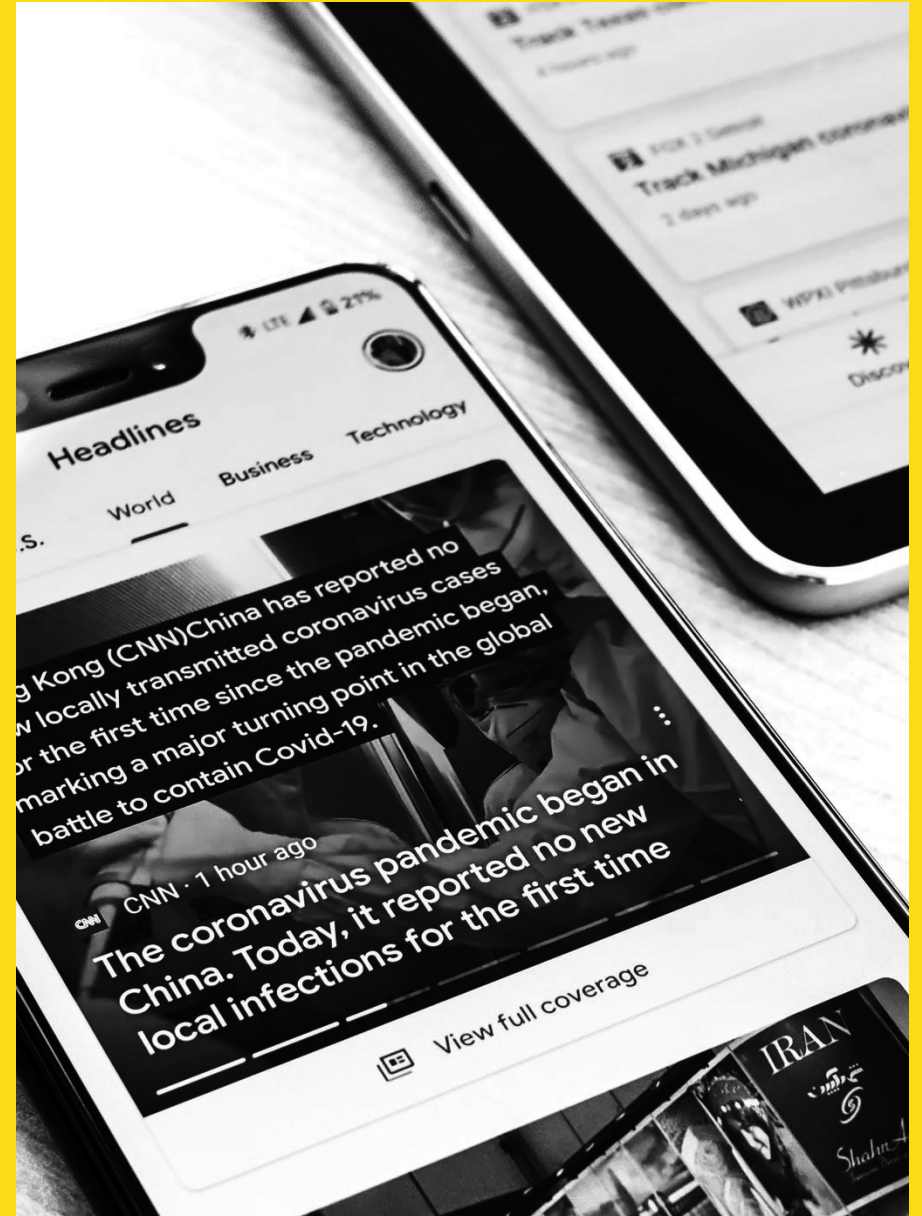# opoint

Opoint Readership

The most accurate way to measure online news readership

Opoint Readership

Opoint proposes a new way to measure readership on individual web articles and shows how to estimate it using standard web metrics and data from the Opoint crawler: **OR** (Opoint Readership).

OR gives you the data you need for a good quality analysis of web articles. Among other things, we give you the estimated number of readers now, the expected number of readers of the article in addition to other relevant data.

All data can be included in a feed from Opoint, or you can buy access to our portal so you can use it for your analytics projects.

Readers so far	New readers/hour
15.055	94.920
Country rank	Monthly Visits
1	96.045.769
Final readers	Unique Mobile Visits
990.596 ± 833.159	3.519.047
Global rank	Country
284	Norway
Unique Desktop Visits	Unique Visits
1.939.089	5.458.139

All the details

Readership is the most used metric in media analysis and is only available from Opoint. It is directly comparable to readership figures on print content and ratings on broadcast items, and you are free to use the value however you see a fit. We provide it through a <readership> tag on each article.

Methodology
We calculate the Potential Readership of an article by multiplying the number of Monthly Unique Visitors to the website with our own unique Readership Factor. The Readership Factor considers the number of Monthly Visits per Unique Visitor and the Average Article Lifespan on the individual site. A website with high loyalty and long article lifespan has a higher Readership Factor, whereas low loyalty and short article lifespan bring down the value

In short, we can determine the Potential Readership of an article by calculating the probability that the article is visible on the site when the visitors are there.

Article Lifespan
Our crawler revisits the front page and all section pages of a site repeatedly to determine the lifespan of articles on the site. The first time we find a link to an article marks the beginning of the article lifespan, and the moment the link is removed from the front page and from all section pages marks the end of the article lifespan. While the article itself may never be completely removed from the site, we assume that the article links are removed from the front page and the section pages, because the article no longer generates any significant traffic. In other words, the article no longer has any readers.

The Average Article Lifespan is calculated for all articles on a given site by use of the harmonic mean.

Web Traffic
Monthly Unique Visitors and Monthly Visits per Unique Visitor are provided by SimilarWeb, the market leader in web traffic measurement and estimation.

More information

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