

# GGOS Online Presence

## Recent Developments and Outreach Activities

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BEV Austrian Federal Office of Metrology and Surveying

**GGOS Coordinating Board Meeting**

Video Conference - Monday, May 16, 2022



# Provide Information


*GGOS Strategic Plan - Objective 4-1  
„Establish a Strong Internet/Online Presence“*



- **GGOS Website**
- **GGOS Blog**
- **GGOS Videos**

# GGOS Website

- About GGOS (Organization)
- Events
- Documents (GGOS Cloud)
- GGOS Blog
- Information Portal
  - Descriptions & Links
  - Products, Observations, Services

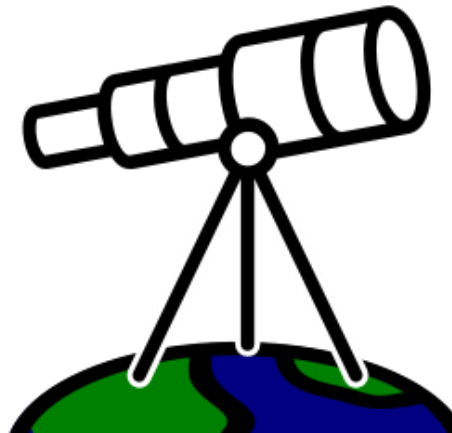
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# Information Portal



**SERVICES**



**OBSERVATIONS**



**PRODUCTS**




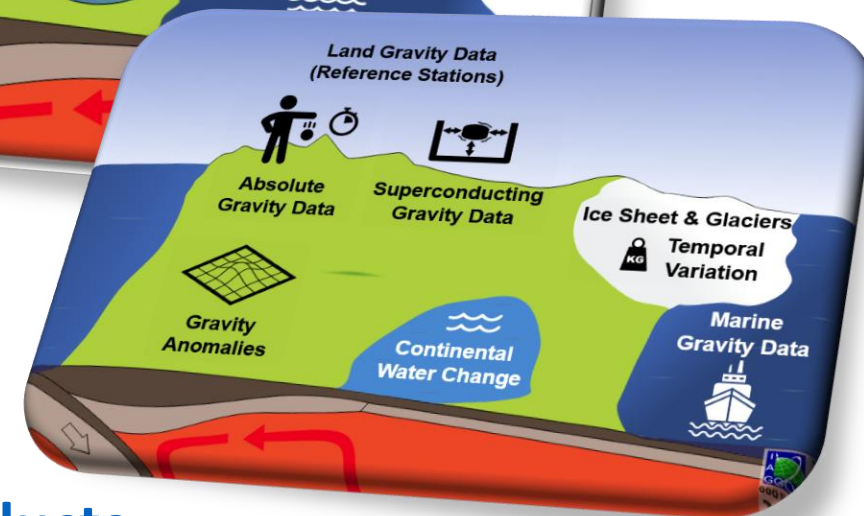
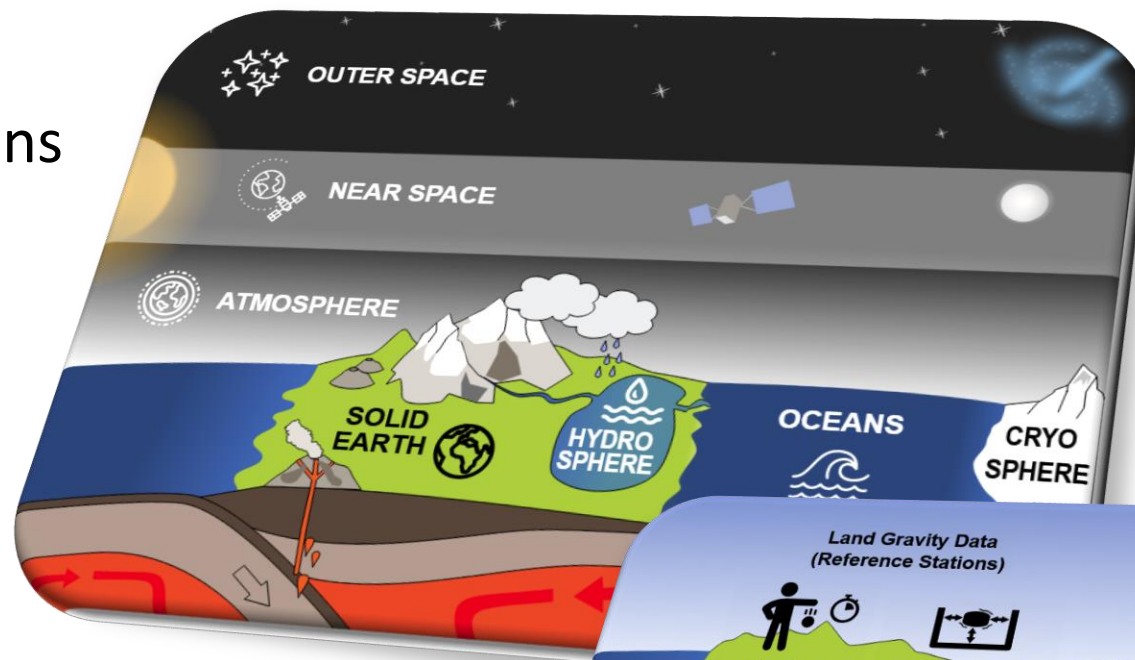
# GGOS Website - PRODUCTS

- 23 product descriptions finished
- Future: add new product descriptions
- Statistic:

Top Products	Visits
Sea Surface Heights	1606
TRF - Terrestrial Reference Frame	1316
CRF - Celestial Reference Frame	1294
EOP - Earth Orientation Parameters	1199
DEM - Digital Elevation Model	852
GRF - Gravity Reference Frame	811
Satellite Orbits and Clocks	796
Height Systems	729



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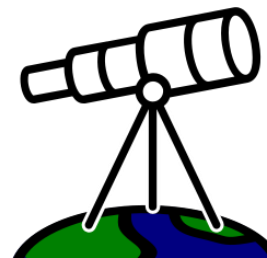
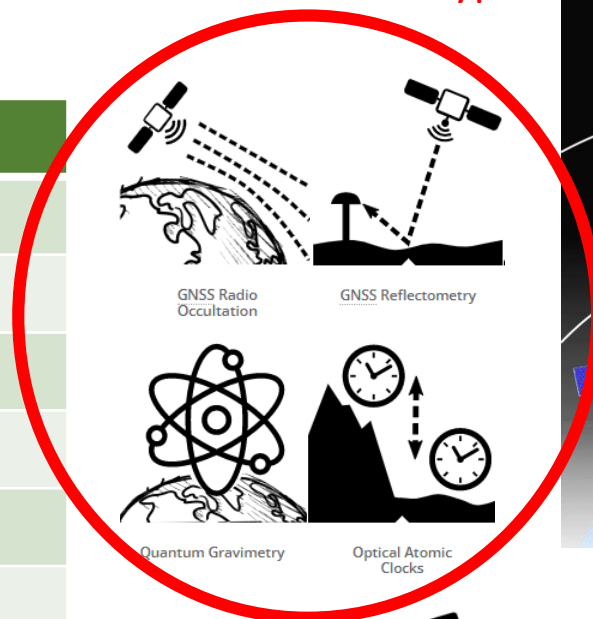
[www.ggos.org/products](http://www.ggos.org/products)

# GGOS Website - OBSERVATIONS

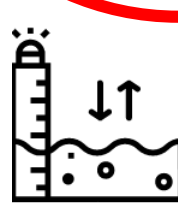
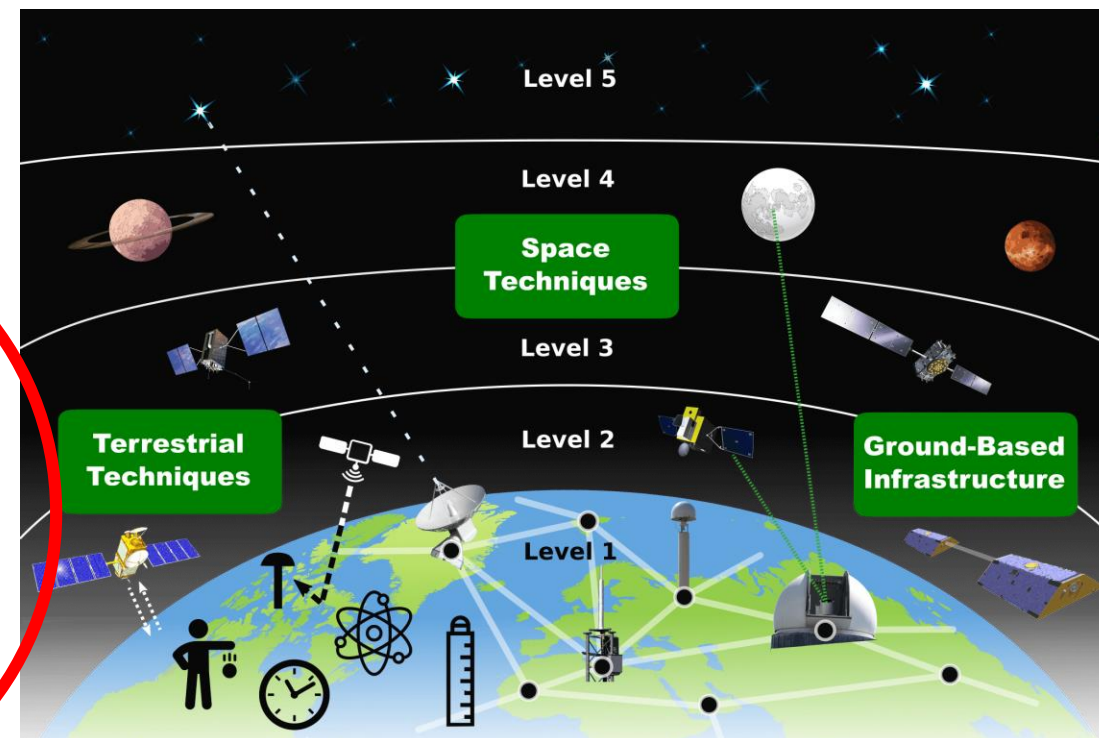
- 13 observation descriptions finished
- Soon: InSAR
- Statistic:

**NEW**  
Novel Observation Types

Top Observations	Visits
VLBI	586
Quantum Gravimetry	569
SLR / LLR	510
Satellite Gravimetry	482
Satellite Altimetry	461
GNSS	359
DORIS	316



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Tide Gauge  
Measurements



GNSS



VLBI



SLR / LLR - Laser  
Ranging



DORIS



Satellite Altimetry



Satellite Gravimetry




Terrestrial  
Gravimetry

[www.ggos.org/obs](http://www.ggos.org/obs)

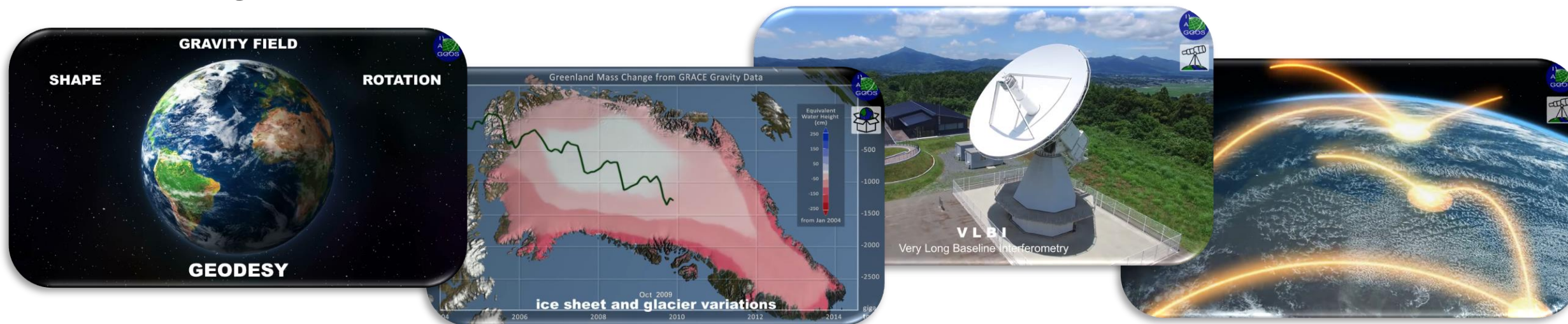


# „Discover GGOS“ film

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- Describing:
  - Geodesy and GGOS
  - Observations, Products, Services
- Long (8 min) and short (1.5 min) version
- Very successful
- Growing subscribers for GGOS YouTube Channel



<https://www.youtube.com/c/GGOSGlobalGeodeticObservingSystem>

# „Discover GGOS“ film - Languages

- Extend range of this film
- Translated and Recorded by volunteers

## Other Languages:

- Chinese & Italian (very soon)
- Arabic, Russian, Dutch,  
Hungarian, Greek
- Additional 1763 (1460) Mio. Speakers



English 02.02.2022 3800 1268 Mio (370)



Spanish 02.02.2022 1500 538 Mio (463)

NEW



French 27.04.2022 110 300 Mio (77)

NEW



Portuguese 02.05.2022 160 254 Mio (228)



German 02.02.2022 1320 185 Mio (105)



Japanese 15.02.2022 500 126 Mio (126)

**7390 2671 Mio (1369)**

+ Finish subtitles



# „Discover GGOS“ film - Statistic

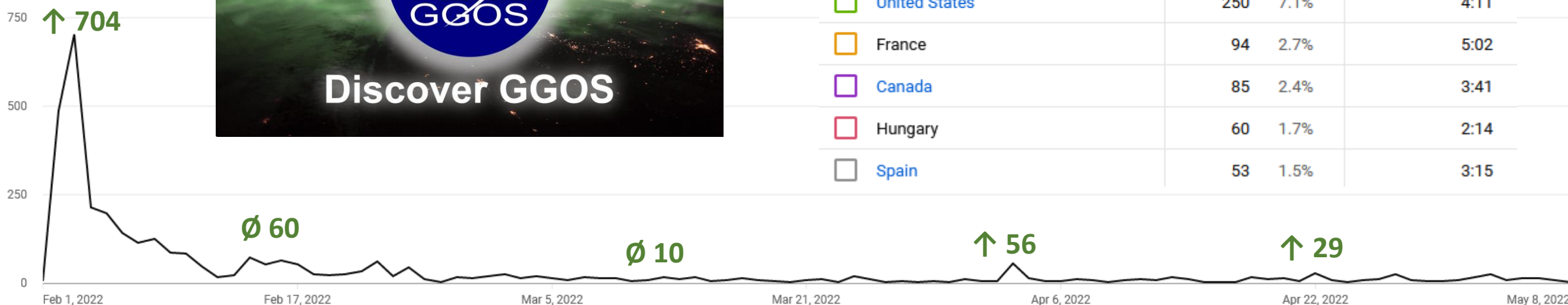
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Video	Views ↓	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate ⚠
<b>Discover GGOS and Geodesy (EN)</b>	<b>3,512</b>	<b>174.6</b>	<b>2:59</b>	<b>15,383</b>	<b>6.0%</b>



Geography	Views ↓	Average view duration
<input type="checkbox"/> <b>Total</b>	<b>3,512</b>	<b>2:59</b>
<input type="checkbox"/> Germany	266 7.6%	2:28
<input type="checkbox"/> United States	250 7.1%	4:11
<input type="checkbox"/> France	94 2.7%	5:02
<input type="checkbox"/> Canada	85 2.4%	3:41
<input type="checkbox"/> Hungary	60 1.7%	2:14
<input type="checkbox"/> Spain	53 1.5%	3:15




# Distribute Information

*GGOS Strategic Plan - Objective 4-2  
„Outreach to the Technical Community and General Society“*



- Search Engines
- Social Media
- GGOS Newsletter

# GGOS – Social Media Channels


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	Twitter	GGOS Blog Newsletter	LinkedIn	YouTube	Facebook
Started	2016	Dec. 2020	May 2021	June 2021	End of 2021
Follower (now)	818	75	282	242	8
Growth (to Oct 2021)	+ 16 %	+ 44 %	<b>+ 200 %</b>	<b>+ 17.000 %</b>	-



# GGOS Website – User Acquisition

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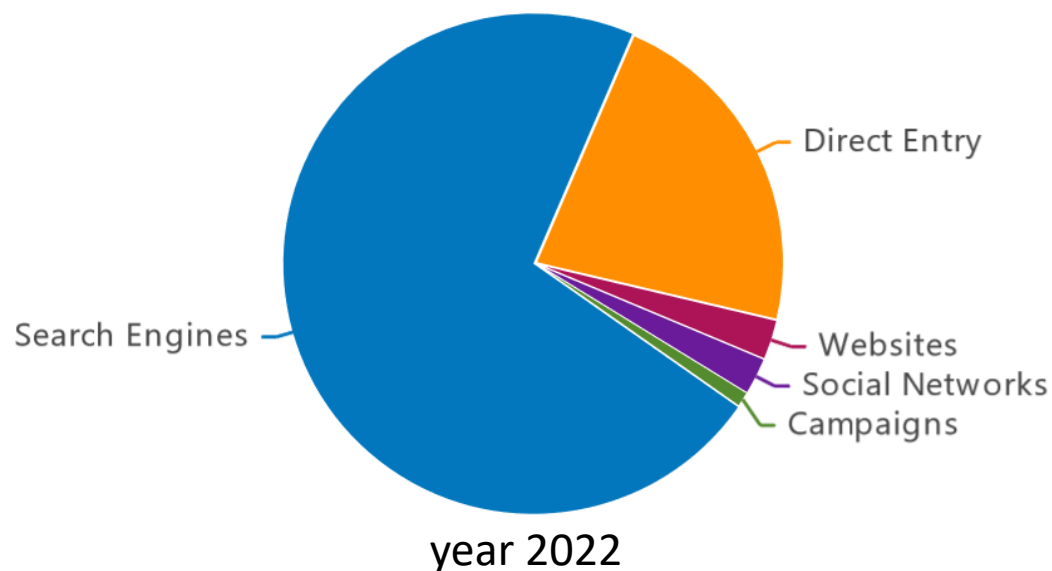
IUGG



Global Geodetic  
Observing System

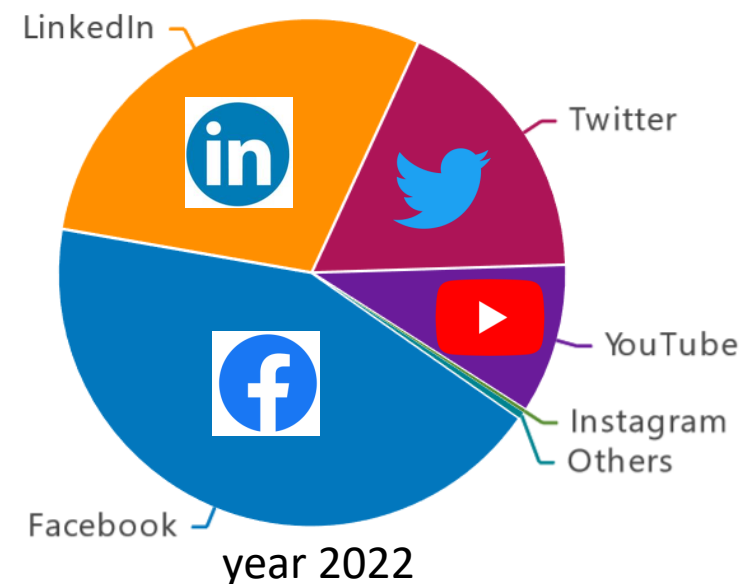
## All Channels

	2021	2022
Search Engine	68 %	72 % ↔
Direct Entry (ggos.org)	25 %	22 % ↔
Social Media	1.3 %	2.4 % ↑
From other <b>Website</b> (Link)	4.7 %	2.6 % ↓




## Social Media

	2021	2022
Facebook	17 %	43 % ↑↑
LinkedIn	42 %	29 % ↓
YouTube	3 %	10 % ↑↑
Twitter	37 %	18 % ↓



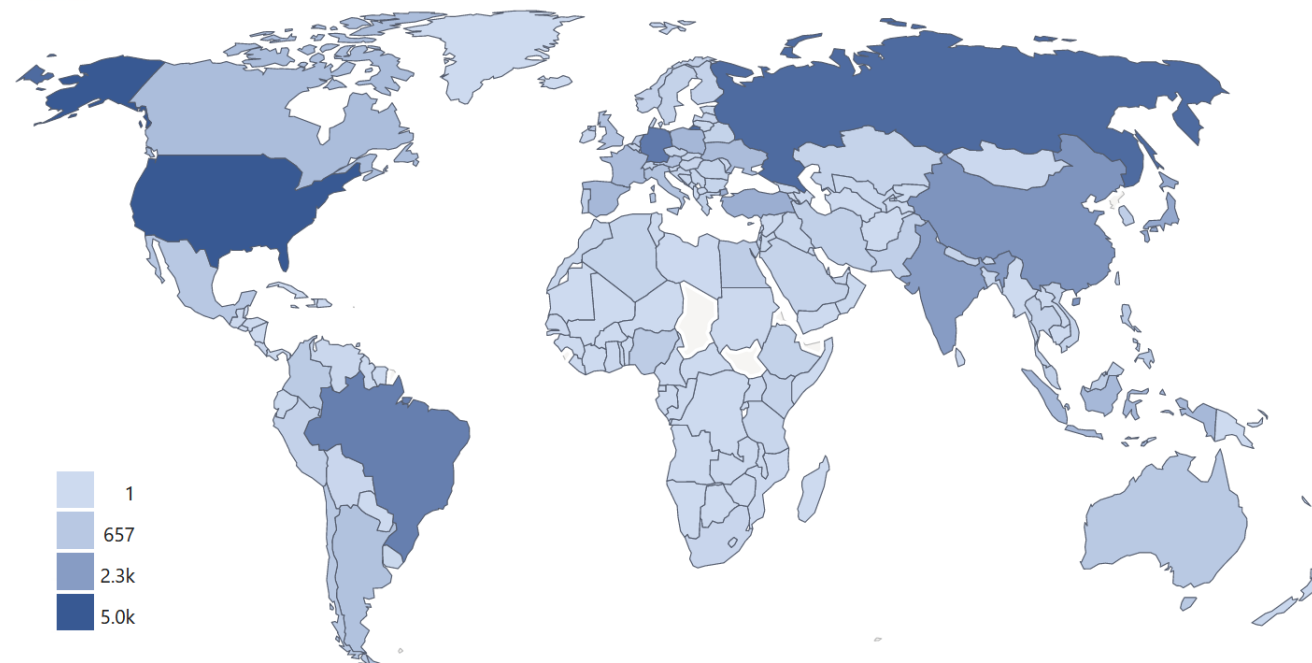
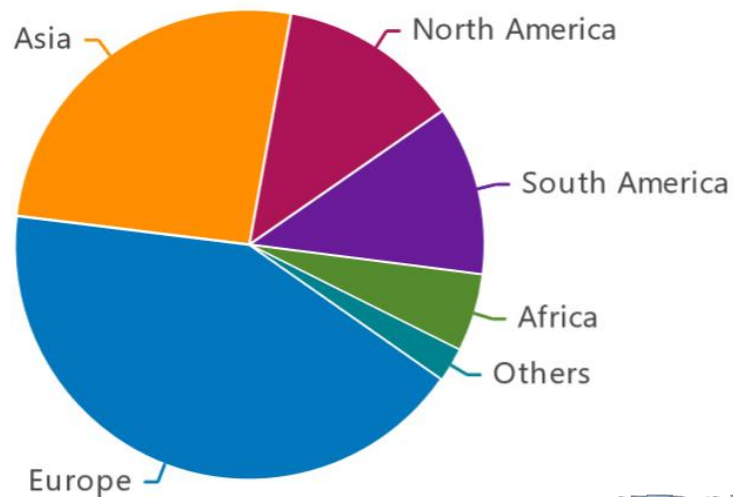
# GGOS Website - Usage Statistic

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## top regions / countries

	United States	9.2% 4,973
	Russia	7.9% 4,258
	Germany	6.8% 3,672
	Brazil	6.4% 3,433
	China	4.9% 2,611
	India	4.3% 2,301
	Japan	3.5% 1,898
	Turkey	3% 1,625
	Poland	2.4% 1,286
	Indonesia	2.3% 1,239



# GGOS Website - Usage Statistic

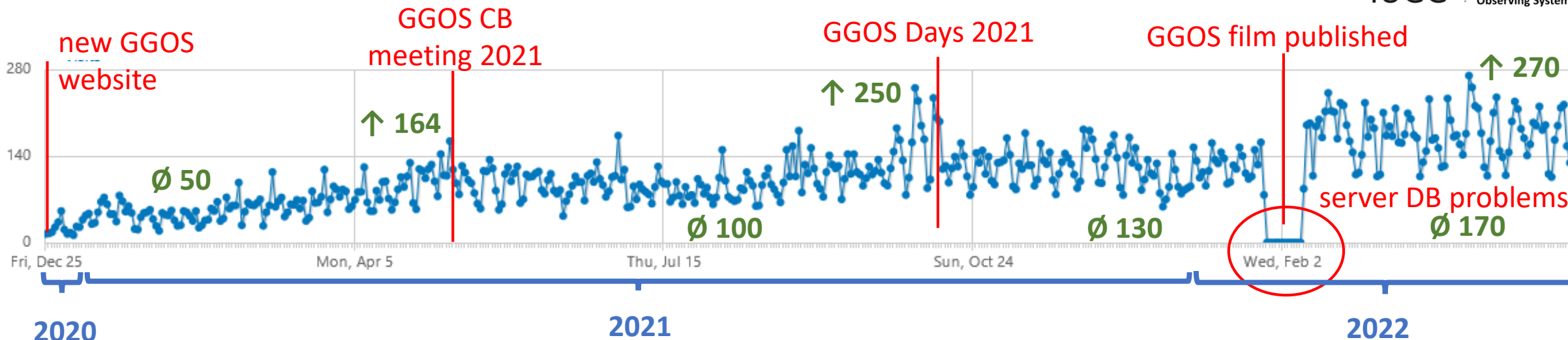
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Global Geodetic  
Observing System

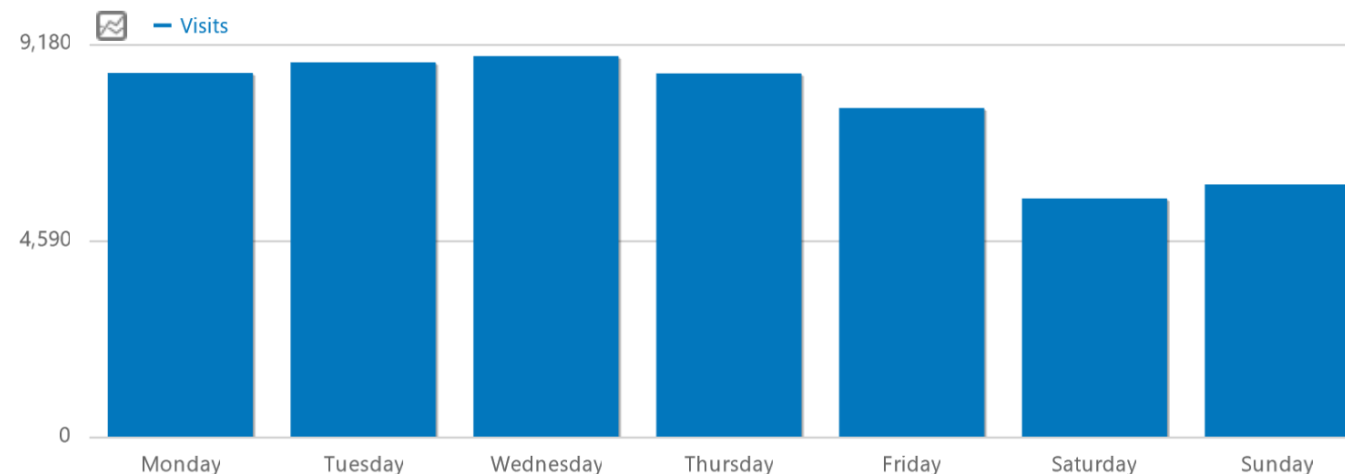


## Daily Visits Over Time

	1.5 years	3 months
Visits / day	104	170 ↑
Visit duration	3 min 16 sec	3 min 30 sec ↑

Total: ≈ **54.000 visits** (1.5 years)

## Visits by Day of Week





## Create Further Value in Future



# GGOS Online Presence – Future Plans

## Near-term:

- Publish „**Discover GGOS**“ film in **further languages**
- Add **InSAR description**

## Medium-term:

- **Extend** (and update) **descriptions** of products and observations
- **Short videos** about products and observations

## Long-term:

- **Extend number of visitors, follower and subscriber** (website and social-media)
- **GGOS Portal**

# Thank you for your attention!

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