

Basic Income News site (basic) analysis

2017-2018

Basic Income News (BI News) continues to be, after the formalization of BIEN as an NGO based in the UK, an educational-oriented service. That means a careful selection of content so as not to convey preferences on reports or events, but to simply communicate impartially what are the developments concerning basic income worldwide. Even still, a Features side of Basic Income News is still operative, where expert opinions are posted, as long as well justified and grounded. Posting frequency presently averages at around one article every 3 days.

BI news readership is presently around 6300 visits/week. That number has hit around 11000 visits/week around May 2018, having risen from about 4000 visits/week at the beginning of 2018. So, it can be said that average readership is rising, although highly volatile from week to week. Most people (76% on average) read BI News once a week, and only 24% return to BI News within a certain week. Actions per visit are more or less stable around 1.7-1.8 actions/visit, and time on site averages 2.5 minutes. From the average visit duration and the number of actions per visit, it seems people arrive to BI News site, read between one or two articles, and then move on.

BIEN's Newsflash, which groups BI News articles every month, has been slightly decreasing since the beginning of 2018. Total opens totalized around 3000 in January, and now (latest July 2018) rate about 2600 (a 12% drop). That may be related with the new European General Data Protection Regulation, which forced the discard of subscribers for which no opt-in data existed. Despite that fact, subscriptions have risen 5% since August 2017, totalling 12442 at the moment.