

CONFIDENTIAL

As at 8 Jan 2020
The first 80 days

The global war on money laundering is a failed experiment

by Ron Pol, editor Tim Wallace, published 21 Oct 2019 1.12pm AEDT

Launch headline: A criminal asked to design anti-money laundering laws
would probably keep our current ones

Link: <https://theconversation.com/the-global-war-on-money-laundering-is-a-failed-experiment-125143>

This report available at: <https://bit.ly/2FFyFyx>

THE CONVERSATION

Tracking reader engagement

Pol: The global war on money laundering is a failed experiment

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Academic rigour, journalistic flair

Executive Summary

Readership statistics for:

Pol, "[The global war on money laundering is a failed experiment](#)" 21 Oct 2019

Full report available at <https://bit.ly/2FFyFyx>

Executive summary at <https://bit.ly/35POe14>

About The Conversation

- Started in Australia, 2011. Editions: Africa, Australia, Canada, France, Indonesia, NZ, Spain, UK, US
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 - Authors work with professional journalists who help them share their knowledge, at a time when people need it and in a way that it can be easily understood.
 - We aim to democratise knowledge and work with academic experts to inject evidence into public debate.
 - We have an engaged audience. After reading an article, 85% of readers discuss it with friends, 53% share on social media, and 23% comment on the article. 39% of readers do further research,...and 15% use articles to support policy and business decisions.

Reader engagement: Summary

Pol: The global war on money laundering is a failed experiment

- Readers vs median reads for all articles, all time (since March 2011)
 - Equalled median reads for all articles, all time, by Day 2 (125%)
 - Doubled median reads for all articles, all time, by Day 8 (203%)
 - Trebled median reads for all articles, all time, by Day 45 (305%)
- Rank vs average readers per article, all articles, all time
 - Top half, by Day 2 (top 43%)
 - Top third, by Day 4 (top 31%)
 - Top quarter, by Day 14 (top 25%)
 - Top fifth, by Day 37 (top 20%)

At Day 80: 349%

At Day 80: top 16%

Reader engagement: Summary

Pol: The global war on money laundering is a failed experiment

- Daily readership rank

- Ranging between the top 0.1% (on Day 1) and the top 3.5% (on Day 80) of readership for all articles each day (80 day average: top 1%; 80 day median: top 0.8% of all articles)
- Ranging between the top 0.2% (on Day 1) & top 6.9% (on Day 79) of readership for all articles *read* each day (80 day average: top 2.3%; 80 day median: top 1.8%)

Note: Long tail of engaged readership. On average over the 80 days tracked, 46% of all articles of all time (since March 2011) are read on any day

- Rank vs average readers per author per article, all time (since March 2011)

- Top three-quarters of all authors, on Day 1 (top 71%)
- Top half of all authors, by Day 3 (top 44%)
- Top third of all authors, by Day 18 (top 33%)
- Top quarter of all authors, by Day 39 (top 25%)

At Day 80: top 22%