



March 23-24

MMCO.EXPO-2023 In Figures for Partners

mmco-expo.ru



Participants Statistics

MMCO.EXPO-2023

March 23-24

160+

Exhibitors

[List of exhibitors](#)

497

Participants in the Business Program

40+

Cities

Offline Visitors Statistics

MMCO.EXPO-2023



148

Cities



7 626

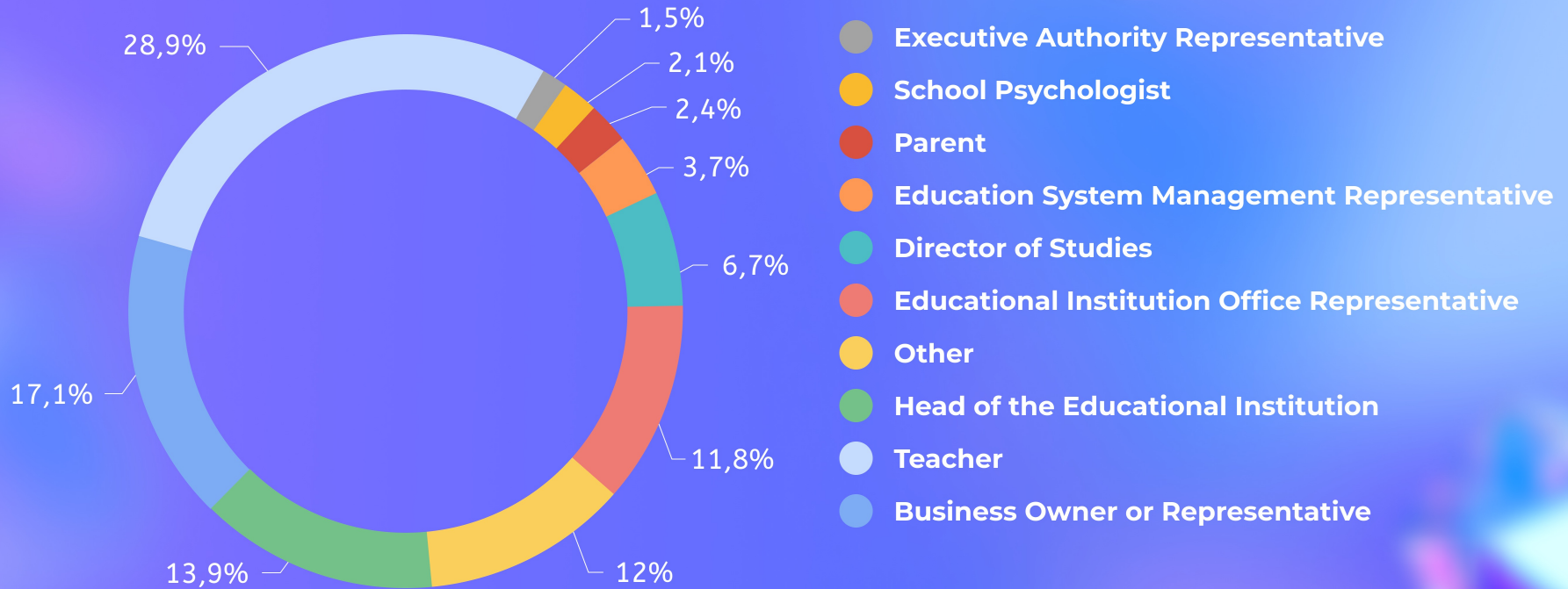
Visitors



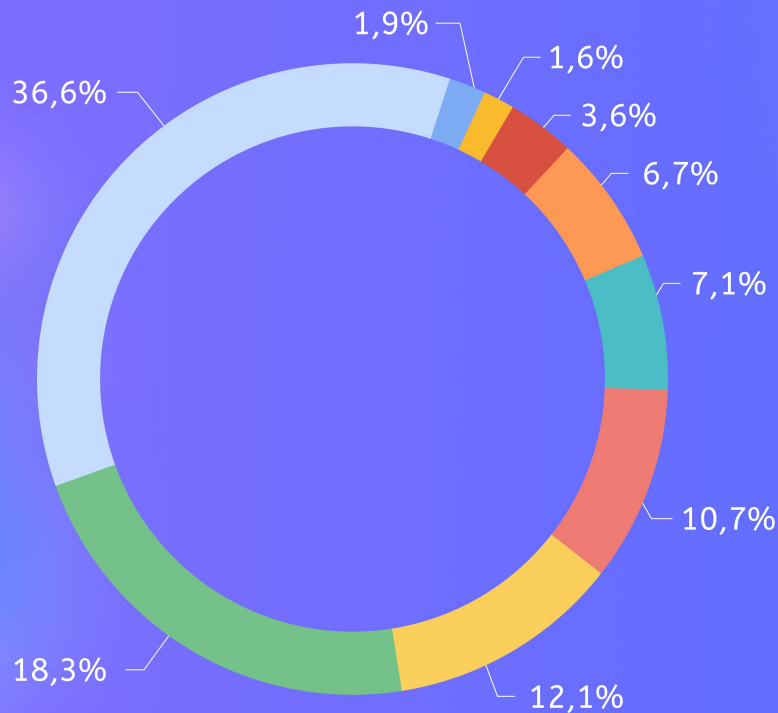
80

Regions

Audience Segmentation (Offline)



Audience Segmentation (Offline)



- Regional Executive Authorities
- Continuing Professional Education / Pre-University Education
- Municipality
- Secondary Vocational Education
- Further Education
- Preschool Education
- Higher Education
- Secondary School
- Equipment and Services Supplier



Website Statistics

March 23-24

540 992

Page views

16 min

Average time on the website

103 815

Unique page views

12 721

Exhibition views

127 682

Program views

Online Visitors Geography

MMCO.EXPO-2023



1 125

Cities



83

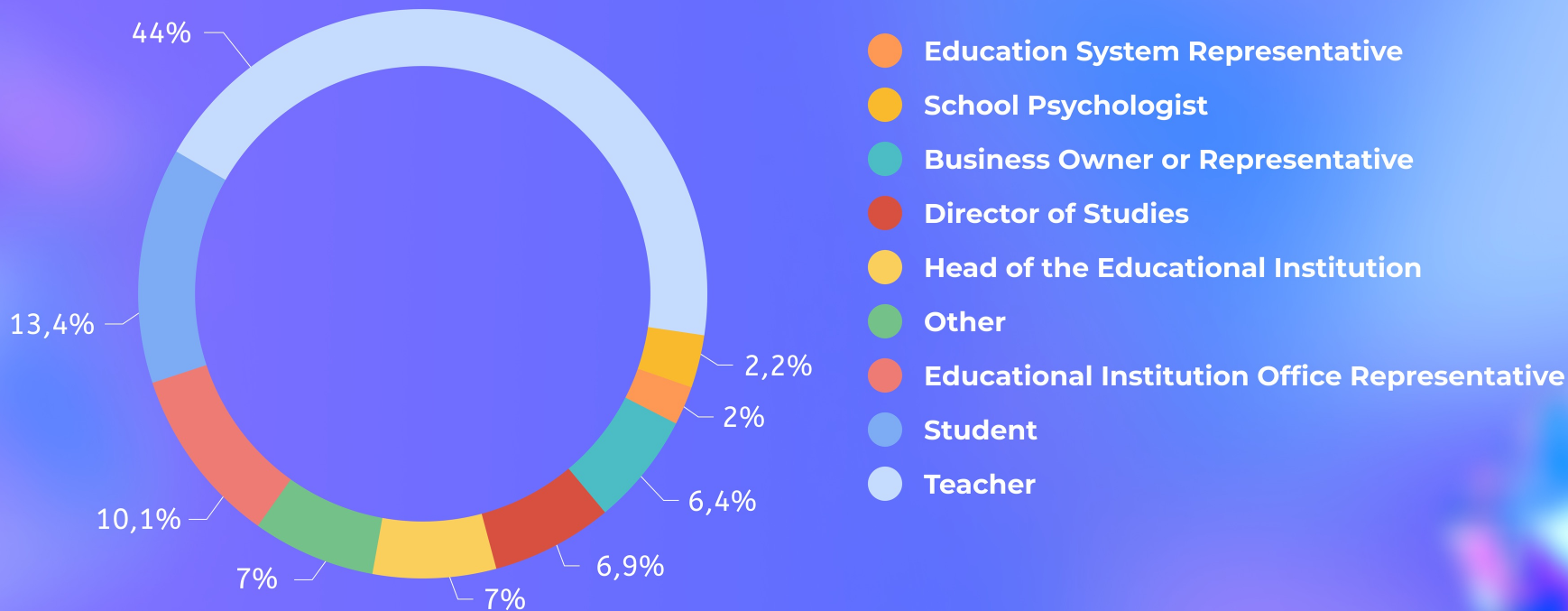
Regions of the
Russian Federation



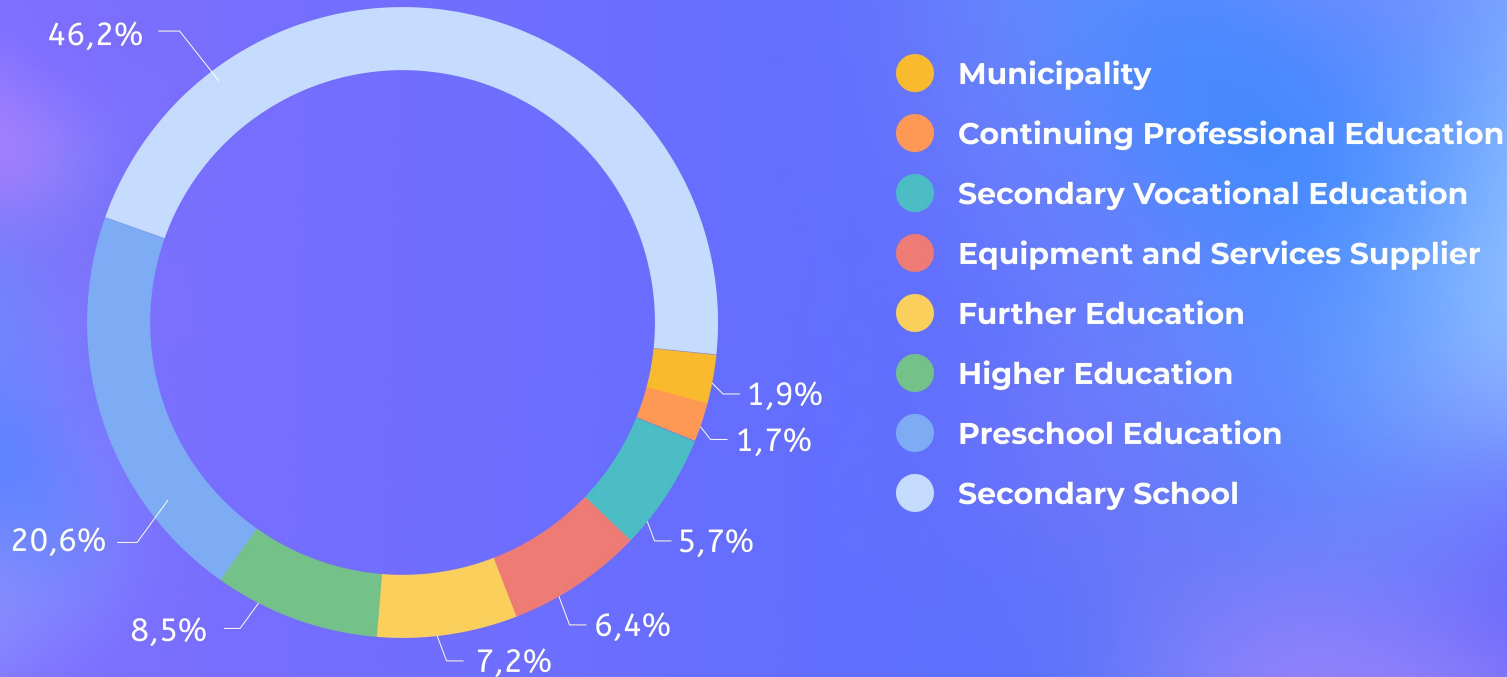
82

Countries

Audience Segmentation (Online)

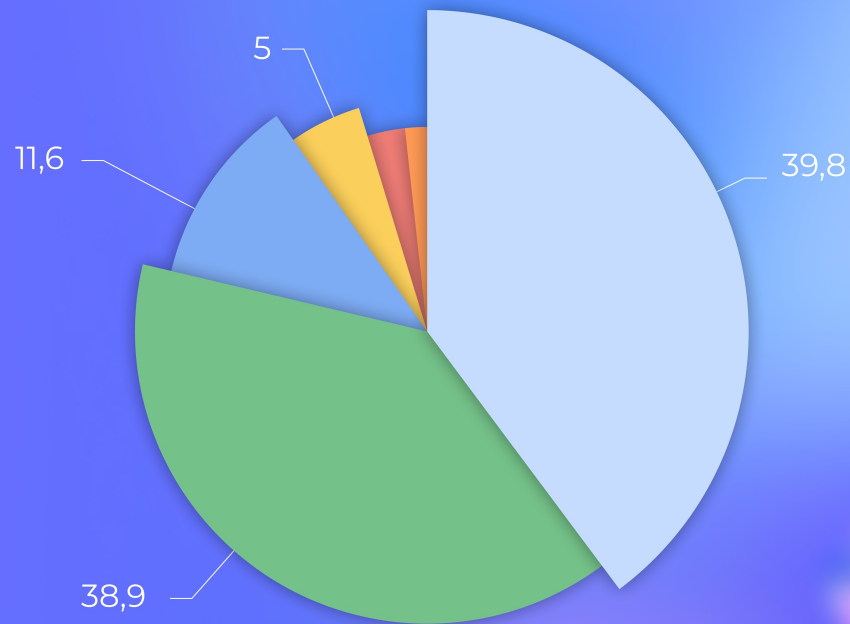


Audience Segmentation (Online)



Statistics by City

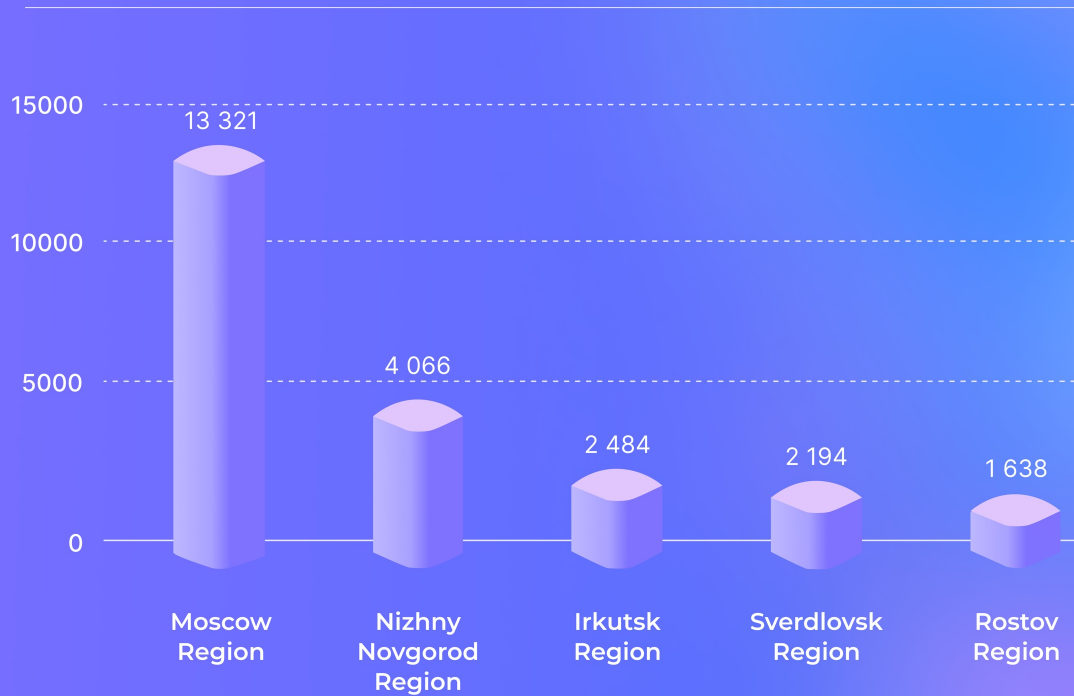
- Moscow
- Saint-Petersburg
- Nizhniy Novgorod
- Irkutsk
- Ekaterinburg
- Other



Online Visitors



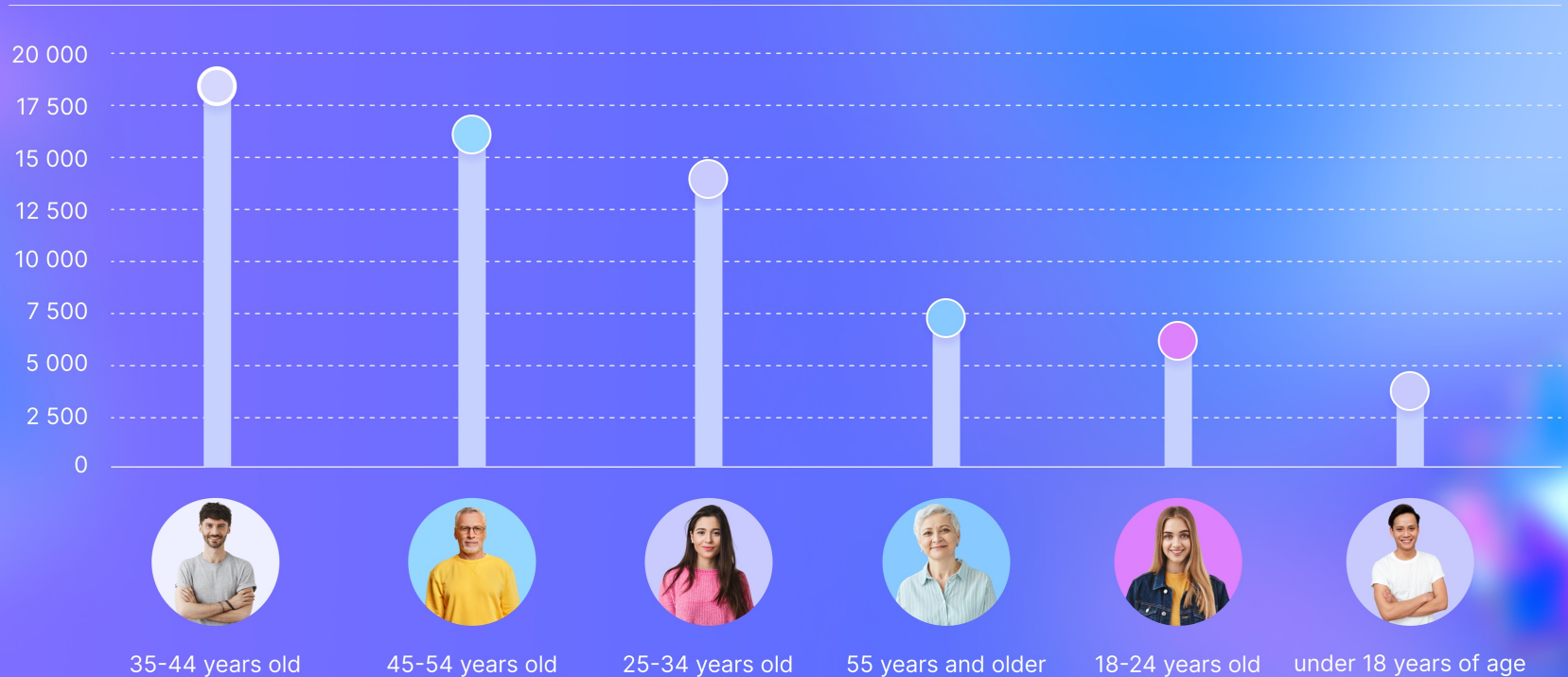
Online Visitors



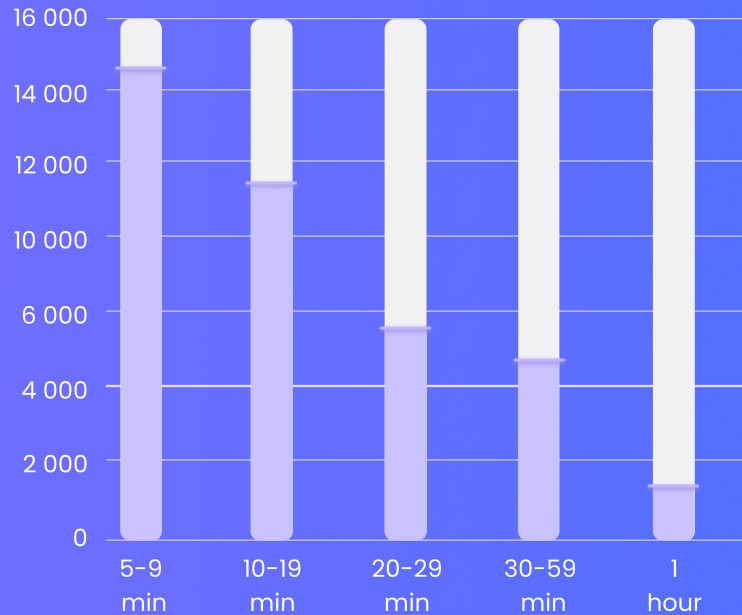
Statistics by Country

Country	Number of Visitors
Russia	99 332
Germany	689
USA	519
Netherlands	448
France	422
Ukraine	272
Belarus	221
Kazakhstan	207
Great Britain	199
Finland	156
82 countries	103 815

Age Groups

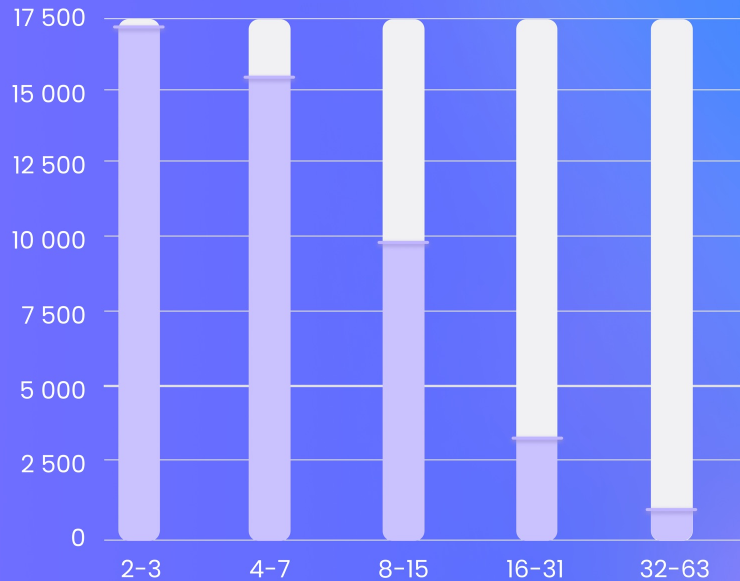


Average Viewing Time

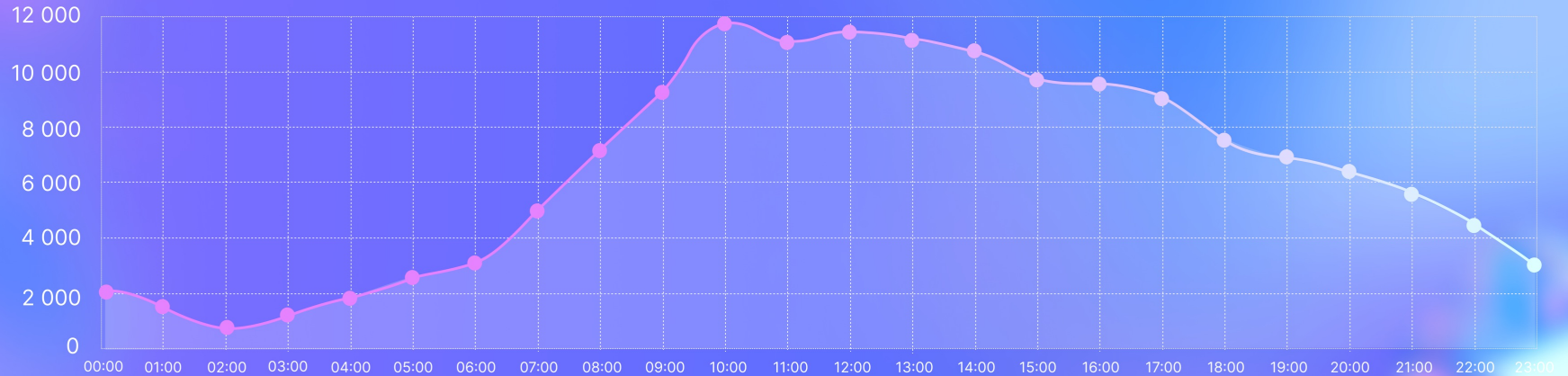


Viewing Depth

(Pages views per session)

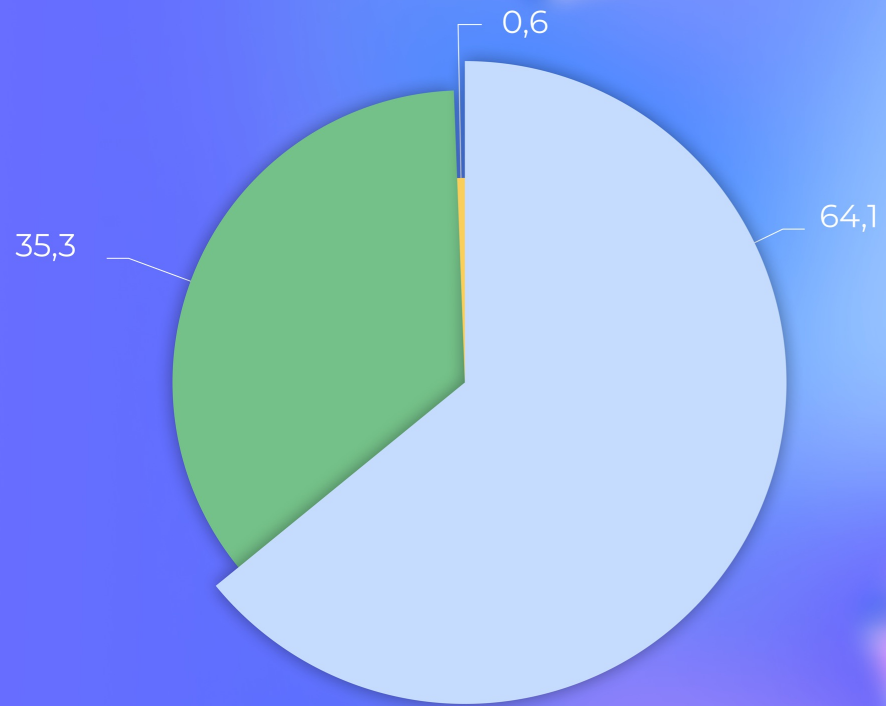


The number of visitors to the online exhibition on March 23-24 at different times of the day



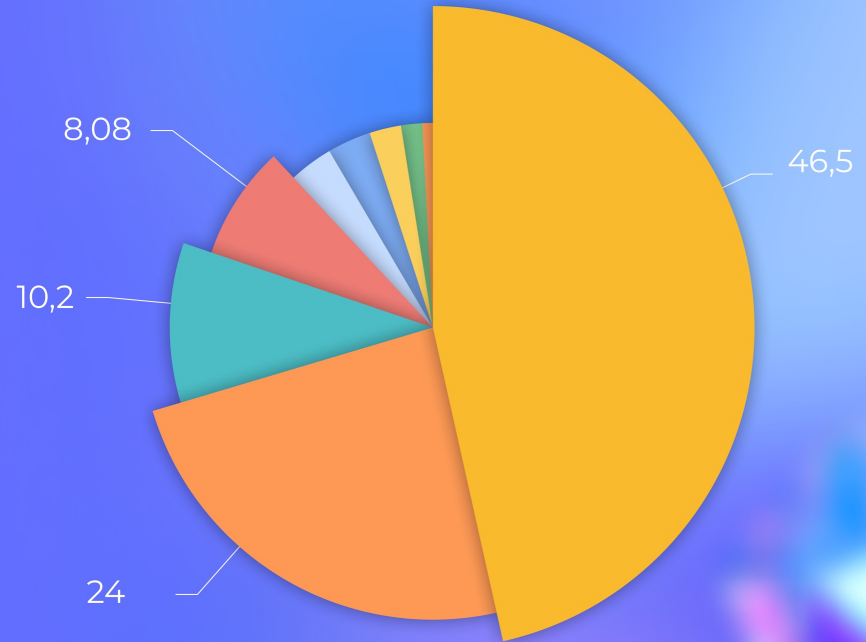
Devices

- Smartphones
- PC
- Other



Traffic Sources

- Direct Traffic
- Organic Traffic
- Paid Search
- Internal Traffic
- Referral Traffic
- Social Media
- Email Marketing
- Messenger Traffic
- Other



The monitoring of the Moscow International Education Fair mentioning Sergey Kravtsov showed that:



No negative messages recorded.

● **Positive: 13%**

● **Neutral: 87%**

134

publications in the media with a potential audience of 59 million;

200

posts on Telegram with a total of 0.3 million views;

1120

mentions on social networks with an audience of 3.8 million.

Key publications in the media

Russia 24

NTV

NTV

Moscow 24

TASS

*13 outputs in closed tapes

TASS

*13 outputs in closed tapes

RIA Novosti

*16 outputs in closed tapes

RIA Novosti

*16 outputs in closed tapes

Izvestiya

Gazeta.ru

Arguments and facts

Komsomolskaya Pravda

Moskovsky Komsomolets

Moskovsky Komsomolets

Statements

Business Online

Key messages on Telegram

[Govorit Moskva](#)

[Bolshaya peremena RF](#)

[Moscow Department of Education and Science](#)

[Ministry of Education of the Rostov region](#)

[Education of Buryatia](#)

What was it like?

- [Photo Report from MMCO.EXPO-2023](#)
- [History of the Moscow International Education Fair](#)