

**University Heights eGovernment Report
2012 Comprehensive Summary**

U-Heights Council Meetings

- Weekly Council Meeting replay is now on Iowa City Cable Channel 4 at 9 PM Thursdays
- “On Demand” viewing available on Iowa City Cable Channel 5 since March
- Regular monthly meetings are all available for webcast. Webcasts upgraded in October to allow for viewing on tablets and smartphones.

Viewing Statistics From EarthChannel

Month	Sessions	On demand Hits	Podcasts	Total Hits
January				70
February				609
March				209
April				NA
May				528
June				99
July				47
August				110
September				60
October	21	55	41	199
November	8	19	18	75
December	15	43	14	124

In October of 2012, IC Cable Channel 4 upgraded their service from version 3 of the EarthChannel software to version 4. In addition to better quality video and access from mobile web browsers, version 4 also provides more accurate statistics, which is reflected in the chart. The ambiguous standard of ‘hits’ has been fleshed out to include ‘sessions,’ ‘on-demand hits’ and ‘podcasts.’

A ‘hit’ is any interaction with the video player. Accessing a page with our player embedded produces a hit, even if the user doesn’t actually click the player. We have had cases where a single user’s computer was automatically refreshing on a player page left open, generating hundreds of ‘hits,’ even though nobody was actually watching the video.

A ‘session’ is an interaction or group of interactions with a particular video, and reflects the number of times any user watched a video.

An ‘on-demand hit’ is the number of times that the player was actually clicked on.

For instance, if you sit down to watch a council meeting, that is one session. If, during that session, you click once on the ‘Mayor’s Report’ index point, and once on the ‘e-government index point, that’s 2 on-demand hits. If you click back on the timeline to rewind a portion to watch it again, that’s another on-demand hit.

Podcasts are the number of times that the audio podcast version of the meeting was downloaded. This number is also included in the number of total hits, since each download entails one interaction with the player. (Continued)

Consequently, we have pretty good statistics for the last three meetings, but only raw hits are available for the first eight meetings (The April meeting was not taped).

U-Heights Website

Website Updates per Month

Jan	Feb	Mar`	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2012 TOTAL
14	9	15	8	9	8	9	10	6	10	10	6	114

“Updates” refers to new or revised information that is placed on the city’s website. Changes that are routine or “housekeeping” in nature are not counted.

Average Monthly Website Visits per Day

	Jan	Feb	Mar`	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
webalyzer	91	102	112	115	127	135	133	129	144	160	153	151
statcounter						21 16/5	21 16/5	24 18/6	22 16/6	22 16/6	23 16/7	20 15/5

“Webalyzer” is the statistics package that comes as a part of our web services suite. The number above refers to the number of unique visitors to the U-Heights webpage each day. Webalyzer does not distinguish between human and robotic visitors.

“Statcounter” is a free web service that U-Heights subscribes to for web statistics. The top numbers above refer to the average number of unique daily visitors based on a “cookie” that is left on a computer when visiting. The bottom numbers are the *first time visitors/returning visitors*