

LIGHTWAVE[®]

JULY-DECEMBER 2024

AUDIENCE ENGAGEMENT REPORT

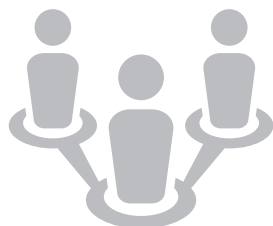


Total Audience Reach

LIGHTWAVE®

JULY-DECEMBER 2024

Lightwave gives technical Insights for Optical Communications Professionals.



AVERAGE MONTHLY REACH

166,126

COMPANIES THAT ENGAGE



BUSINESS & INDUSTRY

Manufacturing	37%
Service Provider/Carrier Service	40%
End User/Internet Content Provider/ Enterprise Network Operator	16%
Other Industry Related	6%

PRIMARY JOB FUNCTION

Engineering	32%
Management	54%
Technician	11%

Publisher's Note: In May 2024, the Broadband Technology Report website was absorbed into Lightwave. Statistics within this report reflect the incorporation of Broadband Technology Report content within the LightwaveOnline.com website for the months of May and June 2024.

The Audience Engagement Report provides an integrated view of the Lightwave 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 sessions, newsletter recipients and social media audience. No attempt has been made to identify or eliminate duplication that may exist across media channels.

JULY-DECEMBER 2024

AVERAGE UNIQUE
MONTHLY SESSIONS



43,256

AVERAGE UNIQUE
MONTHLY VISITORS



28,411

AVERAGE MONTHLY
PAGE VIEWS



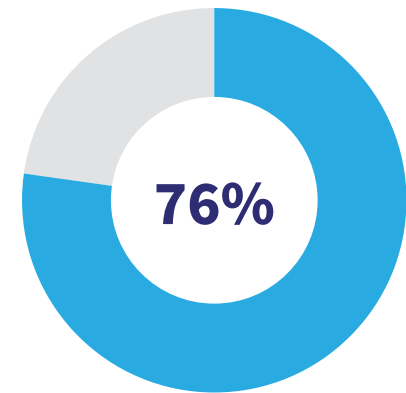
87,953

COMBINED SOCIAL REACH

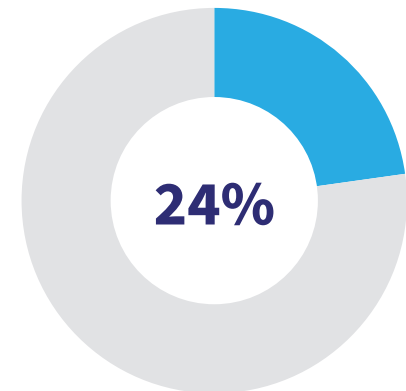


10,525

DESKTOP VISITORS



MOBILE VISITORS



The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda

Newsletter Engagement & Insights

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NEWSLETTER REACH



112,345

AVERAGE TOTAL OPEN RATE



45.62%

Newsletter	Average Delivered
LW Datacom	16,733
LW Enabling Tech	16,906
LW Friday 5	14,996
LW Product Showcase	20,004
LW Service Providers	21,397
LW Special Topics Digital Edition	22,310

JULY-DECEMBER 2024

WEBINAR - ENGAGEMENT

	Average
Estimated registrants from typical webinar	450
Median Registrant Conversion Rate	57.35%
Total webinar registrants	6,903

TOP WEBINARS OF 2024

- The Road to 800G/1.6T in the Data Center
- How AI is driving new thinking in the optical industry
- PON Evolution: Going from 10G to 25, 50G and Above
- Meeting AI and Hyperscale Bandwidth Demands: The Role of 800G Coherent Transcei

MOST READ ARTICLES

- 2024 Lightwave Innovation Reviews Honorees
- OFC 2024 Video Show Daily Day 1
- US Conec fires new salvo against SENKO in fiber connector patent fight
- From AT&T to Nokia: Tracking optical earnings in Q4 2023
- Understanding CDC-F ROADM Add/Drop Architectures
- AI and fiber: A new and necessary marriage
- AT&T's CFO says its wireline business services unit is transitioning
- View from the top: Alan Lowe, CEO of Lumentum, plots data center, telecom growth prospects
- AI and cryptocurrency will double data center energy consumption by 2026, study says
- Understanding 400ZR/OpenZR+/400ZR+ Optics

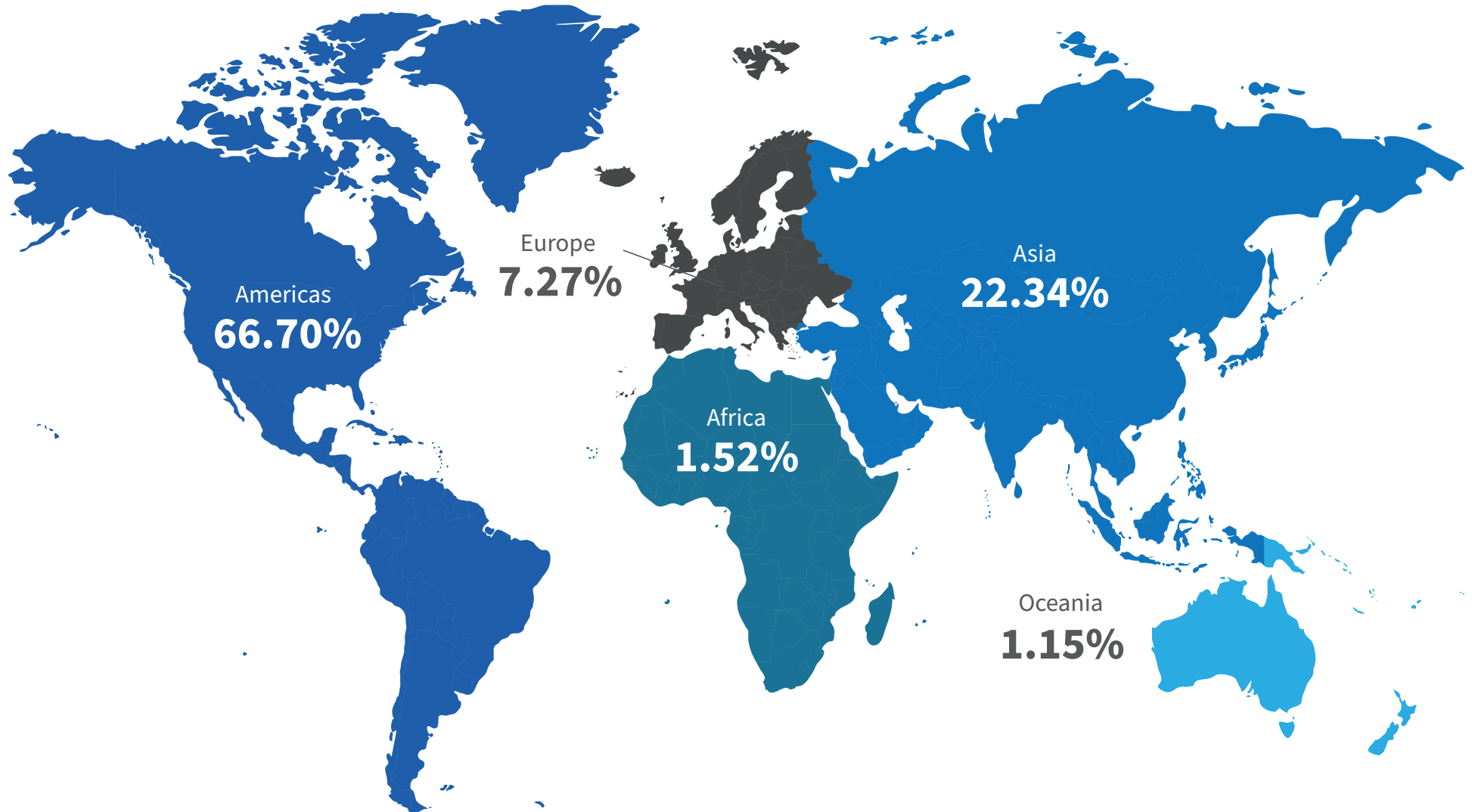
TOP PERFORMING ON TOPIC REPORTS

- Advancing Data Center Interconnect
- Balanced vs. Unbalanced PON: Key Differences and Deployment Impact
- Connecting the world, one fiber at a time
- High Data Rates Require Precise Timing
- The Perils of Using a Broadband Power Meter in a PON World
- Data Center Network Advances
- Connecting the World, One Fiber at a Time
- State of the Market Report: AI-Driven Demand Poised to Propel Optical Communication Sector
- Advancing Data Center Interconnect

Website Traffic

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JULY-DECEMBER 2024



We hereby make oath and say that all data set forth in this statement are true. | December 2024 | Peter Fretty, Group Market Leader | Jaime DeArman, Digital Audience Development Manager