



2020 Texas FFA Virtual Convention

Post-Convention Statistics and Viewing Data

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SUMMARY

This report details the viewership data from the 2020 Texas FFA Virtual State Convention, held on July 8-10, 2020.

OVERVIEW: GENERAL SESSIONS

Outlined below are visitor and view statistics for the Six General Sessions aired exclusively on the Texas FFA Convention site.

1st General Session (July 8, 2020 @ 10:00AM – 10:45AM)

Length: 42:44

- Live Statistics
 - 2,631 Unique Households
 - Average Viewing Time: 30 minutes, 9 seconds
 - Peak Concurrent Viewers: 2,830
 - Bandwidth: 1.63TB
- On-Demand Viewing (Wednesday – Saturday)
 - 3,753 Unique Households
 - Views: 4,953

2nd General Session (July 8, 2020 @ 3:00PM – 3:45PM)

Length: 49:22

- Live Statistics
 - 1,318 Unique Households
 - Average Viewing Time: 32 minutes, 44 seconds
 - Peak Concurrent Viewers: 1,510
 - Bandwidth: 907GB
- On-Demand Viewing (Wednesday – Saturday)
 - 1,713 Unique Households
 - Views: 2,139

3rd General Session (July 9, 2020 @ 10:00AM – 10:45AM)

Length: 48:42

- Live Statistics
 - 1,466 Unique Households
 - Average Viewing Time: 31 minutes, 48 seconds
 - Peak Concurrent Viewers: 1,806
 - Bandwidth: 900GB
- On-Demand Viewing (Wednesday – Saturday)
 - 1,929 Unique Households
 - Views: 2,609

4th General Session (July 9, 2020 @ 3:00PM – 3:45PM)

Length: 47:49

- Live Statistics
 - 1,607 Unique Households
 - Average Viewing Time: 31 minutes, 11 seconds
 - Peak Concurrent Viewers: 2,252
 - Bandwidth: 1.6TB
- On-Demand Viewing (Wednesday – Saturday)
 - 1,953 Unique Households
 - Views: 2,557

5th General Session (July 10, 2020 @ 10:00AM – 10:45AM)

Length: 39:16

- Live Statistics
 - 1,318 Unique Households
 - Average Viewing Time: 26 minutes, 37 seconds
 - Peak Concurrent Viewers: 1,970
 - Bandwidth: 702GB
- On-Demand Viewing (Wednesday – Saturday)
 - 1,491 Unique Households
 - Views: 2,061

6th General Session (July 10, 2020 3:00PM – 3:45PM)

Length: 40:21

- Live Statistics
 - 1,022 Unique Households
 - Average Viewing Time: 28 minutes, 42 seconds
 - Peak Concurrent Viewers: 1,600
 - Bandwidth: 615GB
- On-Demand Viewing (Wednesday – Saturday)
 - 1,007 Unique Households
 - Views: 1,401

Talent Night (July 9, 2020 6:00PM – 7:40PM)

Length: 1:33:21

- Live Statistics
 - 1,919 Unique Households
 - Average Viewing Time: 72 minutes, 12 seconds
 - Peak Concurrent Viewers: 2,016
 - Bandwidth: 2.1TB
- On-Demand Viewing (Wednesday – Saturday)
 - 3,583 Unique Households
 - Views: 4,727

OVERVIEW: AFTER SHOWS

Outlined below are visitor and view statistics for the Six General Session After Shows aired on the Texas FFA Convention site and streamed to the Texas FFA Facebook page.

1st Session After Show

- Facebook
 - Peak Live Viewers: 182
 - >1-Minute Views: 555
 - 10-Second Views: 1,815
 - 3-Second Views: 4,264
 - Average Viewing Time: 0 minutes, 32 seconds
- Convention Site
 - Peak Live Viewers: 1,097

2nd Session After Show

- Facebook
 - Peak Live Viewers: 91

- >1-Minute Views: 345
- 10-Second Views: 1,046
- 3-Second Views: 2,541
- Average Viewing Time: 0 minutes, 26 seconds
- Convention Site
 - Peak Live Viewers: 376

3rd Session After Show

- Facebook
 - Peak Live Viewers: 94
 - >1-Minute Views: 326
 - 10-Second Views: 951
 - 3-Second Views: 2,485
 - Average Viewing Time: 0 minutes, 36 seconds
- Convention Site
 - Peak Live Viewers: 448

4th Session After Show

- Facebook
 - Peak Live Viewers: 36
 - >1-Minute Views: 177
 - 10-Second Views: 606
 - 3-Second Views: 1,637
 - Average Viewing Time: 0 minutes, 18 seconds
- Convention Site
 - Peak Live Viewers: 336
 - Average Viewing Time: 17 minutes, 11 seconds
 - Bandwidth: 105GB

5th Session After Show

- Facebook
 - Peak Live Viewers: 40
 - >1-Minute Views: 152
 - 10-Second Views: 527
 - 3-Second Views: 1,642
 - Average Viewing Time: 0 minutes, 13 seconds
- Convention Site
 - Peak Live Viewers: 445
 - Average Viewing Time: 19 minutes, 19 seconds
 - Bandwidth: 100GB

6th Session After Show

- Facebook
 - Peak Live Viewers: 32
 - >1-Minute Views: 520
 - 10-Second Views: 1,608
 - 3-Second Views: 3,207
 - Average Viewing Time: 0 minutes, 23 seconds
- Convention Site
 - Peak Live Viewers: 576
 - Average Viewing Time: 15 minutes, 42 seconds
 - Bandwidth: 118GB

OVERVIEW: CONVENTION SITE

Outlined below are visitor and page statistics for the 2020 Texas FFA Convention Site (convention.texasffa.org).

- Unique Visitors: 24,314
 - Chapters Represented: 828
 - Unique Students: 5,357
 - Unique Advisors: 1,491
 - Unique Watch Parties: 270
 - Unique Parents: 1,306
 - Unique Administrators: 101
 - Unique Exhibitors: 83
 - Unique Sponsors: 77
 - Unique Other/Not Identified: 15,629
- Sessions
 - 57,682 from unique visitors
 - 53,524 viewer engagements
- Pageviews: 251,565 (Watching a live or on-demand video only records one pageview)
- 89.92% of traffic generated from Texas. Other individual states comprise less than 1% each.
- 76.23% of all traffic was from a mobile device. 21.28% of all traffic was from a desktop/laptop. 2.49% of all traffic was from a tablet.
- On-Demand Video Views: 31,569
- Officer Election and Talent
 - 118,898 video views
 - Bandwidth: 818GB
- State Degree System
 - 551 Chapter Pages accessed (6,644 pageviews)
 - 1,457 Unique Recipient Lone Star Degree graphics generated. 5,668 total graphics generated