



Union des associations européennes de football

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## ***uefa.com hits new traffic records in March 2009 with a visitor increase of 112%***

**Europe's football website hits an all-time record in March boosted by audiences from Russia and Ukraine**

The month of March has been a record month for uefa.com, due to the spectacular matches played in the UEFA Champions League and UEFA Cup, as well as over 200 million page views and 15.5 million visitors accessing UEFA's official website. This constitutes an increase of 44% of page views and 112% of visitors compared to the same month last year.

Since its relaunch in September 2001, uefa.com has registered an overall increase of over 800% of visitors. This latest development confirms the trend and proves the success of the many features of UEFA's official website such as extensive live match coverage, the latest news about UEFA's competitions and its availability in 10 languages. The main audiences are being registered with 69% coming from Europe, 15% from Asia and 13% from the Americas.

The biggest single increase, when comparing with data from March 2008, has been a 400% increase in traffic to the Russian language section, due to the influx of new users from Russia and Ukraine, having made almost a quarter of all traffic. For the round of 16 a total of five teams from both Russia and Ukraine were represented and for the first time in UEFA Cup history, not only one, but two Ukrainian clubs have reached the quarter-finals.

The single day with most traffic registered was Wednesday 11 March, the last day of the first knock-out stage matches for UEFA Champions League covered live on uefa.com's MatchCentre, including decisive matches such as Arsenal FC versus AS Roma, Chelsea FC versus Juventus and Villarreal CF versus Panathinaikos FC. On that day alone, 2.4 million visitors accessed 38 million pages.

"With such unique features as the live coverage of the UEFA Champions League and the UEFA Cup draws and a complete video offering of UEFA's matches, uefa.com has built up a solid fan base which is ever increasing with more and more visitors from Eastern Europe. With football and the football fan at the heart of the website, uefa.com has established itself as the most reliable source of information of European football," said Alexandre Fourtoy, CEO of UEFA Media Technologies, the UEFA subsidiary responsible for uefa.com.

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