



WORLD FLOORBALL CHAMPIONSHIPS 2014

DIGITAL MEDIA ANALYSIS 2014

OBJECTIVES AND BACKGROUND INFORMATION

OBJECTIVES AND BULLET POINTS

- Digital editorial media coverage and social media visibility of World Floorball Championships 2014

CONTENTS OF THE ANALYSIS REPORT:

- Geographical Distribution of Media Coverage
- Digital Media Coverage and Press Spikes
- Top 100 Digital Media Sources (+ Reach)
- Top Social Media Channels and Influencers
- Media Themes Clouds and Highlights
- Time Comparisons Jan 2012 – Feb 2015
- WFC 2014 and Handball WC 2015 Media Coverage Comparison

DIGITAL EDITORIAL MEDIA:

- 230 000+ editorial media sources globally
- Newspapers, press releases, news agents, eRadio&TV, professional magazines and blogs.

SOCIAL MEDIA:

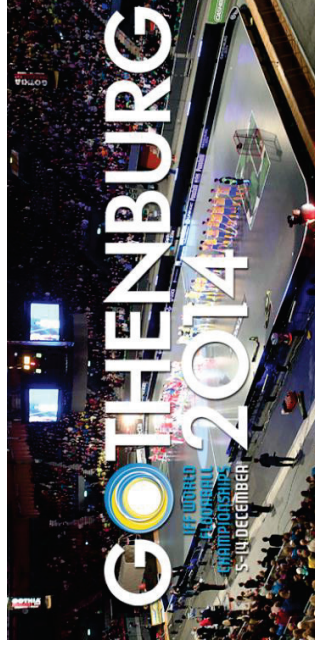
- 300M sources globally
- blogs, forums, Facebook, Twitter , Instagram & Youtube

TIME RANGE:

- 1.9.2014 – 28.2.2015
- 1.1.2012 – 28.2.2015

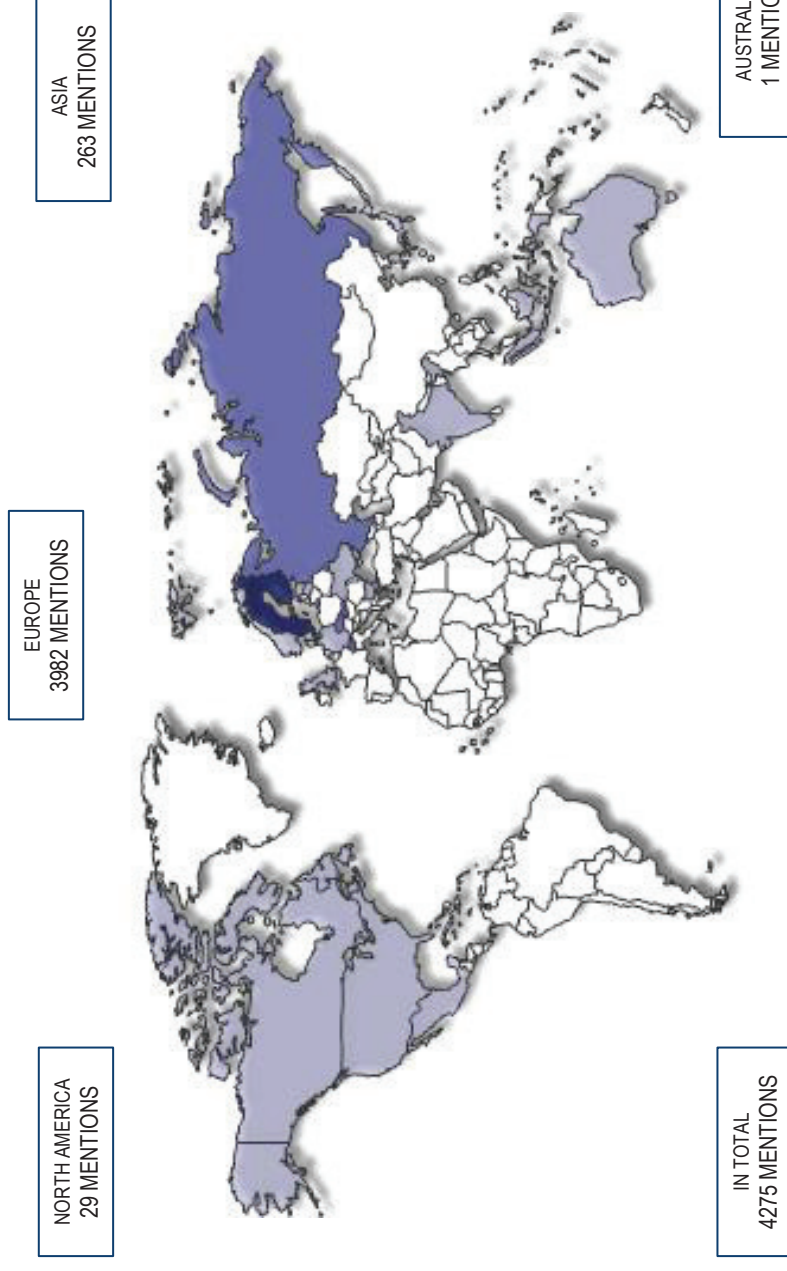
BULLET POINTS

- WFC2014 got a lot of media attention globally. The championships were reported in all the countries that took part in the games and especially in hosting Sweden.
- Top countries by the number of published articles after Sweden (over 1600) were Finland (approx. 850), Switzerland (300), Russia (280), Czech Republic (275), Slovakia (250), Japan (150), Latvia (120), Korea (110), and Estonia (100).
- In Asia and US the mentions were mainly bulletins or links to other news sites, that did not include any own editorial content
- Media coverage of the championships improved remarkably from previous years.
- There were approx. 4300 articles that reached 133,7 million people worldwide.
- Most important medias were Russian Безформата, Slovakian Aktualita, Swedish Göteborgs-Posten and Tv4 as well as Finnish National Broadcaster Yle.
- There were over 10 300 social media mentions and 343,3 million impressions.
- Most of social media posts were shared through Instagram and Twitter.
- In terms of impressions and reached people, Instagram was the most valuable channel. 4600 Insta photos reached the audience of approx. 22,4 million people.
- Pr value for earned media was approx. 4 million euros (editorial media coverage of 2,8 million euros and social media visibility of 1,2 million euros).



WORLD FLOORBALL CHAMPIONSHIPS 2014

DIGITAL MEDIA GEOGRAPHICAL BREAKDOWN



- 4275 media mentions worldwide in total
- 93 % of the media publicity derived from Europe top countries being Sweden, Finland, Switzerland, Russia, and Czech Republic.
- 6 % from Asia top countries being Japan and South Korea. In Asia mentions were only bulletins and headlines, no real editorial content
- 1 % from North America US and Canada.

WORLD FLOORBALL CHAMPIONSHIPS 2014

DIGITAL MEDIA GEOGRAPHICAL BREAKDOWN BY COUNTRY

top	country	# of articles	# of readers*	€ of pr value
1	Sweden	1634	34 660 966	841524
2	Finland	849	27 189 971	654749
3	Switzerland	302	2 967 375	74184
4	Russia	282	19 405 323	485133
5	Czech Republic	275	259 038	6476
6	Slovakia	248	19 449 068	486227
7	Japan*	156	697 494	17437
8	Latvia	122	2 961 517	74038
9	Korea*	107	1 967 526	49188
10	Estonia	101	2 743 164	68579
11	Germany	91	2 310 341	57759
12	Denmark	42	414 127	10353
sum	In total	4209	133 025 908	2 825 648

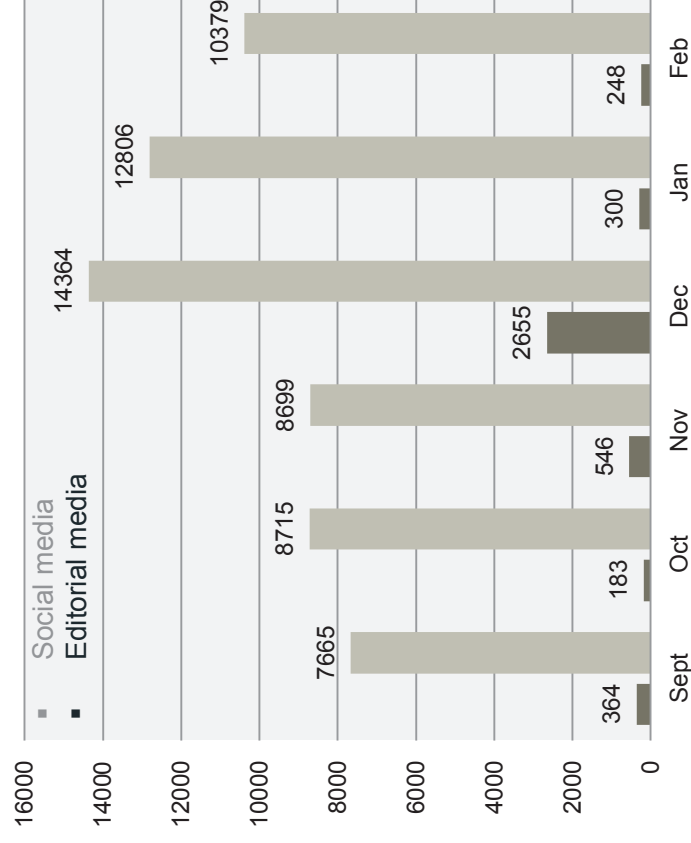
of readers: number of unique visitors on each web sites within two days

*mainly bulletins and news tickers

top	country	# of articles	# of readers*	€ of pr value
13	Norway	29	326767	8169
14	United States*	26	6267	157
15	Ukraine	11	174616	4365
16	Liechtenstein	7	7124	178
17	United Kingdom	5	4212	105
18	Canada	2	7532	188
19	Australia	1	7181	180
20	Bulgaria	1	109	3
21	Hong Kong	1	152	4
22	India	1	40416	1010
23	Mexico	1	18897	472
Sum	In total	87	593 273	14828

WORLD FLOORBALL CHAMPIONSHIPS 2014

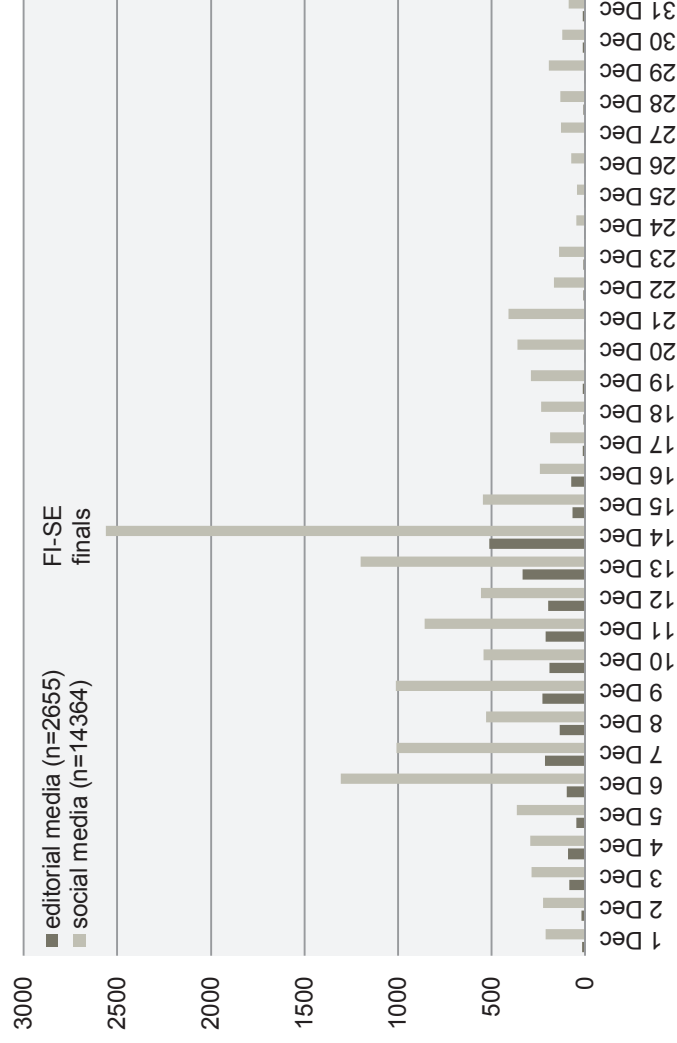
MEDIA COVERAGE AND PRESS SPIKES



- 4275 published editorial articles
- 133,7 million readers globally
- 2,8 million worth pr value
- Biggest press spikes were during the Championships in December during the games and especially during the finals.
- Search words: #WFC2014 or WFC2014 or "WFC 2014" or "World Floorball Championships" or floorball or unihockey or innebandy or salibandy or "mistrovství světa ve florbalu" or florbal or florbal or florbalu or saalihoki or "플로어볼" or "フロアボール" or "φροπ600π" when attached to the word world championships in each language.
- Social media include blogs, forums, Twitter, Youtube and open Fb profiles.

WORLD FLOORBALL CHAMPIONSHIPS 2014

DIGITAL MEDIA COVERAGE AND PRESS SPIKES IN DECEMBER



- 2655 editorial media mentions
- 14 364 social media mentions
- Biggest press spikes were on the day of the finals when Sweden took gold in the game against Finland.
- Finals were reported in all of the biggest national and local medias as well as the sports sites.
- Social media include blogs, forums, Twitter, Youtube and open Fb profiles.

WORLD FLOORBALL CHAMPIONSHIPS 2014

MEDIA SOURCES TOP 1-20

top	publication	country	# of articles	# of readers	€ of pr value
1	Безформата	Russia	158	161486	4037
2	Aktuality	Slovakia	130	107712	2693
3	Göteborgs-Posten	Sweden	103	93861	2347
4	Tv4	Sweden	98	68361	1709
5	TV4 Play	Sweden	56	93407	2335
6	Yle Uutiset	Finland	54	93439	2336
7	Florbil.cz	Czech Republic	53	1784	45
8	iSport.cz	Czech Republic	53	1487	37
9	Mynewsdesk	Sweden	52	60459	1511
10	Upsala Nya Tidning	Sweden	47	7825	196
11	Helsingin Sanomat	Finland	45	189366	4734
12	SME.sk	Slovakia	42	213132	5328
13	Denik.cz	Czech Republic	42	136337	3408
14	Dalarnas Tidningar	Sweden	41	24838	621
15	Yle Urheilu	Finland	40	93439	2336
16	Aftonbladet	Sweden	39	359416	8985
17	Västerbottens-Kuriren	Sweden	39	13892	347
18	Sportti.com	Finland	38	2275	57
19	Turun Sanomat	Finland	35	19410	485
20	Päikkalo.fi	Finland	35	198	5

IN TOTAL:

Articles: 4275

Readers: 133,7 million

(# of readers: unique visitors on news sites within two days estimated by ComScore.)

Pr value: 2,8 million €

(€ pr value: value of earned media per publication)

WORLD FLOORBALL CHAMPIONSHIPS 2014

MEDIA SOURCES TOP 21-40

top	publication	country	# of articles	# of readers	€ of pr value
21	Innebandy Magazinet.se	Sweden	35	139	3
22	Aamulehti	Finland	34	42638	1066
23	Folkbladet	Sweden	33	3294	82
24	Týden.cz	Czech Republic	32	48413	1210
25	Sundsvalls Tidning	Sweden	32	12282	307
26	Ilta-Sanomat	Finland	30	328422	8211
27	Dagbladet	Sweden	30	7760	194
28	Ilkka	Finland	29	13157	329
29	Etelä-Suomen Sanomat	Finland	29	9118	228
30	Smålandsposten	Sweden	28	9340	234
31	Vestmanlands Läns Tidning	Sweden	28	8097	202
32	Dala-Demokraten	Sweden	28	7252	181
33	Norrbottnens Kuriren	Sweden	28	4846	121
34	Länstidningen Södertälje	Sweden	28	4385	110
35	Norrländska Socialdemokraten	Sweden	27	6593	165
36	Hallands Nyheter	Sweden	27	1472	37
37	Expressen	Sweden	26	235506	5888
38	MTV3	Finland	26	107116	2678
39	Lidovsky.cz	Czech Republic	26	95436	2386
40	Nordtyske.dk	Denmark	26	10679	267

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WORLD FLOORBALL CHAMPIONSHIPS 2014

MEDIA SOURCES TOP 41-60

top	publication	country	# of articles	# of readers	€ of pr value
41	GD.se	Sweden	26	5677	142
42	Ekuriren.se	Sweden	26	4819	120
43	Tfela.se	Sweden	25	6497	162
44	Bohusläningen	Sweden	25	4709	118
45	Norrteje Tidning	Sweden	25	2222	56
46	Kaleva	Finland	24	32768	819
47	Sporta Centrs	Latvia	24	15637	391
48	DELFI	Estonia	23	103446	2586
49	SvD	Sweden	23	51999	1300
50	Eesti Rahvusringhääling	Estonia	23	30752	769
51	Õhtuleht	Estonia	23	13515	338
52	Corren.se	Sweden	23	10397	260
53	Helahäisingland.se	Sweden	23	5906	148
54	Pohjalainen	Finland	23	1806	45
55	Webfinanser	Sweden	23	225	6
56	Nya Lidköpings-Tidningen	Sweden	23	62	2
57	Yle Nyheter	Finland	22	95826	2396
58	Allehanda.se	Sweden	22	10314	258
59	Sport.ch	Czech Republic	22	5460	136
60	Hämeen Sanomat	Finland	22	568	14

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WORLD FLOORBALL CHAMPIONSHIPS 2014

MEDIA SOURCES TOP 61-80

top	publication	country	# of articles	# of readers	€ of pr value
61	Piteå-Tidningen	Sweden	22	1135	28
62	Op.se	Sweden	21	11406	285
63	Metro	Sweden	21	9672	242
64	Kristianstadsbladet	Sweden	21	5459	136
65	Bote	Switzerland	21	1432	36
66	Länstidningen	Sweden	21	1197	30
67	Italehti	Finland	20	384848	9621
68	Lapin Kanssa	Finland	20	19280	482
69	Suedostschweiz.ch	Switzerland	20	8592	215
70	MVT	Sweden	20	139	3
71	Helsingborgs Dagblad	Sweden	19	25954	649
72	Barometern Oskarshamns-Tidningen	Sweden	18	2266	57
73	Unity.lv	Latvia	18	1059	26
74	Kokkolan lehti	Finland	17	3168	79
75	Pohjolan Sanomat	Finland	17	2073	52
76	Östra Småland	Sweden	17	138	3
77	지식IN Naver	South Korea	17	1911	48
78	DN.se	Sweden	16	190819	4770
79	Zlinský Deník.se	Sweden	16	136337	3408
80	Satakunnan Kanssa	Finland	16	13873	347

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(€ pr value: value of earned media per publication)

WORLD FLOORBALL CHAMPIONSHIPS 2014

MEDIA SOURCES TOP 81–100

top	publication	country	# of articles	# of readers	€ of pr value
81	Aftonkuriren	Sweden	16	14717	368
82	P4 Sjuhärad	Sweden	15	87728	2193
83	Keskisuomalainen	Finland	15	20150	504
84	Na.se	Sweden	15	11290	282
85	Länsi-Savo	Finland	15	4707	118
86	Grenchner Tagblatt	Switzerland	15	615	15
87	Itä-Savo	Finland	15	176	4
88	Postimees.ee	Estonia	14	89137	2228
89	Online Dennik Pre Všetkých	Slovakia	14	8574	214
90	Karjalainen	Finland	14	8516	213
91	Ystads Allehanda	Sweden	14	1216	30
92	Trelleborgs Allehanda	Sweden	14	422	11
93	TERAZ.sk	Slovakia	13	25382	635
94	Pozri!	Slovakia	13	12268	307
95	TVNET	Latvia	12	77326	1933
96	Savon Sanomat	Finland	12	14081	352
97	Aargauer Zeitung	Switzerland	12	6764	169
98	Norrköpings Tidningar	Sweden	12	2982	75
99	Salon Seudun Sanomat	Finland	12	2113	53
100	Kansan Uutiset	Finland	12	1505	38

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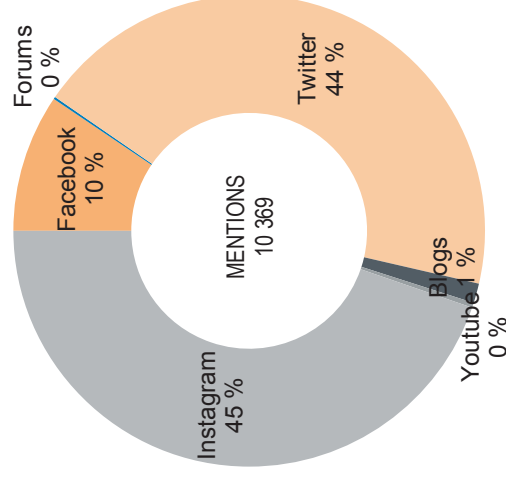
TOP SOCIAL MEDIA CHANNELS

Social channel	# of hits	# of impressions	€ pr value
Instagram	4 637	22 489 450*	899 197*
Twitter	4 562	6 860 174	171 577
Facebook**	980	2074500	51 863
Blogs	139	393 000	9825
Youtube	35	2 483 420	62086
Forums	16	32 000	800
Total	10 369	343 329 982	1 195 348

of impressions: how many saw WFC in social media.
€ pr value: what was the value of earned social media.

*Instagram: Impressions and pr value are calculated by using the average opportunity costs of buying views (CPT) and actions (CPA) in social media. Basic channel multiplier is added to differentiate viral social media from digital advertising.

**Fb includes public actions.



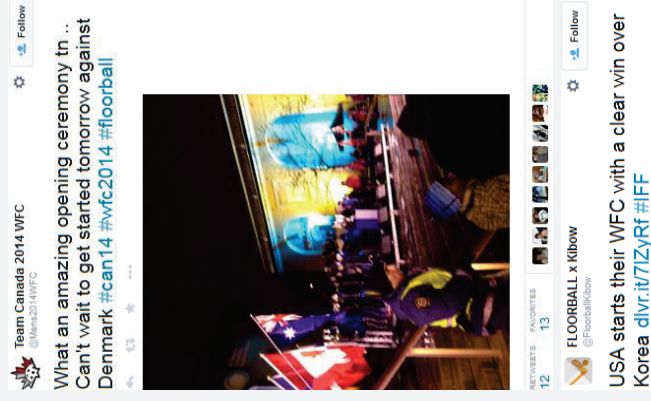
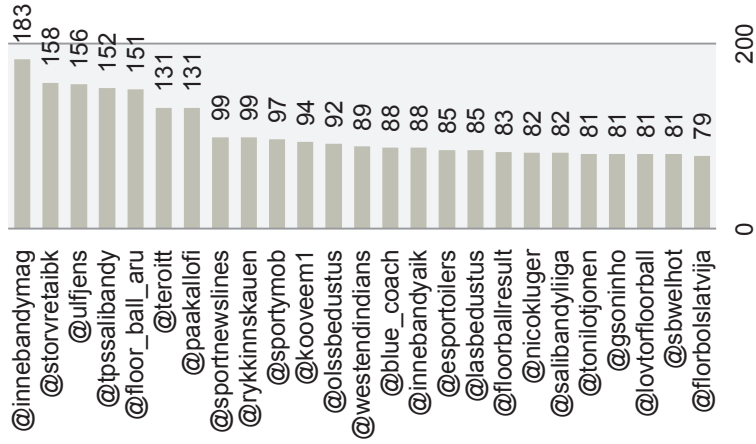
Social media visibility split by # of hits



Social media visibility split by # of impressions

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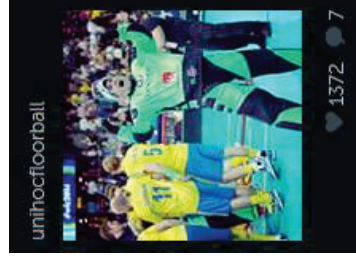
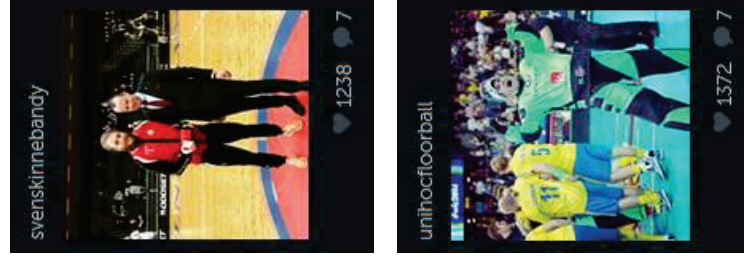
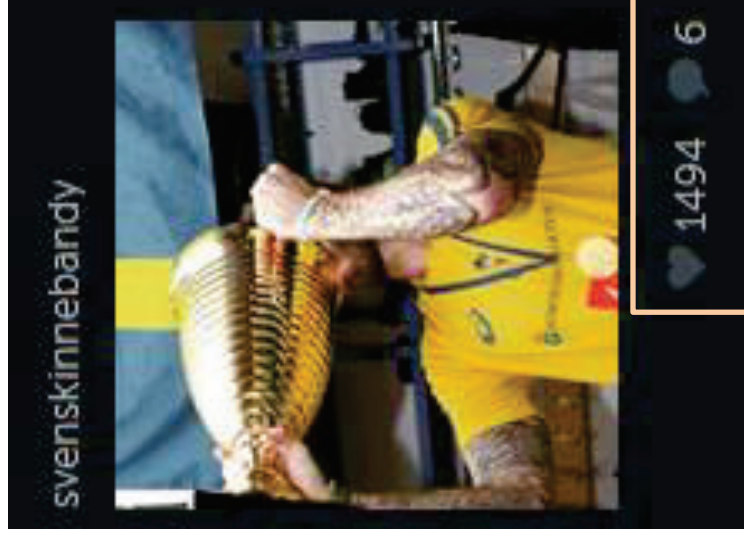
TOP TWITTER INFLUENCERS



WORLD FLOORBALL CHAMPIONSHIPS 2014

INSTAGRAM

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- 4637 photos posted on Instagram
- Most photos by @svenskinnebandy & @unihocfloorball
- Most popular photos got thousands of likes and some comments.

WORLD FLOORBALL CHAMPIONSHIPS 2014

MEDIA HIGHLIGHTS IN FINLAND

yle URHEILU

Uutiset + Urheilu + Osallistu Sää + Tuoreimmat

URHEILU > SALIBANDY

Salibandy 16.12.2014 klo 14:05 | päivitetty 16.12.2014 klo 14:05

Salibandyn MM-finaalilla parhaimmillaan yli puoli miljoonaa katsojaa

Salibandyn suostio tv-katsojen silmissä on kasvanut hurjasti viimeisen kahden vuoden aikana.

Suosittele 610 henkilöä suosittelee 223. Ole mukana: 0 arvioita.



yle URHEILU

Uutiset + Urheilu + Osallistu Sää + Tuoreimmat

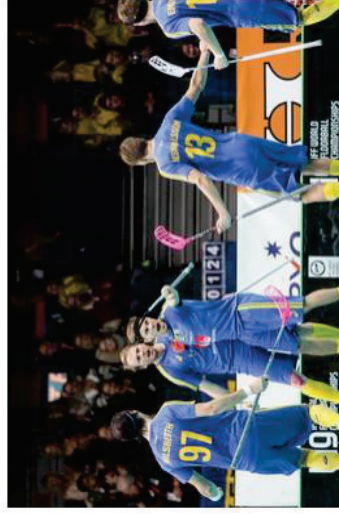
URHEILU > SALIBANDY

Salibandy 13.12.2014 klo 20:29 | päivitetty 13.12.2014 klo 20:29

Ruotsi teki Sveitsistä reikäjuustoa

Ruotsi möyhensi Sveitsin salibandyn MM-kisojen välierissä maalein 10-1. Loppuottelussa kohtaavat vanhat tutut Ruotsi ja Suomi.

Suosittele 0 henkilöä suosittelee 223. Ole mukana: 0 arvioita.



ILTA-SANOMAT

SALIBANDY

Etusivu Uutiset Viihde Urheilu Sää ISTV Talous

Jääkiekko Jalkapallo Formula 1 Ralli Ravit Koripallo Taloustietä Hiihtolajit Tennis

Salibandyn MM-finaali: Ruotsi johtaa päätöserässä



2. erän jälkeen Salibandyn MM-finaali oli tilanteessa 2-2.

Julkaisu: 14.12.2014 17:58, päivitetty: 14.12.2014 18:15

Suosittele 5 Jaa

Ruotsi terästäytyi toiseen erään ja tasoitti MM-finaalin.
Salibandyn MM-kilpailut saavat huikean päätöksen! Finaalin päätöserään lähdetään 2-2-tasatilanteesta.

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MEDIA HIGHLIGHTS IN NORDIC COUNTRIES

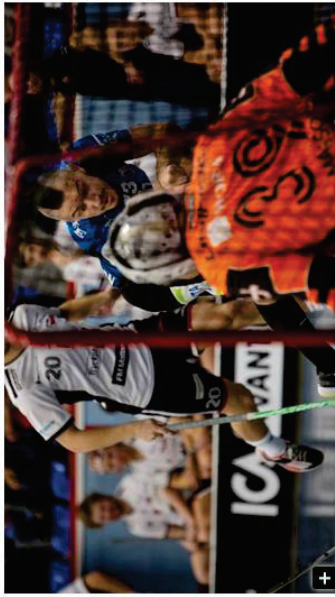
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UNT.SE

UNT 125 1987-2013

Som värld för Uppsala Basket och deras näst...
Träning och måla

Start Uppland Sport Kultur & Nöje Ålder Ekonomi Leva Familj Omvärld Blogg 24/7 NT Rostad Mest last



Storseger för Sirius – med lyckat inbopp

23:27 | 14-12-17 | Kommentera

Läsarna

INNEBANDY Det var proppen ur för Sirius efter VM-upphållet. Hela 13 mål framåt blev det hemma mot Jumbon Mora i omstarten - där tre av dem kom från en 17-åring.

En som var spelsgen var Sirius forwardsgjörna Billy Nilsson som stod för två av målen och var ett ständigt hot framåt. Det första målet var en läcker chip i en omställning och det andra målet från "lupplakken" var en avig straff.

FAKTA
Sirius-Mora 13-4
SSS, herr
16-1, 2-1, 5-0, 10-0 Den
Peter Bernt, 4-0 Billy Nilsson, 4-1
Fido Mörta, 5-1 Joel Ahlin, 6-1
Christoffer Carlsson, 6-2 Johan Tomth,
9-2 Daniel Stenlund, 9-3 Johan Tomth,
10-3 Daniel Stenlund, 11-3 Billy

KLASSEKAMPEN

Västresidans
dagsavis

Första Inrikes Utenriks Kultur og medier Meninger

Senad 14. desember 2014

Min Side

Norge på 6.-plass i innebandy, Sverige vant

Göteborg (INTB): Norge måtte se seg slått 3-4 av Latvia og endte på 6.-plass i innebandy-VM i Göteborg. Sverige ble mester etter en spennende finale.

PUBLISERT: 14. DESEMBER 22:09



Til marts neste år spiller de republikke FC Helsingborg-spillere floorballkamp i Helsingør mot deres rivaler Waaberg FC. Pressefoto

Svensk floorballfest indtager Helsingør

INNEBANDY magazine!

nyheter Superliga Allvenskan Division 1 Juniorallvenskan Damelit Landslaget

TV Innebandybloggar Länkar Innebandymagazinet Plus Statistik



Klarar du av innebandymagazinet till julen?
INNEBANDY 2014-12-14
Läs senaste nytt
Innebandy-appen

Tävling: Dags att knäcka årets julnötter?

Ser du dig som en riktig innebandynörd, som har koll på allt från spelarnas hookar till materialarnas favoritskjölmedel? Precis som tidigare år bjuder Innebandymagazinet.se på julnötter med mycket fina priser i potten!

Då var det dags för den årliga Jultävlingen. Vem har bäst koll på allt som sker och har skett inom innebandyvärlden? Var beredda på en riktig utmaning när vi på redaktionen nu har knäpat årets julnötter. Vad kan du vinna? Den 18 april är det dags för SM-finaler i Globen Stockholm. Du kan vara på plats. Det enda du behöver göra är att svara rätt på 20

WORLD FLOORBALL CHAMPIONSHIPS 2014

MEDIA HIGHLIGHTS IN CENTRAL EUROPE

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floorballmagazin

magazin für floorball und spezialkultur

Home Bundesligen Nationalmannschaft International Regional

A-Herren, Features, International, Nationalmannschaft, Weltmeisterschaft

Die Bilder der WM

Tom Nebe am 15. Dezember 2014 / 0 Kommentare

Der Gastgeber darf feiern, Finnland trauern. Deutschland wird Neunter, überzeugt durch Spielwitz und viel Charme abseits des Spielfeldes. Zehn Tage regierte König Floorball in Göteborg. Wir lassen die besten WM-Momente in Bildern passieren und freuen uns schon auf 2016.

Alle Bilder: IFF (sofern nicht anders angegeben)



AARGAUER az ZEITUNG

Region Gemeinde Schweiz Ausland Wirtschaft Sport

Schweizer treffen im WM-Viertelfinal auf Lettland



Nationaltrainer Nykyi bereitet sich auf nächsten WM-Gegner vor
Quelle: rts.ch/az

Die Schweiz trifft an der Unihockey-WM in Göteborg im Viertelfinal vom Freitagabend auf Lettland. Die Letten besiegten im Achtelfinal Kanada 10:2.

Unihockey-Nati zittert sich in den WM-Viertelfinal

Im letzten Vorrundenspiel zittert sich die Unihockey-Nationalmannschaft an der WM in Göteborg mit einem 10:7-Erfolg gegen Norwegen in die Viertelfinals. Zum Gruppensieg reichte es trotzdem nicht.

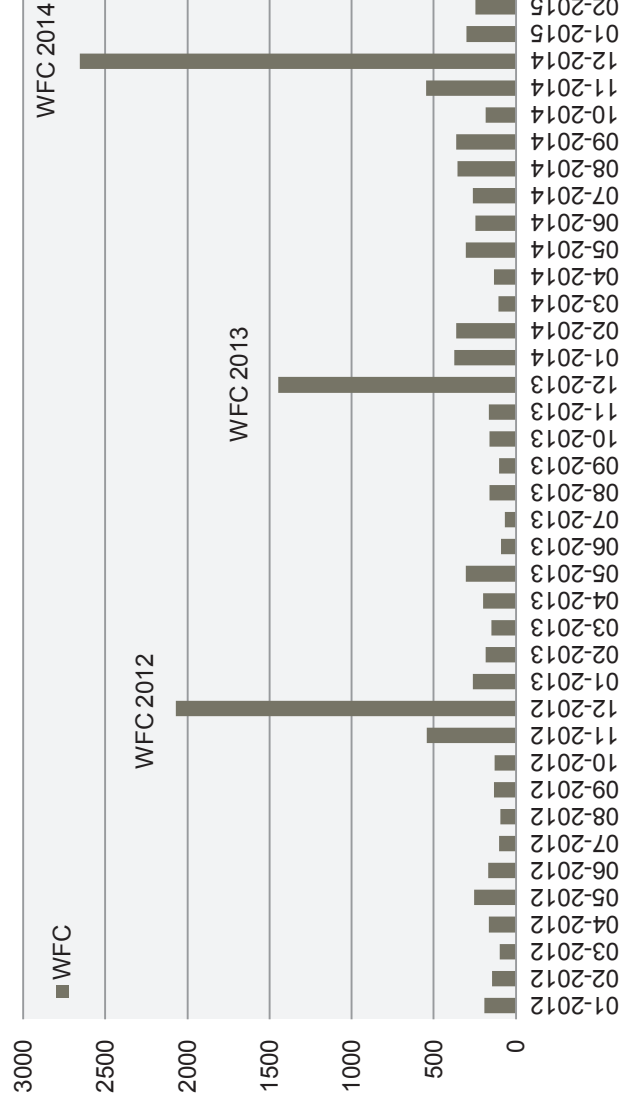
bg / Quelle: [SI](#) / Dienstag, 9. Dezember 2014 / 15:13 h

Weil das punkgleiche Tschechien im Anschluss Aussenseiter Estland 12:2 deklassierte, müssen die Schweizer aufgrund des schlechteren Torverhältnisses mit Platz 2 in der Gruppe B Vorlieb nehmen. In den Viertelfinals treffen sie am Freitag auf den Sieger der Partie zwischen Lettland und Kanada.



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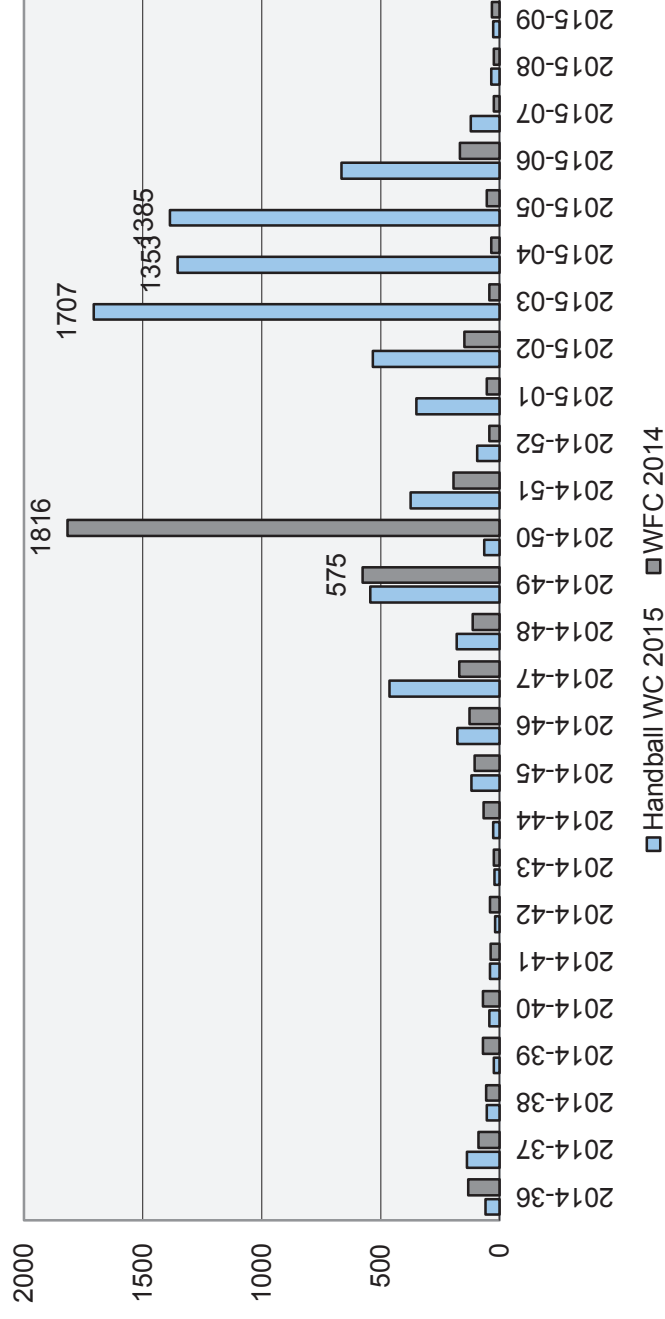
MEDIA COVERAGE DEVELOPEMENT 2012 –2015



- 13 814 media mentions during January 2012 – February 2015
- 4087 mentions in 2012
- 3287 mentions in 2013 (change to previous year -20 %)
- 5892 mentions in 2014 (change to previous year +79%) (change to 2012 +44%)
- Search words include WFC as well as U19 WFC.

WORLD FLOORBALL CHAMPIONSHIPS 2014

MEDIA COVERAGE WFC 2014 vs. Handball WC 2015



Between 1.9.2014 -28.2.2015

- WFC 4275 media mentions (33 %)
- Handball WC 8603 media mentions (66 %)
- The media coverage for Handball WC 2015 was more evenly distributed