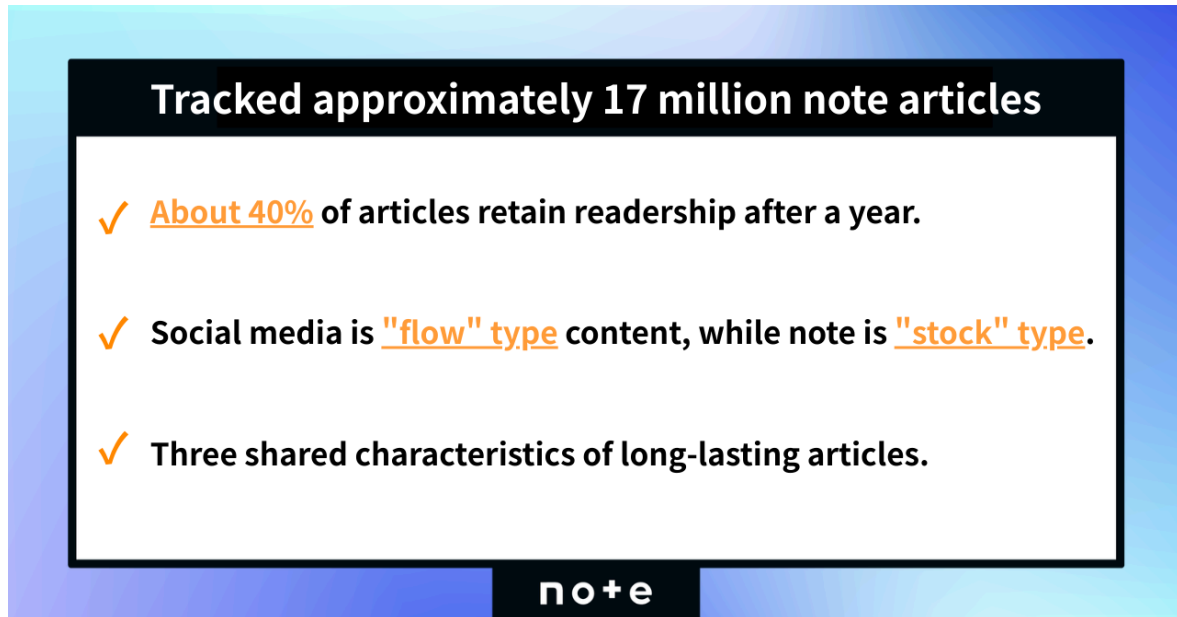


note Tracks 17 Million Articles

First-Ever Data Reveal Characteristics of Content Read One Year After Publication



note has released the results of a tracking study on the viewership of approximately 17 million articles posted in 2024.

International research (*1) indicates that most posts on "flow-based" social media platforms receive almost no new views after 24 hours. In contrast, this study found that approximately 40% of note articles with at least one view continue to be read one year after publication. Content on note is not consumed as a transient trend but functions as an asset where new readers accumulate over time. More than half of the traffic to these long-term articles comes from search engines. This trend spans a wide range of categories, including games, design, IT, career/business, and food.

Key Findings

- Approximately 40% of viewed articles on note are still being read one year later.
- While social media posts are "flow-type" and lose visibility within hours, note articles are "stock-type" and remain active over the long term.
- Traffic sources for articles read after one year: Search Engines (64%), Internal Navigation (16%), Direct (14%), and Social Media (3%).

Background

An increasing number of people now make decisions through AI dialogue rather than traditional searches. Since AI refers to information written and published by people, the value of documenting one's thoughts and experiences is greater than ever.

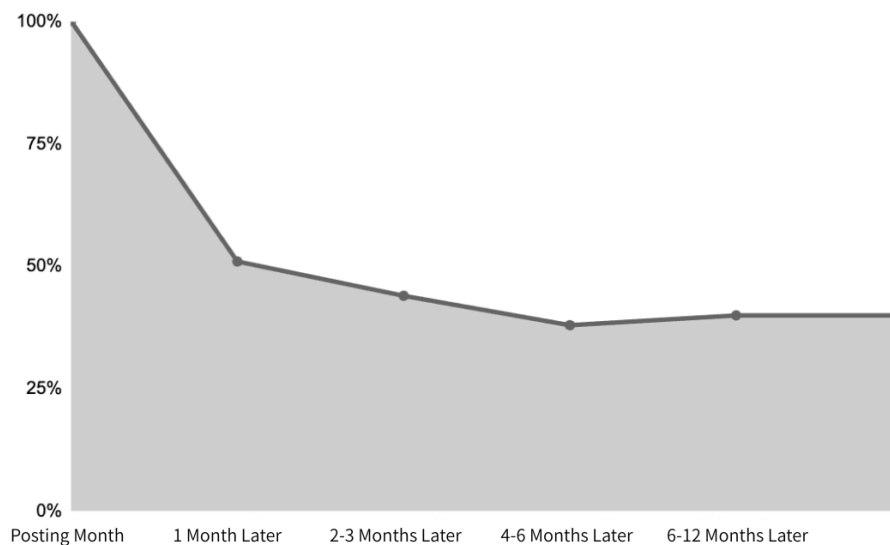
While the importance of sharing information has grown, so has the variety of available platforms. Because creating content requires significant time and effort, choosing a platform where content effectively reaches and retains an audience is a critical decision. The lifespan of posts on "flow-type" social media is reportedly shortening; one academic study suggests that approximately 95% of posts receive almost no new views after 24 hours (*1). Given this context, how do articles posted on note perform?

To provide a data-driven answer to this question, note tracked approximately 17 million articles to determine how long and how many of them continue to be read after publication. We hope these findings serve as a useful reference for those involved in content strategy for media and corporations when designing "stock-type" content.

Key Survey Findings

Approximately 40% of Viewed Articles Are Still Read One Year Later

Tracking articles that received at least one view during the target period revealed the following viewership trends:



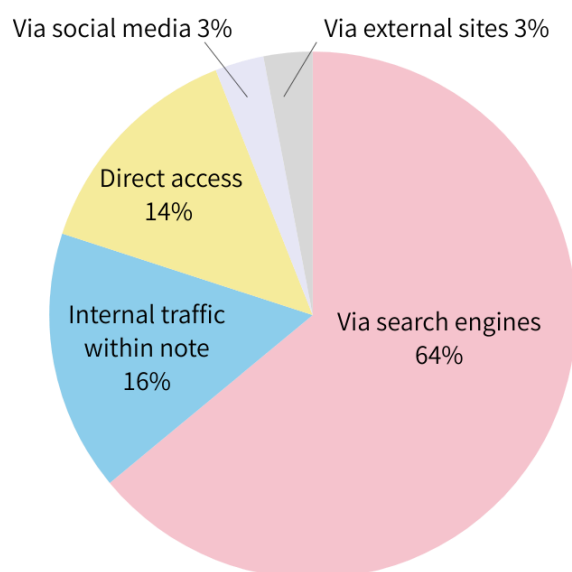
While the number of read articles decreases one month after publication, the figure stabilizes thereafter, showing a "long-tail" curve in which approximately 40% continue to be read one year later. In contrast to "flow-type" social media posts, which typically complete the majority of their viewership within 24 hours, note articles possess "stock-type" characteristics, reaching a consistent audience long after their initial release.

This trend is not limited to specific genres. When analyzed by category, more than 50% of articles in the top 20 categories were still being read after one year. Examples of representative categories are as follows:

- Design: 74%
- Games: 73%
- IT / Gadgets: 67%
- Food / Travel & Outings: 66%
- Career / Business: 63%
- Columns / Essays: 58%

Traffic Sources for Long-Term Articles

An analysis of traffic sources for articles published more than one year ago revealed the following composition:



Search engines account for 64% of total traffic. Regardless of whether they are followers, new readers who are unaware of an article continue to discover it through search, even years after publication.

Additionally, internal navigation within note accounts for 16% of traffic. [In February 2026, note completely overhauled its recommendation engine.](#) The system has evolved to use AI to deeply understand the content of each article and deliver it to readers who need it. Opportunities to encounter new readers within the note platform are expected to expand further in the future.

According to a joint study by note and VALUES, Inc. (*2), 63.5% of Google search sessions reached "zero-click" status (where users do not visit a website after searching) as of September 2025. Despite the ongoing transition from traditional search to AI, traffic to note via AI is approximately four times the expected value predicted from search traffic. Approximately 40% of this AI-driven traffic was for articles published more than six months prior. Articles on note, which remain discoverable by both search engines and AI, have become long-term assets for creators.

Three Common Characteristics of Long-Read Articles

We would like to introduce three key features of articles that continue to be read over time, along with examples from our creators.

1: "Primary Information" Rooted in the Writer's Experience or Expertise

The first characteristic is that the content is based on the author's real-life experiences or specialized knowledge. Rather than being a summary of information from other sites, content that only that specific person could write continues to be chosen by readers across time.

How a Librarian Teaches You to Write Award-Winning Book Reports | Monday Library

(https://note.com/_monday_library/n/n95fbdb96ab5b)

This is a practical guide written by a librarian who advises children on their book reports every year. Every summer, it is discovered by parents and children searching for "how to write a book report." It embodies the power of primary information, reaching new readers as the seasons turn.

The Final Carbonara Recipe Reached After 30 Years of Cooking. | Mami Imai / Chef

(<https://note.com/imaimami/n/n65a5f3e00b0a>)

"I could never forget the taste of the carbonara I ate at a restaurant in Kobe when I was in second grade." This article shares a recipe perfected over 30 years, complete with photos and detailed steps. The coexistence of practical utility and a 30-year narrative continues to attract many readers.

2: Answering "Universal Questions" Searched Repeatedly During Life Events

For example, "how to brew delicious coffee" is searched whenever someone buys coffee beans, and "how to write a book report" is searched every summer vacation. Many long-read articles provide answers to these "recurring specific questions or problems." This trend aligns with the data showing that 64% of traffic comes from search engines.

[Complete Version] A Barista Teaches You How to Brew Delicious Drip Coffee | Yuma Kawano / LIGHT UP COFFEE

(https://note.com/yuma_lightup/n/ne5c8b77e6510)

An article systematically summarizing the brewing methods practiced daily by a barista who runs a specialty coffee shop. Knowledge surrounding a single cup of coffee—from tools and basic recipes to steaming tips and extraction theory—is condensed into one post.

3: Thoroughly Deep-Diving into a Single Theme

Articles that delve deeply into a single theme tend to be read longer than those that touch on topics broadly and shallowly. Whether it is a practical how-to or a unique analysis, articles woven with the writer's own experiences and perspectives have the power to make readers think, "I want to read this because it's by this person," rather than being just a summary of information.

The Complete Mastery Manual for Saizeriya | Massi / Essayist & Writer

(<https://note.com/massi311283/n/ncd5b81360362>)

An article by Massi, originally from Italy, introducing 19 ways to arrange Saizeriya's menu "Italian style." It has recorded approximately 1.9 million page views since publication and continues to be read. The unique perspective that "going to Saizeriya makes me feel like I'm back in Italy" gives the article one-of-a-kind value.

(<https://note.com/keisuke36/n/n8183d833e16f>)

What is the true nature of a "quick thinker"? Based on his observations and experience, the author deep-dives into the hypothesis that they are "people with a high cumulative volume of thought." This article was a finalist in the Business Category of the 2024 Creative Awards and was published as a book in 2025.

Someone is still reading the article you wrote a year ago. note will continue to support the creative activities of all creators as a "place where writing becomes an asset."

< Survey Overview >

- Target: All articles posted on note between January and December 2024 (approx. 17 million).
- Methodology: Cohort analysis (tracking groups of articles posted in the same month to measure viewership rates during each period).
- Tracking Criteria: Articles that were viewed at least once during the target period.
- Tracking Periods: Month of publication → 1–2 months later → 3–5 months later → 6–11 months later → 12 months later and beyond.
- Determination Method: Each period is judged independently. If an article is viewed during a specific period, it is counted as "being read," even if it had zero views in a previous period.

< Sources >

*1: Pfeffer, J., Matter, D., & Sargsyan, A. (2023). The Half-Life of a Tweet. ICWSM.

<https://ojs.aaai.org/index.php/ICWSM/article/view/22228>

*2: Announcement on October 30, 2025. <https://note.jp/n/n25805fb74add>

note

note is a media platform where creators post text, images, audio, and videos, and users can enjoy and support that content. We value a safe atmosphere and diversity so that everyone can enjoy and continue creating. Individuals and corporations mingle, expanding opportunities to find things they like and meet interesting people. The service launched in April 2014, and approximately 69.56 million works have been created. The number of members has reached 11.14 million (as of November 2025).

•URL : <https://note.com/>

•iOS App : <https://itunes.apple.com/jp/app/note-noto/id906581110>

•Android App : <https://play.google.com/store/apps/details?id=mu.note>

note inc.

Our mission is to "Start, and Keep on Creating," and we are building systems for expression and creation. The media platform note supports all kinds of creative activities by creators. Creators can publish their original content, receive support from fans and peers through memberships, shops and brand owners can showcase products in their stores, and corporations and organizations can use note pro to disseminate information.

Address: 6-6-2 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan

Date of Establishment: December 8, 2011

Representative Director and CEO: Sadaaki Kato Corporate Website: <https://note.jp>

【For inquiries regarding this press release】

note inc. IR inquiry desk: <https://ir.note.jp/inquiry>