



As 2010, the International Year of Biodiversity (IYB) draws to a close, TRAFFIC, the wildlife trade monitoring network, can look back on a successful promotion of this landmark event.

During the year, the IYB logo featured prominently in the main navigation bar of TRAFFIC's website ([www.traffic.org](http://www.traffic.org)) where some 235,000 visitors read many of the 135 news items and 715 seizures reports posted to the site, or downloaded one or more of around 100,000 TRAFFIC reports freely distributed there.

There were notable peaks in visitor numbers during three major international meetings related to biodiversity during the year—CITES CoP15 in March, CBD SBSTTA 14 in May and CBD CoP10 in October and the International Tiger Forum in November.

These peaks mirrored media interest in the meetings themselves and associated TRAFFIC report launches, such as the investigation into Tiger part seizures, *Reduced to skin and bones*, and *Wild for a Cure*, TRAFFIC's analysis of the success of sustainable wild plant harvesting. Unprecedented media interest was created in August, however, with the story of a live Tiger cub found drugged inside a suitcase at Bangkok airport.

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