

SIPRI Communications and Outreach in 2025:

Highlights and Trends

IN SHORT

- Record coverage in the global media in over **78 000 news articles**
- Issued **80 targeted mailings** to over **100 700 global subscribers**
- Published **65 news items, 8 press releases** and **20 online commentaries**
- More than **187 600 followers and friends** on social media
- Over **3 434 400 website page views** and **1 615 600 website visits**
- **937 hours of SIPRI TV time** watched, with over **18 400 views**

I. Media coverage

During 2025, SIPRI was covered in more than **78 000** (compared to 69 300 in 2024) global media outlet stories and blogs in over **170** countries, with the strongest coverage in the United States (15 600), Germany (9950), India (4630), South Korea (2590) and France (2560).

SIPRI organized **four major data launches** in 2025:

- In **March**, the launch of SIPRI's data on **international arms transfers** was profiled in more than **5585 media outlets** during the launch week alone.
- In **April**, SIPRI's **military expenditure** data launch received coverage from more than **6419 media outlets** during the launch week.
- In **June**, the launch of *SIPRI Yearbook 2025*, with new data on **world nuclear forces**, was cited in over **8520 media outlets** during the launch week.
- In **December**, the launch of SIPRI's data on the **arms industry** was covered in over **7315** articles during the launch week.

SIPRI's statement on the **2025 Nobel Peace Prize** on 10 October 2025, by Director Karim Haggag, was covered in **over 400 global media outlets**. These included major news outlets such as CNN and India Today and a live interview in ZDF heute (German public television). There was also coverage in the Swedish media, including TV4.

Additionally, SIPRI launched several publications that received a lot of media attention from both local and international media; and SIPRI experts published numerous external articles and opinion pieces in international outlets such as *Le Monde*, *The Guardian*, *Middle East Eye*, *Ambio*, *ICRC Law & Policy Blog*, *Journal of Peacebuilding & Development*, *SIANI*, *South Asian Voices*, *Digital Society* and *Environment and Security*, among others.

See the media highlights in section VII below.

II. Targeted outreach

SIPRI's overall targeted outreach increased during 2025. This was the result of work carried out to refine the Institute's dissemination process.

- In 2025, SIPRI issued **80 targeted mailings**. On the website, **65 news items** and **8 press releases** were published, alongside a total of **20 online commentaries**.
- SIPRI's targeted mailings were sent to over **100 700 global subscribers**.

III. Social media

In 2025, SIPRI counted more than **187 600 followers and friends** on social media:

- **100 299 X** followers (up from 97 700 in 2024)
- **42 809 followers on LinkedIn** (up from 31 800)
- **29 000 followers on Facebook** (up from 28 800)
- **9360 YouTube followers** (up from 8800)
- **3507 followers on Bluesky** (up from 1900)
- **2647 followers on Instagram** (up from 1317)

Each of SIPRI's targeted mailings got its own social media campaign, with a selection of key statements incorporated into posts and stories.

IV. Website

In 2025, the SIPRI website remained a core channel for disseminating research and data, recording **3.4 million page views**, **1.6 million visits** and **257 176 downloads**.

Traffic was led by the home page, followed by strong engagement with SIPRI's key databases, including the Military Expenditure Database, the SIPRI databases overview and the Arms Transfers Database. High bounce and exit rates on the vacancies page suggest largely goal-oriented visits, while comparatively longer engagement with database and SIPRI Yearbook-related pages (**up to 1:24 avg. time on page**) highlights their value as reference resources.

- SIPRI home page: **390 600 views**
- SIPRI Military Expenditure Database: **177 947 views**
- SIPRI databases landing page: **158 251 views**
- SIPRI Arms Transfers Database: **143 067 views**
- Press release for the new data on global military expenditure: **79 125 views**.
- Press release for *SIPRI Yearbook 2025* and world nuclear forces: **77 447 views**.
- Press release for the new data on international arms transfers: **41 519 views**.
- SIPRI Yearbook 2025: **34 139 views**.

V. Film

SIPRI continued to develop its film output in 2025. Several film series featured interviews with local experts, activists, members of government and the private sector in relation to the Stockholm Forum on Peace and Development. Some highlights from last year are:

- **SIPRI continued to live-stream** selected events and shared **webinars**.
- The **SIPRI Spotlight series** continued to feature high-profile visitors in brief interviews, including Dr Azza Karam, President of Lead Integrity
- The **SIPRI Conversation series** continued to interview SIPRI experts on various issues pertaining to peace and security from an insider's perspective. These included an interview with Dr Jingdong Yuan and Fei Su on Nordic–Japan security cooperation

In 2025, SIPRI issued a total of **18 films**, including 13 Spotlight interviews, 2 live streams during the Stockholm Forum on Peace and Development, 2 webinars and 1 Conversation interview.

On YouTube, SIPRI's films received **over 18 400 views**, with a total watch time of **over 937 hours i.e. 56 220 minutes or 39 days of continuous SIPRI TV time**.

Film highlights from 2025:





VI. Key events

Major conferences in 2025:

- The 12th Stockholm Forum on Peace and Development was held on 13–14 May, on the theme of ‘The Future of Conflict Resolution and Peacebuilding’.

A selection of other events hosted in 2025:

- On 11 February 2025, SIPRI co-hosted a hybrid roundtable to launch a new comic book on storytelling, youth and environmental peacebuilding. The International Organization for Migration Somalia, the Berghof Foundation and Freehand Studios co-hosted the hybrid roundtable in Nairobi.
- On 13–14 March, SIPRI hosted an in-person workshop in Stockholm on ‘The Space–Nuclear Nexus in Regional Contexts’. This was part of a research project to examine risks at the space–nuclear nexus, which has included events convened in the margins of the United Nations General Assembly First Committee and is sponsored by the Ministry of Foreign Affairs of the Netherlands.
- On 6–7 March, SIPRI hosted a symposium to explore different perspectives on and opportunities for strengthening security cooperation between the Nordic countries and Japan.
- On 8–9 April, SIPRI and the Friedrich-Ebert-Stiftung (FES) held a dialogue meeting in Dakar to kick off a new initiative on ‘The New Geopolitics of Conflict Management: The Future of Conflict Management and Peace Operations’.
- On 7–9 May, SIPRI co-organized a panel and led a two-day workshop in New York focused on addressing the misuse of civilian artificial intelligence. The event was co-hosted with the UN Office for Disarmament Affairs (UNODA), New York University’s Center for Responsible AI and Center for Robotics and Embodied Intelligence.
- On 6 August, Stefan Löfven, Chair of the SIPRI Governing Board and former Prime Minister of Sweden, participated in a panel discussion at the Nobel Peace Conference in Oslo that examined current nuclear risks and pathways to avoid a renewed arms race.

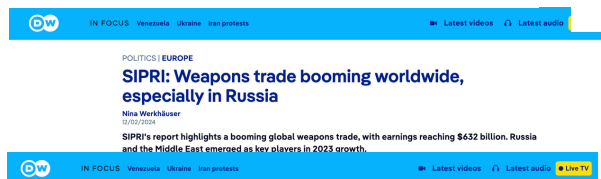
- On 21 August, SIPRI co-convened a roundtable in Stockholm to examine shifting security dynamics in North East Asia with a focus on the Korean Peninsula. The roundtable was held in partnership with the Swedish Institute of International Affairs (UI).
- On 28 August, SIPRI and the Finnish Institute of International Affairs co-hosted a workshop in Helsinki to explore the intersection of environmental risks and regional security. The workshop was held as part of Finland's presidency of the Nordic Council of Ministers.
- On 2–4 September 2025, SIPRI and FES hosted a regional workshop in Addis Ababa, bringing together experts and practitioners to explore the future of conflict management in Africa.
- On 22–23 September, SIPRI organized a workshop in Stockholm to discuss the impact of military artificial intelligence (AI) on nuclear escalation. The workshop was funded by the Carnegie Corporation of New York, and the information gathered during the workshop fed into a SIPRI publication on the topic.
- On 25 September, SIPRI hosted the roundtable 'Finding Common Ground: Development Cooperation in Fragile and Conflict-affected Settings'. Participants included the Swedish International Development Cooperation Agency (Sida), the Swedish Ministry for Foreign Affairs, the Organisation for Economic Co-operation and Development and the Folke Bernadotte Academy.
- On 16 October, SIPRI hosted a panel discussion on the political developments and security dynamics in the Western Balkans, featuring experts from Bosnia and Herzegovina, Kosovo and Serbia, who visited SIPRI as part of a project funded by the Swedish Institute.
- On 9 October 2025, SIPRI co-organized two events in Amman to mark the 25th anniversary of the women, peace and security agenda. SIPRI's co-organizers were ABAAD, PAX, the Women's International League for Peace and Freedom, and the Swedish Dialogue Institute for the Middle East and North Africa.
- On 21 October, SIPRI and the French Embassy in Sweden co-hosted a roundtable discussion on the evolving security dynamics in the Arctic.
- On 27–28 October, SIPRI co-organized two side events during the 80th session of the UN General Assembly First Committee in New York. The first side event was co-organized with the Permanent Mission of Germany to the UN; the second was held jointly with the Netherlands and Switzerland.
- On 11 November, SIPRI and WWF hosted a roundtable discussion titled 'Refilling the Swamp: Wetland Restoration as a Nature-based Approach to Security and Resilience Building in Ukraine and the Wider Baltic Sea Region'.
- On 26 November, SIPRI, the Swedish Red Cross Society and the Ukrainian Red Cross Society held a roundtable to discuss the future of principled humanitarian action in an increasingly contested operating environment.
- On 27 November, SIPRI held a workshop on Sweden's role in peace and development in a multipolar world for representatives from Swedish government agencies, research organizations and civil society.
- On 1 December, SIPRI, the Alva Myrdal Centre for Nuclear Disarmament and Swedish Physicians Against Nuclear Weapons jointly hosted a discussion on the nuclear threat and drawing lessons from Hiroshima and Nagasaki.
- On 4 December, SIPRI hosted an event on risk reduction in the Baltic Sea region, supported by the Swedish Institute.

VII. Media highlights from 2025



BBC

Does Trump's nuclear testing raise the stakes - or are we already in an arms race?

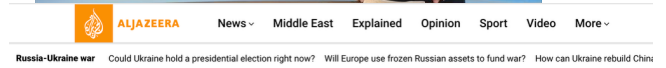


The Guardian

Arms trade

Armed by America: how Europe's militaries depend on the US - a visual analysis

The EU wants independence on defence but it is buying thousands of weapons from the US each year



News | Russia-Ukraine war

Europe's reliance on US weapons has risen, SIPRI says

But markets believe the continent is about to experience a boost in domestic production as Russia's threat looms.

POLITICO

Iran assets Trump tariffs War in Ukraine Newsletters Podcasts Poll of Polls Policy news Events

Berlin takes lead in Europe's rearmament as global defense spending soars

Military spending surged last year in ways unseen since the Cold War, study says.