

Battle Symposium Analytics

The *Battle Symposium: U.S.-China Relations in a Turbulent Time* was a major success, drawing the largest audience of any of the dozen Miller Center webinar events held to date.

Zoom webinar

The event drew 1,107 registrants and 848 unique viewers during its four-hour duration. Attendees posed 127 questions and came from 29 countries:

Åland Islands, Australia, Belgium, Brazil, Canada, China, France, Germany, Hong Kong, India, Indonesia, Israel, Italy, Japan, Republic of Korea, Macau, Malaysia, Netherlands, Pakistan, Philippines, Poland, Portugal, Qatar, Singapore, Spain, Switzerland, Taiwan, United Kingdom, United States

Attendees represented 95 universities, think tanks, and government agencies:

American Enterprise Institute, American Foreign Policy Council, Asia Global Institute, The University of Hong Kong, Atlantic Council, Australian Embassy, UVA Batten School, Boston College, Brookings Institution, Camfordbridge Education International, Canisius College, Carnegie Endowment for International Peace, Carnegie-Tsinghua Center, Catholic University of Lublin, CDC, Center for the National Interest, Chapman University, Charlottesville Committee on Foreign Relations, China Aerospace Studies Institute, Columbia University, Council On Foreign Relations NYC, CSIS, UVA Curry School, UVA Darden School of Business, Davidson College, Democratic Progressive Party Mission, Department of Defense, DOJ, FBI, Education University of Hong Kong, Embassy of Australia, Embassy of Denmark, Embassy of Japan, Embassy of Spain, Encompass Group, Foreign and Commonwealth Office, Formosan Association for Public Affairs, George Mason University, Georgetown University, German Embassy Singapore, Government of Rajasthan, Guangdong University of Foreign Studies, George Washington University, George Washington University Law School, Hartwick College, Harvard Law School, Harvard-Yenching Institute, Hofstra University, Hong Kong Baptist University, Hong Kong Forum, Hudson Institute, ICAP at Columbia University, IMF, Institute of Political Science-Academia Sinica, Institute of Strategic and International Studies-Malaysia, International Institute for Strategic Studies, Johns Hopkins University SAIS, Korea Institute for Defense Analyses, League of Women Voters, Nanjing University, National Committee on US-China relations, National Institute of Metrology-China, National Taiwan University, National University of Singapore, National Yang Ming University, NYU-US-Asia Law Institute, Observatory Group, Ohio State University, School of Oriental and African Studies, Senate Foreign Relations Committee, State Department, Tel Aviv University, The Asan Forum, The Heritage

Foundation, The Municipal Art Society of New York, Tsinghua University, U.S. Department of Justice, U.S. Navy, United States Studies Centre, University of Hawaii-Manoa, University of Hong Kong, University of Michigan, University of Oxford, University of Virginia, US Army, US Navy, US Resilience Project, US Senate, US State Department, USC U.S.-China Institute, Virginia Union University, Waseda University, West Point, Xi'an Jiaotong - Liverpool University, Beijing Foreign Language University, Peking University Sino-foreign Humanities Exchange Research Base

Webinar attendees watched for an average of 77 minutes:

Average watch time (minutes)	77
US	83
China	58
Hong Kong	77
Taiwan	62
Singapore	58
Avg (all Asia)	60


millercenter.org website

The Battle Symposium event page (where the livestream and archived conference video is located) received a total of 4,714 page views. The average video view duration was 6.2 minutes.

Country	Pageviews	Percent	Avg duration (mins)
United States	2543	54%	6.6
China	524	11%	4.8
Hong Kong	305	6%	8.3
Singapore	287	6%	7.1
Taiwan	278	6%	5.2
United Kingdom	108	2%	9.3
Canada	106	2%	6.2
Japan	106	2%	3.8
Australia	73	2%	4.5
France	34	1%	2.6
Germany	29	1%	3.4
Switzerland	22	0.5%	11.3
Indonesia	22	0.5%	5.5
Italy	21	0.4%	2.4
Netherlands	21	0.4%	14.4
Philippines	17	0.4%	2.1
Thailand	17	0.4%	20.4
Malaysia	16	0.3%	8.9
Brazil	14	0.3%	1.3
India	14	0.3%	10.0
South Korea	14	0.3%	8.6

YouTube

The Battle Symposium generated 24,080 views on YouTube (as of 5/6 at 9 am). The average watch time was 7:09 minutes. Viewership was truly international, with 38 percent from the United States, 4.6 percent from Taiwan, 3.3 percent from Hong Kong, and 15 percent from Asia collectively.

 Miller Center / Video		Battle Symposium: U.S.-China Relations in a Turbul... 🔍	
Filter			
Video	Traffic source	Geography	Viewer age
		Viewer gender	Date
		Subscription status	Subscription
Geography		Views ↓	Average view duration
Total		24,080	7:09
United States		8,456 35.1%	8:23 1,182.2 41.1%
Taiwan		1,202 5.0%	5:07 102.6 3.6%
Hong Kong		863 3.6%	6:40 96.0 3.3%
Singapore		803 3.3%	6:47 90.8 3.2%
Canada		782 3.3%	7:38 99.6 3.5%
Japan		585 2.4%	9:31 92.9 3.2%
United Kingdom		400 1.7%	4:58 33.2 1.2%
Australia		266 1.1%	5:31 24.5 0.9%
India		216 0.9%	2:50 10.3 0.4%
Germany		165 0.7%	6:11 17.0 0.6%
Philippines		97 0.4%	4:06 6.6 0.2%
New Zealand		81 0.3%	7:35 10.2 0.4%
France		76 0.3%	6:46 8.6 0.3%
China		66 0.3%	3:56 4.3 0.2%
Netherlands		65 0.3%	4:10 4.5 0.2%
Malaysia		53 0.2%	5:15 4.6 0.2%
Switzerland		39 0.2%	2:34 1.7 0.1%
Thailand		38 0.2%	10:30 6.7 0.2%
Indonesia		37 0.2%	2:09 1.3 0.1%
United Arab Emirates		30 0.1%	6:37 3.3 0.1%
Italy		29 0.1%	5:52 2.8 0.1%
South Korea		27 0.1%	6:10 2.8 0.1%
Vietnam		27 0.1%	3:14 1.5 0.1%
Norway		18 0.1%	7:31 2.3 0.1%
Cambodia		16 0.1%	2:22 0.6 0.0%
Belgium		13 0.1%	3:35 0.8 0.0%
Brazil		13 0.1%	8:57 1.9 0.1%
Russia		13 0.1%	7:40 1.7 0.1%

Not surprisingly, many viewers dropped off at the conclusion of Matthew Pottinger's speech and Q&A (denoted by the red line in this chart showing concurrent viewers), although the conference retained between 100-200 concurrent viewers throughout its duration.



Media coverage

A total of 93 journalists attended the event, many of them drawn by the appearance of Trump Administration official Matt Pottinger. Media outlets included:

Australian Broadcasting Corp, ABC News, Apple Daily, BBC, Bloomberg News, Boston Herald, chinadialogue.net, Dagens industri, Deutsche Welle, EconVue, Feature Story News, Financial Times, Foreign Policy Magazine, Los Angeles Times, Market News International, Newsweek, Nikkei newspaper, NPR, NTD News, POLITICO, Radio Free Asia, Shanghai Wenhui Daily, Singapore Press Holdings, Sound of Hope Radio Network, South China Morning Post, The Asahi Shimbun, The Asan Forum, The Economist, The Epoch Times, The Irish Times, The New York Times, The Straits Times, The Wall Street Journal, The Washington Post, The Washington Times, Tokyo Shimbun, TV Asahi, Voice of America, Washington Examiner, Washington Life magazine, WCBR, Yahoo News

The event generated 14 news stories, including an NPR story that was republished on 47 news websites. These stories together generated more than 60 retweets from journalists.

Date	Media outlet	Headline
4/30	UVA Today	Q&A: Is Covid-19 a perfect storm for U.S.-China relations?
5/4	Bloomberg	Trump Official Warns China of Populist Backlash Over Repression
5/4	The Guardian	US uses coronavirus to challenge Chinese Communist party's grip on power
5/4	POLITICO	Trump national security official says U.S. not considering 'punitive measures' against China
5/4	NPR	White House Official Delivers Speech In Mandarin To Send Coronavirus Message
5/4	Voice of America	US Warns China Faces Populist Backlash

5/4	The Epoch Times	Speaking in Mandarin, Senior Trump Advisor Calls for Greater Freedom in China
5/4	Boston Herald	Target China: Top Trump official urges Chinese people to speak out about coronavirus
5/5	Inkstone	Trump official's Chinese speech reaches few listeners in China
5/5	The Straits Times	Coronavirus: Trump official Matt Pottinger champions democracy for China
5/5	Sinocism	Trade war, tech war, financial war, cold war...Real war?; Five Eyes split over virus origin?; Hong Kong
5/5	Breitbart	White House: 'We're not going to forget' China's coronavirus culpability
5/6	Global Times	US politician's May Fourth Movement speech mocked
5/6	Los Angeles Times	Column: The U.S. and China are sliding into a Cold War nobody needs

Email subscribers

The Battle Symposium led directly to an increase of 505 new subscribers to the Miller Center's email list, amounting to list growth of 5 percent from just this one event.

Washington Post ad campaign

We spent \$5K on a six-day *Washington Post* digital ad campaign to test the effectiveness of this kind of advertising to drive webinar registrations. We targeted readers of the *Washington Post* and other prestige news sites in Washington, New York, Charlottesville, Beijing, Hong Kong, Taipei, and Singapore.

The campaign delivered 841K impressions and 606 clicks for a clickthrough rate of .07%. The campaign generated only 26 actual registrations for the Battle Symposium, resulting in an effective cost of \$192 per registration.

This performance was far worse than our experience with WP ads to drive PrezFest registrations, when we achieved a .17% clickthrough rate and an effective cost of \$69 per registration page view (results which themselves were not very successful). By contrast, our experiment with a small Google keywords ad campaign to drive Battle registrations was more cost effective, at a cost of \$36 per registration.

The bottom line: High-end digital advertising on the *Washington Post* is not an effective tool to drive event registration. Google advertising is more cost-effective, but also may not be worth the expense.