



## Data Privacy Day 2012 Results in Brief

### Metrics as of 2/15/12

- **U.S. Media coverage:**
  - U.S. Data Privacy Day Coverage
    - Online Impressions\*: 132,155,425+
    - Broadcast Coverage: 3
    - Broadcast Reach: 101,060 (*Note: this does not include Facebook Live broadcast numbers*)
    - Circulation:
      - Articles (online): 123,613,205 online impressions
      - Blogs: 8,542,220 online impressions
  - Number of articles: 114
  - Number of blogs: 48
  - Number of press releases: 27
- **NCSA Press Release Distributed via PR Newswire European Newswire:**
  - Number of Press Release postings: 94\*
- **International Media coverage:**
  - European Data Protection Day/Data Privacy Day Coverage
    - Online Impressions\*: 3,836,277+
  - Number of articles or blogs: 43+
  - Number of press releases: 30

### Metrics as of 2/15/2012

- StaySafeOnline.org/dpd website visits:
  - Visits: 12,055
  - Page per visit: 2.66
- DPD Champions: 87
- New Facebook fans: 570
- Facebook post views: 2,947
- Twitter audience for @DataPrivacyDay: approx. 750
- LinkedIn members: 213