

AUDIENCE ENGAGEMENT REPORT



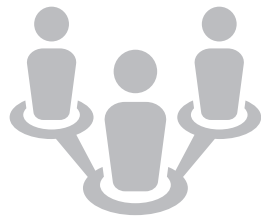
Total Audience Reach



JANUARY-JUNE 2023

Shaping the Future of *Broadband Technology*. Connecting marketers with an engaged audience of broadband technology MSO's, independent operators and service providers.

AVERAGE MONTHLY REACH



39,806

BUSINESS & INDUSTRY

BTR audience includes:

- Multiple System Operator (MSO)
- Internet Service Provider (ISP)
- Networks and Programming
- Telco
- Utility
- Contractor/Integrator
- Equipment or Software Manufacturer
- International Operator
- Other, Industry Relevant

TOP COMPANIES THAT ENGAGE



JOB TITLE

Engineering/Technical Management	26.47%
Engineering/Technical Staff	20.13%
Executive/Operations Management	21.25%
Sales & Marketing	17.08%
Field Service Management/Staff	6.07%
Other	8.99%

The Audience Engagement Report provides an integrated view of the Broadband Technology Report community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda. Total reach is the sum of average site visits, magazine subscribers, newsletter recipients and social media audience. No attempt has been made to identify or eliminate duplication that may exist across media channels.

JANUARY-JUNE 2023

AVERAGE UNIQUE
MONTHLY SESSIONS



11,788

AVERAGE UNIQUE
MONTHLY VISITORS



7,278

AVERAGE MONTHLY
PAGE VIEWS



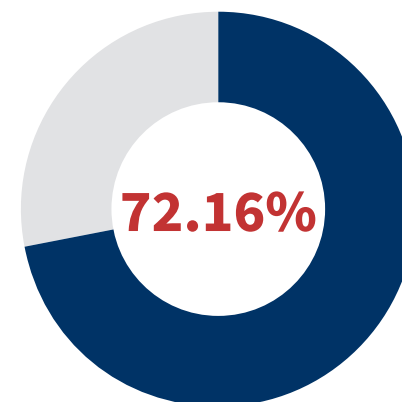
24,266

COMBINED SOCIAL REACH

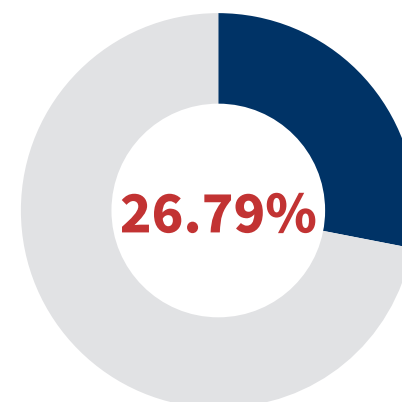


7,851

DESKTOP VISITORS



MOBILE VISITORS



Newsletter Engagement & Insights

JANUARY-JUNE 2023

NEWSLETTER REACH



20,167

AVERAGE TOTAL OPEN RATE



51.69%

AVERAGE TOTAL CTR



1.35%

	Average Delivered	Average CTR
BTR Networking	13,933	2.29%
BTR Product	18,704	0.40%

**Due to Apple's iOS 15 update, measured open rates have increased and should not be compared to previous reports.*

JANUARY-JUNE 2023

TOP TOPICS



Electric cooperatives
building broadband



FTTH expansions



10G

TOP PERFORMING WHITEPAPERS

- Building a SAFEr Access Network
- 5G Mobile Network Support
- FTTx Deployment Strategies
- On Topic: PON and the 10G Network
- On Topic: Addressing Network Test Challenges

MOST READ ARTICLES

- Case Studies: How Smaller Cable Operators Are Capitalizing on Fiber
- NTIA tabs \$930 million for middle-mile fiber networks
- Altice USA's Optimum lights 8 Gbps fiber broadband service to over 1.7M locations
- 2023 is the year to bring velocity to fiber rollouts
- NTIA reveals how it will divvy up \$42.45 billion BEAD funding
- Comcast launches Low Latency DOCSIS field trials ahead of expected deployment
- Lumen plans Quantum Fiber services up to symmetrical 8 Gig in 18 cities
- Cable One partners with Amazon's eero on whole-home WiFi connectivity launch
- Fiber Broadband Association issues BEAD workforce development guide