



INTERNATIONAL FLOORBALL FEDERATION (IFF)

*Recognised by the IOC
Ordinary member of SportAccord*

Appendix 22

IFF Information Function report December 2013

IFF Website

The update of the IFF website is done with the focus is on images, videos and social media as well as the ongoing events. The result service slider launched was used before the WFC during the international weekend and it created much traffic on the IFF web site. On November 2nd the number of visitors was 20 884. This was not a record (WFC 2012: 28 394) but still caused problems. Now the slider has been programmed to work differently and other tests have also been performed to solve the breakdowns. The blog function is not yet activated as the athletes commission has not agreed upon providing any input.

Facebook Stats@ IFF.Floorball:

- Statistics by Dec 1st 2013: 18,152 likes

IFF Twitter Stats @IFF_Floorball:

- Statistics by Dec 1st 2013: 4352 followers

IFF Flickr Stats@iff_floorball

- Statistics by Nov 26th 2013: 20, 342 items and 2,824,308 views

IFF Youtube Channel 1 Stats@ iffchannel:

- Statistics by Nov 26th 2013: 6,699 subscribers 2,038,169 views

IFF Youtube Channel 2 Stats@ IFFLive:

- Statistics by Nov 26th 2013: 2,575 subscribers 314,717 views

E- Newsletter stats:

- Statistics by Nov 26th 2013: 918 subscribers

IFF Events Mobile App

The mobile app had 8948 downloads after Champions Cup, Android 4449 and iOS 4499,

The WFC mobile app has been launched in cooperation with the WFC 2103 LOC with an event guide as a new features. The event guide includes information about venues, ticket sale, transportation to and from the venues and WFC 2013 contacts.