

## **QTV REPORT**

The IFF had made a deal with QTV to have videoclips on social media. The experience included 7 matches (matches in Athletik zentrum 5-6.5) and all in all there were 58 individual videoclips and 7 compilation clips. QTV also created an end bumper according to the IFF wishes.

All single videoclips were shared on U19 WFC Twitter. On IFF Facebook there was a compilation video of each match that included the best goal of the winning team + the winning goal + celebration/possible trophy lift. The posting of these videoclips was done by QTV. In addition, the videoclips were sent to IFF Information Coordinator Minna Nurminen via WeTransfer and she posted at least one/match to IFF Instagram.

Summary:

58 videoclips to U19WFC Twitter

10 videoclips to IFF Facebook

8 videoclips to IFF Instagram

## **RESULTS (statistics)**

When referring to all posts, the posts are from timeline 5-6.5 when we had QTV videoclips

Twitter U19 WFC

Potential reach Top 10 QTV clips: 241 000

Potential reach All QTV clips: 729 000

Potential reach all Twitter posts: 2 393 000

Conclusion: QTV clips made up 30% of the potential reach

Organic impressions Top 10 QTV clips: 39 000

Organic impressions All QTV clips: 92 000

Organic impressions all Twitter posts: 331 000

Conclusion: QTV clips made up 28% of the organic impressions

Facebook IFF Floorball

Organic Impressions QTV videos: 93 000

Organic Impressions All posts: 109 000

Conclusion: QTV clips made up 85% of the impressions

Instagram IFF Floorball

Reach QTV clips: 147 000

Views QTV clips: 72 000

Engagement QTV clips: 12 000

Engagement all posts: 33 000

Conclusion: QTV clips made up 36% of the engagement

Impressions QTV clips: 212 000

Impressions all posts: 655 000

Conclusion: QTV clips made up 32% of the impressions

## **FEEDBACK**

The idea of the experience with QTV was to see how live videoclips affect our social media channels. As can be seen from the statistics, the impact was positive and publishing of live videoclips during IFF Events is certainly an opportunity that should be looked into more.

Though the experience was positive there were certain problems that should be looked into and discussed:

- Sometimes it took longer than expected for the videoclips to be published (10 minutes)
- The situations in the videoclips weren't always the most exciting ones and the length of the clips was always not optimal

Also due to a communication error, there were some videoclips posted on Facebook that weren't supposed to be posted there, but this was fixed already during the first day. Despite the problems the communication with QTV during the two days worked really well and it seemed that everything that could be done better was done better after discussing the matter. For example, the maker of the videoclips started to use emojis and tagged the federations. She also looked into goalkeeper saves after Minna Nurminen sent her a video of good saves from previous IFF Events.