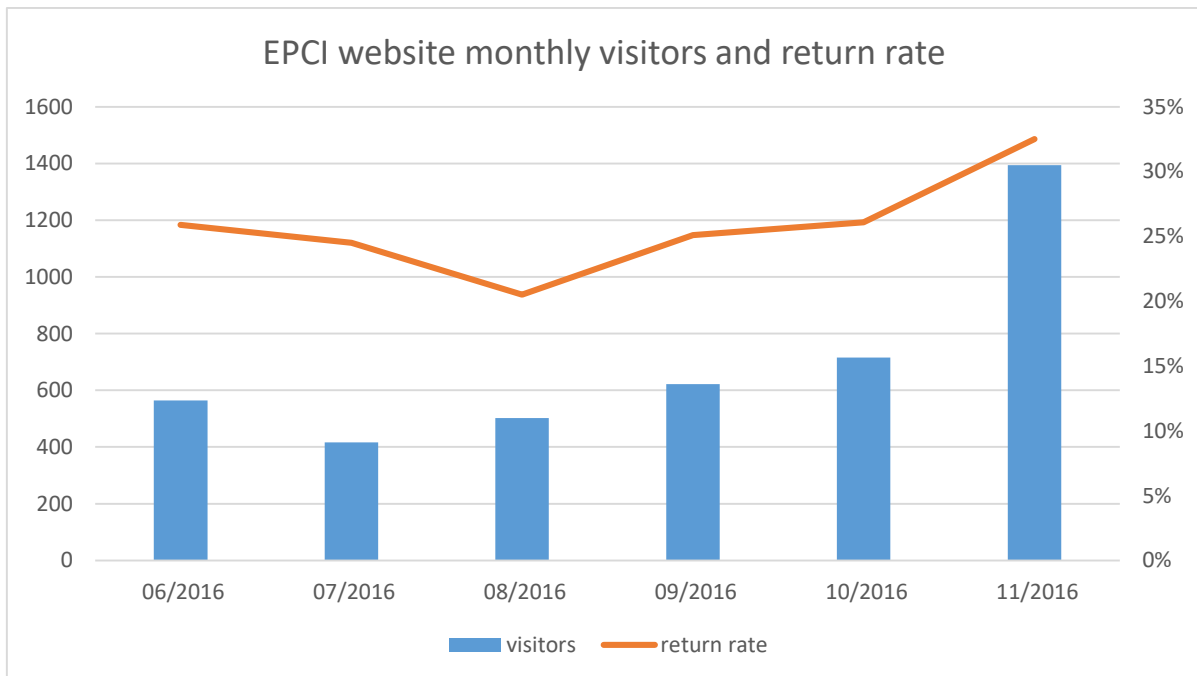




## WEBSITE VISITOR PROFILE Dec 2016

The 2016 EPCI website attendance and visitor profile based on Google Analytics, LinkedIn Statistics and Google Search Console.

### Website attendance statistics:

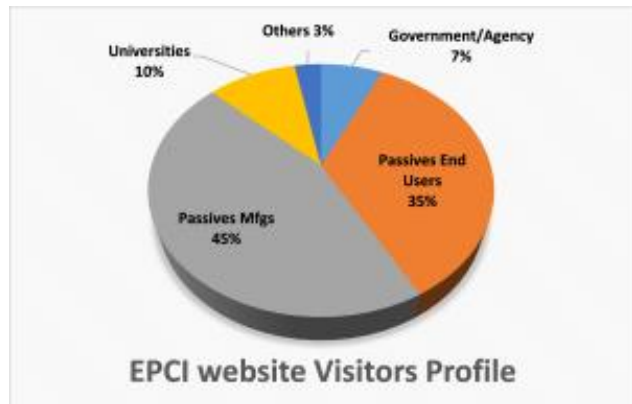


During the first 12 month of EPCI website operation there are typically more than 400 new website visitors monthly based with 30% regular return rate. The number of visitors has grown substantially in past six month from about 500 per month to close 1400 in November.

In addition, LinkedIn EPCI site articles are typically seen by 300 to 600 people (typical net reach people rate is about 400).

#### The EPCI website visitor profile:

The estimated visitor entity share within the first 6 month of operation is approximately 7% government/agency, 35% end customers, 45% passive component industry, 10% universities and 3% others.



#### **2017 Outlook**

A further growth of activities related to new services and contracts are expected:

New services:

- passive industry newsletters with component type or application selection options
- industry job offers advertisement option

Contracts under negotiation:

- with European Space Agency
  - completion of European passive components industry database
  - space components newsletter
  - specification review services
  - Capacitor & Resistor training and ePassiveBook preparation

Projects under evaluation:

1<sup>st</sup> Passive Components Networking Symposium

ESA SPCD Space Passive Component Days symposium was a great success with face to face meetings of passive industry professionals. The next SPCD is planned in two to three years that has been considered as too long gap. EPCI is considering to establish a bi-annual European passive components symposium involving universities as a platform for networking. There are currently talks with ESA and NASA on potential support. The final intension will be announced during the first quarter of CY2017.