

## Men's U19 WFC 2019 Digital Media report

Sources: Meltwater, Sprout social, YouTube, OK System & Google analytics

### IFF website floorball.sport

Period: 30.4. - 14.5.2019

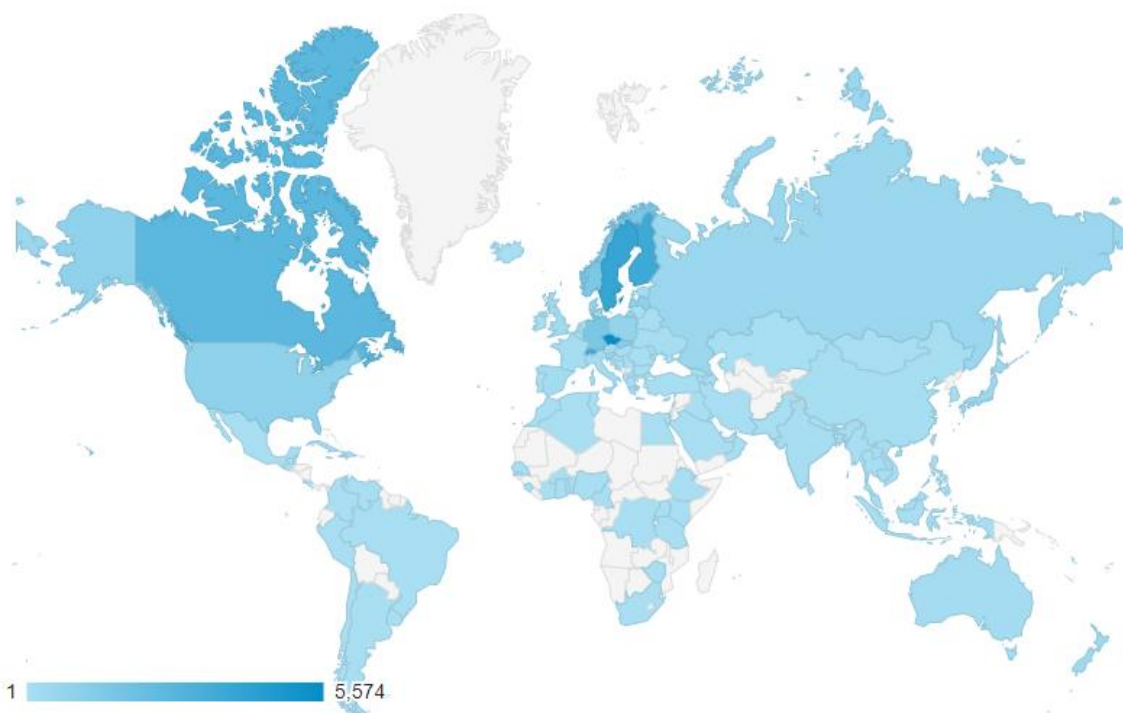
Users: 32,227

Sessions: 70,940

Page views: 281,516

Pages/sessions: 3.97

Countries: 127



### Top 10 countries:

Country	Users	% Users
1.  Czechia	5,574	17.67%
2.  Sweden	3,866	12.26%
3.  Finland	3,626	11.50%
4.  Switzerland	3,596	11.40%
5.  Canada	2,628	8.33%
6.  Germany	1,585	5.03%
7.  Norway	1,531	4.85%
8.  Slovakia	1,093	3.47%
9.  Latvia	872	2.76%
10.  United States	866	2.75%

### Official U19 WFC website floorball2019.com (LOC website)

Period: 30.4.2019 – 14.5.2019

Users: 13,319

Sessions: 22,811

Page views: 36,225

Pages/sessions: 1.59

Countries: 50

### Top 10 countries:

1.	Canada	3,359 (24.86%)	2,950 (23.58%)	5,818 (25.51%)	57.70%	1.85	00:01:44
2.	Switzerland	2,085 (15.43%)	1,981 (15.84%)	3,544 (15.54%)	74.10%	1.46	00:01:04
3.	Finland	1,488 (11.01%)	1,435 (11.47%)	2,647 (11.60%)	75.75%	1.43	00:01:14
4.	Sweden	1,463 (10.83%)	1,393 (11.14%)	2,303 (10.10%)	75.73%	1.41	00:00:54
5.	Germany	949 (7.02%)	891 (7.12%)	1,776 (7.79%)	70.55%	1.57	00:01:39
6.	Czechia	910 (6.74%)	874 (6.99%)	1,439 (6.31%)	68.31%	1.60	00:01:26
7.	Norway	400 (2.96%)	360 (2.88%)	643 (2.82%)	66.72%	1.63	00:01:35
8.	United States	354 (2.62%)	321 (2.57%)	527 (2.31%)	72.49%	1.49	00:01:07
9.	Slovakia	340 (2.52%)	314 (2.51%)	585 (2.56%)	70.77%	1.48	00:00:56
10.	Denmark	283 (2.09%)	264 (2.11%)	443 (1.94%)	70.65%	1.52	00:01:07

## **U19 WFC 2019 on YouTube**

Combined statistics for both IFF Floorball Channels (all matches from the 2<sup>nd</sup> arena were streamed on channel 2 during the first day)

Statistics period: 8<sup>th</sup> May – 17<sup>th</sup> May 2019

Watch time (minutes): 5,634,124

Views: 434,146

New subscribers: 2,370

Likes: 2,970 (Channel 1 only)

Comments: 18,364 (Channel 1 only)

Shares: 2,548

## **U19 WFC 2019 Mobile App**

Total downloads as of 21.5.2019: 60,170 (+ 1,910 new downloads since the WFCQ 2019). A total of 1,690 persons took part in the A-division UNIHOC guess the results competition and a total of 947 persons tooka part in the B-division UNIHOC guess the results competition.

iOS total downloads: 29,600

Top 5 countries:

1. SWE: 6,290
2. SUI: 5,230
3. CZE: 2,130
4. FIN: 2,110
5. GER: 1,260

Android total downloads: 30,570 (Android does not show stats by country)

Mobile App user numbers

Period: 26.4. - 15.5.2019

Users: 7,393

Sessions: 101,309

Screen views: 851,788

Screens/session: 8.41

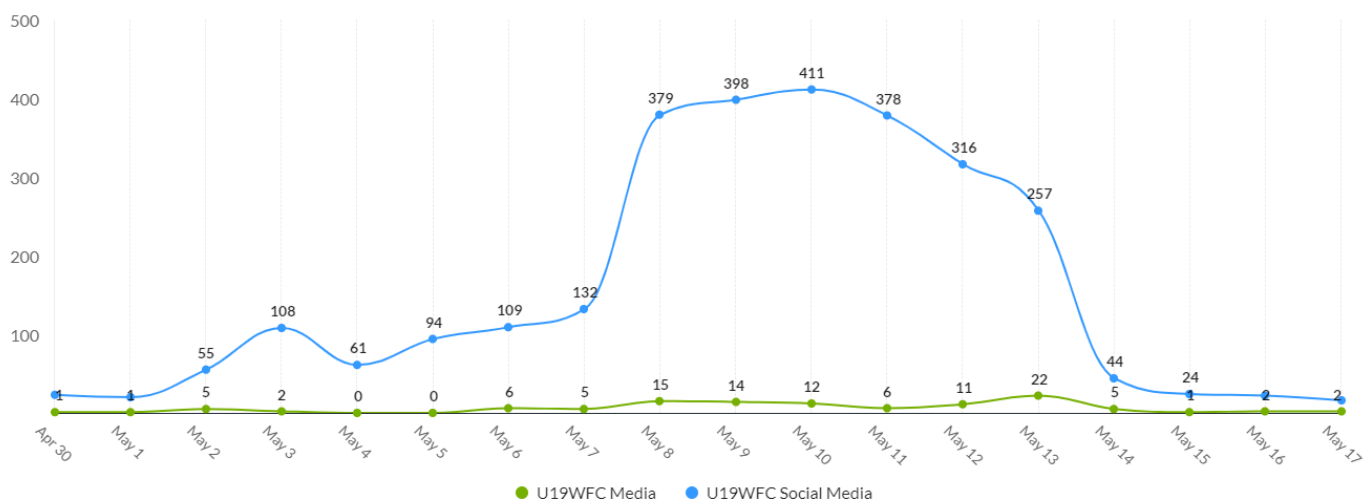
Countries: 71

Top 10 countries on using the Mobile App 26.4. - 15.5.2019:

Country	Users	% Users
1.  Switzerland	1,281	15.57%
2.  Sweden	882	10.72%
3.  Germany	817	9.93%
4.  Czechia	808	9.82%
5.  Canada	604	7.34%
6.  Finland	573	6.96%
7.  Slovakia	434	5.28%
8.  Latvia	321	3.90%
9.  Norway	291	3.54%
10.  Denmark	284	3.45%

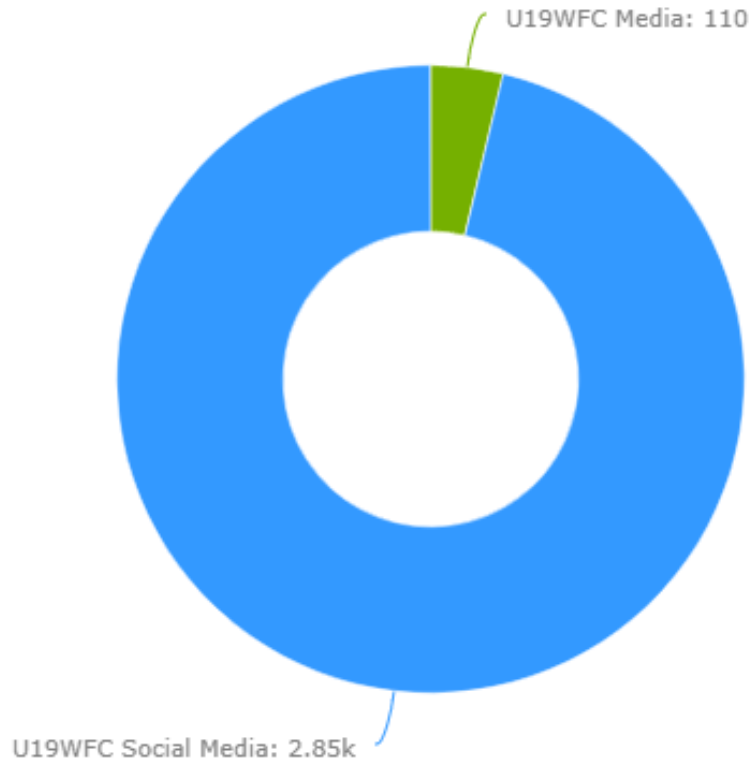
**U19 WFC 2019 Digital & Social media by Meltwater & Sprout**

Media exposure



Apr 30, 2019 - May 17, 2019

The Media Exposure widget provides insight into how media coverage is trending over time.



### Potential Reach, media

38.5M



■ U19WFC Media

Apr 30, 2019 - May 17, 2019

The Potential Reach widget provides insight into the number of potential viewers that have been exposed to a set of media coverage.

### AVE

356k

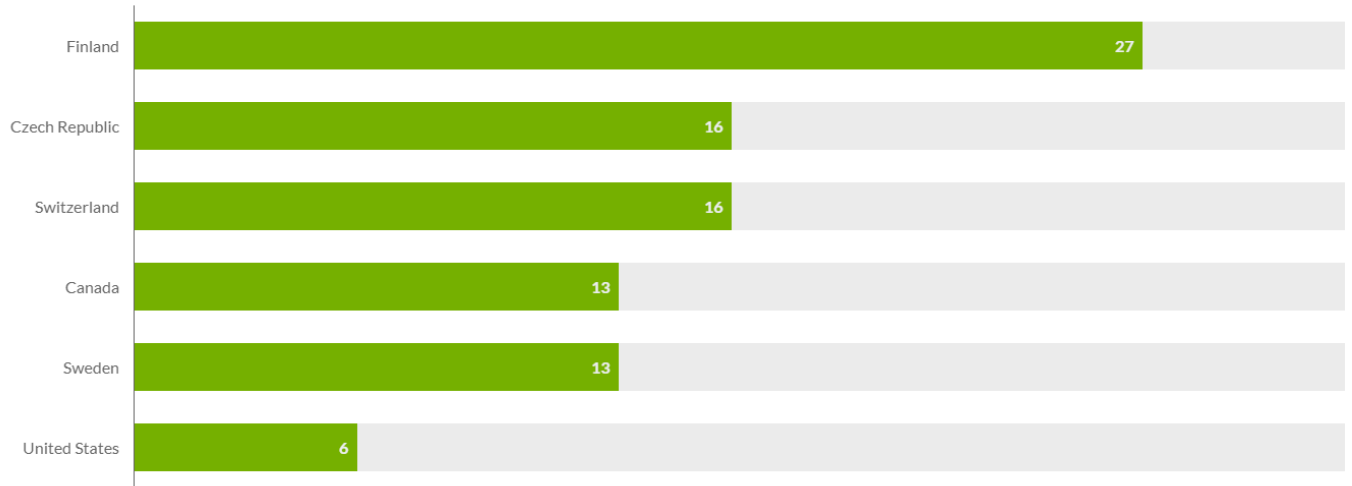


■ U19WFC Media

Apr 30, 2019 - May 17, 2019

The Advertising Value Equivalency (AVE) widget places a monetary value on media coverage.

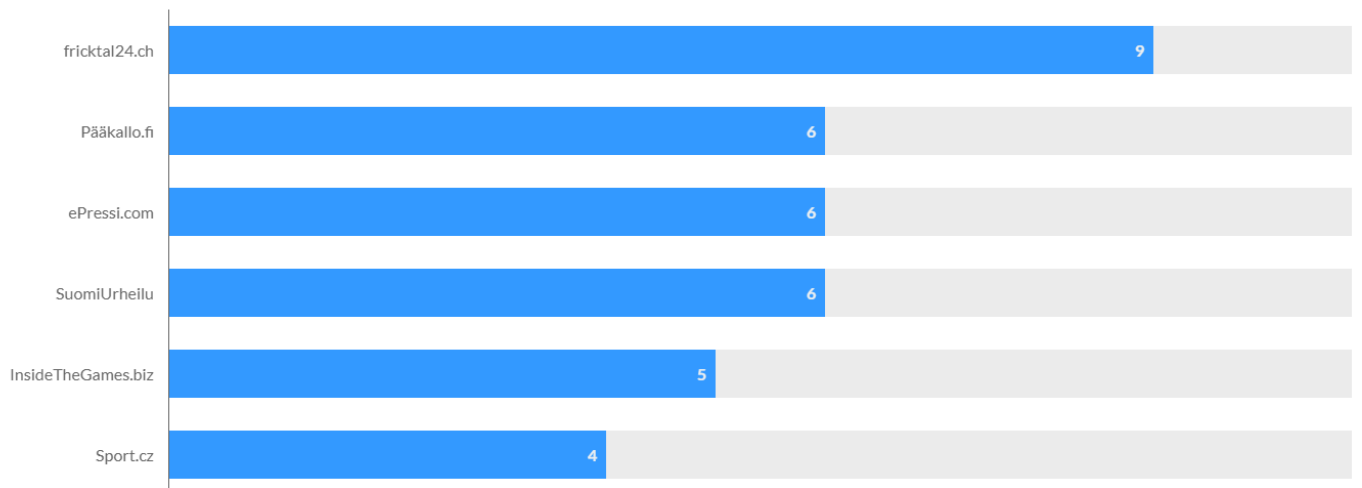
## Top countries Media



Apr 30, 2019 - May 17, 2019

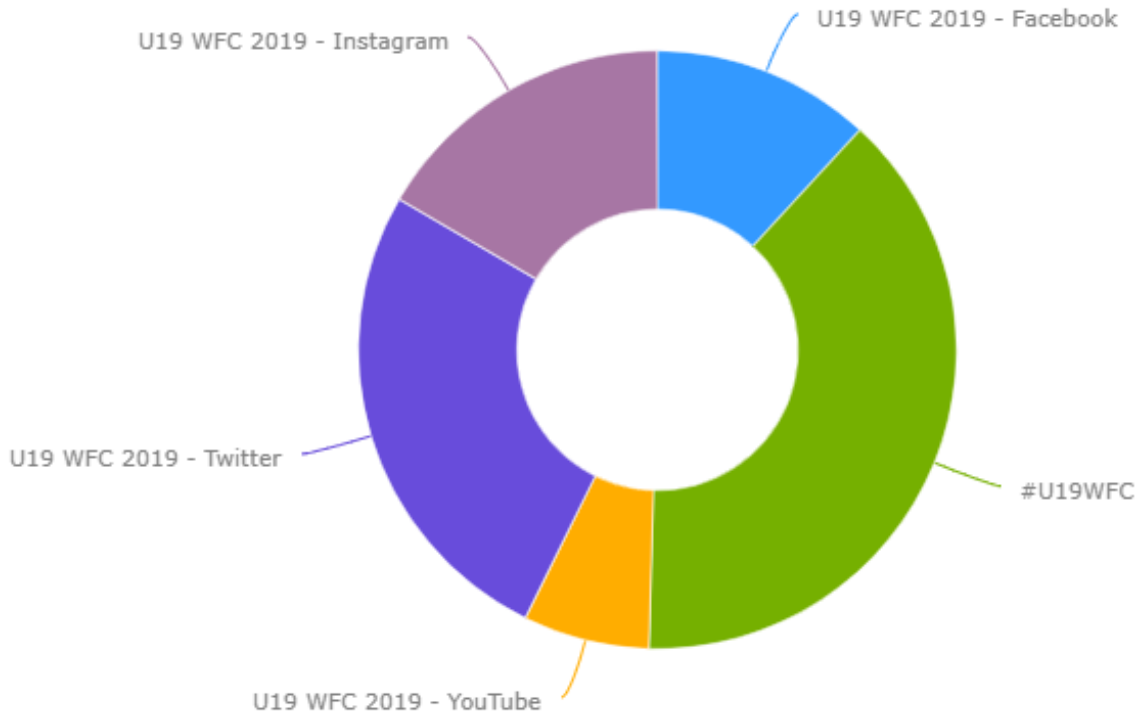
The Top Locations widget provides insight into how coverage is broken down by country.

## Top Sources

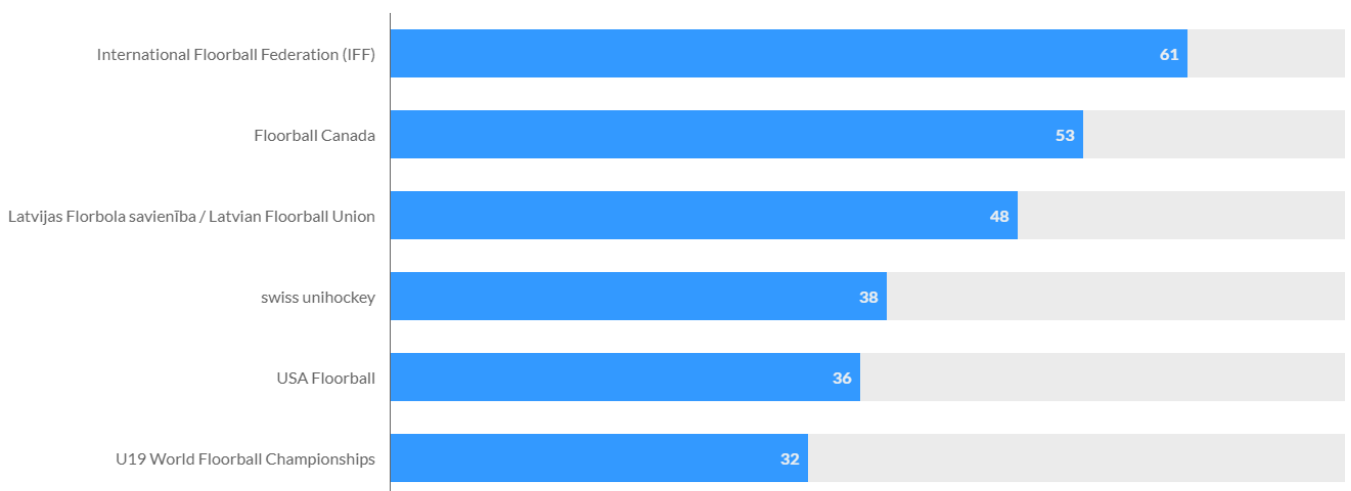


Apr 30, 2019 - May 17, 2019

The Top Sources widget provides insight into how coverage is broken down by media outlet.



### Top mentions SoMe Facebook






Apr 30, 2019 - May 17, 2019

The Top Posters widget provides insight into how coverage is broken down by posters.



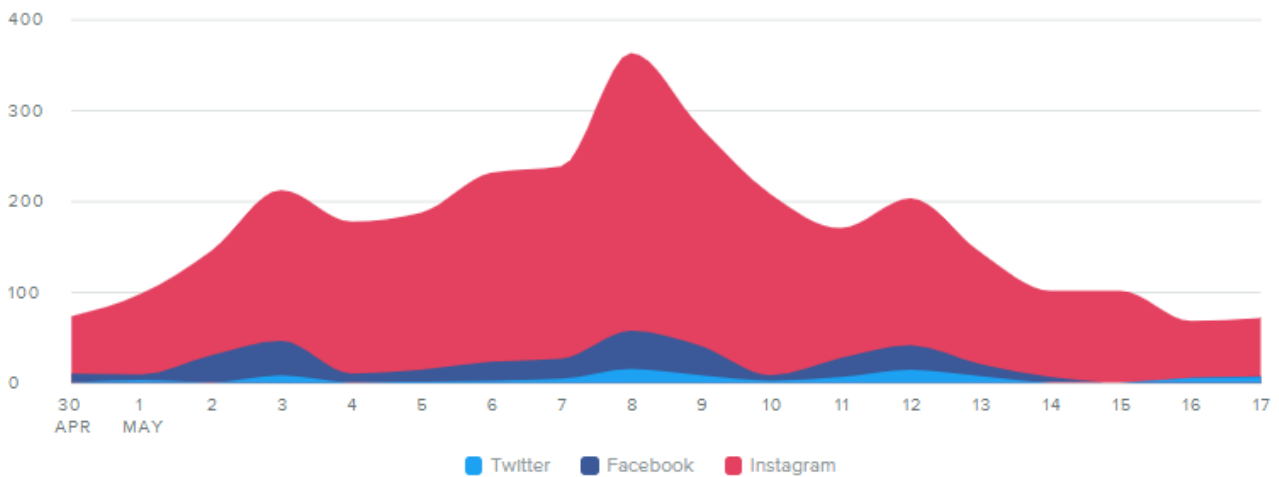
## Group Stats from Sprout Social (30th April - 17th May 2019)

### Group Activity Overview

<p>Impressions</p>  <b>6.4m</b>	<p>Engagements</p>  <b>158.5k</b>	<p>Link Clicks</p>  <b>5,977</b>
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### Group Audience Growth

#### AUDIENCE GROWTH, BY DAY













Audience Growth Metrics	Totals	Total Followers % Change
<b>Total Followers</b>	<b>130,548</b>	<b>↗ 1.7%</b>
Twitter Followers Gained	75	↗ 0.5%
Facebook Fans Gained	297	↗ 0.7%
Instagram Followers Gained	2,689	↗ 134%
<b>Total Followers Gained</b>	<b>3,061</b>	<b>↗ 1.7%</b>

Total followers increased by

**▲1.7%**

since previous date range

### Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Message Sent	Engagements	Engagements per Message Sent	Link Clicks
 IFF  @IFF_Floorball	13,512	0.33%	111	197,929	1,783.1	5,860	52.8	409
 U19 WFC  @U19WFC	1,353	2.27%	53	59,952	1,131.2	1,141	21.5	135
 Internati... ration (IFF  Business Page	41,910	0.28%	74	571,094	7,717.5	5,757	77.8	3,854
 U19 Worl...mpionships  Business Page	4,133	4.66%	65	187,723	2,888	3,027	46.6	1,579
 IFF Floorball (Busin...  @iff_floorball	65,354	0.95%	236	4,903,985	20,779.6	124,317	526.8	–
 U19 WFC 2019 (Bus...  @u19wfc	4,286	38.71%	136	497,438	3,657.6	18,425	135.5	–

**Boolean query SOME (Meltwater tracking tool):**

((("U19-poi\*" OR "U-19" OR "U19\*" OR "alle 19-vuotiaiden poi\*" OR "U19WFC\*" OR ("Canada" NEAR/5 U19) OR "Halifax\*" OR "Nova Scotia\*" OR "MU19" OR "mu19wfc" OR "wfcu19" OR ("men\*" NEAR/5 U19) OR ("herr\*" NEAR/5 U19) OR "u19VM" OR "U19WM" OR "U19-VM\*" OR "U19-WM\*" OR "WCU19" OR "U19 herr\*" OR "U19女子世界選手権") NEAR/6 (floorball or unihockey or innebandy or sähly\* or säbä\* or unihokej\* OR saliband\* or "mistrovství světa ve florbal\*" or florbol\* or florbal\* or florbalu\* or saalihoki\* or "플로어볼\*" or "フロアボール\*" or "Флорбол\*")) OR #U19WFC2019 OR #U19WFC)

NOT (women OR female)

**Boolean query MEDIA (Meltwater tracking tool):**

((("U19-poi\*" OR "U19-poj\*" OR "U-19" OR "U19\*" OR "alle 19-vuotiaiden poi\*" OR U19WFC\* OR "Halifax\*" OR "Canada\*" OR "Kanada\*" OR "MU19" OR "mu19wfc" OR "wfcu19" OR ("men\*" NEAR/5 U19\*) OR ("herr\*" NEAR/5 U19\*) OR ("junio\*" NEAR/5 U19) "u19VM" OR "U19WM" OR "U19-VM\*" OR "U19-WM\*" OR "WCU19" OR "U19herr\*" OR "campionato mondiale masculina u19" OR "U19女子世界選手権") NEAR/6 (floorball or unihockey or innebandy or sähly\* or säbä\* or unihokej\* OR saliband\* or "mistrovství světa ve florbal\*" or florbol\* or florbal\* or florbalu\* or saalihoki\* or "플로어볼\*" or "フロアボール\*" or "Флорбол\*")) OR #U19WFC2019 OR #U19WFC)