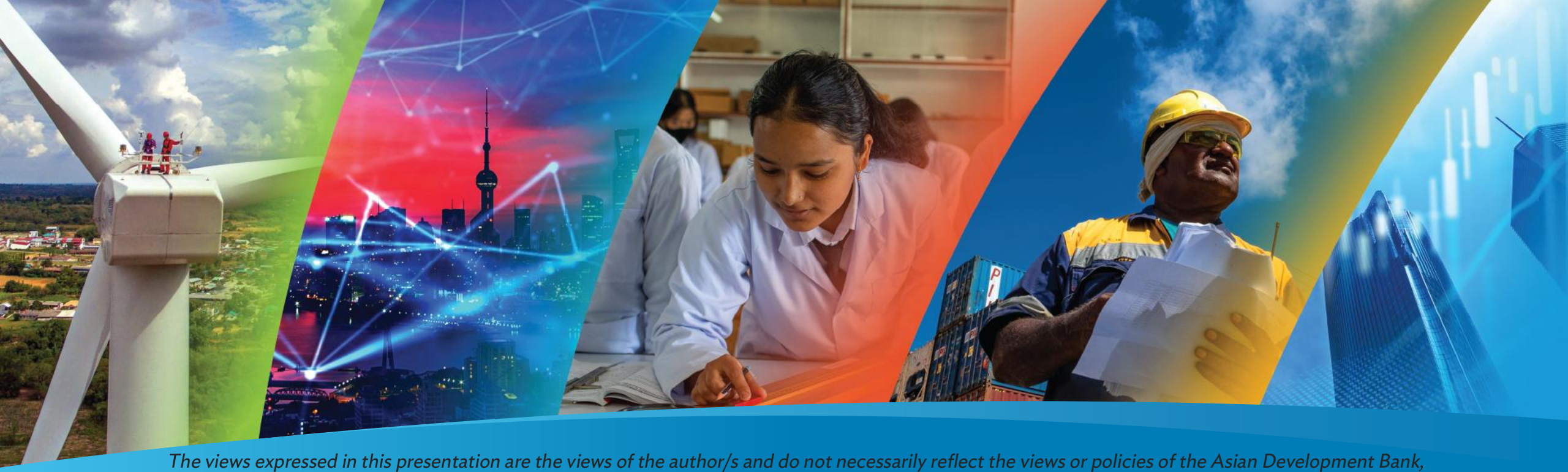


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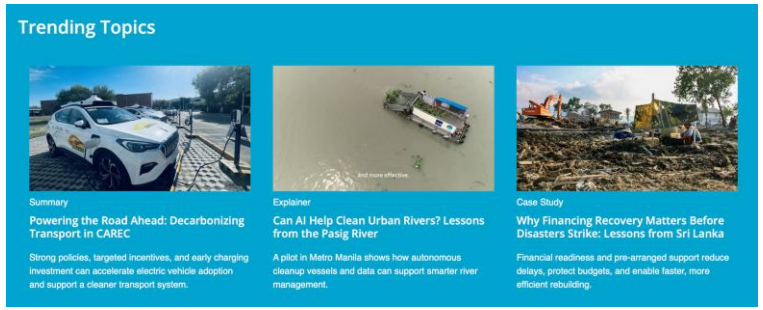
DEVELOPMENT ASIA

An initiative of the Asian Development Bank

ADB

Solving Complex Challenges Together

Development Asia



- ADB's knowledge collaboration platform for sharing development experience and expertise, best practices, and technologies relevant to SDGs
- Provides opportunities to interact with experts, policy makers, and other practitioners in related fields
- **35** online communities share ideas and solutions to help reach the SDGs
- Officially launched 4 July 2017

ADB Knowledge Events



- Shares the presentation materials and profiles of resource persons of ADB-organized knowledge-sharing events, capacity-building programs, and business fairs
- Houses event/seminar series and showcases major publication launch events
- Officially launched 15 August 2015 (formerly K-Learn)

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Development Asia ADB Knowledge Events

First decade:

Capture → Curate → Publish → Disseminate

The first decade established the platform, the content, the audiences, the partners, and the knowledge-event ecosystem.

Next decade:

Discover → Connect → Engage → Reuse

Knowledge becomes more valuable when it leads to people and relationships.

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2025 Website Data



	DevAsia	ADB Knowledge Events
Sessions	244,540	309,926
Users	184,831	246,149
Page Views	293,457	411,824
Ave. Time on Site	00:35	0:22
Engagement Rate	60%	47%
Downloads	NA	31,654
Top Countries	SIN, PHI, USA, PRC, IND	PRC, SIN, PHI, IND, USA

Total Social Media Followers as of 30 Apr 2026 = 30,650
Top Social Media Followers: PHI, IND, PAK, USA, Cambodia

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DevAsia Users and Pageviews by Country

01JAN2023 – 31JUL2026

	Country	Users	Pageviews	Sessions		Country	Users	Pageviews	Sessions
1	Philippines	148,504	299,216	121,848	16	Bangladesh	11,975	14,633	5,846
2	People's Republic of China	1,318,628	1,398,926	92,001	17	Netherlands	11,473	14,219	5,746
3	Singapore	165,731	304,278	43,655	18	Thailand	8,482	11,336	5,531
4	United States	96,561	146,867	42,424	19	Germany	18,106	26,461	5,207
5	India	58,703	89,985	38,680	20	Canada	9,058	12,228	5,115
6	Indonesia	22,500	33,474	11,689	21	Nepal	7,928	9,275	5,009
7	Sri Lanka	14,348	20,846	11,587	22	France	13,415	20,398	3,981
8	United Kingdom	19,349	27,986	11,084	23	Nigeria	5,205	6,563	3,476
9	Australia	16,533	24,831	10,772	24	Cambodia	4,591	6,019	3,044
10	Republic of Korea	20,050	31,638	9,171	25	South Africa	5,600	7,597	2,727
11	Malaysia	14,983	23,755	9,000	26	Ireland	6,130	8,239	2,717
12	Pakistan	14,582	21,871	8,886	27	Kenya	4,556	5,663	2,412
13	Japan	13,135	20,292	6,979	28	Italy	3,781	4,276	2,318
14	Hong Kong, China	15,566	23,908	6,528	29	Kazakhstan	3,838	4,359	2,063
15	Viet Nam	22,561	48,784	6,320	30	Finland	3,450	4,051	1,230

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ADB KE Users and Pageviews by Country

01JAN2023 – 31JUL2026

	Country	Users	Pageviews	Sessions		Country	Users	Pageviews	Sessions
1	Philippines	105,652	300,777	89,316	16	Germany	12,954	32,965	7,142
2	Singapore	281,205	292,072	43,750	17	Viet Nam	18,837	22,989	6,026
3	India	69,260	123,079	38,586	18	France	15,440	20,848	4,901
4	United States	65,816	94,912	25,480	19	People's Republic of China	168,474	173,964	4,849
5	Indonesia	32,362	46,108	16,033	20	Sri Lanka	6,777	10,901	4,804
6	Australia	16,366	38,422	14,012	21	Cambodia	5,953	12,376	4,410
7	United Kingdom	18,922	30,420	12,029	22	Netherlands	8,061	26,603	4,288
8	Pakistan	17,967	29,432	11,188	23	Canada	7,276	11,820	3,998
9	Japan	18,891	37,789	11,144	24	Brazil	15,563	12,597	3,578
10	Bangladesh	17,292	25,456	8,963	25	New Zealand	3,141	6,680	2,547
11	Hong Kong, China	19,908	28,810	8,870	26	Italy	3,756	6,701	2,426
12	Nepal	13,193	19,605	8,168	27	Uzbekistan	4,229	6,958	2,252
13	Thailand	11,500	22,432	8,004	28	Taipei,China	3,198	7,577	2,108
14	Malaysia	14,688	20,616	7,256	29	Spain	3,790	7,532	2,074
15	Republic of Korea	12,722	27,532	7,228	30	Mexico	6,221	5,958	1,516

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Contribution by ADB Departments

Departments	DevAsia 04JUL2017 - 31DEC2025	ADB KE May 2016 – 31DEC2025	Departments	DevAsia 04JUL2017 - 31DEC2025	ADB KE May 2016 – 31DEC2025
ADBI	14	185	OVPR2	-	1
BPMSD	1	4	OVPST	-	4
CCSD	111	361	OMDP	-	5
CTL	0	-	OPEC	-	1
CWRD	44	68	OSFG	28	69
DOCK	16	90	PARD	13	41
EARD	63	41	PPFD	12	185
ERDI	57	145	PSOD	17	48
IED	1	10	SARD	50	62
ITD	1	8	SEC	-	1
OAG	1	8	Sectors Group	239	870
OAI	3	105	SERD	88	111
OGC	-	11	SPD/Regional Offices	15	18

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Contributions by STGs

Sector and Themes	DevAsia 04JUL2017 – 31MAR2022	ADB KE May 2016 – 31MAR2022	Sector and Themes	DevAsia 04JUL2017 – 31MAR2022	ADB KE May 2016 – 31MAR2022
CCFE	24	65	**SG-AFNR**	17	60
CCGE	23	48	**SG-DIG**	12	48
CCPF	See SPD	See SPD	**SG-WUD**	43	246
CCRC	2	17	**SG-FIN**	20	56
CCRE	62	231	**SG-HSD**	78	171
SG-ENE	13	114	**SG-PSMG**	32	96
SG-TRA	24	79			

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Development Asia ADB Knowledge Events

- **Find**: Who knows something about this?
- **Connect**: Which local partner should ADB know?
- **Extend**: How can this event keep creating value?
- **Showcase**: What useful solution or technology should others discover?

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Analytics January-December 2025 Versus previous period (Jan-Dec 2024)

Without search page

	Jan-Dec 2024	Jan-Dec 2025	Difference
Sessions	255,971	244,540	Down by 4.47%
Users	189,563	184,831	Down by 2.5%
Page Views	294,632	293,457	Down by 0.4%
Ave time on site	46s	35s	Down by 24.52%
Engagement Rate	0.62	0.60	Down by 4.18%

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Traffic Sources (sessions)



	Jan-Dec 2024	Jan-Dec 2025	Difference
Organic	100,184	66,017	Down by 34.1%
Direct	67,227	84,890	Up by 26.27%
Social	7,088	10,344	Up by 45.94%
Referral (mainly from ADB.org)	13,286	15,971	Up by 20.21%

Social Media Referral (sessions)

	Jan-Dec 2024	Jan-Dec 2025	Difference
Facebook	4,439	7,506	Up by 69.02%
Twitter	189	177	Down by 6.35%
LinkedIn	1,926	2,198	Up by 14.12%

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User Analytics



Gender

Male	18,382 (9.98%)	Female	28,366 (15.39%)

Age

18-24	18,497 (10.03%)	45-54	4,969 (2.69%)
25-34	8,995 (4.88%)	55-64	2,023 (1.1%)
35-44	5,044 (2.73%)	65+	1,669 (0.9%)

Top Countries

Singapore	29,434 (15.96%)	Australia	4,704 (2.55%)
Philippines	29,233 (15.85%)	United Kingdom	4,480 (2.43%)
United States	26,216 (14.21%)	Indonesia	3,912 (2.12%)
PRC	16,608 (9%)	Pakistan	3,641 (1.97%)
India	12,746 (6.91%)	Netherlands	3,471 (1.88%)

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Top 10 Contents



Page Title	Pageviews
Optimizing Municipal Waste Collection in the Philippines through a Smart App	6132
Factors Affecting Senior High School Track Offerings in the Philippines	5331
How Cities Can Combat Extreme Heat Using Nature-Based Solutions	3785
From Cash to Digital: Advancing Financial Inclusion in Pakistan	2667
What Is Smart Water Management?	2588
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Addressing Timor-Leste's Food Security and Nutrition	1553
Build Together, Benefit Together: Seoul's Approach to Urban Development	1470
Exploring Challenges and Opportunities of PPPs in Health Care	1468
Navigating the Rising Tide: Transformational Adaptation for Resilient Atoll Nations	1379

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ADB Knowledge Events

January – December 2025
Versus previous period (Jan-Dec 2024)

	Jan-Dec 2024	Jan-Dec 2025	Difference
Sessions	224,091	309,926	Up by 38.3%
Users	164,111	246,149	Up by 49.99%
Page Views	381,617	411,824	Up by 7.92%
Ave time on site	41s	22s	Down by 45.92%
Downloads	33,031	31,654	Down by 4.17%
Engagement Rate	0.70	0.47	Down by 31.73%

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Events Traffic Sources (sessions)

	Jan-Dec 2024	Jan-Dec 2025	Difference
Organic	136,907	137,058	Up by 0.11%
Direct	70,957	141,105	Up by 98.86%
Social	6,673	7,263	Up by 8.84%
Referral (mainly from ADB.org)	9,756	12,166	Up by 24.7%

Social Media Referral (sessions)

	Jan-Dec 2024	Jan-Dec 2025	Difference
Facebook	3,490	3,814	Up by 9.8%
Twitter	451	93	Down by 79.38%
LinkedIn	2,339	2,821	Up by 20.61%

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User Analytics

Gender

Male	23,582 (9.59%)	Female	28,649 (11.65%)

Age

18-24	13,932 (5.66%)	45-54	7,423 (3.02%)
25-34	12,870 (5.23%)	55-64	3,093 (1.26%)
35-44	7,567 (3.08%)	65+	2,486 (1.01%)

Top Countries

PRC	61,179 (24.87%)	Indonesia	5,912 (2.4%)
Singapore	55,466 (22.55%)	Australia	4,983 (2.03%)
Philippines	30,700 (12.48%)	United Kingdom	4,585 (1.86%)
India	21,583 (8.78%)	Pakistan	4,105 (1.67%)
United States	16,848 (6.85%)	Japan	3,960 (1.61%)

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Top 10 Contents



Page Title	Pageviews
5th Asia Finance Forum	4,941
Circular Economy Forum	2,089
ADB Data Room: Circular Economy	1,752
13th Business Opportunities Fair	1,593
ADB Business Outreach Activities	1,498
1st INSPIRE Health Forum: Inclusive, Sustainable, Prosperous and Resilient (INSPIRE) Health Systems in Asia and the Pacific	1,407
Nature and Climate Nexus: Nature-Based Solutions for Urban and Rural Landscapes | ADB Knowledge Event Repository	1,218
ADB Data Room: Regional Flyway Initiative	1,103
ADB Data Room: Strengthening Women's Resilience to Heat Stress	973
Environmental Safeguard Conference and Environmental and Social Framework Orientation Workshop for Central and West Asia, and East Asia Regions	963

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