

World Floorball Championships 2018 Digital Media report

Sources: Meltwater, Sprout social & Google analytics

WFC 2018 website iffwc.org (www.floorball.org/wfc2018)

Official WFC website numbers from first news post (March 10th 2018) to last news post (January 10th 2019):

Total amount of users: 136 767

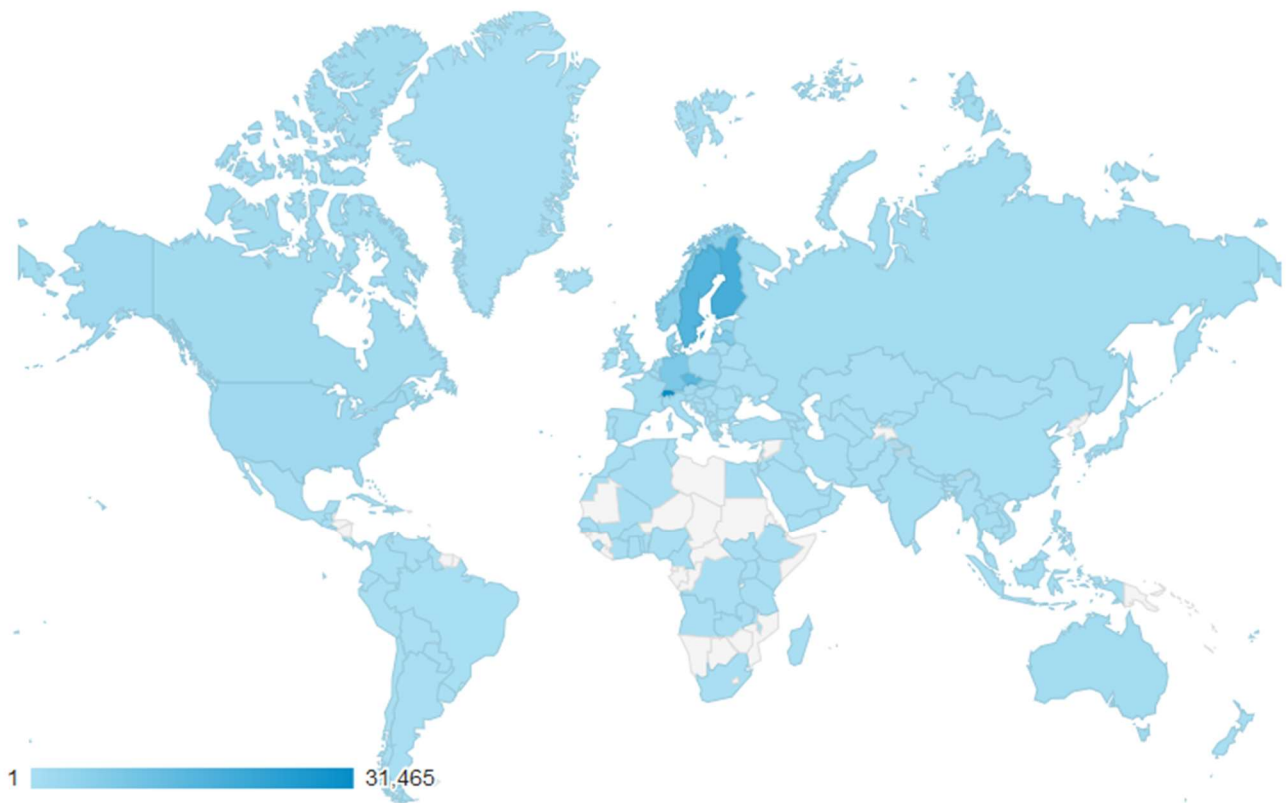
Most amount of users/day: 21 115 (4.12.2018)

Total amount sessions: 307 746

Countries visiting: 159

Total page views: 1 034 503

Pages/Session: 3,36



	Country	Users	% Users
1.	 Switzerland	31,465	 22.30%
2.	 Finland	18,979	 13.45%
3.	 Sweden	16,026	 11.36%
4.	 Czechia	15,058	 10.67%
5.	 Germany	8,539	 6.05%
6.	 Latvia	7,327	 5.19%
7.	 Norway	5,847	 4.14%
8.	 Denmark	4,794	 3.40%
9.	 Slovakia	4,688	 3.32%
10.	 Singapore	3,812	 2.70%

Numbers during WFC (1-9.12.2018)

Total amount of users during WFC: 102 950

Total amount sessions: 238 043

Countries visiting: 142

Total page views: 837 557

Pages/Session: 3.52

IFF Events Mobile App

The IFF Events Mobile App has now been downloaded by 57 030 users (December 12th 2018).

iOS total downloads: 28 100

Top 5 countries:

SWE: 5 980

SUI: 5 030

CZE: 2 000

FIN: 1 970

GER: 1 150

Android total downloads: 28 930 (Google Play does not display downloads by territory)

Mobile app numbers during WFC 2018

A total of 5 830 new mobile app downloads (November 10th - December 10th 2018) and a total of 5 342 persons took part in the UNIHOC guess the results competition.

Users: 15 456

Sessions: 458 480

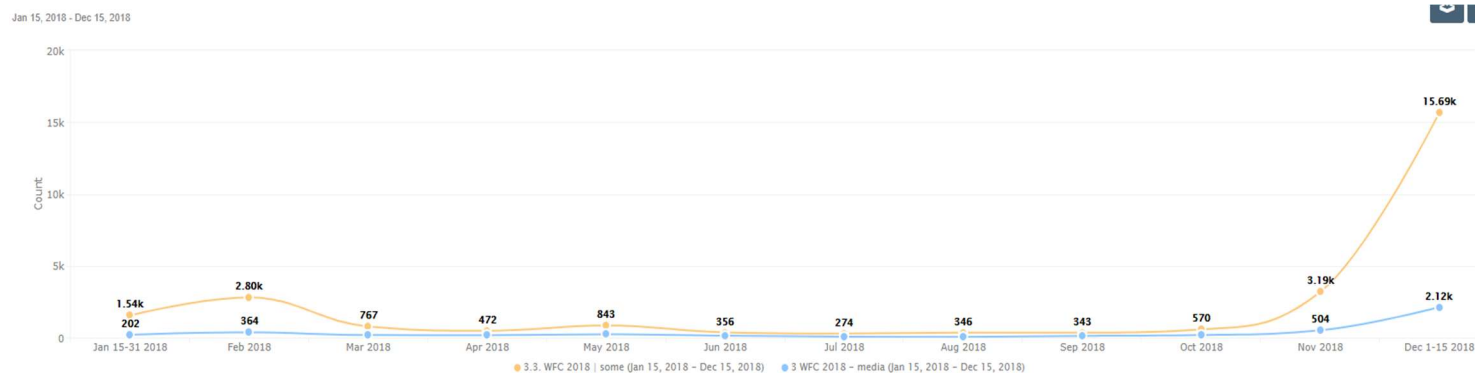
Screen views: 2 810 200

Screens/session: 6, 13

Top 10 countries (10.11.2018 – 10.12.2018)

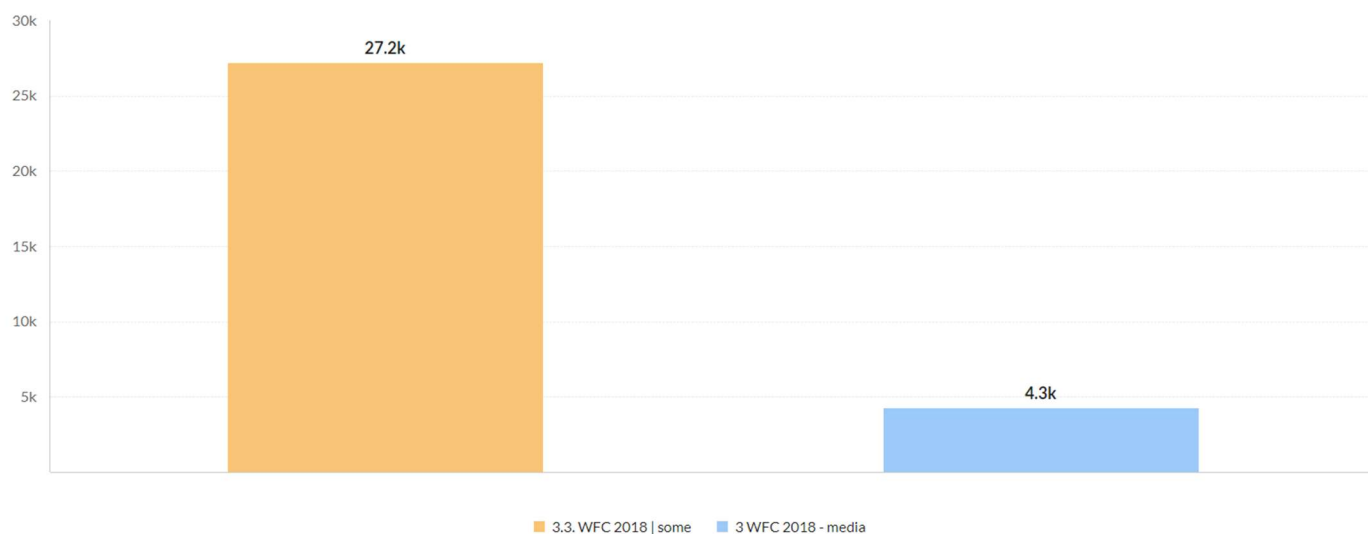
Country		Users	% Users
1.	 Czechia	4,176	 24.21%
2.	 Switzerland	2,794	 16.20%
3.	 Sweden	2,174	 12.60%
4.	 Germany	1,307	 7.58%
5.	 Finland	1,068	 6.19%
6.	 Latvia	762	 4.42%
7.	 Slovakia	750	 4.35%
8.	 Norway	544	 3.15%
9.	 Denmark	402	 2.33%
10.	 Singapore	332	 1.92%

Media & social media exposure monthly (January 15th – December 15th 2018)



Comparison between social media & media exposure long period (January 15th – December 15th 2018)

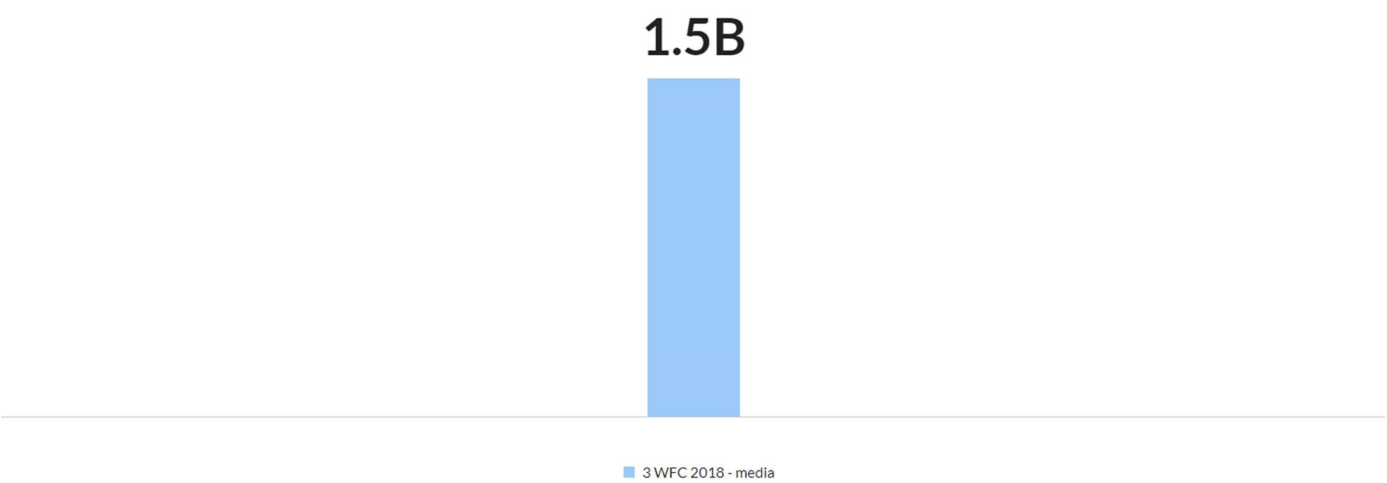
Media Exposure



Jan 15, 2018 - Dec 15, 2018

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

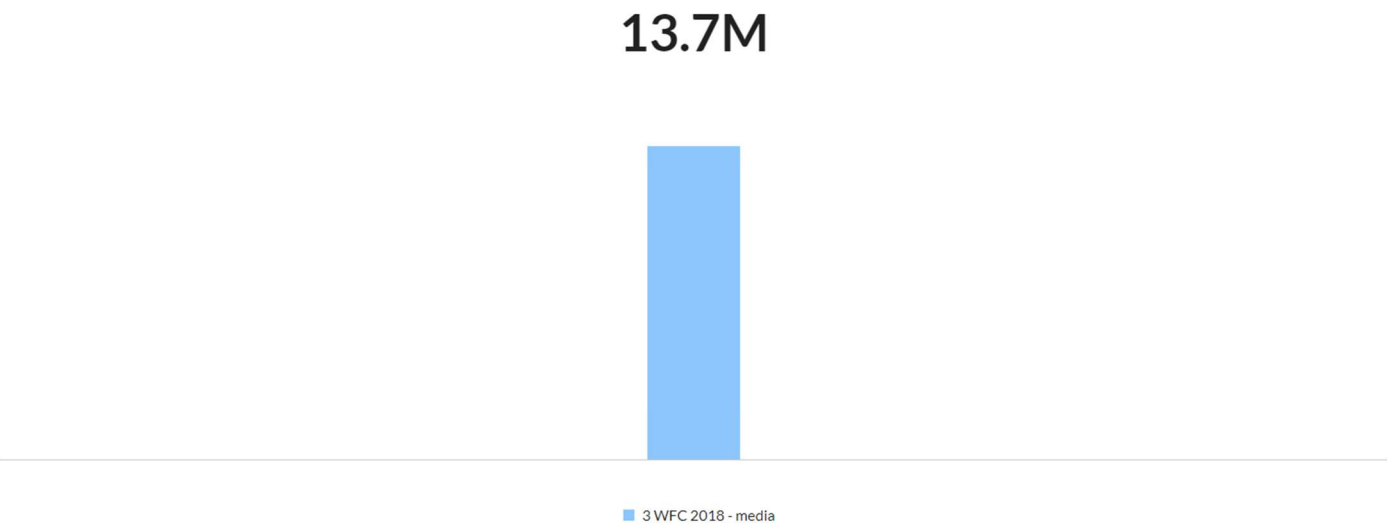
Potential reach in the media



Jan 15, 2018 - Dec 15, 2018

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

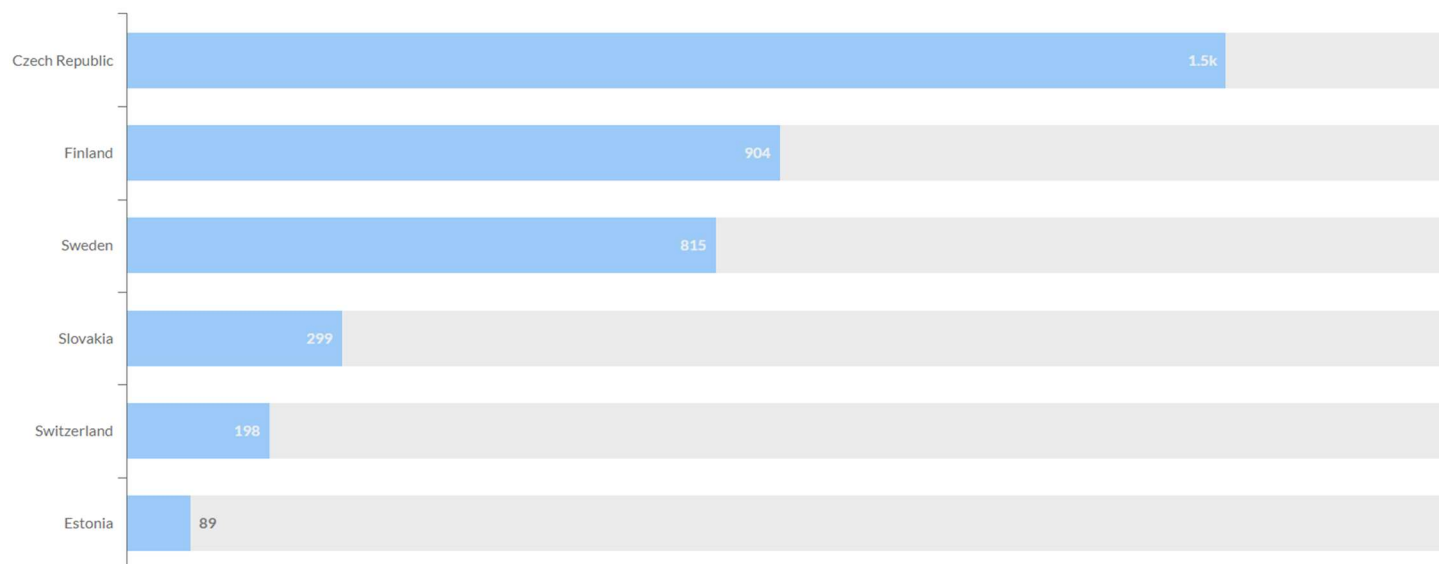
Ad Value media



Jan 15, 2018 - Dec 15, 2018

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

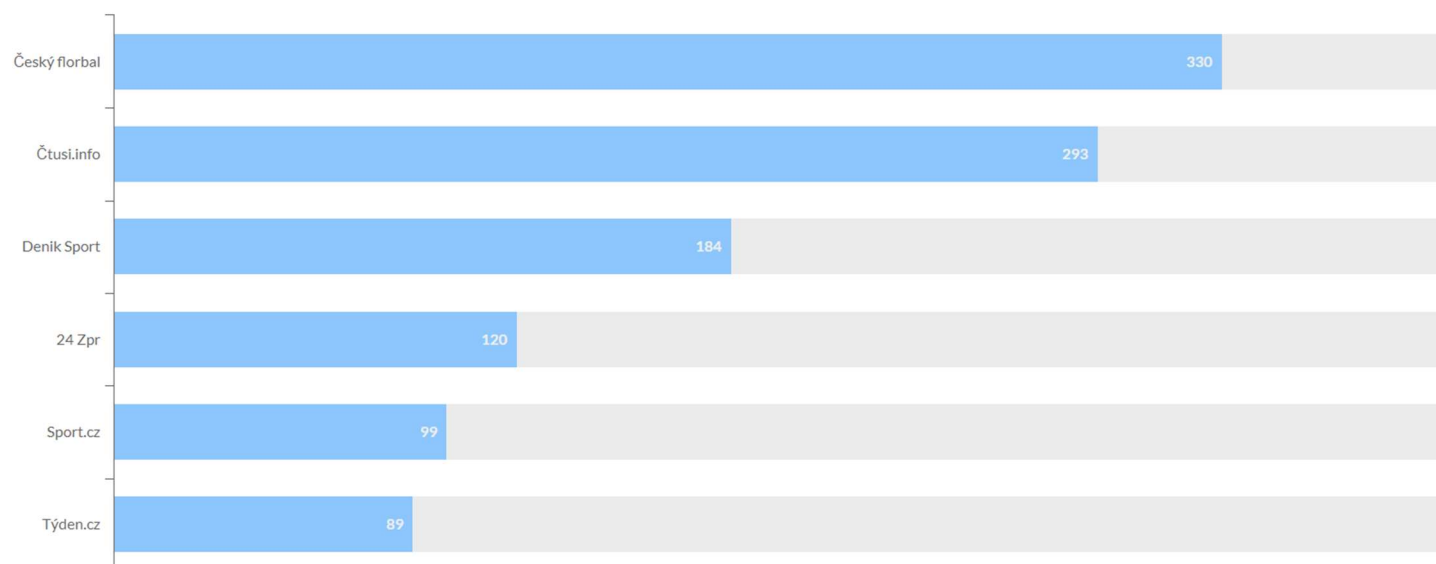
Top Locations



Jan 15, 2018 - Dec 15, 2018

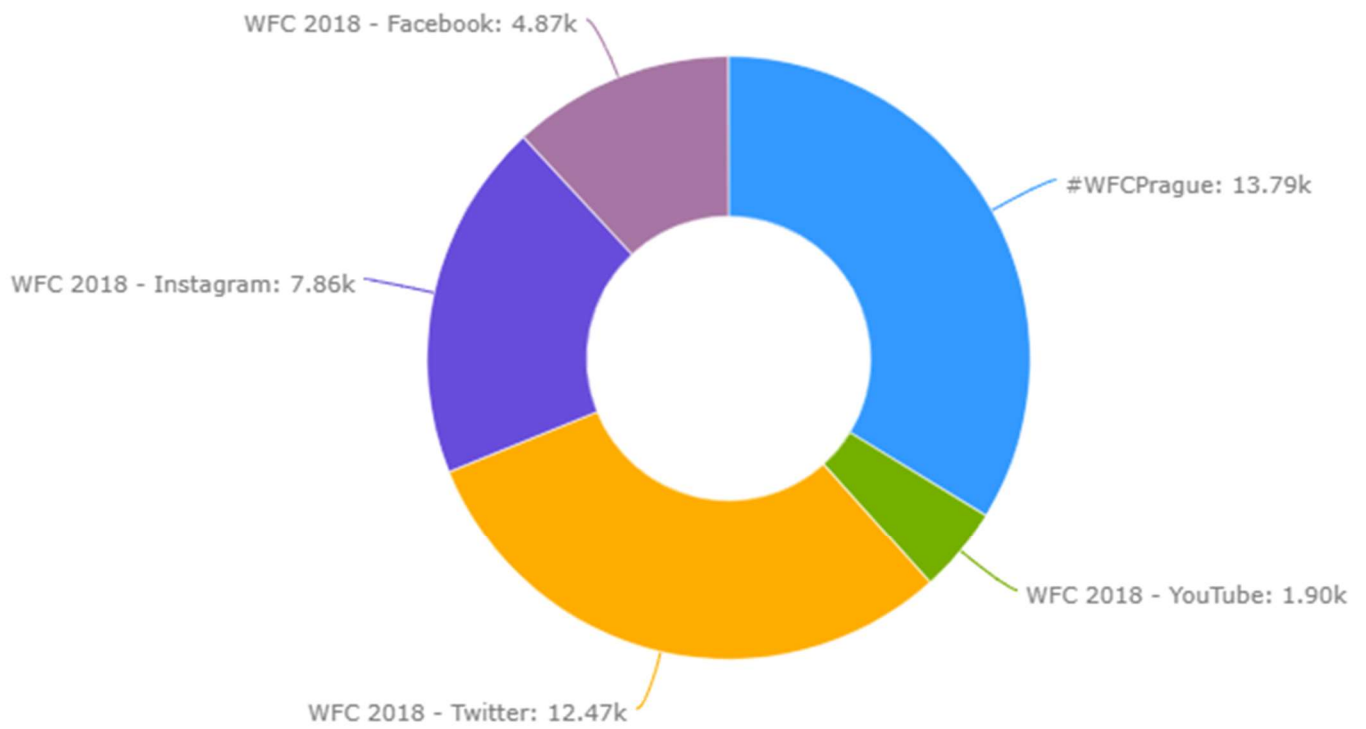
The Top Locations widget provides insight into how coverage is broken down by country.

Top Sources Media

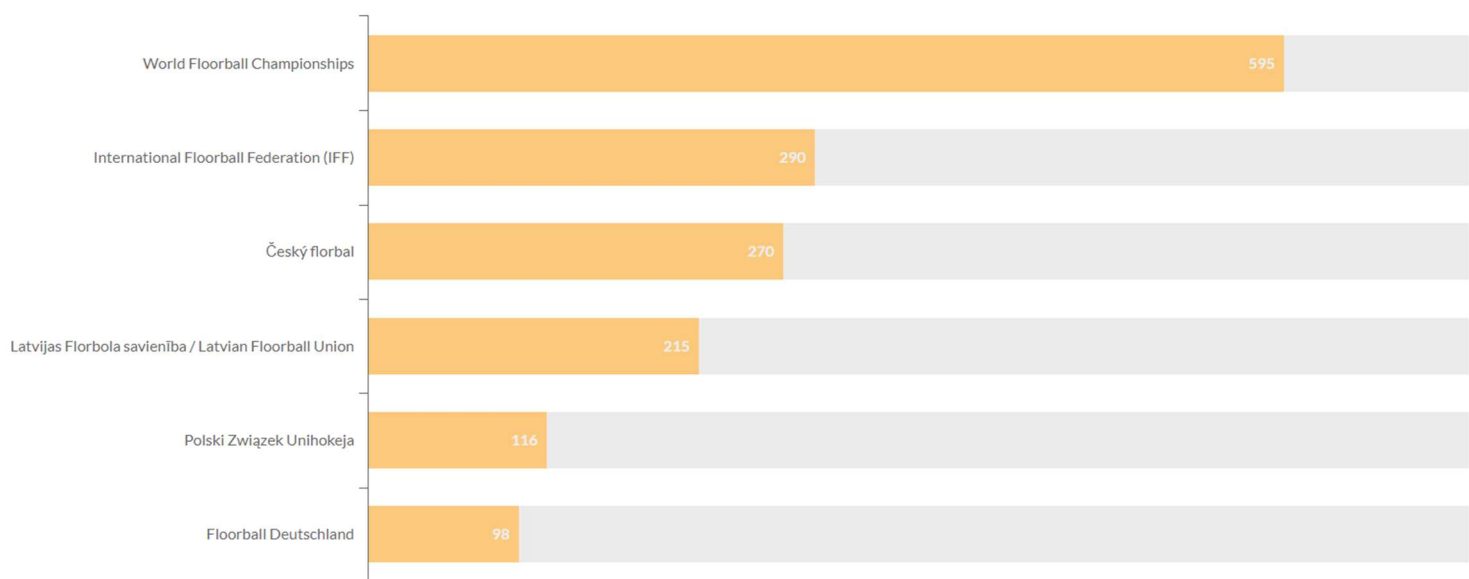


Jan 15, 2018 - Dec 15, 2018

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



Top Posters



Jan 15, 2018 - Dec 15, 2018

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



WFC 2016 & WFC 2018 comparison

WFC 2018 website iffwc.org

Period: November 17th – December 17th

WFC 2018 total amount of users: 113 900

(WFC 2017 total amount users: 56 831)

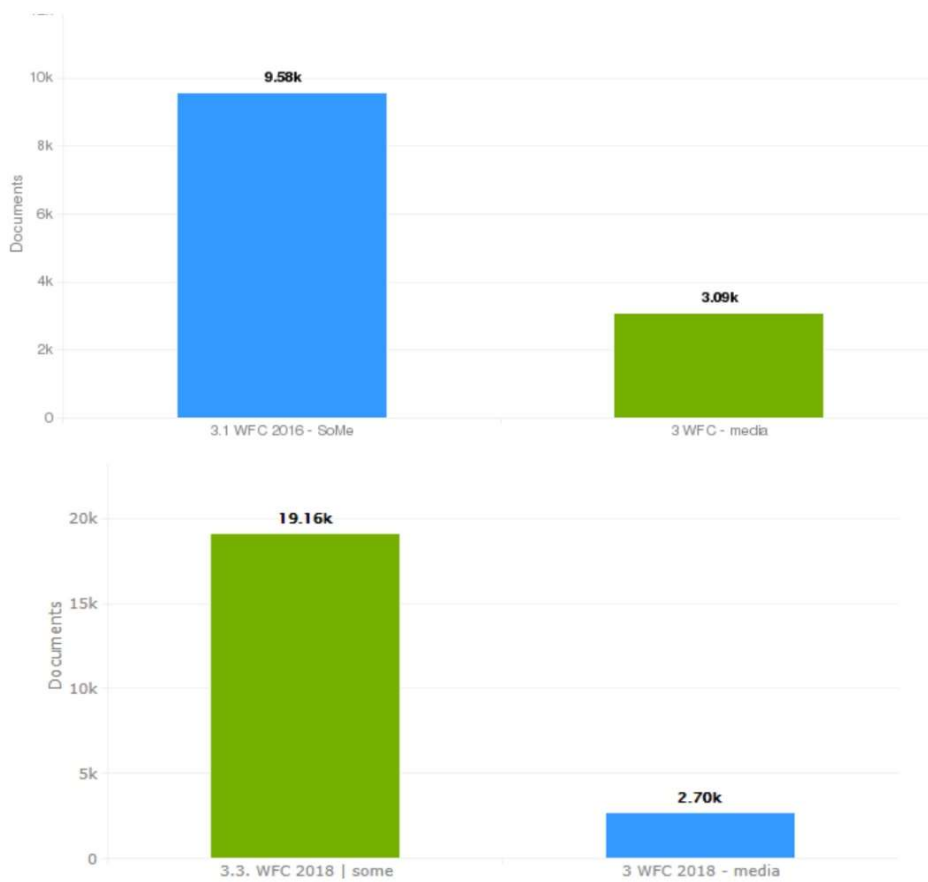
WFC 2016 total amount of users: 101 616

WFC Media & Social Media

Period: Nov 1st – Dec 31st

WFC 2018 Media: 2,70k & WFC 2018 Social Media: 19,16k = 21,86k

WFC 2016 Media: 3,09k & WFC 2016 Social Media: 9,56k = 12,65k



IFF & WFC Social Media channels

Fans/Likes

Total Fans by December 17th 2018 (IFF + WFC Facebook & IFF + WFC Twitter & IFF + IFF WFC Instagram)
= 147 776

Impressions during WFC

Total Impressions (30.11-17.12.2018):

IFF + WFC Facebook & IFF + WFC Twitter & IFF + IFF WFC Instagram
= 15 159 006

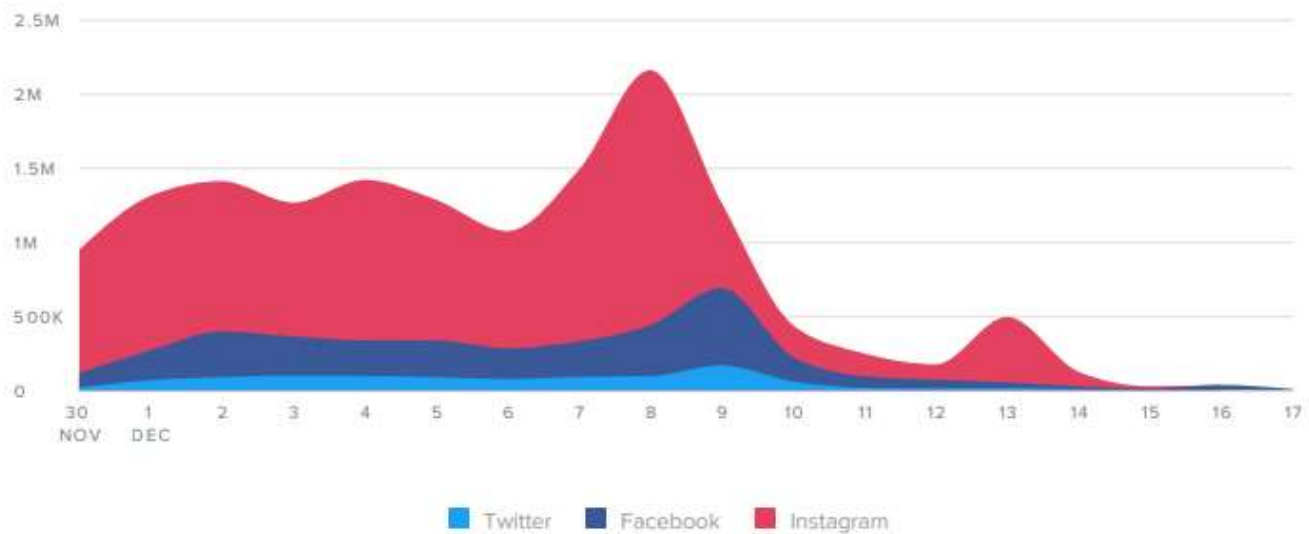
IFF + WFC Facebook= 3 080 990

IFF + WFC Twitter= 978 590

IFF + IFF WFC Instagram= 11 099 426

Group Impressions

IMPRESSIONS PER DAY



Engagement

Total engagement (30.11-17.12.2018):

IFF + WFC Facebook & IFF + WFC Twitter & IFF + IFF WFC Instagram

= 562 269

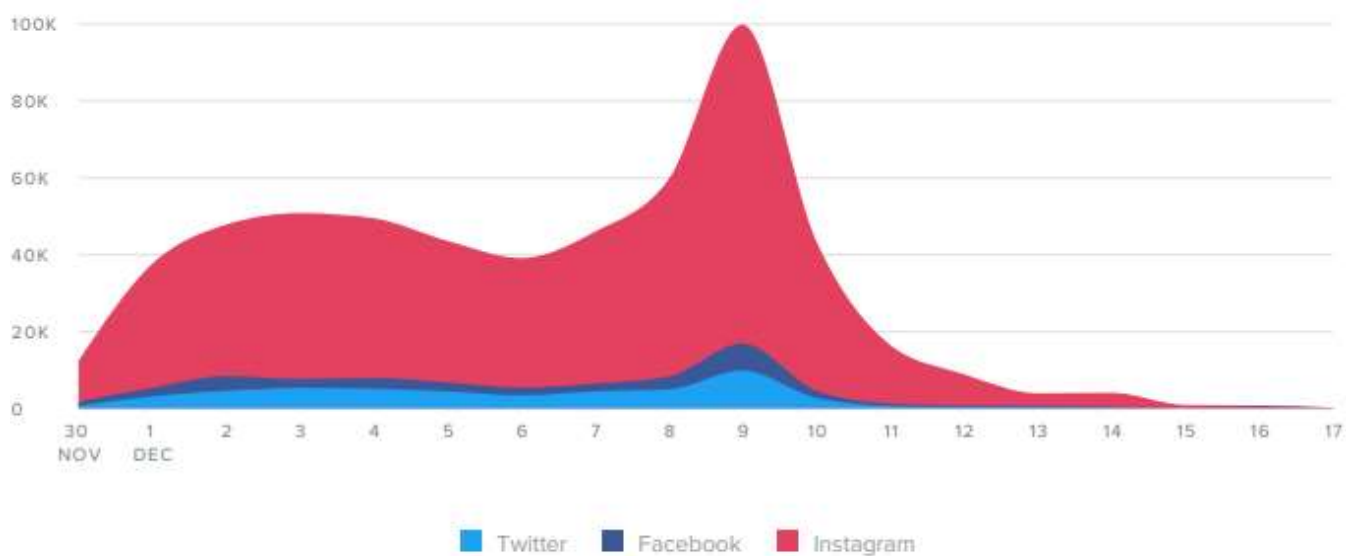
IFF + WFC Facebook= 32 586

IFF + WFC Twitter= 48 071

IFF + IFF WFC Instagram= 481 612

Group Engagement

ENGAGEMENTS PER DAY



WFC 2018 on YouTube

Combined statistics for both IFF Floorball Channels

Statistics Period: 17th November – 17th December 2018

Watch time (minutes): 19 699 764

Views: 15 285 720

New subscribers: 8 459

Likes: 9 814

Comments: 74 611

Shares: 8 066

Boolean query SOME (Meltwater tracking tool):

WFCPrague OR WFCPrague* OR WFCQ2018 OR WFCQ2018* OR

(WFCPrague OR WFCPrague* OR WFC2018 OR Prague2018 OR IFFWFC2018 OR IFFWFC) AND (floorball or unihockey or innebandy or sähly* or säbä* or unihokej* OR saliband* or "mistrovství světa ve florbal*" or florbol* or florbal* or *Floorball or florbalu* or saalihoki* or "플로어볼*" or "フロアボール*" or "Флорбол*")

(WFCPrague OR WFCPrague* (WFCPrague OR WFCPrague* OR "WFC 2018" or wfc2018 or "wfc 2018" or wfcq2018 or "wfcq 2018" or "WFCQ 2018" OR "worldchampionship" OR "vmguld" OR #wfcprague

"WM" OR "Weltmeisterschaft") 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 (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*") near/6 ("world championship*" or weltmeisterschaft* or wereldkampioenschapp* or maailmanmestaru* or världsmästerskap* or "mistrzostwa świata" or "pasaules čempionātā*" or "세계선수권대회*" or "世界選手権大会*" or "чемпионат мира" or WC or WFC or VM or MM or WM or WK) or (florbal* AND (MS OR "mistrovství světa*" OR WFC))) NOT (author:Salibandylito OR fisher* or food* or futbol* or UAE* or JusticeForFlint* or "mental illness" or "WmnFreedomConf" or "MDR INFO" or "worldfoodchamp")

Boolean query MEDIA:

((WFC2018^4 or "WFC 2018"^4 OR wfc2018^4 or "wfc 2018"^4 or wfcq2018^4 or "wfcq 2018"^4 or "WFCQ 2018"^4 OR "WFCPrague*"^4 "WFC Prague*"^4) 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

(WFC*) NEAR/6 (Prague*) OR WFC NEAR/1 2018 OR "World Floorball Championship*" OR

(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*") near/3 ("world championship*" or weltmeisterschaft* or wereldkampioenschapp* OR maailmanmestaru* or världsmästerskap* or "mistrzostwa świata*" or "Mistrzostwa Świata*" or "pasaules čempionātā*" or "세계선수권대회*" or "世界選手権大会*" or "чемпионат мира" or WC or WFC or VM or MM or WM or WK) or (florbal* AND (MS OR "mistrovství světa*" OR WFC)))

NOT

(title:stock* OR fisher* or food* or futbol* or UAE* or JusticeForFlint* or "mental illness" or "WmnFreedomConf" or "MDR INFO" or "worldfoodchamp" OR title:short* OR title:market* OR title:forecast* OR title:earning* OR title:taxes OR title:forecast* OR title:report* OR title:revnue* OR title:analsi* OR "wells far*" OR tax*)