



February 11, 2016

10:30 am Washington D.C. / 4:30 pm Cascina

The LSC and Virgo Collaborations announced the detection of gravitational waves 100 years after Einstein's prediction.

IMPACT OF THE DISCOVERY ANNOUNCEMENT

S.Perus for the Outreach group

VSC 24/02/2016

Watch live!

Disseminated worldwide among the LSC Collaboration, for instance

in UK

<http://www.express.co.uk/news/science/643136/WATCH-LIVE-LIGO-conference-update-discovery-gravitational-waves-einstein>

in Germany

<https://www.youtube.com/watch?v=S1JHsn0GtOM>

<http://www.giga.de/extra/ratgeber/news/gravitationswellen-sensationelle-entdeckung-im-live-stream-sehen>

in Spain

http://www.abc.es/ciencia/abci-ondas-gravitacionales-201602110842_directo.html

and among the Virgo Collaboration,

in France a parallel press conference at CNRS headquarters took place

http://webcast.in2p3.fr/videos-point_sur_les_recherches_dondes_gravitationnelles_par_les_collaborations_virgo_et_ligo

in the Netherlands at Nikhef

Press event Gravitational Waves @ NIKHEF (Amsterdam) 11-02-2016

<https://www.youtube.com/watch?v=oMJ7qb5d-As>

in Hungary

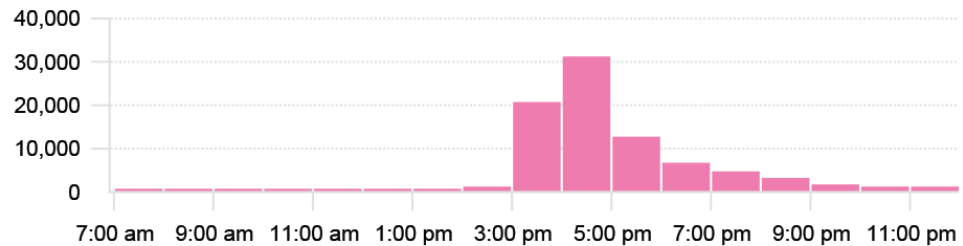
<https://www.youtube.com/watch?v=fnHAXsjsquA>

Streaming: some figures

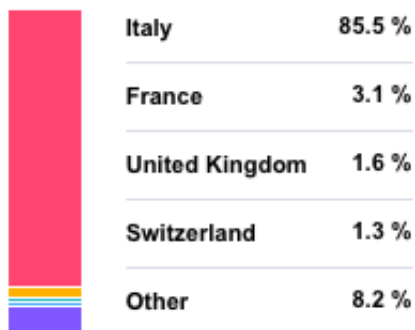
visitors on Feb 11: 64,123

page views: 7,147,875

Visitors



Top Countries



URL	EMBEDS
ansa.it	33168
ilfattoquotidiano.it	13066
virgo-gw.eu	11061
focus.it	10728
ilmessaggero.it	5221

The streaming definitely helped in spreading the news all around the globe!

Impact on media

Day of the press conference:

about **50** journalists, reporters, TV media people and photographs present at the site of EGO and coming mostly from Italy, France and the Netherlands

from daily and specialized TV programs/newspapers, and with local, regional and national coverage.

→ since then, numerous interviews of EGO Virgo representatives by newspapers/radios/TVs and visits from TV programs and channels ... still ongoing

Impact on media

Following both press conferences, **hundreds** of papers, articles (web) published in many countries on all 5 continents.

→ Collection still ongoing



Impact on social media

Before Feb 11

After Feb 11



about 480

now 1600



87

1050

Home Notifiche Messaggi Cerca su Twitter

EGO - Virgo
@ego_virgo
public.virgo-gli.eu
125 foto e video

TWEET 254 FOLLOWING 264 FOLLOWER 1.050 MI PIACE 47

LIGO
LIGO Scientific Collaboration

Hai ritwittato
LIGO @LIGO · 11 feb
Gaby González™#GravitationalWaves discovered by LIGO&@ego_virgo collab. We are so proud of our worldwide village.™

Chi seguire - Aggiorna - Visualizza tutto

- Emanuela Clavarino @ela... Seguito da INFN Comunicazi... Segui
- La7 @La7v Seguito da INFN Comunicazi... Segui
- PhysOrg Physics News @p... Seguito da Davide Castelec... Segui

Trovare amici

Tendenze - Modifica
#scotropolis

Impact on site visits

Over the past five years, between 25 and 30 requests for a site visit on average totalling about 1,000 visitors per year.

Since Feb 11, **41** requests received within two weeks!!!

- 22 from schools, universities and institutes (345 visitors from Tuscany, 290 from the rest of Italy, 60 from UK, 40 from Ukraine, 30 from Spain, 15 from Switzerland)

- 19 from interested people totalling 107 visitors (Italy, France, US, UK ...)

Help needed from the Collaboration!

Impact on EGO - Virgo image



- ✓ Awareness of our existence
- ✓ Excellence
- ✓ Global dimension of our research

... The interest about Virgo has increased a lot

As a consequence, “Virgo” is invited to talk at conferences, seminars, in schools..

→ We need to coordinate the participation of Virgo representatives!

Thank you!