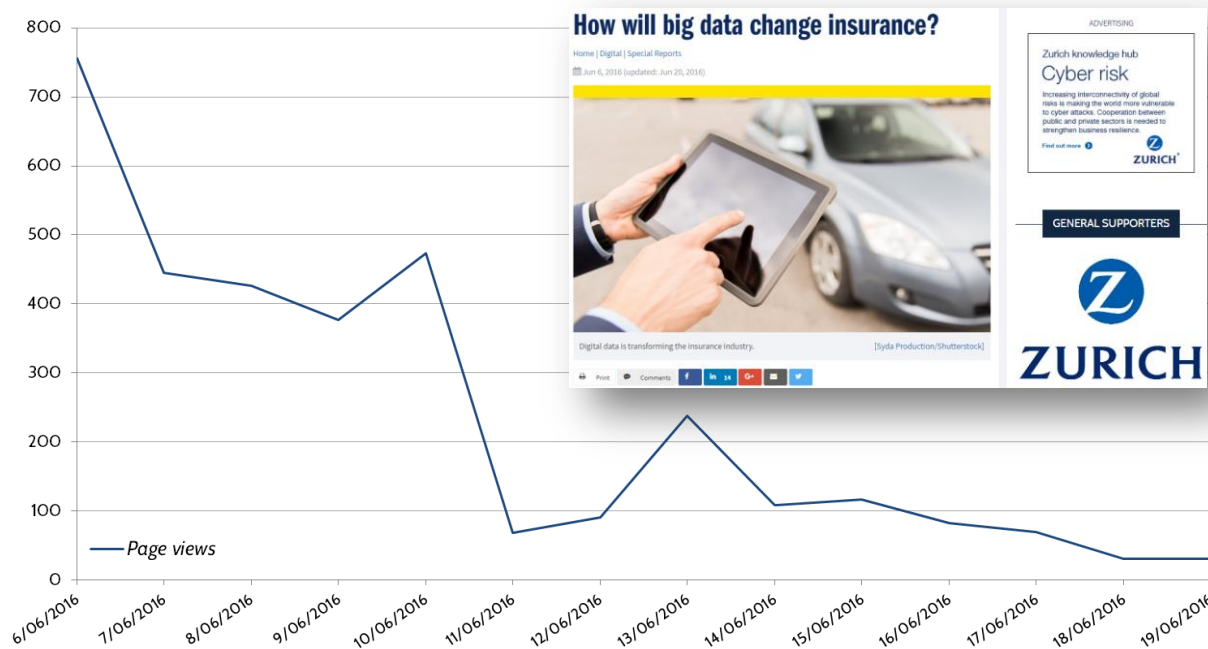


# ANALYTICS REPORT



## Special Report: How will big data change insurance?



### List of items composing the Special Report:

1. [New EU digital laws could boost specialised cybersecurity insurance](#) (06/06/2016)
2. ['Sharing economy' turns to insurers for risk protection](#) (07/06/2016)
3. [Severe floods highlight climate change challenge for insurers and EU](#) (08/06/2016)
4. [Insurance exec: Big data allows better understanding of risk](#) (09/06/2016)
5. [EU considers new insurance laws for driverless cars](#) (10/06/2016)

from 6 June to 26 June, 2016	Page Views	Unique Visitors
All readers	4.638	4.103
CORE readers	1.990	1.782

We define **CORE readers** as IP addresses originating from the EU institutions (e.g. European Commission, European Parliament, the Council) and from major relevant capitals in Europe (Brussels, Paris, London, Berlin).

## CORE readers breakdown



72



43



8

7 unique visitors from other EU institutions



Within the **CORE readers**, we have identified 130 unique visitors accessing the Report from a Europa.eu internet provider. Please note that this number is most likely under-estimated, as it does not include EU staff accessing our site via other Internet providers (e.g. personal or external wi-fi access).

## Top article

### New EU digital laws could boost specialised cybersecurity insurance

Home | Digital | News

By EurActiv.com

Jun 6, 2016 (updated: Jun 6, 2016)



New EU data protection and cybersecurity laws could mean big business for insurance companies.

SECTION SUPPORTERS



## ZURICH

ADVERTISING

Zurich knowledge hub  
Cyber risk

Increasing interconnectivity of global risks is making the world more vulnerable to cyber attacks. Cooperation between public and private sectors is needed to strengthen business resilience.

Find out more



1.496 page views

1.355 unique visitors

## Social media shares

As of 22/06/2016



326



216



218

760 total shares

This number refers to organic social shares of the items composing the Special Report.

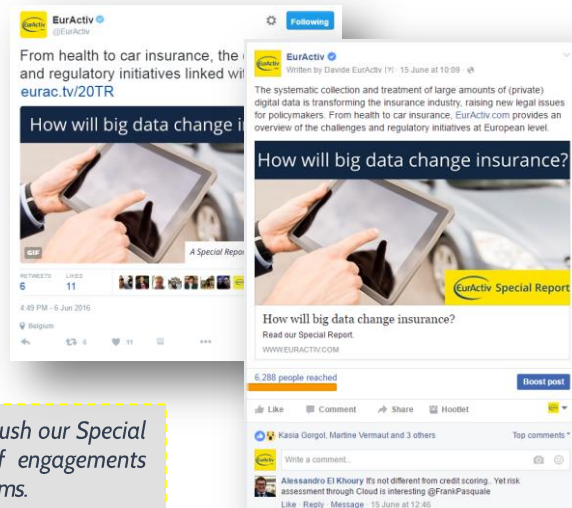
## Social media promotion

60.930 Twitter impressions

6.288 people reached on Facebook

357 engagements

We ran a promoted campaign on Facebook and Twitter to push our Special Report beyond its organic visibility. The total number of engagements include clicks, comments, and reshares across the two platforms.



# Banner promotion

Zurich campaign: 6 June to 19 June 2016

Impressions	Clicks	CTR
8.245	11	0,14%

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In online advertising, the CTR (Click-Through Rate) is calculated as the number of clicks divided by the number of impressions generated by the banners. It measures the success of your campaign. The average CTR of on EurActiv.com is 0.11%, which is aligned to the averages of the online media industry in Europe.

EurActiv campaign: 6 June to 19 June 2016

Impressions	Clicks	CTR
60.139	79	0.13%

## How will big data change insurance

Ad

The systematic collection and treatment of large amounts of (private) digital data is transforming the insurance industry, raising new legal issues for policymakers along the way. From health to car insurance, EurActiv provides an overview of the challenges and regulatory initiatives at European level.

Continue Reading >>

# PDF report

We have compiled all the items of the report into one single PDF file that can be freely downloaded at [this link](#). We invite you to share it within your circles. The Special Report will be visible on EurActiv.com for 2 years.

For more information, please contact:

Arnaud Sonnet, Public Affairs Director  
Davide Patteri, Public Affairs Manager

[arnaud.sonnet@euractiv.com](mailto:arnaud.sonnet@euractiv.com)  
[davide.patteri@euractiv.com](mailto:davide.patteri@euractiv.com)

+32 (0)2 788 36 17  
+32 (0)2 788 36 74