



INTERNATIONAL FLOORBALL FEDERATION (IFF)

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Appendix 14

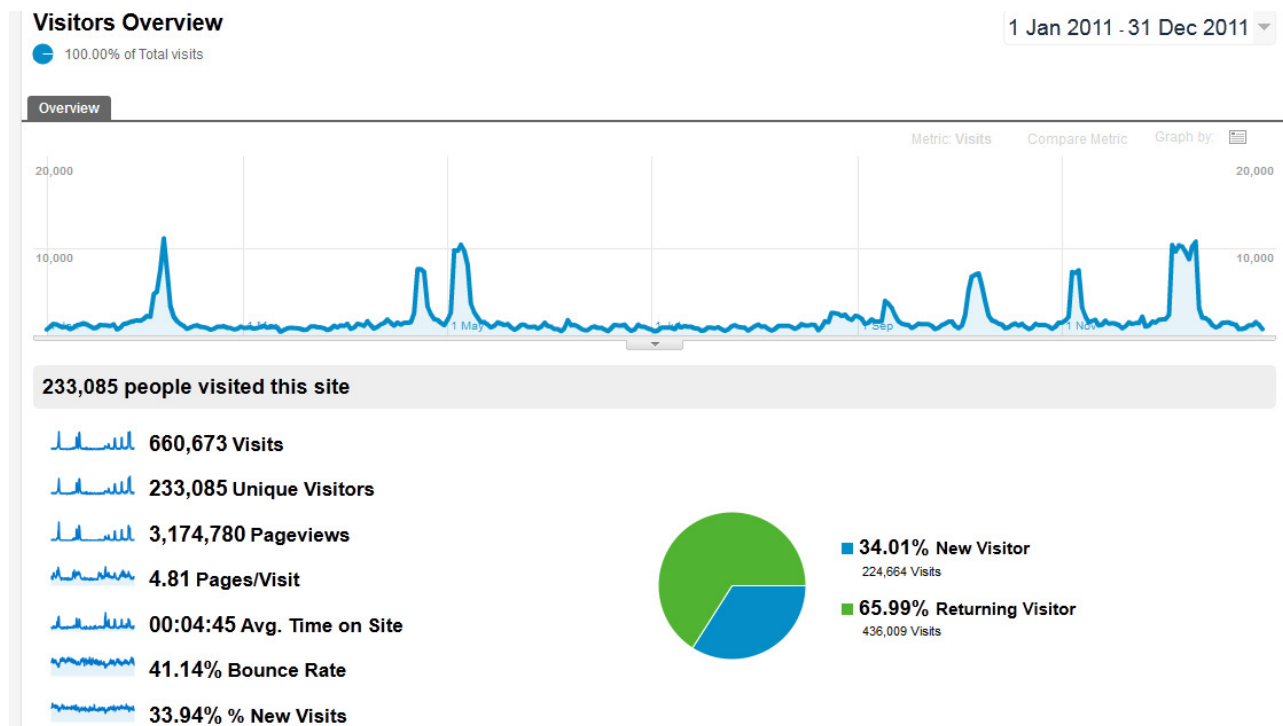
IFF Information Function report February 2012

- **IFF Materials**

- A new Advanced Referee Material edited by IFF Referee Committee will be launched soon.
- More material will be added to the web-based magazine issuu.

- **IFF Website & stats:**

- Year 2011 visitor statistics:



- 660,673 visits from 168 countries in 2011.
- Top 10 countries in 2011:



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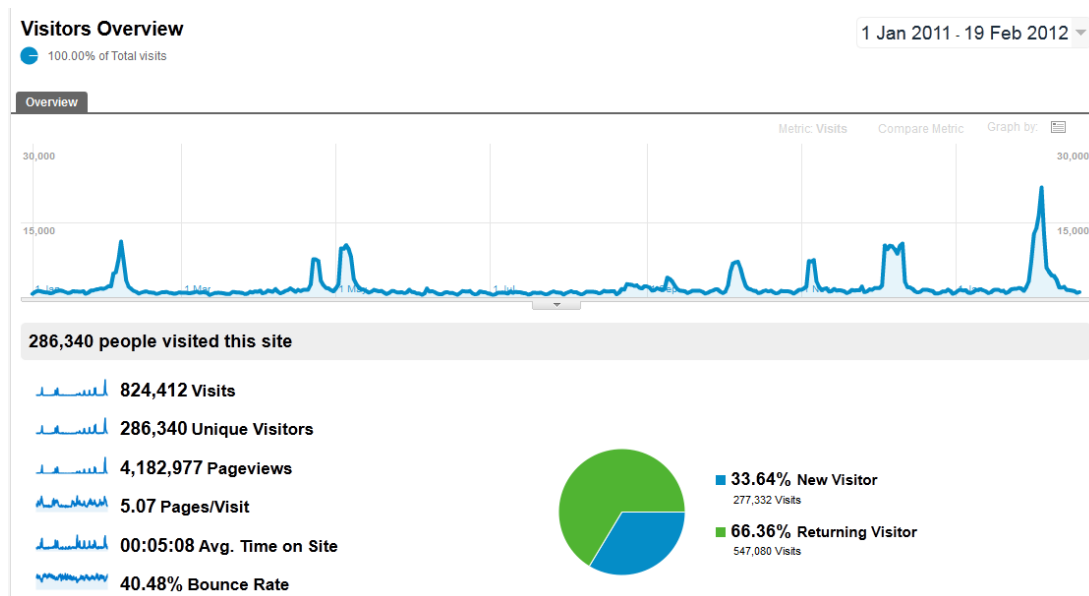
Viewing: Country/Territory City Continent Subcontinent Region

Secondary dimension: Select... advanced View: 1 - 10 of 168

	Country/Territory	Visits	↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	Czech Republic	78,189		4.39	00:05:26	36.14%	47.44%
2.	Switzerland	67,267		4.81	00:04:06	32.54%	37.60%
3.	Finland	61,079		5.00	00:05:45	41.58%	37.92%
4.	Sweden	58,808		4.37	00:04:34	42.58%	42.91%
5.	Germany	40,728		4.70	00:04:33	29.62%	39.75%
6.	Norway	32,687		4.10	00:03:33	32.72%	39.81%
7.	Russia	28,089		5.54	00:05:25	21.76%	43.51%
8.	Poland	27,630		5.11	00:05:40	27.98%	43.58%
9.	Denmark	24,119		5.68	00:04:45	27.38%	33.64%
10.	Slovakia	24,118		5.46	00:06:18	27.51%	39.83%

Show rows: 10 Go to: 1 1 - 10 of 168

- A new IFF website record was reached on Saturday February 4th 2012 during the WFC Qualifications and the international weekend. On Saturday the 4th 22 004 visitors visited www.floorball.org. The unique number of visitors was 13 032 and there were 154 824 page views. The previous record was from December 7th 2010 during the WFC Final round with 18 591 visits and 12 250 unique visitors.
- January 1st 2011 – February 19th 2012 website statistics:

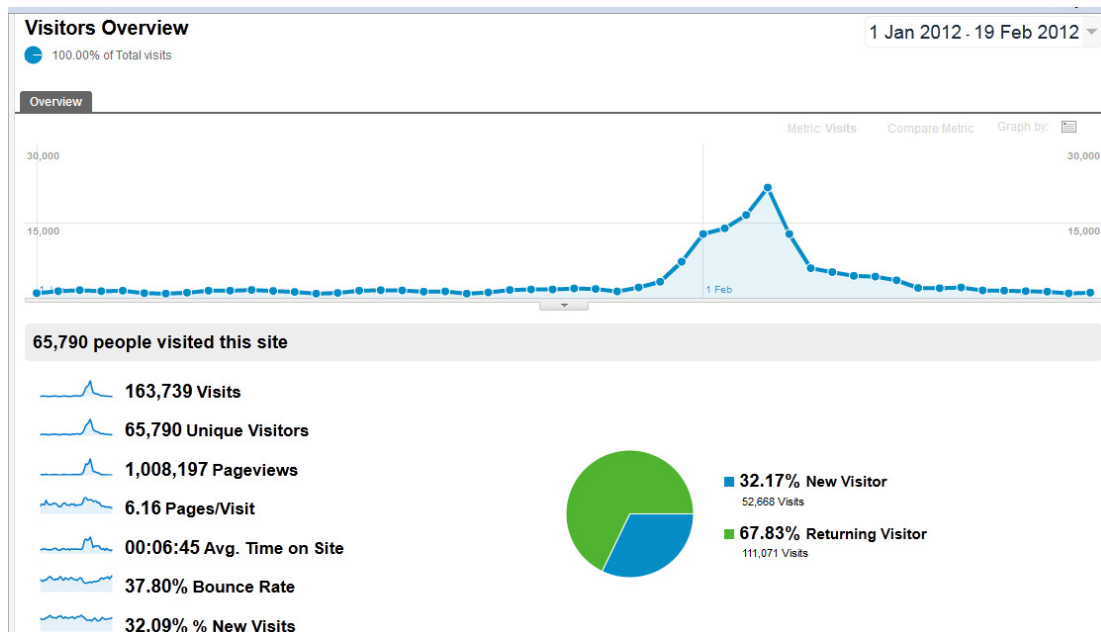


- January 1st 2012 – February 19th 2012 website statistics:



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- 163 739 visits from 122 countries from January 1st 2012 – February 19th 2012.
- Top 10 countries from January 1st 2012 – February 19th 2012.

Viewing: Country/Territory City Continent Subcontinent Region

Secondary dimension: Select... advanced View: 1 - 10 of 122

	Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	Sweden	19,835	5.65	00:08:01	39.89%	43.28%
2.	Switzerland	14,119	5.95	00:04:46	35.17%	37.08%
3.	Hungary	10,671	9.72	00:06:56	26.87%	23.90%
4.	Czech Republic	9,983	5.18	00:06:30	35.23%	44.68%
5.	Estonia	8,917	7.54	00:10:14	27.57%	33.06%
6.	Slovakia	8,849	6.63	00:08:06	29.60%	37.59%
7.	Germany	8,413	5.38	00:06:48	27.28%	37.47%
8.	Norway	7,799	5.13	00:05:57	28.20%	43.31%
9.	Finland	7,527	5.57	00:05:50	41.22%	39.67%
10.	Russia	6,448	6.21	00:07:09	20.11%	37.36%

Show rows: 10 Go to: 1 1 - 10 of 122

- **Facebook Stats@ IFF.Floorball:**
 - Statistics by February 19th 2012: 8 555 likes

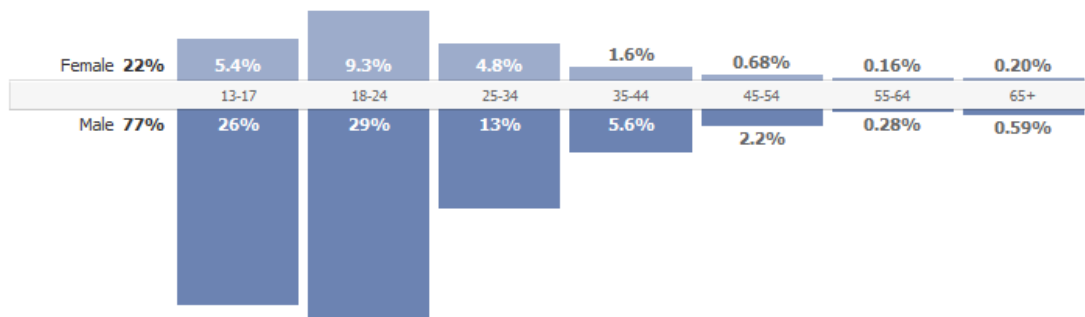


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Demographics

Likes by gender and age?



Likes by country?

2,032 Czech Republic
911 Finland
709 Slovakia
478 Sweden
460 Switzerland
437 Singapore
386 Germany
[More](#)

Likes by City?

453 Prague, Hlavni Mesto Praha, Czech Republic
391 Singapore, Singapore
179 Helsinki, Southern Finland, Finland
144 Kosice, Slovakia
132 Bratislava, Slovakia
127 Brno, Jihomoravsky Kraj, Czech Republic
120 Budapest, Hungary
[More](#)

Likes by Language?

2,012 Czech
1,365 English (US)
930 German
763 Finnish
638 English (UK)
624 Slovak
458 Swedish
[More](#)

- **IFF Twitter Stats @IFF_Floorball:**

- Statistics by February 19th 2012: 1 801 Tweets and 1 420 Followers

- **IFF Flickr Stats@iff_floorball**

- Statistics by February 19th 2012: IFF Flickr contains 184 sets of Photos with over 7 992 photos and 52 097 views

- **IFF Youtube Channel Stats@ iffchannel:**

- Statistics for year 2011:



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Channel: iffchannel

Last year (1 Jan 2011 – 31 Dec 2011)

Lifetime views for channel 531,009 ?

Views
307,936



- **E- Newsletter stats:**
 - Year 2011 statistics: 25 sendings, 163 new subscribers
 - 773 subscribers on February 19th 2012 and subscription possibility from the IFF front page
- **Other Information Function updates:**
 - More materials are added into issuu
 - Different Social Local Mobile solutions are looked into and developed further.
 - Floorball.co global community platform development and discussions ongoing
 - Champions Cup website is being developed.