

Floorball Champions Cup 2019 Digital Media report

Sources: Meltwater, Sprout social & Google analytics

CC 2019 website

Period (long): 1.12.2018-10.1.2019

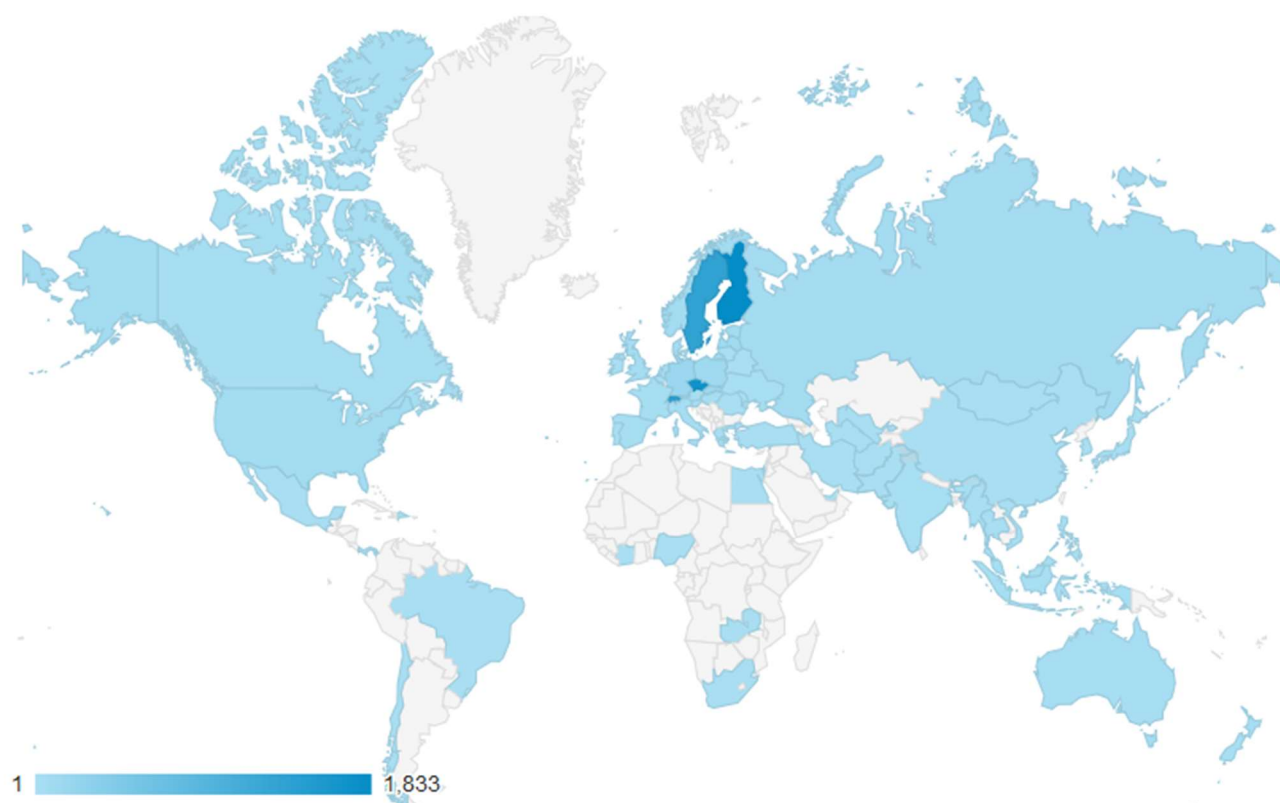
Users: 7 597

Sessions: 13 311

Page views: 51 568

Pages/session: 3,87

Countries: 69



Country	Users	% Users
1. Finland	1,833	24.06%
2. Czechia	1,699	22.30%
3. Switzerland	1,443	18.94%
4. Sweden	1,349	17.70%
5. Germany	163	2.14%
6. Slovakia	126	1.65%
7. Poland	119	1.56%
8. Latvia	86	1.13%
9. United States	66	0.87%
10. Norway	65	0.85%

Period (during): 2-5.1.2019

Users: 5 774

Sessions: 10 395

Page views: 42 505

Pages/sessions: 4,09

Countries: 57

Country	Users	% Users
1.  Finland	1,504	 25.86%
2.  Czechia	1,495	 25.71%
3.  Switzerland	1,060	 18.23%
4.  Sweden	986	 16.96%
5.  Germany	102	 1.75%
6.  Poland	85	 1.46%
7.  Slovakia	83	 1.43%
8.  Latvia	51	 0.88%
9.  Norway	45	 0.77%
10.  United States	39	 0.67%

CC 2019 Mobile App

Total downloads as of 22.1.2019: 57 560. A total of 530 new downloads since the WFC 2018. 436 took part in the Guess the results competition (without prize)

iOS total downloads as of 22.1.2019: 28.300

Top 5 countries:

1. SWE: 6.040
2. SUI: 5.060
3. CZE: 2.030
4. FIN: 1.990
5. GER: 1.180

Android total downloads as of 22.1.2019: 29.260

(Google Play does not display downloads by territory anymore)

Mobile App user numbers

Period (long): 20.12.2018 – 10.1.2019

Users: 4 334

Sessions: 18 498

Screen views: 135 792

Screens/session: 7.34

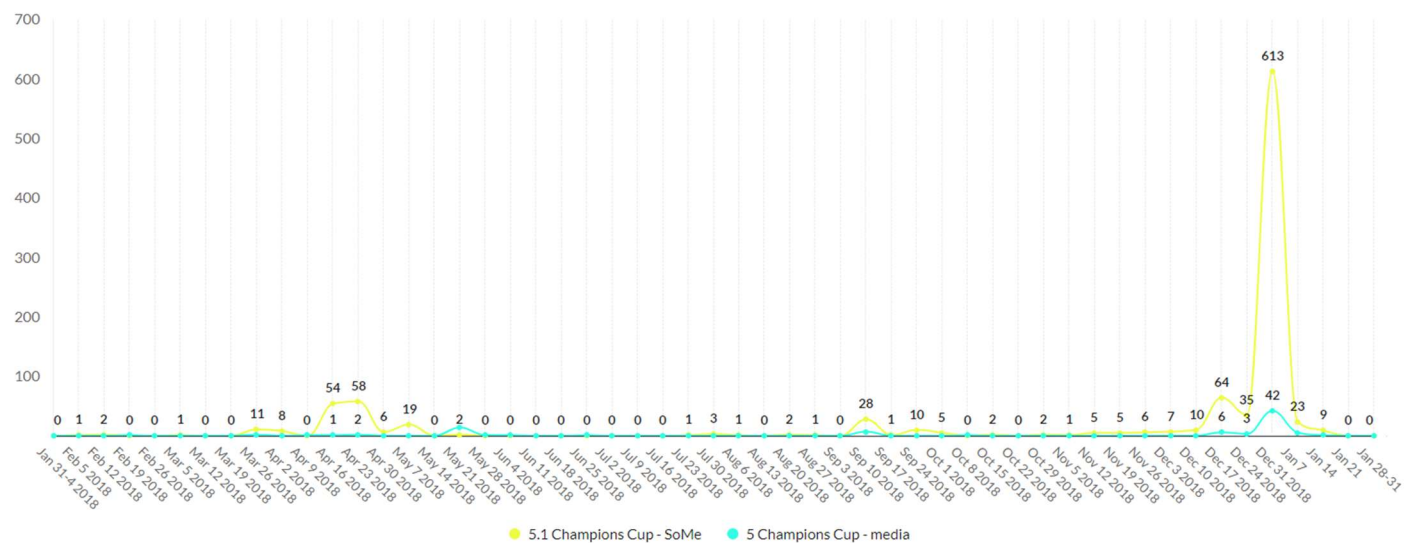
Countries: 68

Top 10 countries (20.12.2018 – 10.1.2019)

Country	Users	% Users
1. Switzerland	774	18.73%
2. Czechia	583	14.11%
3. Sweden	534	12.92%
4. Germany	360	8.71%
5. Finland	335	8.11%
6. Slovakia	201	4.86%
7. Latvia	139	3.36%
8. Norway	109	2.64%
9. Singapore	107	2.59%
10. Japan	102	2.47%

CC 2019 Digital & Social media

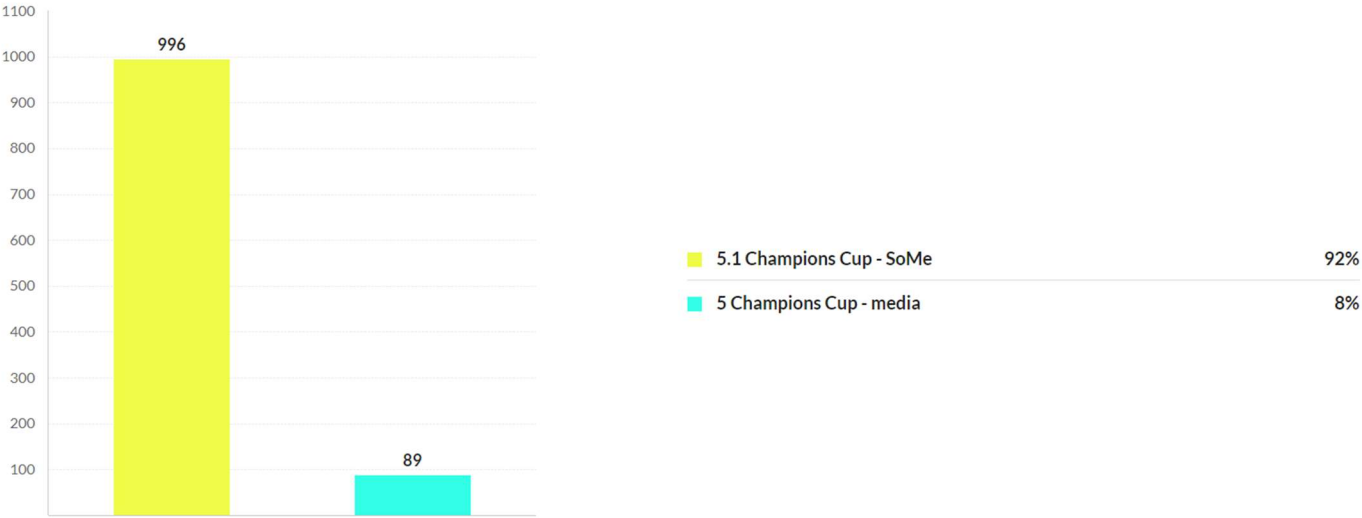
Media Exposure



Jan 31, 2018 - Jan 31, 2019

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

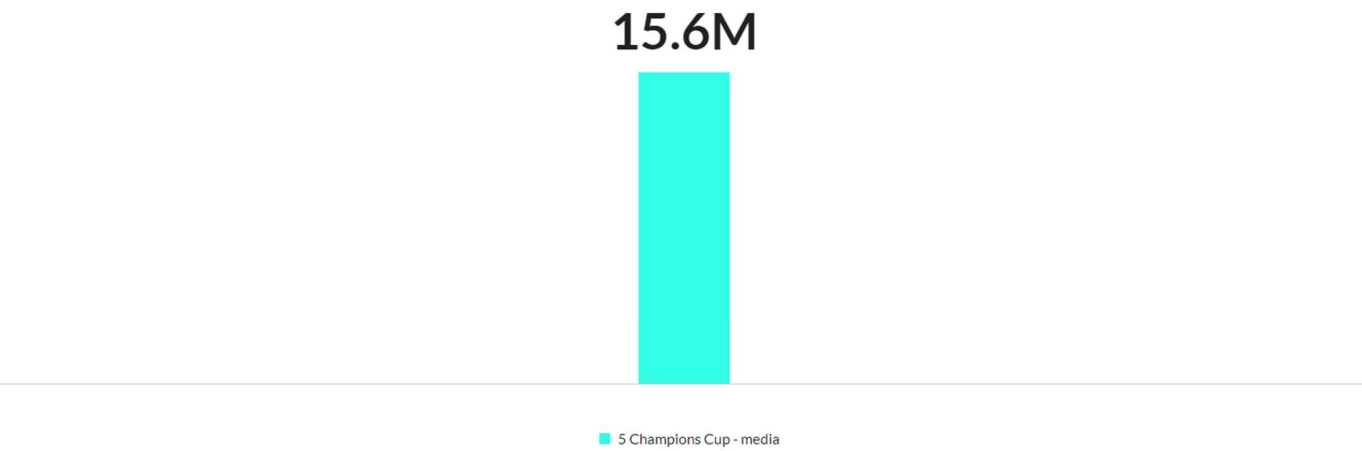
Share of Voice



Jan 31, 2018 - Jan 31, 2019

The Share of Voice widget provides insight into how much media coverage a brand or product gets relative to its competition.

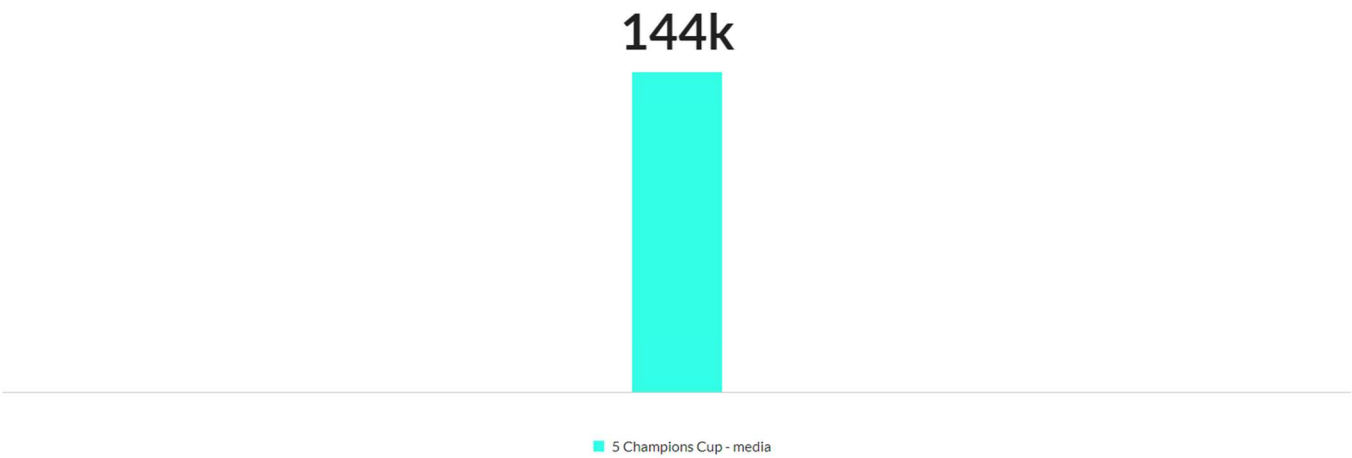
Potential Reach media



Jan 31, 2018 - Jan 31, 2019

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

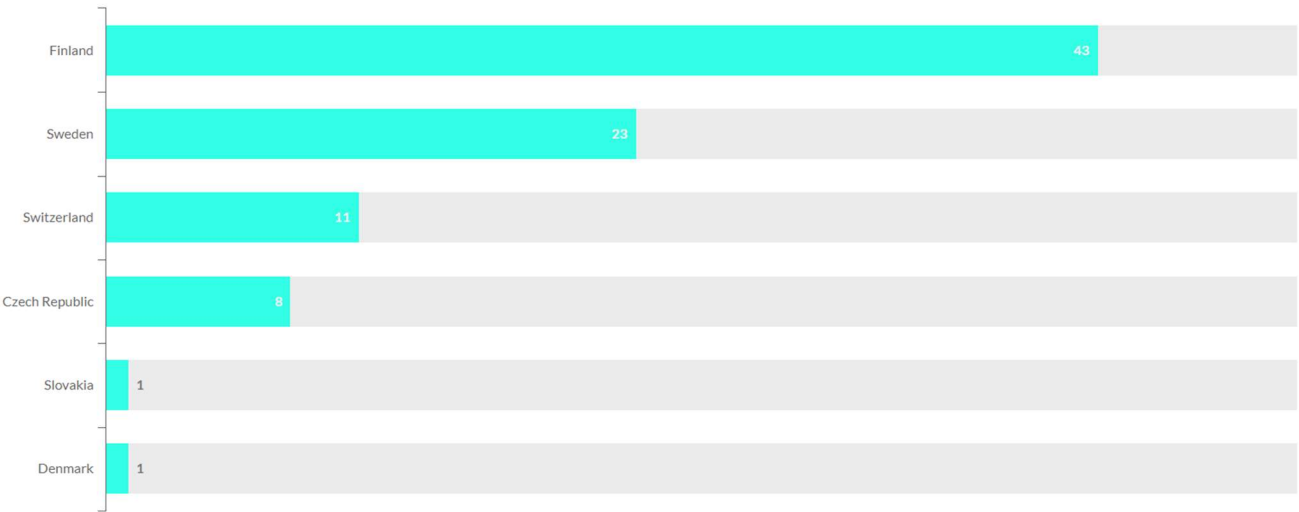
Advertising value - media



Jan 31, 2018 - Jan 31, 2019

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

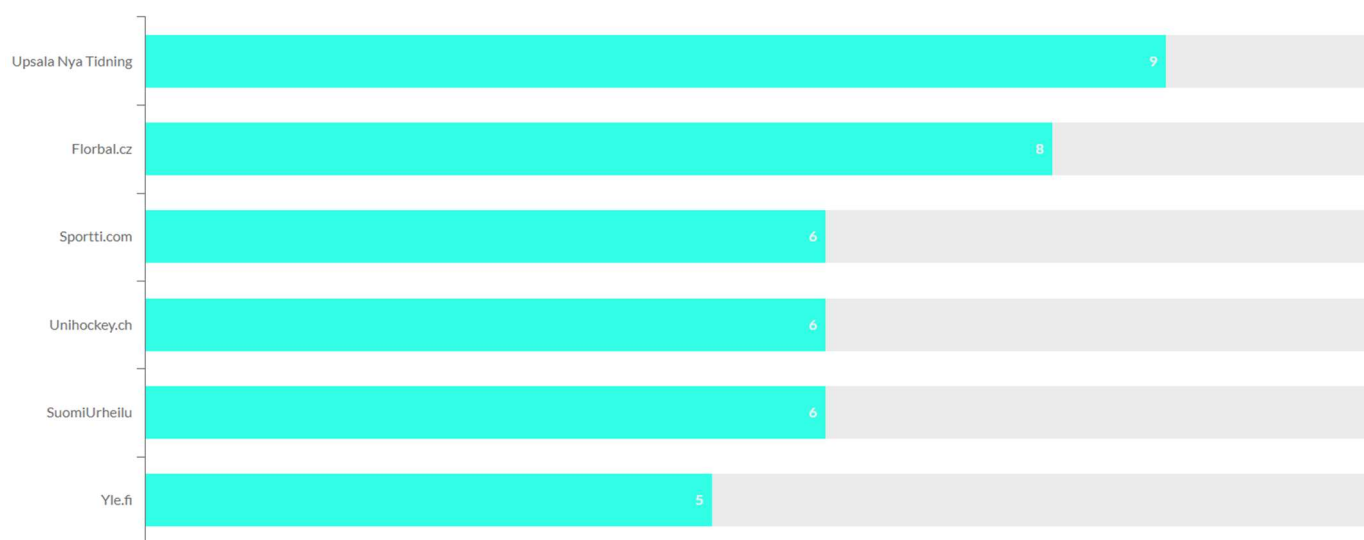
Top Locations media



Jan 31, 2018 - Jan 31, 2019

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

Top Sources media



Jan 31, 2018 - Jan 31, 2019

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

Facebook Group stats by profile 2nd Jan - 5th Jan 2019

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Floorball Champions Cup	2,836	2.16%	32	200,377	6,261.8	923	28.8	1,407
 International Floorball Federation (IFF)	41,681	0%	25	178,756	7,150.2	551	22	1,186

CC 2019 on YouTube

Statistics Period: 1st - 11th January 2019

Video uploads: 24 (8 matches + highlights + interviews)

Performance

Views: 168,523

Estimated minutes watched: 1,815,174

New subscribers: 468

Engagement

Likes: 1,054

Comments: 4,782

Shares: 949

Demographics

Top geographies (based on watch time)

1. Finland (32%)
2. Sweden (19%)
3. Czech Republic (16%)
4. Switzerland (13%)
5. Germany (2.6%)

Gender (based on views)

- Male: 87%
- Female: 13%

Boolean query SOME (Meltwater tracking tool):

(("Champions Cup" OR championscup* OR *championscup OR CCGavle OR championscup OR "*champions cup" OR *IFFCC2019 or IFFCC) NEAR/10 (floorball OR floorball* OR salibandy* OR salibändi* OR salibändy* OR florbal OR innebandy* OR unihockey* OR hallenhockey* OR IFF OR "international floorball*"))

Boolean query MEDIA (Meltwater tracking tool):

(("Champions Cup" OR championscup* OR *championscup OR "*champions cup") NEAR/10 (floorball OR floorball* OR salibandy* OR salibändi* OR salibändy* OR innebandy* OR unihockey* OR florbal* OR hallenhockey* OR IFF OR "international floorball*"))