

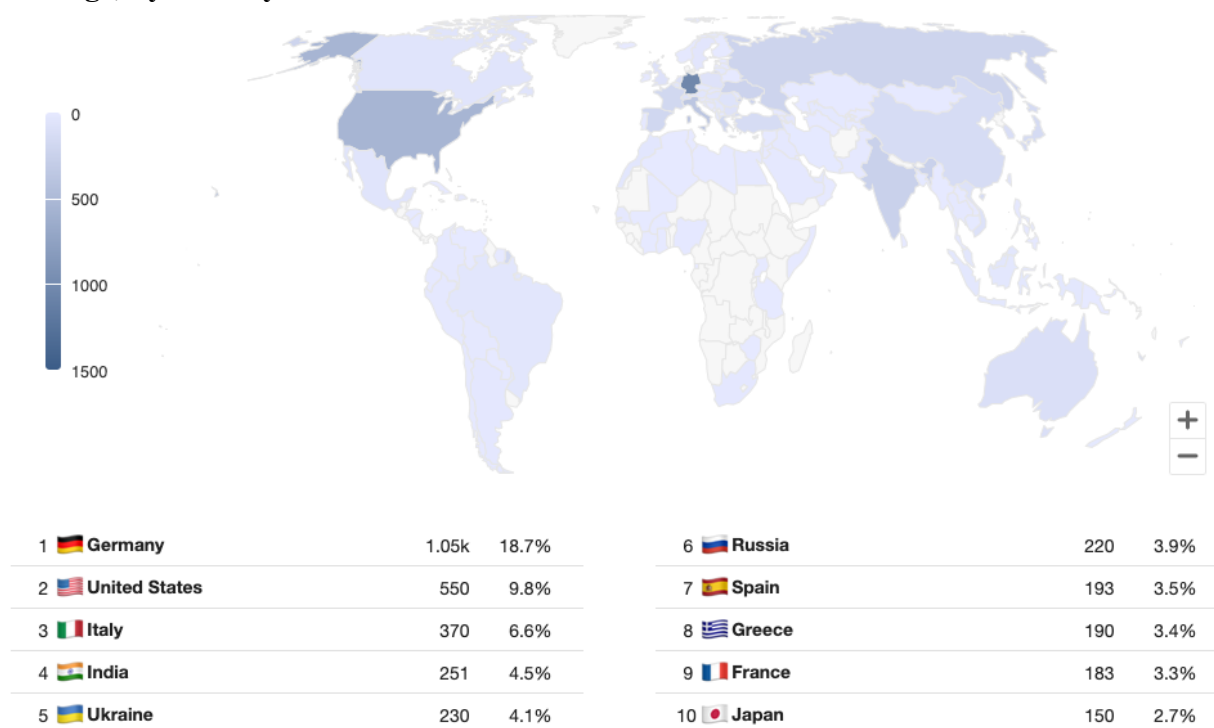
Media Report Arms Transfers (2025)

Media

Coverage in 5585 online news articles or broadcasts during data launch week (09.03.2025 – 14.03.2025).

Selected Top Publishers (Web/Print)	Selected TV/Radio Appearances
Financial Times	China Global TV Network (Mathew George)
Al Jazeera	TV4 (Pieter Wezeman)
South China Morning Post	ARD/ZDF (Pieter Wezeman)
ZDF	Radio France International (Mathew George)
Dagens Nyheter	NDR (Katarina Djokic)

Coverage, by country



AVE

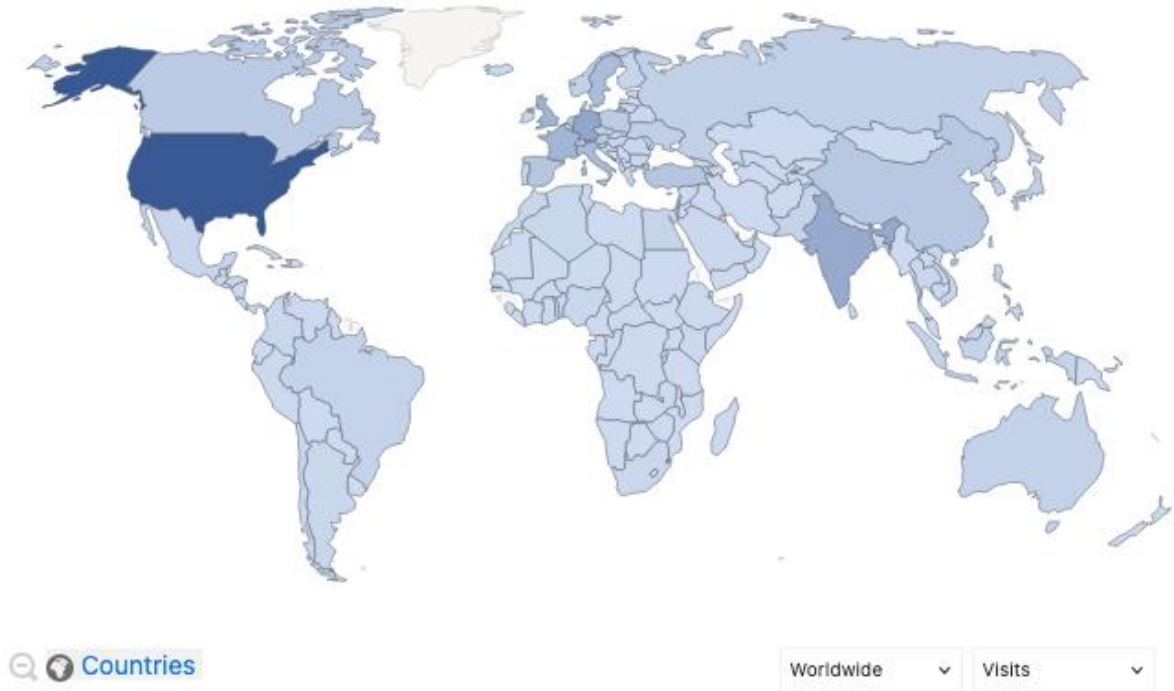
During the data launch week, **SIPRI's total Advertising Value Equivalency (AVE) reached approximately \$273.5 million**. This metric estimates the value of media coverage by comparing it to paid advertising costs. The highest single-day AVE was **\$134.7 million on March 10**, indicating a major media surge driven by strong interest in SIPRI's data release. This overall high AVE demonstrates significant media exposure and public engagement throughout the entire week.

Website

Website analytics during data launch week (10.03.2025 – 14.03.2025)

- 46,479 total website views (compared to 16,265 the week before)
- 15,189 views on the press release page during the launch week (13473 unique views)
- 6,654 views on Top 100 Fact Sheet publication webpage (4,895 unique views)
- 9,449 downloads for the Fact Sheet (8,693 unique download)

46,479 visits



Mailing

- Sent to 17,782 subscribers
- 4332 unique views for the mailing (24.36% opened it)
- Click per (total) views rate: 31.40 %

Social Media (10.03.-14.03.)

X (Twitter) analytics

- Impressions: 75,519
- Average engagement rate: 3.80 %
- 575 link clicks
- 261 retweets
- 712 reactions
- New followers: 205

Top 5 X (Twitter) during data launch week (by engagement rate)

Link	Tweet text	Impressions	Engagements	Engagement rate
Post here	IN India remained the world's second-largest arms importer, but its imports fell by 9%. PK Pakistan's arms imports grew by 61%, with 81% coming from China. Read the new SIPRI fact sheet on international arms transfers: https://t.co/x1ksmGTI2e https://t.co/o4ocT9w0pp	1,526	126	8.36%
Post here	#FactFriday 📊 The five largest arms exporters in 2020–24 were: US USA, FR France, RU Russia, CN China, and DE Germany. Full data: https://t.co/lsAldKmcxP Accurate, dependable information matters more than ever. Invest in the facts. Support SIPRI: https://t.co/ILDRwawgo1 https://t.co/ihEfRb8W1d	1,230	96	7.80%
Post here	The five largest exporters of major arms in 2020–24 were: US USA, FR France, RU Russia, CN China, and DE Germany. Read SIPRI's press release: https://t.co/XUIMxuT88C #ArmsTrade #ArmsTransfers https://t.co/Nk7imDAKmq	6,090	395	6.49%
Post here	🌐 Regional trends: Asia & Oceania still lead global arms imports (33%), but Europe (28%) and the Middle East (27%) close behind. Read the new #SIPRI fact sheet on international #ArmsTransfers: https://t.co/x1ksmGTI2e https://t.co/OZL2Gzyl2M	1,935	117	6.05%
Post here	The five largest arms importers in 2020–24 were: UA Ukraine, IN India, QA Qatar, SA Saudi Arabia, and PK Pakistan. Read the new SIPRI fact sheet on international arms transfers: https://t.co/x1ksmGTI2e https://t.co/j4a9KcotqN	3,694	222	6.01%

LinkedIn

- Impressions: 47,086
- Average engagement rate: 5 %
- 3304 clicks according to LinkedIn (804 according to Matomo)
- 1,300 reactions (Likes, comments, and reposts)
- New followers: 0

Meta (Facebook and Instagram)

- Impressions: 28,900
- Average engagement rate: 2.7%
- 101 link clicks (255 according to Matomo)
- 685 reactions
- New followers: 156

Metrics used

- **Engagements:** Total number of times a user interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion
- **Media engagements:** number of clicks on your media counted across videos, images and gifs
- **Engagement rate:** Number of engagements divided by impressions
- **Impressions:** Times a user is served a Tweet in timeline or search results
- **Likes:** Times a user liked the Tweet
- **Link clicks:** Clicks on a URL or Card in the Tweet
- **Replies:** Times a user replied to the Tweet
- **Retweets:** Times a user retweeted the Tweet
- **User profile clicks:** Clicks on the name, @username, or profile photo of the Tweet author
- **AVE:** Advertising value equivalency AVE is used in PR to measure the dollar value of media coverage of a PR campaign. AVE would measure the size of the media coverage, the space it was put, and calculate the advertising rate for similar ad.