






OBSERVADOR

AUDIÊNCIA 2021

		JANEIRO	FEVEREIRO	MARÇO	ABRIL	MAIO	JUNHO	JULHO	AGOSTO	SETEMBRO	OUTUBRO	NOVEMBRO	DEZEMBRO
Global 	Visitantes Únicos	10,215,158	8,378,646	8,469,142	7,749,818	7,779,015	8,097,855	8,255,483	7,427,522	7,579,235	6,824,281	6,999,215	
	Visitas	26,996,918	20,904,739	20,722,072	18,669,006	19,443,771	19,481,942	20,857,985	17,813,698	18,221,069	18,252,270	17,088,101	
	Pageviews	64,545,610	48,860,508	47,333,792	41,787,742	41,705,033	42,093,408	45,051,524	39,688,556	42,535,207	41,784,235	36,759,882	
POR DISPOSITIVOS													
Desktop 	Visitantes Únicos	2,148,629	1,805,641	2,041,527	1,821,544	1,738,066	1,677,363	1,594,227	1,315,478	1,547,515	1,413,723	1,484,583	
	Visitas	5,294,286	4,276,291	4,543,915	4,113,495	3,905,165	3,672,643	3,734,300	2,859,098	3,362,450	2,982,025	3,267,582	
	Pageviews (ROS)	20,718,847	20,718,847	19,365,601	15,832,512	14,984,928	13,999,829	14,191,652	10,557,316	13,662,110	11,533,453	11,917,474	
	Tempo Méd. Visitas	0:13:51	0:12:38	0:13:16	0:12:29	0:13:11	0:12:32	0:12:33	0:12:38	0:13:38	0:13:54	0:13:43	
Mobile Total (Smartphone + Tablet + app) 	Visitantes Únicos	8,066,529	6,573,005	6,427,615	5,928,274	6,040,949	6,420,492	6,661,256	6,112,044	6,031,720	5,410,558	5,514,632	
	Visitas	21,702,632	16,628,448	16,178,157	14,555,511	15,538,606	15,809,299	17,123,685	14,954,600	14,858,619	15,270,245	13,820,519	
	Pageviews	43,826,763	28,141,661	27,968,191	25,955,230	26,720,105	28,093,579	30,859,872	29,131,240	28,873,097	30,250,782	24,842,408	
POR SECÇÕES													
Lifestyle	Visitantes Únicos	142,972	418,899	496,691	334,910	302,337	282,775	544,577	428,427	581,291	238,291	328,292	
	Pageviews	547,336	845,654	1,633,215	1,304,536	812,212	807,679	1,552,775	1,089,770	2,568,098	3,335,498	1,068,273	
Auto	Visitantes Únicos	490,489	336,845	212,948	169,371	154,577	214,716	281,606	806,611	381,902	238,580	308,179	
	Pageviews	2,685,542	1,458,801	1,114,272	1,006,500	800,882	981,772	1,117,917	3,864,576	2,421,729	2,321,788	1,726,977	
Especiais	Pageviews	5,091,937	3,217,474	3,308,661	2,398,910	3,148,306	2,576,482	2,985,737	2,113,241	2,281,823	2,293,411	2,686,216	
Explicadores	Pageviews	45,108	120,296	43,141	107,014	50,193	51,099	35,137	62,610	29,314	18,775	24,108	
Opinião	Pageviews	2,490,305	2,779,944	2,234,480	2,325,645	1,873,590	1,507,411	2,049,596	1,638,532	2,079,753	2,074,843	2,048,420	