

# Quality Evaluation of the Web Presence of Eurovision Song Contest 2022

Based on a 7 Loci Model

# Structure

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1. Introduction
2. Who –IDENTITY
3. What –CONTENT
4. Why –SERVICES
5. Where –  
INDIVIDUATION
6. When –MAINTENANCE
7. How –USABILITY
8. Conclusion



# Introduction

- Eurovision Song Contest is an international song-writing competition organized annually by the European Broadcasting Union (EBU)
- Next year the competition will take place in Turin in May 2022
- The event will be easily accessible online for people all over the world through different social media platforms



# Who - IDENTITY

Marta Lebedkina –1083537 and Anna Kiriushkina –1083534



# Summary

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1. Web Identity

2. Graphic Design

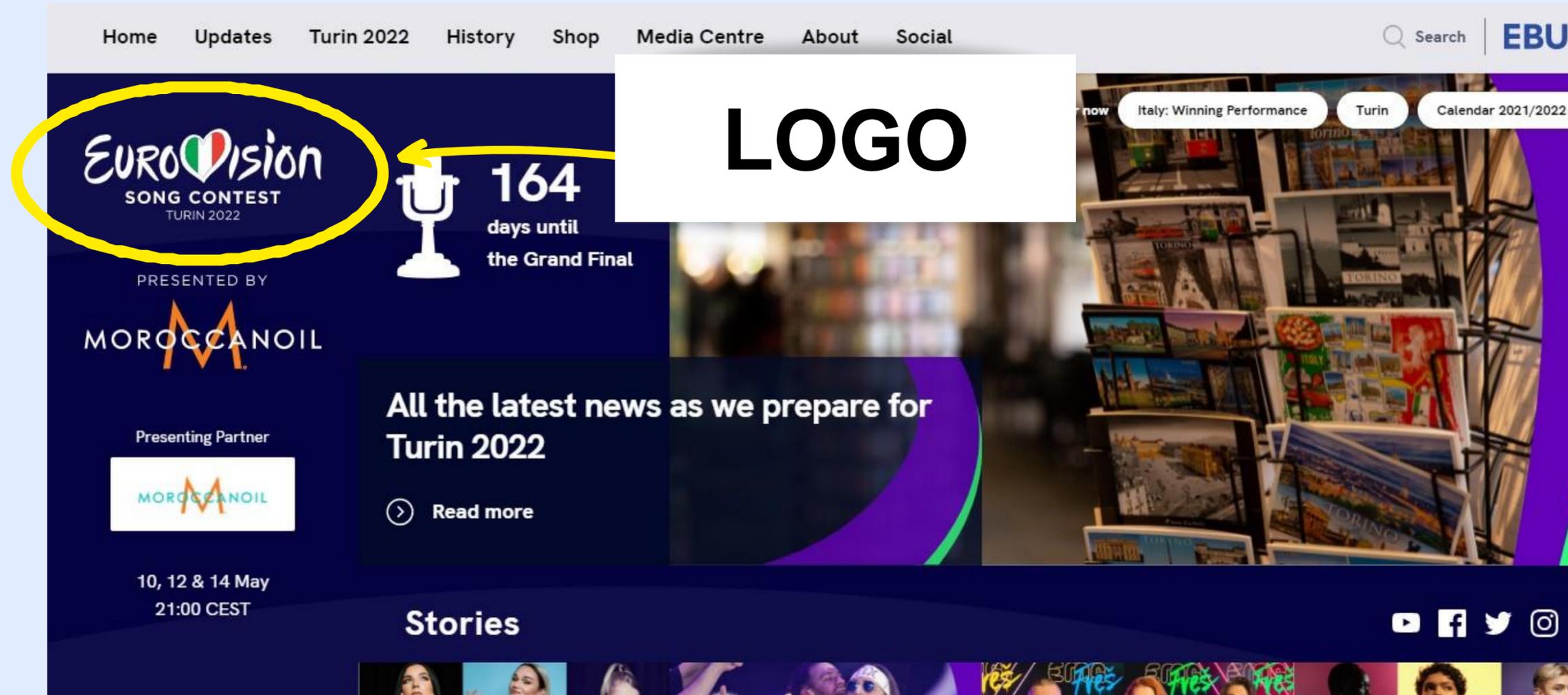
3. Event Image

4. Social Presence

5. Web Reputation



# Web Identity



# Web Identity

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## **Uniqueness**

The heart is always coloured in a flag of the hosting country, which makes the logo bright and meaningful

## **Timelessness**

Consistency of the logo throughout the years, celebrating the contest's heritage and traditions

# Web Identity

Brand  
positioning

## PLACE

Italy and Turin



**PRODUCT**  
Music event

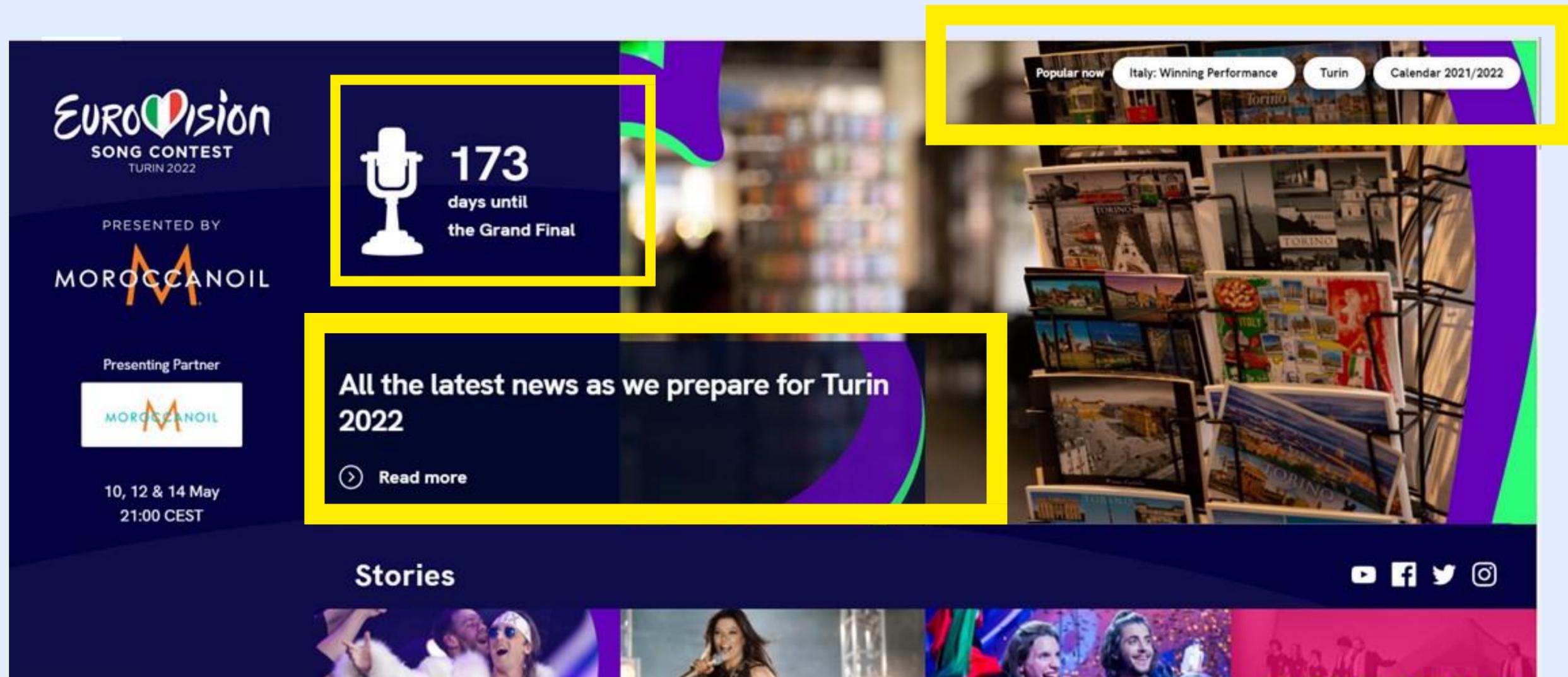
## PEOPLE

sharing the same  
European values

## PROMOTION

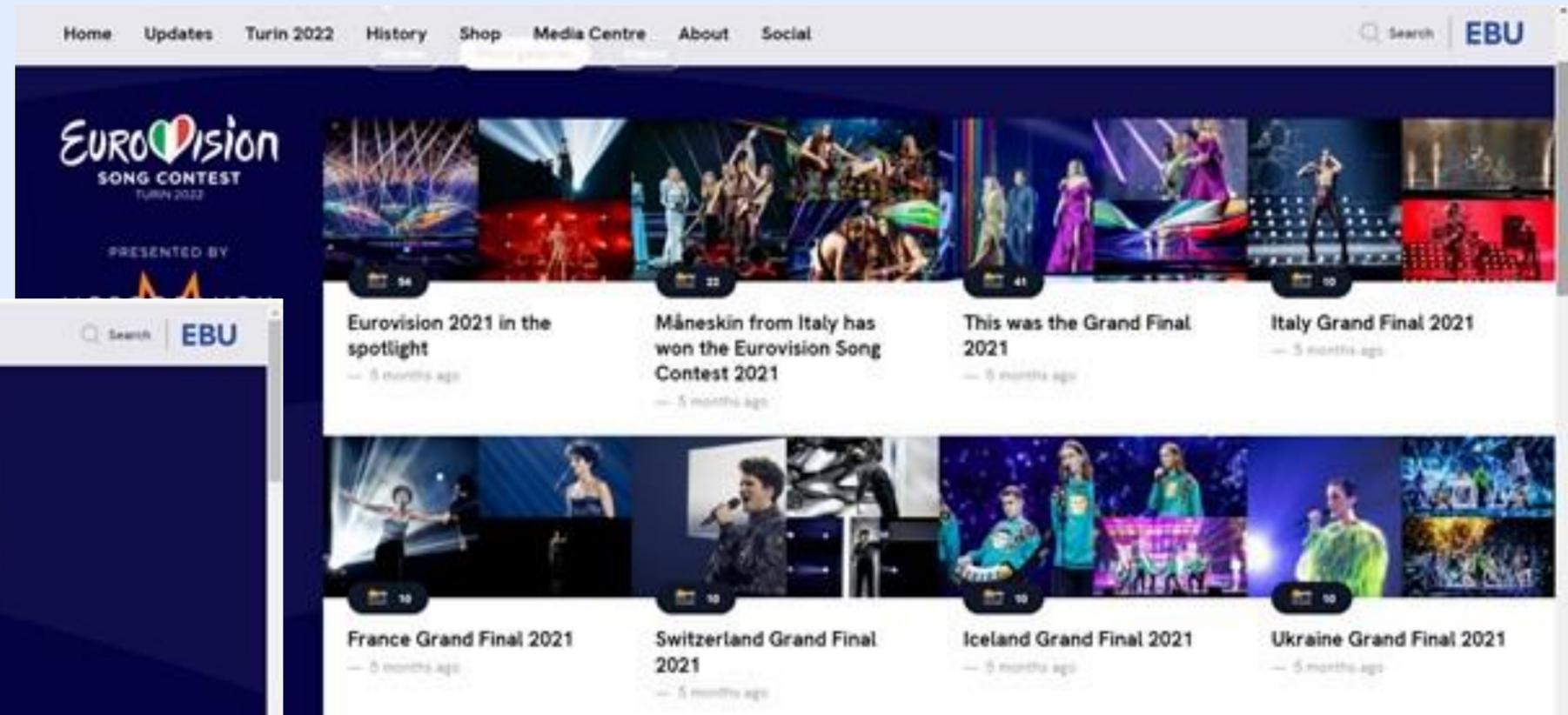
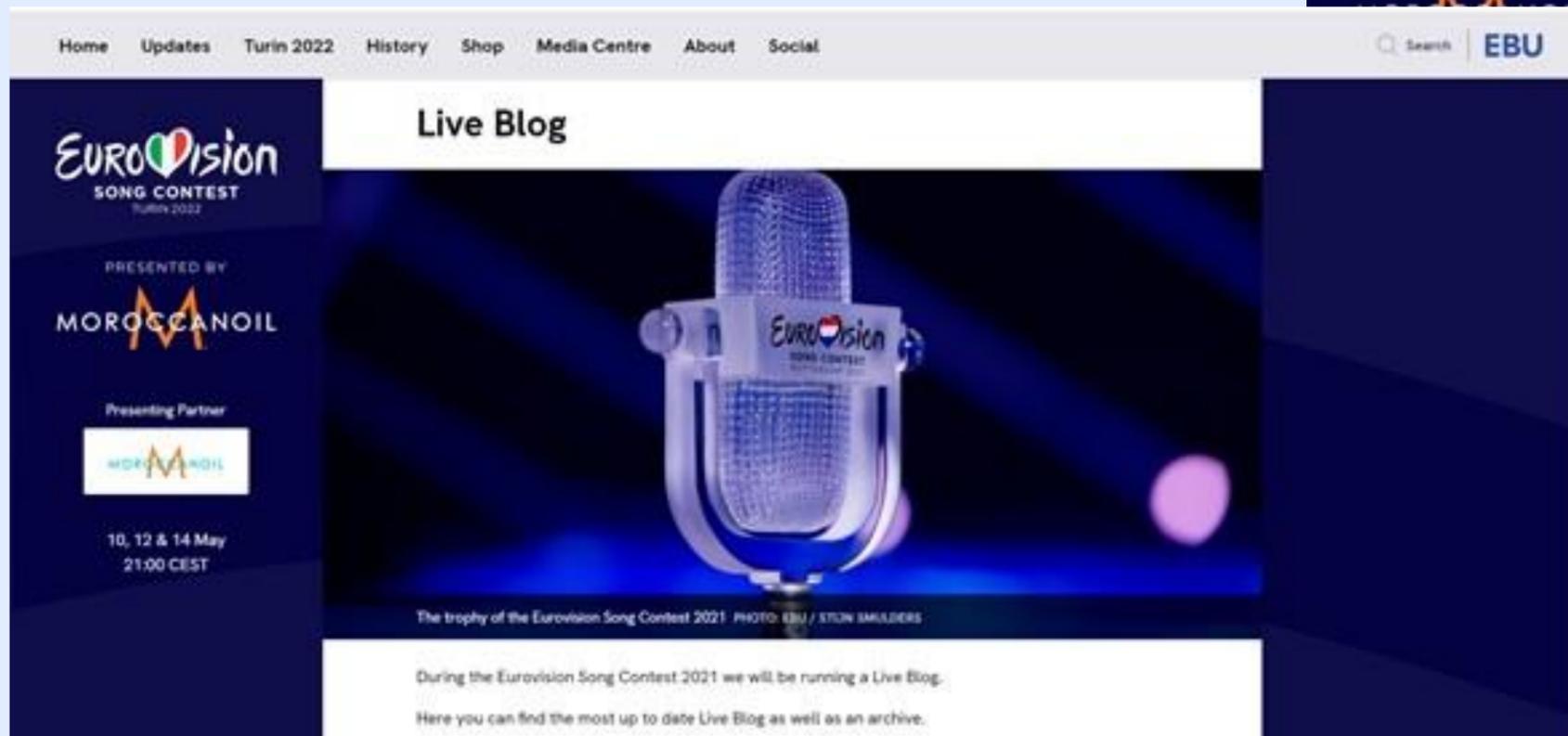
Eurovision, Italy and Turin

# Graphic Design



# Graphic Design

Bright and contains visuals



Easy to find information

# Destination Image

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# Destination Image

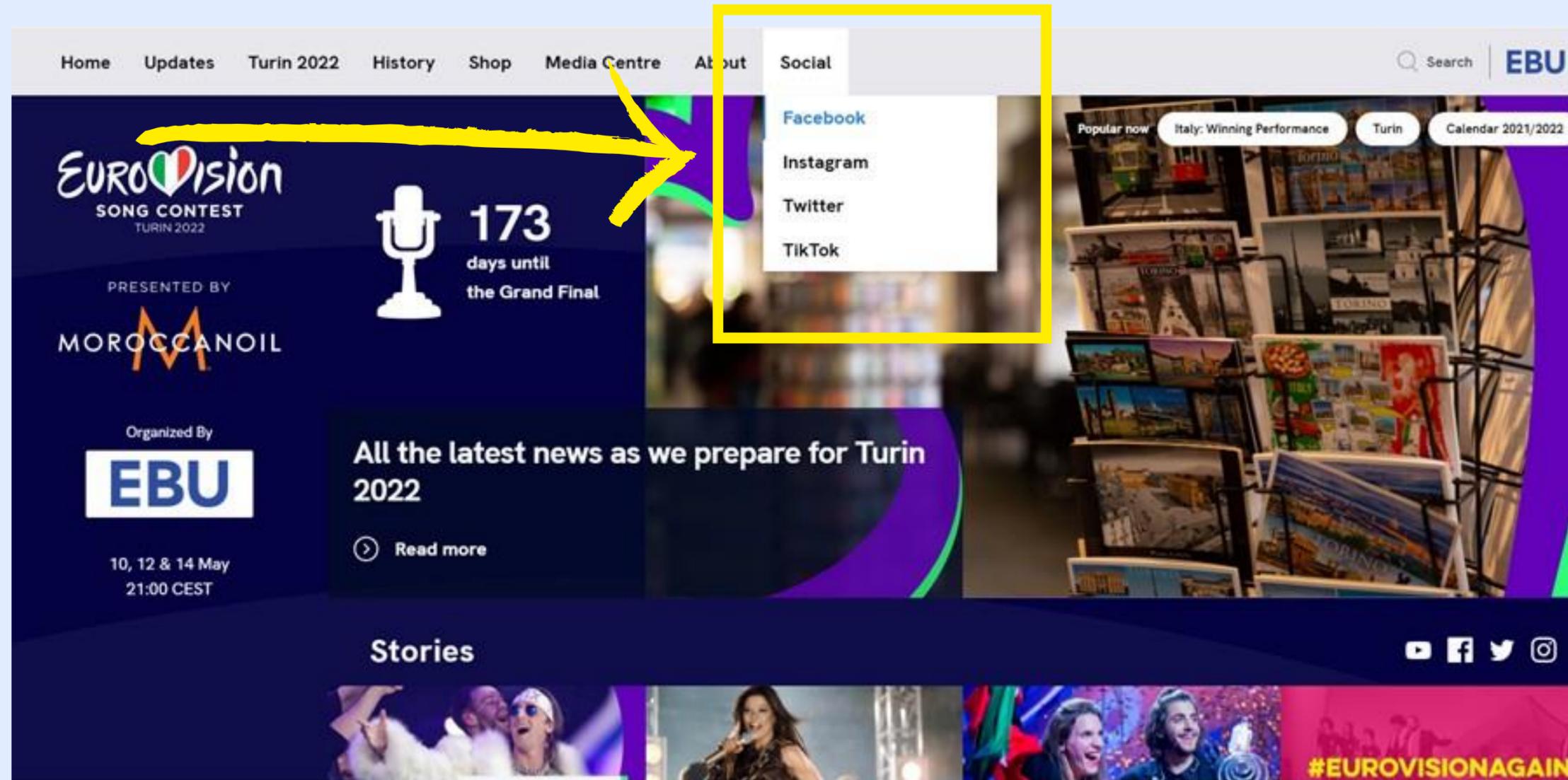
## Venue



The Eurovision Song Contest 2022 will take place at PalaOlimpico on May 10, 12 and 14.

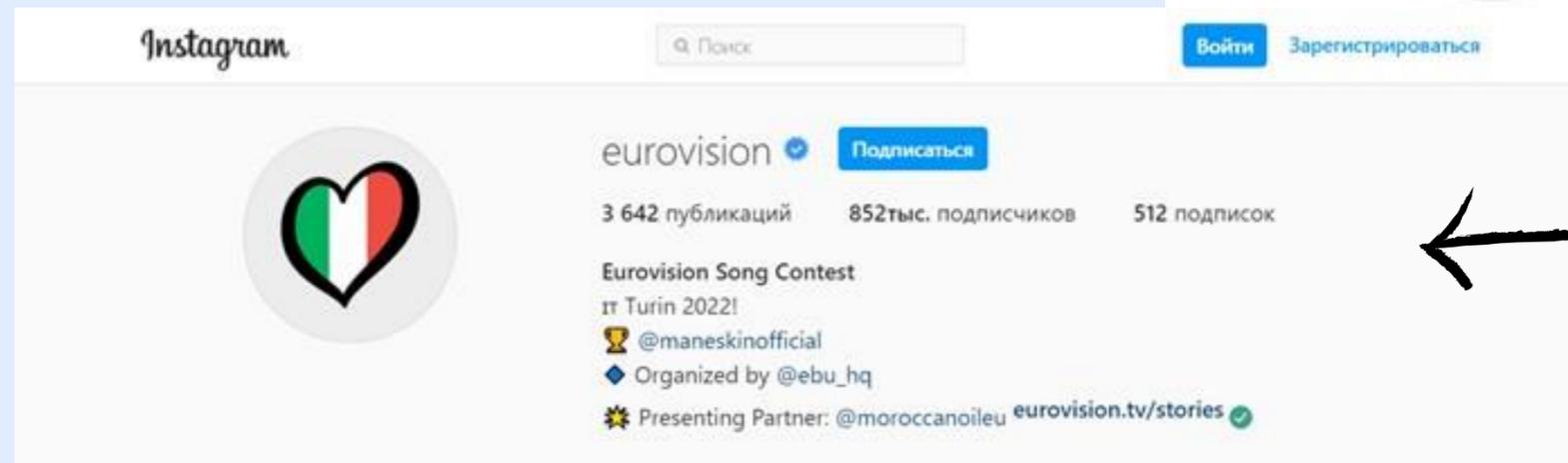
PalaOlimpico was designed and built according to the vision of Japanese architect Arata Isozaki for the 2006 Torino Winter Olympic Games.

# Social Presence



# Social Presence

Facebook



Instagram

# Social Presence

The image shows a screenshot of the Eurovision Song Contest's social media presence. On the left, there is a Twitter profile for @Eurovision, featuring a heart-shaped profile picture with the Italian flag colors. The bio includes a link to a newsletter. On the right, there is a TikTok profile for 'eurovision' with 572,6K followers, also featuring the Italian flag heart profile picture. Two arrows point from the text 'Twitter' and 'TikTok' to the respective social media profiles.

Twitter

TikTok

Eurovision Song Contest  
@Eurovision  
Sign up to the Douze Points newsletter for all kinds of Eurovision fun:  
[mailchi.mp/eurovision/dou...](mailto:mailchi.mp/eurovision/dou...)

eurovision  
Eurovision  
572,6K follower

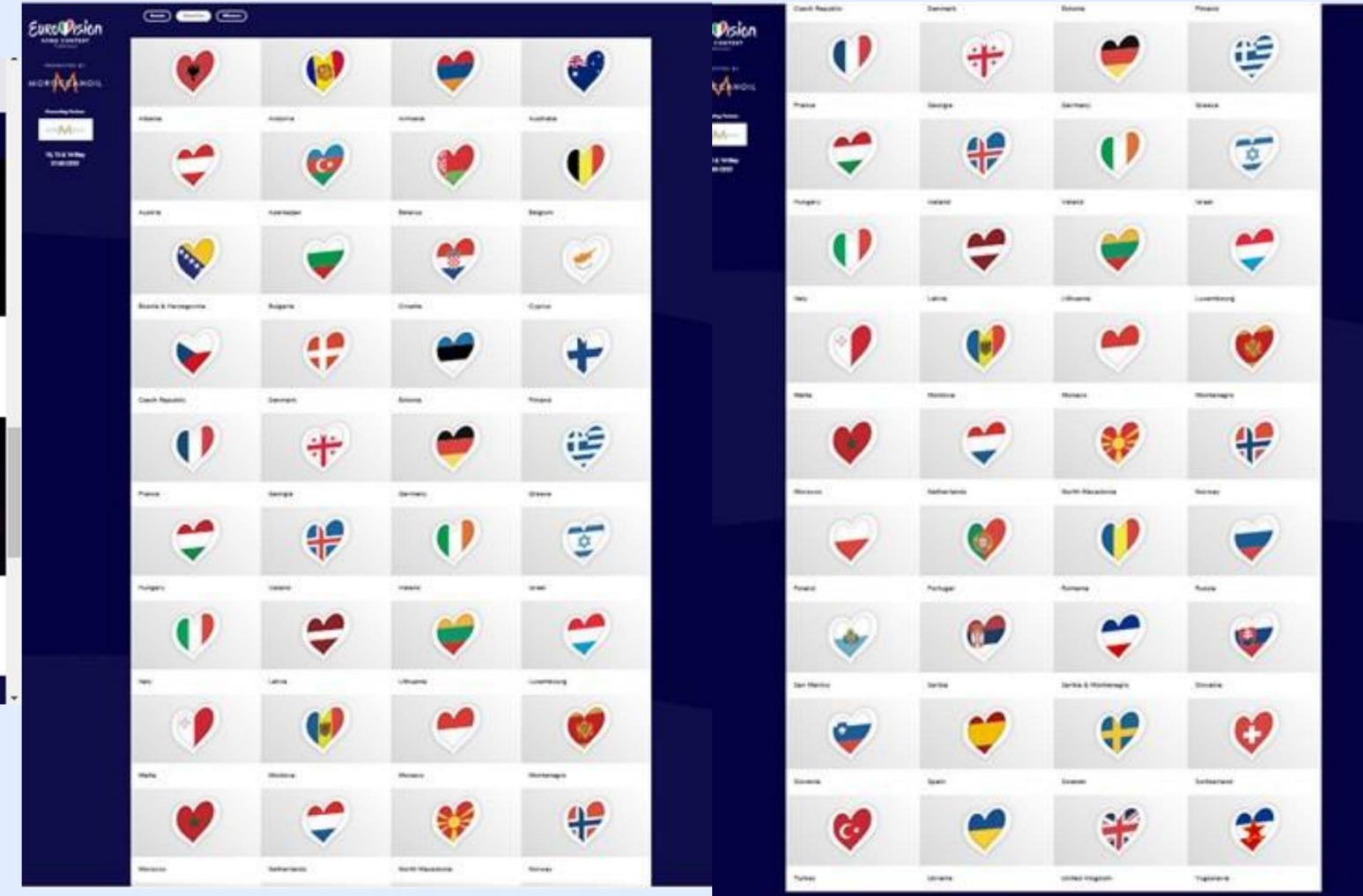
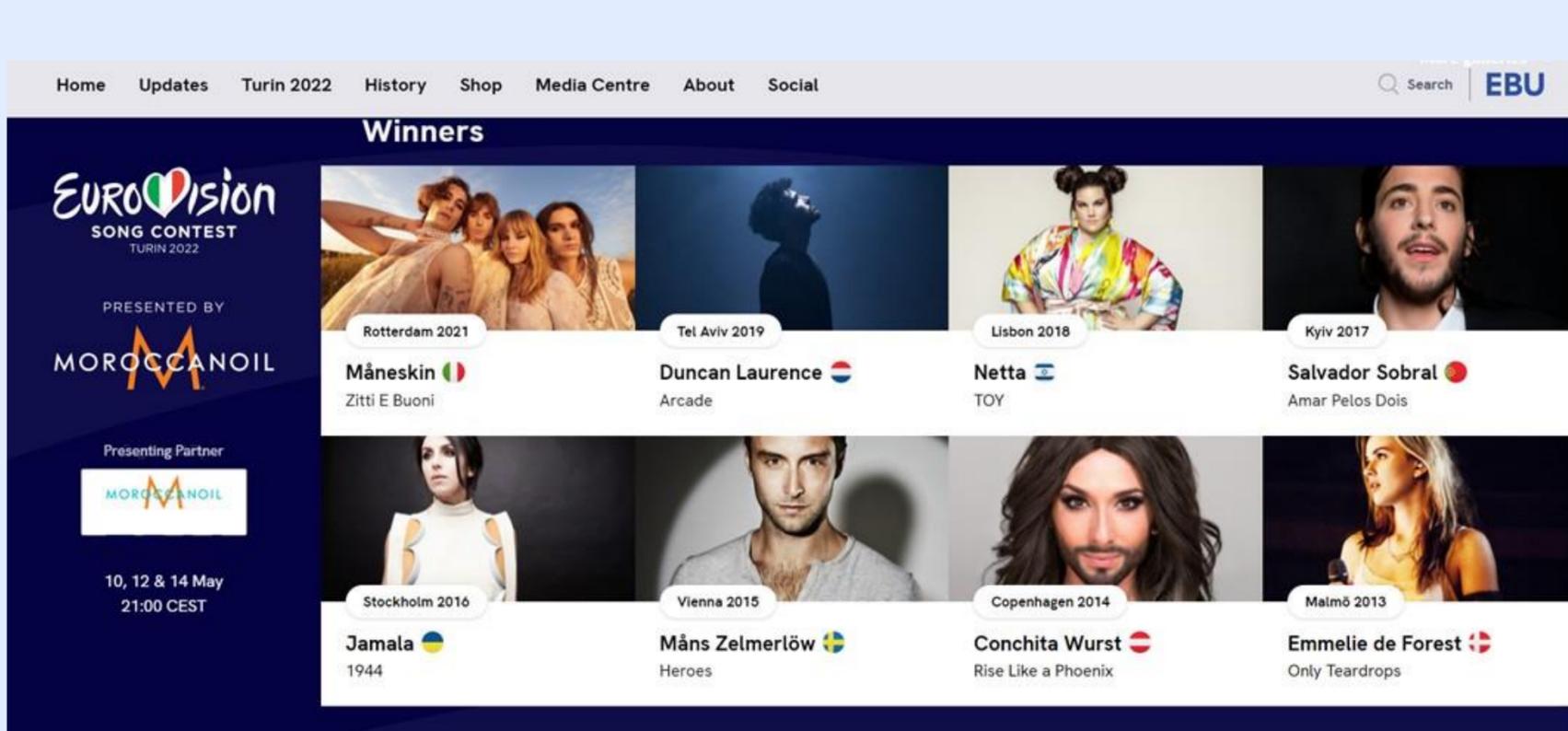
#ESC2021  
Top 5s of the Decade

# Web Reputation

People are looking forward to being a part of this event.  
They have a positive attitude towards the hosting city and country as well.



# Personalization



# What - CONTENT

Sara Di Filippo – 1082633



# Summary

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1. Managers' Content Compliance & Info
2. Users' Content Compliance & Info
3. Media
4. Links & Copyright



# Managers' Content Compliance & Info

Home Updates Turin 2022 History Shop Media Centre About Social

Organisers

- Organisers
- Brand
- How it works
- In-depth
- Rules
- FAQ
- Voting

EBU

SERVICES INITIATIVES EVENTS GROUPS RESOURCES ABOUT FR LOG IN

CONTACT US

Get in touch with the right people at the European Broadcasting Union by clicking on the relevant link found on this page. Or visit us at our headquarters or one of our offices worldwide.

EBU HEADQUARTERS

European Broadcasting Union  
L'Ancienne-Route 17A  
Postal Box 45  
1218 Le Grand-Saconnex / Geneva  
SWITZERLAND  
T +41 22 717 2111

OUR SERVICES

- EBU Academy
- Eurovision News
- Eurovision Services
- Eurovision Sport
- Legal & Policy
- Media
- Media Intelligence
- Music Exchange
- Technology & Innovation

CONTACT

**Contacts**

Direct access to EBU official website

# Users' Content Compliance & Info

## Practical Infos

The image displays two screenshots of the Eurovision Song Contest 2022 website. The left screenshot shows the 'Events' page, and the right screenshot shows the 'Media Centre' page. Both screenshots have yellow boxes highlighting specific information, and yellow arrows point from the 'Practical Infos' header to these boxes.

**Left Screenshot (Events Page):**

- Home Updates Turin 2022 History Shop Media Centre About Social
- EUROVISION SONG CONTEST TURIN 2022
- PRESENTED BY MOROCCANOIL
- Presenting Partner MOROCCANOIL
- 10, 12 & 14 May 21:00 CEST
- Events Turin 2022
- About
- First Semi-Final Tuesday, 10 May, 2022, 21:00 CEST
- Second Semi-Final Thursday, 12 May, 2022, 21:00 CEST
- Grand Final Saturday, 14 May, 2022, 21:00 CEST
- Venue & Location PalaOlimpico, Turin, Italy

**Right Screenshot (Media Centre Page):**

- Home Updates Turin 2022 History Shop Media Centre About Social
- Search EBU
- Home Media Resources Press releases Accreditation Media Accommodation
- EUROVISION SONG CONTEST TURIN 2022
- PRESENTED BY MOROCCANOIL
- Presenting Partner MOROCCANOIL
- 10, 12 & 14 May 21:00 CEST
- Contact
- For questions regarding the Eurovision Song Contest, please contact our dedicated press team.
  - Email: [press@eurovision.tv](mailto:press@eurovision.tv)
  - Phone: +41 22 717 2500
- EBU corporate media enquiries can be sent directly to the EBU Communications team.
- We invite you to take a look at our [Frequently Asked Questions](#) pages before you reach out to us.
- For more information about the European Broadcasting Union, organizers of the Eurovision Song Contest, please [click here](#).

# Media

Images  
Videos

The screenshot displays the Eurovision Song Contest 2022 website interface. On the left, a vertical sidebar contains the event logo, the presenting partner 'MOROCCANOIL', and the organizing body 'EBU'. The main content area is titled 'Photo galleries' and features a grid of image thumbnails with associated titles and dates. The titles include 'Eurovision 2021 in the spotlight', 'Måneskin from Italy has won the Eurovision Song Contest 2021', 'This was the Grand Final 2021', and 'Italy Grand Final 2021'. Below this, there are more thumbnails for 'How to Eurovision - Portugal pt', '#EurovisionAgain - Eurovision Song Contest 2004 - Full Show', '10 Empowerment Anthems for Singles' Day', and '10 Eurovision songs to lift you up when you're feeling down'. A 'more galleries' link is visible on the right side of the gallery grid.

Downloadable files

# Link & Copyrights

Links

Copyrights

EBU corporate media enquiries can be sent directly to the [EBU Communications team](#).

We invite you to take a look at our [Frequently Asked Questions](#) pages before you reach out to us.

For more information about the European Broadcasting Union, organizers of the Eurovision Song Contest, please click [here](#).

Follow our social media accounts:

[YouTube](#)  
[Facebook](#)  
[Twitter](#)  
[Instagram](#)  
[TikTok](#)

## Staying Informed

Please sign up through our [Newsletter Hub](#) to receive press alerts in your inbox. You can unsubscribe at any time by clicking on the unsubscribe link at the bottom of each email.

[Terms of Use](#) [Cookies & Privacy Policy](#) [Press](#) [Support](#)

© EBU 2002-2021 All rights reserved. Website by Scrn.

# Why - SERVICES

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Aurora Ghilardi - 1044610



# Summary

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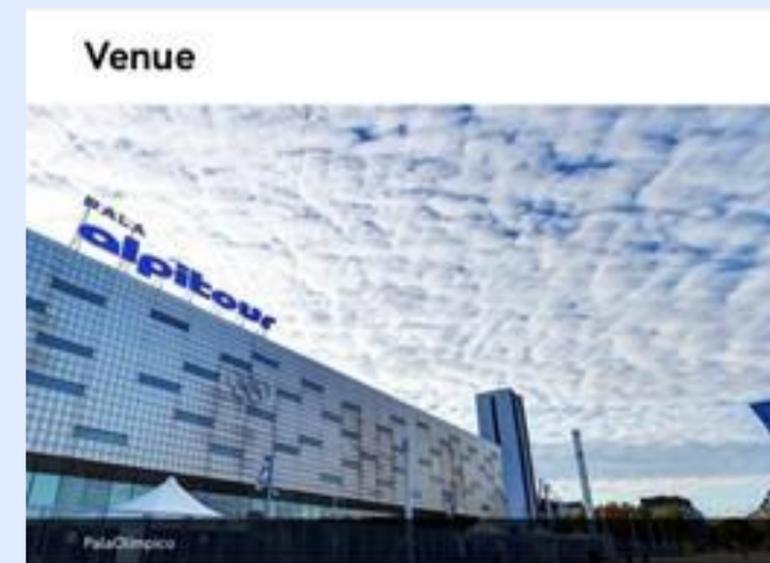
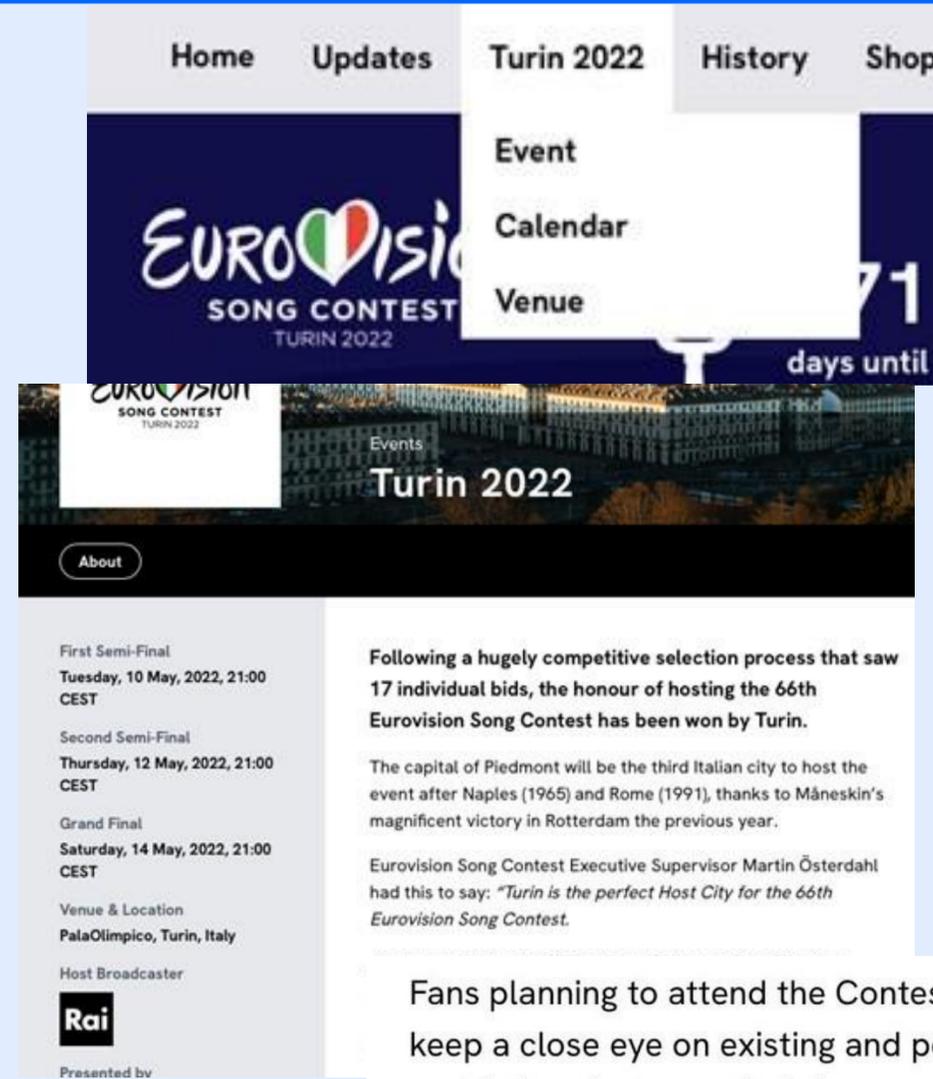
1. Users' Service Compliance & Info
2. E-commerce Services
3. Security
4. Privacy
5. Use of Cookies



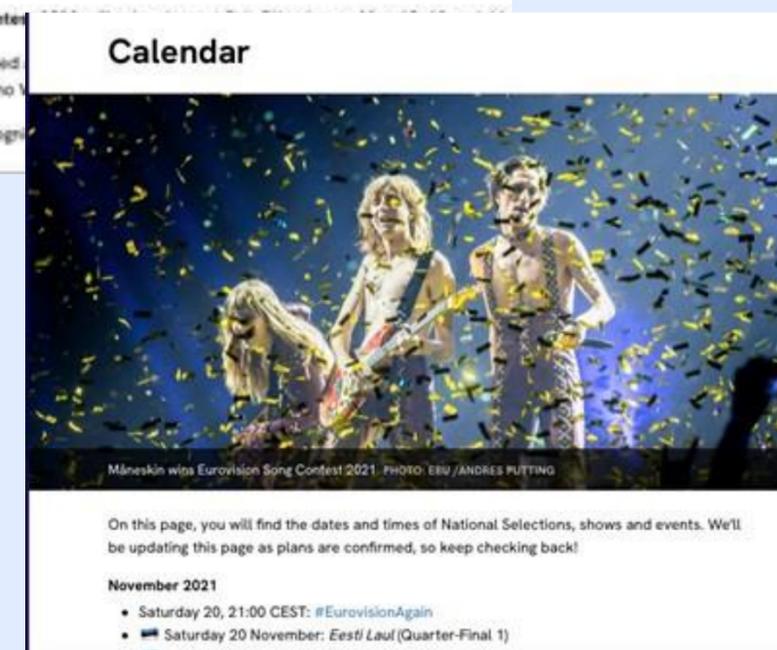
# Users' Service Compliance

## Users' needs are scarcely fulfilled

- No direct links to Turin's municipality
- No information about accommodation or transportation in the hosting city
- No reference to Turin weather forecast
- No georeferenced cartography of Turin
- No location-based services
- No information about Covid

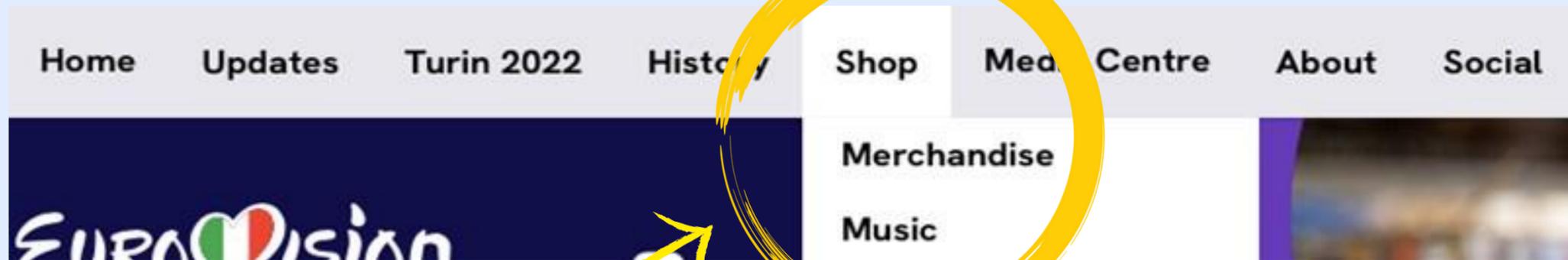


The Eurovision Song Contest  
PalaOlimpico was designed  
Isozaki for the 2006 Torino  
The facility is widely recogni  
facility in Italy.



Fans planning to attend the Contest are advised to keep a close eye on existing and potential travel restrictions between their home country and the Host City.

# E-commerce Services



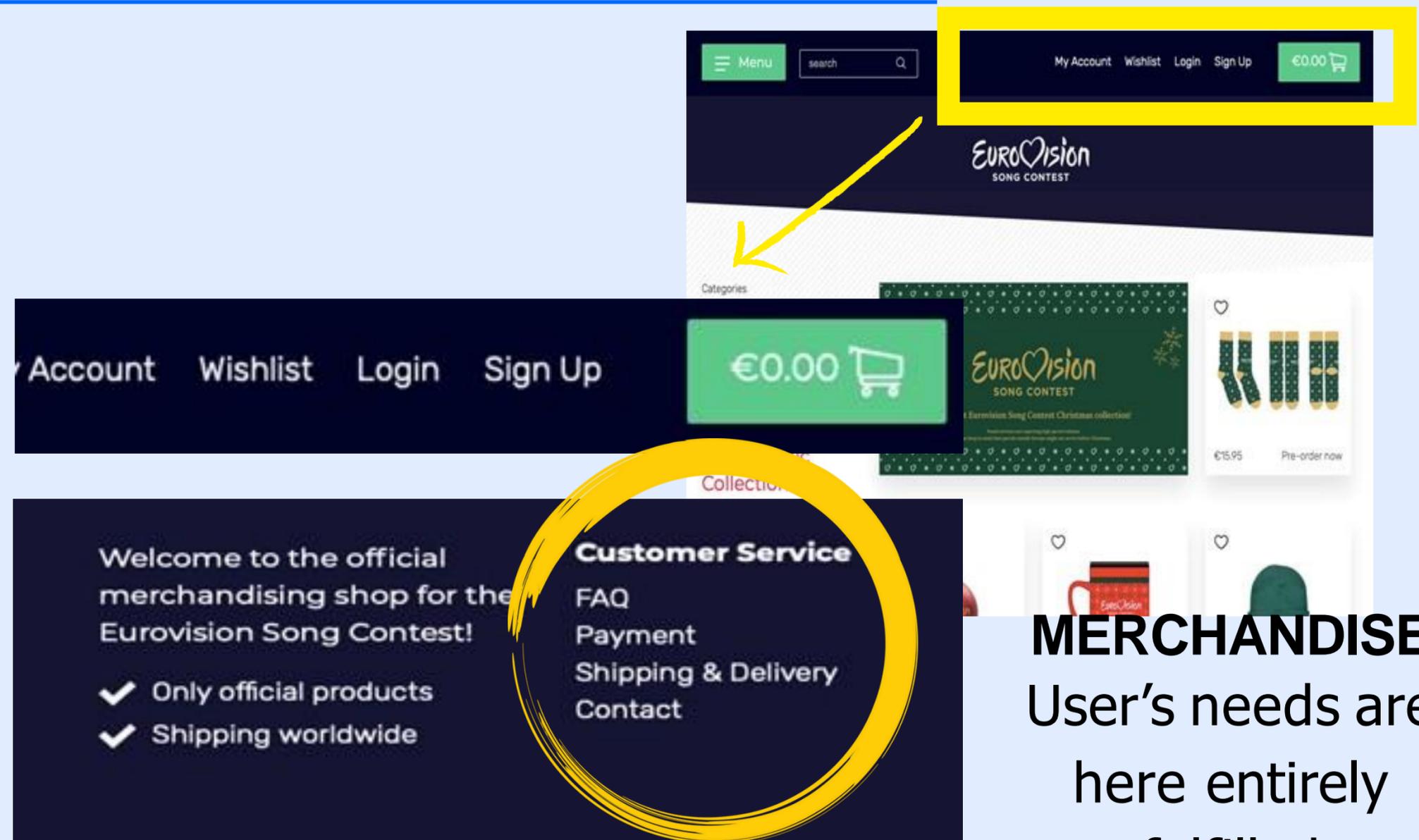
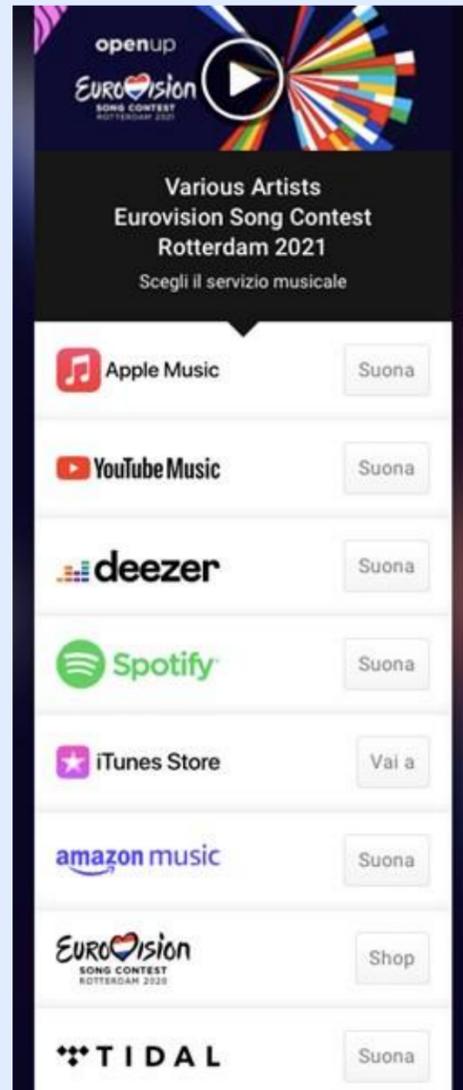
**E-commerce is partially offered:**  
direct links to merchandise and music sections

No possibility to shop event tickets online

Further details about the shows, tickets and accompanying events will be revealed in the coming weeks and months – so make sure you sign up to the [Douze Points newsletter](#) for ticketing and event information as it's released.

# E-commerce Services

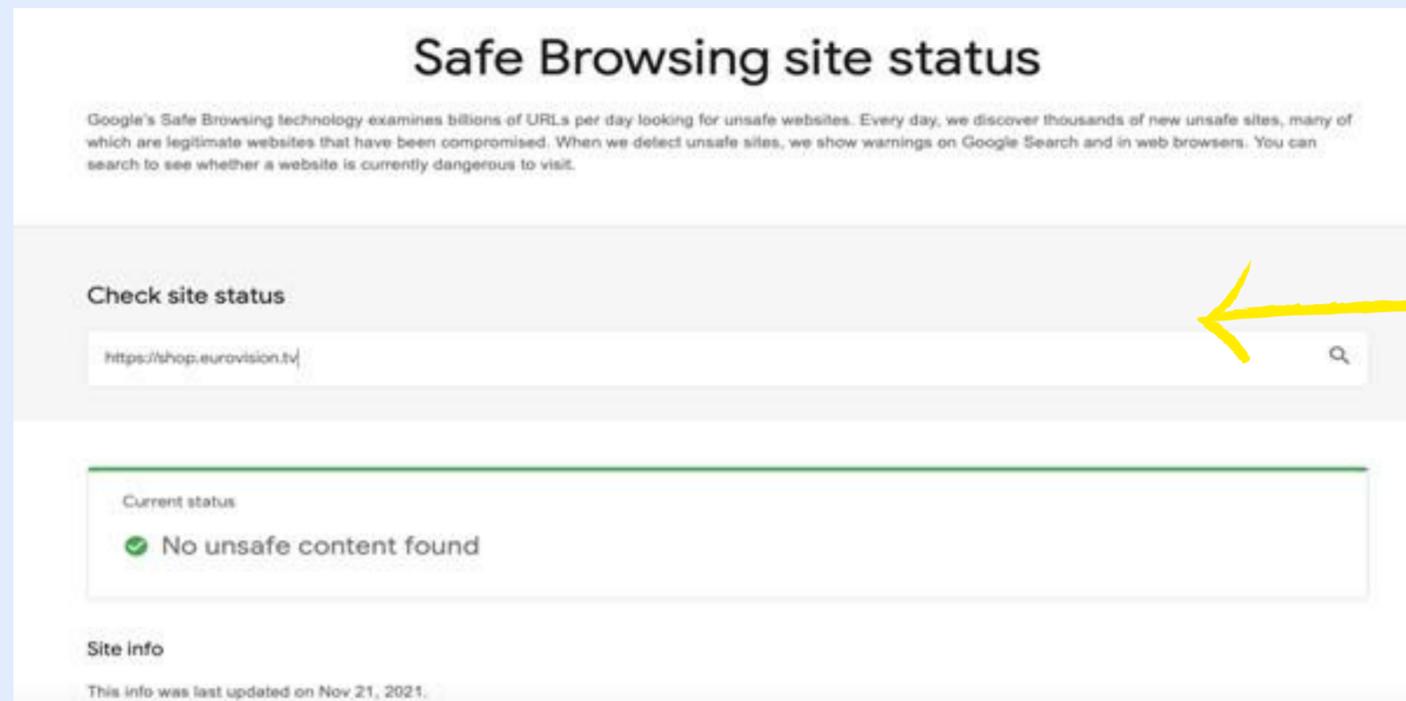
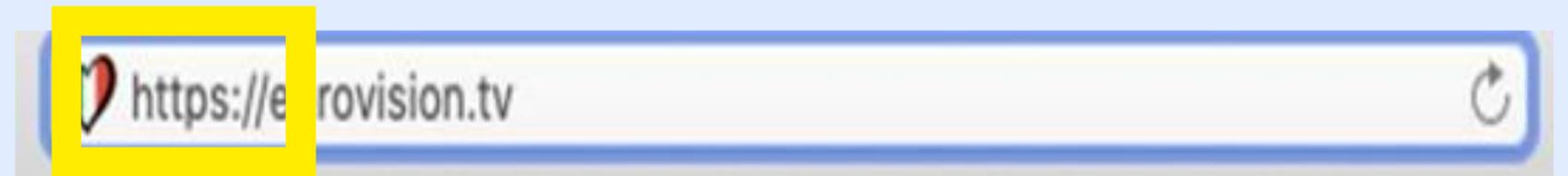
**MUSIC**  
A list with direct links to all available music platforms is provided



**MERCHANDISE**  
User's needs are here entirely fulfilled

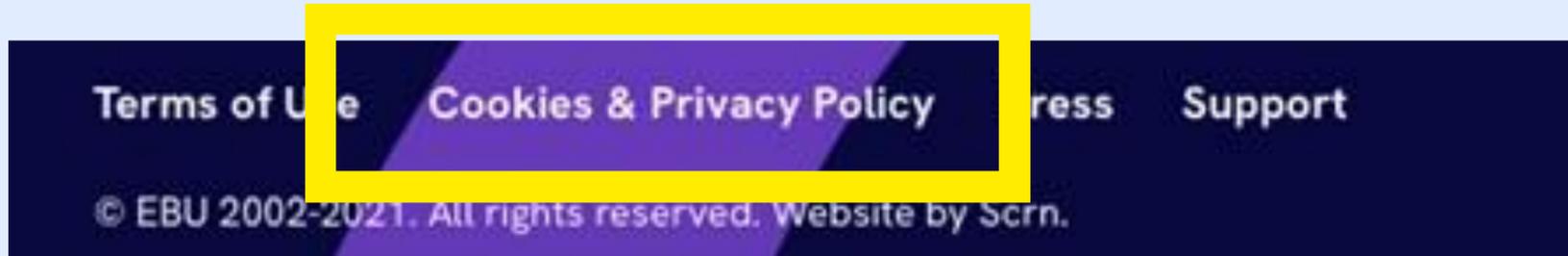
# Security

Security is guaranteed by the use of the *https* protocol and by the lock symbol in the browser



← Safe Browsing site status checked ✓

# Privacy



Use of cookies and Privacy policy can be found in the footer of the homepage

## Privacy Notice & Cookie Information

On this page you can read the full Privacy Notice and Cookie Information of the Eurovision Live Events websites.

### Introduction

This Privacy Notice is designed to inform you about the personal data relating to you that is collected via the Eurovision Live Events websites (eurovision.tv and junioreurovision.tv, referred to hereinafter as the "Websites") by the European Broadcasting Union ("EBU"), European Broadcasting Union ("UER") (acting as data controller and hereinafter referred to as "we", "our" and "us") with registered office at L'Ancienne-Route 17A, 1218 Le Grand-Saconnex (Geneva) Switzerland and registered with the Commercial Registry in Geneva (Switzerland) number IDE CHE 107.741.07.

We describe hereafter why we collect and process your personal data, on which legal basis we treat the personal data which you provide us and the personal data we obtain from you when you visit to the Websites.

Your use of these Websites implies your acknowledgement of this Privacy Notice.

### Legal basis

We are only processing your personal data because you have given us specific consent or because such processing is necessary for the performance of a contract to which you are a party or where the processing is in our legitimate interests and not overridden by your protection interests or fundamental rights and freedoms. When the legal basis of the processing is consent, you have the right to withdraw your consent at any time, without affecting the lawfulness of any processing carried out before the withdrawal of consent.

## Personal data collected

Our content is generally available on the Websites without registration.

We collect personal data relating to you (referred to hereinafter as "Personal Data") in the following way:

**Through Registration:** Subscription to our newsletters requires you to provide your email address. Registration is governed by the Terms and Conditions and additional terms as may be applicable from time to time.

**Through Contact:** In certain instances you may contact us to request information or to provide optional data such as your company address, phone number, job title, gender, date of birth, interests, profile pictures and job title.

**Through your Public Posts:** comments you post on our Websites have a comment functionality thanks to which you can share content with other users.

**Through your Votes:** You may vote online via the Junior Eurovision Song Contest website. An online vote implies processing of your IP address and of your location data for calculating the official results of the Junior Eurovision Song Contest where you have voted and the songs for which you have voted.

**Through Cookies, IP addresses and location data:** We may collect information about how you use our Websites (also as non-registered user), the location data, pixels and similar technologies; information about how you use our Websites and what types of information are collected via cookies is described in detail below.

## Use of Personal Data

Your Personal Data will be used exclusively and only to the extent necessary, to allow us to:

**Newsletters:** on the basis of your specific consent given to us by clicking on the subscription button, send you one or more of our Eurovision newsletters provided you have given us prior consent to do so by clicking on the subscription button. Newsletters are not meant to be available for children under 16.

**Responses to requests:** on the basis of your specific consent, we will process your Personal Data as outlined at the time we collect your Personal Data or the use of your Personal Data.

**Public Posts:** Make available the comments you post on our Websites and allowing others to comment on them.

**JESC Votes:** on the basis of your acceptance of the Terms and Conditions of the Junior Eurovision Song Contest, process your votes for the Junior Eurovision Song Contest, process your votes for the pan-European Voting Partner of the EBU may carry out the pan-European Voting Partner of the EBU as well as perform aggregated statistics on the use of the Junior Eurovision Song Contest as made available on a year by year basis.

**Statistics:** perform aggregated statistics on the use of the Websites.

**Improvements:** on the basis of your specific consent to allow us to improve our service (including the Websites' user interface experience) and to optimize content selection, recommendation algorithms and for the same purposes.

We may combine the Personal Data you submit via the Websites with the Personal Data we have obtained about you from other sources such as our social media channels and for the same purposes.

We may combine the Personal Data you submit via the Websites with the Personal Data we have obtained about you from other sources such as our social media channels and for the same purposes.

## Sharing Personal Data to third parties and transferring Personal Data to third countries

We will not make your Personal Data available to any third party and shall not publicly disclose the Personal Data unless such transfers are based on your specific consent, necessary for the performance of a contract entered into between you and us, or when such transfer of Personal Data is otherwise authorised or compulsory by law or by order of an administration or judicial authority.

We may transfer your Personal Data to the following recipients: partners involved in our events, our pan-European Voting Partner, providers of statistical insights about the use of our Website, mailing tools used for sending our newsletters and hosting providers.

Please note that whenever your Personal Data is transferred to processors or third parties located in countries outside the European Economic Area which are not considered by the European Commission to guarantee an adequate level of protection for personal data, we will ensure that appropriate measures are implemented according to the applicable national and European legislation relating to data protection.

You may obtain a copy of the safeguards we have implemented or information as to where your data has been made available by sending us an email at [privacy@ebu.ch](mailto:privacy@ebu.ch).

# Use of cookies

The use of cookies is explained in details

## Use of cookies

Cookies are small text files that are placed on your computer or other device by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the website.

## General information about the cookies used

When you visit our Website for the first time, the entry page will show information on privacy through a "cookie banner" allowing you to manage cookies preferences and provide your consent to the use of specific cookies.

We may also use cookies which are required for technical reasons and for which we do not require your consent.

## Cookie List

A cookie is a small piece of data (text file) that a website – when visited by a user – asks your browser to store on your device in order to remember information about you, such as your preferences. Those cookies are set by us and called first-party cookies. We also use cookies from a domain different than the domain of the website you are visiting for advertising and marketing efforts. More specifically, we use cookies and other technologies for the following purposes:

### Necessary Functional Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to not accept these cookies, but then some parts of the site will not work. These cookies do not store any identifiable information.

Cookie Subgroup	Cookies
shop.eurovision.tv	PHPSESSID
static.eurovision.tv	cf_use_ob, cf_ob_info
eurovision.tv	__cfduid, eupubconsent, OptanonAlertBoxClosed, OptanonConsent
junioreurovision.tv	__cf_bm, __cfduid
cookie-law.org	__cfduid

### Analytics cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

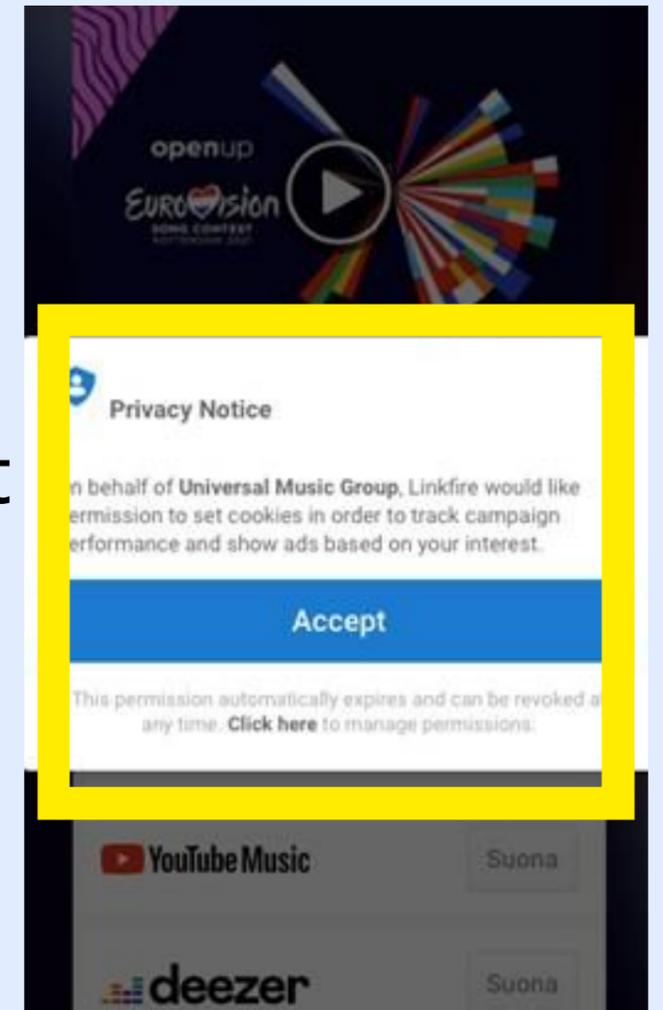
Cookie Subgroup	Cookies	Cookies used
eurovision.tv	cX_S, _gid, cX_T, _cX_segmentInfo, cX_G, _gat, cX_P, _ga	1st Party
cdn.cxense.com	cX_P	
apple.com	geo	
cxense.com	gckp	
id.cxense.com	cX_G	
doubleclick.net	IDE, test_cookie	
cloudflareinsights.com	__cfduid	

### Social Media Cookies

These cookies are set by a range of social media services that we have added to the site to enable you to share our content with your friends and networks. They are capable of tracking your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit. If you do not allow these cookies you may not be able to use or see these sharing tools.

Cookie Subgroup	Cookies	Cookies used
spotify.com	sp_landing, _gat_gtag_xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx, _gid, sp_t, _ga	3rd Party
youtube.com	GPS, VISITOR_INFO1_LIVE, YSC	3rd Party
apple.com	ccl	3rd Party
soundcloud.com	sc_anonymous_id	3rd Party

Users are systematically asked to accept cookies while browsing the webpage



# Where - INDIVIDUATION

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Roxana Georgiana Fanache - 1083449



# Summary

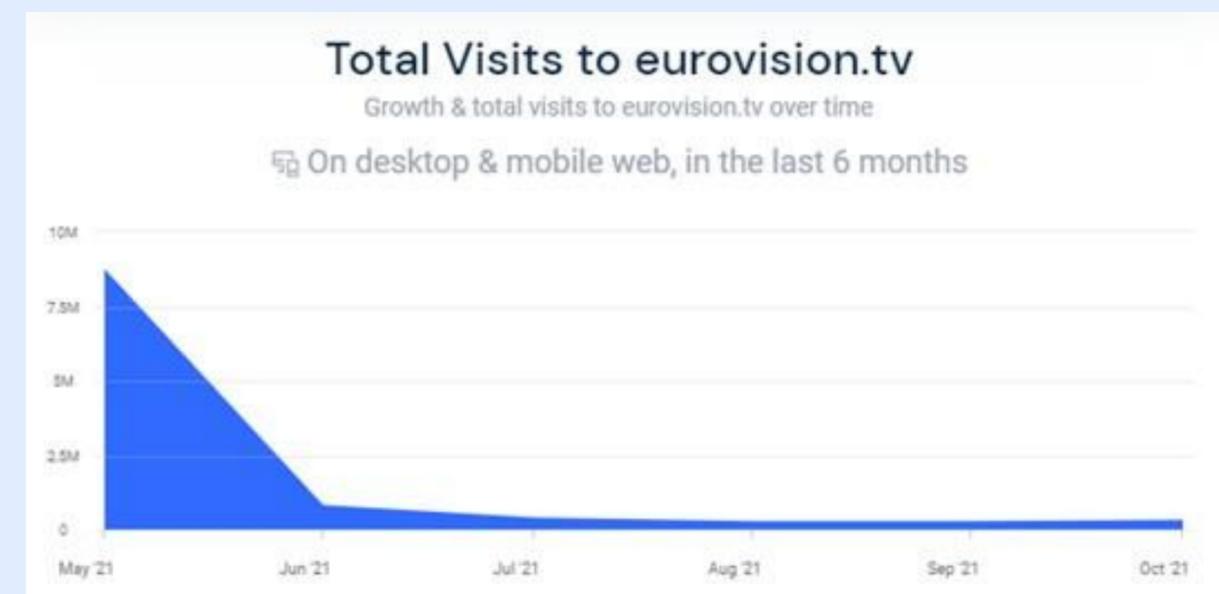
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1. Overview of the domain
2. Search Visibility: Languages and Countries
3. Search Visibility: Keywords and Search Engines
4. Communication with users
5. Communication among users
6. Social Netwrk and Web Reputation



# Overview of the domain: Traffic and Authority

- Total monthly visits- 332.25
- Domain authority – 77/100
- Main traffic source- Search



# Search Visibility, Languages & Countries

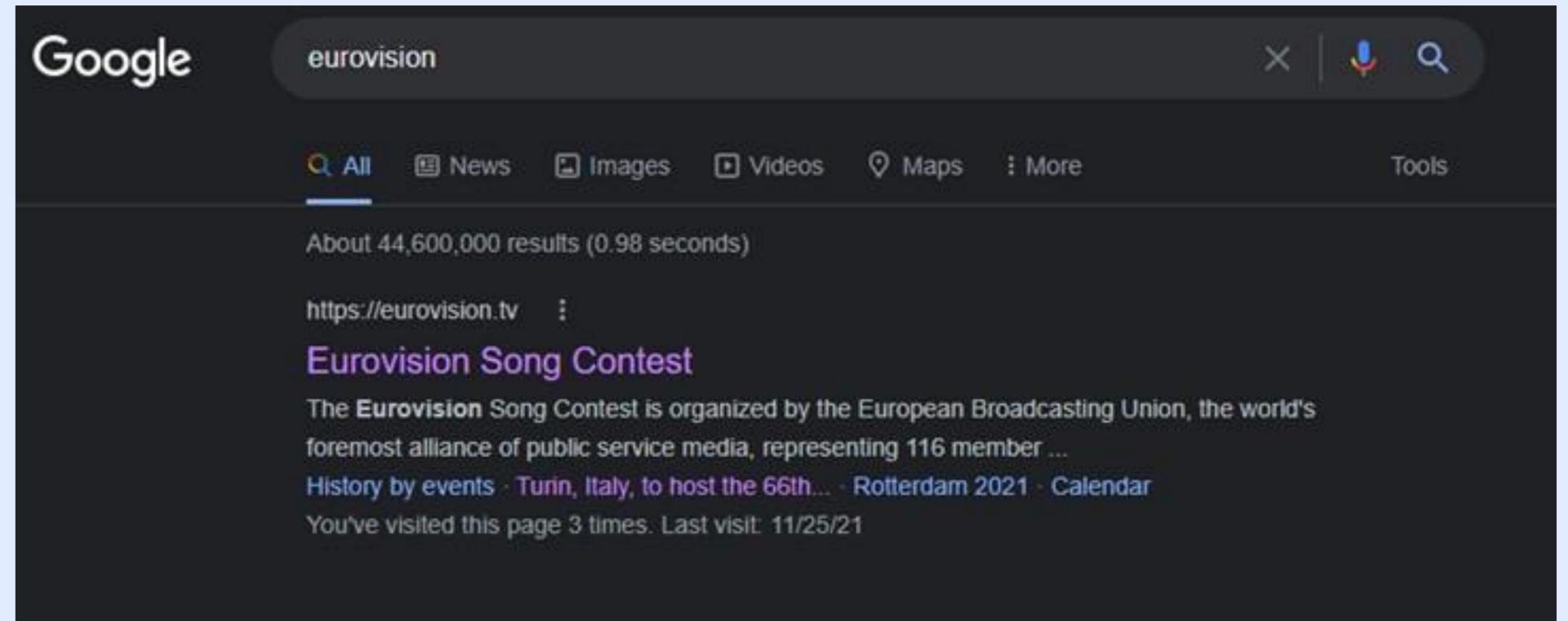
Website has good visibility in countries like Hungary, United States, United Kingdom, Italy and the Netherlands



# Search visibility. Keywords & search Engines

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The website is on the top position in google search



# Communication with users

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- No phone numbers
- They have four main social media channels from which users can also reach them via direct message
- Newsletter subscription

## Organisers



The Eurovision Song Contest is organised yearly by the European Broadcasting Union (EBU), together with the Host Broadcaster and some 40 Participating Broadcasters.

# Communication among users

- Active Instagram account a lot of posts with the # Eurovision on twitter from users
- They also use the # ESC2020



Katja / Kara @SchlagerKaty · 24 Nov  
Already?! Geez... #eurovision

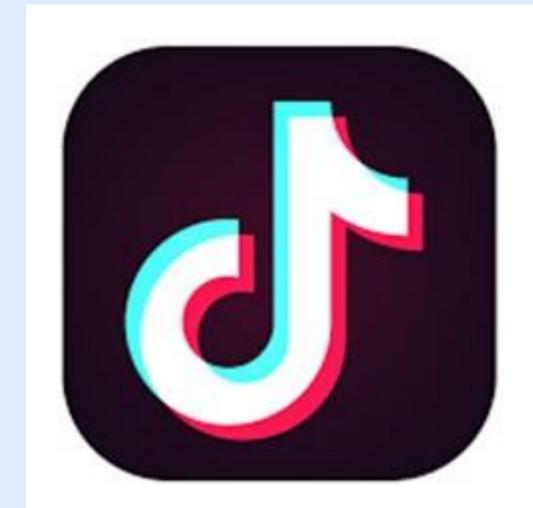
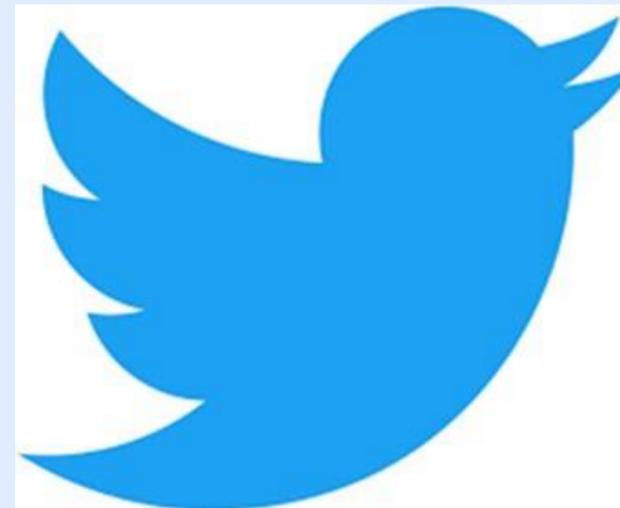
Who wins the Eurovision Song Contest 2022?

Odd unit: EU | UK | US

	Ladbrokes	Smarts
Russia		12.50
Sweden	13.00	11.00
Switzerland		13.50
Bulgaria		16.50
France	17.00	13.50
Italy	17.00	16.50
Australia		18.00
Cyprus		18.00
Iceland		18.00

# Social Media & Web Reputation

- Facebook 1.698.779 likes, 1.687.319 followers
- Instagram 852K followers 3,644 posts roughly 1 post a day
- Twitter 541.8 followers
- Tik Tok 572.9 K followers 10.7 M likes



# When - MAINTENANCE

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Aurora Labanca- 1083584



# Summary

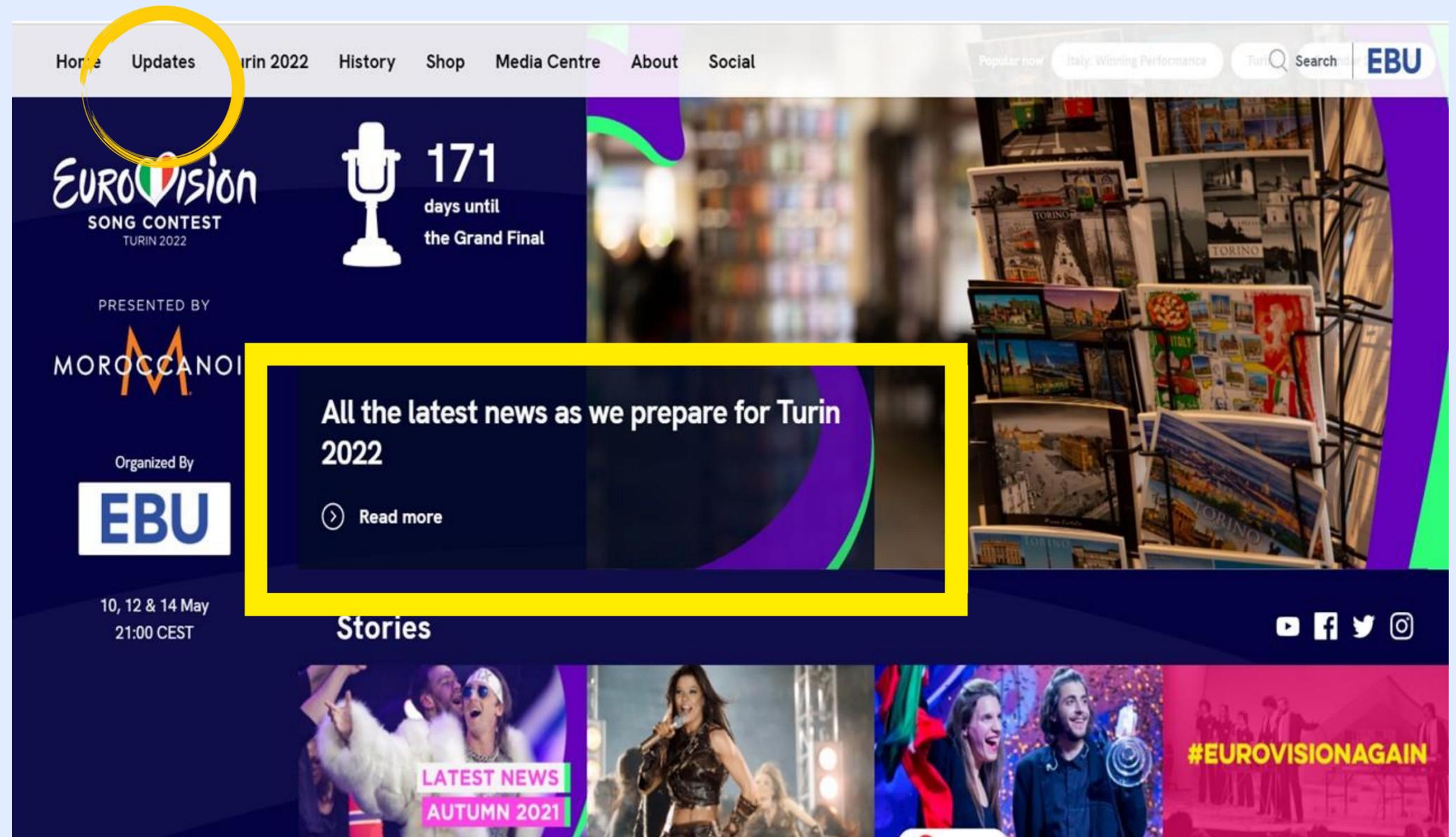
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- 1.Update
- 2.Social Media Management
- 3.Broken Links

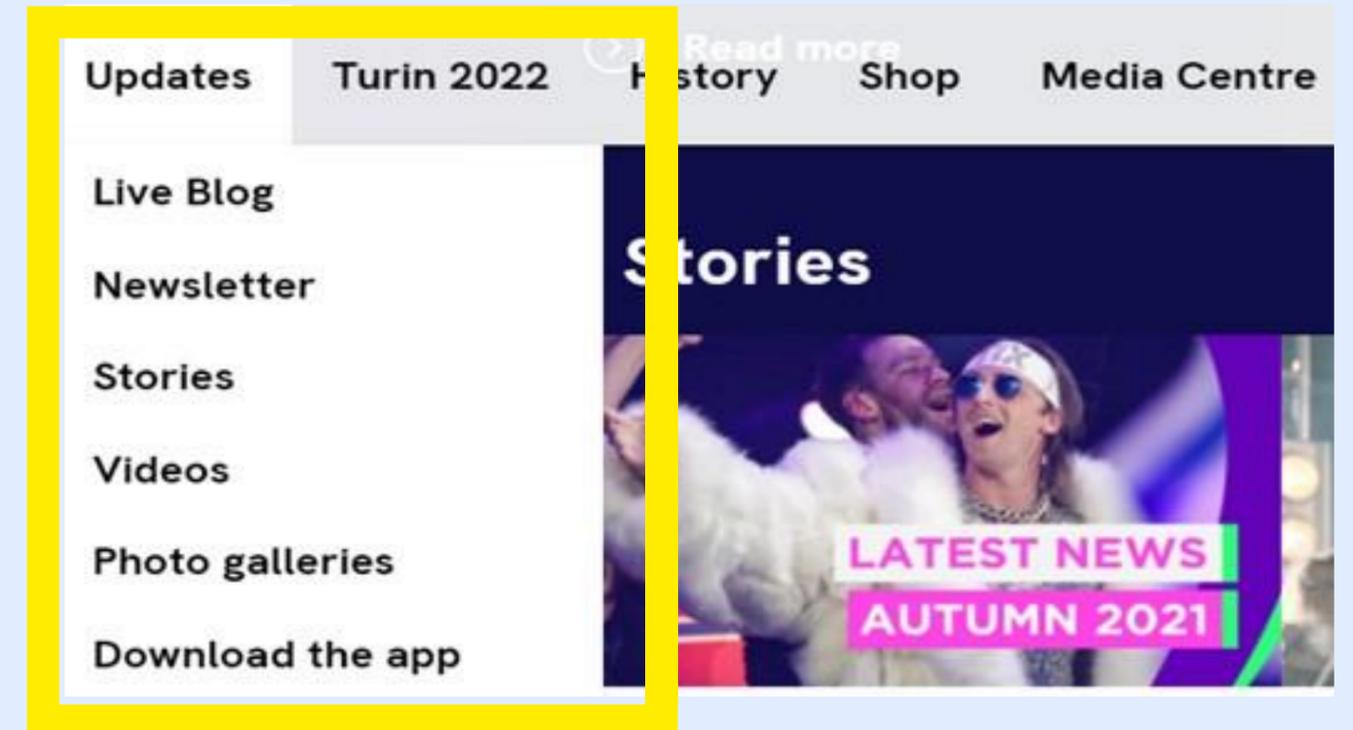
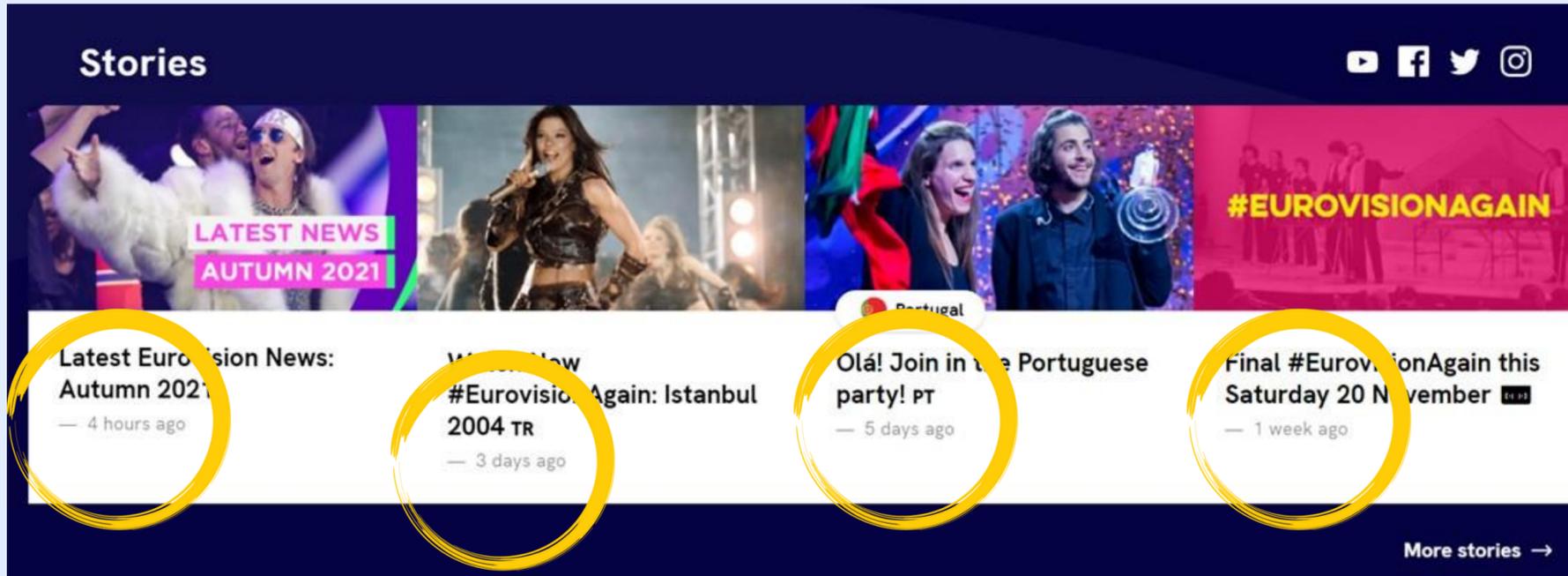


# Update

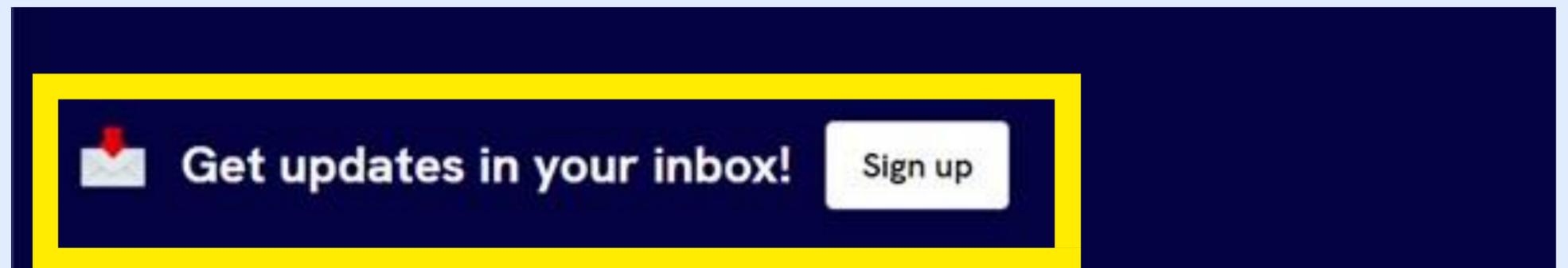
The official website is **constantly** updated



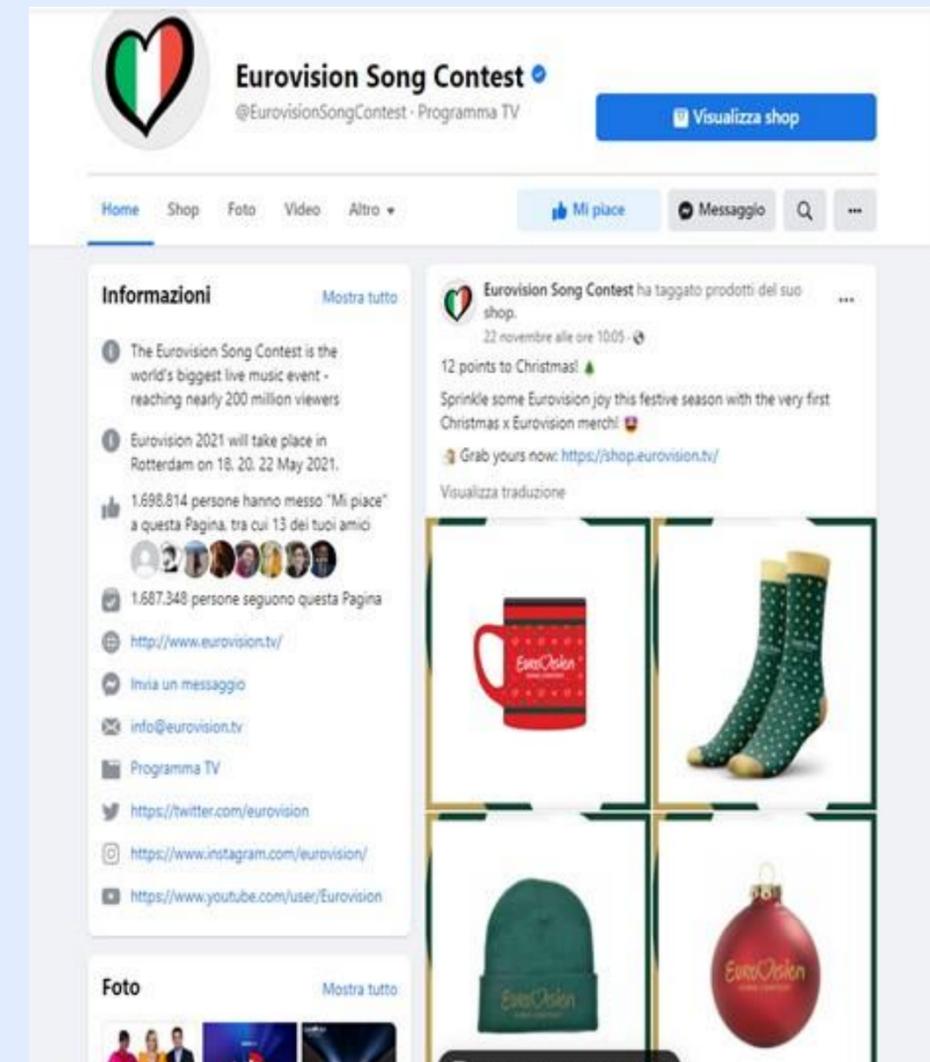
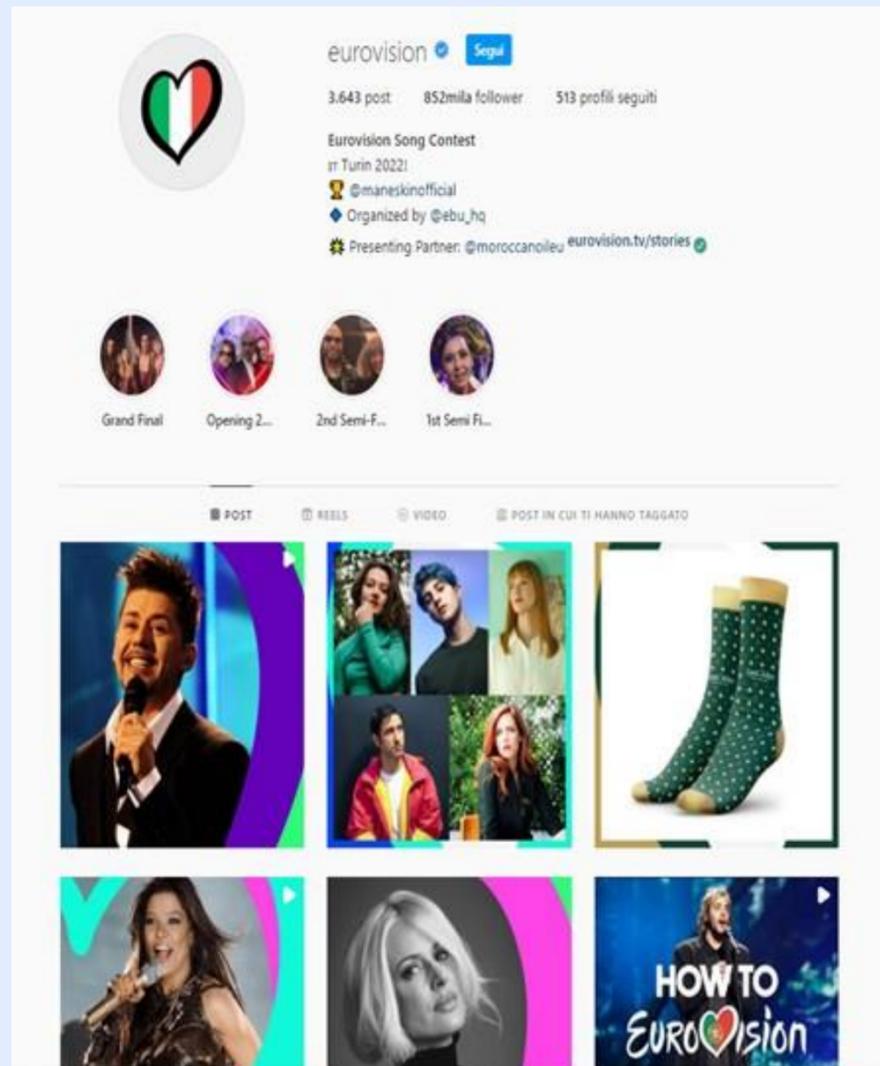
# Update



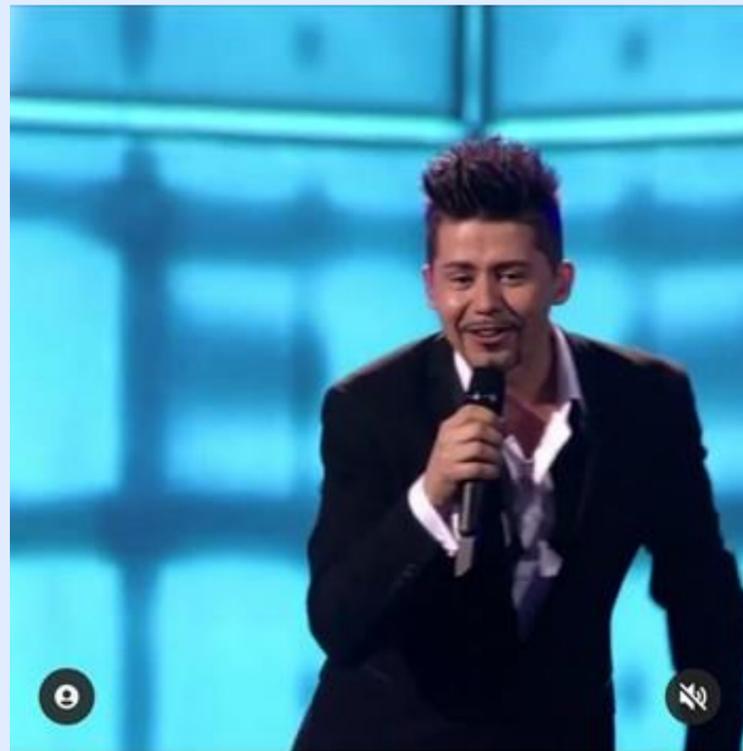
Possibility to stay updated by signing up to the newsletter



# Social Media Management



# Social Media Management



Visualizzazioni: 80.057

Tell us which songs you would choose to make the perfect foodie playlist for a #Eurovision fan!



Piace a 14.353 persone

eurovision 5 amazing artists have been shortlisted to represent Greece 🇬🇷 at #ESC2022!

We'll see either Amanda Georgiadi, good job nicky, Joanna Drigo, Ilias Kozas or Lou is\* in Turin...but who'll be the chosen one? 🗳️ #Eurovision #Greece

**Eurovision Song Contest** 17.055 Tweet

**Eurovision Song Contest** @Eurovision · 23 nov  
Which of these Balkan tunes are you going for?

Life	43,5%
In The Disco	56,5%

1.463 voti · Risultati finali  
2 commenti · 7 condivisioni · 42 like

**Eurovision Song Contest** @Eurovision · 23 nov  
Which of these mega-ballads gets your vote?

Lane Moje	74%
Stronger Every Minute	26%

1.730 voti · Risultati finali  
2 commenti · 9 condivisioni · 43 like

**Eurovision Song Contest** @Eurovision · 23 nov  
First up...it's the obligatory battle of the bops!

Wild Dances	77,7%
Shake It	22,3%

1.522 voti · Risultati finali  
3 commenti · 3 condivisioni · 32 like

# Broken Links

#	Broken link (you can scroll this field left-right)	Link Text	Page where found	Server response
<a href="#">1</a>	<a href="https://www.eurovisionhotels.nl/eurovision-song-contest-rotterdam-2021">https://www.eurovisionhotels.nl/eurovision-song-contest-rotterdam-2021</a>	Media Accommodation	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
<a href="#">2</a>	<a href="https://eurovision.tv/press/accreditation">https://eurovision.tv/press/accreditation</a>	Accreditation	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
<a href="#">3</a>	<a href="https://eurovision.tv/about/brand">https://eurovision.tv/about/brand</a>	Brand	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
<a href="#">4</a>	<a href="https://eurovision.tv/WATCH:%20Malta%20Second%20Rehearsal">https://eurovision.tv/WATCH:%20Malta%20Second%20Rehearsal</a>	Malta Second Rehearsal	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
<a href="#">5</a>	<a href="https://eurovision.tv/page/history/year/participant-profile/?song=26303">https://eurovision.tv/page/history/year/participant-profile/?song=26303</a>	Eldar "Ell" Gasimov	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
<a href="#">6</a>	<a href="https://eurovision.tv/page/history/year/participant-profile/?song=27693">https://eurovision.tv/page/history/year/participant-profile/?song=27693</a>	Rona Nishliu	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>
<a href="#">7</a>	<a href="https://eurovision.tv/page/history/year/participant-profile/?song=27733">https://eurovision.tv/page/history/year/participant-profile/?song=27733</a>	Jedward	<a href="#">url</a> <a href="#">src</a>	<a href="#">404</a>

Disable page auto-scrolling

# How - USABILITY

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Ilaria Berardini - 1082640 and Michela Gatti - 1051547



# Summary

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1.Home Page

2.Turin 2022

3.Newsletter & Social Media

4.Easy Navigation

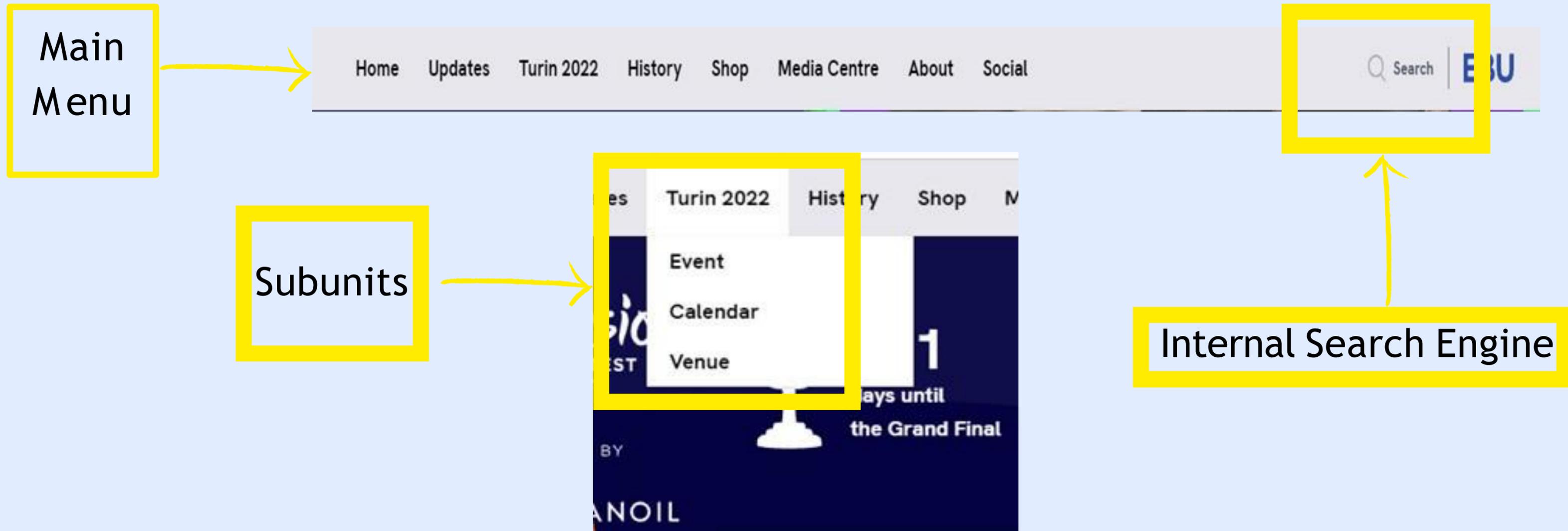
5.Languages

6.Download Time: hardware and software compliance

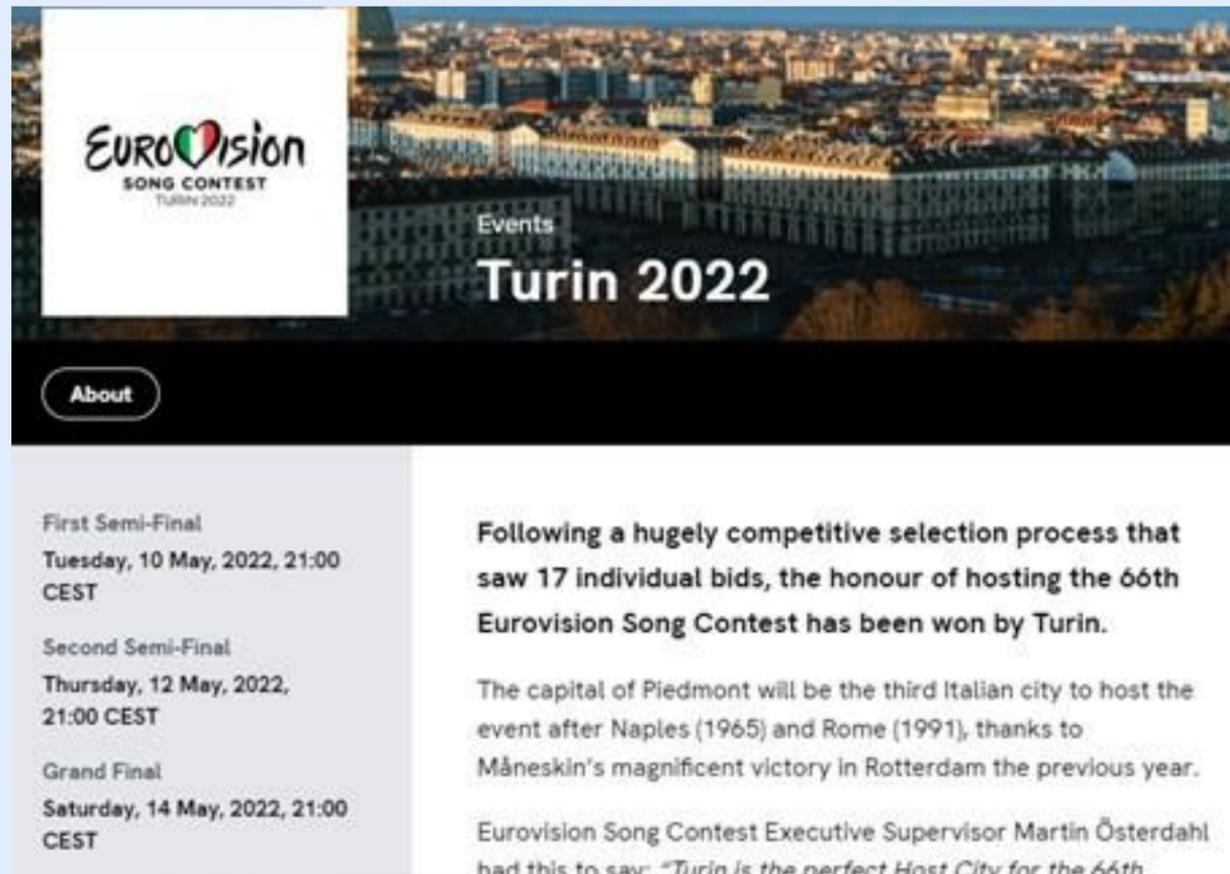
7.Mobile Friendliness

8.Apps

# Home Page



# Turin 2022



**EUROVISION SONG CONTEST**  
Turin 2022

Events  
**Turin 2022**

About

First Semi-Final  
Tuesday, 10 May, 2022, 21:00 CEST

Second Semi-Final  
Thursday, 12 May, 2022, 21:00 CEST

Grand Final  
Saturday, 14 May, 2022, 21:00 CEST

Following a hugely competitive selection process that saw 17 individual bids, the honour of hosting the 66th Eurovision Song Contest has been won by Turin.

The capital of Piedmont will be the third Italian city to host the event after Naples (1965) and Rome (1991), thanks to Måneskin's magnificent victory in Rotterdam the previous year.

Eurovision Song Contest Executive Supervisor Martin Österdahl had this to say: "Turin is the perfect Host City for the 66th

The new section with updated information about the host city

The Eurovision Song Contest 2022 will take place at PalaOlimpico on May 10, 12 and 14.

PalaOlimpico was designed and built according to the vision of Japanese architect Arata Isozaki for the 2006 Torino Winter Olympic Games.

The facility is widely recognised as the largest, most modern, most functional indoor arena facility in Italy.

Over the years the PalaOlimpico has hosted many international events, including gigs from the likes of Madonna, Lady Gaga, Ennio Morricone, Depeche Mode and Shakira, as well as various sporting events and entertainment spectacles such as Cirque du Soleil.

Shortly after the Eurovision Song Contest, PalaOlimpico will host the ATP Finals.

## Calendar

### May 2022

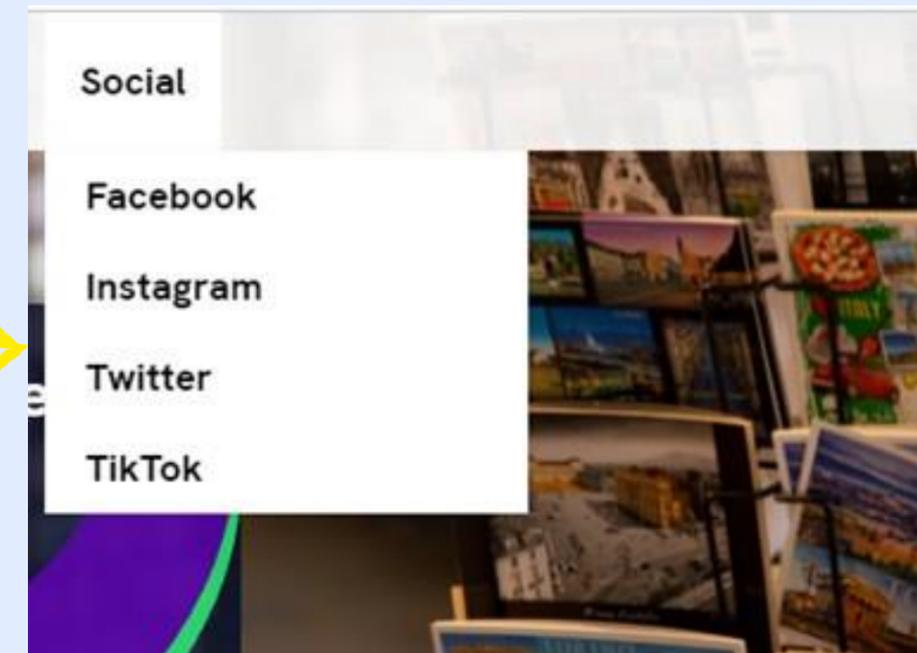
- IT Tuesday 10 May, 21:00 CEST: Eurovision Song Contest, First Semi-Final
- IT Thursday 12 May, 21:00 CEST: Eurovision Song Contest, Second Semi-Final
- IT Saturday 14 May, 21:00 CEST: Eurovision Song Contest, Grand Final 🏆

# Newsletter & Social Media

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Direct link to Eurovision Official Accounts



# Easy Navigation

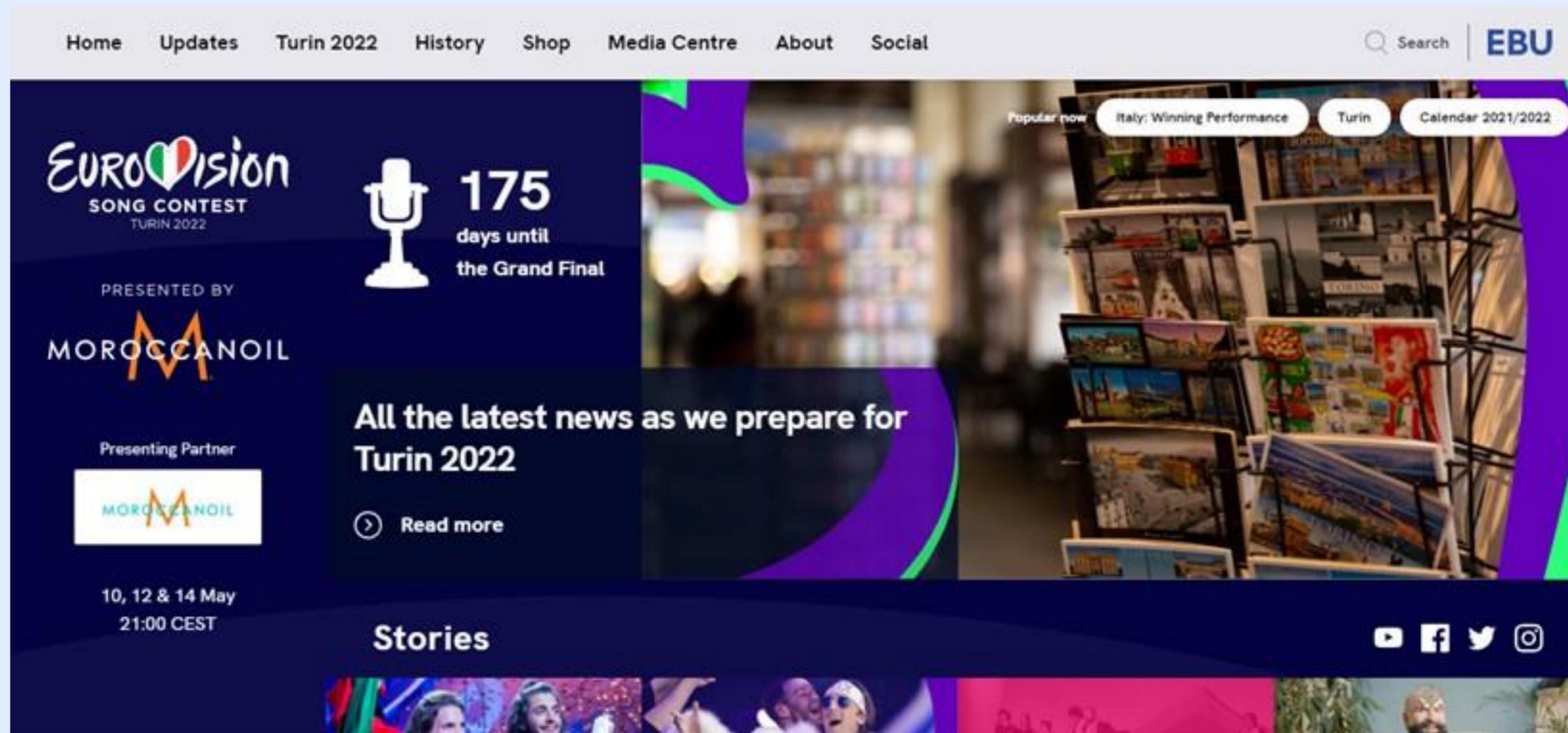
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- well-known symbols and icons
- no breadcrumbs system
- Same icons on mobile phone



# Languages

The site is available only in English



# Download Time: hardware & software compliance

According to Pingdom download time tool:

The internet is fragile. Be the first to know when your site is in danger.

START YOUR FREE 14-DAY TRIAL

Test from  
North America - USA - San Francisco

DOWNLOAD HAR SHARE RESULT

Performance grade **B 85** Page size **3.1 MB**

Load time **517 ms** Requests **72**

DOWNLOAD HAR SHARE RESULT

Performance grade **B 86** Page size **3.1 MB**

Load time **1.03 s** Requests **72**

Download time satisfactory from Europe less than 1 sec and form America 1 sec

DOWNLOAD HAR SHARE RESULT

Performance grade **B 87** Page size **3.0 MB**

Load time **1.85 s** Requests **71**

Quite satisfactory from Australia  
Less than 2 sec

DOWNLOAD HAR SHARE RESULT

Performance grade **B 86** Page size **3.1 MB**

Load time **2.71 s** Requests **72**

More than 2 seconds from Asian countires

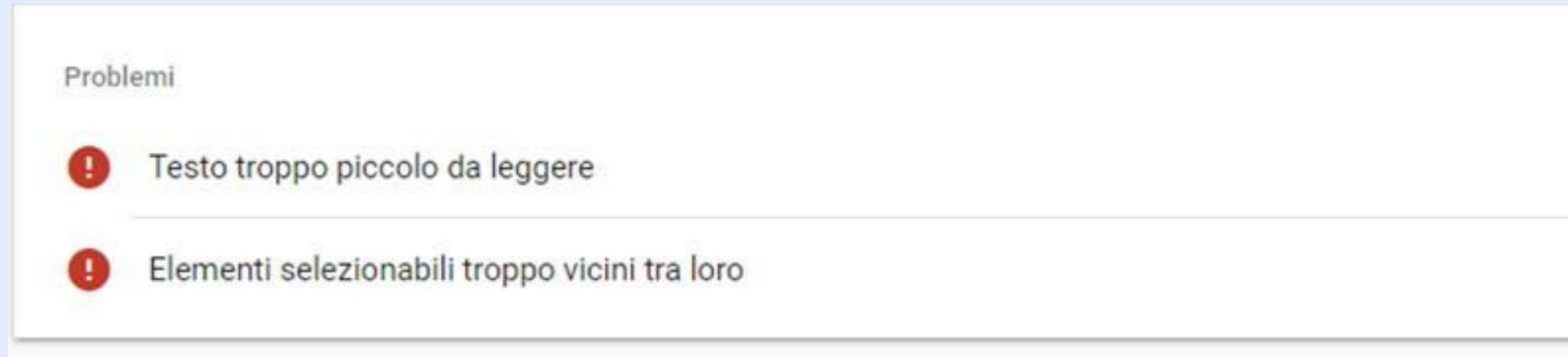
# Mobile Friendliness

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 **La pagina non è ottimizzata per i dispositivi mobili**  
Potrebbe essere difficile utilizzare questa pagina su un dispositivo mobile.  
[Scopri di più](#)

VISUALIZZA PAGINA TESTATA



Problemi

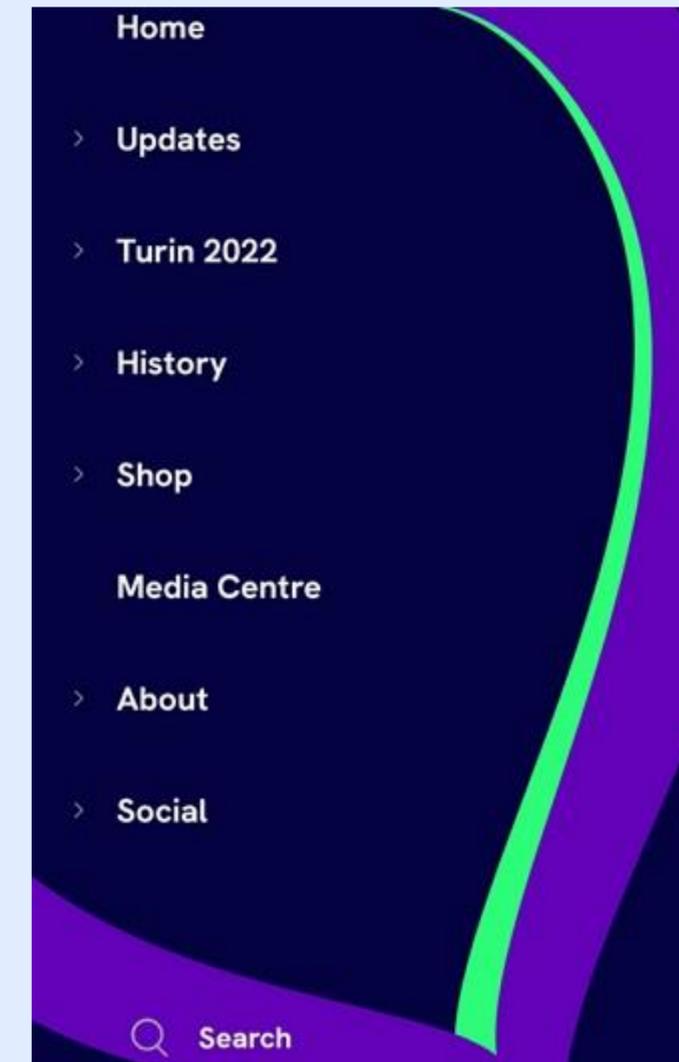
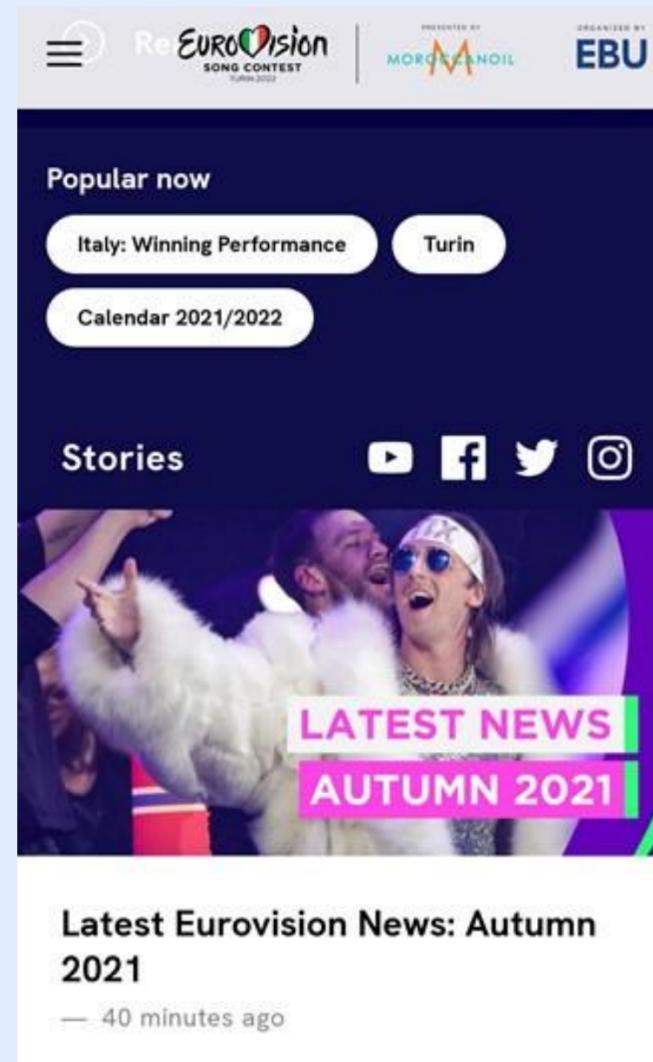
-  Testo troppo piccolo da leggere
-  Elementi selezionabili troppo vicini tra loro

**Negative answer** by the test provided by Google:  
The site isn't mobile friendly.  
**But...**



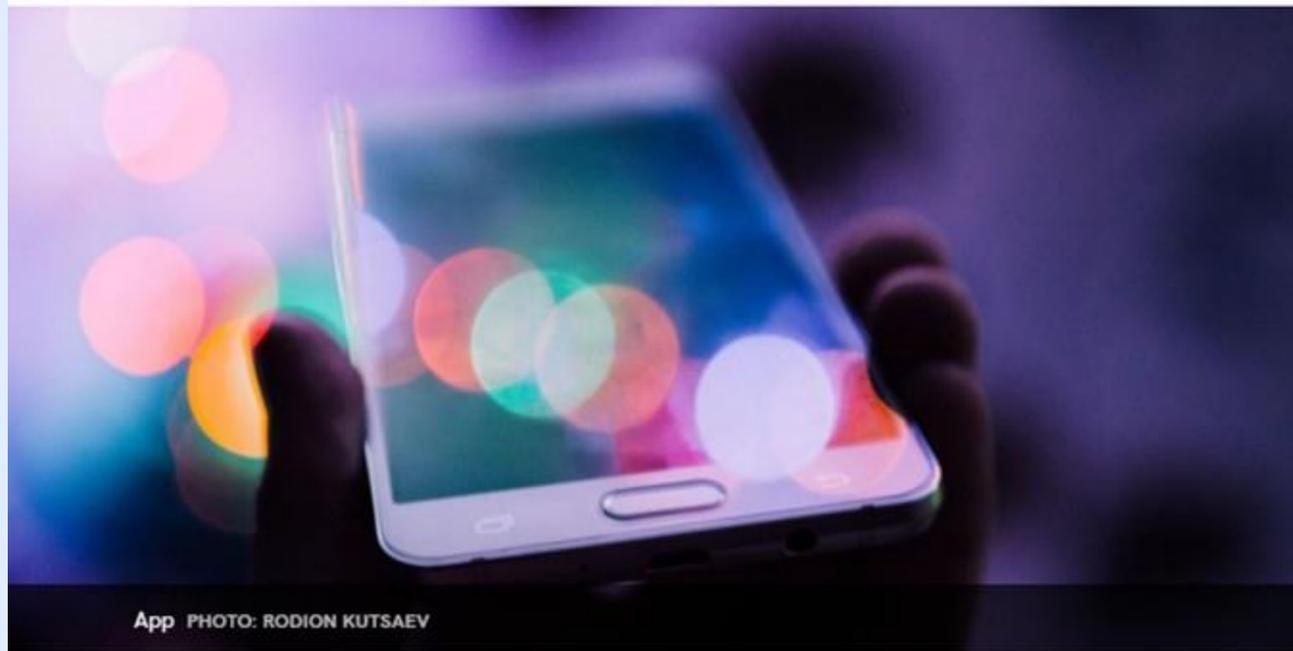
# Mobile Friendliness

...actually, the characters are perfectly readable, and the all the elements are very clear.



# Apps

App



er you are.

↳ Download for iOS

↳ Download for Android

The website provides a section to download the smartphone app. This page also informs you on the services that the app offer.

## Get to know the participants!

Follow the latest news and watch the latest videos, as we follow the participants on their journey to the Eurovision Song Contest each year. During the live shows, the app becomes a second screen with continuous live updates during the show.

## Easily cast your vote

Vote for your favourite act in the live shows and receive their exclusive thank-you messages!

## ...and so much more

Watch live streams in the app, spice up your selfies with our Eurovision Selfie Filters and join in on the applause in the live show!

# Conclusion: Strengths and Weakness

## Strengths

Interesting design, with clear texts, stunning images and videos of high quality.

The logo is very descriptive and attractive.

Possible to download the official app for IOS or android systems, thus it is mobile friendly.

It possesses official accounts of YouTube, Twitter, Facebook, Instagram and Tiktok with reasonable number of fans and followers.

The website acknowledges the rights of content providers.

It has direct links to all the available music platforms.

The website is easy to navigate.

## Weakness

The site is available only in English.

There are limitations on location-based services.

Direct link to book tickets online is unavailable.

The website wholly misses direct links to Turin's municipality and information for visitors who wishes to take part in the event on-site.

Covid measures restrictions are unavailable.

It doesn't have direct links to the available public transport service.

There is no breadcrumb system.

# Thank you for your attention

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Anna Kiriushkina - 1083534

Sara Di Filippo - 1082633

Aurora Ghilardi - 1044610

Roxana Georgiana Fanache - 1083449

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