

Democratising Attention Data at guardian.co.uk

Graham Tackley ■ @tackers

Director of Architecture
Guardian News and Media

Democratising Attention Data at ~~guardian.co.uk~~

theguardian.com

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Director of Architecture
Guardian News and Media

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Newspaper of the year | 4 March 2012 | Last updated less than one minute ago

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Breaking news: Officials: 206 killed in Republic of Congo blasts - AP

Putin declares victory in Russian election

LIVE 'We have won' says Putin as he prepares to return to Kremlin amid charges of voting fraud

186 comments

LATEST

"7.54pm: The Moscow Times has filed an intriguing post on the independent candidate and billionaire oligarch Mikhail Prokhorov: Prokhorov has said he..."

LIVE: follow the latest developments

- Russia's presidential elections – in pictures
- Putin 'wins election' amid fraud allegations – video
- Russians vote in presidential election
- Russian activists on vote rigging alert
- Masha Gessen: this is a true mass movement

Syrians flee Homs for Lebanon



Up to 2,000 refugees reach border, but fate of thousands unknown as Red Cross still denied access to Baba Amr

Peter Hain

'I wish I hadn't stood for Labour deputy leader'



Pass notes Titanoraks



Sport

Chelsea and Villas-Boas part ways

Roberto Di Matteo has

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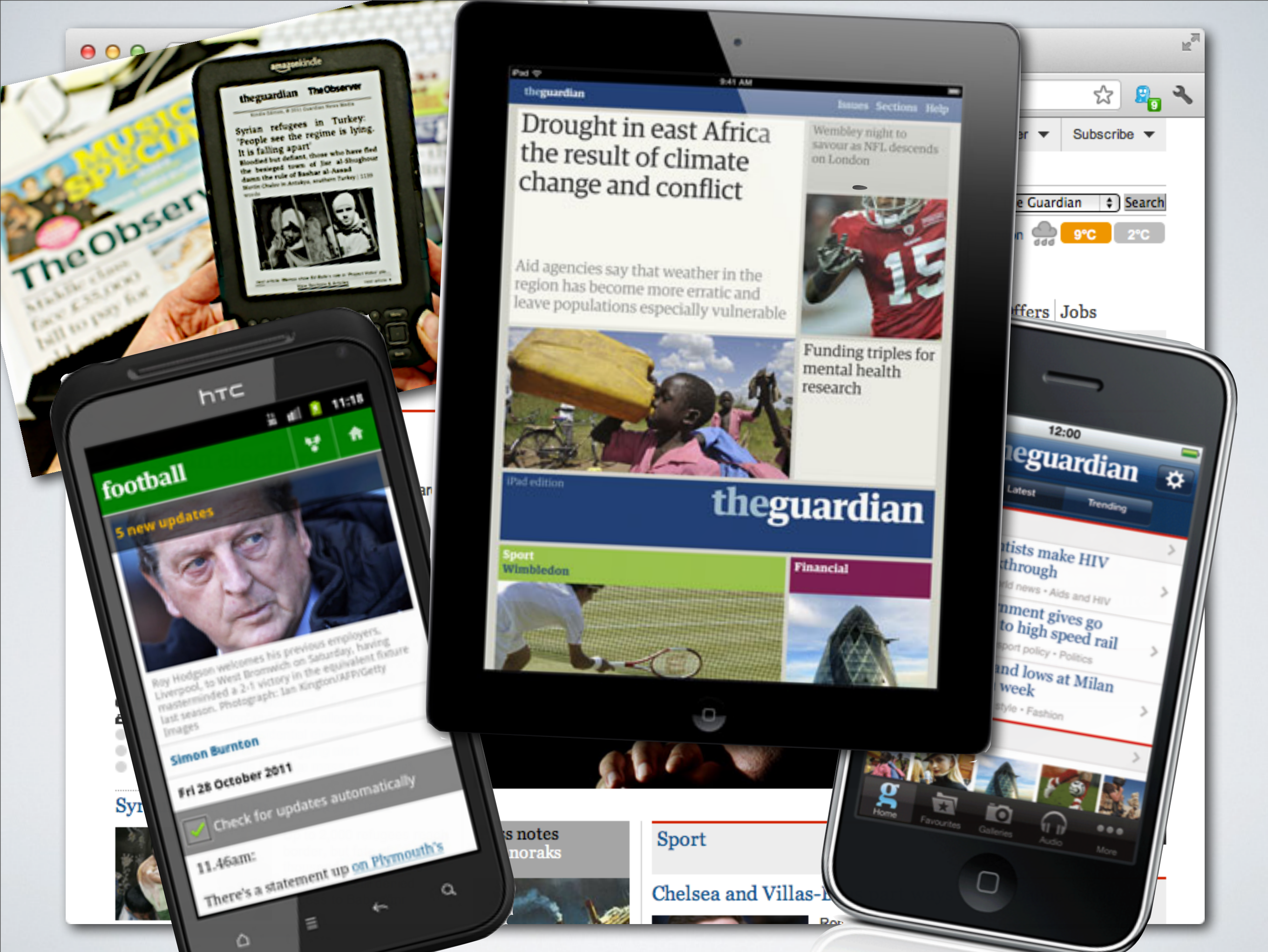
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The Scott Trust

The Scott Trust is a unique form of media ownership in the UK

The sole shareholder in Guardian Media Group, the Trust was created in 1936 to safeguard the journalistic freedom and liberal values of the Guardian. In 2008 it became a limited company, with the same protections for the Guardian enshrined in its constitution. Its core purpose is to secure the financial and editorial independence of the Guardian in perpetuity.

Rather than benefiting shareholders or a proprietor, GMG's profits are reinvested to sustain journalism that is free from commercial or political interference, and to uphold a set of values laid down by CP Scott, the great Manchester Guardian editor.

The remit of the Trust's charitable arm, the Guardian Foundation, reflects the Trust's aims of promoting press freedom and meeting its responsibilities to the community.



“Created in 1936 ... to secure the financial and editorial independence of the Guardian in perpetuity”

Ophan

Top 20

Summary

Recently Published

Graph

Last 24 Hours

More

Labs

the guardian

Ophan Dashboard

What's going on right now?

Interested in a specific page?

Paste the url here and hit 'Go!'

Go!

or drag View in Ophan to your bookmark bar and click it when viewing any Guardian page

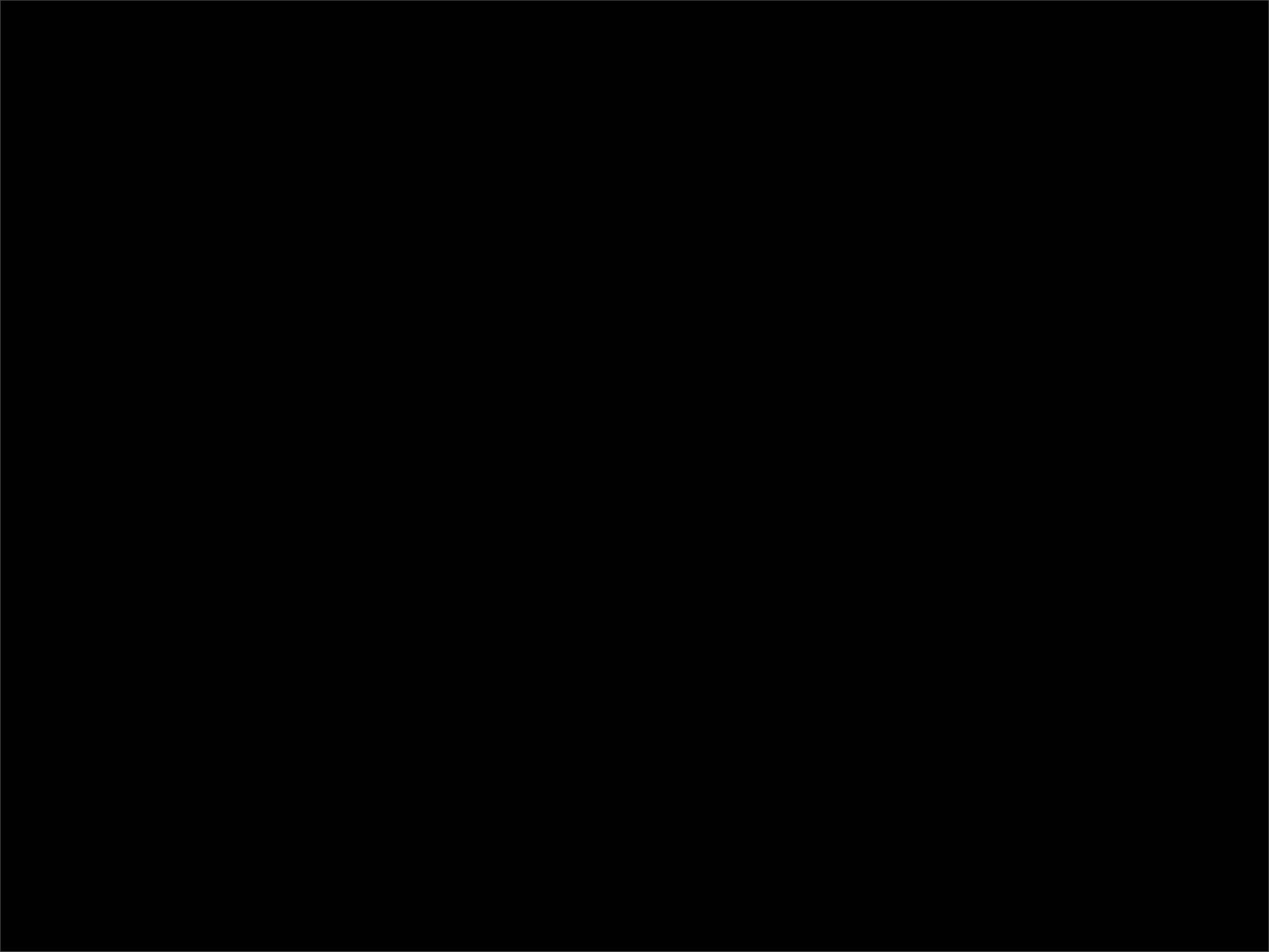
Welcome to Ophan, the Guardian's in-house, real-time traffic tool.

Get started with a [graph of total traffic](#) or the [top 20](#). Most pages in Ophan can be filtered or broken down in a number of ways, from month to editorial section, user location, referrers, desktop or mobile site and even browser. Use the "Filter By" bar at the top of the page to start.

Other pages you might find interesting are the [recently published page](#), the [top 20 published page](#), the [live Google search terms page](#). Just explore the options at the top of the screen.

We want Ophan to help you make useful decisions about your content so let us know what you find useful and what you'd like to see added. Bear in mind that we have [Site Catalyst](#) for longer-term data and ophan isn't meant to replicate that. But we'd love to hear your ideas. [You can find our contact details and read more about how Ophan was created and how it got its name here.](#)

Version 982 created September 20, 2013 10:43:47 AM BST. Ophan is currently 3 seconds behind.



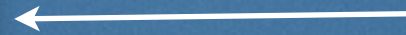
My desktop
workstation



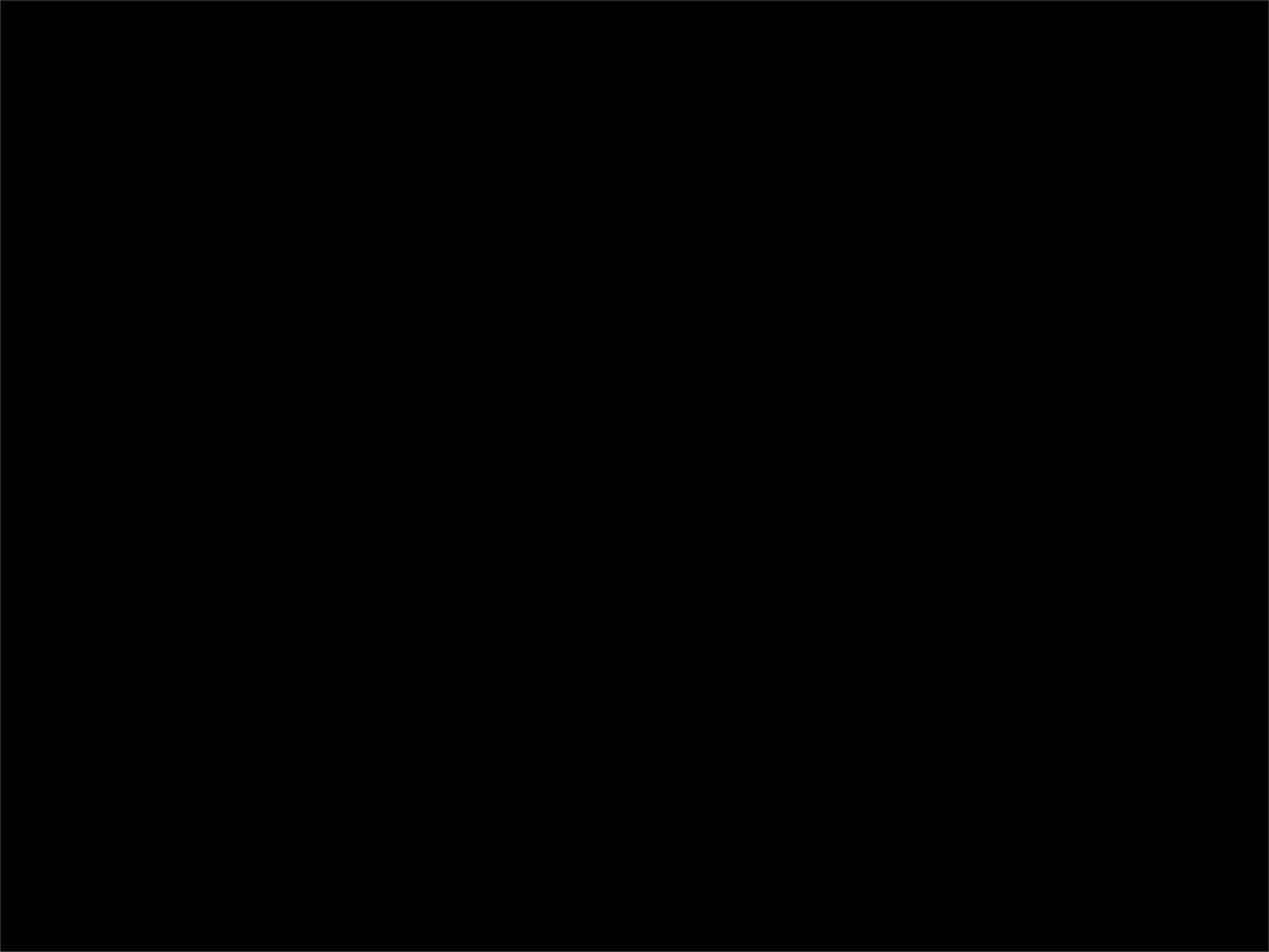
production
apaches



something
htmlly

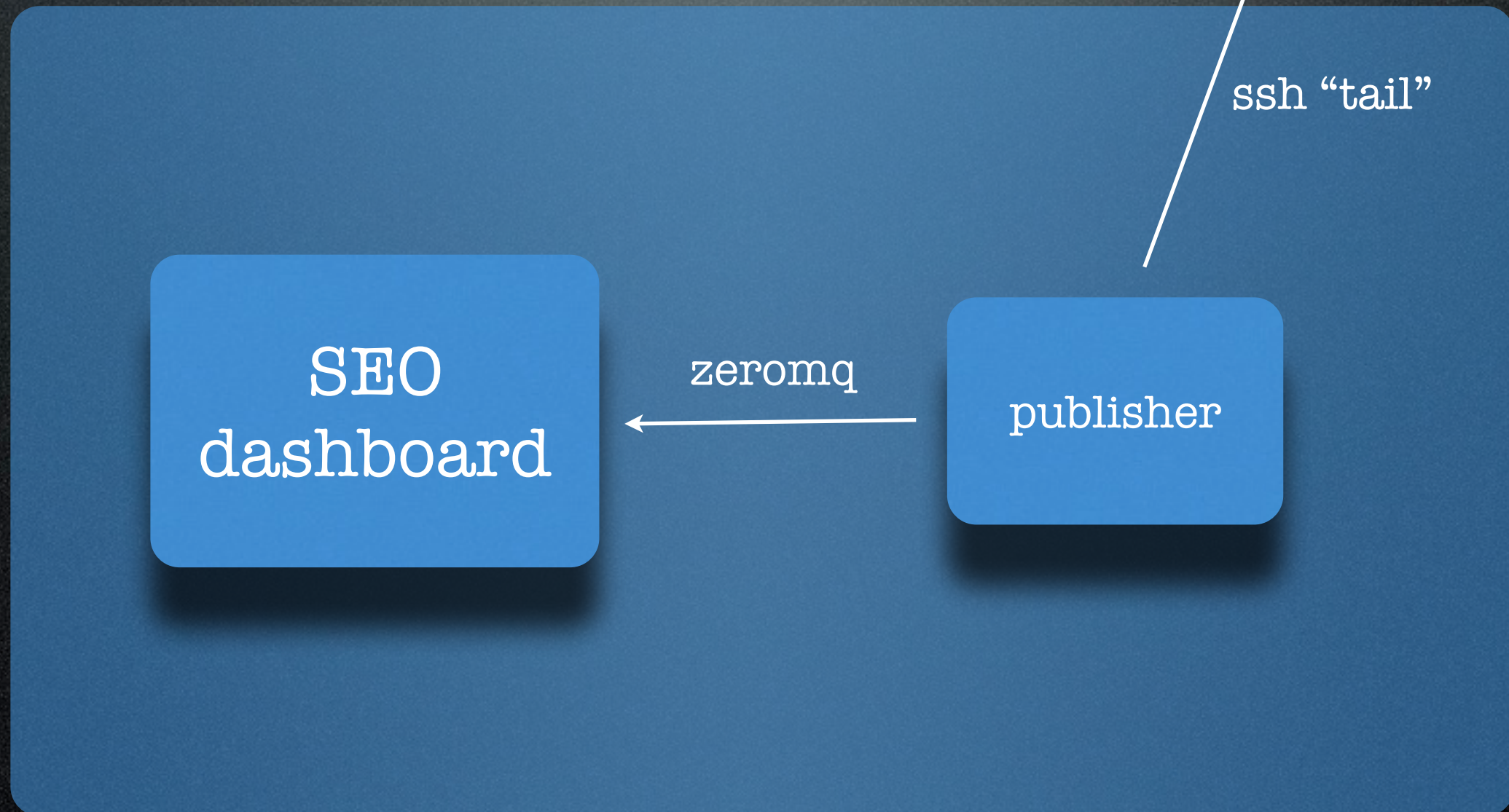


?



```
ssh $SERVER "nice tail -f /apache2/logs/guardian-access_log"
```

My desktop
workstation



2 x production
apaches



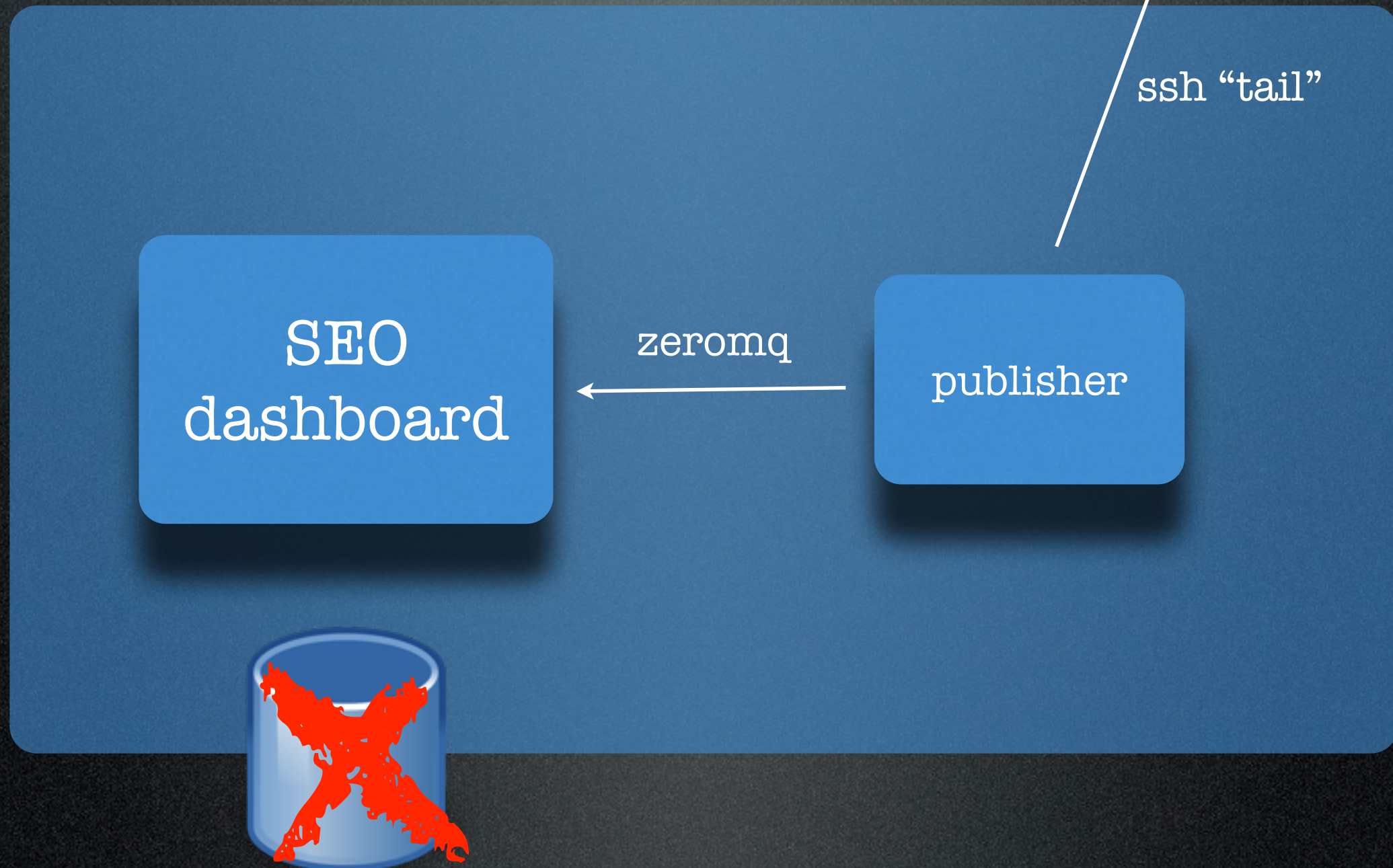
SEO
dashboard

zeromq

publisher

ssh "tail"

My desktop
workstation



Top 10 from 26 Sep 2013 20:55:20 to 26 Sep 2013 20:58:20 (BST)

The US promised a visa to my Afghan interpreter. Now it's been revoked | Matt Zeller

576

• 66% from www.reddit.com • 24% from (unknown) • 5% from www.theguardian.com • 2% from native-app.guardian.co.uk

José Mourinho 'cried' after being overlooked for Manchester United job

287

• 56% from www.theguardian.com • 19% from native-app.guardian.co.uk • 10% from (unknown) • 6% from t.co
• 2% from m.bleacherreport.com

Interpol issues international arrest warrant for Samantha Lewthwaite

161

• 62% from www.theguardian.com • 31% from native-app.guardian.co.uk • 4% from (unknown)

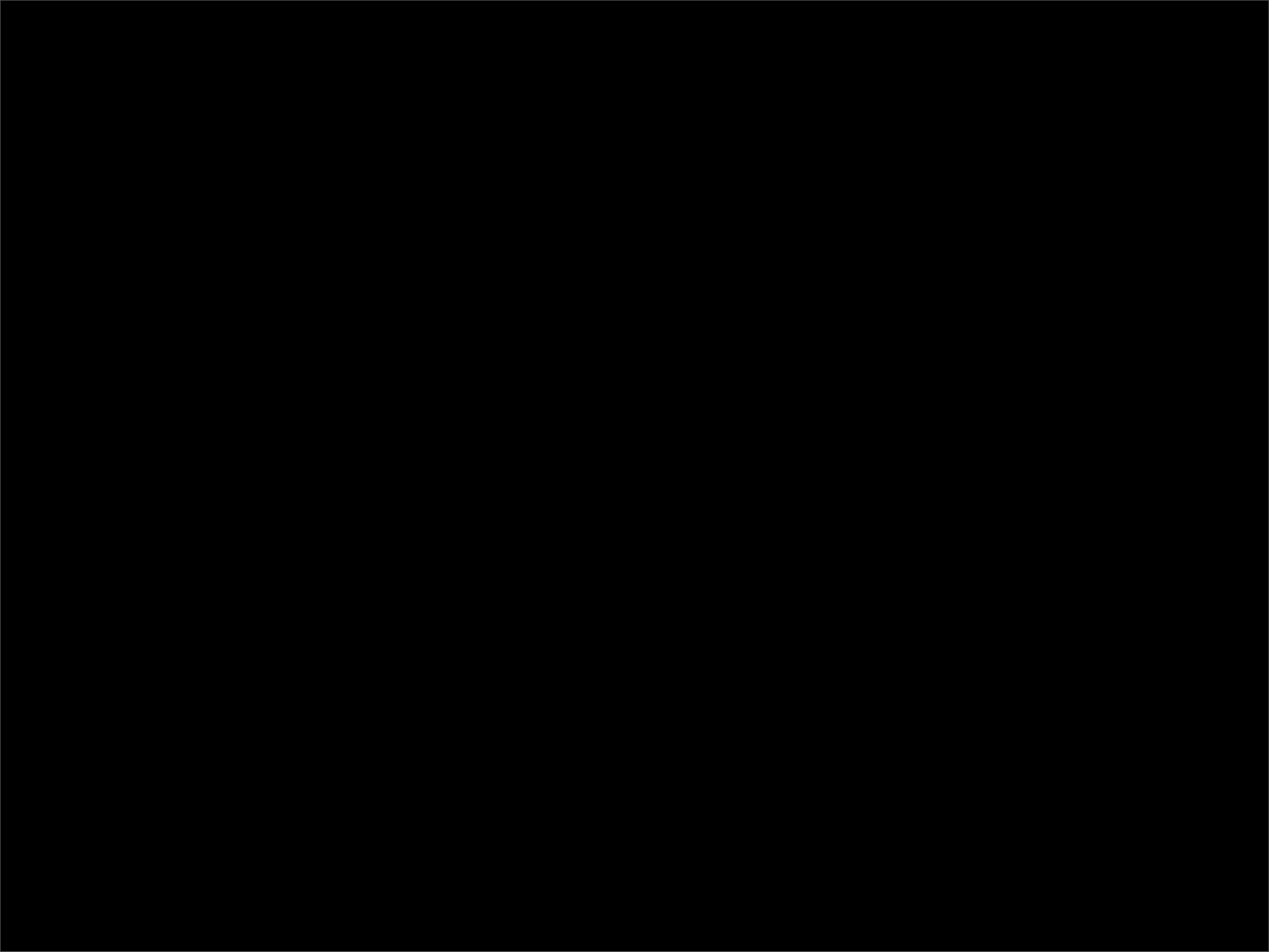
Revealed: Qatar's World Cup 'slaves'

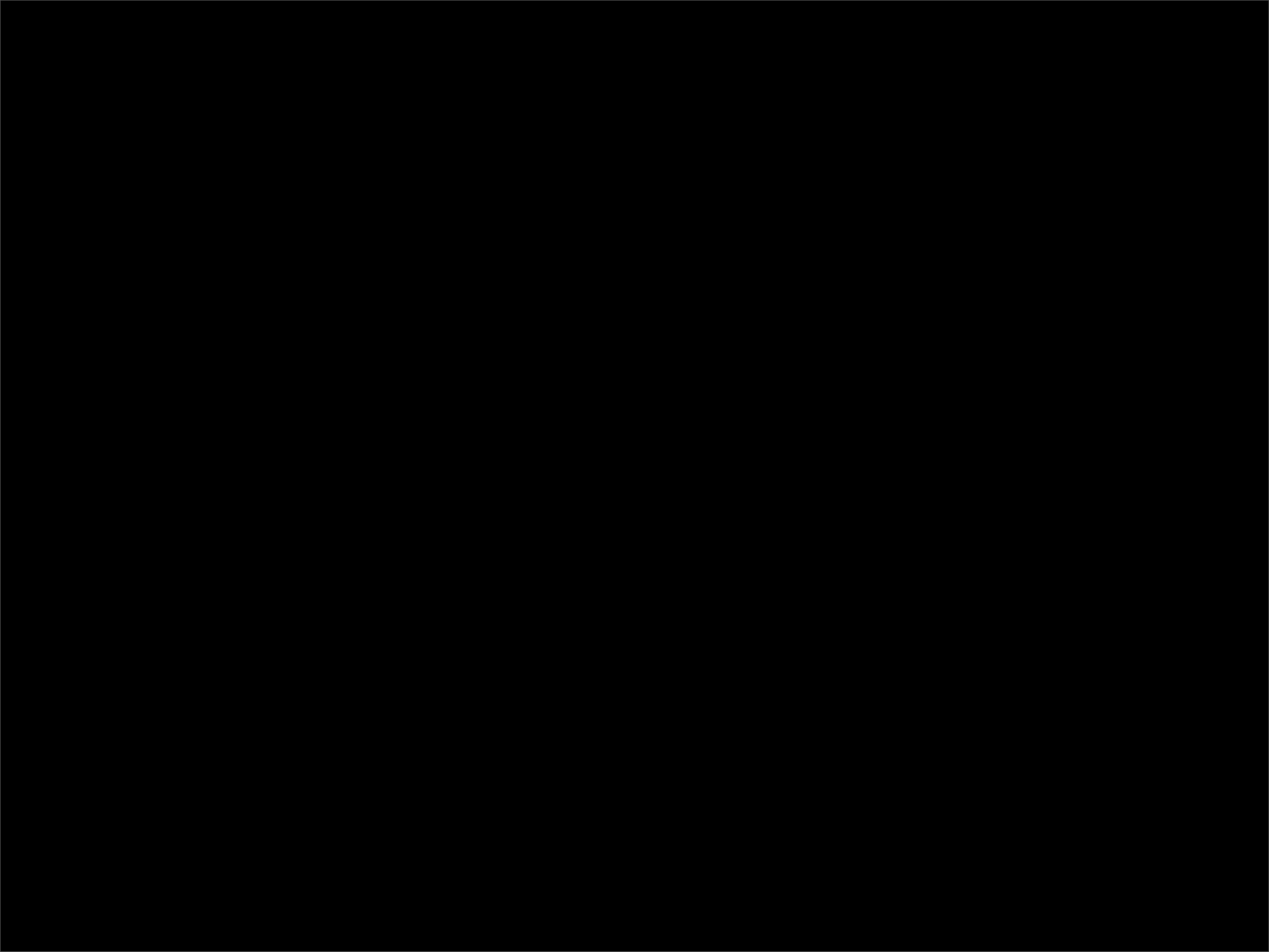
157

• 21% from (unknown) • 17% from www.facebook.com • 16% from m.facebook.com • 10% from www.theguardian.com
• 3% from native-app.guardian.co.uk

Pasta firm Barilla boycotted over 'classic family' remarks

SIMULATED
SCREENSHOT





My desktop workstation

My ~~desktop~~
workstation



Javascript in browser

Javascript in browser

hidden pixel ↓

Javascript in browser

hidden pixel ↓

Tracker

Javascript in browser

hidden pixel



Tracker



SNS

Javascript in browser

hidden pixel



Tracker

SNS



SQS



Javascript in browser

hidden pixel



Tracker

SNS



SQS



Dashboard

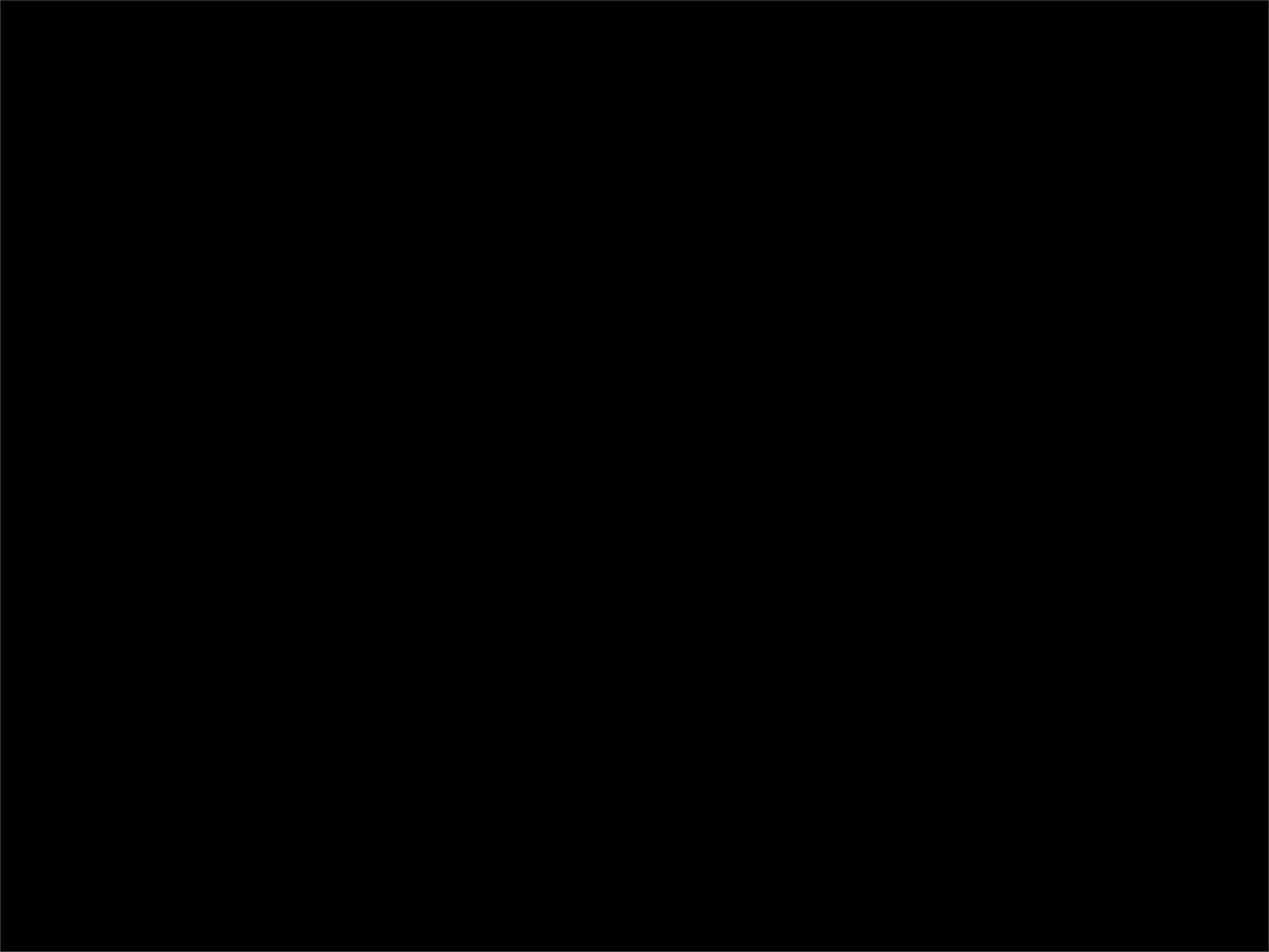
SEO Dashboard

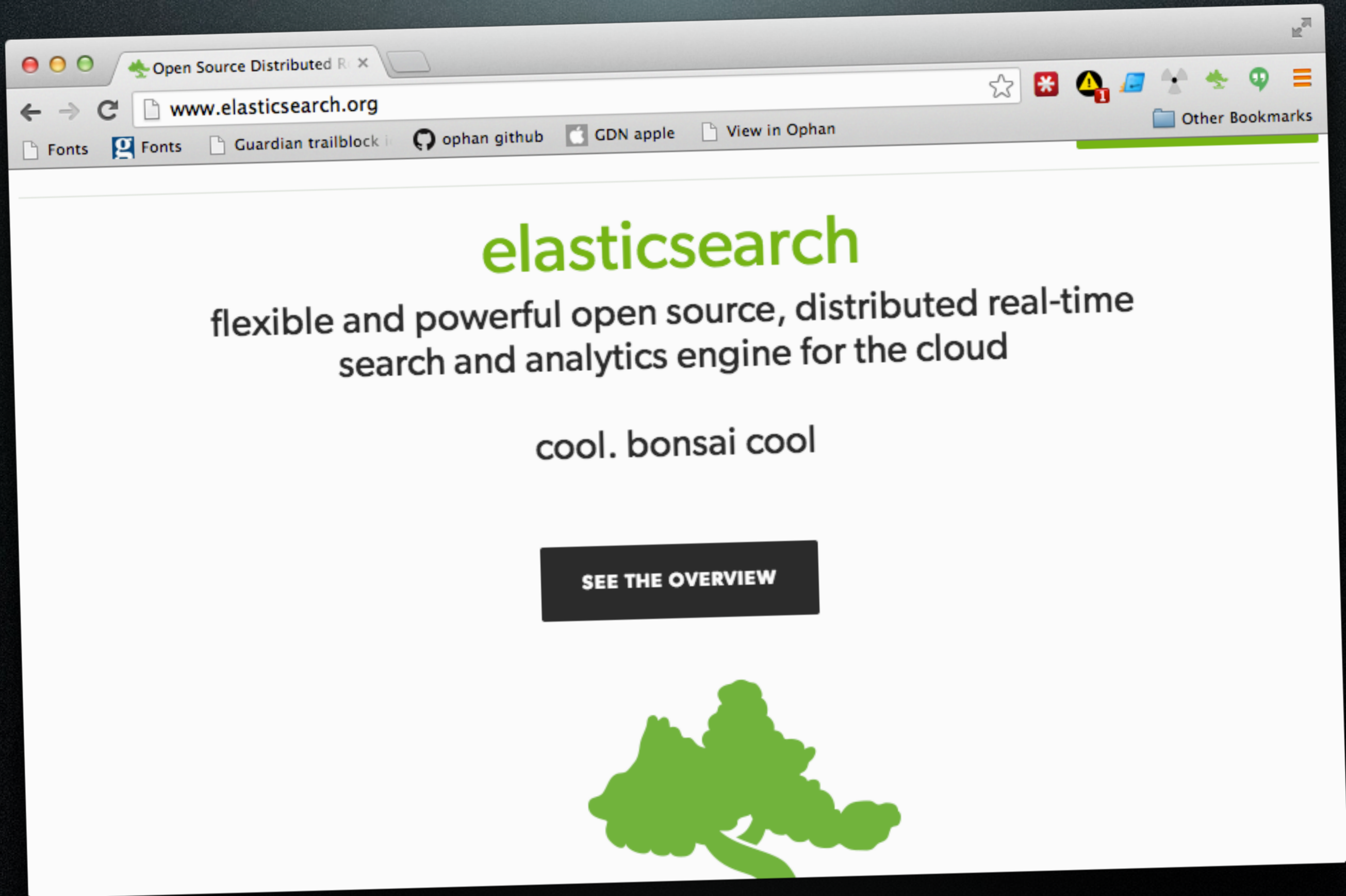
The Guardian's SEO Dashboard

What's going on right now?

Switched Off

Thanks for using the live dashboard on gnmfasteragain. Service continues at dashboard.ophan.co.uk.





Javascript in browser

hidden pixel



Tracker

SNS



SQS



Dashboard

Javascript in browser

hidden pixel



Tracker

SNS



SQS



SQS



Dashboard



Javascript in browser

hidden pixel



Tracker

SNS



SQS

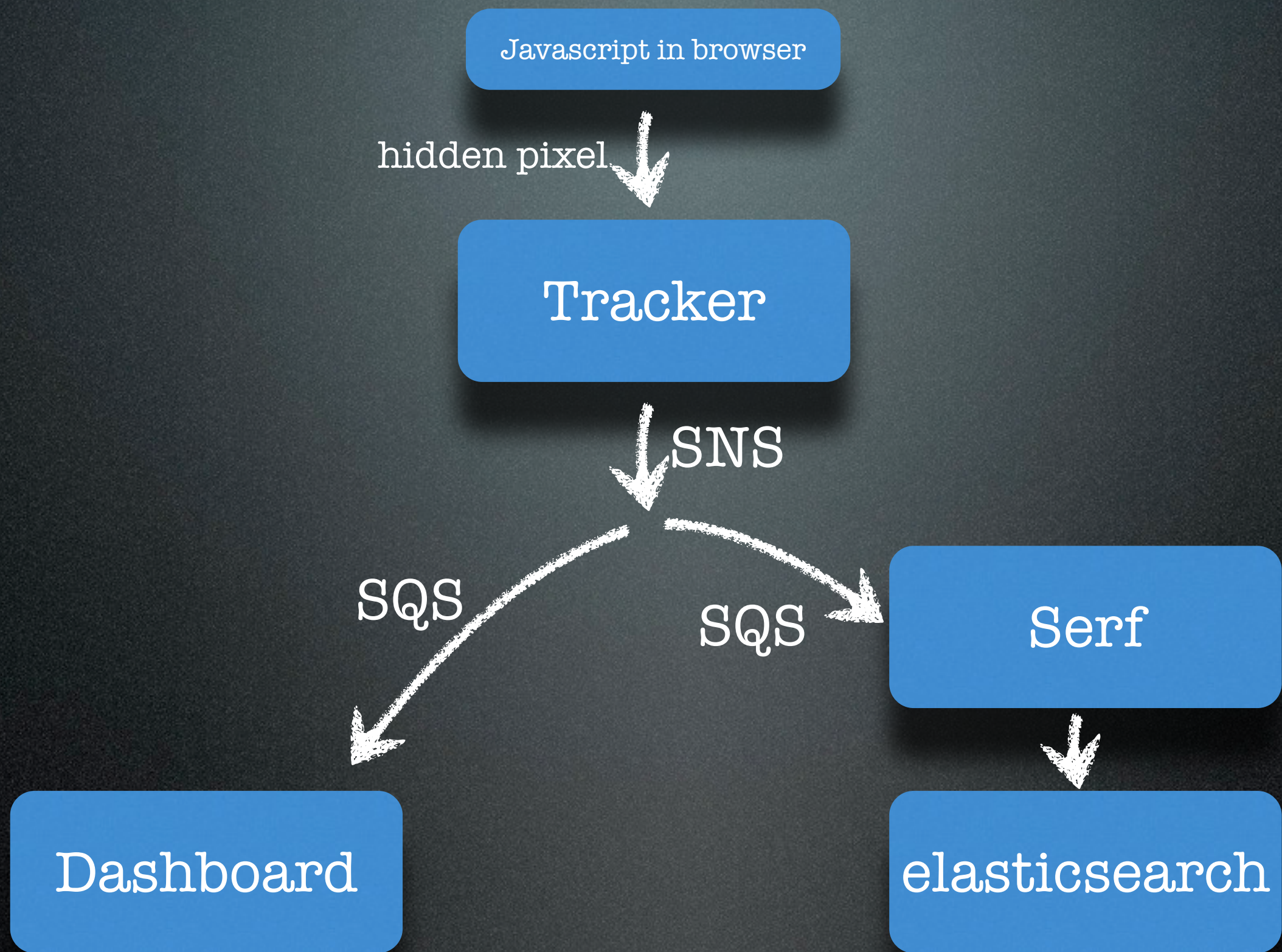


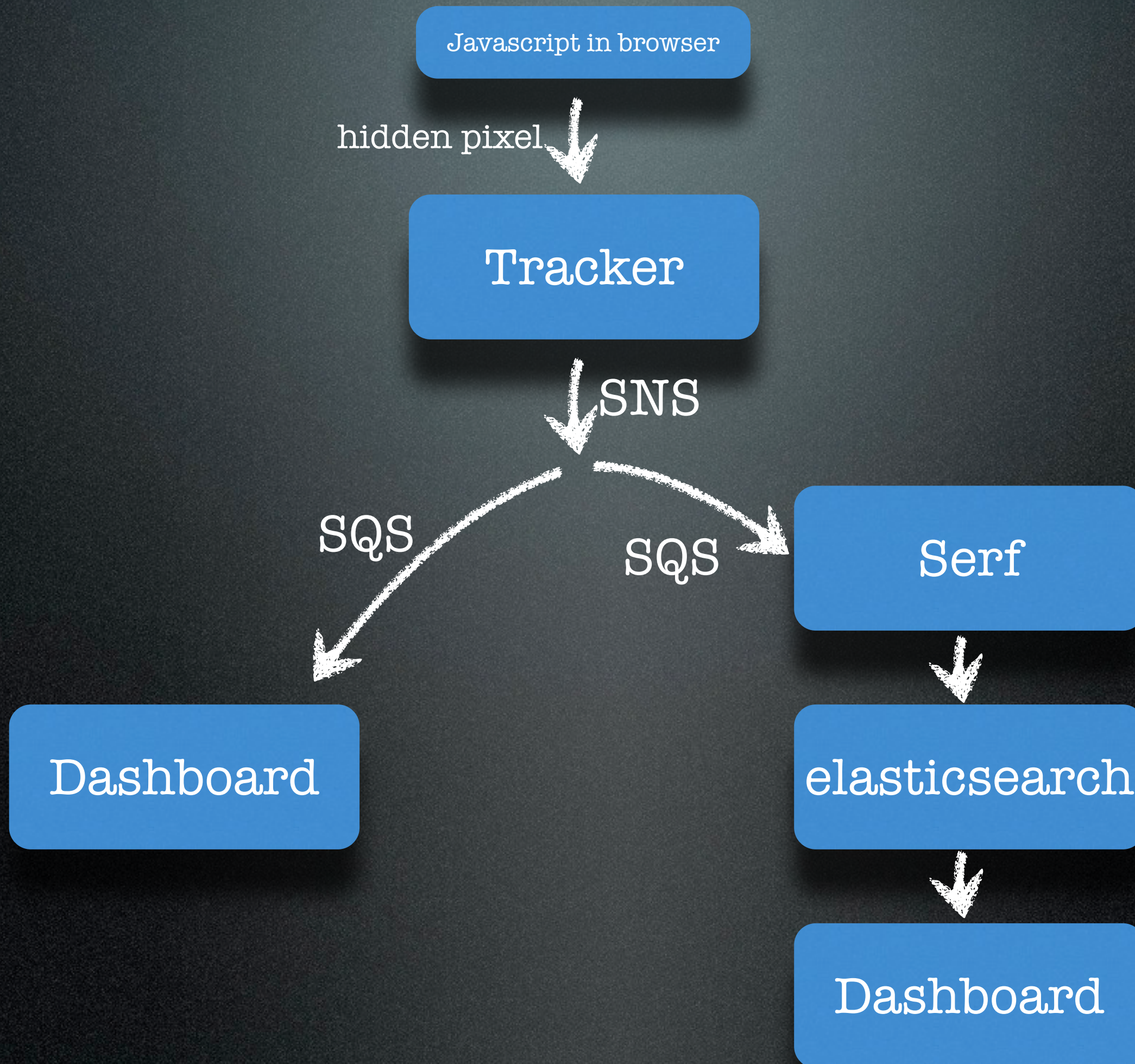
SQS

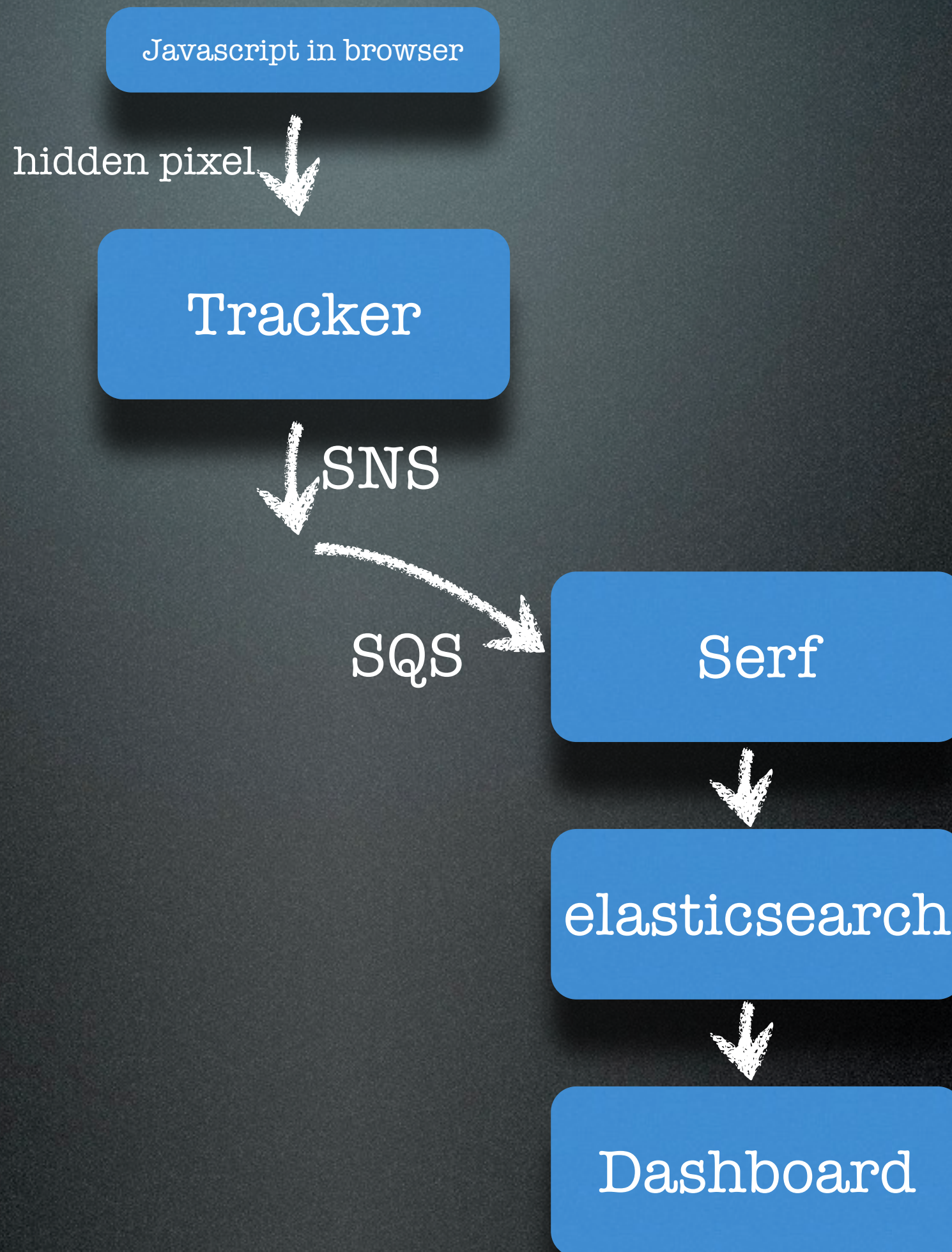


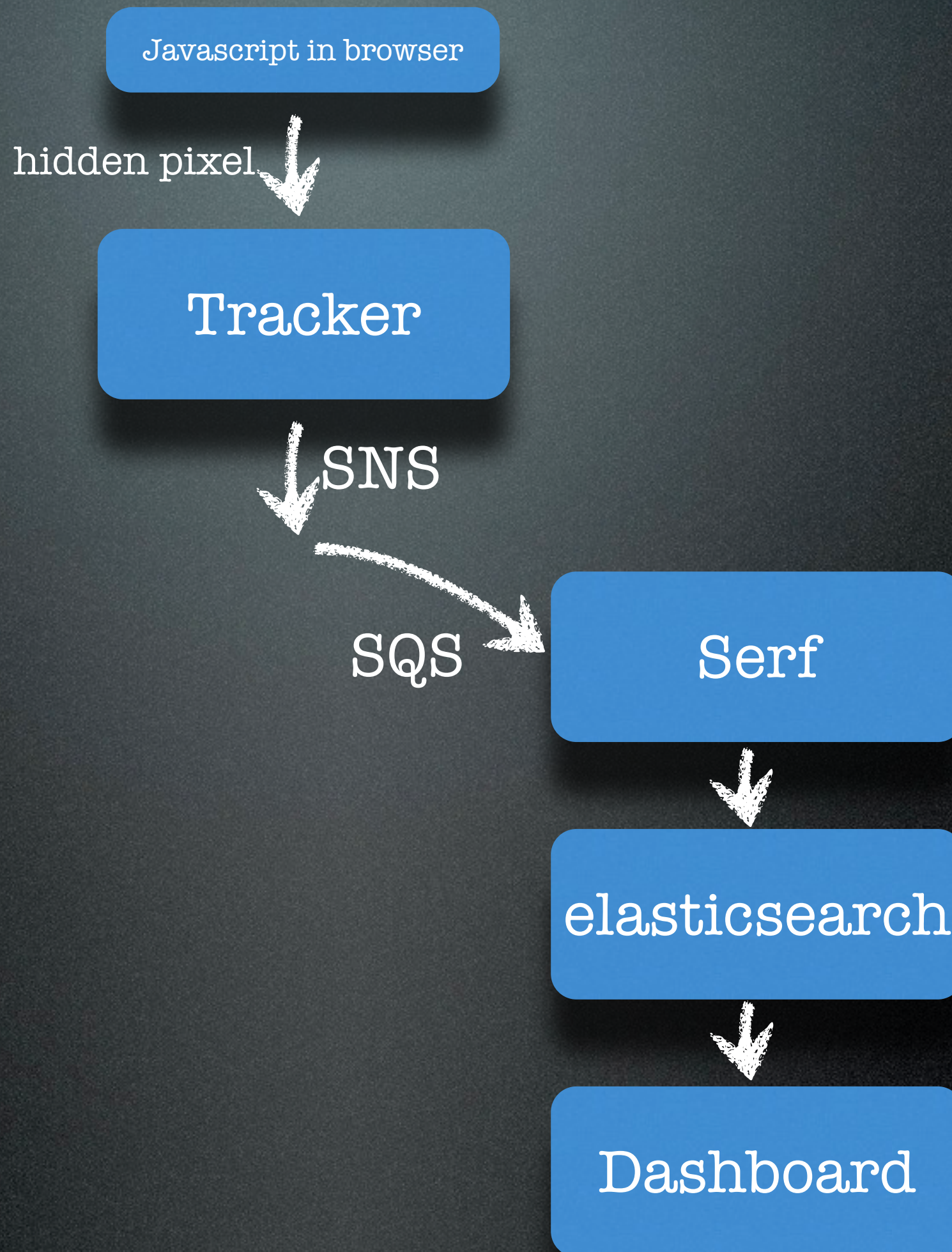
Serf

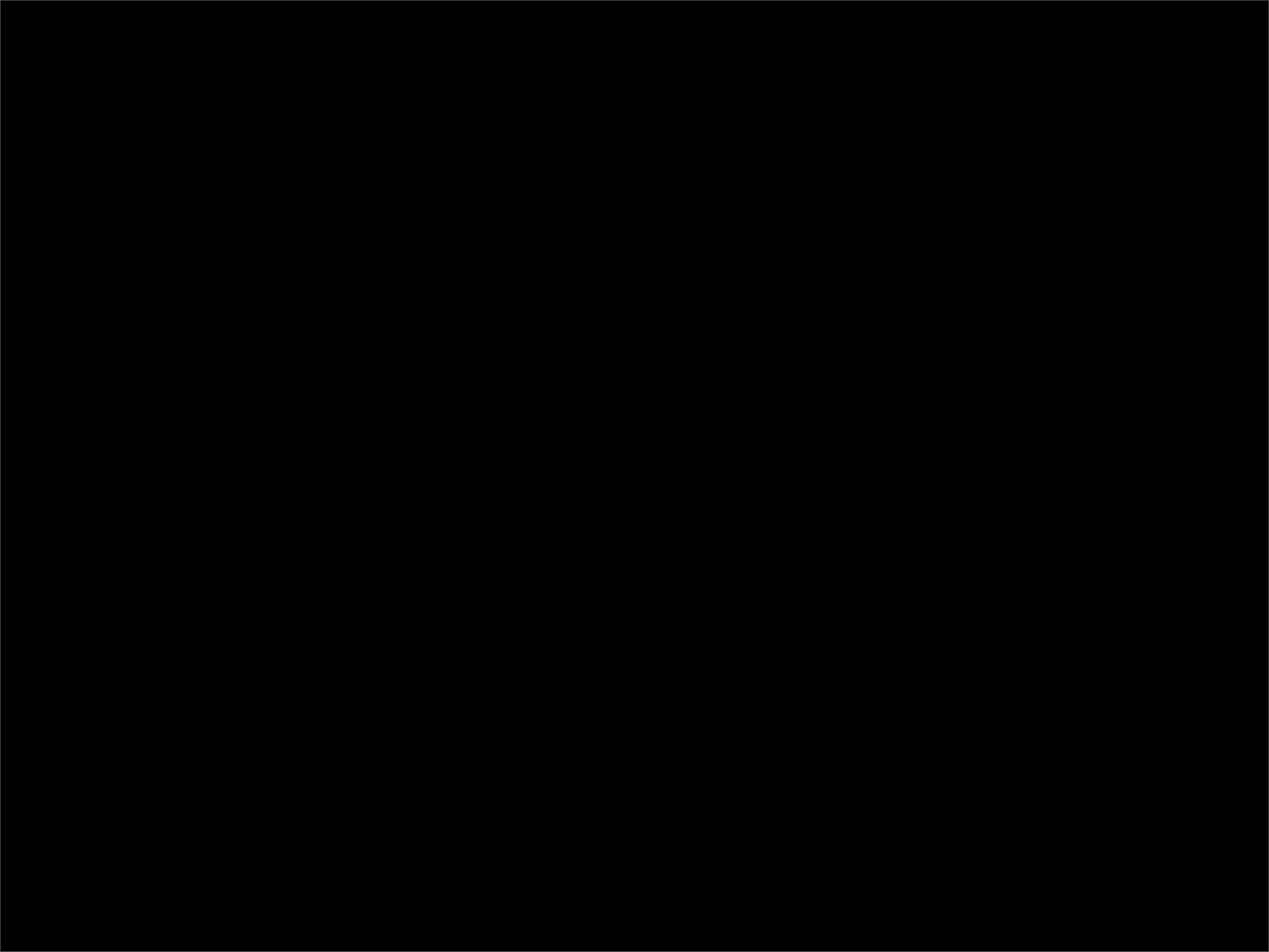
Dashboard







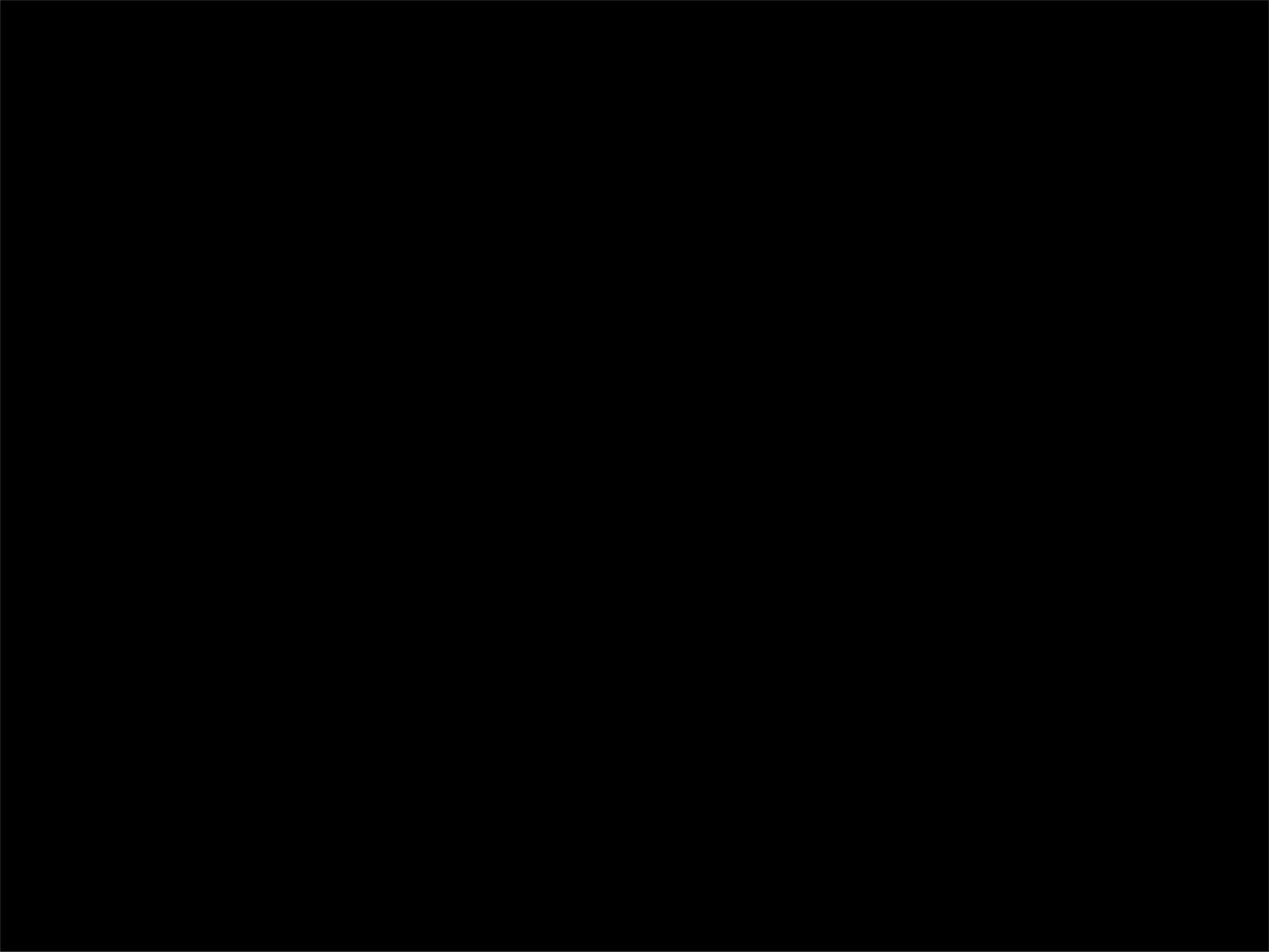




```

"LaunchConfig" : {
  "Type" : "AWS::AutoScaling::LaunchConfiguration",
  "DependsOn" : "HostKeys",
  "Properties" : {
    "KeyName" : { "Ref" : "KeyName" },
    "ImageId" : "ami-64636a10",
    "SecurityGroups" : [
      { "Ref" : "EC2SecurityGroup" },
      { "Fn::Join" : ["-", ["Ophan-ElasticSearch", { "Ref" : "Stage" }]] }
    ],
    "InstanceType" : { "Ref" : "InstanceType" },
    "UserData" : { "Fn::Base64" : {
      "Fn::Join" : ["", [
        "#!/bin/bash -ev\n",
        "apt-get -y update\n",
        "apt-get -y install language-pack-en openjdk-7-jre-headless\n",
        "adduser --system --home /ophan --disabled-password ophan\n",
        "cat > /etc/aws.conf <<EOF\n",
        { "Fn::Join" : ["", [ "accessKey=", { "Ref" : "HostKeys" }, "\n" ] ] },
        { "Fn::Join" : ["", [ "secretKey=", { "Fn::GetAtt" : ["HostKeys", "SecretAccessKey"] }, "\n" ] ] },
        "EOF\n",
        "wget https://s3-eu-west-1.amazonaws.com/[REDACTED]/", { "Ref" : "Stage" }, "/ophan-dashboard/ophan-dashboard.conf",
        " --directory-prefix=/etc/init\n",
        "wget https://s3-eu-west-1.amazonaws.com/[REDACTED]/", { "Ref" : "Stage" }, "/ophan-dashboard/app.jar",
        " --directory-prefix=/ophan\n",
        "chown ophan /ophan/*\n",
        "start ophan-dashboard\n"
      ]
    }
  }
}
}
}
}

```



ophan-dashboard

~ \$43.20/month

Instance	AutoScaling	ELB	Uptime	Version
i-920a8bdd	InService	InService	14 hours	998
i-bb7b40f7	InService	InService	14 hours	998
i-d0c6939f	InService	InService	14 hours	998



ophan-elasticsearch

~ \$2,246.40/month

Warning! The following autoscaling activities are currently suspended: AZRebalance, Terminate

Instance	AutoScaling	Uptime	Version
i-940ed8d9	InService	136 days	0.90.1 Black Death
i-e8fcc4a5	InService	78 days	0.90.1 Wildboys
i-2b16f865	InService	65 days	0.90.1 Ghost Girl
i-3b79ba75	InService	57 days	0.90.1 Parker, Peter
i-981921d7	InService	15 days	0.90.1 Jester
i-1a96c356	InService	15 days	0.90.1 Zartra



ophan-logger

~ \$14.40/month

Instance	AutoScaling	Uptime	Version
i-41b9250d	InService	2 hours	604



ophan-serf

~ \$187.20/month

Instance	AutoScaling	ELB	Uptime	Version
i-7a28cf34	InService	InService	7 days	902
i-31510e7d	InService	InService	15 hours	902



ophan-time-machine

~ \$14.40/month

Instance	AutoScaling	ELB	Uptime	Version
i-389e8c74	InService	InService	2 days	709



ophan-tracker

~ \$144.00/month

Instance	AutoScaling	ELB	Uptime	Version
i-d166f29e	InService	InService	7 days	944
i-2dc37162	InService	InService	7 days	944



ophan-trigr

~ \$14.40/month

Instance	AutoScaling	ELB	Uptime	Version
i-3f745573	InService	InService	2 days	986



ophan-robot-tracker

~ \$46.80/month

Instance	AutoScaling	ELB	Uptime	Version
i-9a2986d6	InService	InService	49 days	113

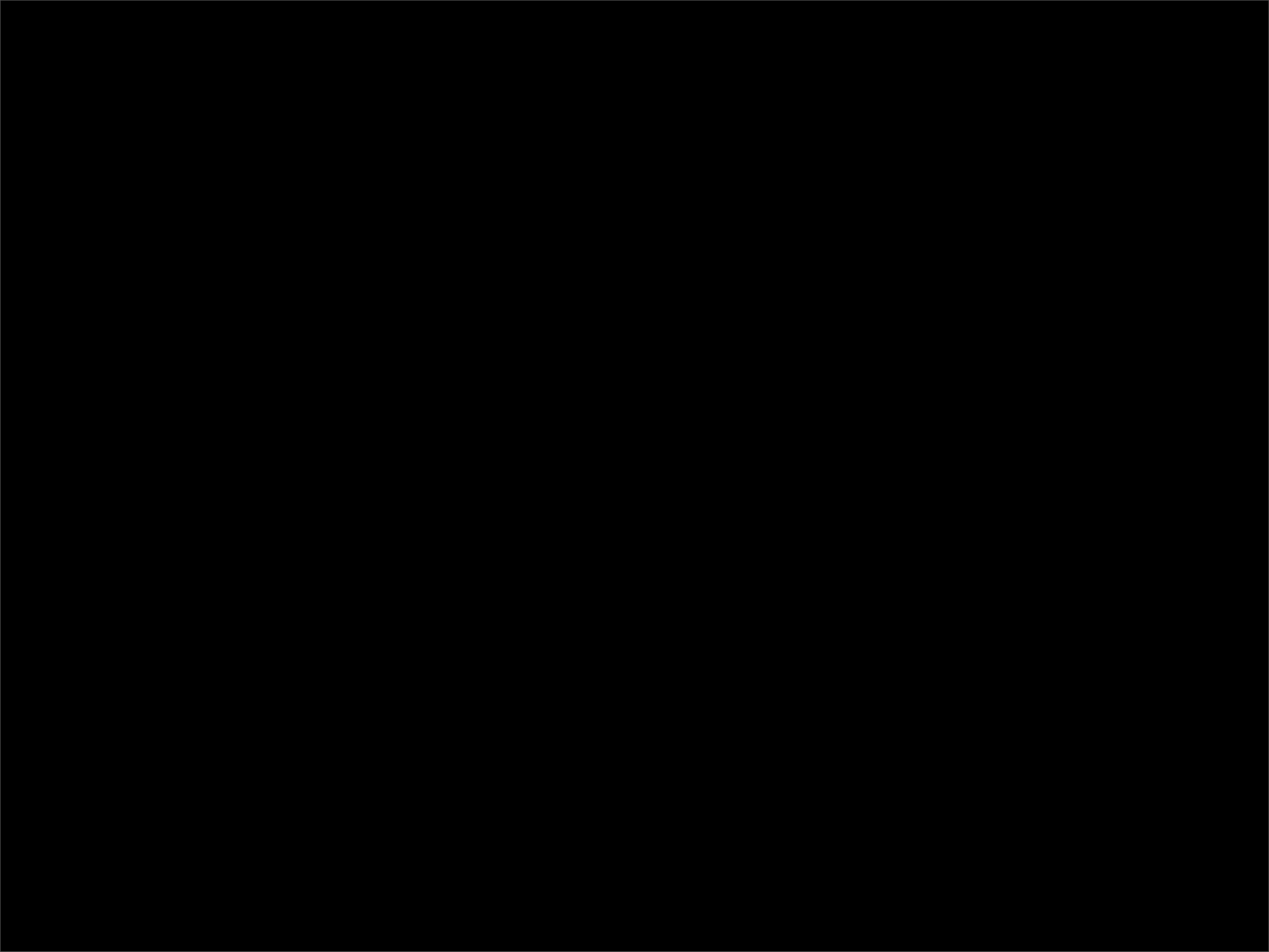


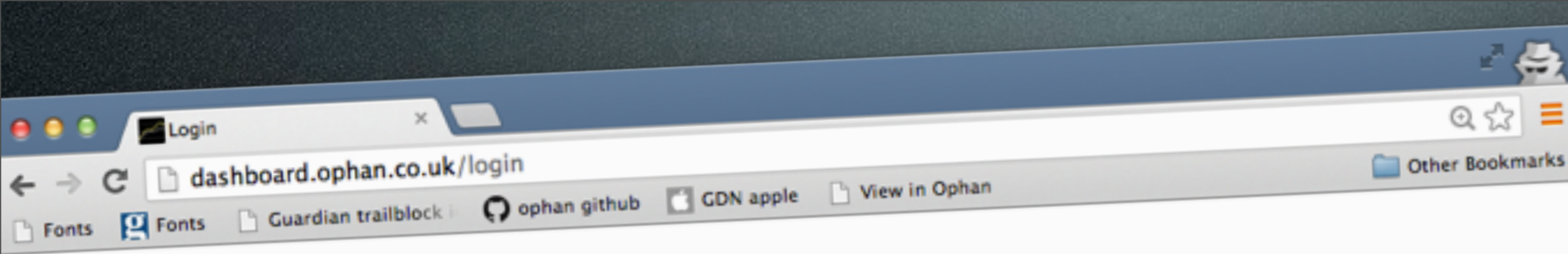
ophan-status-app

~ \$14.40/month

Instance	AutoScaling	ELB	Uptime	Version
i-3ee79b72	InService	InService	19 hours	58







Ophan Dashboard

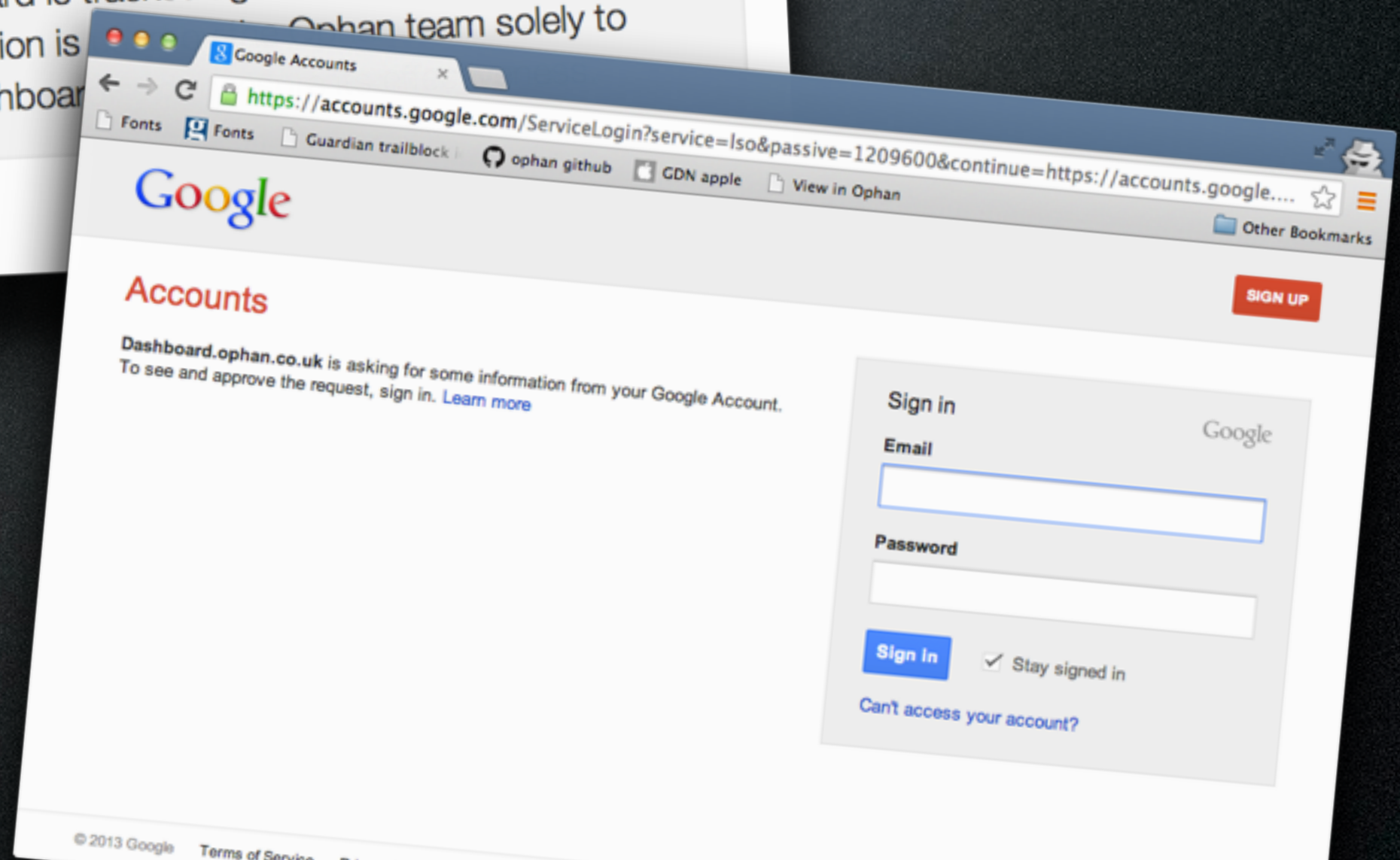
Please click the button below to login with your google account.

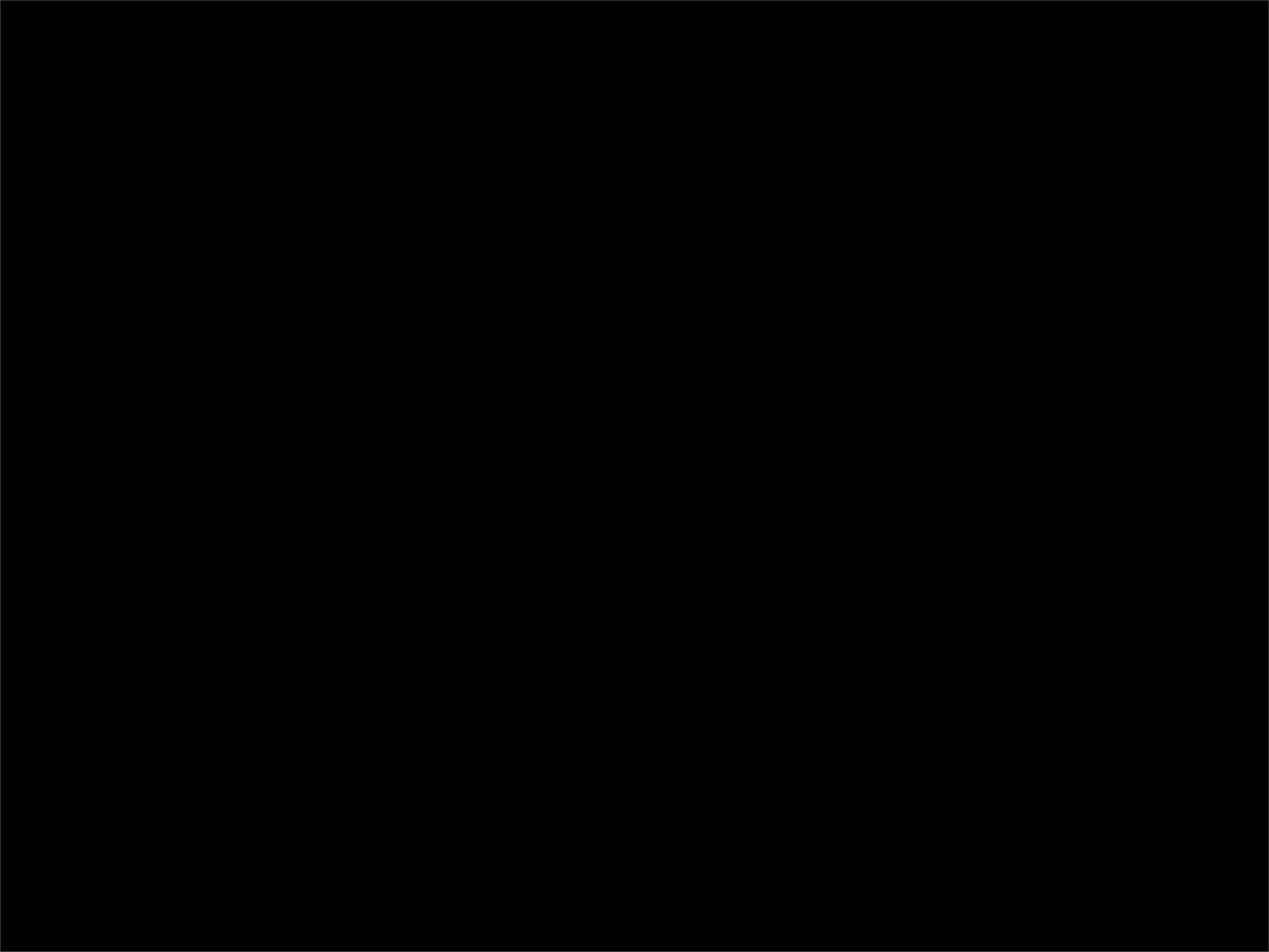
If you're already logged in to gmail, you will just be asked to confirm that Ophan is allowed to see your email address and name.

If you're not logged into gmail, you will be asked to login. **Always** check that the page is hosted by google.com in your address bar before entering your credentials.

Log In

Your use of the Ophan Dashboard is tracked against the email address that you use to sign in. This information is used by the Ophan team solely to guide improvements to the Dashboard.





José Mourinho and André Villas-Boas: how the inseparable duo grew apart | Dominic Fifield

- 69% from www.theguardian.com
- 14% from t.co
- 6% from native-app.guardian.co.uk
- 6% from (unknown)
- 1% from www.facebook.com

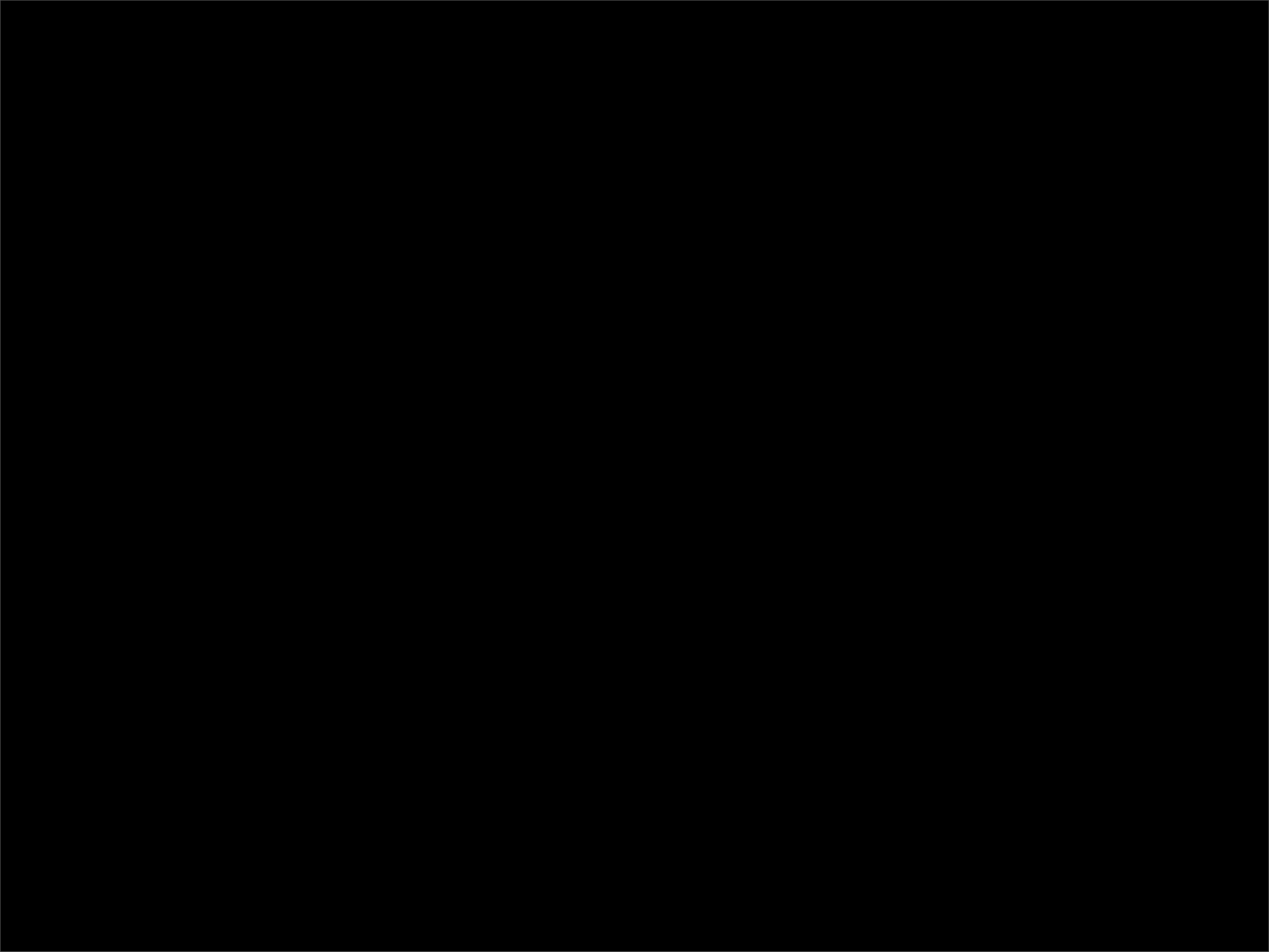
Onward traffic:



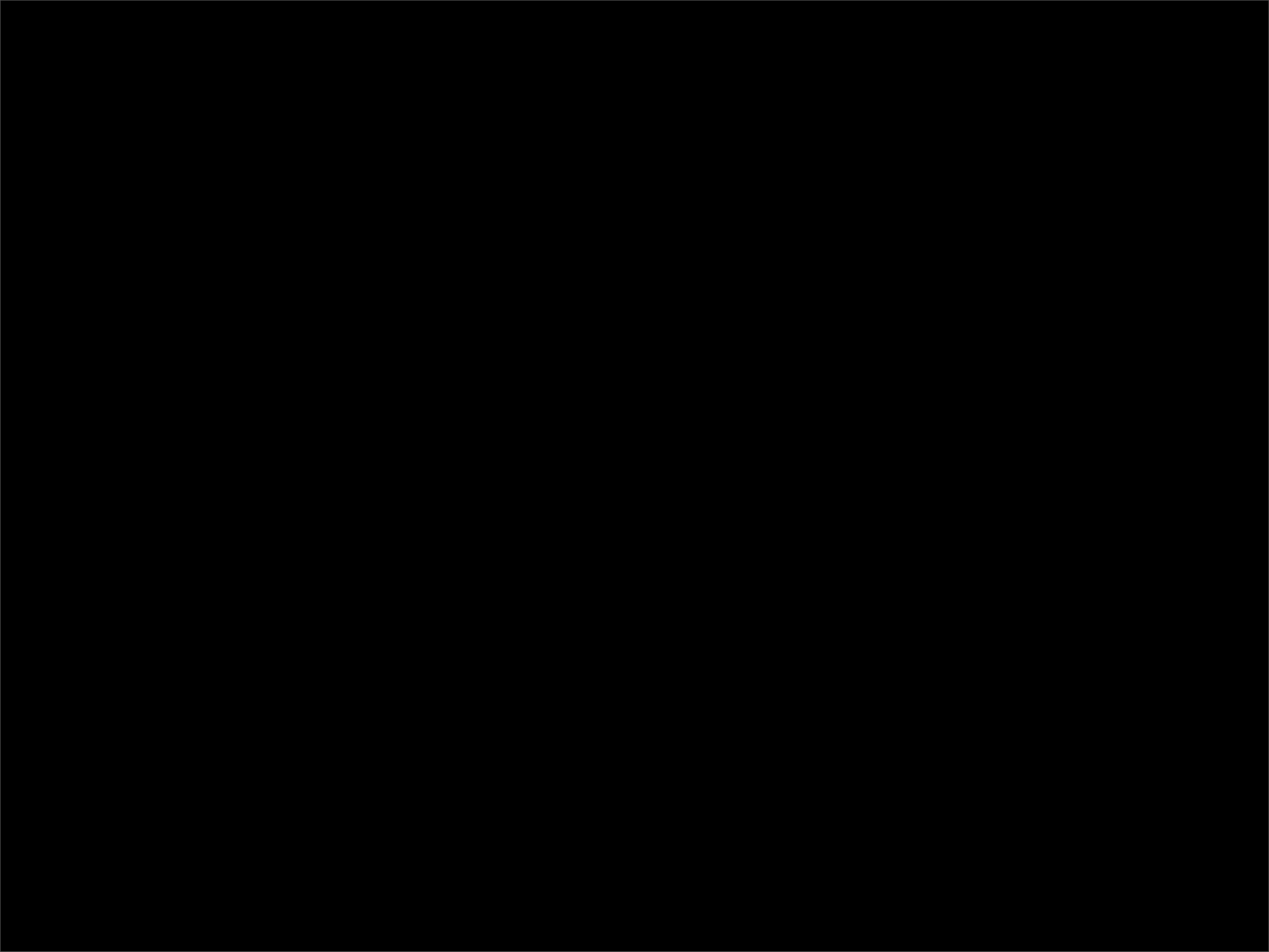
2.1%

215









Conclusion

Conclusion

Small teams can have massive impact with

- rapidly evolving working software
- close collaboration with your users
- clear, relevant & actionable data

Graham Tackley ■ @tackers

Director of Architecture
Guardian News and Media

