



Website Analysis Overview Report

June 2019

skysports.com



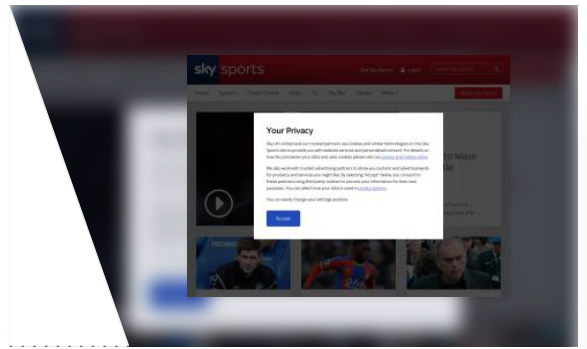
View the full analysis at: <https://pro.similarweb.com>

watch the best live coverage of your favourite sports: football, golf, rugby, cricket, tennis, f1, boxing, plus the latest sports news, transfers & scores.

Related Mobile Apps:

App Store

Google Play



Global Rank

#1,264



Country Rank

United Kingdom

#91



Category Rank

Sports/Sports

#19

Website Audience

Total Visits

Mar 2019 - May 2019, Worldwide

150.2M

↑ 1.30% from last month

Device Distribution

Mar 2019 - May 2019, Worldwide



Monthly Visits 50.07M

Monthly Unique Visitors

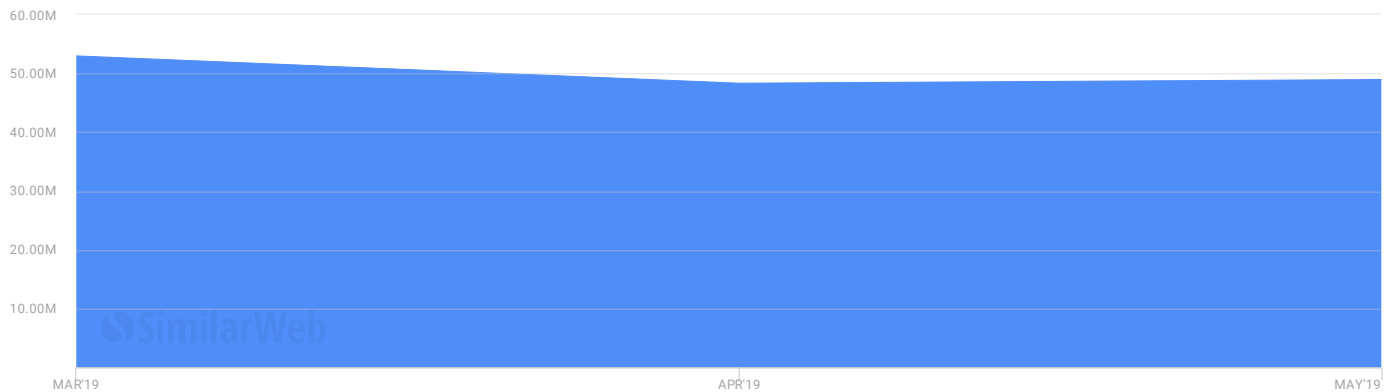
Avg. Visit Duration 00:03:33

Pages / Visit 3.14

Bounce Rate 48.37%

Visits Over Time

Mar 2019 - May 2019, All Traffic



Geography

Top 5 Countries

Mar 2019 - May 2019, Desktop Only

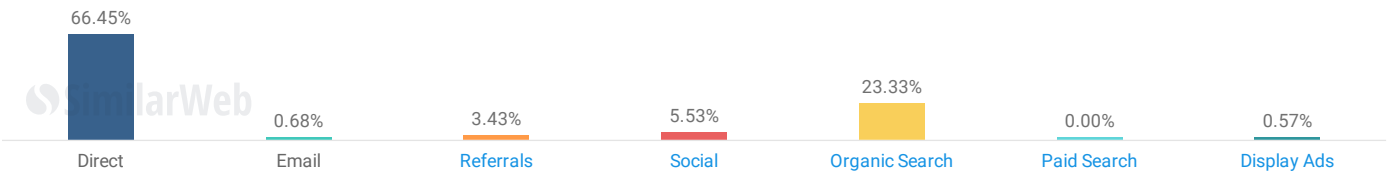


United Kingdom	52.34%	<div></div>	↓ 0.73%
United States	5.33%	<div></div>	↑ 7.56%
Ireland	3.38%	<div></div>	↓ 1.78%
South Africa	2.76%	<div></div>	↑ 18.42%
India	2.43%	<div></div>	↑ 18.27%

Marketing Channels

Channels Overview

Mar 2019 - May 2019, Worldwide Desktop Only



Referrals

Top Referring Websites

Mar 2019 - May 2019, Worldwide Desktop Only

	newsnow.co.uk	41.26%	<div></div>	↑ 8.19%
	news.sky.com	8.45%	<div></div>	↑ 1.89%
	skybet.com	7.40%	<div></div>	↓ 66.26%
	int.search.myway.com	3.95%	<div></div>	↓ 46%
	Upgrade your Account	3.24%	<div></div>	↓ 1.65%

Top Referring Categories

Mar 2019 - May 2019, Worldwide Desktop Only

	News and Media	21.92%	<div></div>	
	Soccer	9.45%	<div></div>	
	Sports Betting	8.67%	<div></div>	
	Computers Electronics and Tec...	1.77%	<div></div>	
	Casinos	1.53%	<div></div>	

Search

Search Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Top Search Terms

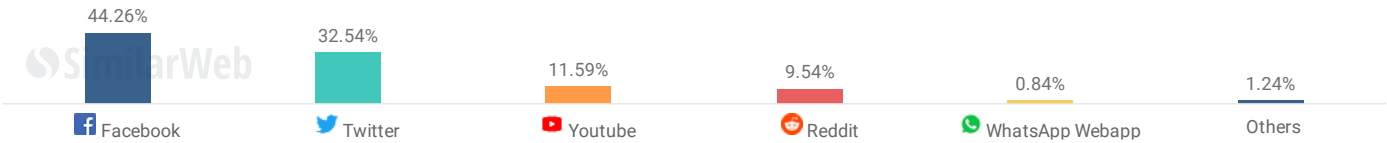
Mar 2019 - May 2019, Worldwide Desktop Only

	sky sports	21.07%	<div></div>	↑ 18.57%
	skysports	10.62%	<div></div>	↑ 19.84%
	sky sports football	3.10%	<div></div>	↑ 13.11%
	manchester united	1.81%	<div></div>	↓ 74.9%
	sky f1	1.67%	<div></div>	↓ 24.52%

Social

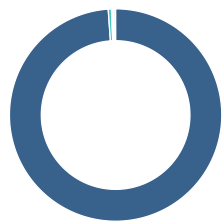
Social Traffic

Mar 2019 - May 2019, Worldwide Desktop Only



Display Ad Network ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only



Outbrain	98.89%
Google Display Netw...	0.49%
RadiumOne	0.15%
Criteo	0.09%
PopAds	0.07%
Others	0.30%

Top Publishers ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

news.sky.com	81.87%	↓ 6.35%
youtube.com	2.77%	↑ 176.4%
facebook.com	1.43%	↑ 432.9%
irishtimes.com	1.37%	-
twitter.com	1.35%	↑ 467.64%

Outgoing Links

Top Links Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

sky.com	59.82%	↓ 8.57%
skybet.com	10.33%	↓ 46.47%
nba.com	7.86%	↓ 10.01%
storify.com	5.00%	↑ 129.89%
twitter.com	3.63%	↑ 131.65%

Outgoing Ads

Top Ads Destination ⓘ

Mar 2019 - May 2019, 🌐 Worldwide 🖥 Desktop Only

news.sky.com	52.01%	↓ 4.97%
m.skybet.com	5.07%	-
go.netbet.ng	3.36%	-
jumia.com.ng	2.36%	↓ 35.87%
cv-library.co.uk	1.79%	↑ 21.62%