REPRESENT COMMON SCREEN SIZES

What are the most popular screen aspect ratios?



TRAFFIC VOLUME FROM MOBILE DEVICES (Sep. 29 – Nov. 9, 2013)

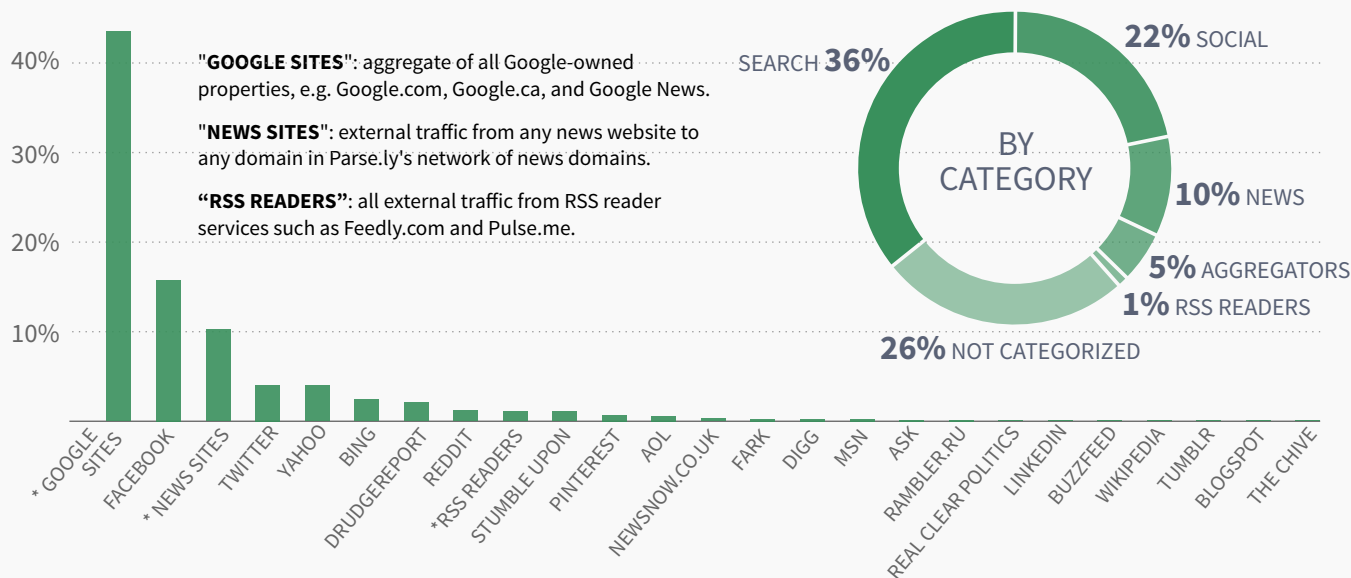


When are people using mobile devices?



Similar to overall traffic, traffic from mobile devices ebbs on nights and weekends. However, mobile traffic diminishes to 10% of overall traffic midday and increases to around 20% in the evenings.

THE AUTHORITY REPORT: TOP 25 TRAFFIC SOURCES (Oct. 1 – Oct. 31, 2013)



Read more about the data behind this Authority Report:
<http://parse.ly/authority/2013/12>

Notable referrers that have moved down in rank:
 *News Sites, Yahoo, Pinterest, and MSN.

Notable referrers that have moved up in rank:
 Facebook, Twitter, Bing, and Drudge Report.

New on top-25 list: StumbleUpon (content discovery service), NewsNow.co.uk (European aggregator), Rambler.ru (Russian search engine).

Note: The calculation for percentage of traffic has been revised since the last Authority Report traffic sources graph to be more accurate.



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