



GENERALI GLOBAL CORPORATE & COMMERCIAL NEWSROOM

GC&C NEWSROOM · ANALYTICS REPORT

THE NEWSROOM IN NUMBERS

Almost five years of GC&C newsroom readership: how much is read, who comes back, at what hour of the day and from which countries of the group.

PERIOD ANALYSED

Dec 2021 → Aug 2026

COVERAGE

4 full years + 8 months

SOURCE

Site analytics export

ANALYSIS

FROID

The newsroom has been running for far longer: this analysis covers the period for which traffic data is available, starting in December 2021. At the other end, 2026 is a partial year, stopping at 1 September — so every year-on-year comparison uses the same calendar window, 1 January to 1 September.

143,502

PAGE VIEWS

How many pages were opened in total over the period analysed.

54,231

READING SESSIONS

How many times someone opened the newsroom and settled down to read.

79%

RETURNING VISITS

Four in every five visits come from someone who had been to the newsroom before.

84

COUNTRIES

How many different countries readers connect from: 4 in the first month, 75 in 2026 alone.

CERTIFIED FIGURE · FROID ANNUAL REPORT FOR GC&C, JANUARY 2026

THE PEOPLE REACHED

2,480

DISTINCT PEOPLE

How many different people opened the newsroom during 2025.

14.5

PAGES EACH

How many pages each of them read on average over the year.

6.2

VISITS EACH

How many times each of them came back over the year.

4'18"

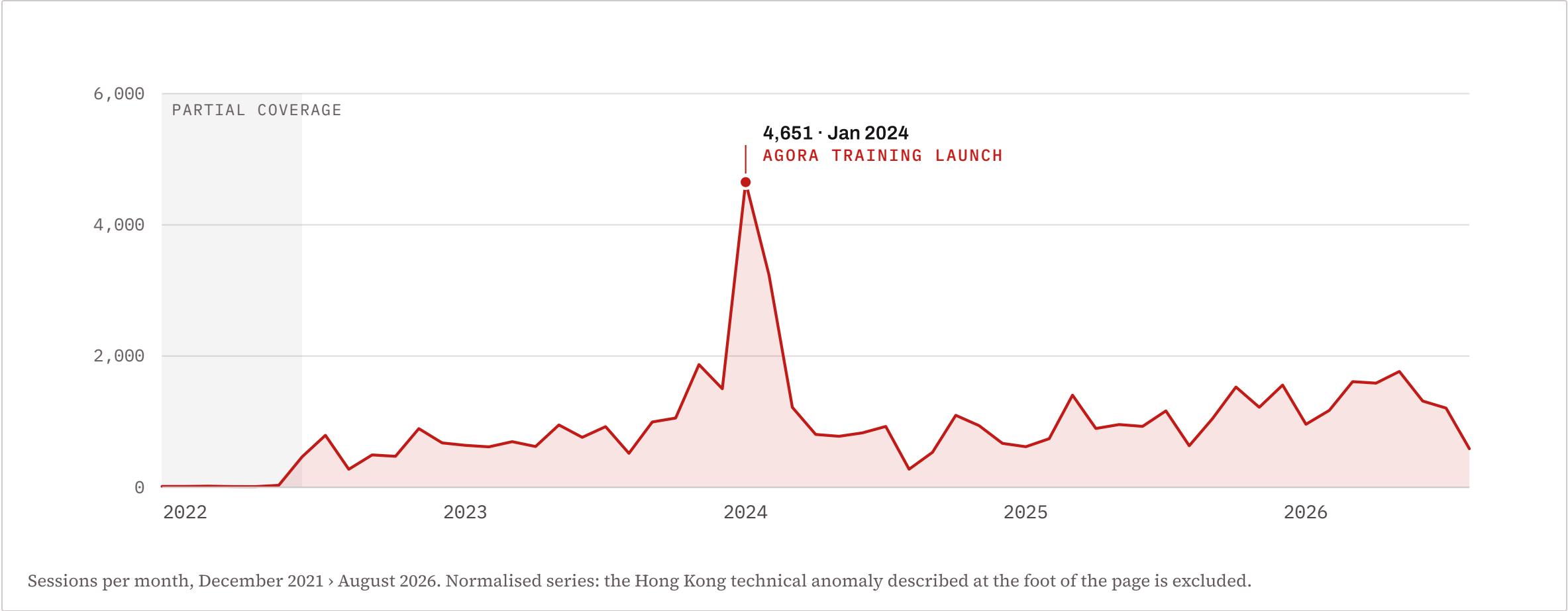
AVERAGE DURATION

How long they stayed on the newsroom on each single visit.

MONTHLY TREND

THE GROWTH

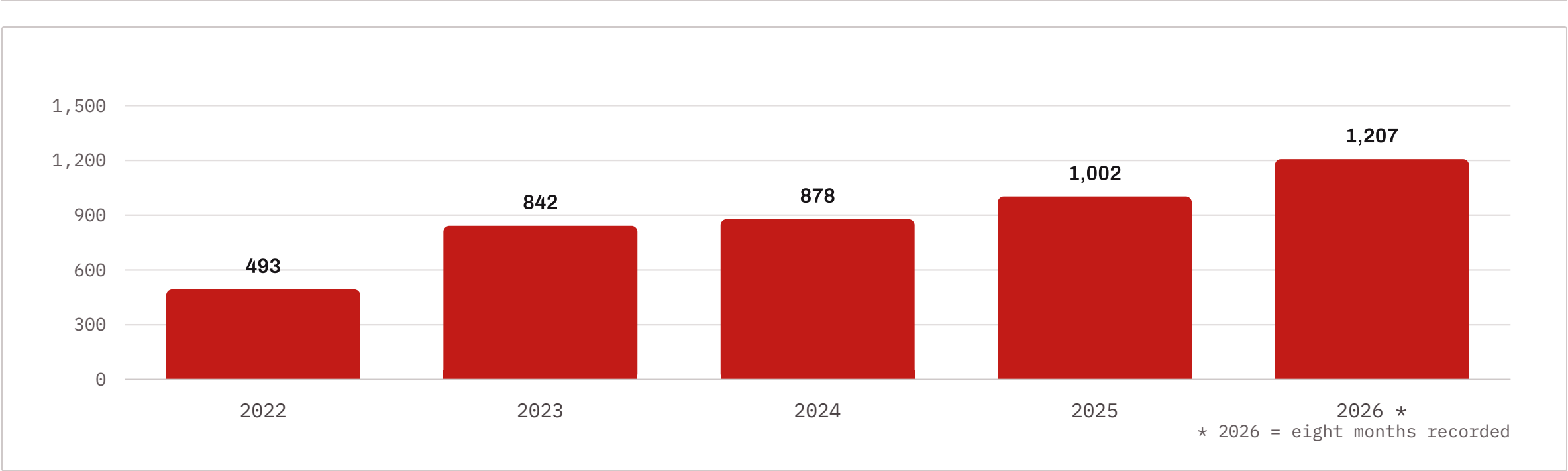
Each point is a month, and its height says how many times the newsroom was opened. The grey band on the left covers the months for which the file holds only a handful of days: the low values there reflect the data available, not the reading. From June 2022 onwards the series is complete. Hover a point to read that month's figures.



THE ORDINARY LEVEL, YEAR BY YEAR

THE TYPICAL MONTH

A whole year can be inflated by a single exceptional month. To see the normal level we line up the year’s months from most-read to least-read and take the middle value: half the months sit above, half below. This is the median, and unlike an average it is not dragged off by one outlying month. It is therefore the most cautious measure of how much the newsroom is usually read — and it has risen every year.



+145%

The typical month of 2026 against that of 2022.

5 years of 5

The monthly median rose every year of the series, never once falling back.

+39%

Sessions in the first eight months of 2026 against the same period in 2025.

FIVE CHAPTERS

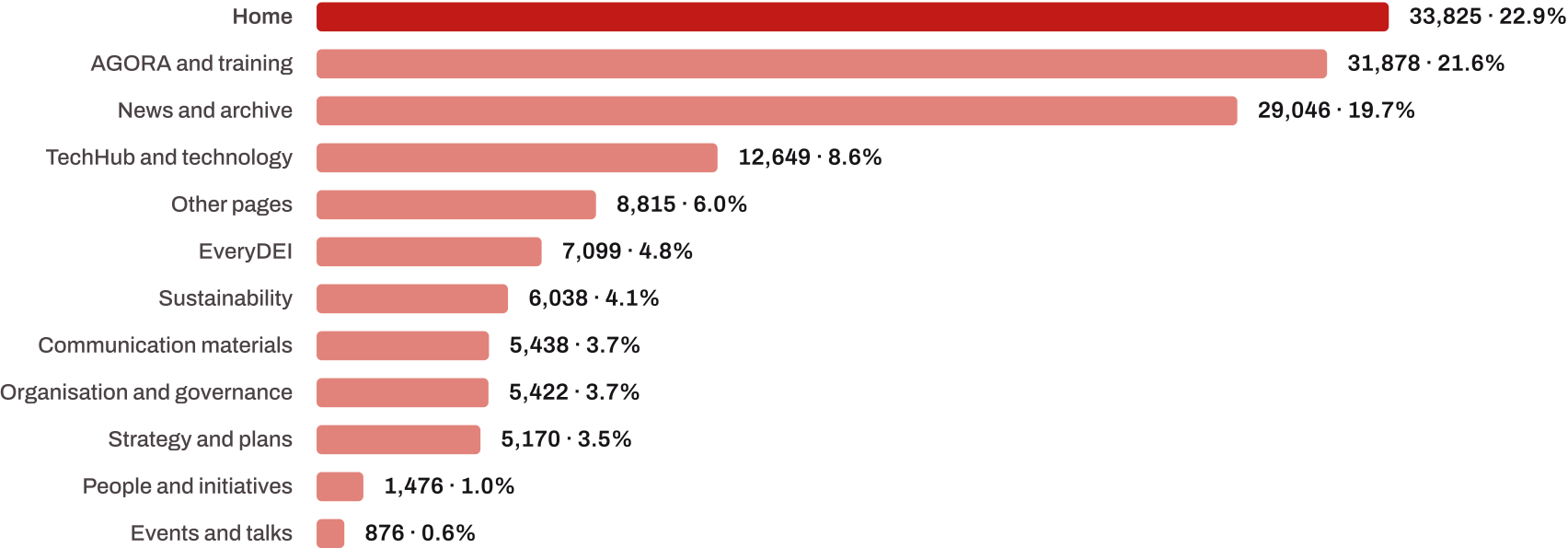
YEAR BY YEAR

One panel per year, with the three facts that sum it up.

2022 FIRST YEAR IN SCOPE	2023 CONSOLIDATION	2024 THE AGORA LAUNCH	2025 THE FLOOR RISES	2026 GROWTH RESUMES
• 4,146 sessions, the first complete year of the period analysed • Data covers every month in full from June 2022 onwards • 38 countries reached	• 11,144 sessions, almost three times 2022 • The typical month rises from 493 to 842 sessions • November and December pass 5,000 pages for the first time	• 15,953 sessions, the highest year of the series • The AGORA training launch: its pages account for 49% of the year’s views • 51 countries, and the returning share reaches 80%	• Typical month at 1,002 sessions, the highest so far • TechHub starts from zero and takes 27% of the year’s views • 2,480 distinct people, 14.5 pages each	• 10,283 sessions in eight months, +39% on 2025 • Typical month at 1,207 sessions: a new record • 75 countries in eight months, the highest ever reached

WHAT GETS READ

The newsroom’s 1,435 pages grouped by area. Each bar is one area, ranked by pages opened. Switch year to see where the attention moves.



13%

Of the pages opened are articles. The other nine tenths go to calendars, materials, org charts and working tools.

49%

AGORA’s share of 2024: the training launch drove the year.

27%

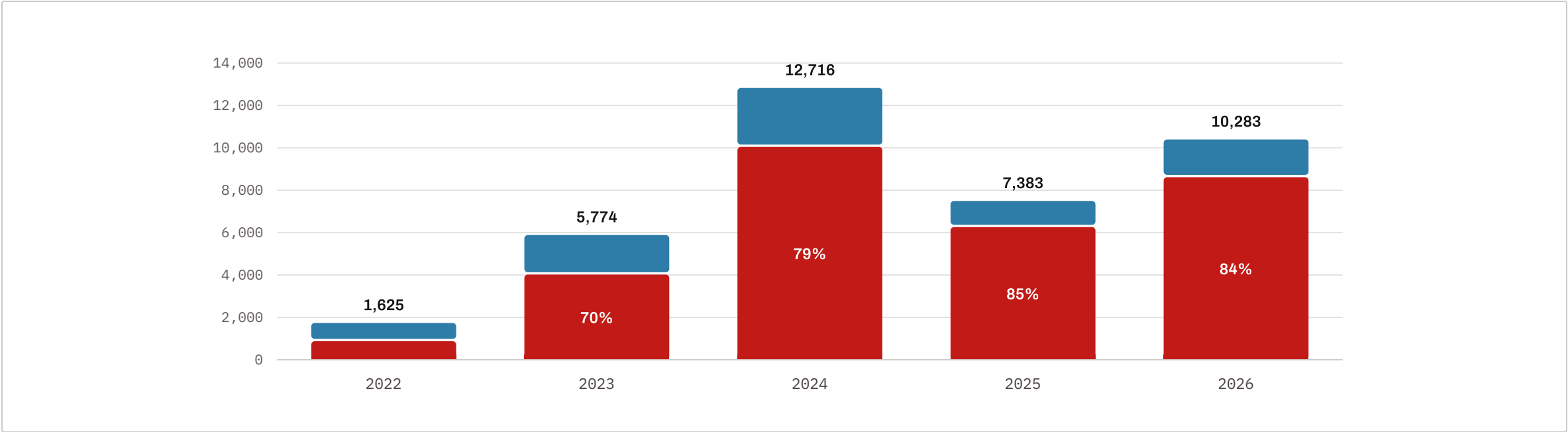
TechHub’s share of 2025, from a standing start. Each year a different area leads the reading.

1 JANUARY > 1 SEPTEMBER, EVERY YEAR

WHO COMES BACK

Each bar is a year. In red, visits from someone who had already been to the newsroom at least once; in blue, visits from someone arriving for the first time. Since 2026 is not finished, every year is cut at the same point: 1 January to 1 September.

■ Returning visits ■ First visit



54% → 84%

Share of visits from someone who had been before, 2022 to 2026.

×6.3

Sessions in the first eight months of 2026 against the same period in 2022.

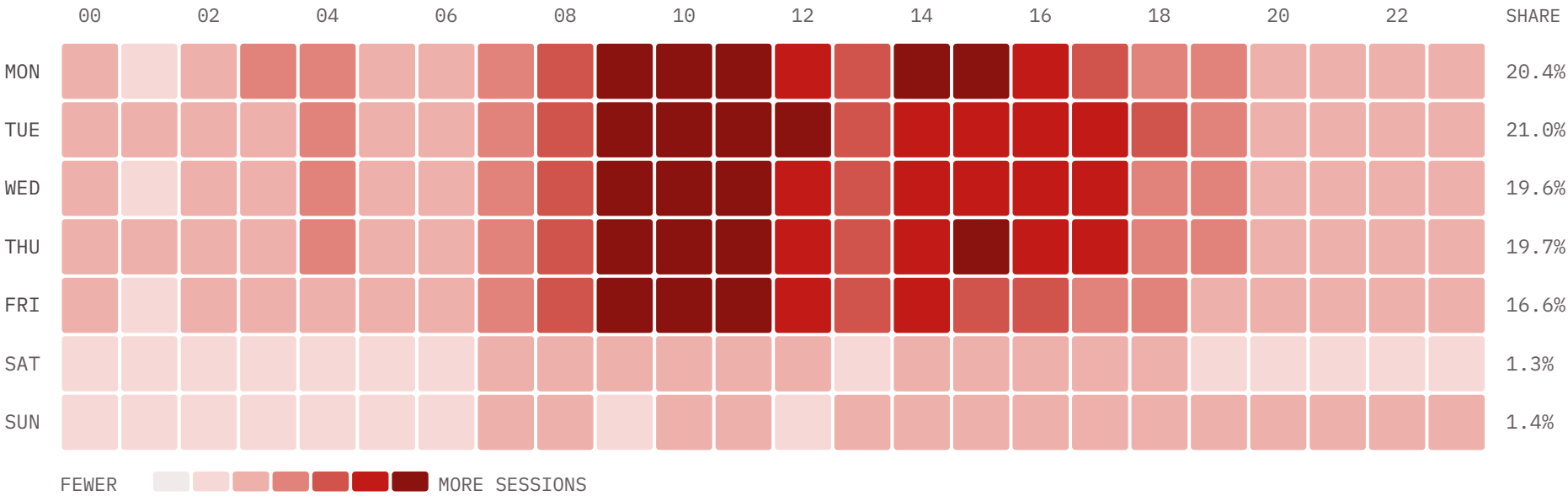
42,621

Total sessions from readers who had already visited at least once.

SESSIONS BY HOUR OF DAY AND DAY OF WEEK

WHEN IT IS READ

A grid of the week: rows are the seven days, columns the twenty-four hours. Each cell is one hour, shaded a deeper red the more visits it drew, across all years combined.



All: 88% of sessions fall Monday to Friday, between 8am and 8pm. Saturday and Sunday together account for 2.7%.

97.3%

Of sessions fall between Monday and Friday.

Monday 10:00

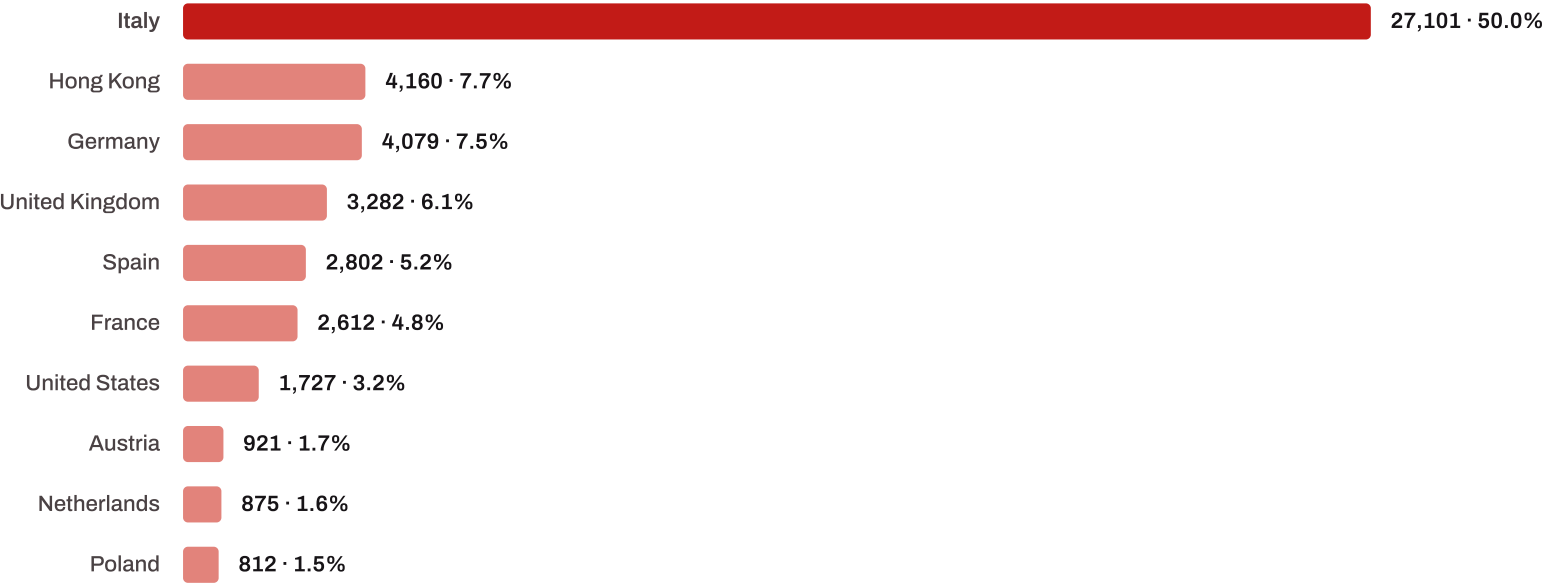
The most-read hour of the week, with 1,530 sessions.

49%

Falls in the 8am–1pm band, the first half of the working day.

WHERE IT IS READ

Each bar is a country, ranked by number of visits. Italy remains the centre of gravity, but reading comes from every time zone the group works in. The chart below counts how many different countries reached the newsroom, month after month.



84

Countries that sent at least one session over five years.

75

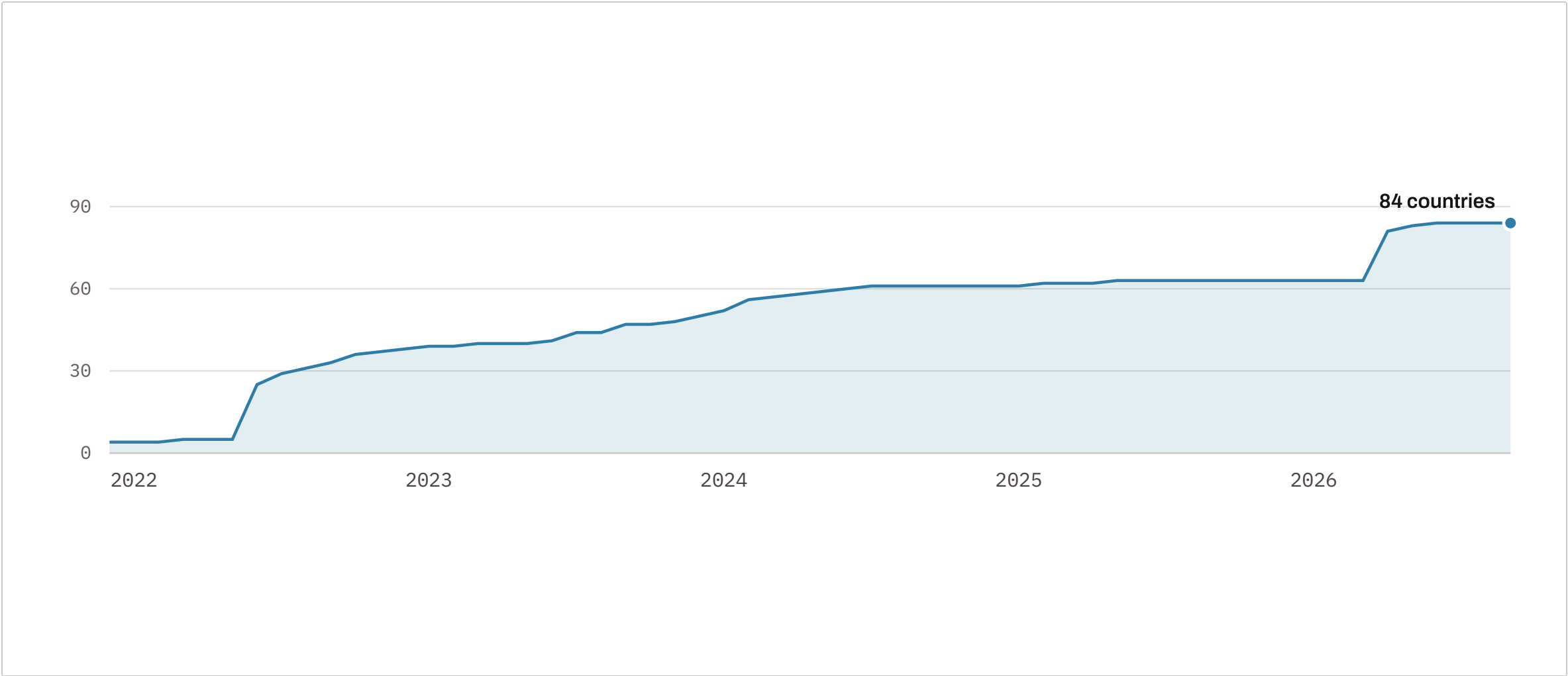
Countries active in the first eight months of 2026 alone — the highest of the series.

10.8%

Of sessions come from countries outside the top ten.

HOW MANY COUNTRIES, MONTH BY MONTH

The line counts how many different countries have reached the newsroom at least once: it rises whenever a new one appears and never goes back down.



TABLE

THE NUMBERS, YEAR BY YEAR

Every figure on this page collected in one table. In brackets, where it differs, the number before the Hong Kong anomaly was corrected.

YEAR	SESSIONS	PAGE VIEWS	PAGES / SESSION	TYPICAL MONTH	RETURNING	COUNTRIES
2022	4,146	10,028	2.42	493	62%	38
2023	11,144	28,685	2.57	842	71%	42
2024	15,953	50,373	3.16	878	80%	51
2025	12,692 (15,638)	31,650 (35,899)	2.49	1,002	85%	45
2026 *	10,283	22,747	2.21	1,207	84%	75
Total	54,231 (57,177)	143,502 (147,751)	2.65	—	79%	84

NOTE ON THE DATA

- **Source and scope.** Analytics export from the newsroom site, requested for the period 1 January 2021 › 2 September 2026. The file returned holds data from **1 December 2021** onwards, and that is where this analysis begins. The newsroom has been online for much longer: the span shown here is the one covered by the available data, not the history of the project.
- **How sessions are counted.** In the export a single visit can generate several rows. A session is counted once, on its opening row: adding the trailing rows would double it. On this basis 2025 gives 15,638 sessions and 35,899 pages, against the 15,328 and 35,883 certified in the annual report — a gap of 2% and 0.04% respectively.
- **Why there is no user series.** Unique visitors in the export are unique only within each row (day · hour · country): summing them over a year would multiply the real number of people by eight. Only the dashboard produces a distinct-person count, and it is available for **2025: 2,480 unique visitors**. The historical series on this page therefore use pages and sessions, the two quantities the export measures correctly.
- **Normalised series.** One known technical traffic anomaly is excluded: **Hong Kong, May–June 2025** — 4,249 pages, over 45% of those two months’ traffic against a 3% average, back to normal from July. The “Raw” button shows the series without exclusions.
- **The January–February 2024 peak** is real traffic: the launch of the **AGORA training programme**, which put the newsroom in front of a far wider internal audience than usual, across every country of the group. Those two months alone account for 50% of the year’s sessions. It should be read as an editorial peak, not as the ordinary level — which is why the reference reading remains the typical month.
- **The site areas** are a grouping of the 1,435 pages by address prefix, made for this analysis and not present in the export: AGORA collects the */agora** and training pages, News the 858 articles plus the archive, and so on. 6% of views remain in “Other pages”, the long tail of one-off pages. The per-page figures come from a second export with dimensions Date · Country · URL, whose totals match the first exactly (147,751 views).
- **Partial years.** 2026 stops at 1 September. Year-on-year comparisons always use the **1 January › 1 September** window; the monthly chart closes at August 2026.
- **Early months.** Between December 2021 and May 2022 the file holds only a few days for each month. Those points are not full months and should not be compared with the later ones: the monthly chart marks them with a grey band.
- **Returning visits** is the share marked *returning* in the export; it depends on browser cookies, so if anything it understates who comes back.
- **Hours** are in the site’s recording time zone, not the reader’s local one.