



EUS Skyline

October 6th, 2023

**Registered Users, Audience Insights,
and Metrics**

Organizing secretariat:



Via delle Fornaci, 38 - 00165 Roma, Italy
eus.skyline@areaqualitagroup.com
www.areaqualitagroup.com

General Details

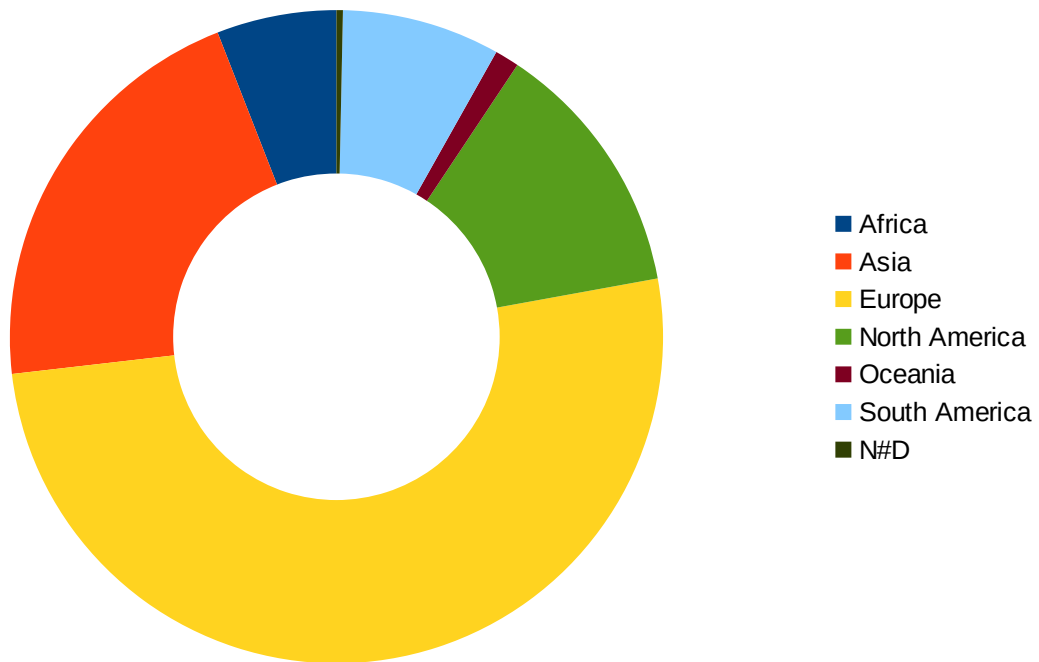
Event Date	October 6 th , 2023
Content	
Start Time	08:00 am CEST
End Time	10:05 pm CEST
Run-time	14 hours 5 minutes
No. of involved Medical Centers	22
No. of EUS procedures	23 + 3 (1 recorded case)
No. of Round Tables	1
No. of Ad Breaks	17
EUS Specialists and Staff	
Course Directors	2
Faculty Members	35+ members
Number of involved technicians	240+ technicians
Audience and Demographics	
Active users during the Live Event (people connected for more than 30 minutes)	3,109 users (+65.02% compared to 2022)
Total registered users	5,045 users (+46.50% compared to 2022)
Highest Live EUS procedure audience	1,626 users (+14,35% compared to 2022)
Lowest minimum audience (during the last 5 minute of the event - Conclusions)	426 users
Average audience during the entire Live Event based on block types (EUS procedures, Lectures, Round Table and Ad Breaks)	1,310 users (+13,32% compared to 2022)
Average audience during the entire Live Event (minute by minute analysis)	1,300 users (+14,6% compared to 2022)
Involved Countries	127

Registered Users

See page 11 for additional details

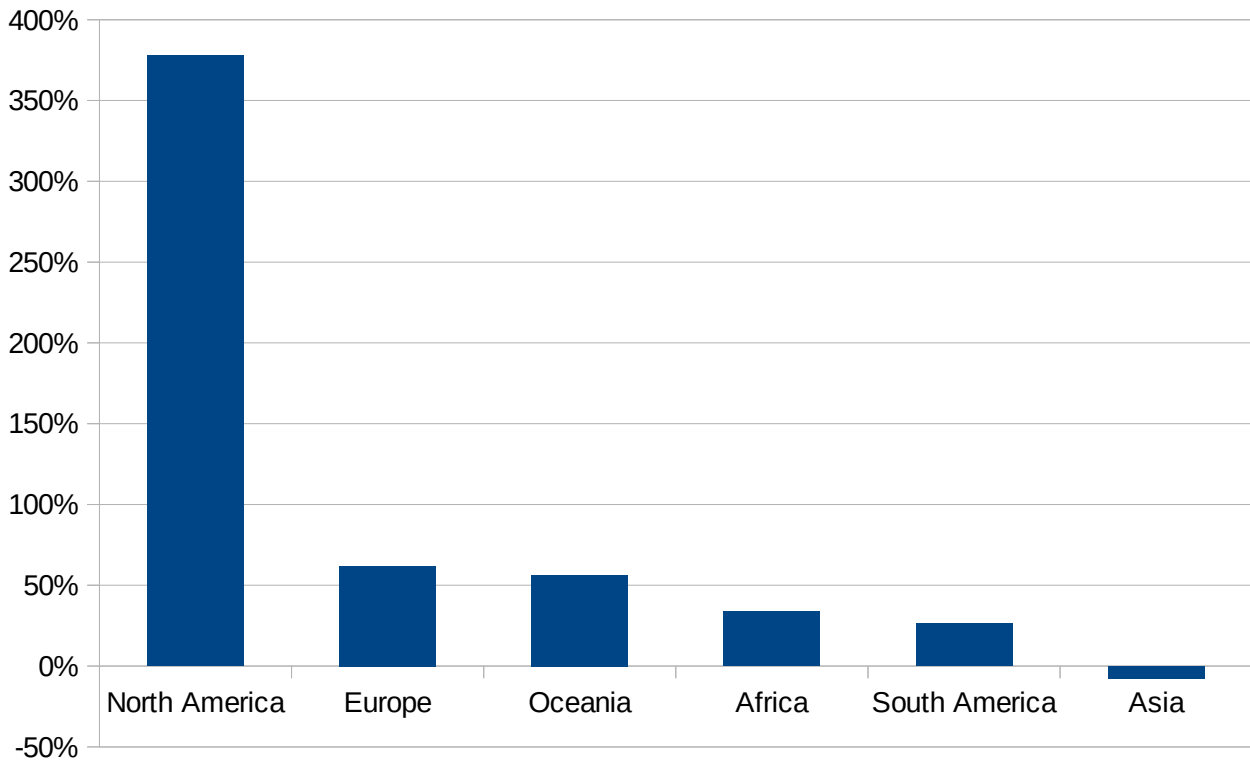
Registrations by Continent

Continent	Count of Countries	Sum of Registered Users by Continent	Trend vs. 2022
Africa	18	299	+34%
Asia	43	1,054	-7.7%
Europe	38	2,575	+61.9%
North America	11	645	+377.8%
Oceania	3	61	+56.4%
South America	13	395	+26.6%
N#D	1	16	
Total Result	127	5,045	



Top growth trend vs. 2022

See page 11 for additional details



Average interest, block by block

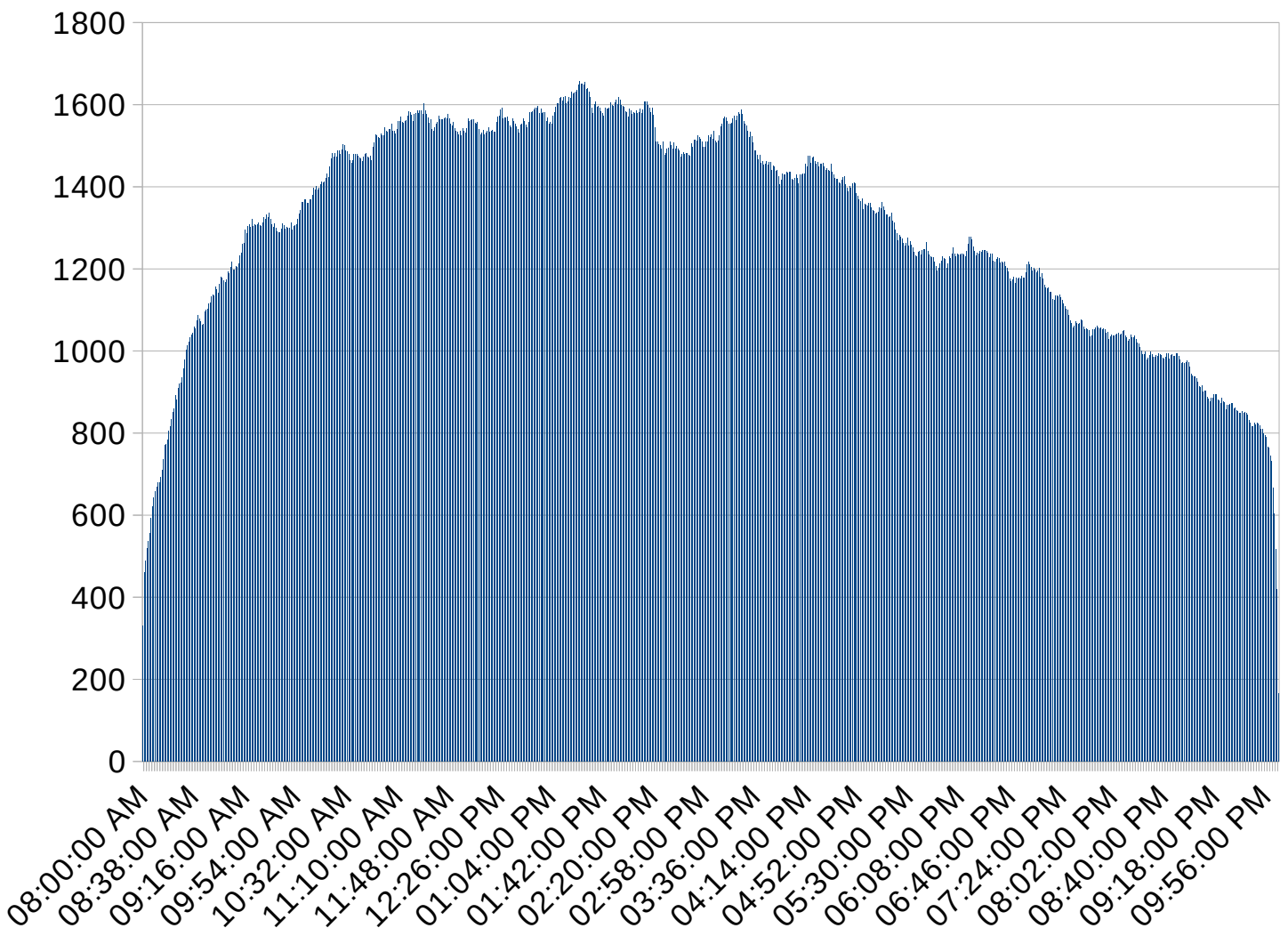
Time CEST	Min(s)	Block Type	Block Ref.	Operator/Speaker	Location	Average Audience (no. of attendees)
08:00:00 AM	5	Introduction				466
08:05:00 AM	25	EUS Live Procedure	1	Payal Saxena	Camperdown, Australia	774
08:30:00 AM	47	EUS Live Procedure	2	Thawee Ratanachu-EK	Bangkok, Thailand	1,134
09:17:00 AM	3	Discussion				1,299
09:20:00 AM	25	EUS Live Procedure	3	Takeshi Ogura	Osaka, Japan	1,309
09:45:00 AM	1	Ad Break				1,301
09:47:00 AM	17	EUS Live Procedure	4	Sundeep Lakhtakia	Hyderabad, India	1,329
10:04:00 AM	15	EUS Live Procedure	4B	Sundeep Lakhtakia	Hyderabad, India	1,403
10:19:00 AM	5	Discussion				1,470
10:24:00 AM	1	Ad Break				1,483
10:27:00 AM	35	EUS Live Procedure	5	Christopher J.L. Khor Damien Tan	Singapore, Rep. of Singapore	1,491
11:02:00 AM	35	EUS Live Procedure	6	Okasha Hussein	Cairo, Egypt	1,562
11:37:00 AM	38	EUS Live Procedure	7	Majidah Bukhari	Dubai, UAE	1,550
12:15:00 PM	5	Ad Break				1,536
12:20:00 PM	25	EUS Live Procedure	8	Enrique Vázquez Sequeiros	Madrid, Spain	1,557
12:45:00 PM	20	EUS Live Procedure	9	Peter Vilmann	Jyllinge, Denmark	1,573
01:05:00 PM	5	Discussion				1,595
01:10:00 PM	25	EUS Live Procedure	10	Marc Barthet	Marseille, France	1,626
01:35:00 PM	30	EUS Live Procedure	11	Schalk van der Merwe	Leuven, Belgium	1,593
02:05:00 PM	5	Discussion				1,582
02:10:00 PM	1	Ad Break				1,585
02:12:00 PM	27	Lunch Discussion about Nectosectomy		Cecilia Binda	Forlì-Cesena, Italy	1,530
02:39:00 PM	3	Ad Break				1,480
02:45:00 PM	30	EUS Live Procedure	12	Markus Dollhopf	Munich, Germany	1,518
03:15:00 PM	15	EUS Live Procedure	13A	Carlos Robles-Medranda	Guayaquil, Ecuador	1,564
03:30:00 PM	25	EUS Live Procedure	13B	Carlos Robles-Medranda	Guayaquil, Ecuador	1,469

03:55:00 PM	2	Discussion				1,425
03:57:00 PM	2	Ad Break				1,431
04:00:00 PM	25	EUS Live Procedure	14	Alberto Larghi	Rome, Italy	1,443
04:25:00 PM	20	EUS Live Procedure	15	Rafael Romero-Castro	Sevilla, Spain	1,429
04:45:00 PM	25	EUS Live Procedure	16	Alberto Larghi	Rome, Italy	1,365
05:10:00 PM	5	Discussion				1,344
05:15:00 PM	3	Ad Break				1,323
05:20:00 PM	40	EUS Live Procedure	17	Michel Kahaleh	New Jersey, USA	1,242
06:00:00 PM	5	Discussion				1,236
06:05:00 PM	40	EUS Live Procedure	18	Ji Y. Bang	Orlando, USA	1,234
06:45:00 PM	35	EUS Live Procedure	19	Jorge Vargas-Madrigal	San José, Costa Rica	1,175
07:20:00 PM	5	Discussion				1,131
07:25:00 PM	2	Ad Break				1,108
07:27:00 PM	30	EUS Live Procedure	20	Anand V. Sahai	Montréal, Canada	1,052
07:57:00 PM	20	EUS Extra Recorded Case	-	Schalk van der Merwe	Belgium	1,037
08:19:00 PM	31	EUS Live Procedure	21	Natalie Cosgrove Muhammad Hasan	Orlando, USA	993
08:50:00 PM	2	Ad Break				980
08:54:00 PM	35	EUS Live Procedure	22	Ryan Law	Rochester, USA	908
09:29:00 PM	26	EUS Live Procedure	23	Uzma Siddiqui	Chicago, USA	836
09:55:00 PM	5	Discussion				751
10:01:00 PM	4	Conclusion				426

Time-based Analysis

Concurrent attendees

Avarage audience by time



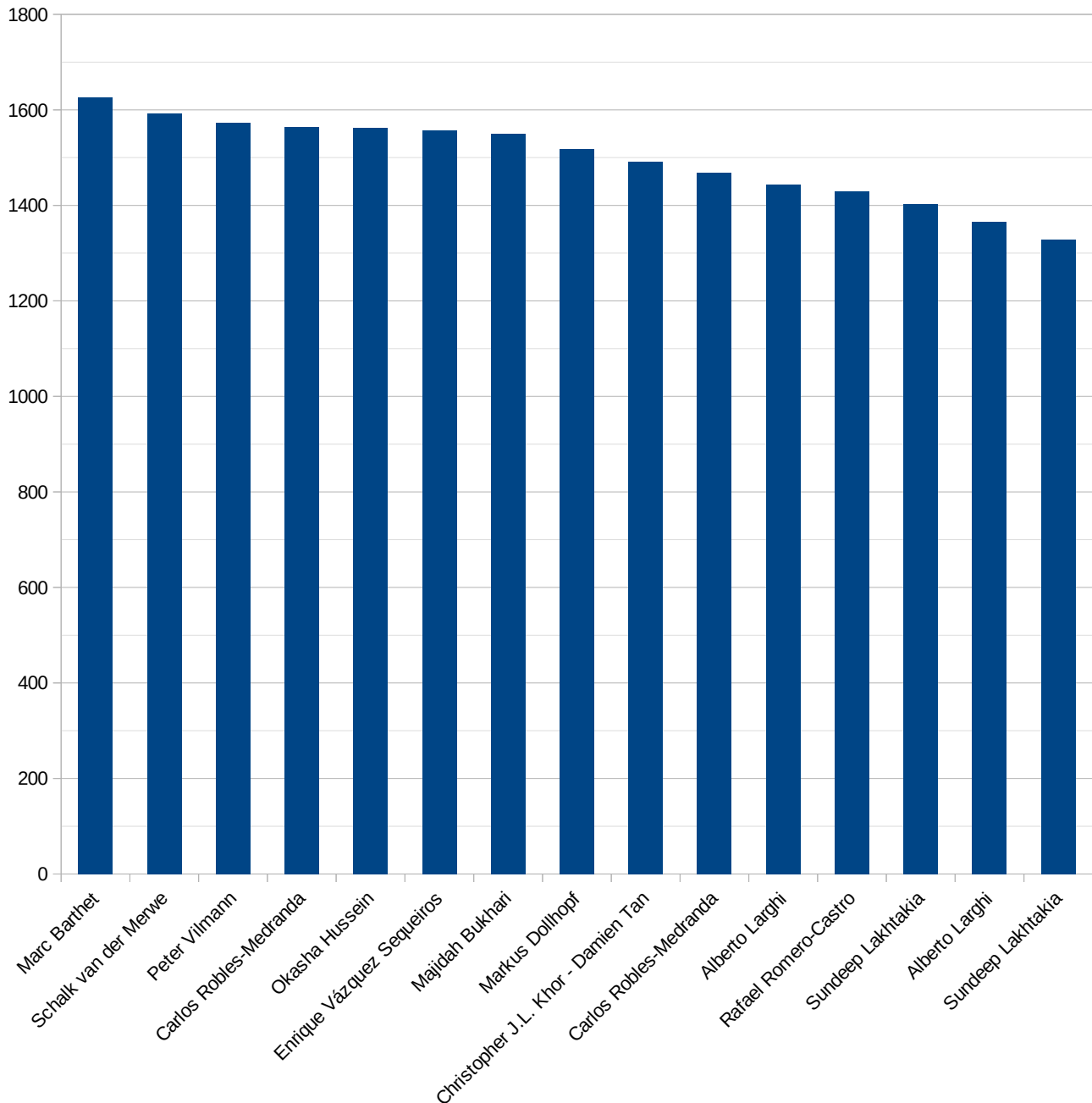
EUS Live Procedures

Concurrent attendees

Time CEST	Operator/Speaker	Average Audience (no. of attendees)
08:05:00 AM	Payal Saxena	774
08:30:00 AM	Thawee Ratanachu-EK	1,134
09:20:00 AM	Takeshi Ogura	1,309
09:47:00 AM	Sundeeep Lakhtakia	1,329
10:04:00 AM	Sundeeep Lakhtakia	1,403
10:27:00 AM	Christopher J.L. Khor - Damien Tan	1,491
11:02:00 AM	Okasha Hussein	1,562
11:37:00 AM	Majidah Bukhari	1,550
12:20:00 PM	Enrique Vázquez Sequeiros	1,557
12:45:00 PM	Peter Vilmann	1,573
01:10:00 PM	Marc Barthet	1,626
01:35:00 PM	Schalk van der Merwe	1,593
02:45:00 PM	Markus Dollhopf	1,518
03:15:00 PM	Carlos Robles-Medranda	1,564
03:30:00 PM	Carlos Robles-Medranda	1,469
04:00:00 PM	Alberto Larghi	1,443
04:25:00 PM	Rafael Romero-Castro	1,429
04:45:00 PM	Alberto Larghi	1,365
05:20:00 PM	Michel Kahaleh	1,242
06:05:00 PM	Ji Y. Bang	1,234
06:45:00 PM	Jorge Vargas-Madrigal	1,175
07:27:00 PM	Anand V. Sahai	1,052
07:57:00 PM	Recorded case from Leuven	1,037
08:19:00 PM	Natalie Cosgrove – Muhammad Hasan	993
08:54:00 PM	Ryan Law	908
09:29:00 PM	Uzma Siddiqui	836

EUS Live Procedures

Top 15 for concurrent attendees



Ad Breaks

Concurrent viewers

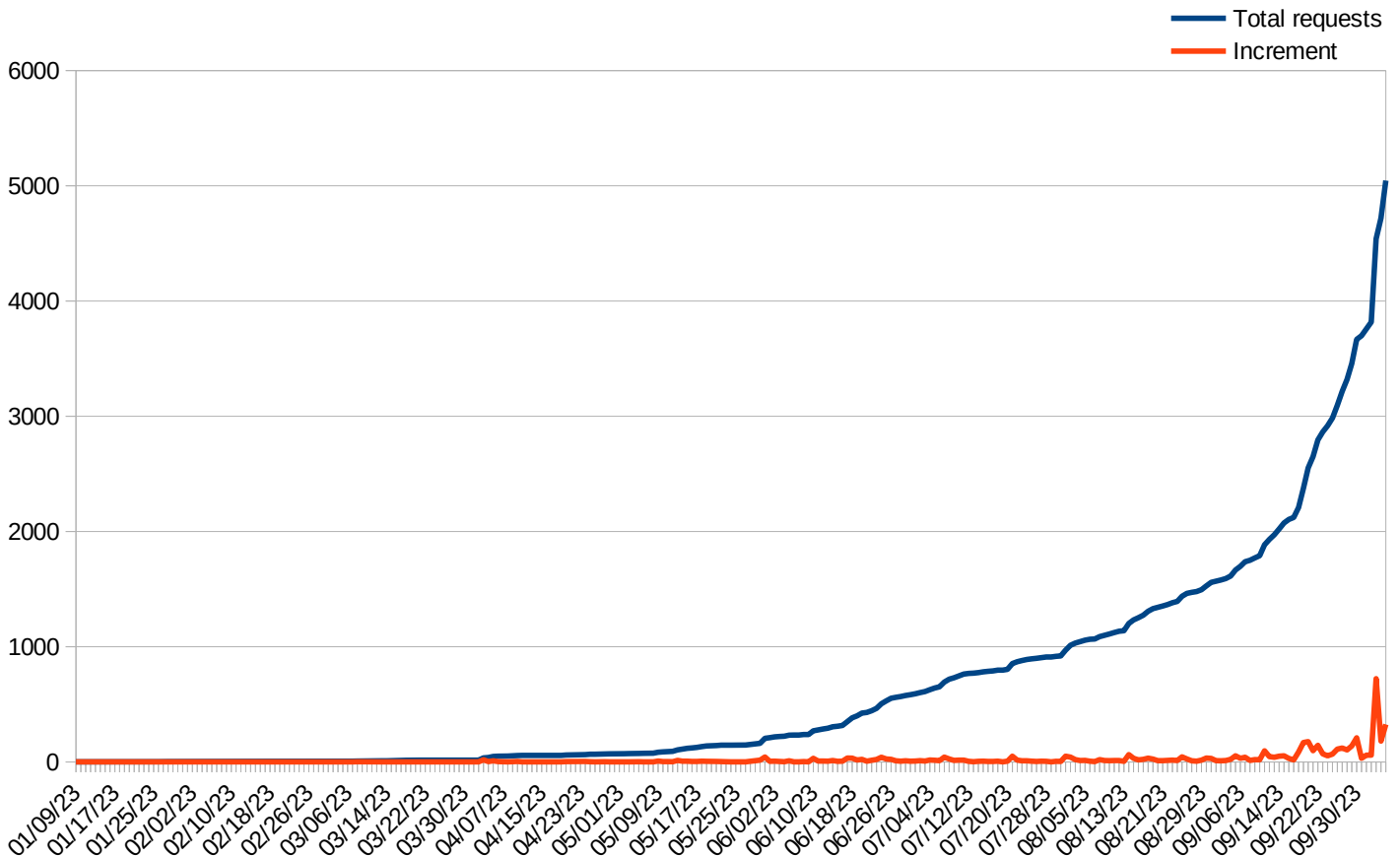
Min(s)	Block Type	Block Reference	Average Audience (no. of attendees)
~1	Ad Break	FUJIFILM	1,305
~1	Ad Break	TAEWOONG EUSRA	1,297
~1	Ad Break	VIVASCOPE	1,473
~2	Ad Break	COOK MEDICAL	1,488
~5	Ad Break	ONE PASS MEDICAL	1,535
~1	Ad Break	OLYMPUS	1,589
~1	Ad Break	PENTAX MEDICAL	1,579
~3	Ad Break	MEDI-GLOBE	1,480
~3	Ad Break	BOSTON SCIENTIFIC	1,481
~2	Ad Break	ONCOSIL	1,431
~1	Ad Break	M.I.TECH	1,435
~3	Ad Break	MEDITALIA NECROLIT	1,329
~2	Ad Break	INTERSCOPE ENDOROTOR	1,314
~2	Ad Break	MEDTRONIC	1,134
~2	Ad Break	INNOVAMEDICA MICROTECH	1,133
~2	Ad Break	ENDOSOUND	990
~2	Ad Break	LIMACA	975

Average 2022 Ad Audience: 1,175 attendees

Average 2023 Ad Audience: 1,357 attendees (+15,49%)

Attendee Registrations by date

Incremental and total requests analysis



Attendee Registrations by month

Referred to the last day of each month

Date	Increment	Total
January 2023	+3 users	3 users
February 2023	+12 users	15 users
March 2023	+20 users	35 users
April 2023	+35 users	70 users
May 2023 (1 st newsletter)	+135 users	205 users

June 2023 (2nd newsletter)	+378 users	583 users
July 2023 (2 newsletters sent)	+337 users	920 users
August 2023 (2 newsletters + daily social posts on Social Networks)	+638 users	1,558 users
September 2023 (4 newsletters + weekly social posts on SoMe)	+2109 users	3,667 users
October 2023 (5 newsletters + weekly social posts on SoMe))	+1378 users	5,045 users

Registrations growth was increased over time by issuing pre-event marketing campaigns.

Contact filters included	Endoscopists and EUS specialists
Total audience	52,929
- from Italy	7,786
- from Europe	31,529
- from India	3,298
- from Iran	846
- from Japan	2,337
- from US and Canada (*)	~11k

(*) This selection is performed among a list of 2,115,004 Doctors in US and Canada

Message Interaction Rate

Opens, clicks, actions, registrations after a message is delivered

High (<24 hours)	47.37%
Medium (>24 hours && < 72 hours)	34.39%
Low (> than 72 hours)	12.04%
Unique click rate	6,806 clicks/10,000 messages

Email Acceptance Rate

Message bounce rate, unsubscribed users over 12 months

Average blocked contacts	0.11%
Soft-bounced messages	<8%
Hard-bounced messages	0.53%
Average message delivery rate	>87.38%

Organizing secretariat:



Via delle Fornaci, 38 - 00165 Roma, Italy
eus.skyline@areaqualitagroup.com
www.areaqualitagroup.com

www.eus-skyline.com