



GLOBAL BBC.COM FIGURES AND TWITTER SHARES HIT RECORD HIGH

Tuesday 15th April 2014. The BBC today announced that bbc.com reached a record 96 million unique users and generated an all-time high of 1.3 billion page views in March 2014. BBC World News welcomed its five millionth Facebook fan and new figures also reveal that the BBC is by far the most-shared news brand on Twitter (source: Newswhip), with its stories shared a record 2.71 million times across the month – almost 50% more than any other publisher. The driving factors were its coverage of major global news stories including the crisis in Ukraine and the disappearance of Malaysia Airlines Flight MH370 and the increased popularity of bbc.com’s feature sections including BBC Future, BBC Travel and BBC Culture.

The site, which offers up-to-the minute international and local news and in-depth analysis, saw unique user figures up 26% on the monthly average of 76 million, whilst page views rocketed by 35%. Over 34 million video views were seen during the month, with a record-breaking 11 million viewed via the bbc.com apps.

James Montgomery, Director of Digital and Technology for bbc.com, said, “As the leader in global breaking news, our users rely on the BBC to provide impartial and accurate news on developing stories and significant global events, whatever their nature or location. We are incredibly proud that so many people chose us as their trusted source for news on the major stories that captivated the world last month.”

March also marked a record month for traffic across the five feature sections of bbc.com - BBC Travel, BBC Future, BBC Autos, BBC Capital and BBC Culture which together attracted 7 million visitors and 63 million page views; resulting in a month-on-month increase of 42% and year-on-year growth of 106%. Popular articles included: BBC Future’s ‘The Future of Safe Sex’ which received over 269,000 page views, BBC Culture’s ‘Beyond Jodorowsky’s Dune: 10 Greatest Movies Never Made’ attracted almost 3.2 million views across the month and BBC Travel’s game ‘Geoguesser’ ‘How Well Do You Know The World’ drew an impressive 270,000 unique users.

Jonathan Fildes, Managing Editor, Features, BBC.com added, “The feature sections offer users of the site an alternative and in-depth take on a variety of current and unusual topics complementing bbc.com’s news output. We are delighted that these sections are growing in popularity and drawing record figures from fans of bbc.com.”

Bbc.com has seen a rise in mobile usage of 88% year on year to 24 million browsers per month, whilst figures for desktop have remained stable at 56 million.

For further information, please contact:

Ali Cowe at ali.cowe@bbc.co.uk or on 07921 648705 for news.

Cassandra Power at cassandra.power@bbc.com or on 07739300280 for features.

Notes to editors:

BBC World News and [BBC.com](http://bbc.com), the BBC's commercially funded international 24-hour English news platforms, are owned and operated by **BBC Global News Ltd.** **BBC World News** television is available in more than 200 countries and territories worldwide, and over 380 million households and 1.8 million hotel rooms. The channel's content is also available on 178 cruise ships, 53 airlines and 23 mobile phone networks. **bbc.com** offers up-to-the minute international news and in-depth analysis for PCs, tablets and mobile devices to more than 76 million unique browsers each month.