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United Nations Office on Drugs and Crime



Global SMART
Programme

Global SMART Programme

***Asia and Pacific Amphetamine Type Stimulants
Information Centre (APAIC)***

Web Traffic Report April 2009



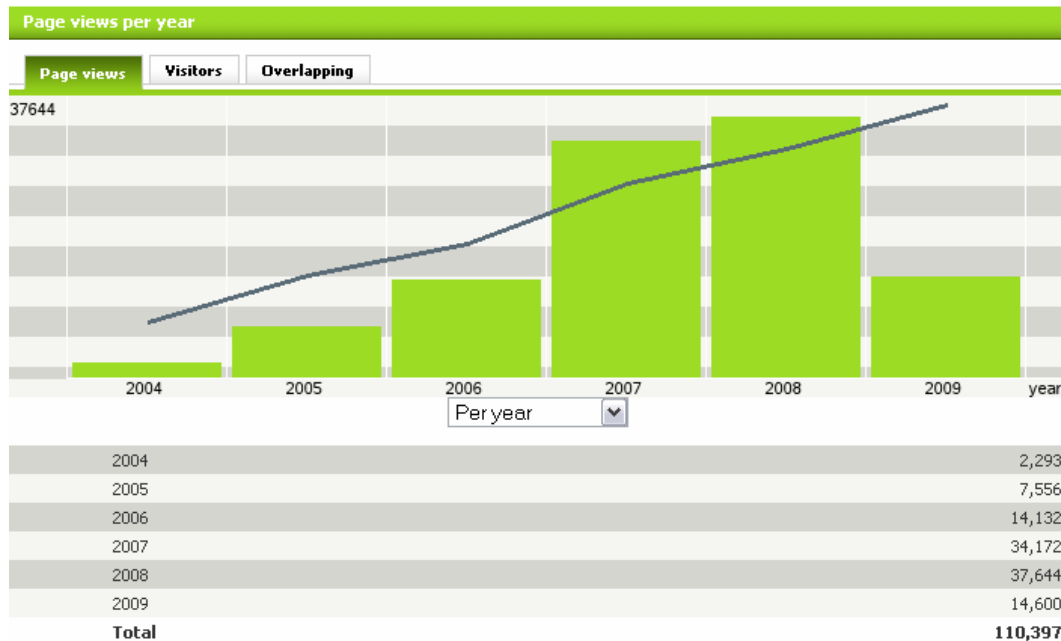


Regional ATS Clearinghouse

This is the seventh consolidated report of www.apaic.org traffic. Assessing the extent of use has been done since April 2004 through the Improving ATS Data and Information Systems project and starting in 2009 the Global SMART Programme. The total number of page views to date is 110397, with an average of 94 page views per day in 2007, 103 page views per day in 2008 and with 123 page views per day in the past four months (January – April 2009).

Extent of use

The graph below displays the number of web page views per year, for the five years since the tracking software's inception. There has been an increasing trend in usage every year, with eleven times the number of users in the first twelve months of tracking (April 2004 – March 2005) compared to the last twelve months (April 2008 – March 2009). Between 2007 and 2008 the number of visits slightly increased about 10%, from 34172 to 37644. This pattern looks set to continue with the number of page visits in the first four months of 2009 (14600) 50% higher than that of the same period in 2008 and has already accumulated 40% of the total page visits in 2008 .

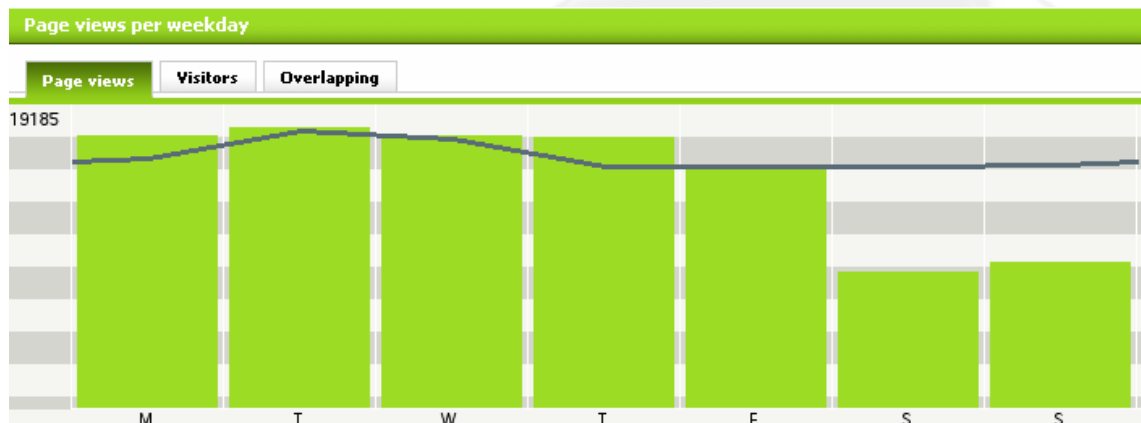


The graphs on the following page display the number of views per month. A decrease in usage is seen between June to September in 2008, in contrast to the same period of 2007. This may be due to the closure of Improving ATS Data and Information Systems project (TDRASF97). Following the launch of the Global SMART Programme at the end of the third quarter 2008, the number of users grew dramatically. In November, 5051 page views were recorded – indicating more viewers than in any other month since the site was launched.



The chart below compares usage on different days of the week. Most visitors view the website on Mondays through Thursdays, with a slightly decreased usage on Fridays and minimal usage during the weekends.

Data comparing usage by hours indicate that the website is viewed almost equally in every hour, with a slight increase between 7:00-10:00 AM BKK time, indicating that users from all around the world are accessing the site. (discussed further in user profile section).





Exposure

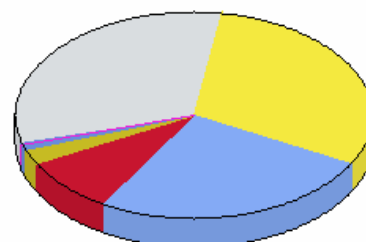
Tests using major search engines (google, yahoo, msn, Live Search, askjeeves, dogpile, altavista, ask) show that the webpage ranks 1st when searching for the keywords amphetamine-type stimulants and Southeast Asia together and ranks between 1st to 3rd place when searching for the keywords *amphetamine-type stimulants* and *Asia* together. In a broader keyword search of just *amphetamine-type stimulants* (without Asia) the website is ranked lower, although it is still usually listed on the first page of search results. In an even broader search using combinations of keywords such as *amphetamines*, *methamphetamines*, *Asia and Pacific*, the website is ranked lower, although it is still listed as one of the top twenty websites.

The continuing number of government and university servers, particularly from Australia, Canada and the US, indicates that the webpage is becoming a general source of information and data regarding ATS.

The number of so called hyperlinks, or direct reference links, from other sites to the APAIC site is growing, but there remains room for improvement.

User profile

The table below illustrates usage by continent. The majority of users are from North-America. Until recently, Asia was ranked at the top since the site was created for project counterparts in the region, site maintenance occurs in the UNODC RC in Bangkok, and because Japan is one of the project's donor countries. Ranked second is Asia followed by Europe and Australia, the continents where UNODC's other major regional donors are located.



1. North-America	34,820	31.5 %
2. Asia	33,342	30.2 %
3. Europe	27,991	25.3 %
4. Australia	9,591	8.7 %
5. South America	2,558	2.3 %
6. Africa	934	0.8 %
7. Central America	551	0.5 %
8. Unknown	646	0.6 %
Total	110,433	100.0 %

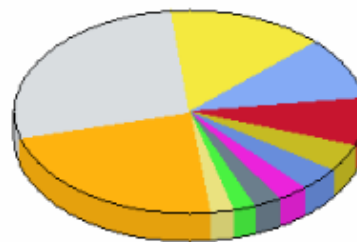


North-America comprises 31.5% of users, this figure is gradually increasing (it was 25.2% in October 2007), reflecting the growing demand for the website in other parts of the world. In the space of eighteen months, the usage in Asia has downed to 30.2% from 42.3% and in Australia from 9.4% to 8.7% of overall usage.

A similar pattern can be identified in the overall website use by country (see table below). United States top the table with 27.3% of overall page hits. It is also noted 87% of North-American hits come from United States. Thailand, used to be ranked as 1 in the past 4 years, is now a distant second. Semi regular checking of ISPs shows that most of the traffic from United States are from leading universities and research institutions.

Country of origin - All

United States
Thailand
Austria
Australia
Canada
United Kingdom
Germany
Malaysia
Philippines
Brazil
The rest



Rank	Country	Hits	Percentage
1.	United States	30,190	27.3 %
2.	Thailand	16,126	14.6 %
3.	Austria	11,014	10.0 %
4.	Australia	8,256	7.5 %
5.	Canada	4,628	4.2 %
6.	United Kingdom	4,195	3.8 %
7.	Germany	3,142	2.8 %
8.	Malaysia	2,643	2.4 %
9.	Philippines	2,331	2.1 %
10.	Brazil	2,250	2.0 %
11.	Singapore	2,149	1.9 %
12.	Indonesia	1,651	1.5 %
13.	Cambodia	1,453	1.3 %
14.	France	1,256	1.1 %
15.	Japan	1,142	1.0 %
16.	Italy	996	0.9 %
17.	China	887	0.8 %
18.	Vietnam	794	0.7 %
19.	India	771	0.7 %
20.	Poland	700	0.6 %
21.	Hong Kong S.A.R.	690	0.6 %
22.	Switzerland	654	0.6 %
23.	New Zealand	597	0.5 %
24.	Sweden	591	0.5 %
25.	Netherlands, The	589	0.5 %
	The rest	10,738	9.7 %
Total		110,433	100.0 %



It should be noted site usage from the United States has increased considerably in the past eighteen months, displacing Thailand from first to second rank. This increase might be due to the growing methamphetamine (ice) problem in United States. There is also an increasing number of users from across Asia, Europe, North America and Australia. The primary non-Thai website users are from donor countries, namely the United States, Australia and Canada. Significantly, other regular users are project recipient/partner countries such as Cambodia, Singapore, Malaysia, the Philippines, Indonesia, Viet Nam and China. The only two participating countries which have not seen an increase in usage over the past six months are Myanmar and Lao PDR which is likely due to the digital divide in the region. Neighbouring countries in the region, such as India, also appear to be taking an interest in the site, ranking in the top 25.

The large number of hits coming from Austria is no surprise given the presence of the UNODC HQ in Vienna and the work that it does in tracking the progress of the regional activities and the progress of the regional project. The United Kingdom's placing at no.6 and Sweden, France's and Brazil's position in the top 25 is indicative of the growing demand for ATS-related information worldwide.

Web-tracking software also allows the project to differentiate clearinghouse users by internet service provider (ISP). The table below indicate the website's latest viewers and their ISPs within the last twenty-four hours. It should be noted that this data does not necessarily reflect average usage of the website.

Last 10 visitors - More			
1.	29 April	11:25	BTC Broadband Service, Sliven, Bulgaria
2.	29 April	11:27	reassign to CSLOXINFO ADSL, Bangkok, Krung Thep, Thailand
3.	29 April	12:13	United Nations Office at Vienna, Austria
4.	29 April	12:50	iiNet Limited, Sydney, New South Wales, Australia
5.	29 April	12:56	iiNet Limited, Sydney, New South Wales, Australia
6.	29 April	12:57	iiNet Limited, Sydney, New South Wales, Australia
7.	29 April	12:58	iiNet Limited, Sydney, New South Wales, Australia
8.	29 April	13:01	iiNet Limited, Sydney, New South Wales, Australia
9.	29 April	13:03	iiNet Limited, Sydney, New South Wales, Australia
10.	29 April	13:06	United Nations Office at Vienna, Austria





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Conclusions

Usage of www.apaic.org has increased considerably since the tracking software's inception in 2004. There has been a eleven-fold increase in the number of users between its first year of implementation to date and the first quarter of 2009 usage has increased even more substantially, achieving 40% of the total number of page views for 2008. In the past, temporary increases in usage were associated with web update announcements, a trend which still applies to date. However, consistently high usage in the past two quarters (October 2008 - March 2009), reflects higher overall usage of the website unrelated to web announcements, indicating that the site is becoming more of a resource for those interested in ATS data not only in the region but also from around the world.

The outlined user pattern demonstrates that the clearinghouse is actively being used by national counterparts as a regional clearinghouse. This is reflected by the fact that the project's participating countries are ranked high in data comparing users by country. However, the number of indirect beneficiaries seems to be relatively high, with a large and growing number of external users.

Recommendations

The high interest in ATS and/or other drug related information in Asia from non-project partners and the relatively high exposure of the clearinghouse has placed the APAIC website in a unique position to expand. The site currently contains information regarding strategies to prevent ATS use, the effects of ATS use and data on the number of users receiving treatment in participating countries. A section on primary prevention was further added in August 2007. It is recommended that the content and scope of the site continue to be expanded, to meet the growing demand for all types of ATS-related information. Moreover, the content of the site should be restructured to meet the growing demand of the users.

The website is linked to a number of recognised research institutes, universities, ATS-related publications and law enforcement agencies, helping to increase web-traffic to the site as well as search engine identification. A number of these addresses have counter-linked back to www.apaic.org increasing the diversity of the site's users. It is recommended that further outreach and promotional activities, such as web update announcements and networking at relevant meetings, continue to be pursued in 2009.



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For more information on the latest trends in ATS in East Asia
please visit www.apaic.org

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