



Women's U19 World Floorball Championships Marketing & Media report

- *WU19 WFC 2016 in facts & figures by IFF & LOC*

U19 WFC 2016 Spectators

New U19 WFC attendance per match record: 3 151 (CAN - JPN)

New Women's U19 WFC total attendance record: 15 799 spectators in 33 matches

New U19 WFC average number of spectators per game record: 479 spectators per game

U19 WFC 2016 in Newspapers/Magazines

Adrenalin Magazine = 9 500 reach of "sport tourism influencers & decision-makers"

Inside Belleville

Belleville Intelligencer

Wellington Times

Brighton Independent

The EMC

Hamilton Scores

Snapd Quinte also did a full feature spread (newspaper) which came out on June 1st reaching approximately 5 500 locally.

Total Newspaper Reach Potential: approximately 85 000

U19 WFC 2016 on Radio

Quinte Broadcasting

Starboard Communications

Combined total of 180 000 reach since September 2015

U19 WFC 2016 on Television

TVCogeco & Rogers Cable

6.7 million viewers



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- Ontario, Quebec, Newfoundland & Labrador, Nova Scotia, New Brunswick

CKWS (Kingston) - feature reports both online and on-air television

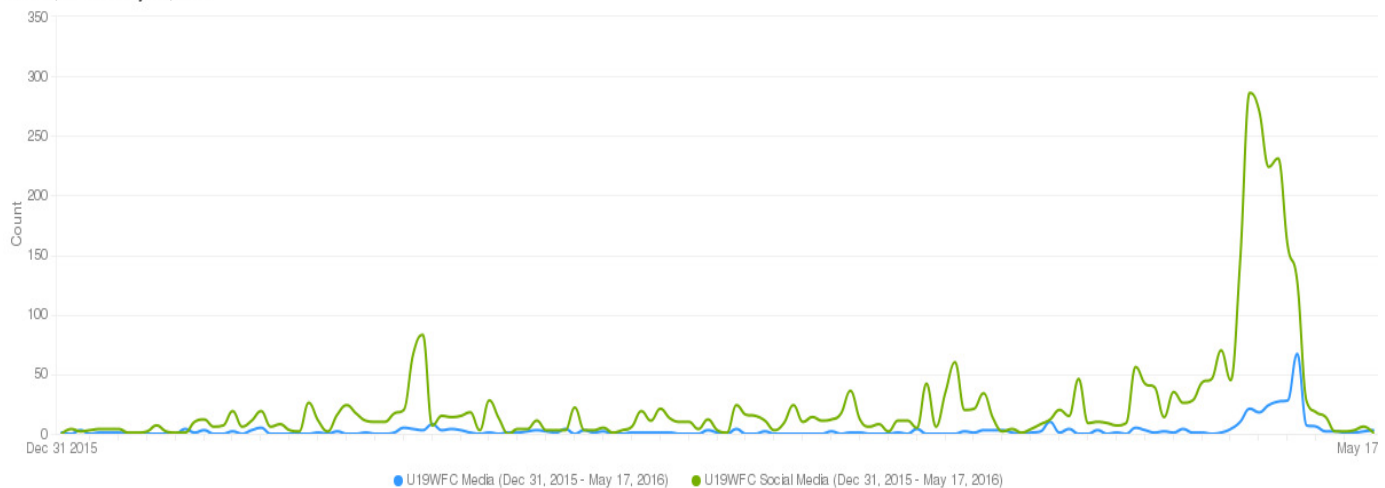
Live On-air for TVCogeco with Bill Glisky "In The Cheap Seats" x3

CBC News Montreal feature during first day of the tournament, news broadcast in French on television and on radio.

In addition, highlights from the U19 WFC 2016 final were shown on Finnish (YLE) and Swedish TV (TV4 & SVT).

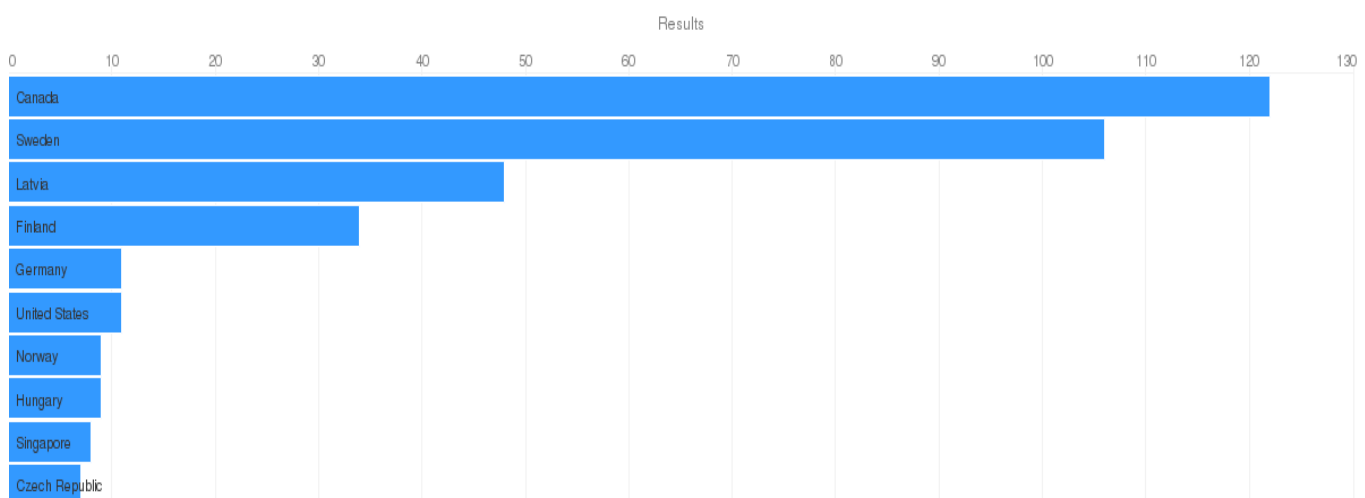
Media Exposure (meltwater brand tracking tool):

Dec 31, 2015 - May 17, 2016



Top countries Media (meltwater brand tracking tool):

Dec 31, 2015 - May 17, 2016



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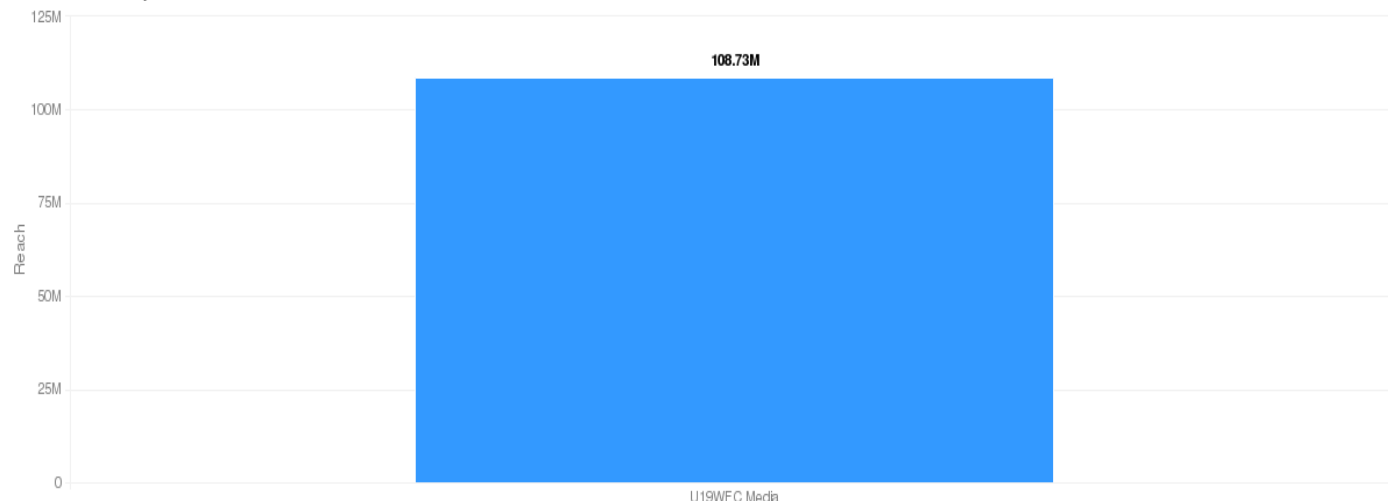
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Potential reach (meltwater brand tracking tool):

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Top trending themes Media (meltwater brand tracking tool):

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U19 WFC 2016 on YouTube

Combined statistics for both IFF Floorball Channels

Channel 1: www.youtube.com/ifffloorball & Channel 2: www.youtube.com/ifflive

Statistics Period: 2nd - 13th May 2016

Video uploads: 80

Performance

Views: 201 558

Estimated minutes watched: 2 374 933 (= 1 649 days or 4.5 years)

New subscribers: 748

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Engagement

Likes: 1 109

Comments: 18 882

Shares: 959

Most watched videos (based on estimated minutes watched)

Top 5:

CZE v SUI (3rd place)

SWE v FIN (Final)

SWE v CZE (A-div semi)

FIN v SUI (A-div semi)

SVK v SUI (group match)

U19 WFC 2016 websites

Official WU19 WFC website <http://floorball2016.ca>

Official WFC website numbers March 2nd 2016 - May 15th 2016: users: 17 969 & sessions: 30,007

Numbers during WFC (3 - 9.5.2016)

Total amount of users during WFC: 15 234

Most amount of users/day: 3 320 (4.5.2016)

Total amount sessions: 18 576

Countries visiting: Countries visiting (and sessions since May 2):

1. Canada: 12 411, 2. Sweden: 1 913, 3. Switzerland: 1 145, 4. Finland: 990,

Czech Republic, United States, Germany, Hungary, Norway, Japan (422), Slovakia, Poland, Latvia, Austria (147)

Total page views: 30 867

pages/session: 3 13

IFF WU19 WFC 2016 page: www.floorball.org/pages/EN/Womens-U19-WFC-2016

Numbers during WFC (3 - 9.5.2016)

Total amount of users during WFC: 22 776

Most amount of users/day: 9 768 (5.5.2016)

Total amount sessions: 50 502



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Countries visiting: 111

Total page views: 214 564

pages/session: 4.25

U19 WFC 2016 IFF Events Mobile App

The IFF Events Mobile App has now been downloaded by 33 686 users (until 10.5.2016).

Android: 17 886 downloads (+ 346 new users 21.4.2016 - 10.5.2016)

Top countries:

1. CZE: 3 962
2. SUI: 2 104
3. FIN: 1 620
4. SWE: 1 510
5. GER: 1 243
6. SVK: 978

iOS: 15 800 downloads (+ 426 new users 21.4.2016 - 10.5.2016)

Top countries:

1. SWE: 3.760
2. SUI: 3.670
3. FIN: 1.320
4. CZE: 949
5. GER: 733
6. NOR: 731

Numbers during U19 WFC 2016 (3 - 9.5.2016)

Users: 3 301

Sessions: 51 581

Screen views: 394 560

Views/session: 7.65

Top 10 countries/sessions

1. Germany 10 795 (20,93 %)
2. Canada 8 817 (17,09 %)

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3. Switzerland 7 758 (15,04 %)
4. Czech Republic 4 375 (8,48 %)
5. Sweden 2 793 (5,41 %)
6. Finland 8 516 (6,18 %)
7. Japan 2 286 (4,43 %)
8. Slovakia 2 239 (4,34 %)
9. Poland 1 355 (2,63 %)
10. Latvia 1 318 (2,56 %)

A total of 789 persons took part in the A-division ASICS guess the results competition and a total of 556 persons took part in the B-division ASICS guess the results competition.

U19 WFC 2016 on Social Media

U19 WFC Facebook www.facebook.com/U19WFC

Total likes after U19 WFC 2015: 1 337

Total likes after U19 WFC 2016: 2 406

= + 1069 likes

IFF Facebook www.facebook.com/IFF.Floorball

Total likes before U19 WFC 2016: 33 824

Total likes after U19 WFC 2016: 34 010

= + 186 likes

U19 WFC Twitter <https://twitter.com/U19WFC>

Total followers after U19 WFC 2015: 373

Total followers after U19 WFC 2016: 1001

= + 628 followers

IFF Twitter https://twitter.com/IFF_Floorball

Total followers before U19 WFC 2016: 10 823

Total followers after U19 WFC 2016: 10 943

= + 120 followers

U19 WFC Instagram <https://www.instagram.com/u19wfc>

Total followers after U19 WFC 2016: 1564

IFF Instagram https://www.instagram.com/iff_floorball/



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Total followers before U19 WFC 2016: 32 800

Total followers after U19 WFC 2016: 33 070

= + 270 followers

IFF Flickr https://www.flickr.com/photos/iff_floorball/

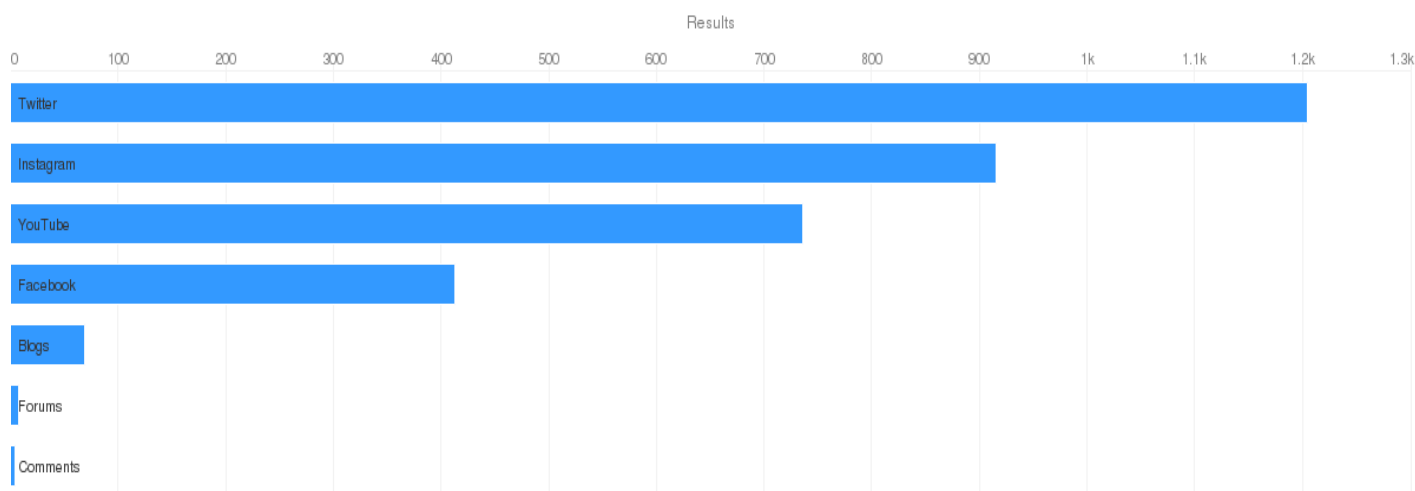
Total amount of views during U19 WFC 2016 (3-9.5.2016): 375 054

Most amount of views (May 5th): 75 873

Top social media (meltwater brand tracking tool):

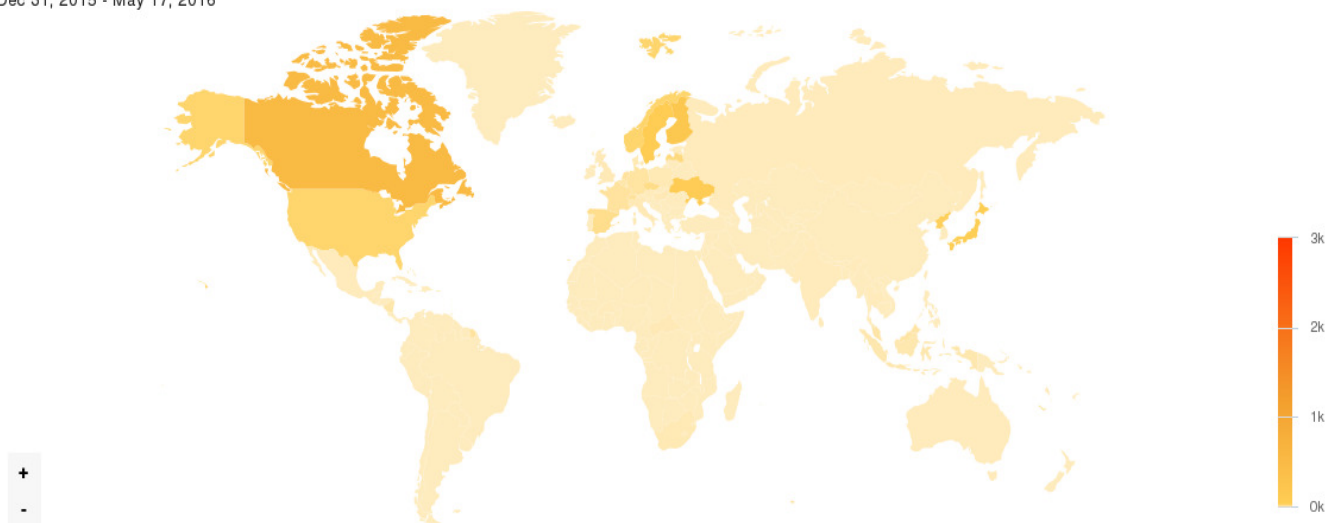
- only open FB accounts

Dec 31, 2015 - May 17, 2016



Social media map (meltwater brand tracking tool):

Dec 31, 2015 - May 17, 2016





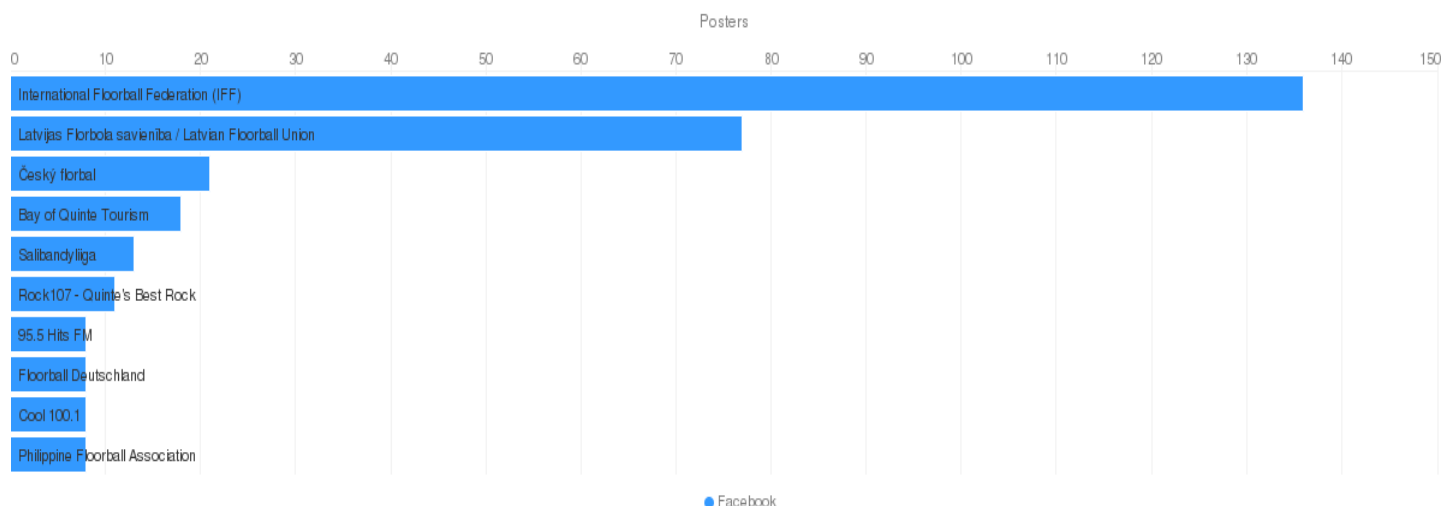
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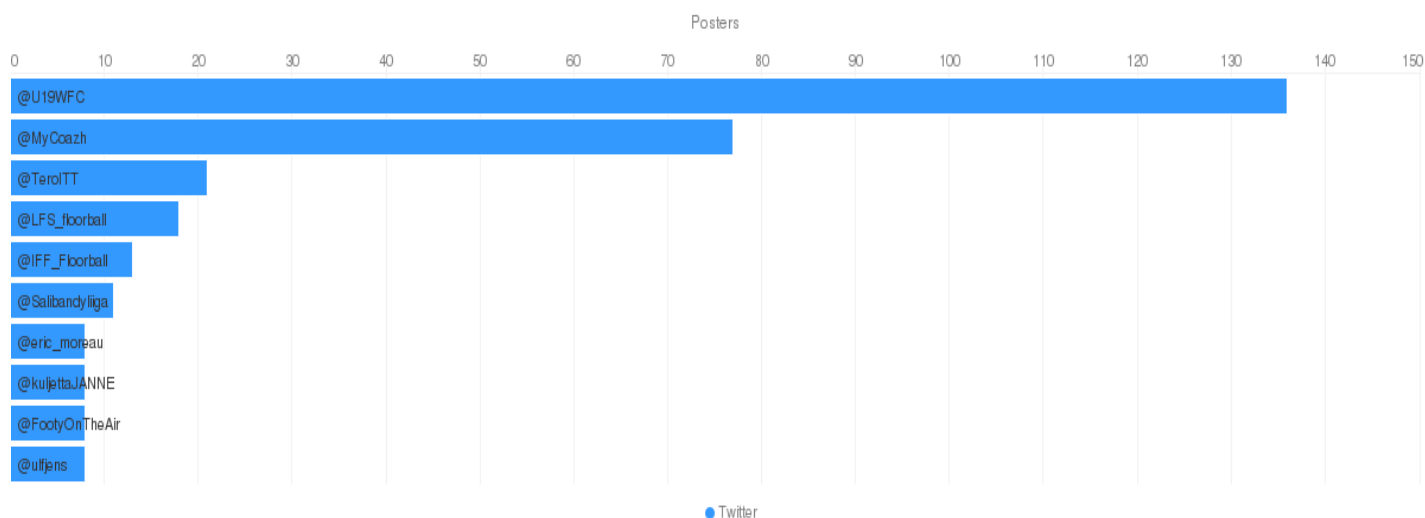
Top mentions Facebook (meltwater brand tracking tool):

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Top mentions Twitter (meltwater brand tracking tool):

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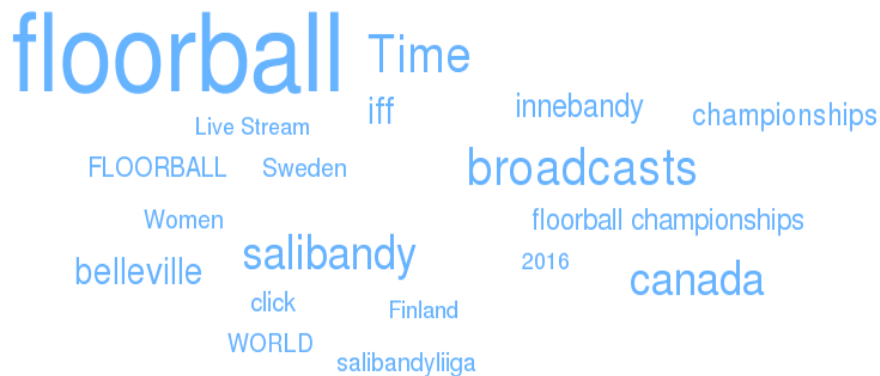
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Trending themes social media (meltwater brand tracking tool):

Dec 31, 2015 - May 17, 2016



Other U19 WFC 2016 promotion

- Sign outside Yardmen Arena = 25 000
- Bus signs on major transit routes = 15 000 potential reach.
- Televisions & signage inside Yardmen Arena = 15 000
- Promotional displays at events = 1 500
- Member of Parliament Neil Ellis (Bay of Quinte) Newsletter = 56 000 local businesses and homes
- Digital billboards (provided by Pattison Signs) = 15 000
- Member of Parliament Neil Ellis and Member of Provincial Parliament Todd Smith presented the U19WFC tournament and stats to members of their respective legislatures. Each received thousands of Facebook views and was broadcast live online on the Cable Public Affairs Channel (CPAC) and the Ontario Legislature Webcast.