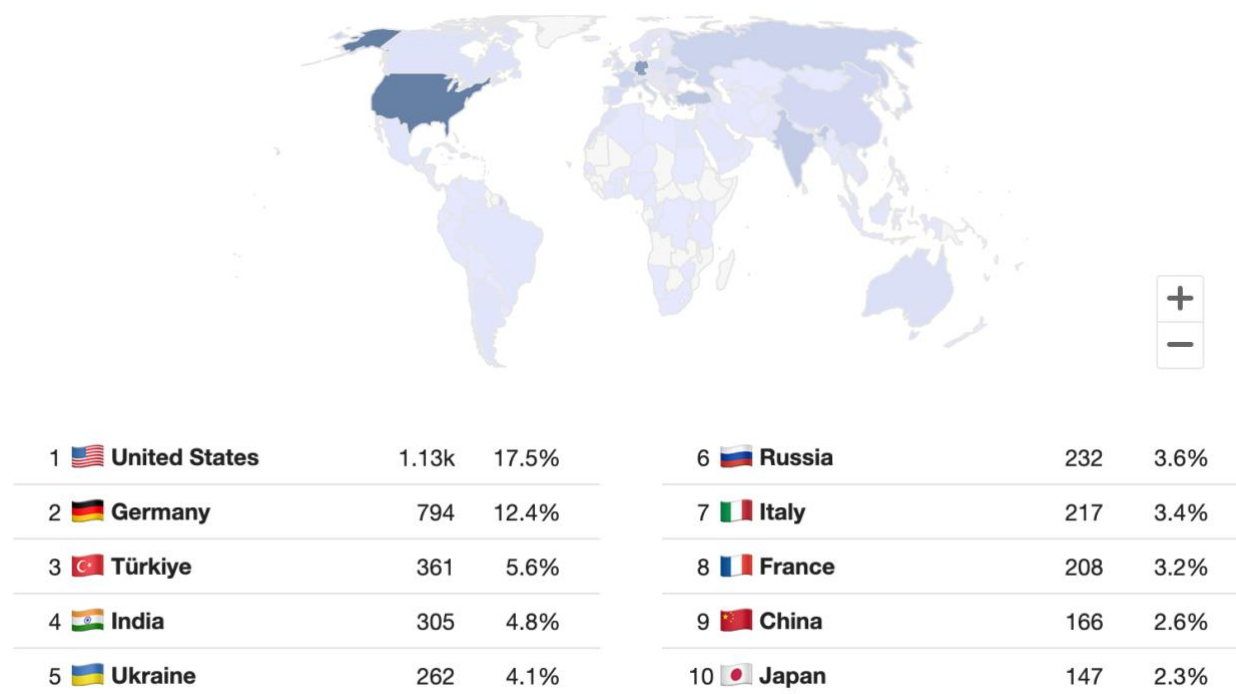Media Report Military Expenditure (28.04.2025)

Media
Coverage in 6419 online news articles or broadcasts during data launch week
(27.04.2025 – 02.05.2025).

Selected Top Publishers (Web/Print)	Selected TV/Radio/Podcast Appearances
CNN	Sveriges Radio (Nan Tian)
Nikkei Asia	SVT (Barbara Kunz)
South China Morning Post	ARD (Diego Lopez da Silva)
Süddeutsche Zeitung	Battlelines by Telegraph (Diego Lopez da Silva)
Dagens Nyheter	Armenian State TV (Xiao Liang)

Coverage, by country

1	🇺🇸 United States	1.13k	17.5%	6	🇷🇺 Russia	232	3.6%
2	🇩🇪 Germany	794	12.4%	7	🇮🇹 Italy	217	3.4%
3	🇹🇷 Türkiye	361	5.6%	8	🇫🇷 France	208	3.2%
4	🇮🇳 India	305	4.8%	9	🇨🇳 China	166	2.6%
5	🇺🇦 Ukraine	262	4.1%	10	🇯🇵 Japan	147	2.3%

AVE
During the data launch week, **SIPRI's total Advertising Value Equivalency (AVE) reached approximately $202.3 million** (ATP launch: $273.5 million). This metric estimates the value of media coverage by comparing it to paid advertising costs. The highest single-day AVE was **$125.3 million** (ATP launch: $134.7 million). This overall high AVE demonstrates significant media exposure and public engagement especially on the first day of the launch. By May 2nd, AVE has reached pre-launch levels again ($7.6 million compared to an average around $5 million).

**AVE Trend**
Apr 27 - May 2
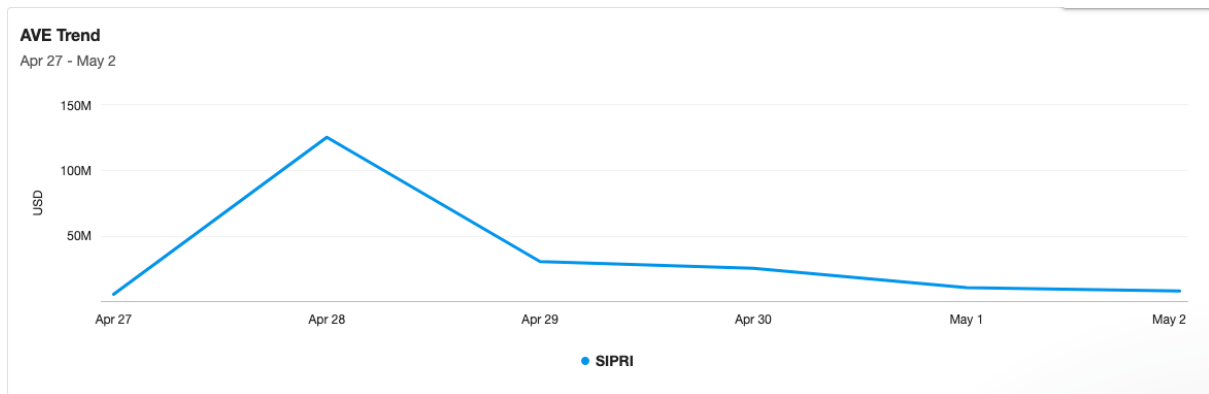
Website

Website analytics during data launch week (28.04.2025 – 02.05.2025)

- 42,786 total website views (compared to 20,942 the week before, and 46,479 on ATP launch)
- 16,160 pageviews on the press release page (13,882 of them unique) during launch week (compared to ATP launch: 15,189 views, 13,473 unique)
- 6,447 views (4,767 unique) on the fact sheet publication webpage (ATP: 6,654 views, 4,895 unique)
- 8,560 downloads of the fact sheet during launch week (7,794 of them unique) (ATP Launch: 9,449 downloads, 8,693 unique)

Website views geographical reach:

Visitor Map

42,786 visits
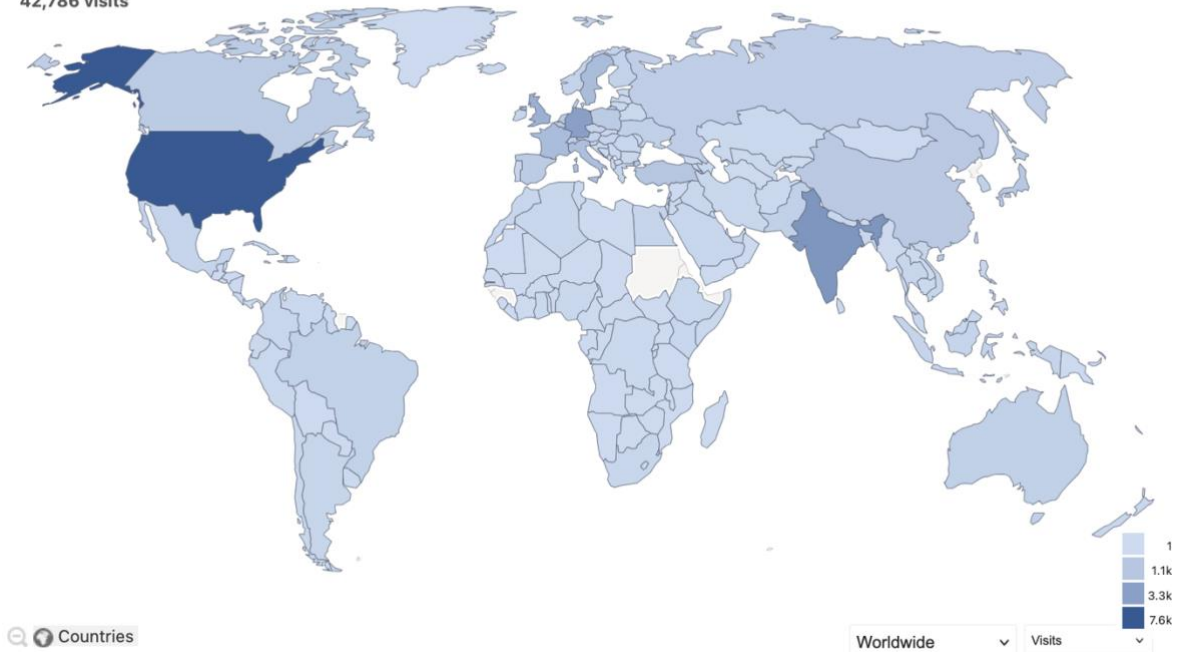
Mailing
- Sent to 17,768 subscribers

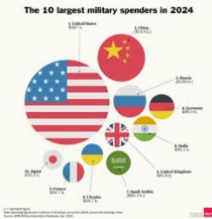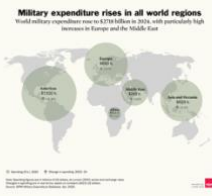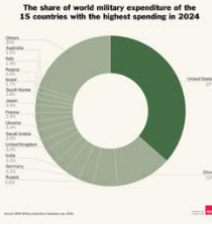- 9,482 views for the mailing (24.68% opened it)
- Click per (total) views rate: 15.32 %

Social Media (27.04.-02.05.)

X (Twitter) analytics
- Impressions: 134,486 (ATP 2025: 75,519)
- Average engagement rate: 3.71 %
- 884 link clicks
- 430 retweets
- 751 reactions
- New followers: 302 (ATP: 205)

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

Link	Tweet text	Views	Engagements	Engagement rate
Post here	The global military burden—the share of global gross domestic product (GDP) devoted to military expenditure—increased to 2.5 per cent in 2024. Fact sheet → https://t.co/L7ZEDq0Mto #GDAMS2025 #MilitaryExpenditure #DefenseBudget #MilitaryBudget #SIPRI https://t.co/VKNbJDfoLX	2,748	305	11.10%
Post here	#SaudiArabia SA was the largest military spender in the #MiddleEast in 2024 and the seventh largest worldwide. Its military spending saw a modest increase of 1.5 per cent, reaching an estimated $80.3 billion, but still 20 per cent lower than in 2015 when the country's oil https://t.co/j95a2DCa7B	2,258	183	8.10%
Post here	Military spending increased in all world regions, with particularly rapid growth in both #Europe and the #MiddleEast. New SIPRI data on #MilitarySpending out now → https://t.co/b3V9tMM6q7 #GDAMS2025 #MilitaryExpenditure #DefenseBudget #SIPRI https://t.co/nvYqR2HG0z	1,584	125	7.89%
Post here	Total military spending in #Europe rose by 17 per cent to $693 billion in 2024. All European countries increased their military spending in 2024 except Malta. Press release → https://t.co/b3V9tMM6q7 #GDAMS2025 #MilitaryExpenditure #DefenseBudget #MilitaryBudget #SIPRI https://t.co/YcW9aKbaPd	1,974	151	7,65%
Post here	The five biggest spenders in 2024 were the United States US, China CN, Russia RU, Germany DE and India IN, which together accounted for 60 per cent of world military spending. New #SIPRI data on #MilitarySpending out now → https://t.co/b3V9tMM6q7 #GDAMS2025 https://t.co/d05JEqGMqj	1401	106	7,57%

LinkedIn
- Impressions: 74,194 (ATP 2025: 47,086)
- Average engagement rate: 1,7%
- 5,362 clicks
- 737 website acquisitions via LinkedIn
- 1,265 interactions (reactions, comments, and reposts)
- New followers: 434

Meta (Facebook and Instagram)
- Impressions/Views: 36,222
- Average engagement rate: 4,3%

- 171 link clicks
- 337 website acquisitions
- 621 reactions

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.