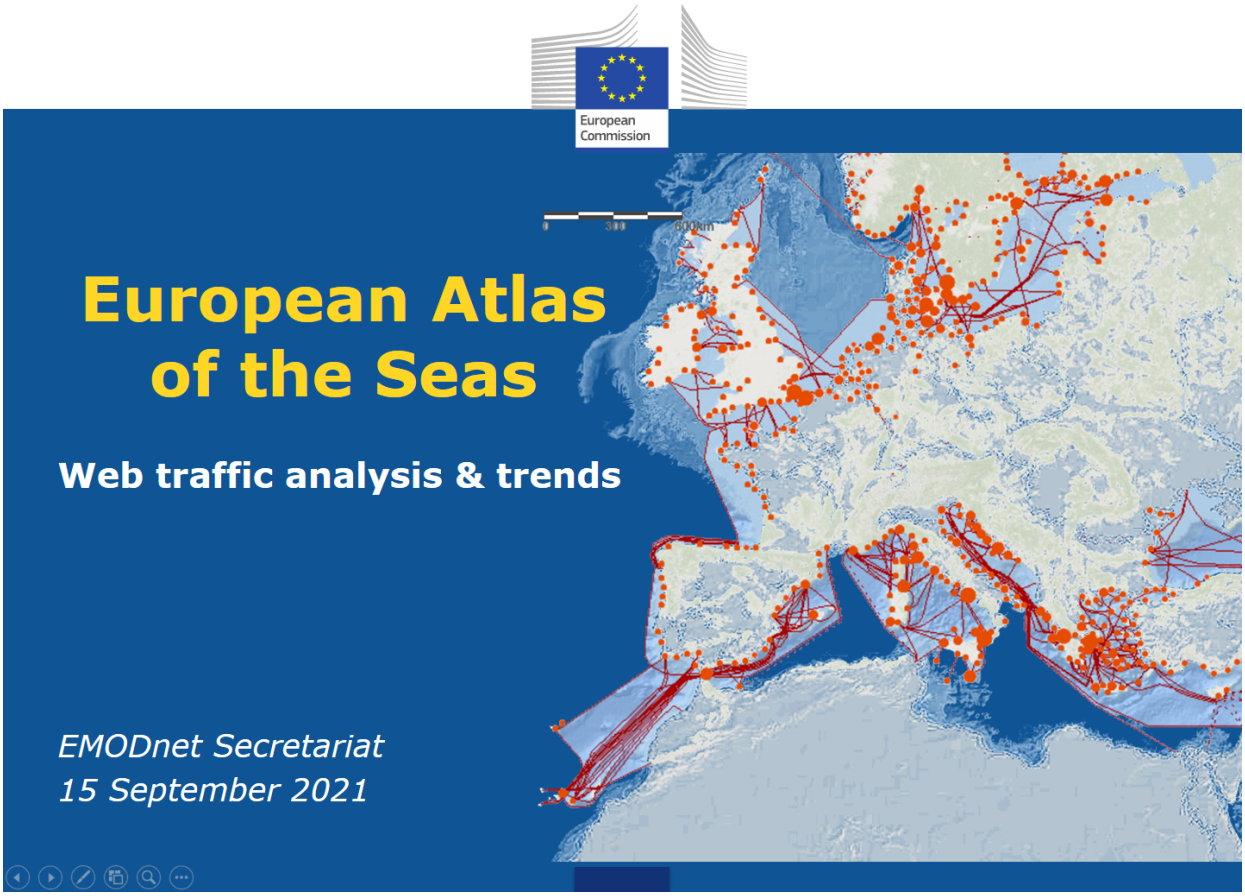
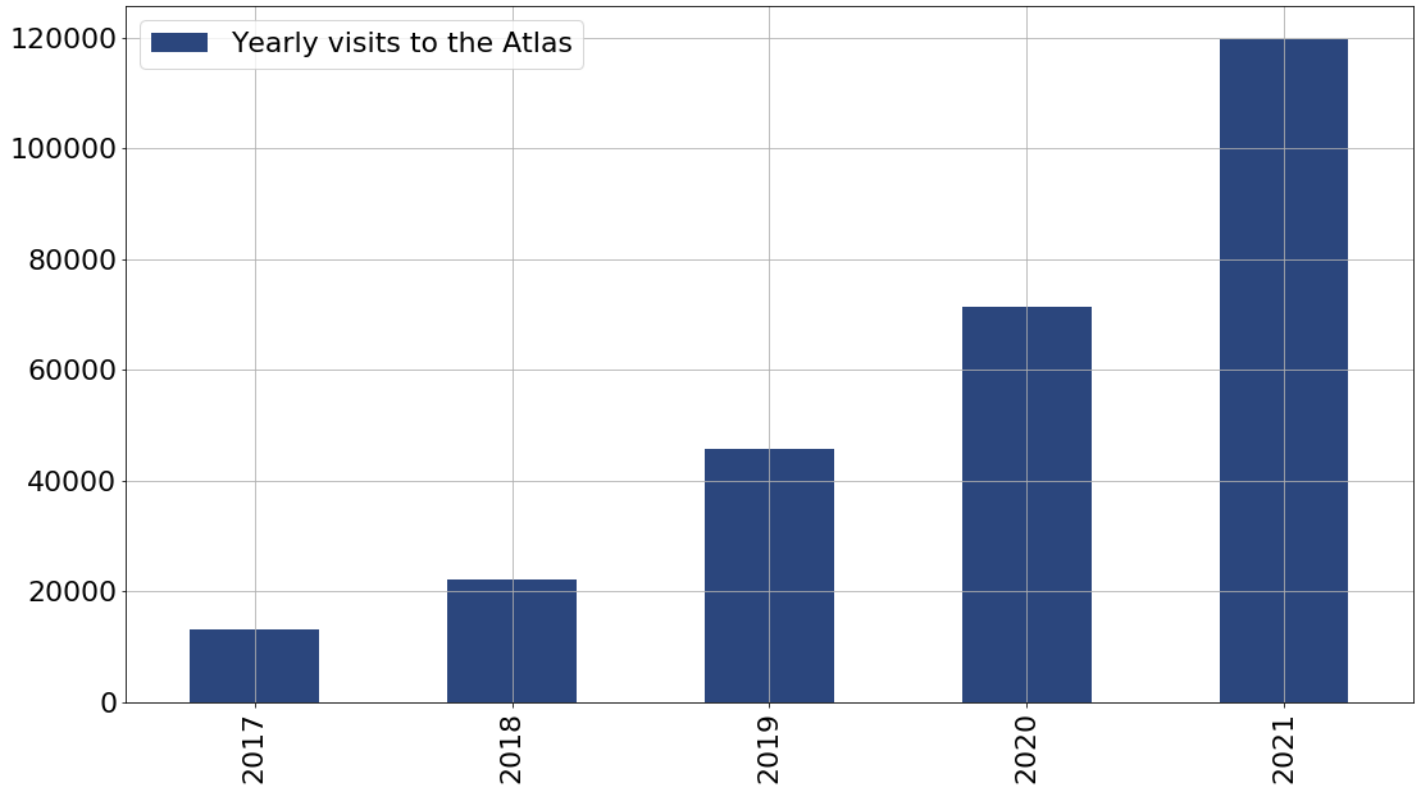
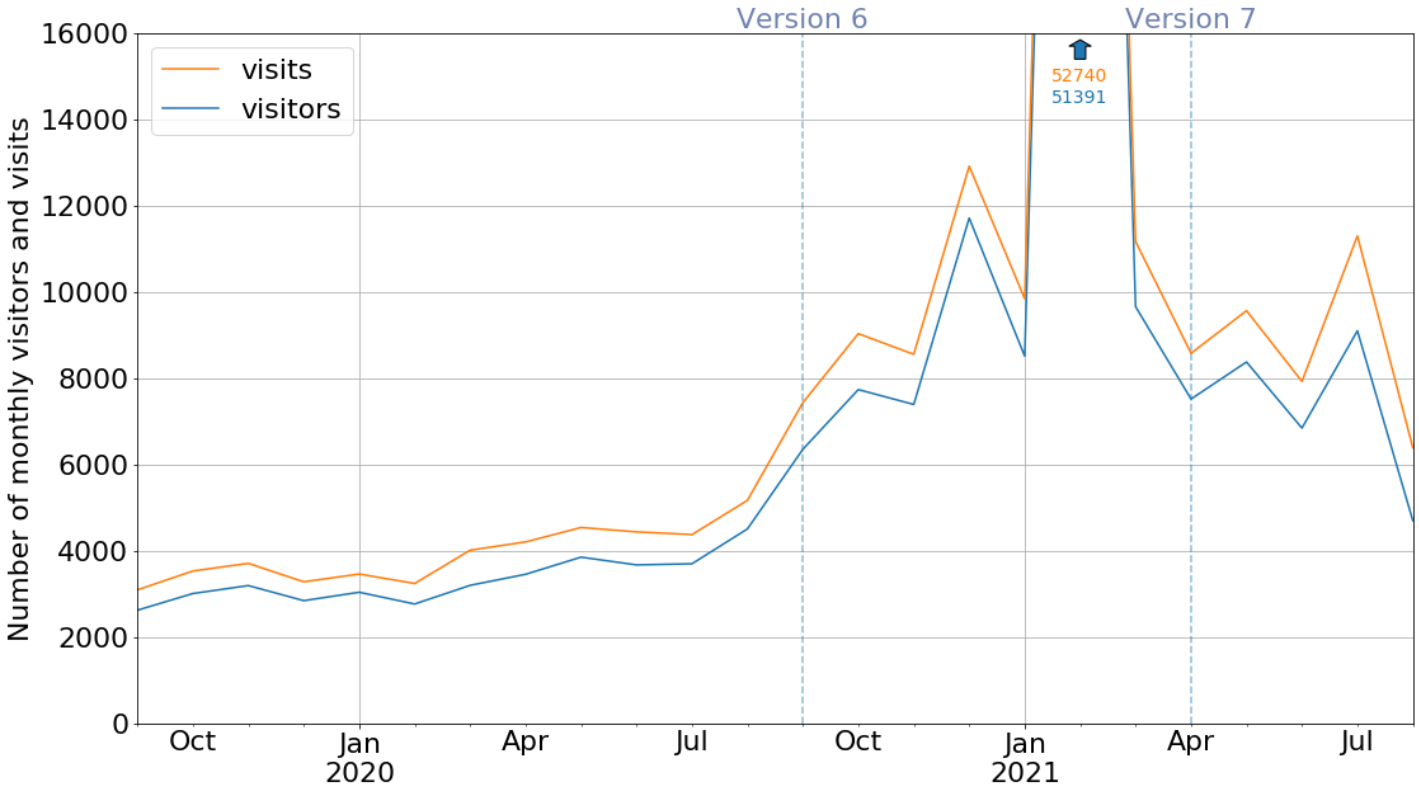


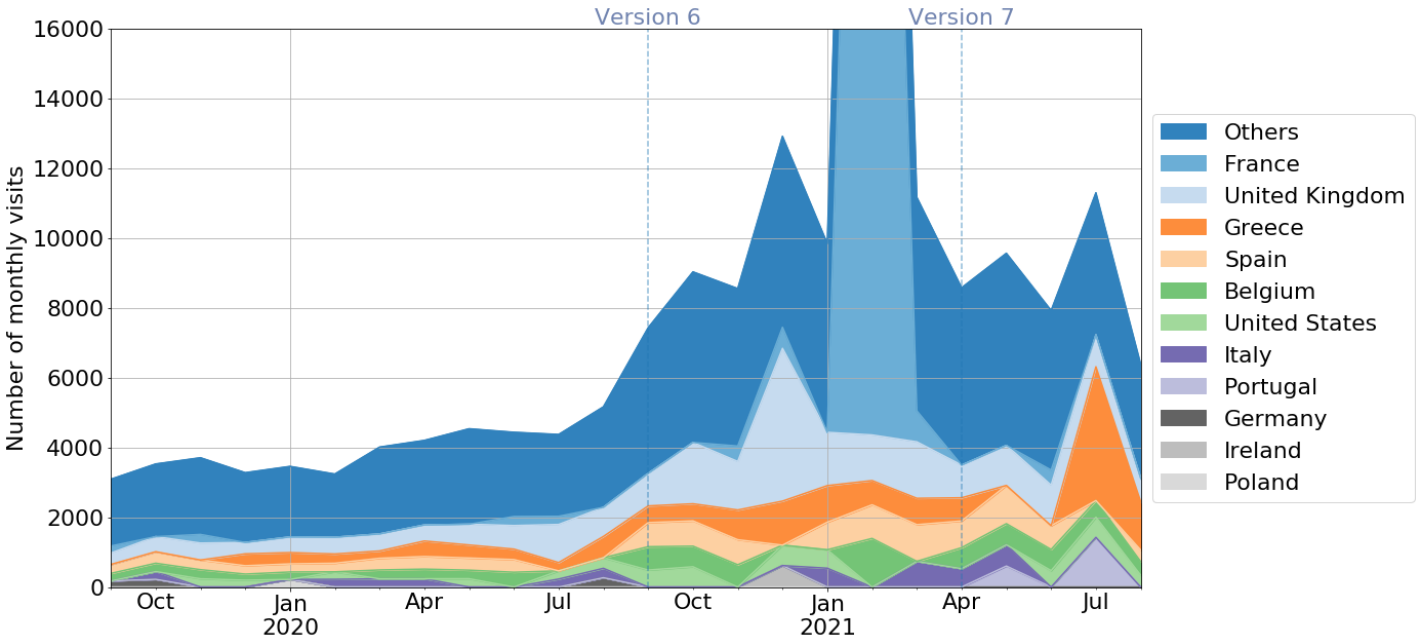
Yearly visits to the Atlas since 2017

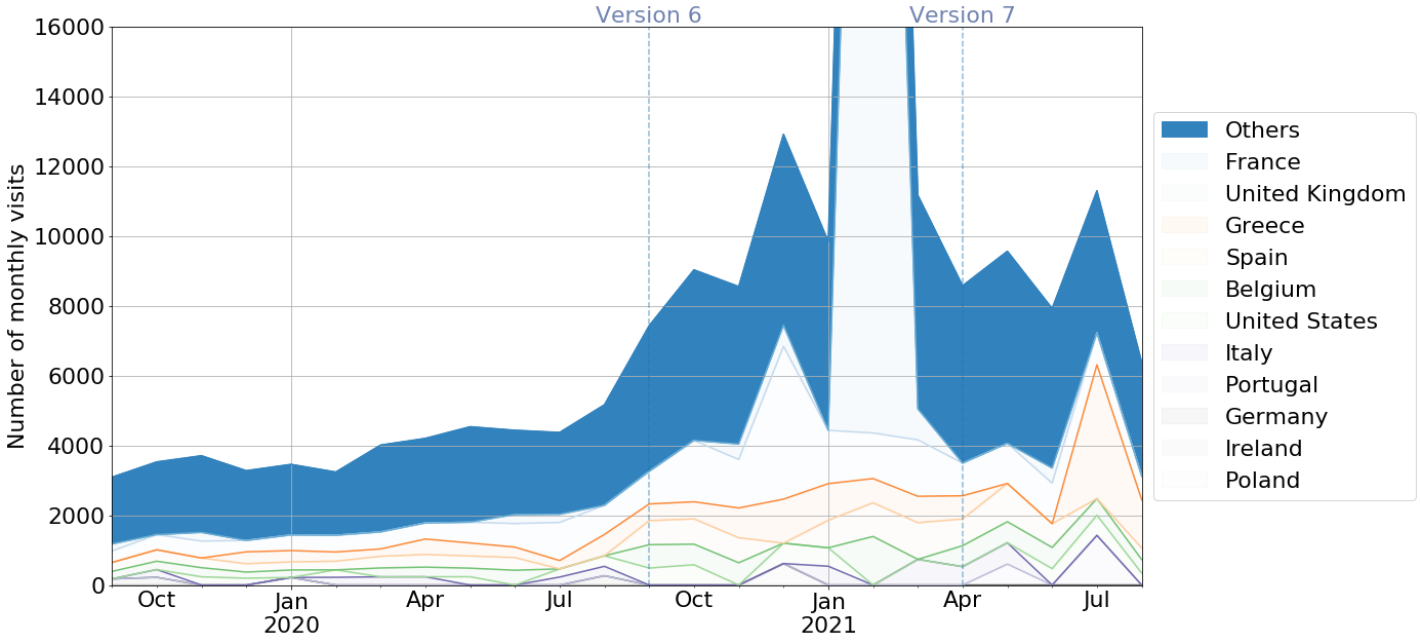


Monthly visits and visitors to the Atlas over last phase



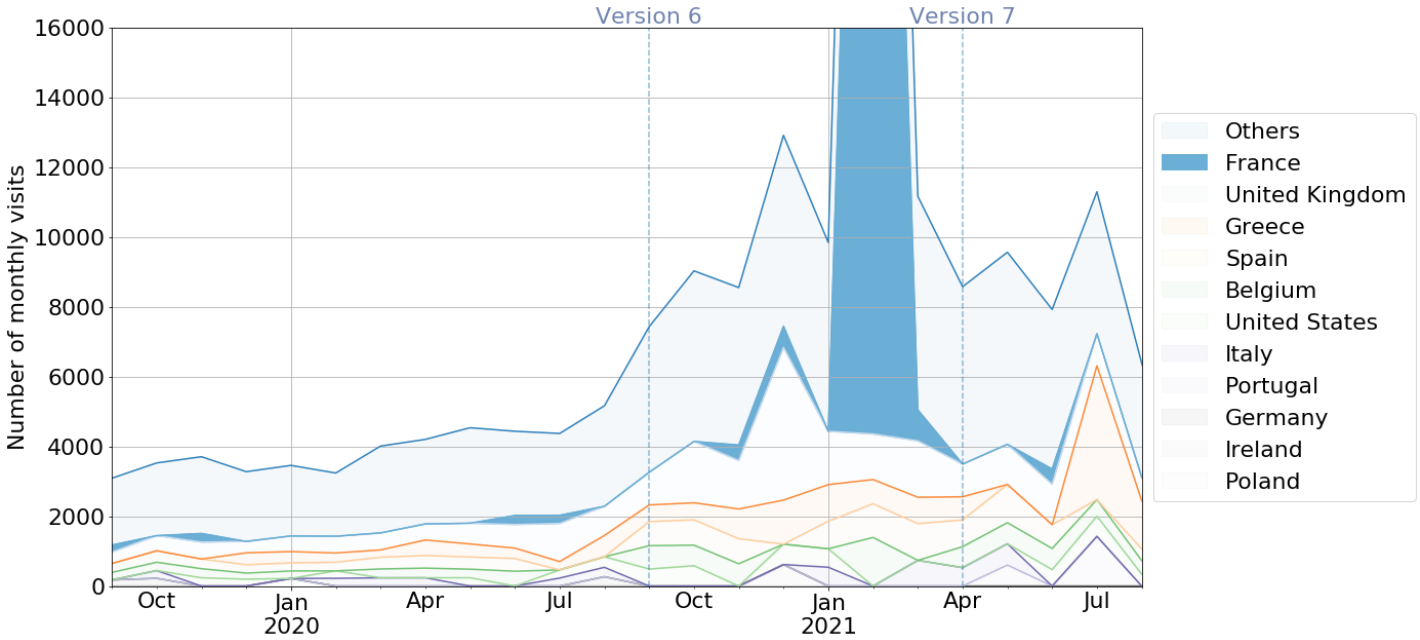
Monthly visits by country (top 5)





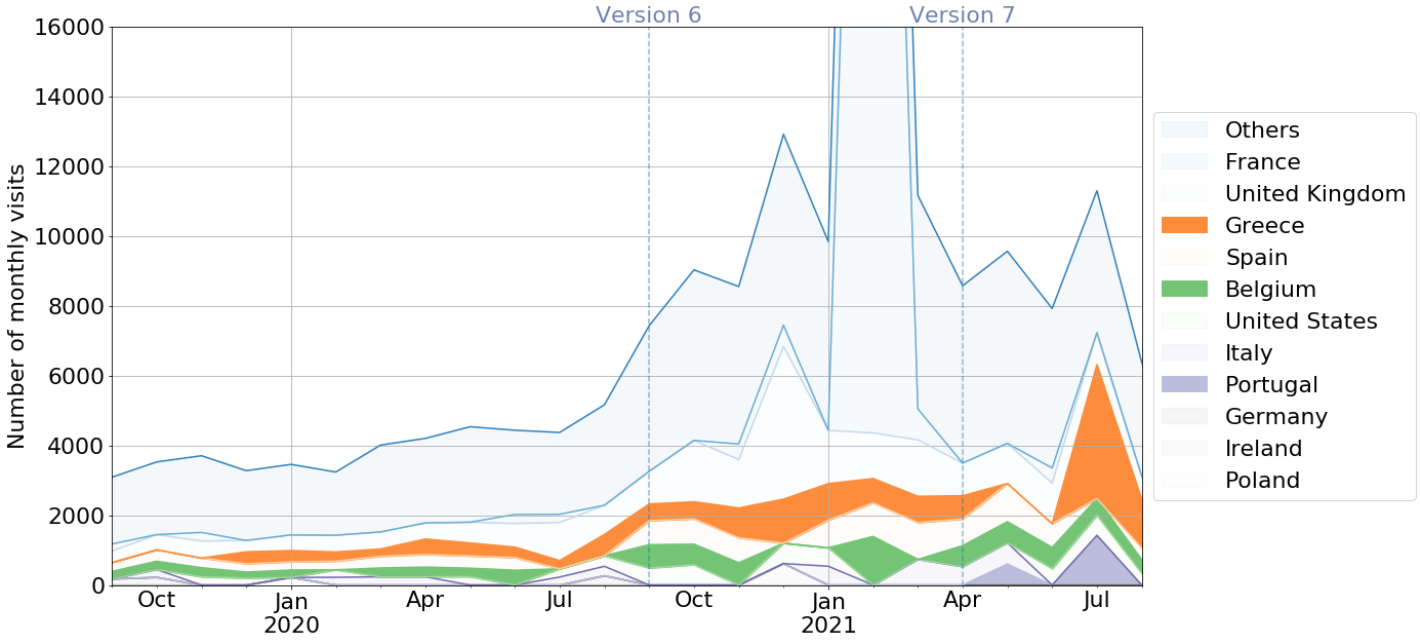
Others

- Visitors from all countries not in the top 5 represent the largest share
- Increase after v6 release which introduced translation in 24 official EU languages



France

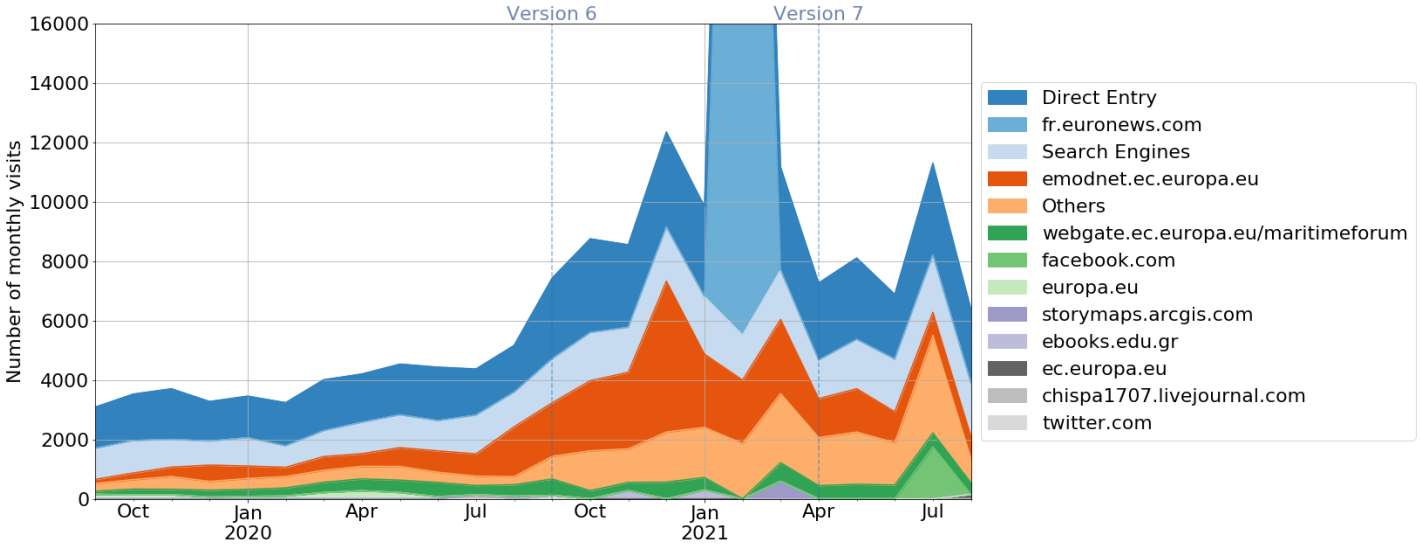
- Spike in visitors from France in February 2021

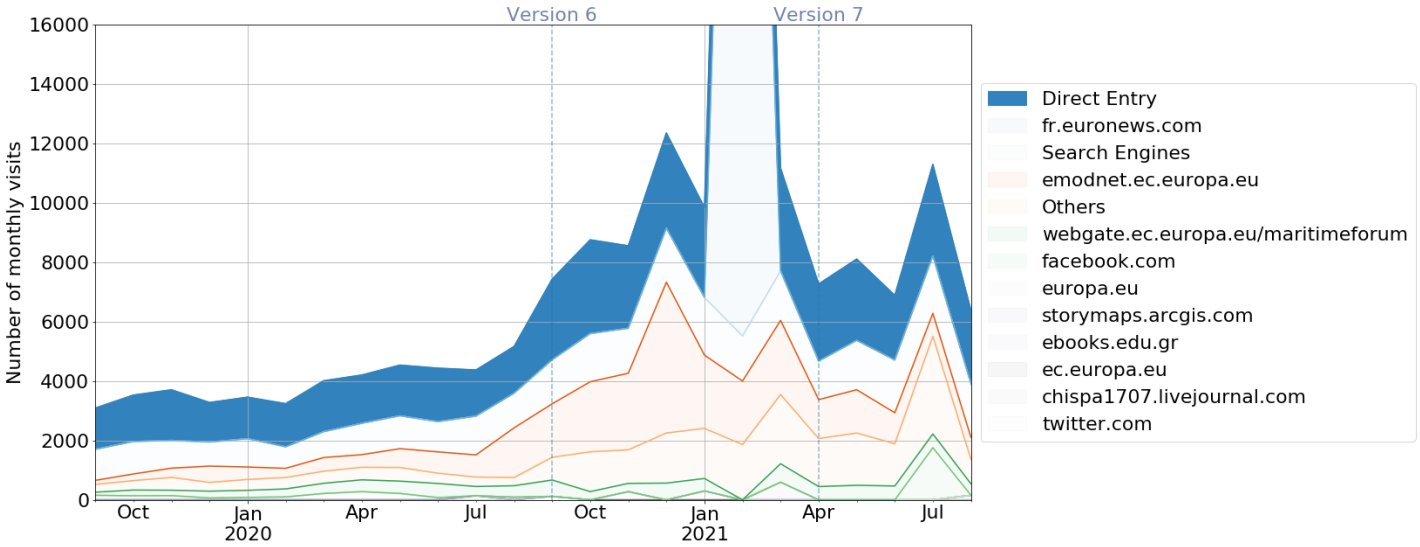


Greece, Belgium & Portugal

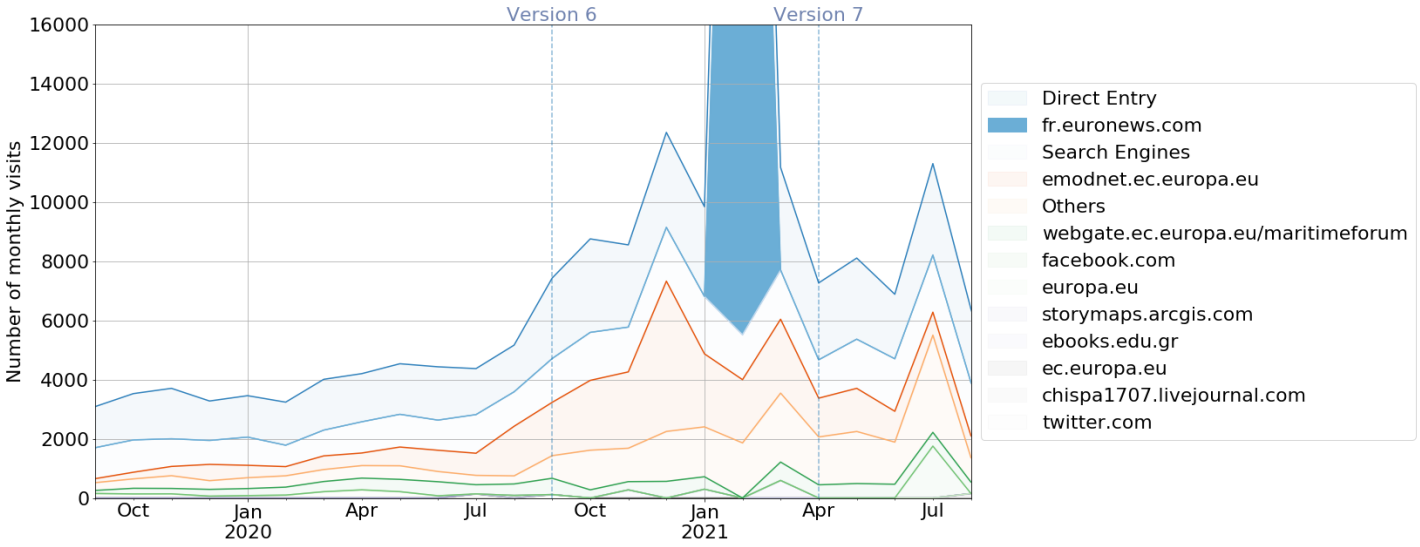
- Frequently in top 5 countries and growing share of visists
- Well represented relative to population size

Monthly visits by referrer (top 5)



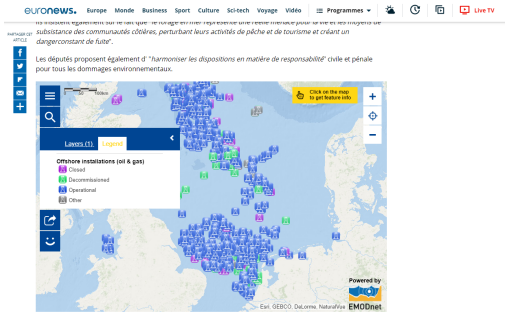


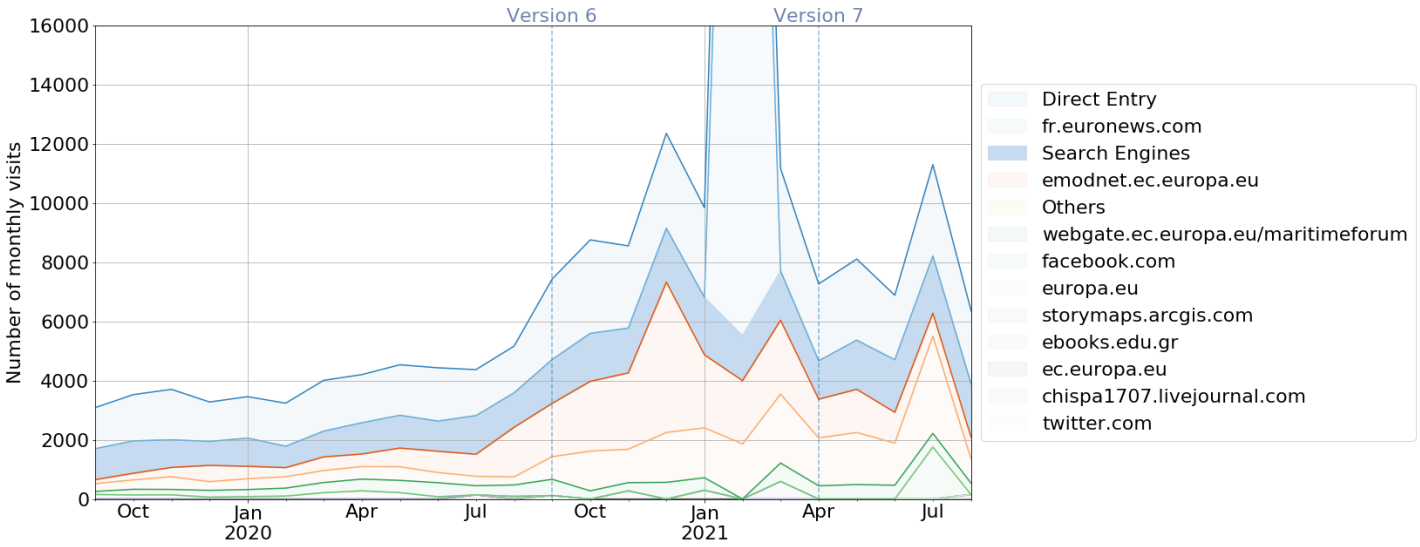
Direct Entry



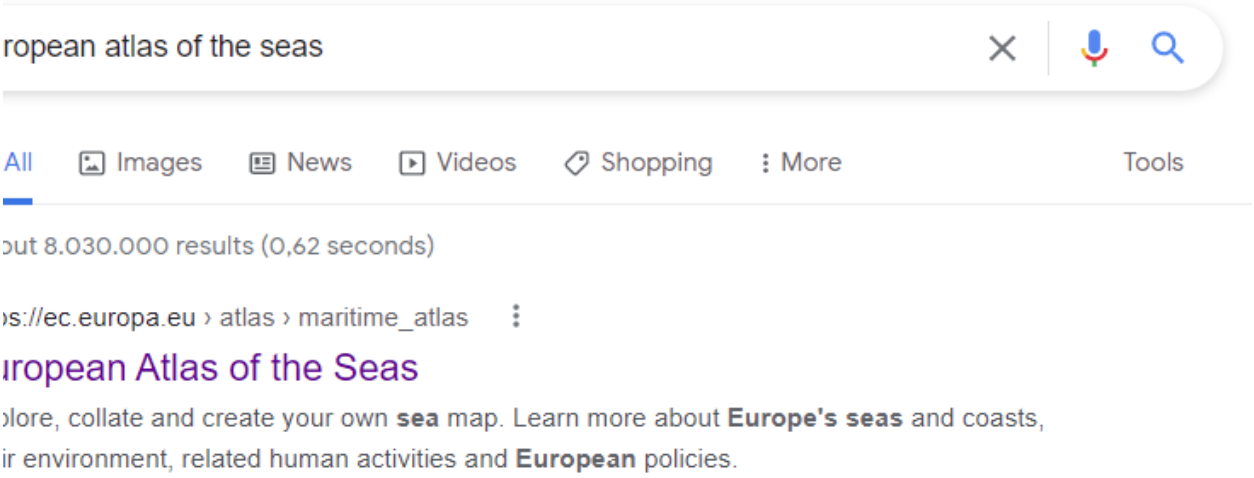
French Euronews Article

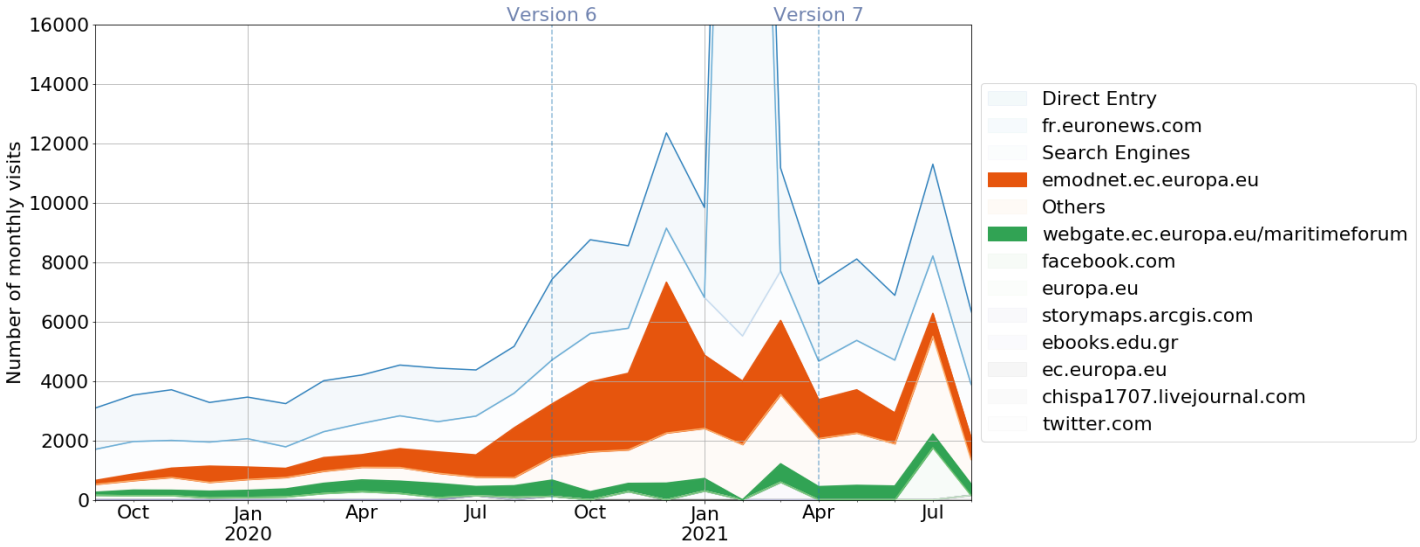
- https://fr.euronews.com/2021/02/10/environnement-des-deputes-europeens-demandent-l-interdiction-du-forage-en-mer





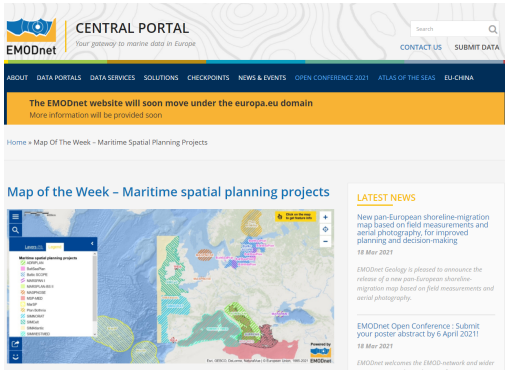
Found through Search Engines

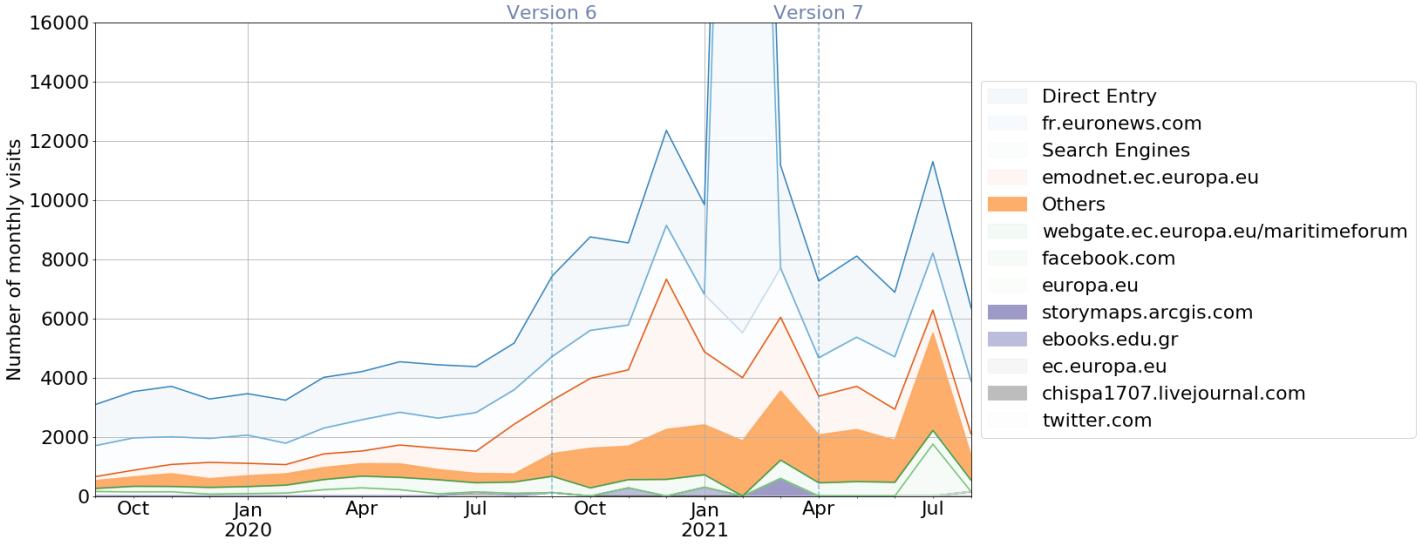




Map of the week

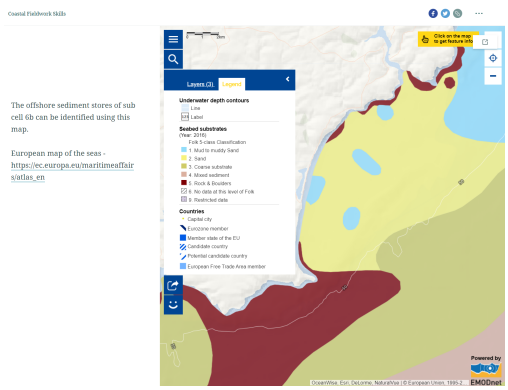
- https://www.emodnet.eu/en/eu_atlas_of_the_seas
- https://webgate.ec.europa.eu/maritimeforum/en/frontpage/1351

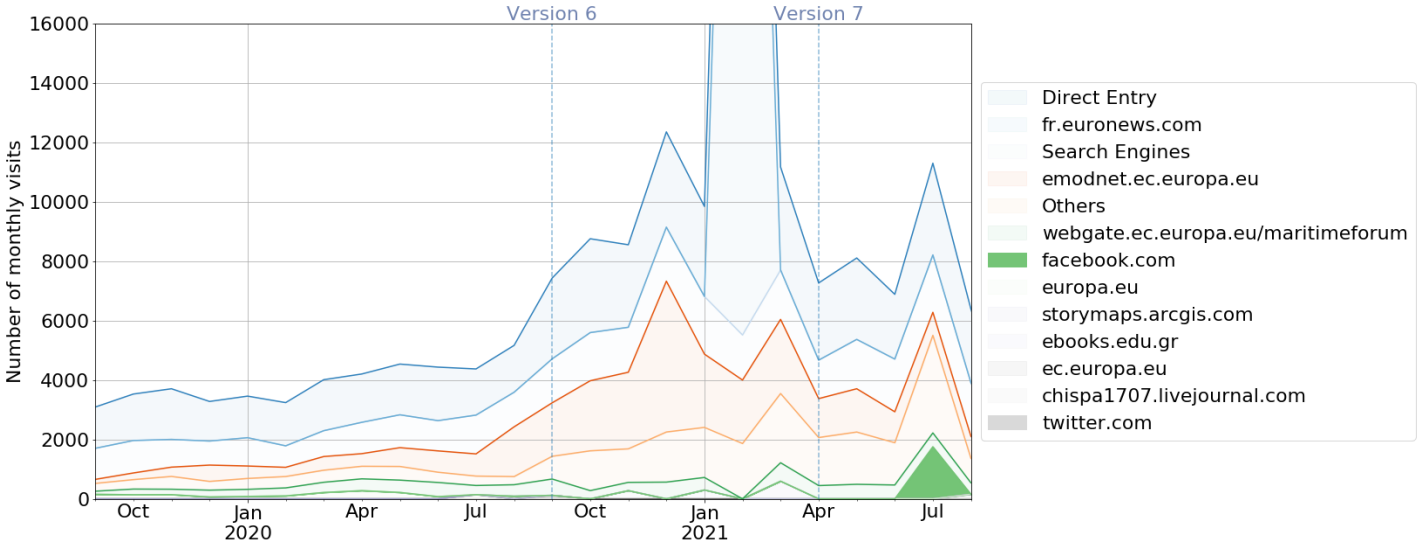




Embedded in online content

- ESRI story map: https://storymaps.arcgis.com/stories/328423a675024b52a6b1cfdf784ade5d
- Greek Education Resouce websites: http://ebooks.edu.gr

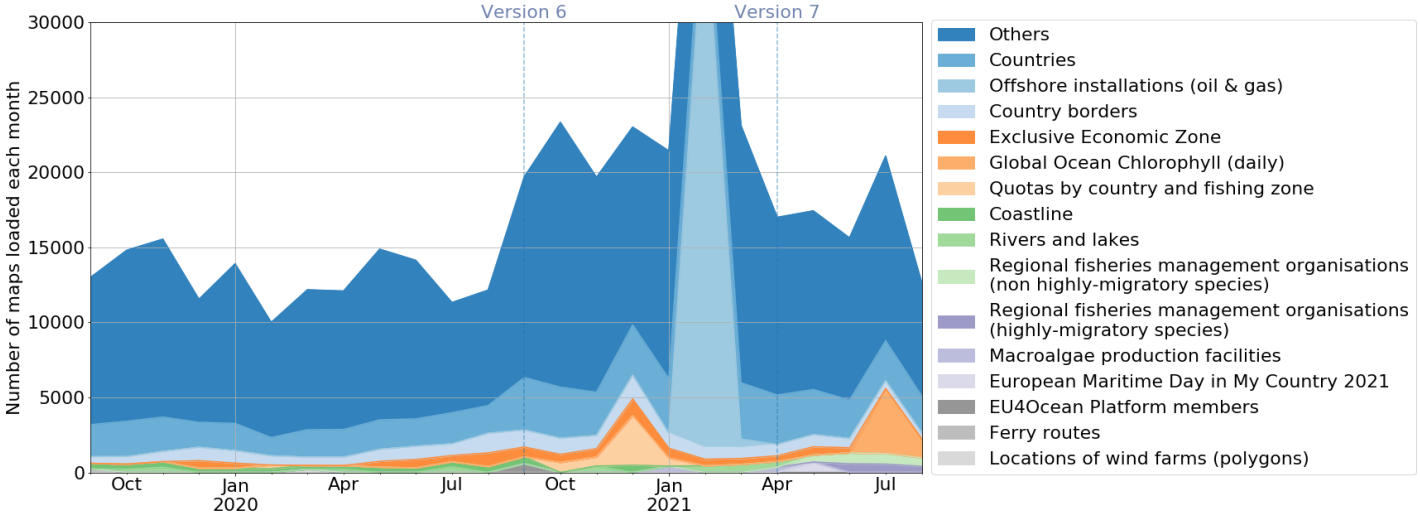


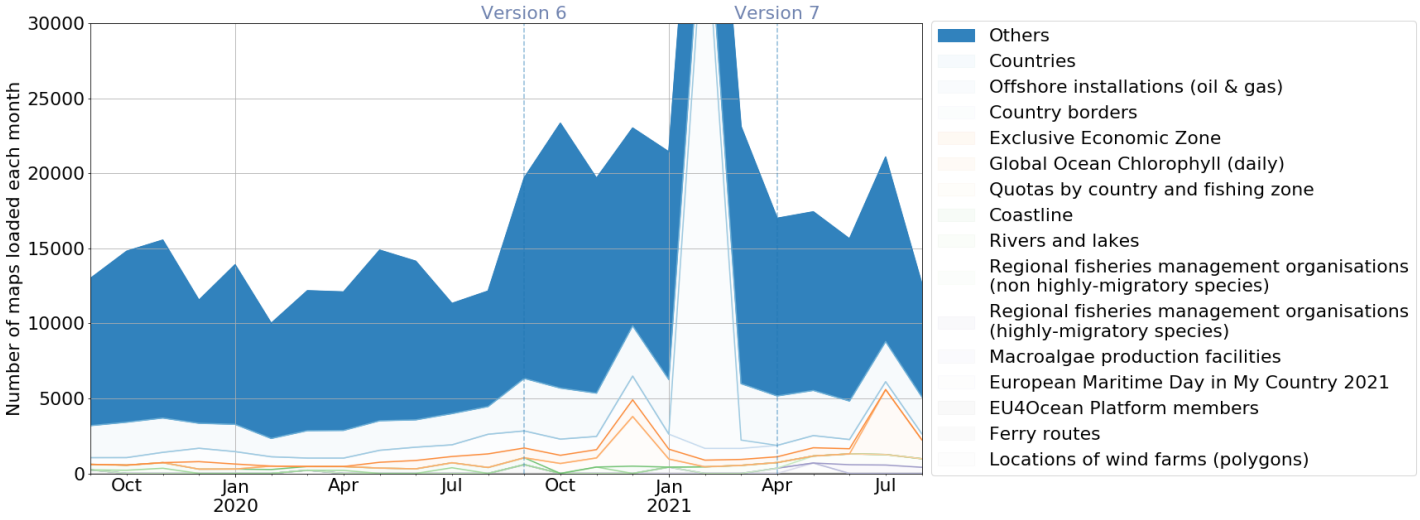


Linked from social media

Monthly number of maps loaded (top 5)

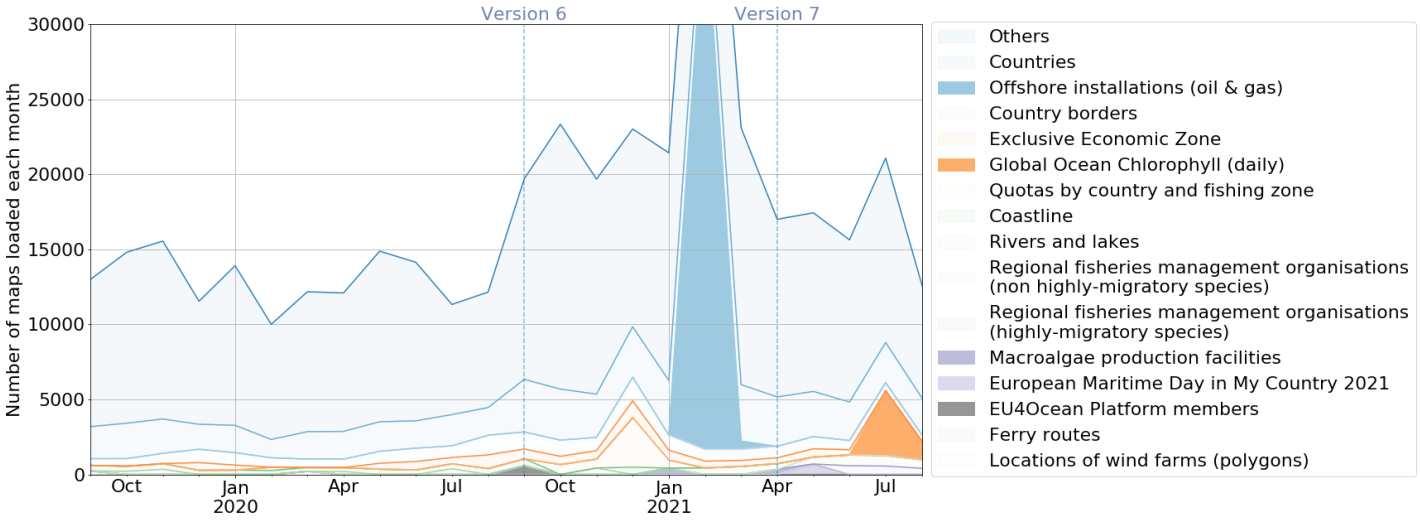
- On average, visitors to the atlas loaded 2.1 map layers during a visit
- Note that the Countries Layer is loaded by default upon direct entry





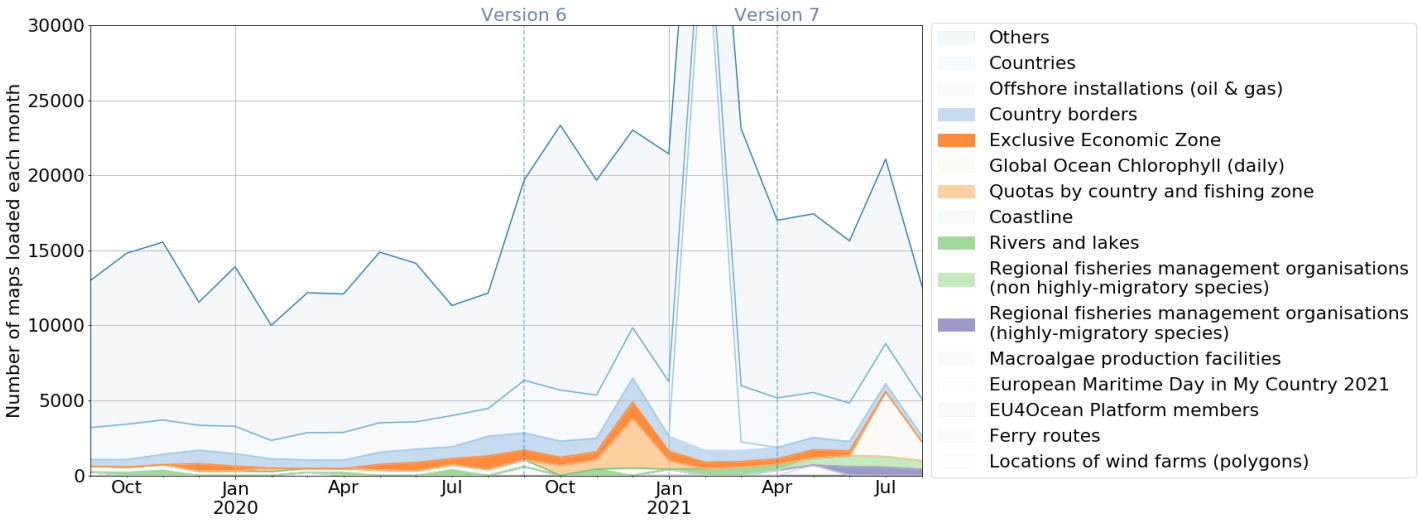
Others category (not in monthly top 5)

- represents the majority of loaded layers
- most Atlas visitors are actively searching through the wealth of layers available in the catalogue



Layers experiencing short spikes in traffic

- embedded in a news article e.g. Offshore installations for oil and gas in the French Euronews
- featured in a popular social media post e.g.Global Ocean Chlorophyll
- promoted during an event e.g. EU4Ocean Platform members and European Maritime Day in My Country 2021
- covered by the map of the week e.g. macroalgae production facilities



Layers frequently in monthly top 5

- people use the atlas as a reliable source for this information

European Commission

Thank you!