

Executive Summary / 執行摘要

apopn.com is the premier source in Taiwan for breaking news and analysis of American pop culture.

With 83 thousand visits and 310 thousand page views each month, apopn is one of the most visited web sites in Taiwan and continues to grow at an average of 15% each month.

In addition to reporting apop news, apopn staff and community host weekly live shows and interviews, monthly in person meet ups and are front in center for all apop related events hosted in Taiwan.

apopn.com 是台灣的美國流行 (apop) 資訊、分析、和娛樂新聞首席網站。

每月超過83萬0千人次和31萬0千頁的頁面瀏覽量，apopn 是台灣最多人看的網站之一，並持續的每月平均成長15%

除了 apop 報導之外，apopn 工作人員與社群每周帶來現場直播的節目與訪談、每月開讀者見面會、在台灣的 apop 界站在最前線。



Monthly Visitor Demographics / 每月瀏覽人口統計

Visitors/瀏覽人次：83 thousand/83.0萬

Page Views (PV)：310 thousand/31.0萬

Facebook Fans/臉書粉絲：7029 人

Twitter Fans/推特粉絲：202人

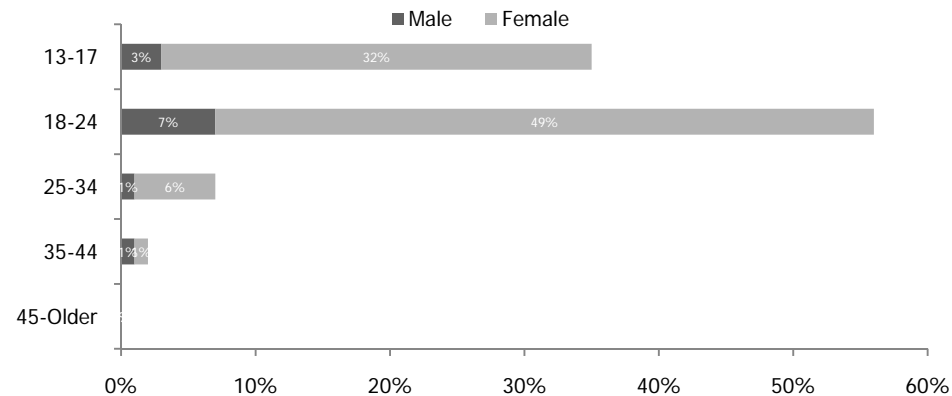
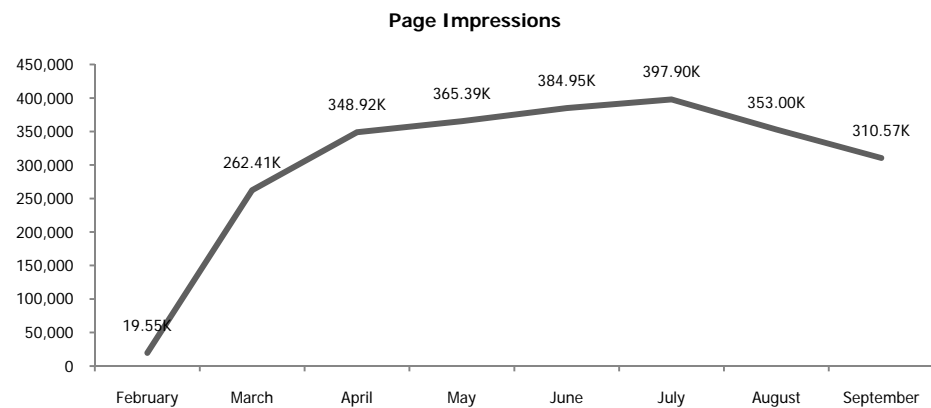
Plurk Fans/噗浪粉絲：371人

Worldwide Ranking/世界排名：1,004,076

Taiwan Ranking/台灣排名：8,275

Gender/性別：88% Female/女 12% Male/男

Age/年齡：61% of visitors 18 – 34 (歲)



Site Profile / 網站簡介

Since launching in February 2011, apopn continues to expand to keep up with the growing demand of the Taiwanese market for American pop culture.

- 2 writers + regular guest writers, 2 site moderators, 1 graphic designers.
 - Breaking news on American music, drama, movies, artists and artist families.
 - Live weekly web events and giveaways.
 - Weekly giveaway contests of: concert and movie tickets, American artist CD & DVDs as well as other American pop related materials such as posters, magazines, clothing and accessories.
 - Live monthly fan meet ups throughout Taiwan.
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2011年2月開站以來，apopn 持續擴大、不斷的成長來配合台灣市場對美國流行文化的增長需求

- 2位寫手 + 固定 Guest Writers (特別來賓寫手)、3位網站管理員、1位美編
- 美國音樂、戲劇、電影、藝人與藝人家族的第一線最新新聞
- 每周現場直播線上活動與抽獎
- 每周抽獎贈品：演唱會與電影票、藝人 CD & DVD、與其他 apop 相關產品與周邊，如海報、雜誌、衣服、演唱會官方螢光棒、配件等...
- 在台灣各個城市，每月舉辦讀者見面會

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