

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

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
- From [TheConversation.com](https://theconversation.com)
 - The Conversation is an independent source of news, analysis and expert opinion, written by academics and researchers, and delivered direct to the public.
 - 85% of readers are non-academic which supports our vision of sharing academic knowledge direct with the public.
 - We only allow authors to write on a subject on which they have proven expertise.
 - 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%)

At Day 80: 349%

- 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: 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%

Statistics overview




Stats available only for my institution, so how does La Trobe university compare?

How does La Trobe compare?


- LaTrobe is a full member of The Conversation, with over 350 authors contributing more than 1150 articles since The Conversation's launch in March 2011 (including 2 in its first month and 65 that year)
- Tony Walker (Adjunct Professor, School of Communications, & Vice Chancellor's fellow, La Trobe University) is on the Board
- If La Trobe's contributions are average, these rankings will broadly correlate across The Conversation's platform
- If La Trobe is a leader, the rankings in this document will be understated
- So, how does La Trobe compare?

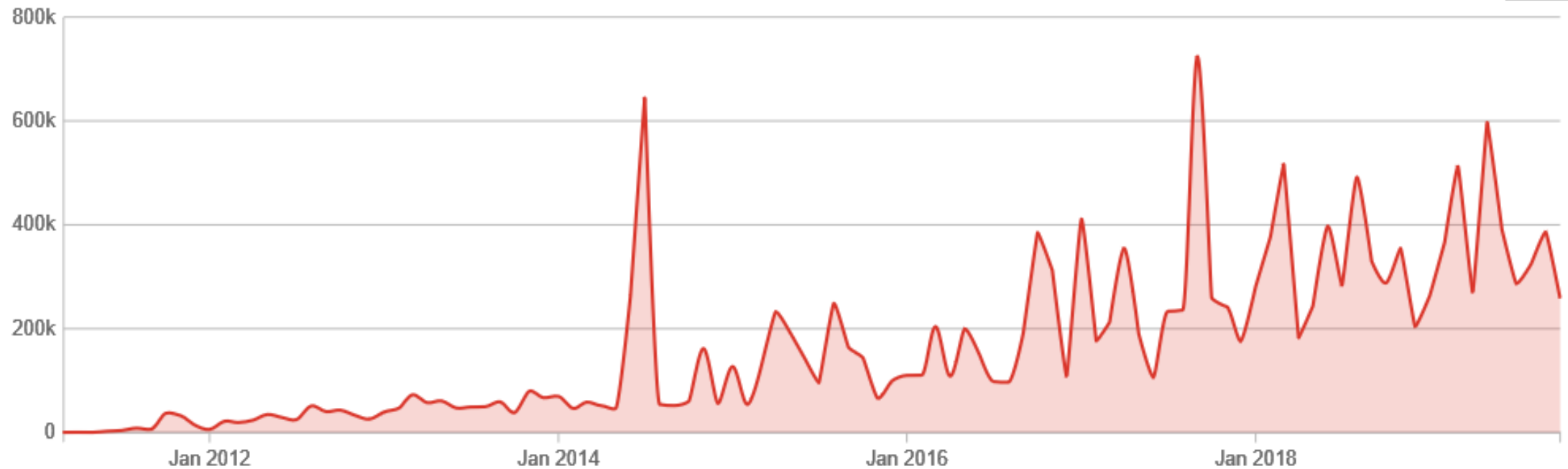
Readership engagement by university

La Trobe University, all time (March 2011 to Oct 2019)

Institution	Articles	Reads	Comments
La Trobe University	1,148 	17,400,854 	48,792 

Reads By Day

Linear 



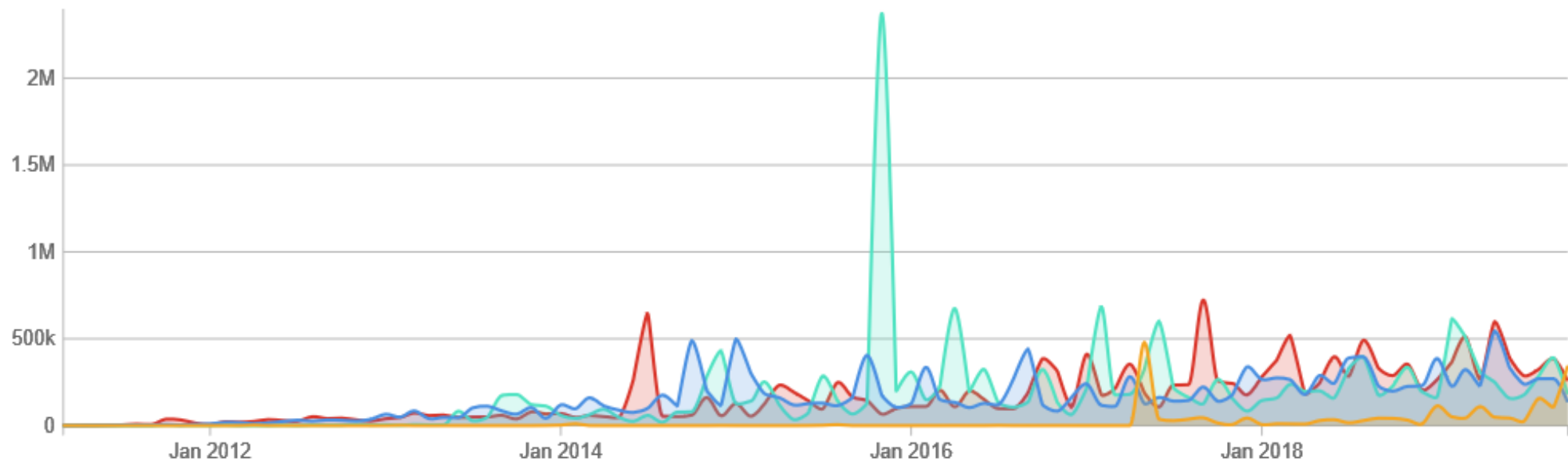
Readership engagement by university

Selected universities, all time (March 2011 to Oct 2019)

Institution	Articles	Reads	Comments	
La Trobe University	1,148 	17,400,854 	48,792 	
University of Cambridge	662 	17,795,644 	5,763 	×
Griffith University	1,178 	16,023,724 	43,084 	×
Victoria University of Wellington	117 	2,050,657 	3,155 	×

Reads By Day

Linear ▾

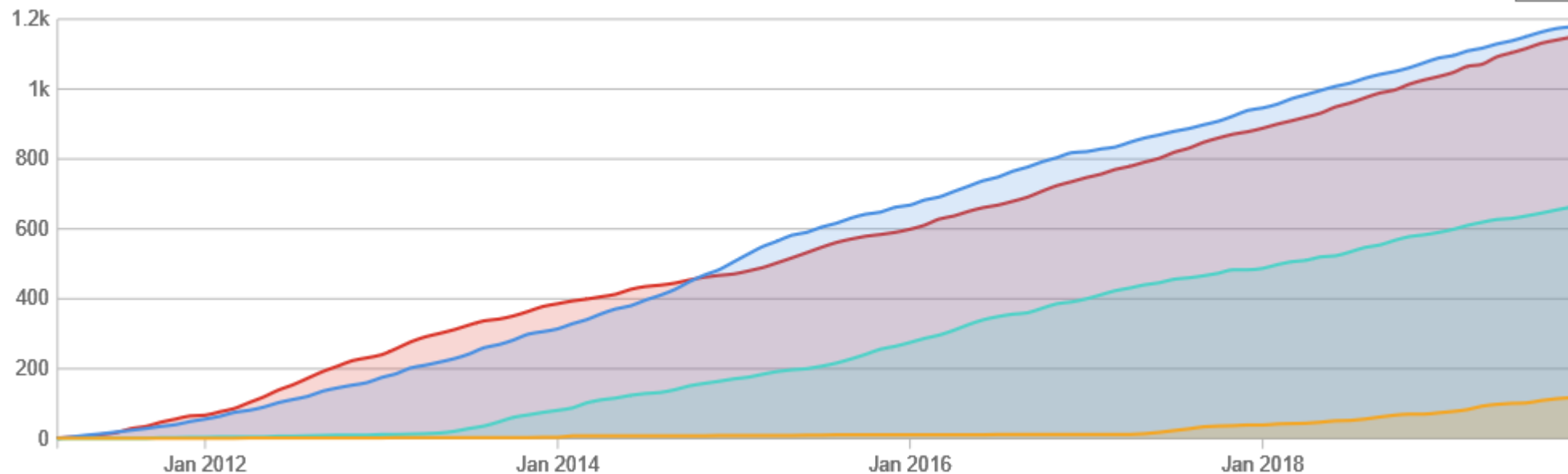


Readership engagement by university

Selected universities, all time

Institution	Articles	Reads	Comments	
La Trobe University	1,148 	17,400,854 	48,792 	
University of Cambridge	662 	17,795,644 	5,763 	×
Griffith University	1,178 	16,023,724 	43,084 	×
Victoria University of Wellington	117 	2,050,657 	3,155 	×

Articles Published By Day (Cumulative)



Readership engagement by university

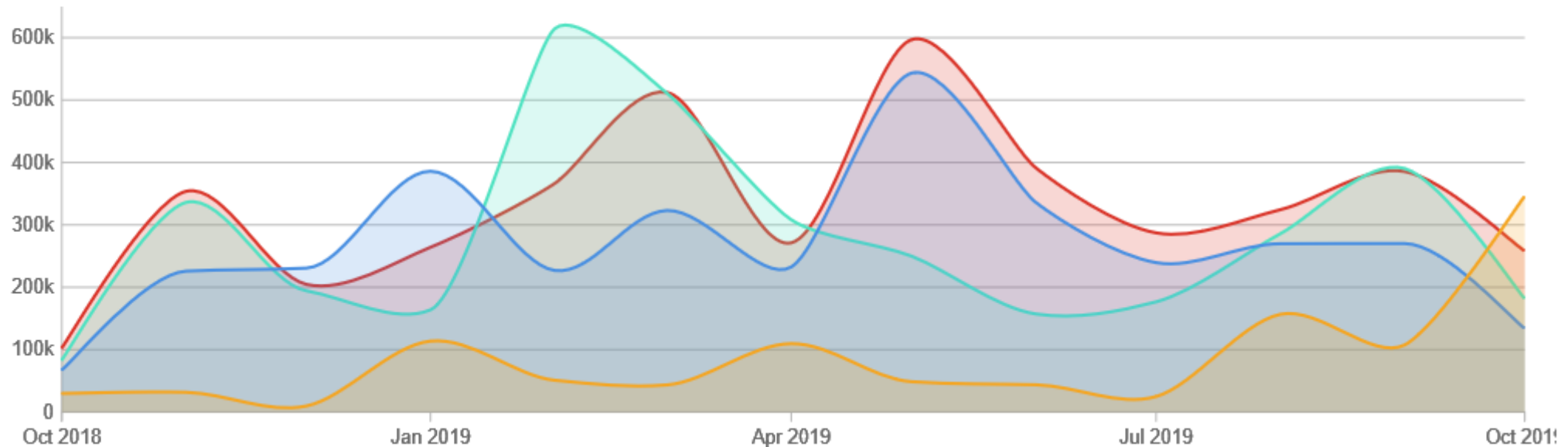
Selected universities, 1 year

20 October 2018 – 20 October 2019

Institution	Articles	Reads	Comments
La Trobe University	154	4,318,587	5,878
University of Cambridge	98	3,653,164	1,349
Griffith University	131	3,484,927	4,919
Victoria University of Wellington	54	1,115,894	1,608

Reads By Day

Linear



Readership engagement by university

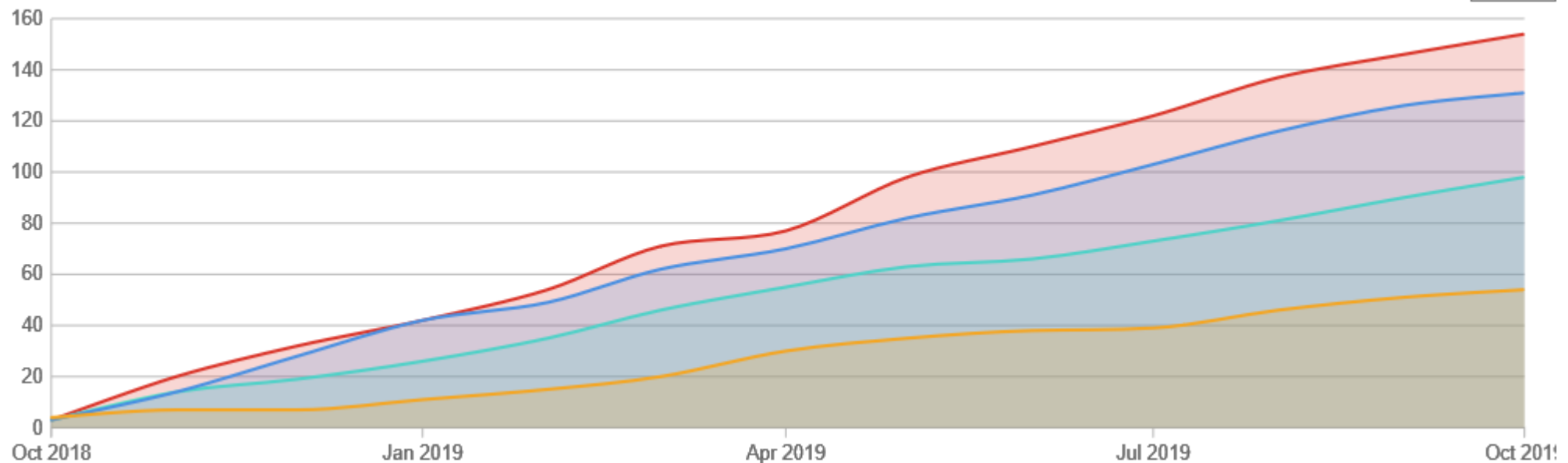
Selected universities, 1 year

20 October 2018 – 20 October 2019 📅

Institution	Articles	Reads	Comments	
La Trobe University	154 📄	4,318,587 👤	5,878 💬	
University of Cambridge	98 📄	3,653,164 👤	1,349 💬	✕
Griffith University	131 📄	3,484,927 👤	4,919 💬	✕
Victoria University of Wellington	54 📄	1,115,894 👤	1,608 💬	✕

Articles Published By Day (Cumulative)

Linear ▾



Tracked article impact on reader stats

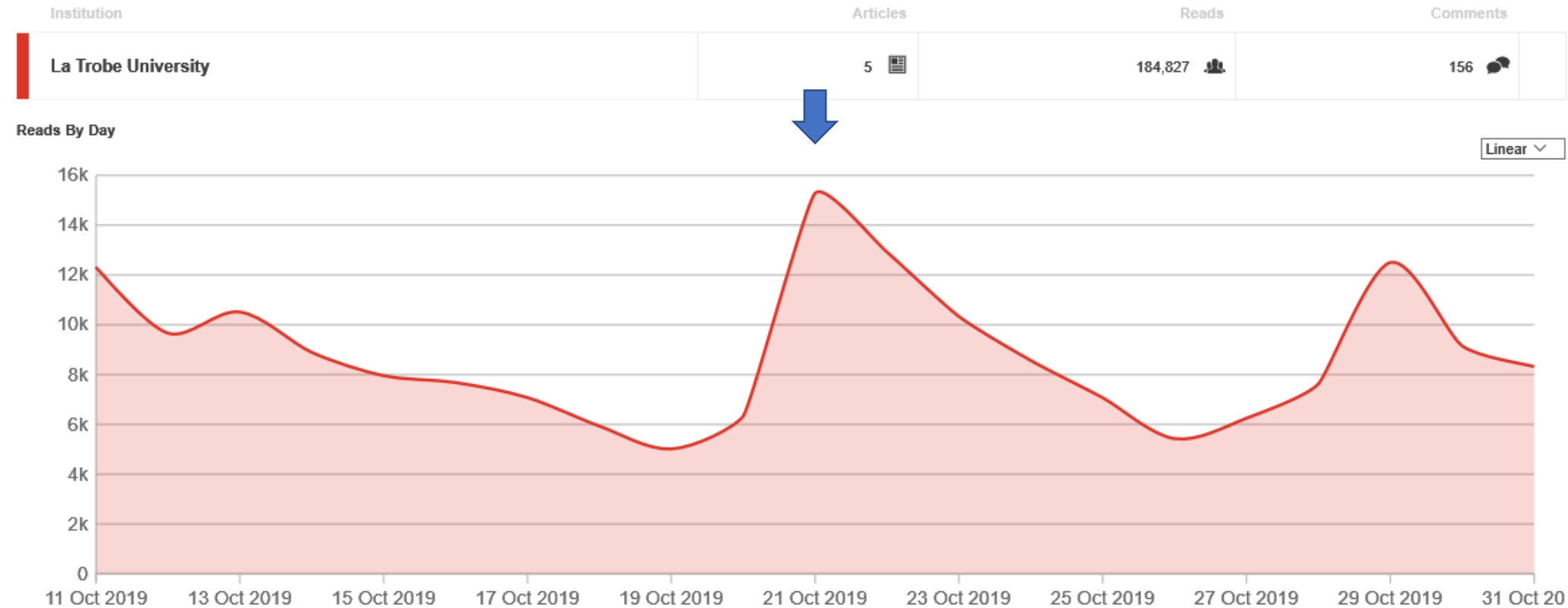
Cumulative daily tracking: 7 days before and after publication
n = 1149 LTU articles at 21 Oct

Impact on LTU reader stats

10 days before and after publication (21 Oct 2019)

LTU articles (total) **1149**
LTU articles read on 21 Oct **598** - 52% of total LTU articles
Total LTU article readership on 21 Oct **15,284** - range 1 to 4,742, average 25.5, median 3 per article
'War on ML' reads on 21 Oct **4,742** - 31% of total LTU reads that day

11 October 2019 - 31 October 2019

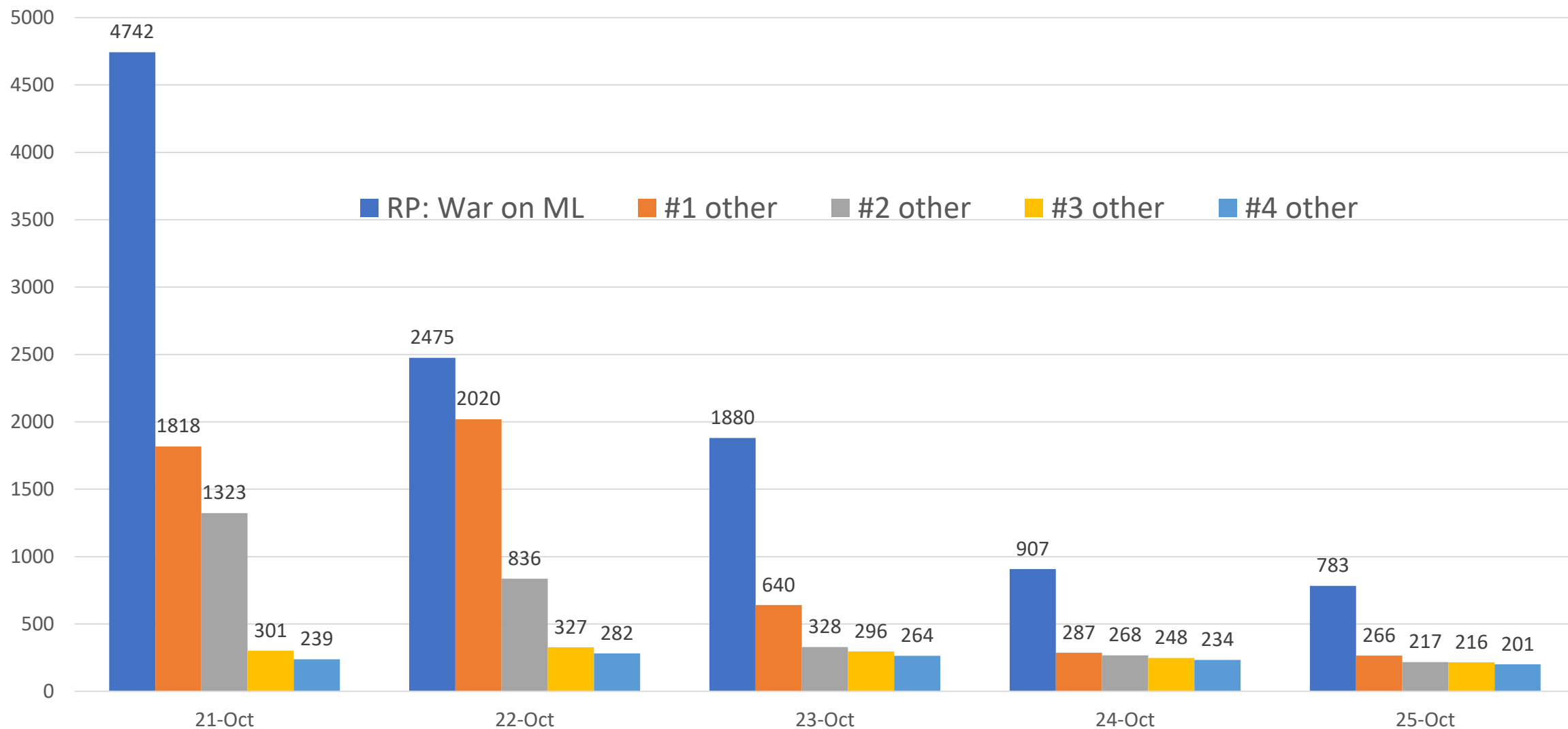


Daily readers: 5 days post-publication

Tracked article and other top 4 per day
n = 1149 LTU articles

Daily readership

War on ML vs. other top 4 LTU articles per day (of all 1149 LTU articles)

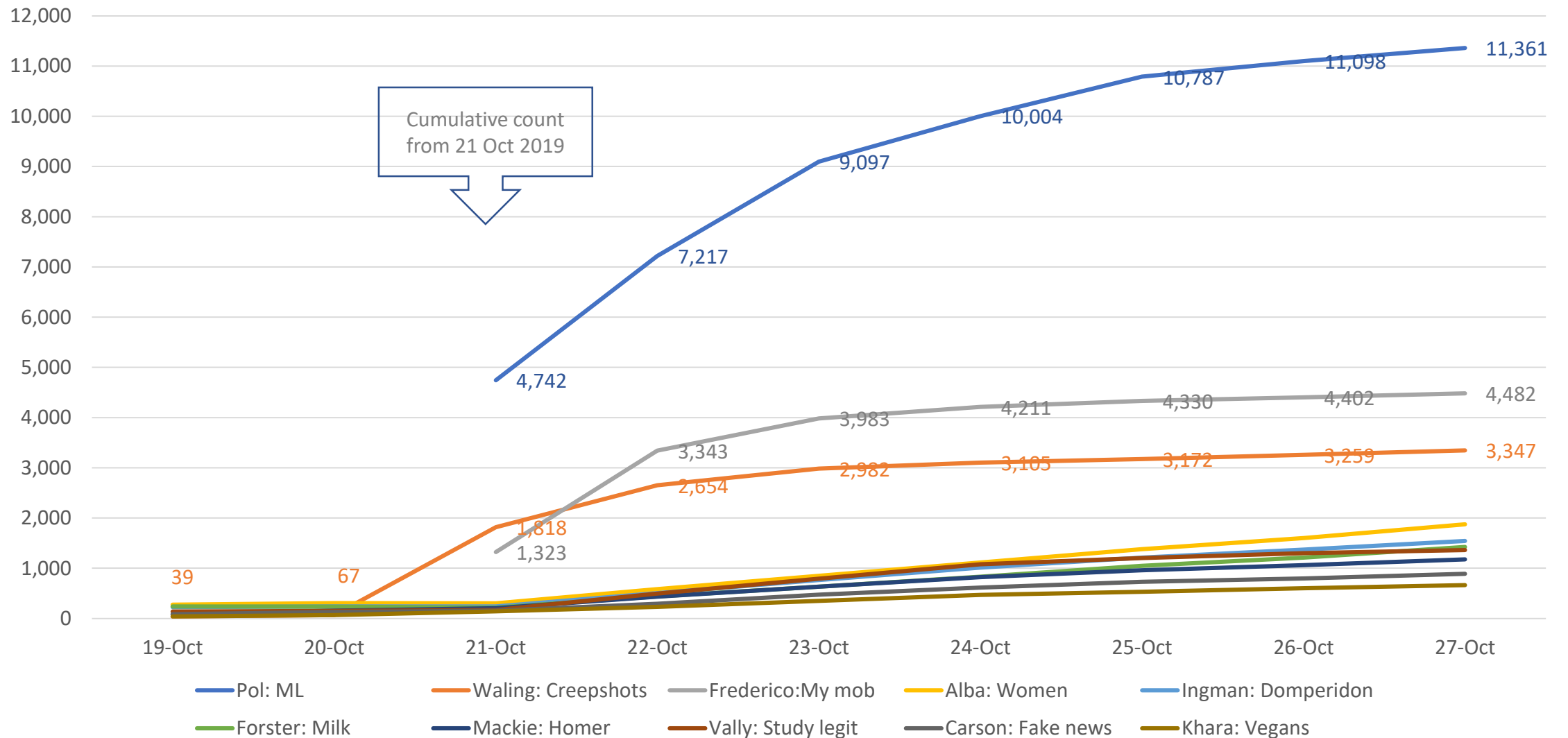


Top 10 articles on publication date

Cumulative daily tracking: 7 days

n = 1149 LTU articles 21-27 Oct

Tracking the top 10 articles on publication date, 21 Oct 2019



Top 10 articles on & post-publication

LTU articles

n = 1149	21-27 Oct	n = 1156	15 Nov-25 Nov
n = 1150	28 Oct	n = 1158	26 Nov-
n = 1151	29-30 Oct		
n = 1152	31 Oct-10 Nov		
n = 1153	11 Nov		
n = 1154	12 Nov		
n = 1155	13 Nov-14 Nov		

Top 10 articles, on publication date

n = 1149 LTU articles

21 October 2019 – 21 October 2019

Download: [Engagement Data](#) | [Article Data](#)

Type to filter results		Authors	Published	Reads	Comments	Engagements
1	The global war on money laundering is a failed experiment	Ronald F Pol	October 21, 2019	4,742	19	0
2	Explainer: what are 'creepshots' and what can we do about them?	Andrea Waling	July 13, 2017	1,818	0	0
3	'My mob is telling their story and it makes me feel good': here's what Aboriginal survivors of child sexual abuse told us they need	Margarita Frederico, Carlina Black, Muriel Bamblett	October 21, 2019	1,323	5	0
4	Women show sexual preference for tall, dominant men – so is gender inequality inevitable?	Beatrice Alba	June 25, 2018	301	0	0
5	Domperidone can boost breast milk supply – here's what you need know	Wendy Ingman, Luke Grzeskowiak, Lisa Amir	March 15, 2018	239	0	0
6	Health Check: is it safe to express milk before giving birth?	Della Forster, Lisa Amir, Anita Moorhead, Susan Walker	June 2, 2017	218	0	0
7	Guide to the Classics: Homer's Odyssey	Chris Mackie	September 4, 2017	203	0	0
8	Is this study legit? 5 questions to ask when reading news stories of medical research	Hassan Vally	October 9, 2019	167	0	0
9	The real news on 'fake news': politicians use it to discredit media, and journalists need to fight back	Andrea Carson, Kate Farhall	October 1, 2019	153	0	0
10	The vegans are coming! What's fuelling the interest in plant-based eating?	Tani Khara, Matthew Ruby	October 3, 2019	143	0	0

Top 10 articles, 1 week

n = 1149 LTU articles

21 October 2019 – 27 October 2019

Download: [Engagement Data](#) | [Article Data](#)

Type to filter results		Authors	Published	Reads	Comments	Engagements
1	The global war on money laundering is a failed experiment	Ronald F Pol	October 21, 2019	11,361	24	1
2	'My mob is telling their story and it makes me feel good': here's what Aboriginal survivors of child sexual abuse told us they need	Margarita Frederico, Carlina Black, Muriel Bamblett	October 21, 2019	4,482	13	0
3	Explainer: what are 'creepshots' and what can we do about them?	Andrea Waling	July 13, 2017	3,347	0	0
4	Women show sexual preference for tall, dominant men – so is gender inequality inevitable?	Beatrice Alba	June 25, 2018	1,874	0	0
5	Domperidone can boost breast milk supply – here's what you need know	Wendy Ingman, Luke Grzeskowiak, Lisa Amir	March 15, 2018	1,542	0	0
6	Health Check: is it safe to express milk before giving birth?	Della Forster, Lisa Amir, Anita Moorhead, Susan Walker	June 2, 2017	1,424	0	0
7	Is this study legit? 5 questions to ask when reading news stories of medical research	Hassan Vally	October 9, 2019	1,362	0	0
8	Guide to the Classics: Homer's Odyssey	Chris Mackie	September 4, 2017	1,174	0	0
9	How the impeachment inquiry might affect Trump's 2020 re-election chances	Dennis Altman	October 3, 2019	1,145	0	0
10	To achieve gender equality, we must first tackle our unconscious biases	Beatrice Alba	March 7, 2018	969	0	0

Top 10 articles, 2 weeks

n = 1152 LTU articles

21 October 2019 – 3 November 2019 📅

Download: [Engagement Data](#) | [Article Data](#)



Type to filter results		Authors	Published	Reads	Comments	Engagements
1	The global war on money laundering is a failed experiment	Ronald F Pol	October 21, 2019	12,658	24	1
2	Sexualised and stereotyped: why Australian advertising is stuck in a sexist past	Lauren Gurrieri, Mandy McKenzie, Megan Bugden	October 29, 2019	7,792	84	0
3	'My mob is telling their story and it makes me feel good': here's what Aboriginal survivors of child sexual abuse told us they need	Margarita Frederico, Carlina Black, Muriel Bamblett	October 21, 2019	4,935	13	0
4	Explainer: what are 'creepshots' and what can we do about them?	Andrea Waling	July 13, 2017	3,765	0	0
5	Women show sexual preference for tall, dominant men – so is gender inequality inevitable?	Beatrice Alba	June 25, 2018	3,692	0	0
6	Domperidone can boost breast milk supply – here's what you need know	Wendy Ingman, Luke Grzeskowiak, Lisa Amir	March 15, 2018	3,190	0	0
7	How the impeachment inquiry might affect Trump's 2020 re-election chances	Dennis Altman	October 3, 2019	2,933	0	0
8	Health Check: is it safe to express milk before giving birth?	Della Forster, Lisa Amir, Anita Moorhead, Susan Walker	June 2, 2017	2,807	0	0
9	Guide to the Classics: Homer's Odyssey	Chris Mackie	September 4, 2017	2,158	0	0
10	To achieve gender equality, we must first tackle our unconscious biases	Beatrice Alba	March 7, 2018	1,970	0	0

Top 10 articles, 3 weeks

n = 1152 LTU articles

21 October 2019 – 10 November 2019 📅

Download: [Engagement Data](#) | [Article Data](#)

Type to filter results		Authors	Published	Reads	Comments	Engagements
1	The global war on money laundering is a failed experiment	Ronald F Pol	October 21, 2019	13,595	24	1
2	Sexualised and stereotyped: why Australian advertising is stuck in a sexist past	Lauren Gurrieri, Mandy McKenzie, Megan Bugden	October 29, 2019	8,775	84	0
3	Women show sexual preference for tall, dominant men – so is gender inequality inevitable?	Beatrice Alba	June 25, 2018	5,287	0	0
4	'My mob is telling their story and it makes me feel good': here's what Aboriginal survivors of child sexual abuse told us they need	Margarita Frederico, Carlina Black, Muriel Bamblett	October 21, 2019	5,112	13	0
5	Domperidone can boost breast milk supply – here's what you need know	Wendy Ingman, Luke Grzeskowiak, Lisa Amir	March 15, 2018	4,883	0	0
6	Health Check: is it safe to express milk before giving birth?	Della Forster, Lisa Amir, Anita Moorhead, Susan Walker	June 2, 2017	4,238	0	0
7	Explainer: what are 'creepshots' and what can we do about them?	Andrea Waling	July 13, 2017	4,146	0	0
8	How the impeachment inquiry might affect Trump's 2020 re-election chances	Dennis Altman	October 3, 2019	3,694	0	0
9	To achieve gender equality, we must first tackle our unconscious biases	Beatrice Alba	March 7, 2018	3,271	0	0
10	Guide to the Classics: Homer's Odyssey	Chris Mackie	September 4, 2017	3,259	0	0

Top 10 articles, 4 weeks

n = 1156 LTU articles

21 October 2019 – 17 November 2019 📅

Download: [Engagement Data](#) | [Article Data](#)



	Type to filter results	Authors	Published	Reads	Comments	Engagements
1	Why every child needs explicit phonics instruction to learn to read	Tanya Serry, Pamela Snow	November 11, 2019	17,954	67	0
2	The global war on money laundering is a failed experiment	Ronald F Pol	October 21, 2019	14,796	24	1
3	Sexualised and stereotyped: why Australian advertising is stuck in a sexist past	Lauren Gurrieri, Mandy McKenzie, Megan Bugden	October 29, 2019	9,216	84	0
4	Women show sexual preference for tall, dominant men – so is gender inequality inevitable?	Beatrice Alba	June 25, 2018	6,968	0	0
5	Domperidone can boost breast milk supply – here's what you need know	Wendy Ingman, Luke Grzeskowiak, Lisa Amir	March 15, 2018	6,608	0	0
6	Health Check: is it safe to express milk before giving birth?	Della Forster, Lisa Amir, Anita Moorhead, Susan Walker	June 2, 2017	5,829	0	0
7	'My mob is telling their story and it makes me feel good': here's what Aboriginal survivors of child sexual abuse told us they need	Margarita Frederico, Carlina Black, Muriel Bamblett	October 21, 2019	5,279	13	0
8	Explainer: what are 'creepshots' and what can we do about them?	Andrea Waling	July 13, 2017	4,601	0	0
9	How the impeachment inquiry might affect Trump's 2020 re-election chances	Dennis Altman	October 3, 2019	4,545	0	0
10	To achieve gender equality, we must first tackle our unconscious biases	Beatrice Alba	March 7, 2018	4,537	0	0

Top 10 articles, 5 weeks

n = 1156 LTU articles

21 October 2019 – 25 November 2019 📅

Download: [Engagement Data](#) | [Article Data](#)

	Type to filter results	Authors	Published	Reads	Comments	Engagements
1	Why every child needs explicit phonics instruction to learn to read	Tanya Serry, Pamela Snow	November 11, 2019	20,015	67	0
2	The global war on money laundering is a failed experiment	Ronald F Pol	October 21, 2019	15,838	24	1
3	Sexualised and stereotyped: why Australian advertising is stuck in a sexist past	Lauren Gurrieri, Mandy McKenzie, Megan Bugden	October 29, 2019	9,880	84	0
4	Women show sexual preference for tall, dominant men – so is gender inequality inevitable?	Beatrice Alba	June 25, 2018	8,672	0	0
5	Domperidone can boost breast milk supply – here's what you need know	Wendy Ingman, Luke Grzeskowiak, Lisa Amir	March 15, 2018	8,543	0	0
6	Health Check: is it safe to express milk before giving birth?	Della Forster, Lisa Amir, Anita Moorhead, Susan Walker	June 2, 2017	7,876	0	0
7	Is social media damaging to children and teens? We asked five experts	Marie Yap, Tracii Ryan, Susan J Paxton, Joanne Orlando, Karyn Healy	November 15, 2019	6,311	17	0
8	To achieve gender equality, we must first tackle our unconscious biases	Beatrice Alba	March 7, 2018	5,977	0	0
9	How the impeachment inquiry might affect Trump's 2020 re-election chances	Dennis Altman	October 3, 2019	5,666	0	0
10	Guide to the Classics: Homer's Odyssey	Chris Mackie	September 4, 2017	5,500	0	0

Top 10 articles, 6 weeks

n = 1161 LTU articles

21 October 2019 – 2 December 2019 📅

Download: [Engagement Data](#) | [Article Data](#)

	Type to filter results	Authors	Published	Reads	Comments	Engagements
1	Les médias sociaux nuisent-ils aux enfants, aux ados ? Les réponses de cinq experts	Marie Yap, Tracii Ryan, Susan J Paxton, Joanne Orlando, Karyn Healy	November 28, 2019	34,024	2	0
2	Chinese 'spy' case may be the greatest challenge to Australian security since Petrov – but caution is needed	Tony Walker	November 26, 2019	32,741	79	0
3	Why every child needs explicit phonics instruction to learn to read	Tanya Serry, Pamela Snow	November 11, 2019	21,250	67	0
4	The global war on money laundering is a failed experiment	Ronald F Pol	October 21, 2019	17,309	24	1
5	Sexualised and stereotyped: why Australian advertising is stuck in a sexist past	Lauren Gurrieri, Mandy McKenzie, Megan Bugden	October 29, 2019	10,274	84	0
6	Domperidone can boost breast milk supply – here's what you need know	Wendy Ingman, Luke Grzeskowiak, Lisa Amir	March 15, 2018	10,090	0	0
7	Women show sexual preference for tall, dominant men – so is gender inequality inevitable?	Beatrice Alba	June 25, 2018	10,059	0	0
8	Health Check: is it safe to express milk before giving birth?	Della Forster, Lisa Amir, Anita Moorhead, Susan Walker	June 2, 2017	9,430	0	0
9	To achieve gender equality, we must first tackle our unconscious biases	Beatrice Alba	March 7, 2018	6,921	0	0
10	Is social media damaging to children and teens? We asked five experts	Marie Yap, Tracii Ryan, Susan J Paxton, Joanne Orlando, Karyn Healy	November 15, 2019	6,833	17	0

Top 10 authors on & post-publication

LTU authors

n = 335 21-28 Oct

n = 336 29 Oct-10 Nov

n = 337 11 Nov-25 Nov

n = 338 26 Nov-2 Dec




n = 339 26 Nov-2 Dec

Top 10 authors, on publication date

n = 335 LTU authors

20 October 2019 – 21 October 2019

Download: [Engagement Data](#) | [Author Data](#)

Type to filter results		Reads	Comments	Articles	Engagements
1	 Ronald F Pol	4,742	19	1	0
2	 Andrea Waling	1,998	0	0	0
3	 Muriel Bamblett	1,323	5	1	0
4	 Carlina Black	1,323	5	1	0
5	 Margarita Frederico	1,323	5	1	0
6	 Beatrice Alba	1,172	0	0	0
7	 Jenny Graves	1,074	0	0	0
8	 Lisa Amir	945	0	0	0
9	 Chris Mackie	567	0	0	0
10	 Hassan Vally	563	0	0	0










Top 10 authors, 1 week

n = 335 LTU authors

21 October 2019 – 27 October 2019

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	Type to filter results	Reads	Comments	Articles	Engagements
1	 Ronald F Pol	11,361	24	1	1
2	 Carlina Black	4,482	13	1	0
3	 Muriel Bamblett	4,482	13	1	0
4	 Margarita Frederico	4,482	13	1	0
5	 Jenny Graves	4,395	0	0	0
6	 Beatrice Alba	3,752	0	0	0
7	 Andrea Waling	3,738	0	0	0
8	 Lisa Amir	3,028	0	0	0
9	 Hassan Vally	2,097	0	0	0
10	 Chris Mackie	1,804	0	0	0

Top 10 authors, 2 weeks

n = 336 LTU authors

21 October 2019 – 3 November 2019 📅

Download: [Engagement Data](#) | [Author Data](#)

Type to filter results		Reads	Comments	Articles	Engagements
1	 Ronald F Pol	12,658	24	1	1
2	 Jenny Graves	8,660	0	0	0
3	 Megan Bugden	7,792	84	1	0
4	 Beatrice Alba	7,285	0	0	0
5	 Lisa Amir	6,106	0	0	0
6	 Margarita Frederico	4,935	13	1	0
7	 Carlina Black	4,935	13	1	0
8	 Muriel Bamblett	4,935	13	1	0
9	 Andrea Waling	4,447	0	0	0
10	 Tony Walker	3,686	6	1	0

Top 10 authors, 3 weeks

n = 336 LTU authors

21 October 2019 – 10 November 2019 📅

Download: [Engagement Data](#) | [Author Data](#)

Type to filter results		Reads	Comments	Articles	Engagements
1	 Ronald F Pol	13,595	24	1	1
2	 Jenny Graves	13,356	22	22	0
3	 Beatrice Alba	10,868	0	0	0
4	 Lisa Amir	9,271	0	0	0
5	 Megan Bugden	8,775	84	1	0
6	 Chris Mackie	5,180	0	0	0
7	 Andrea Waling	5,130	0	0	0
8	 Margarita Frederico	5,112	13	1	0
9	 Carlina Black	5,112	13	1	0
10	 Muriel Bamblett	5,112	13	1	0











Top 10 authors, 4 weeks

n = 337 LTU authors

21 October 2019 – 17 November 2019 📅

Download: [Engagement Data](#) | [Author Data](#)



Type to filter results		Reads	Comments	Articles	Engagements
1	 Pamela Snow	18,013	7 articles		0
2	 Tanya Serry	17,954	67 1 article	1	0
3	 Jenny Graves	17,288	22 articles		0
4	 Ronald F Pol	14,796	24 1 article	1	1
5	 Beatrice Alba	14,378	9 articles		0
6	 Lisa Amir	12,710	4 articles		0
7	 Megan Bugden	9,216	84	1	0
8	 Chris Mackie	6,976	0	0	0
9	 Susan J Paxton	6,454	17	1	0
10	 Dennis Altman	5,854	0	0	0

Top 10 authors, 5 weeks

n = 337 LTU authors

21 October 2019 – 25 November 2019 📅

Download: [Engagement Data](#) | [Author Data](#)

	Type to filter results	Reads	Comments	Articles	Engagements
1	 Jenny Graves	21,731	22 articles		0
2	 Pamela Snow	20,093	7 articles		0
3	 Tanya Serry	20,015	1 article	1	0
4	 Beatrice Alba	18,254	9 articles		0
5	 Lisa Amir	16,771	4 articles		0
6	 Ronald F Pol	15,838	1 article	1	1
7	 Megan Bugden	9,880	84	1	0
8	 Susan J Paxton	9,461	17	1	0
9	 Chris Mackie	8,834	0	0	0
10	 Della Forster	7,876	0	0	0



Top 10 authors, 6 weeks

n = 337 LTU authors

21 October 2019 – 2 December 2019 📅

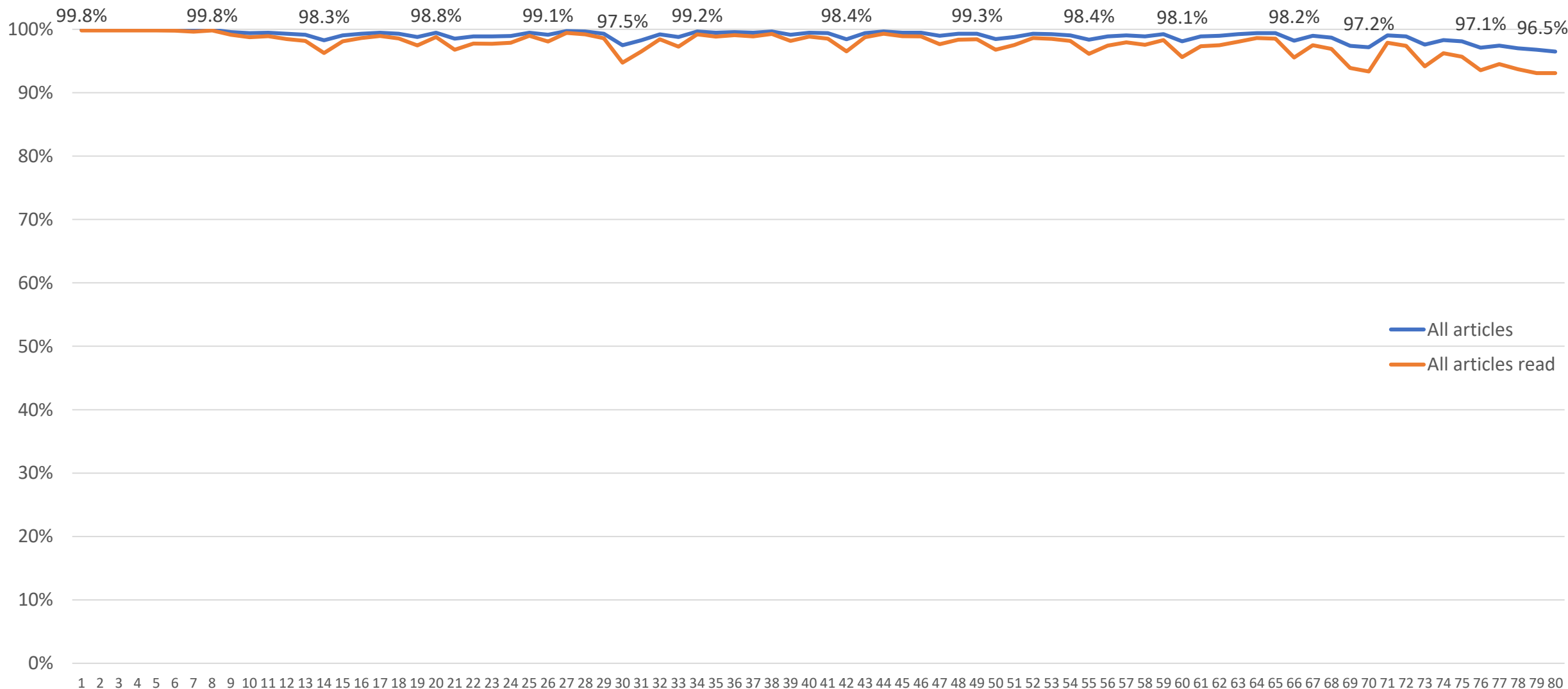
Download: [Engagement Data](#) | [Author Data](#)

Type to filter results		Reads	Comments	Articles	Engagements
1	 Susan J Paxton	44,458	7 articles		0
2	 Tony Walker	39,584	89 articles		0
3	 Jenny Graves	25,742	22 articles		0
4	 Pamela Snow	21,347	7 articles		0
5	 Tanya Serry	21,250	671 article	1	0
6	 Beatrice Alba	21,071	9 articles		0
7	 Lisa Amir	19,924	4 articles		0
8	 Ronald F Pol	19,806	2 articles		1
9	 Chris Mackie	13,295	9 articles		0
10	 Megan Bugden	10,274	841 article	1	0

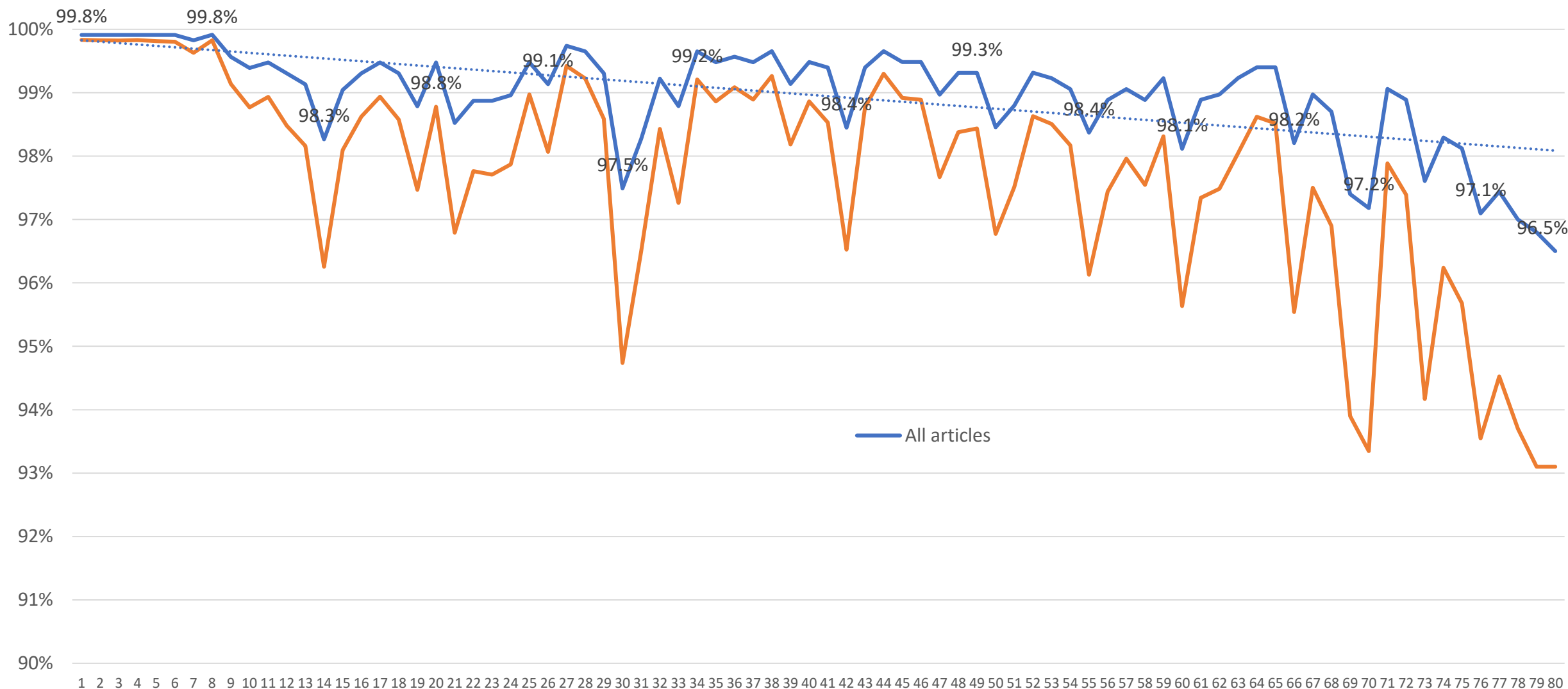


Article readership rank (daily)

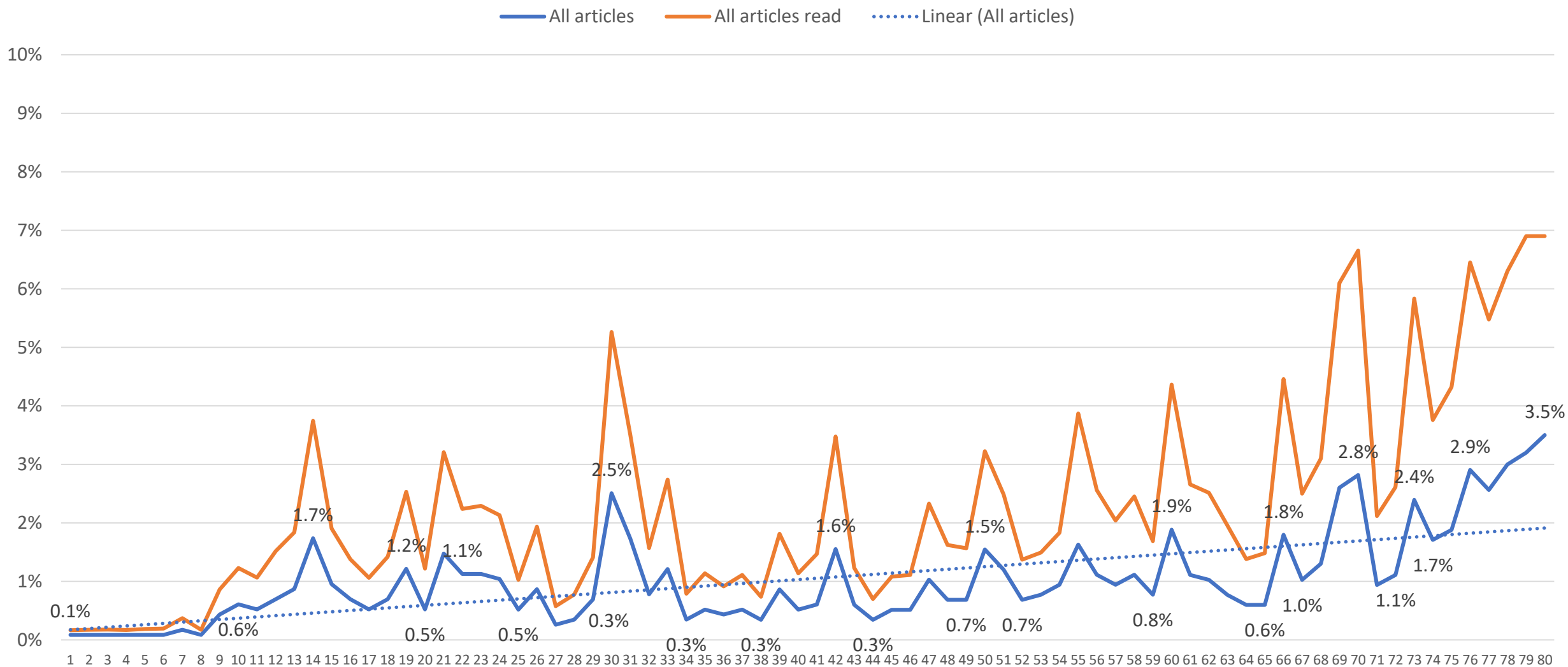
Daily readership rank, top x%, 80 days



Focus: Daily readership rank, top 10%, 80 days



Reverse rank: Top 10% of all articles



Tracking reader engagement

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

All articles, all time

Context

Context: all articles, all time

1149 LTU articles: 24 March 2011 to 20 Oct 2019 (day prior to publication)

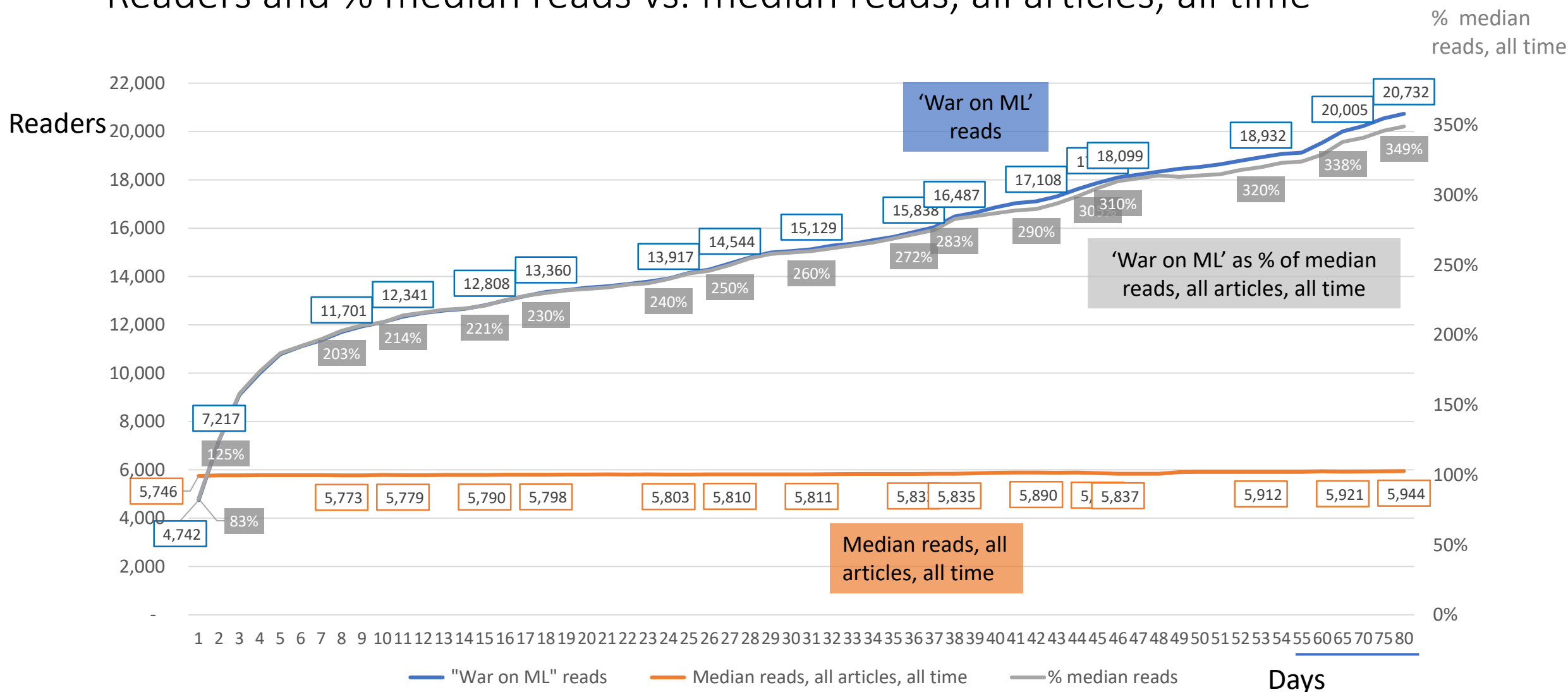
- In the 12 months to 20 October 2019, 1147 articles read
 - Range 1 to 204,999 reads per article
 - Median 442
 - Average 3,768 [average reads per article per day = 10]
 - Includes 65 articles published in 2011 (Earliest article: 24 March 2011, 128 reads)
 - Range 6 to 21,813. Median 73. Average 808
- In the 6 months to 20 October 2019, 1139 articles read
 - Range 1 to 199,279 reads per article
 - Median 218
 - Average 2,051 [average reads per article per day = 11]
 - Includes 65 articles published in 2011 (Earliest article: 24 March 2011, 67 reads)
 - Range 3 to 10,646. Median 37. Average 407

All articles, all time

How the tracked article ranks against the cumulative readership of all articles since 2011

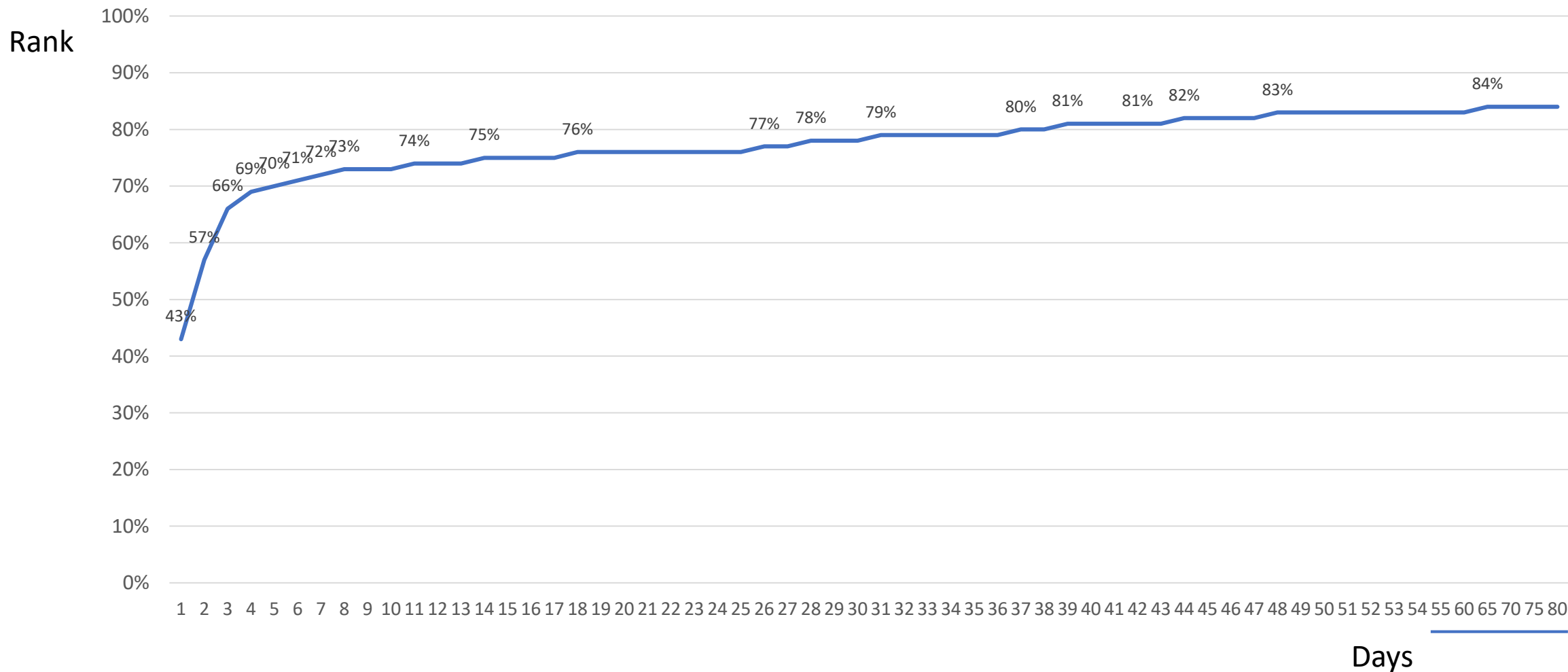
All articles, all time

Readers and % median reads vs. median reads, all articles, all time



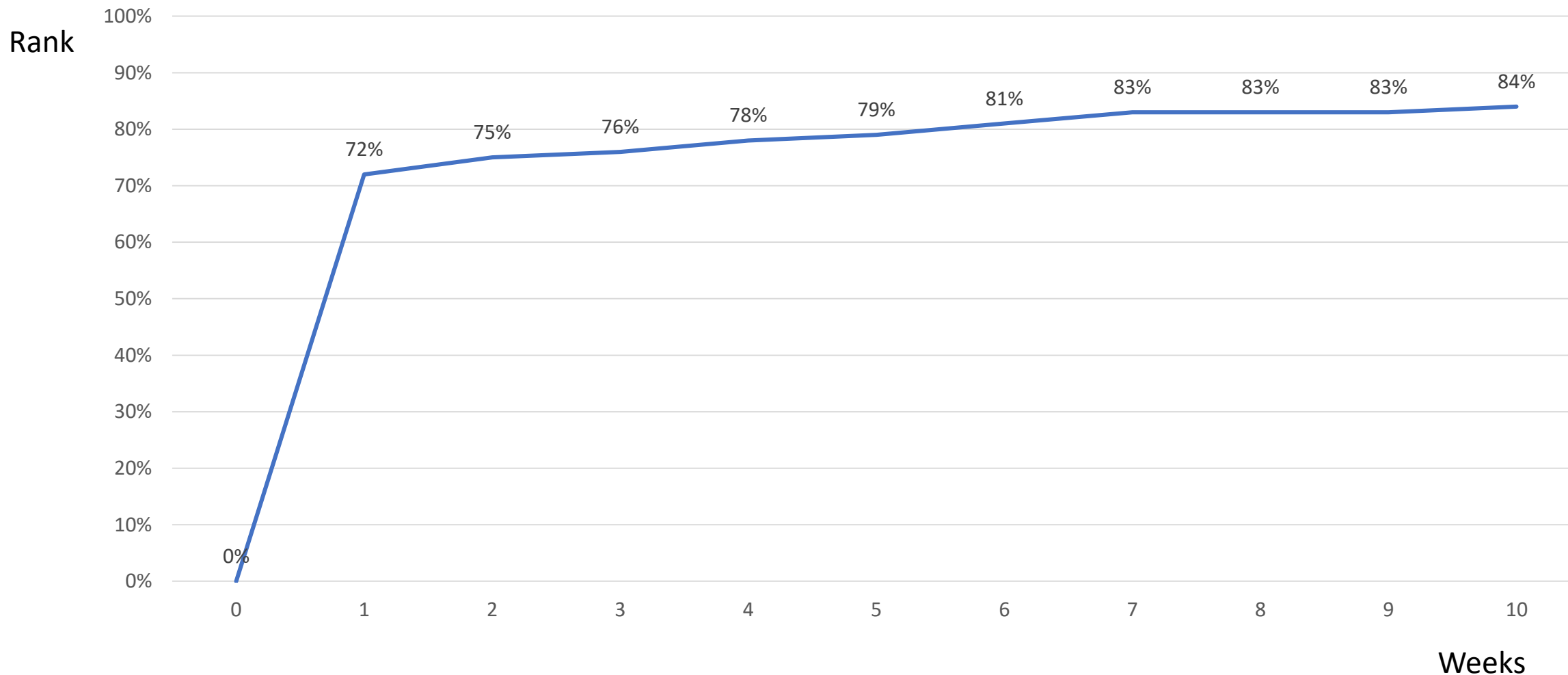
All articles, all time

Rank by readers per article (average): all articles, all time (daily)



All articles, all time

Rank by readers per article, all articles, all time (weekly)

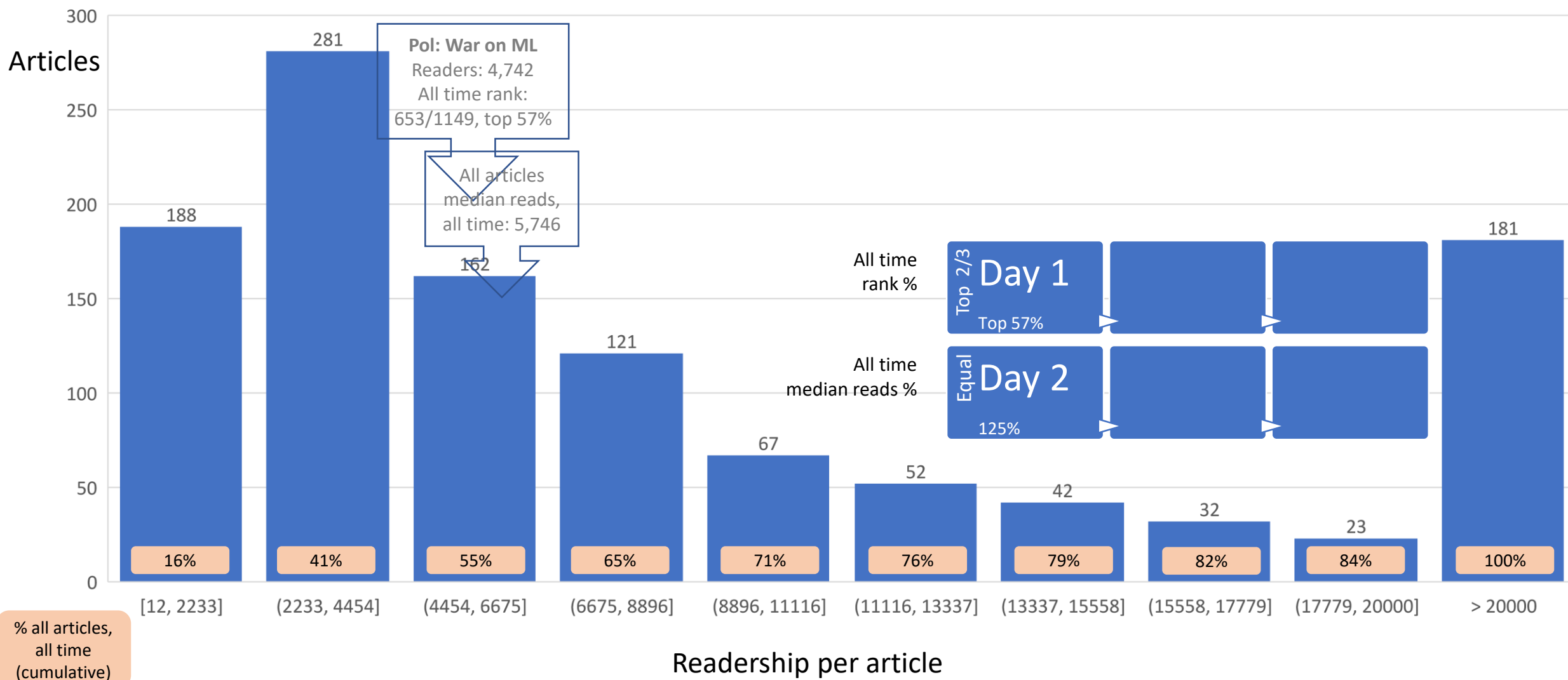


All articles, all time

Tracking article ranks against the cumulative readership of all articles since 2011

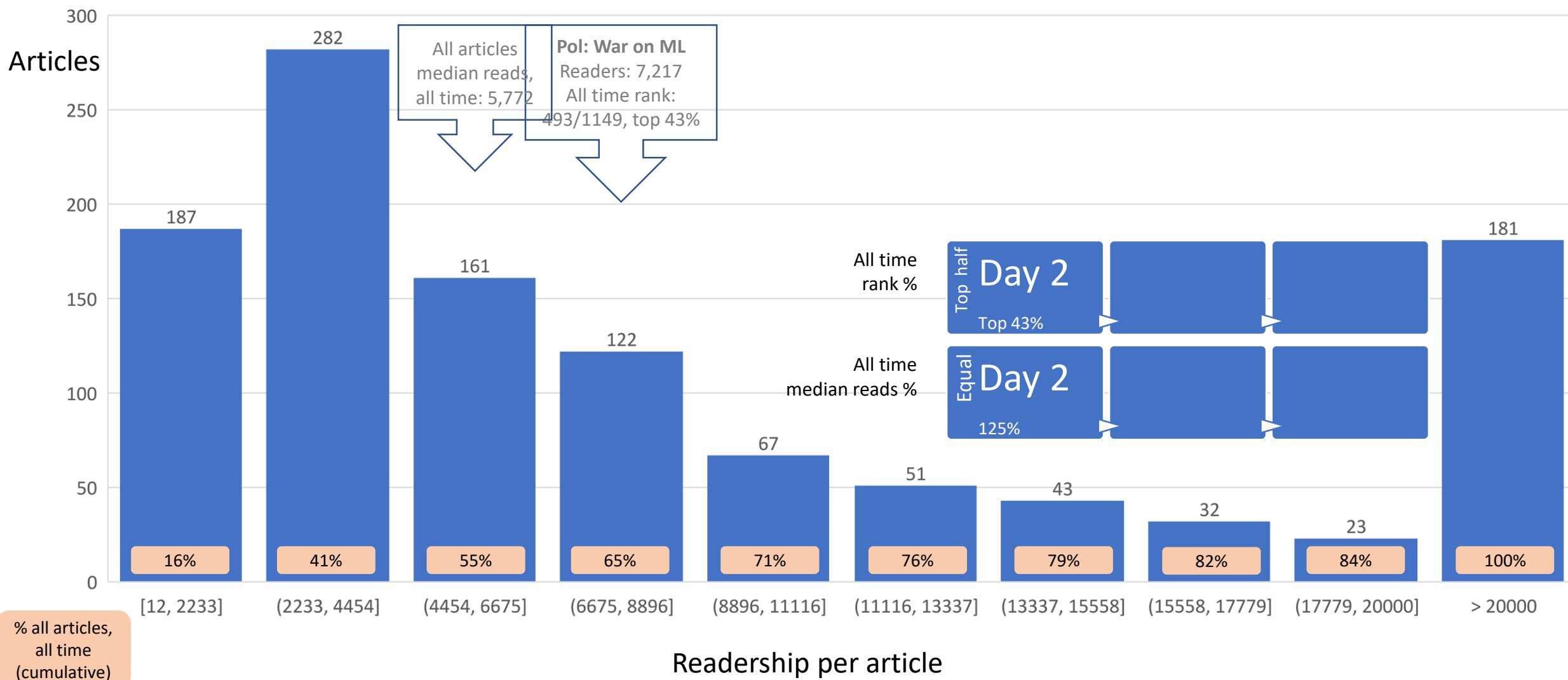
All articles, all time: On publication date

1149 LTU articles: 24 March 2011 to 21 Oct 2019



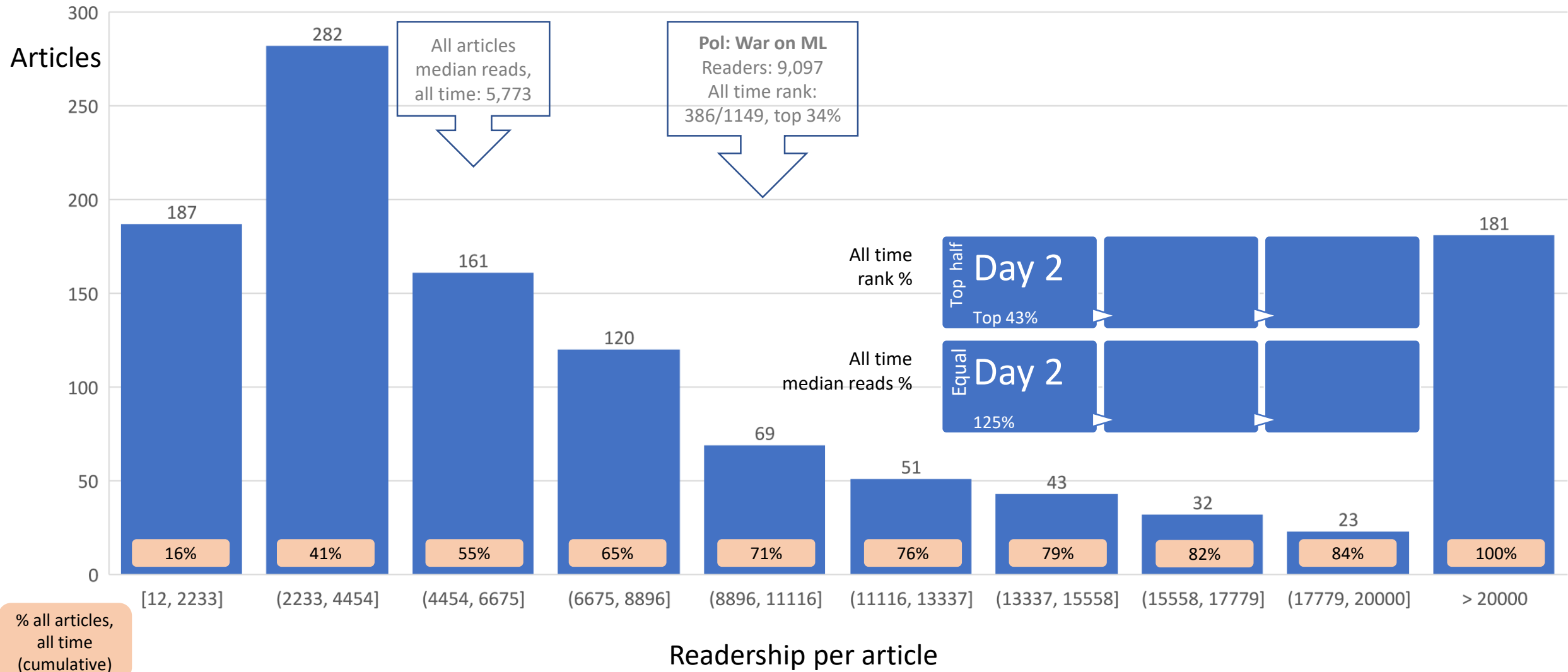
All articles, all time: Day 2 (publication+1)

1149 LTU articles: 24 March 2011 to 22 Oct 2019



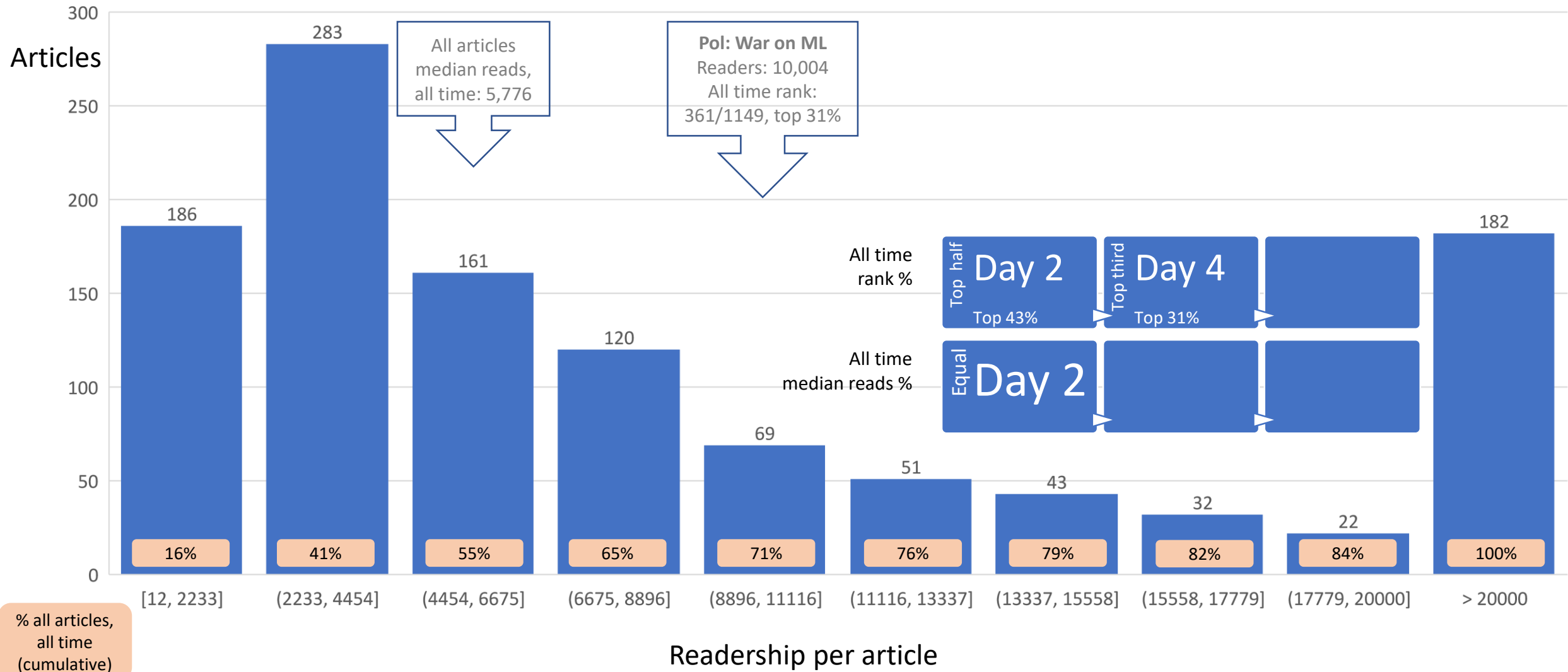
All articles, all time: Day 3 (publication+2)

1149 LTU articles: 24 March 2011 to 23 Oct 2019



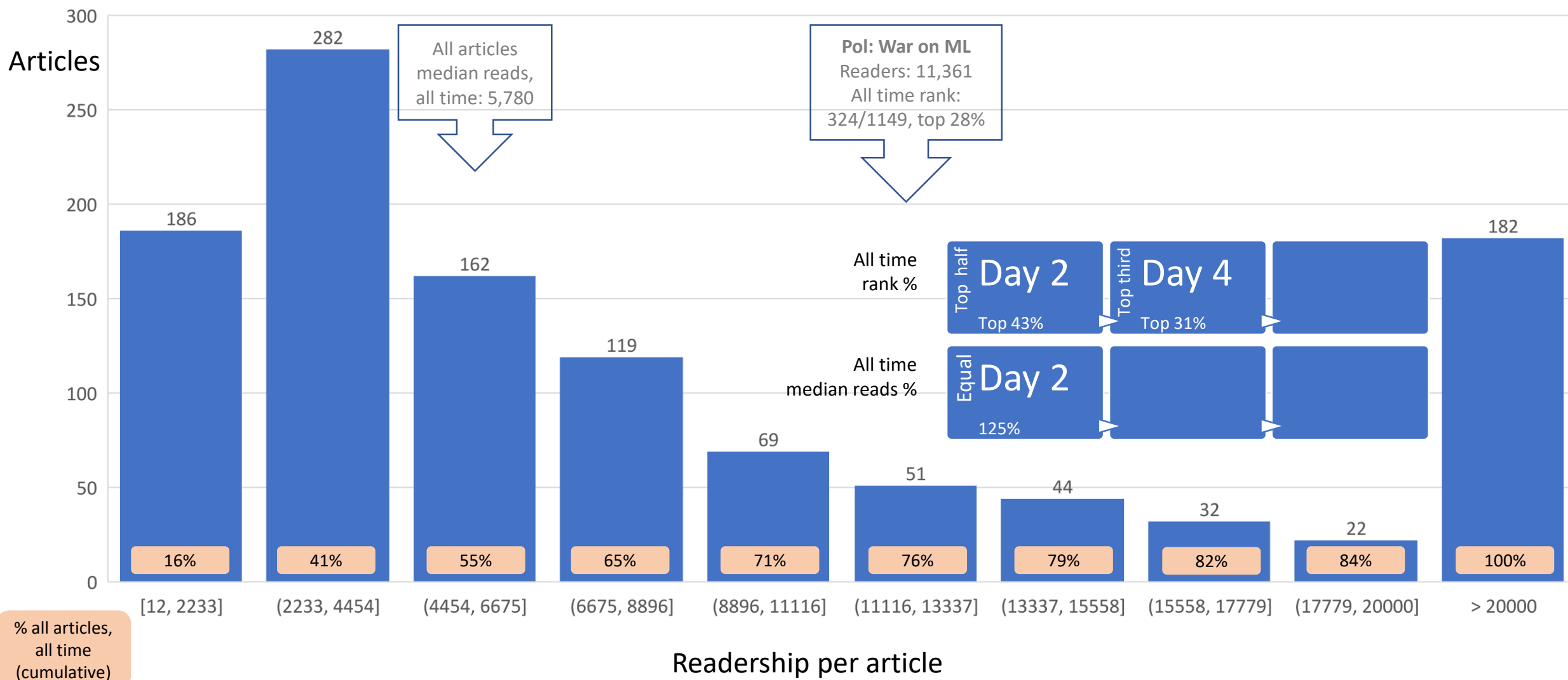
All articles, all time: Day 4

1149 LTU articles: 24 March 2011 to 24 Oct 2019



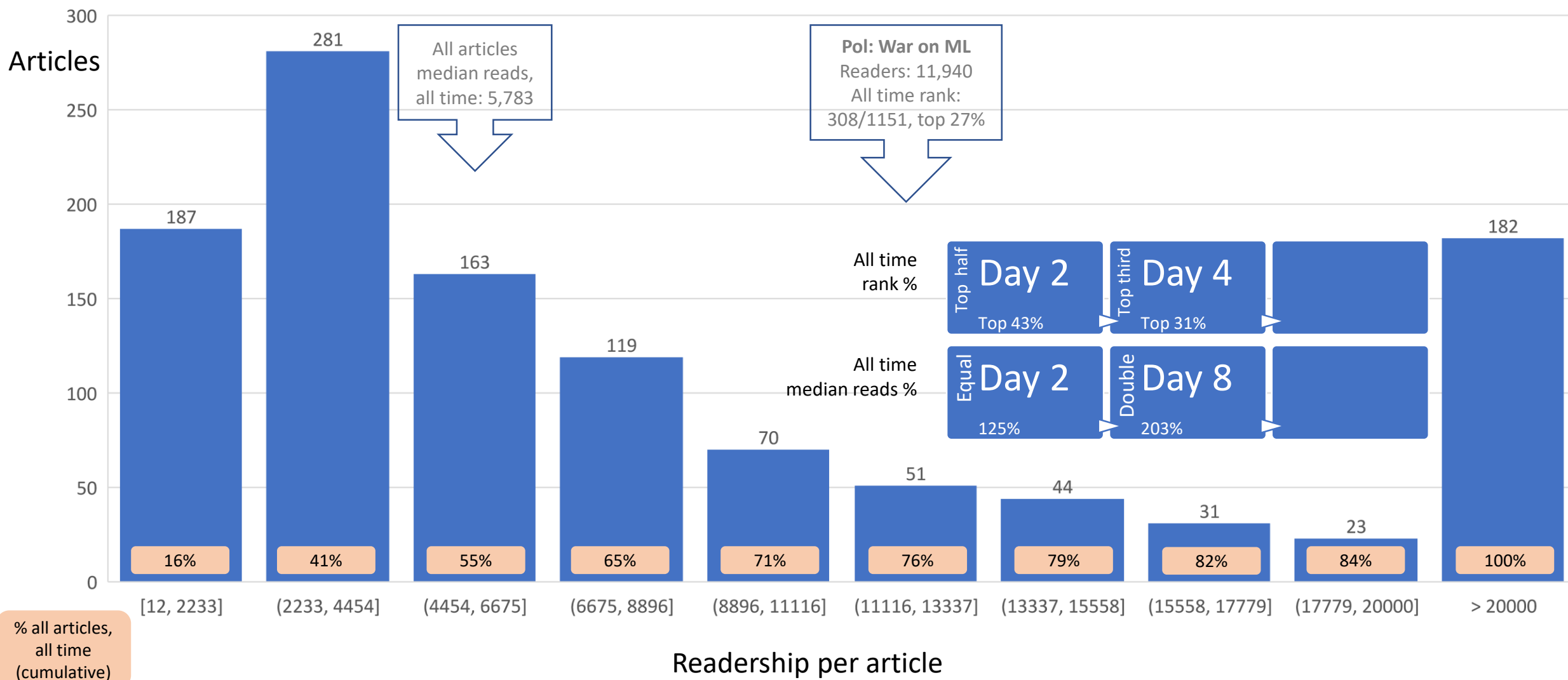
All articles, all time: Day 7

1149 LTU articles: 24 March 2011 to 27 Oct 2019



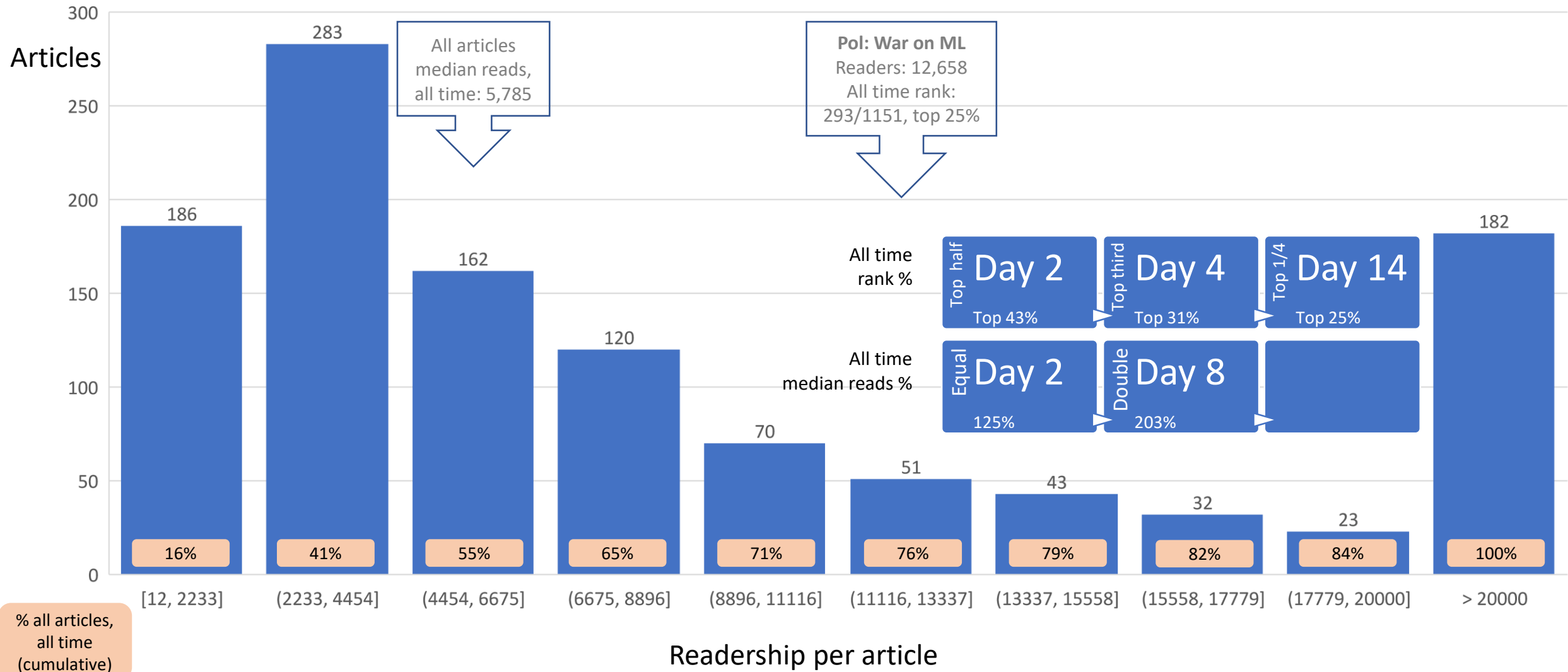
All articles, all time: Day 10

1151 LTU articles: 24 March 2011 to 30 Oct 2019



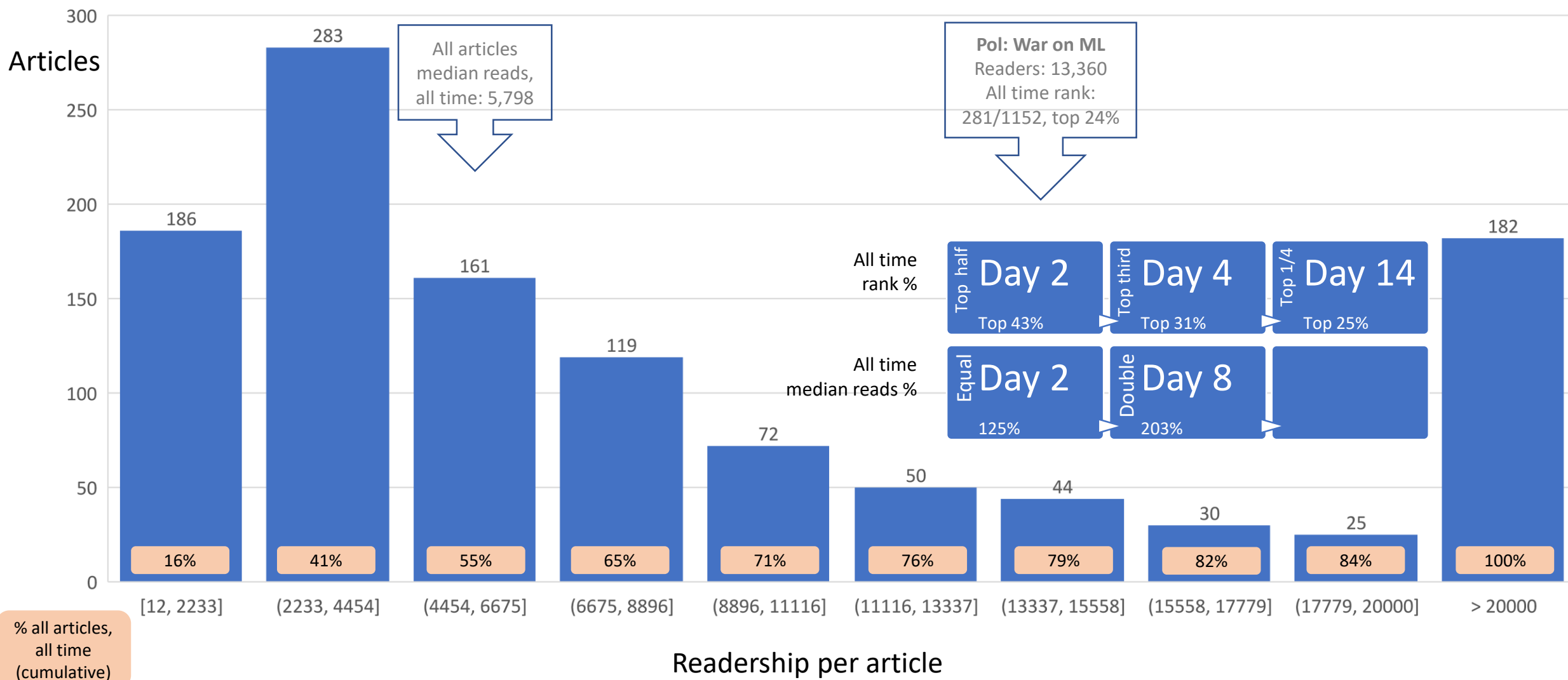
All articles, all time: Day 14

1152 LTU articles: 24 March 2011 to 3 Nov 2019



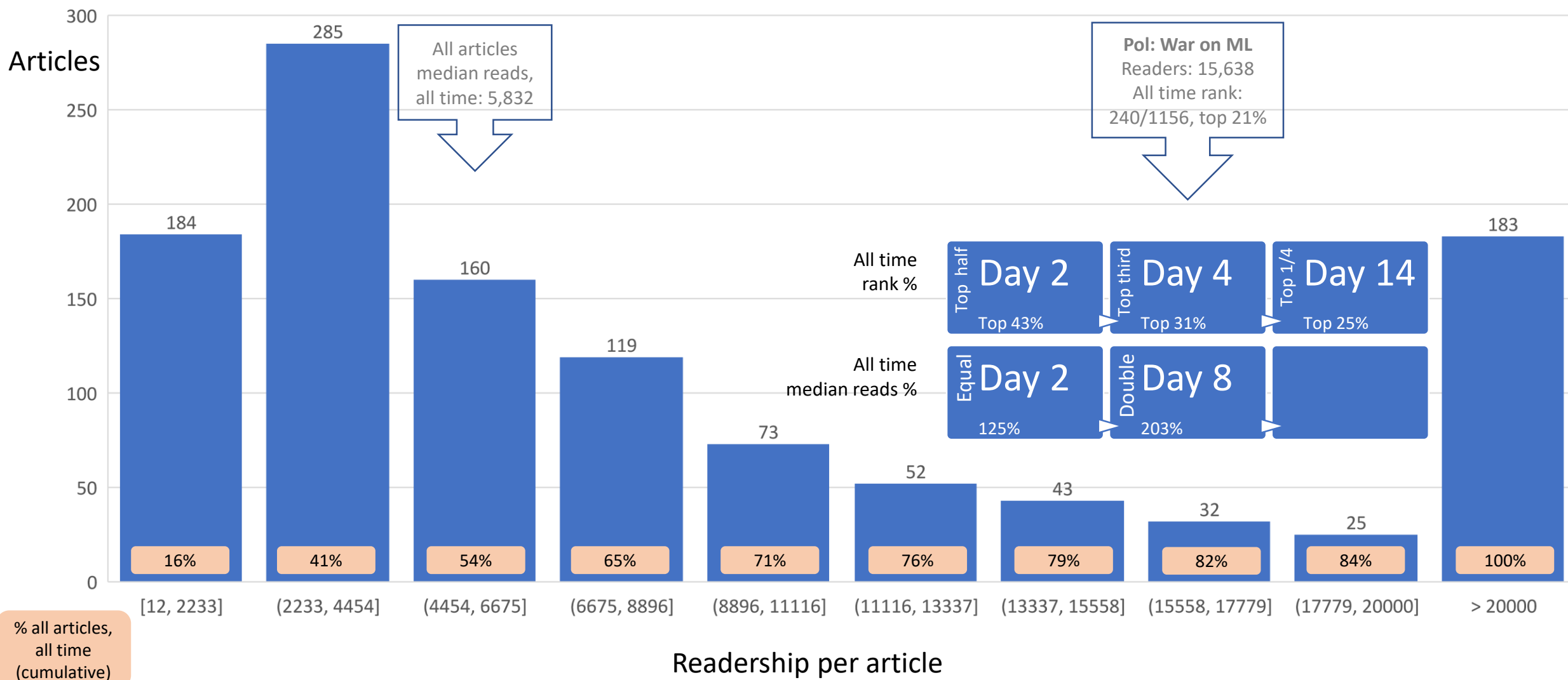
All articles, all time: Day 18

1152 LTU articles: 24 March 2011 to 7 Nov 2019



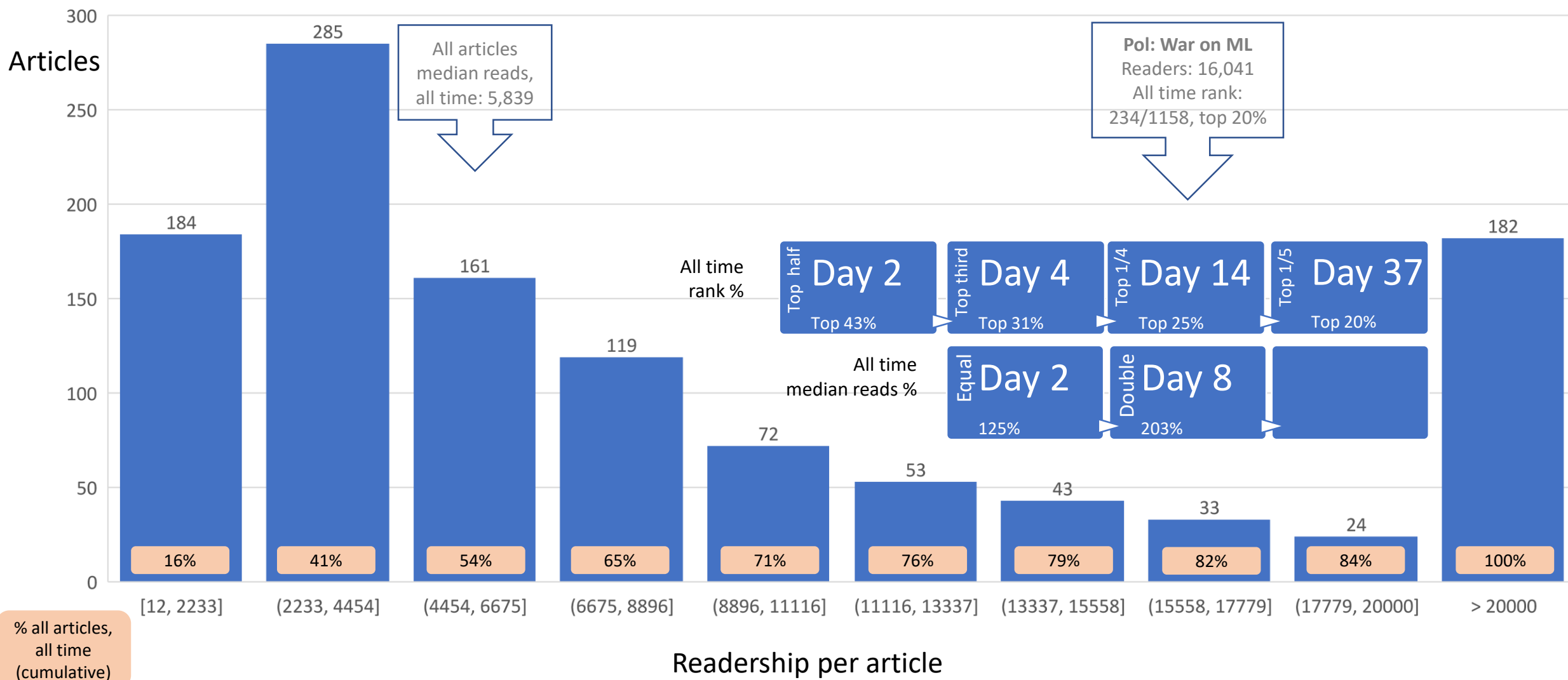
All articles, all time: Day 35

1156 LTU articles: 24 March 2011 to 24 Nov 2019



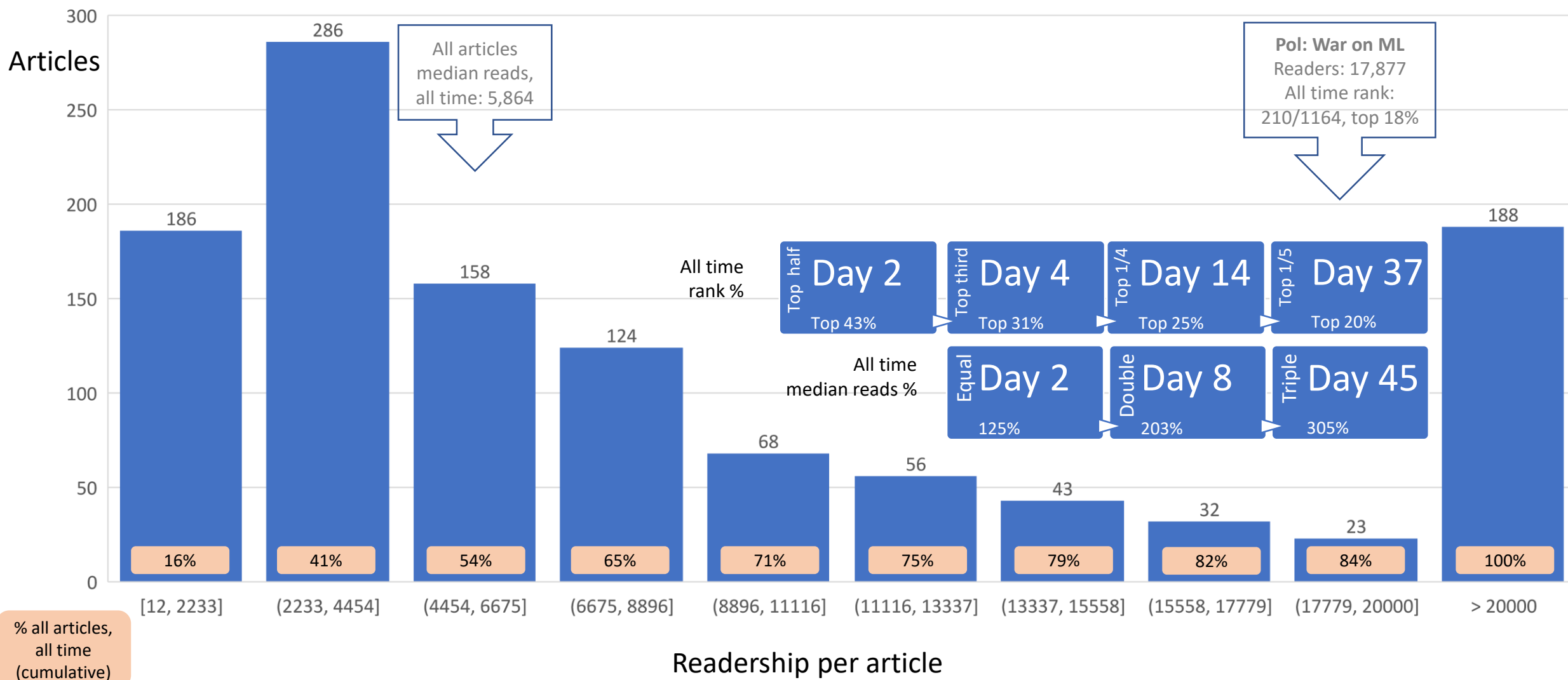
All articles, all time: Day 37

1158 LTU articles: 24 March 2011 to 26 Nov 2019



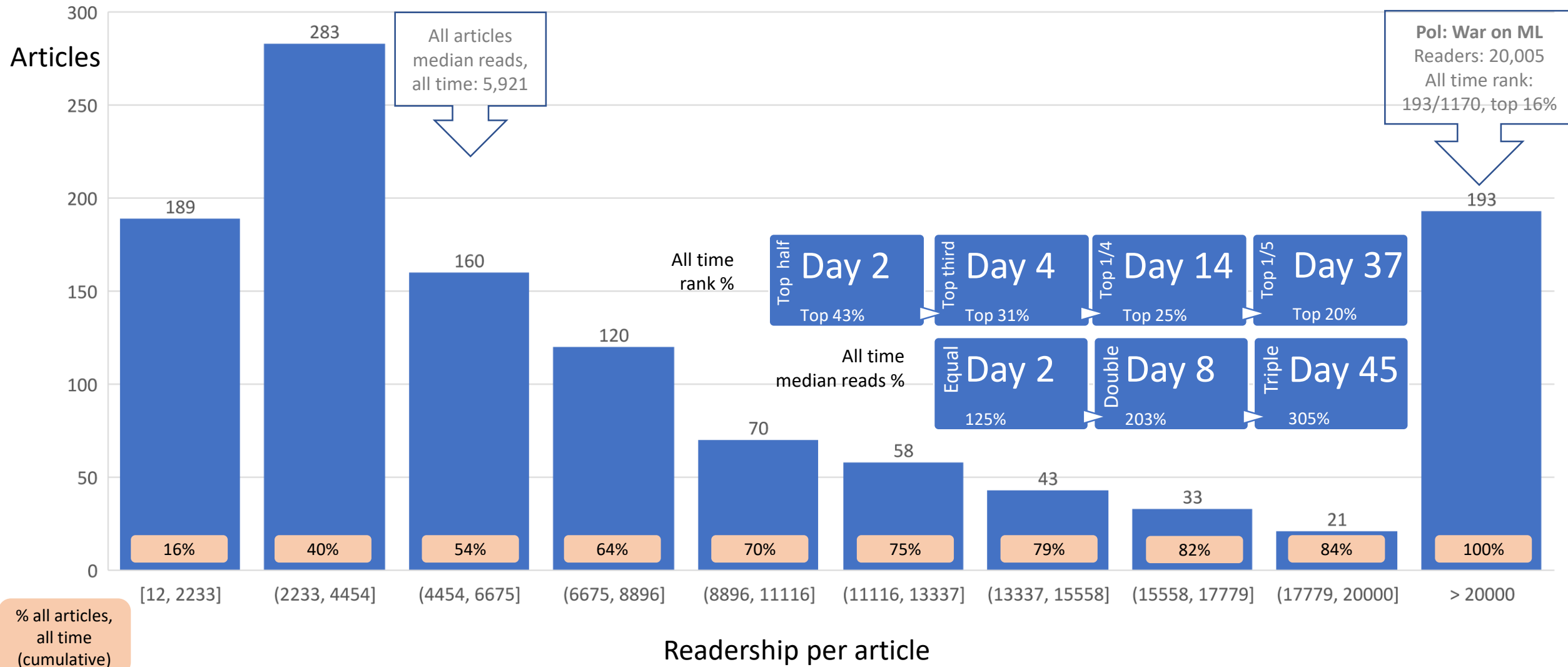
All articles, all time: Day 45

1164 LTU articles: 24 March 2011 to 4 Dec 2019



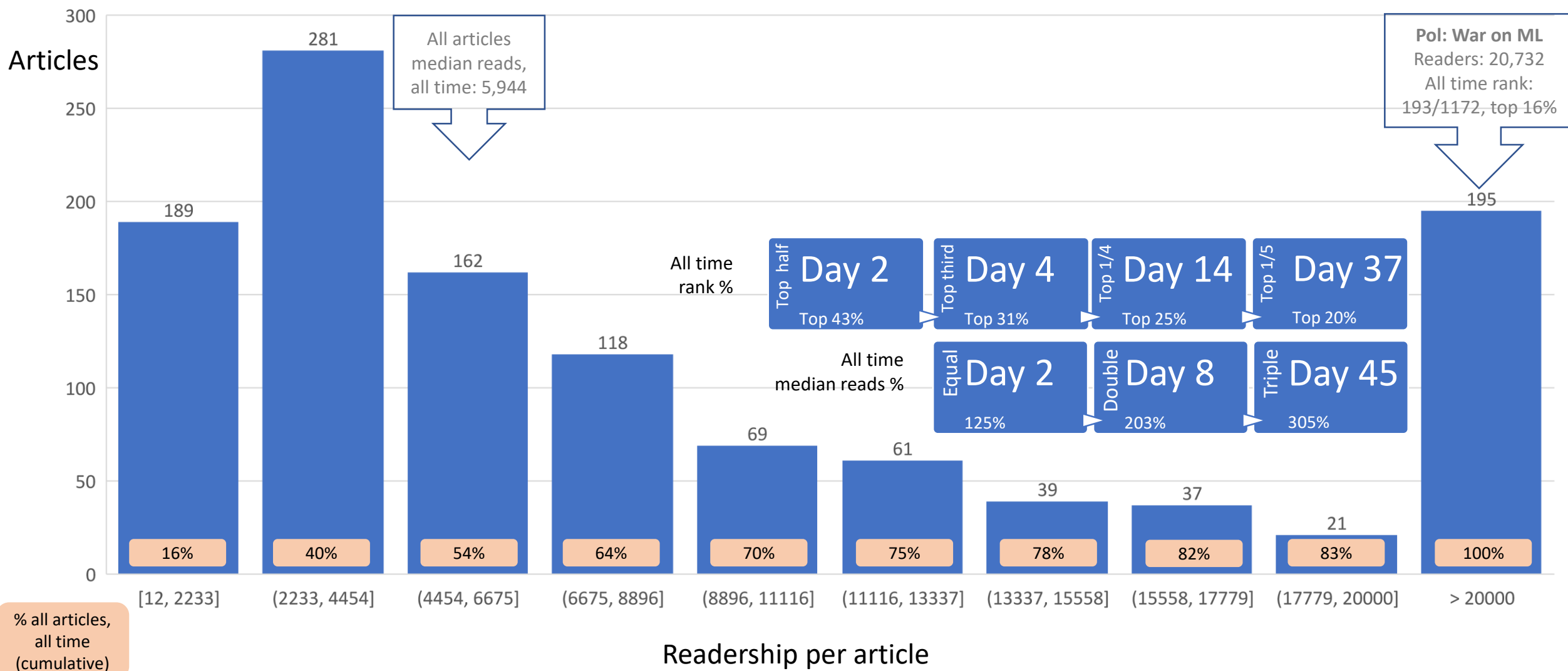
All articles, all time: Day 65

1170 LTU articles: 24 March 2011 to 24 Dec 2019



All articles, all time: Day 80

1170 LTU articles: 24 March 2011 to 8 Jan 2020



Tracking reader engagement

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

Republication

The article was also republished elsewhere

The article also did well on republication

- Known republications:
 - [Medium](#) (author)
 - [The Mandarin](#). The essential resource for effective public sector leaders
 - [KYC360/RiskScreen](#). Eliminating financial crime with smart technology
 - [The Evening Report](#) & [Foreign Affairs](#). Global open source intelligence
 - [Business Daily Media](#). By NewsCompany.com.au
 - [News on Compliance](#). Compliance news aggregator
 - [Pleasebeinformed.com](#). Portmanteau suite of publications by Nigel Morris Cotterill (author)
 - [MENAFN](#). Middle East North Africa Financial Network
- The Mandarin's head of production said:
 - "The repub we did of your Convo article was in the top 10 of our weekly stats. That's quite remarkable", Felicity Neale, 5 November 2019

All authors, all time

Context

Context: All authors, all time

331 LTU authors: 24 March 2011 to 20 Oct 2019 (day before publication)

- Authors: 331
- Articles: 1230 (higher than total articles, includes multiple authors)
- Total reads: 20,062,246
- Articles per author
 - Range 1 to 87. Average 3.7. Median 1.
- Reads per author, all articles (all time)
 - Range 518 to 1,534,937. Average 60,611. Median 13,994.
- Reads per author per article (all time)
 - Range 518 to 517,938. Average 18,911. Median 8,025.

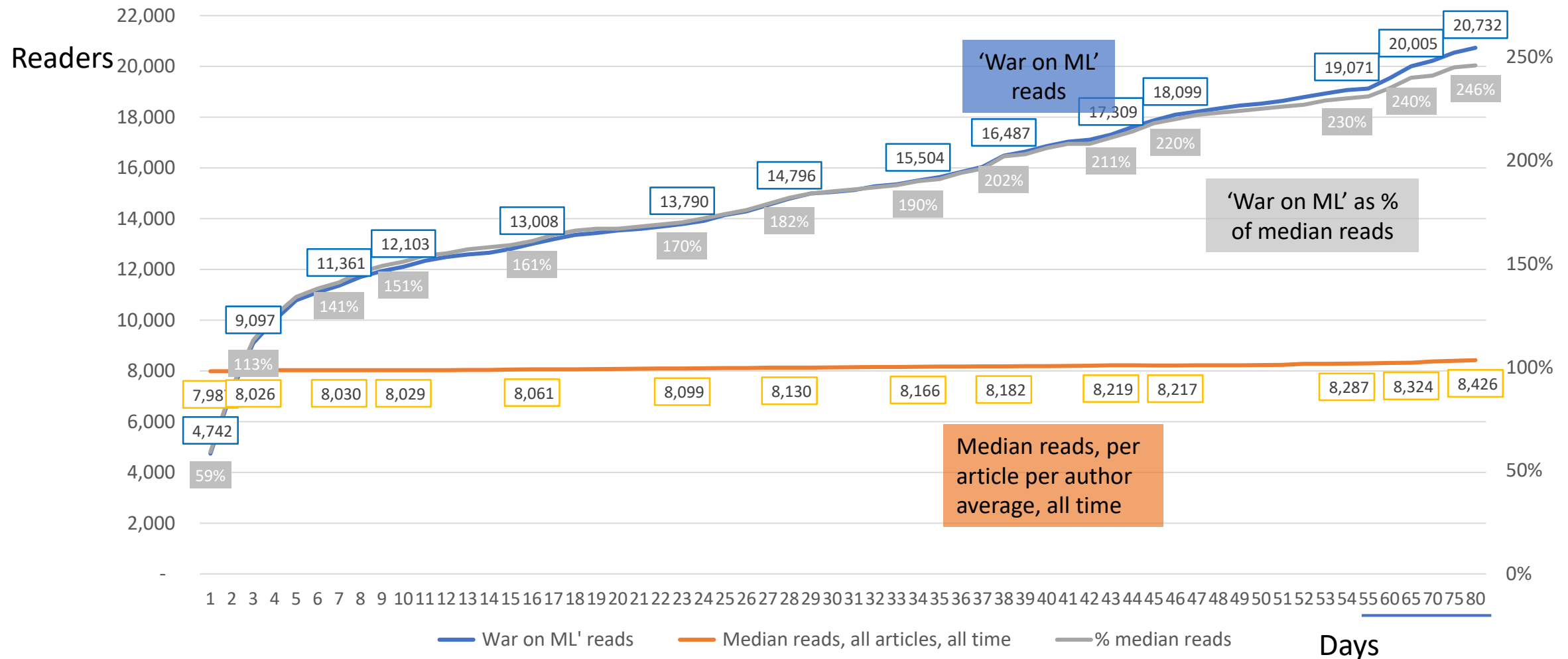
All authors, all time

How the tracked author ranks against the cumulative & average article readership of all authors since 2011

All author articles, all time

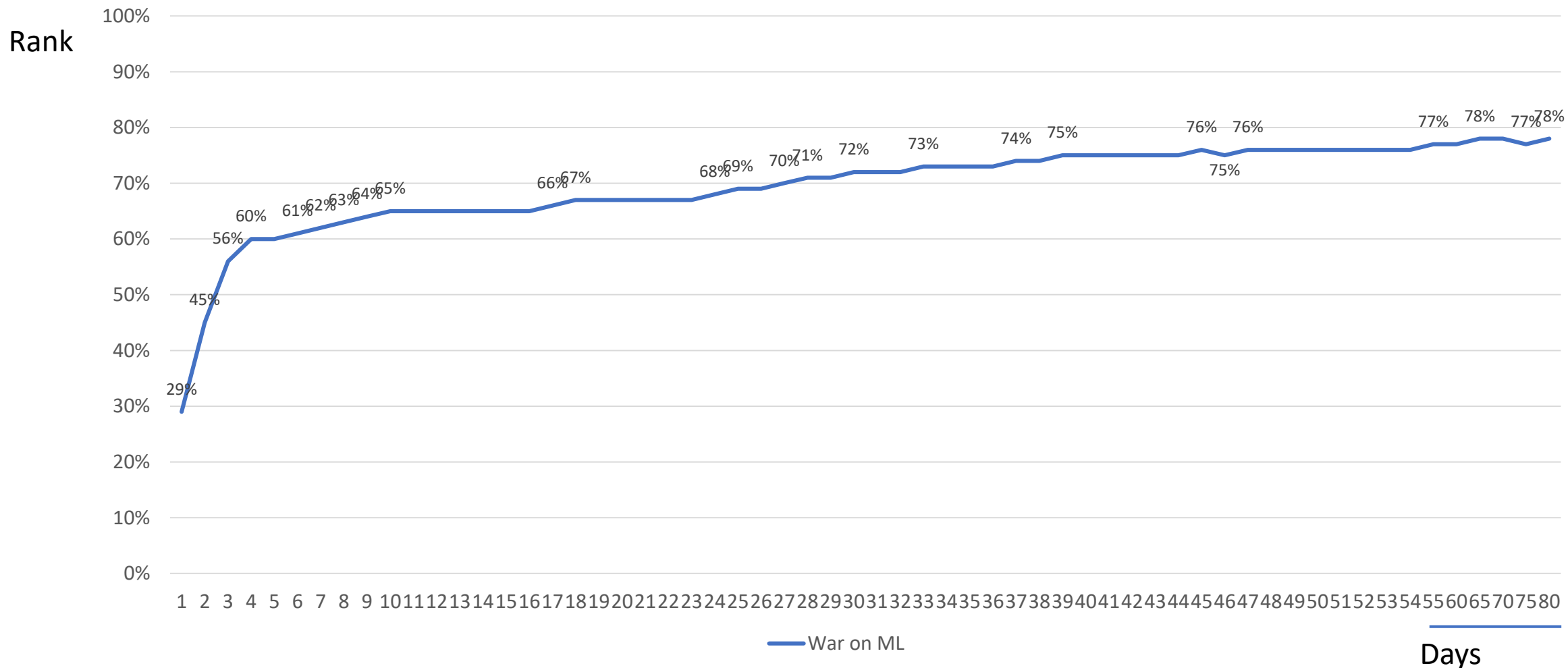
Readers and % vs. median per article per author average reads, all time

% median avg
reads, all time



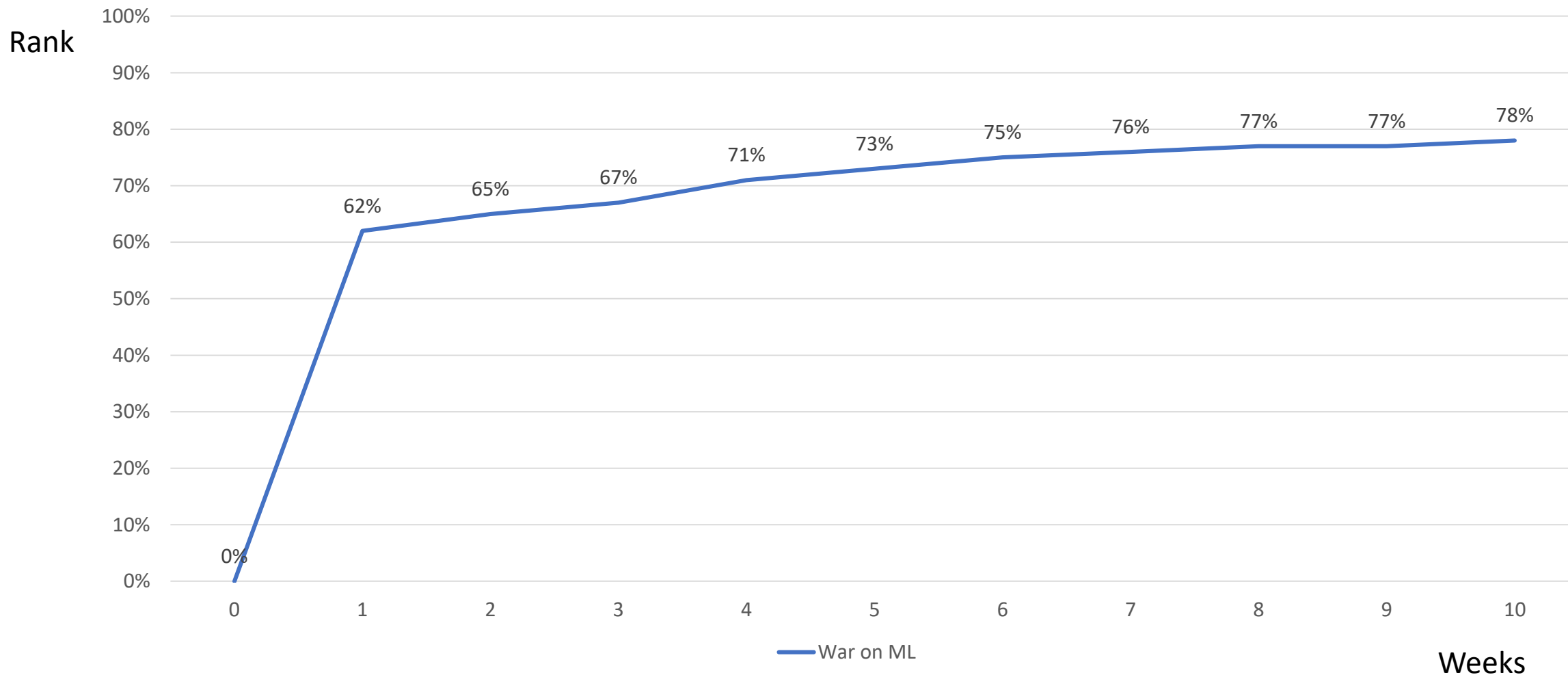
All authors, all time

Rank by readers per article (average): all articles, all time (daily)



All authors, all time

Rank by average reads per article, all articles, all time (weekly)

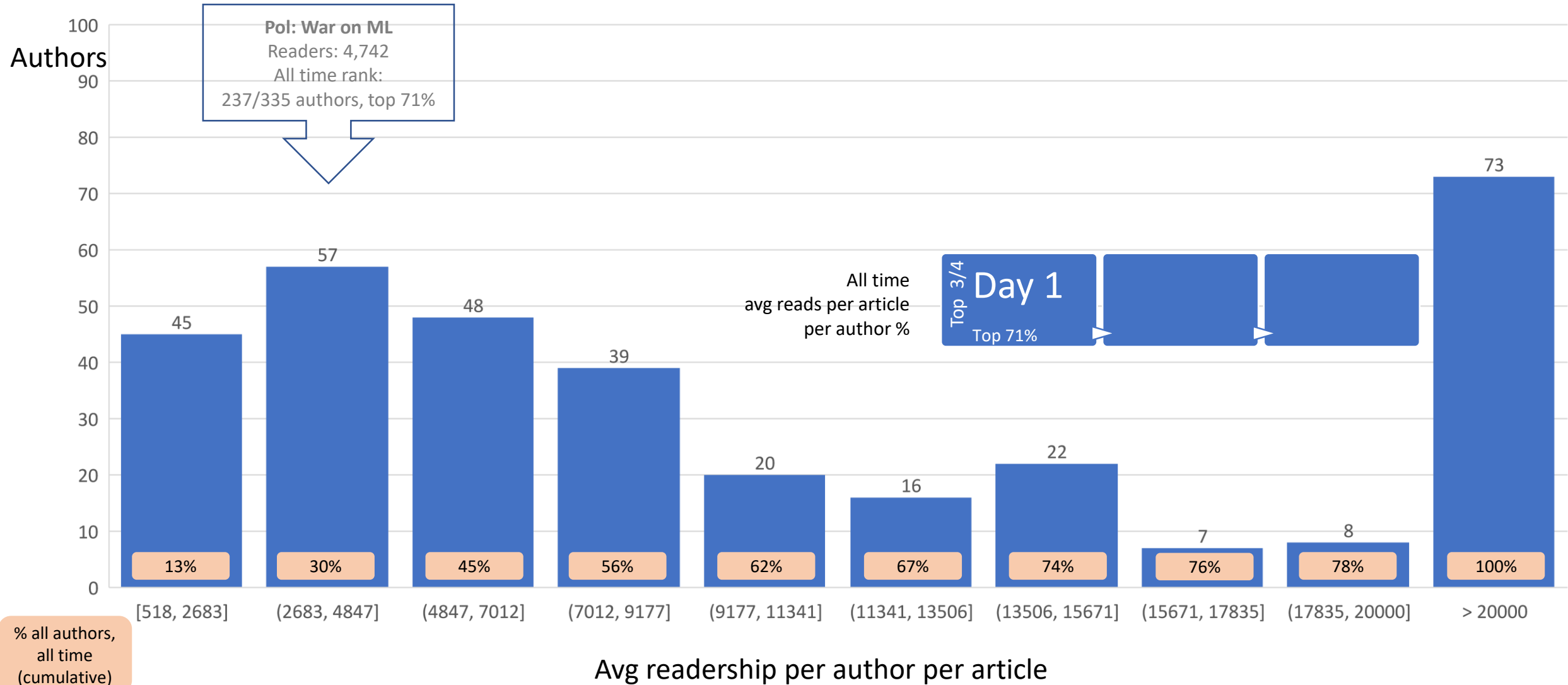


All authors, all time

Tracking author ranks against the cumulative & average article readership of all authors since 2011

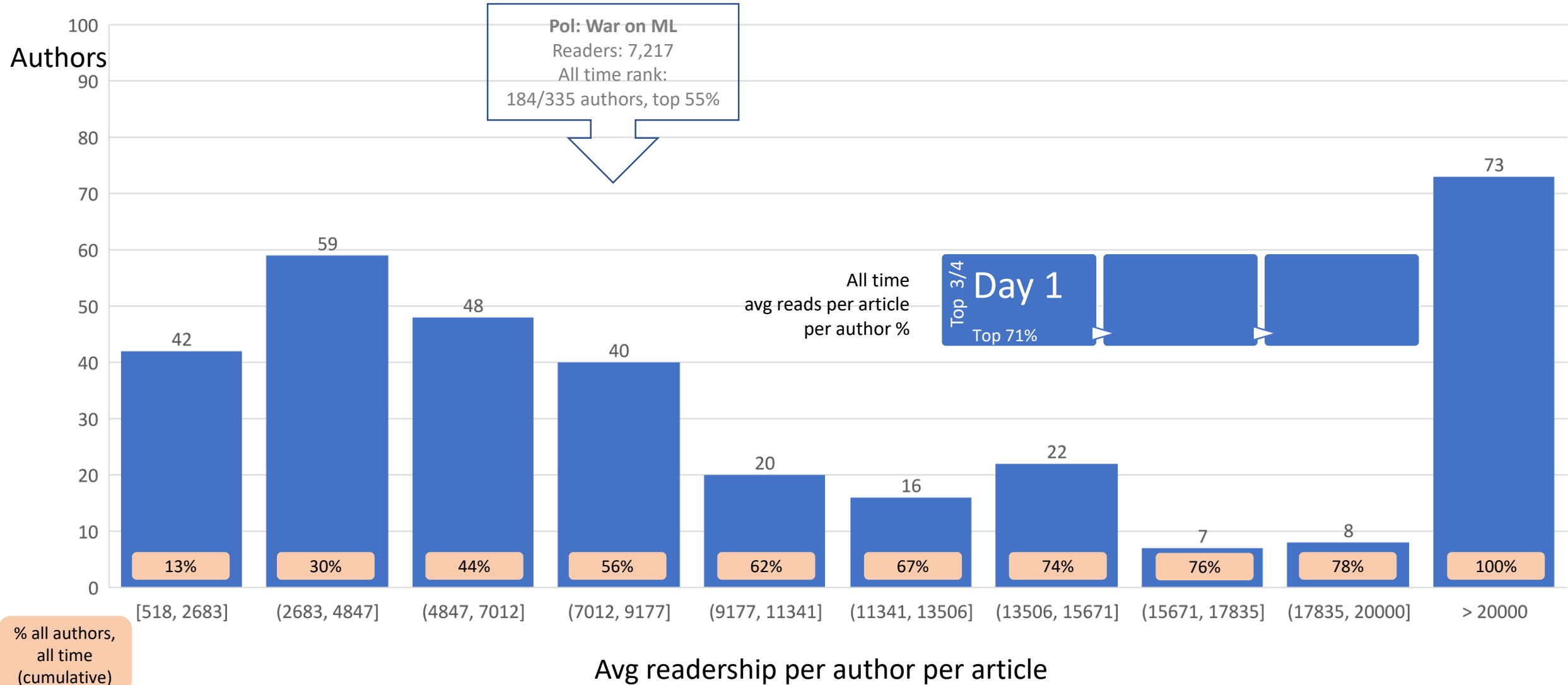
All authors, all time: On publication date

335 LTU authors: Average reads per author per article: 24 Mar 2011 to 21 Oct 2019



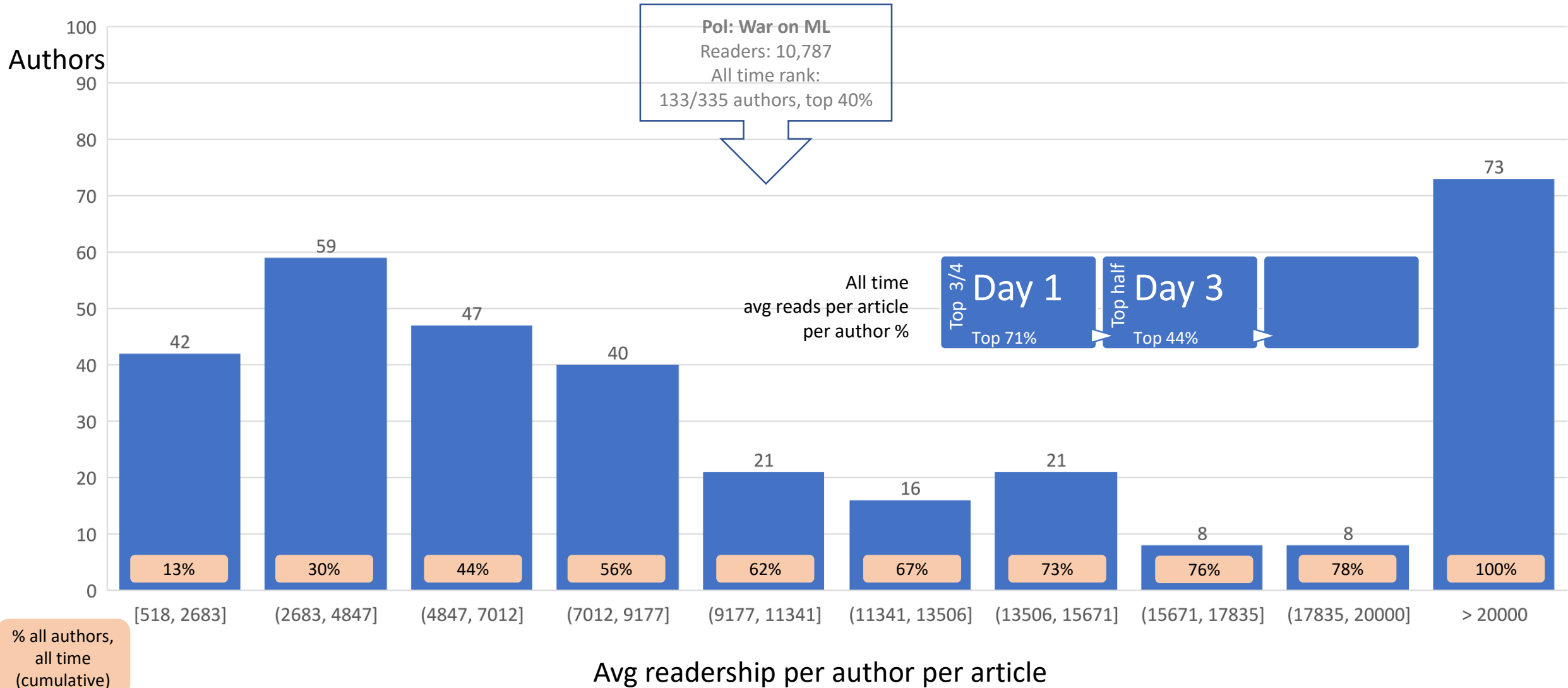
All authors, all time: Day 2 (publication+1)

335 LTU authors: Average reads per author per article: 24 Mar 2011 to 22 Oct 2019



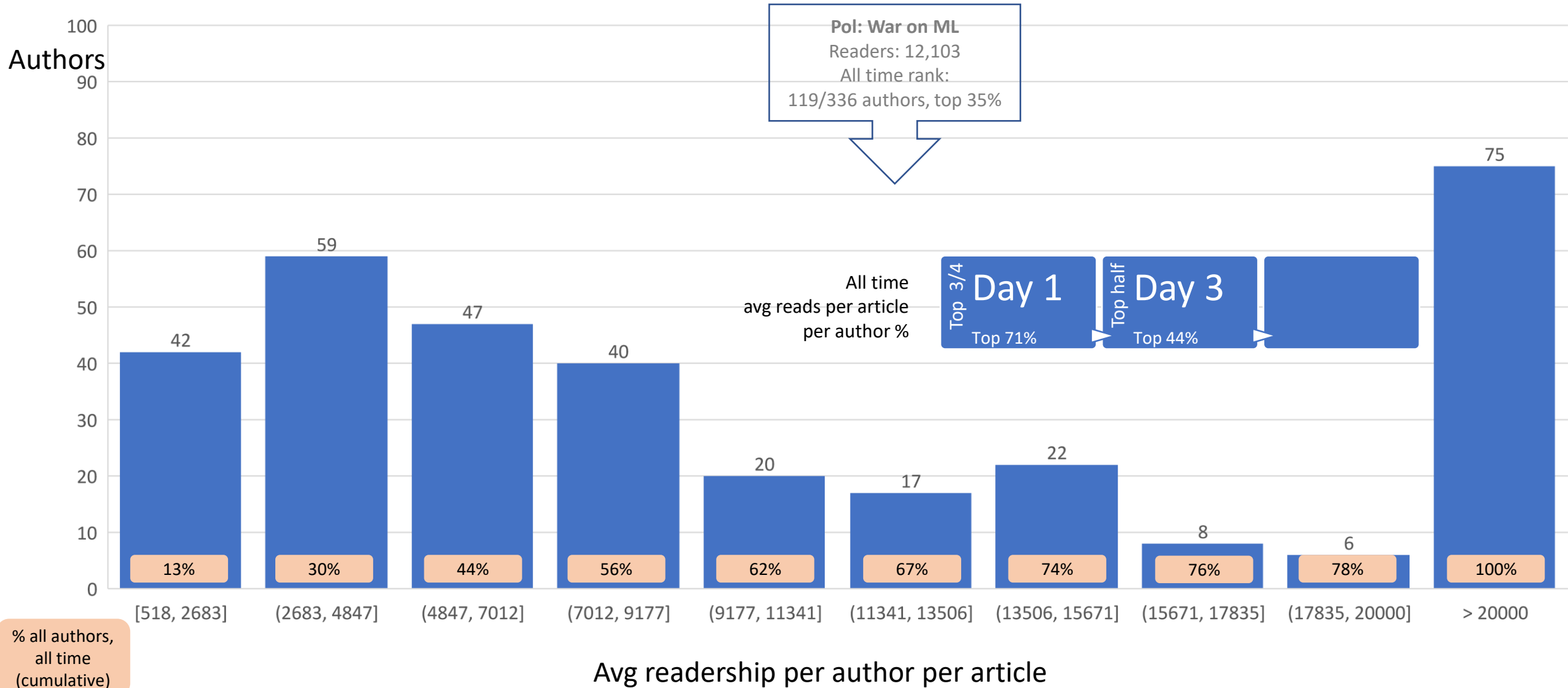
All authors, all time: Day 5

335 LTU authors: Average reads per author per article: 24 Mar 2011 to 25 Oct 2019



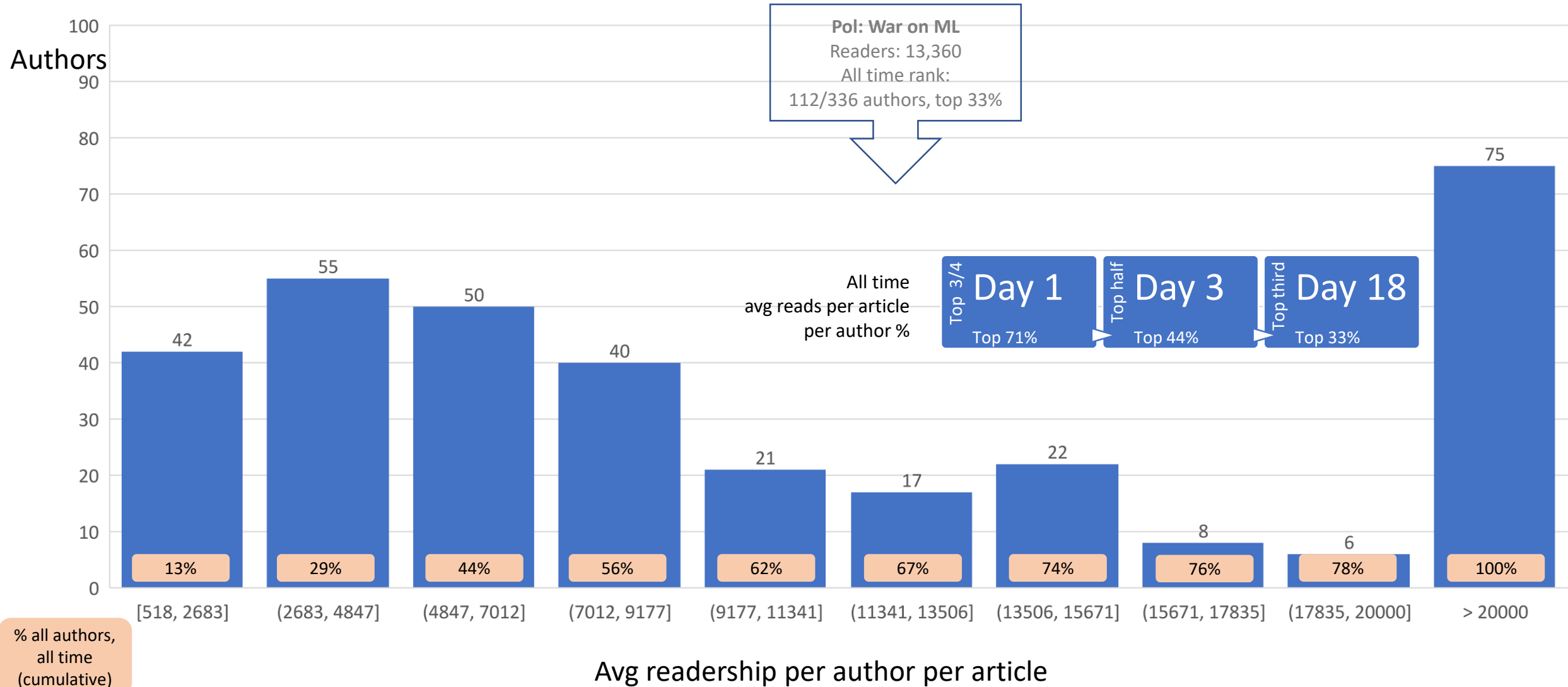
All authors, all time: Day 10

336 LTU authors: Average reads per author per article: 24 Mar 2011 to 30 Oct 2019



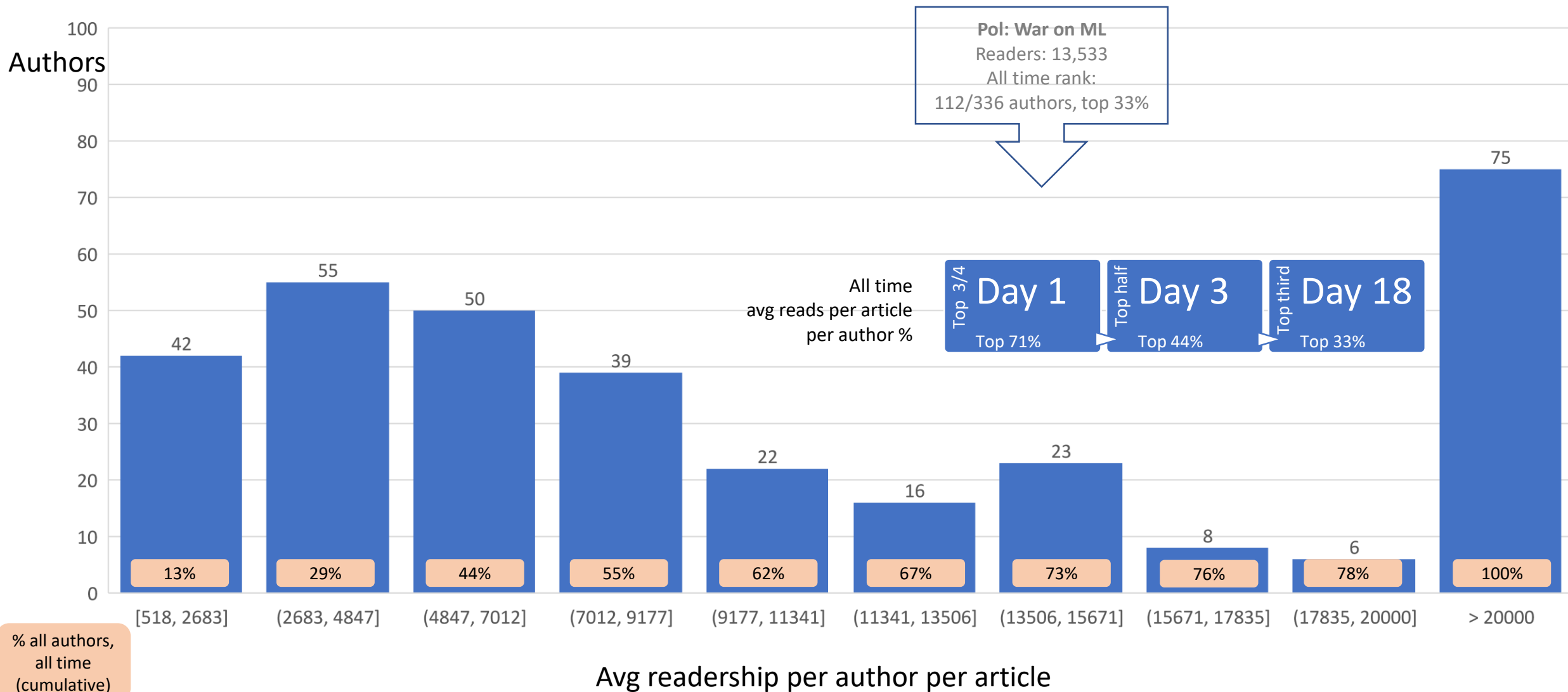
All authors, all time: Day 18

336 LTU authors: Average reads per author per article: 24 Mar 2011 to 7 Nov 2019



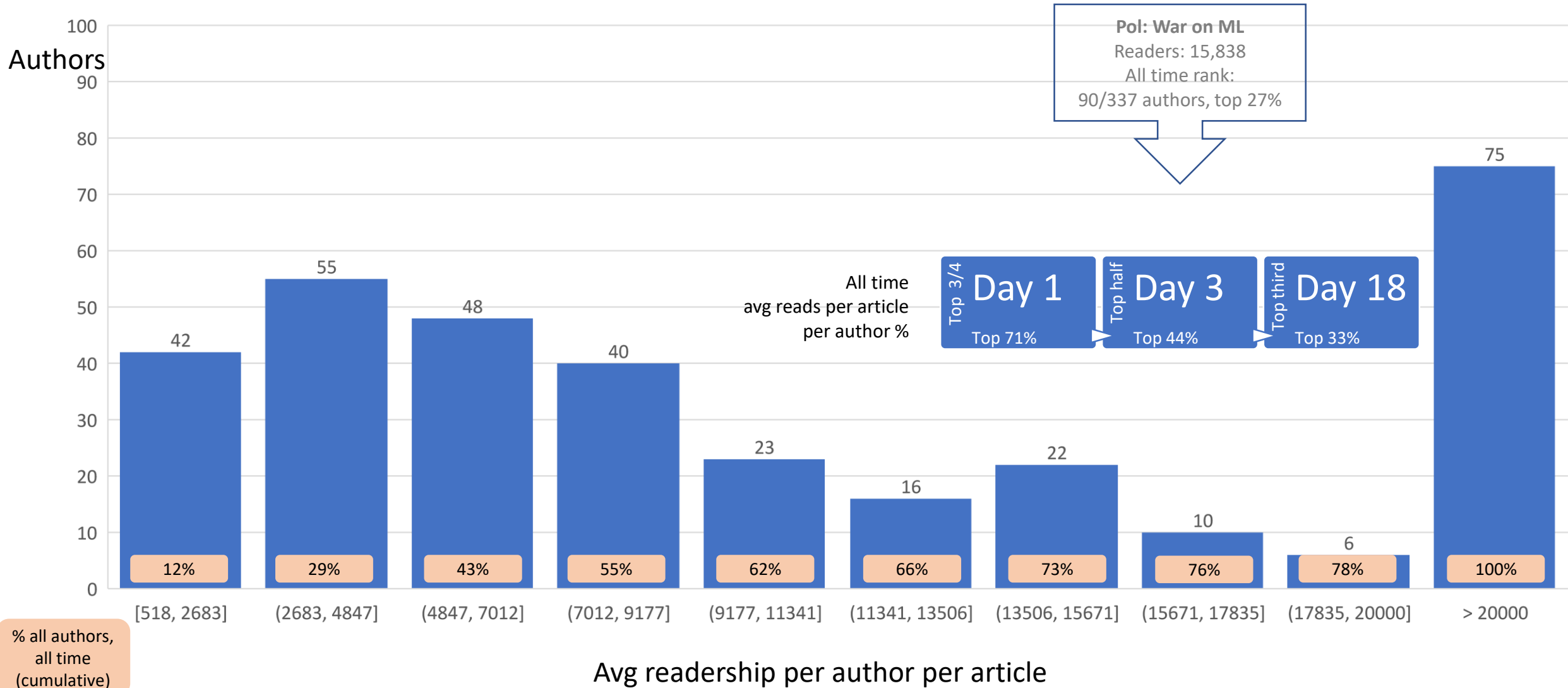
All authors, all time: Day 20

336 LTU authors: Average reads per author per article: 24 Mar 2011 to 9 Nov 2019



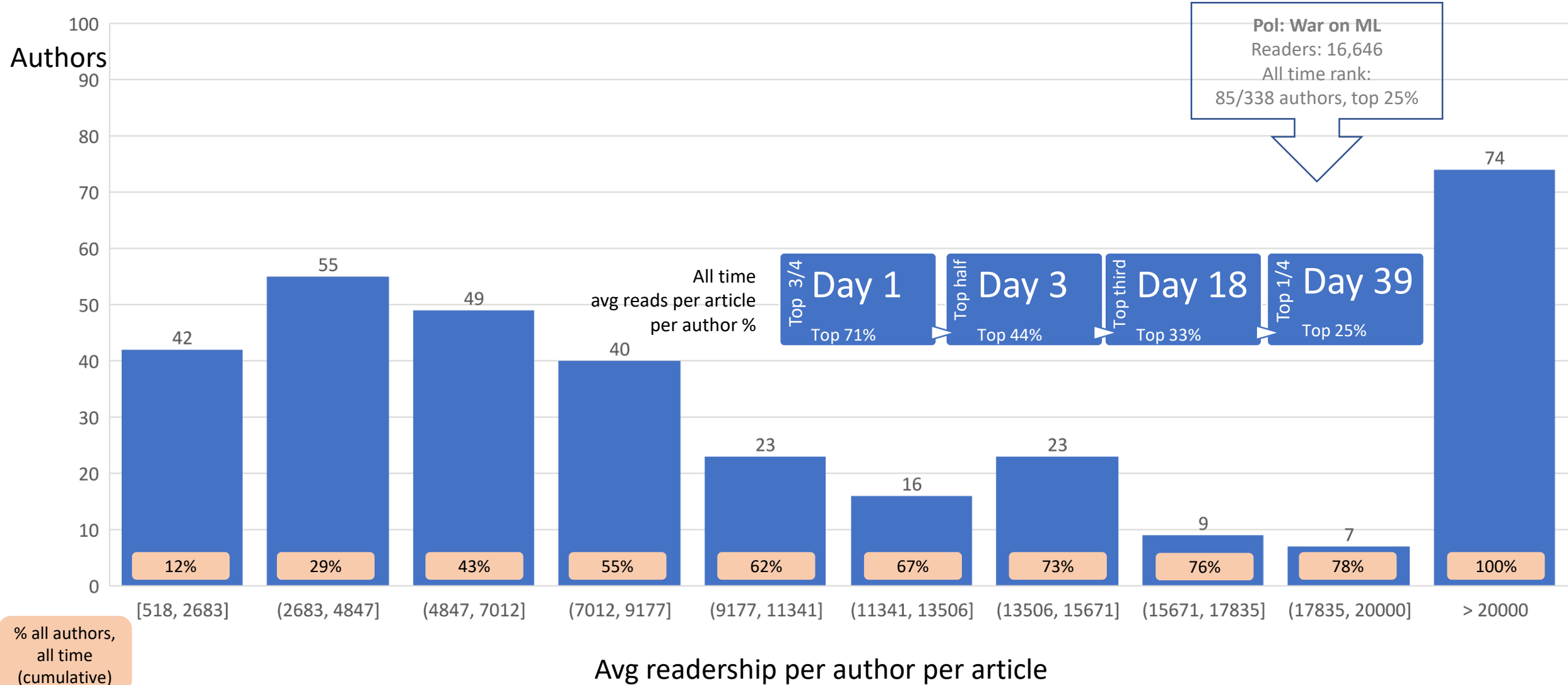
All authors, all time: Day 36

337 LTU authors: Average reads per author per article: 24 Mar 2011 to 25 Nov 2019



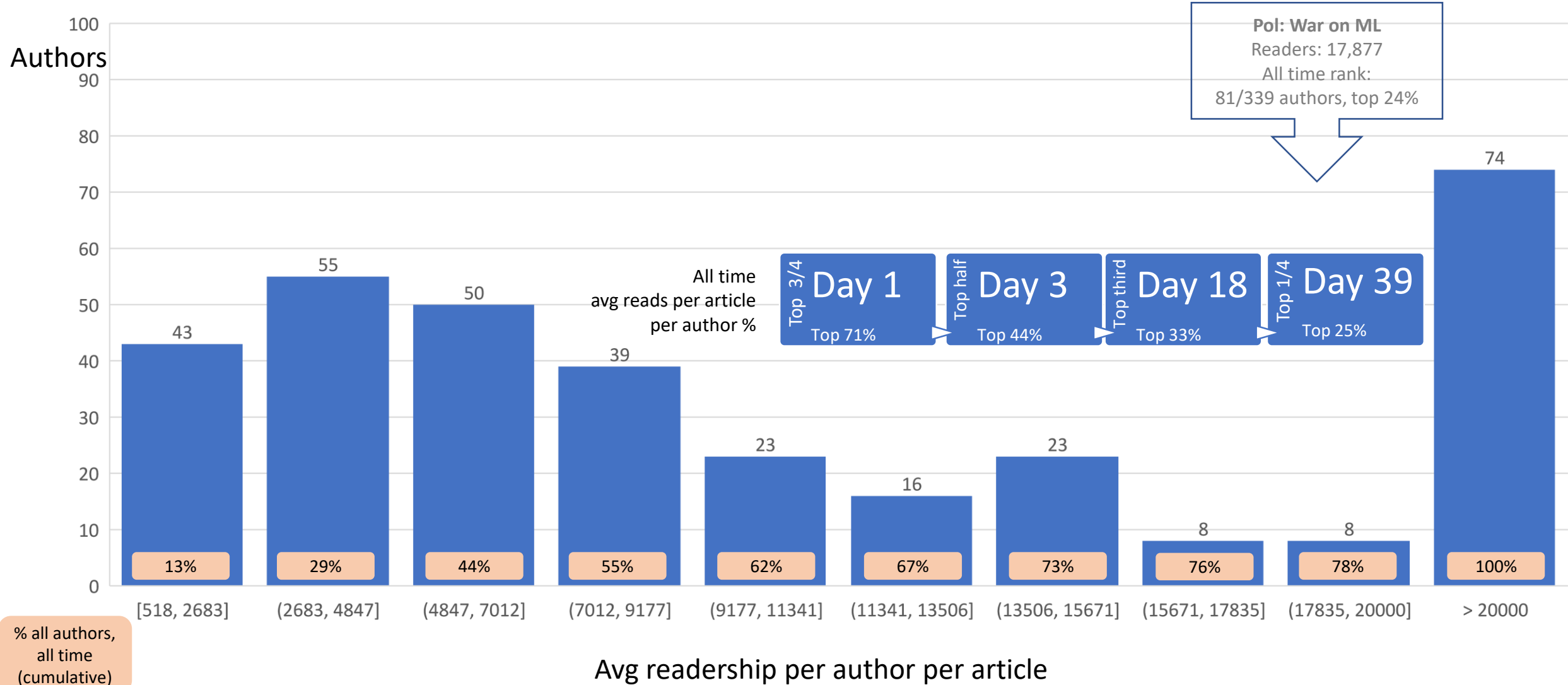
All authors, all time: Day 39

338 LTU authors: Average reads per author per article: 24 Mar 2011 to 28 Nov 2019



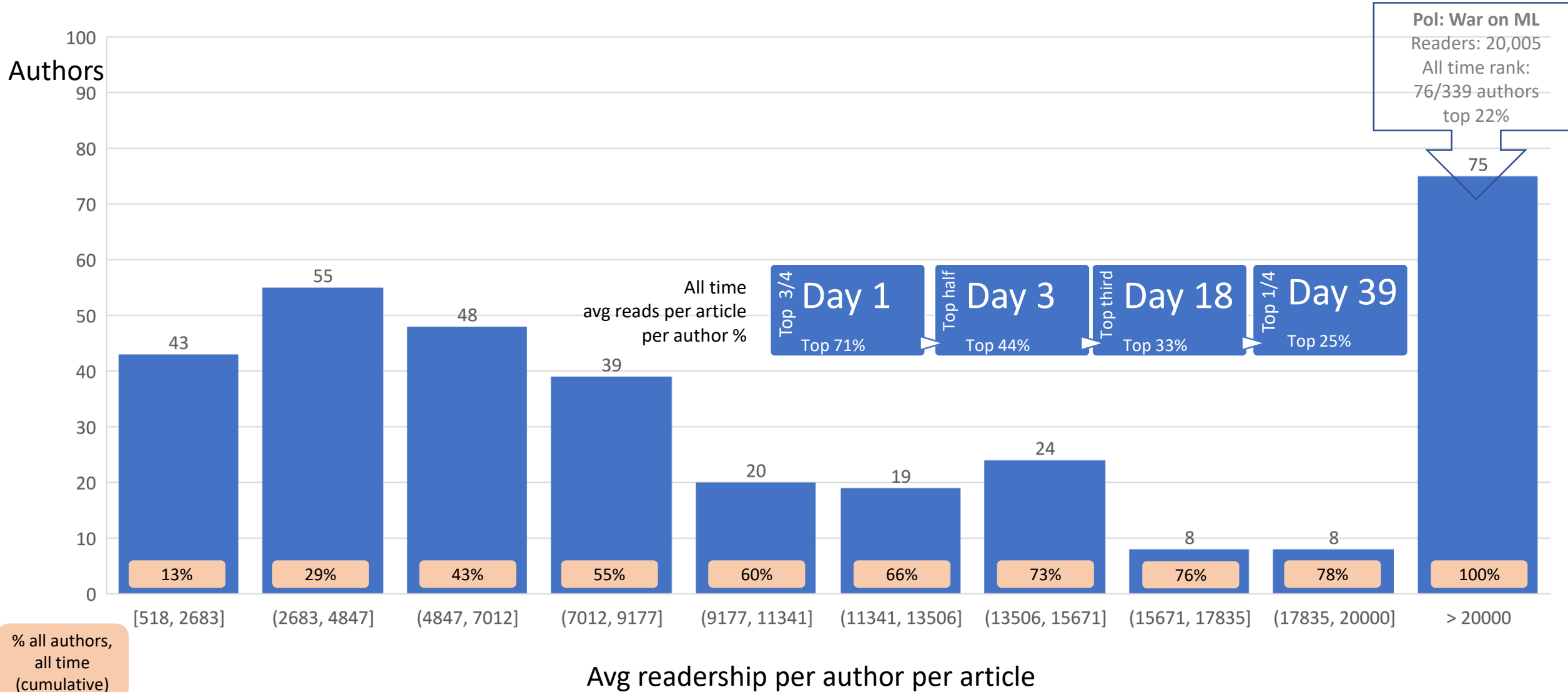
All authors, all time: Day 45

339 LTU authors: Average reads per author per article: 24 Mar 2011 to 4 Dec 2019



All authors, all time: Day 65

339 LTU authors: Average reads per author per article: 24 Mar 2011 to 24 Dec 2019



All authors, all time: Day 80

341 LTU authors: Average reads per author per article: 24 Mar 2011 to 8 Jan 2020

