INTERNATIONAL FLOORBALL FEDERATION

APPENDIX 23

OVERALL VISIBILITY OF THE CORE COUNTRIES AND THE IFF EVENTS 2013 AND 2014

	National Associations			IFF Events					
Year 2013	**Cup Final**	**National Finals**	**EFT/Int. Tournament**	**WFC**	**CC**	**EFC**	**WFCQ**	**U19 WFC**	**Total**
TV viewers avg.	493 220	645 820	186 700	2 244 356	399 703	-	-	-	3 969 799
Web TVV viewers avg	27 900	38 170	217 745	242 732	65 090	42 718	206 707	65 065	906 127
Spectators	13 104	43 950	41 910	43 806	13 688	5 060	8 633	16 477	186 628
Social Media	224 453								224 453
- Facebook	183 911								183 911
- Twitter	16 448								16 448
- Flicker/Instagram	17 316								17 316
- YouTube	6 778								6 778
Total Contacts									5 287 007

	National Associations			IFF Events					
Year 2014	**Cup Final**	**National Finals**	**EFT/Int. Tournament**	**WFC**	**CC**	**EFC**	**WFCQ**	**U19 WFC**	**Total**
TV viewers avg.	145 220	751 820	765 700	6 115 314	494 205	-	-	-	8 272 259
Web TVV viewers avg	61 082	82 659	552 797	868 667	132 074	71 470	114 161	86 489	1 969 399
Spectators	13 892	46 315	50 403	104 445	12 302	5 182	25 649	19 725	277 913
Social Media	233 202			73 993					307 195
- Facebook	183 911			39 845					223 756
- Twitter	25 197			7 648					32 845
- Flicker/Instagram	17 316			4 500					21 816
- YouTube	6 778			22 000					28 778
Total Contacts									10 826 766