INTERNATIONAL FLOORBALL FEDERATION (IFF)
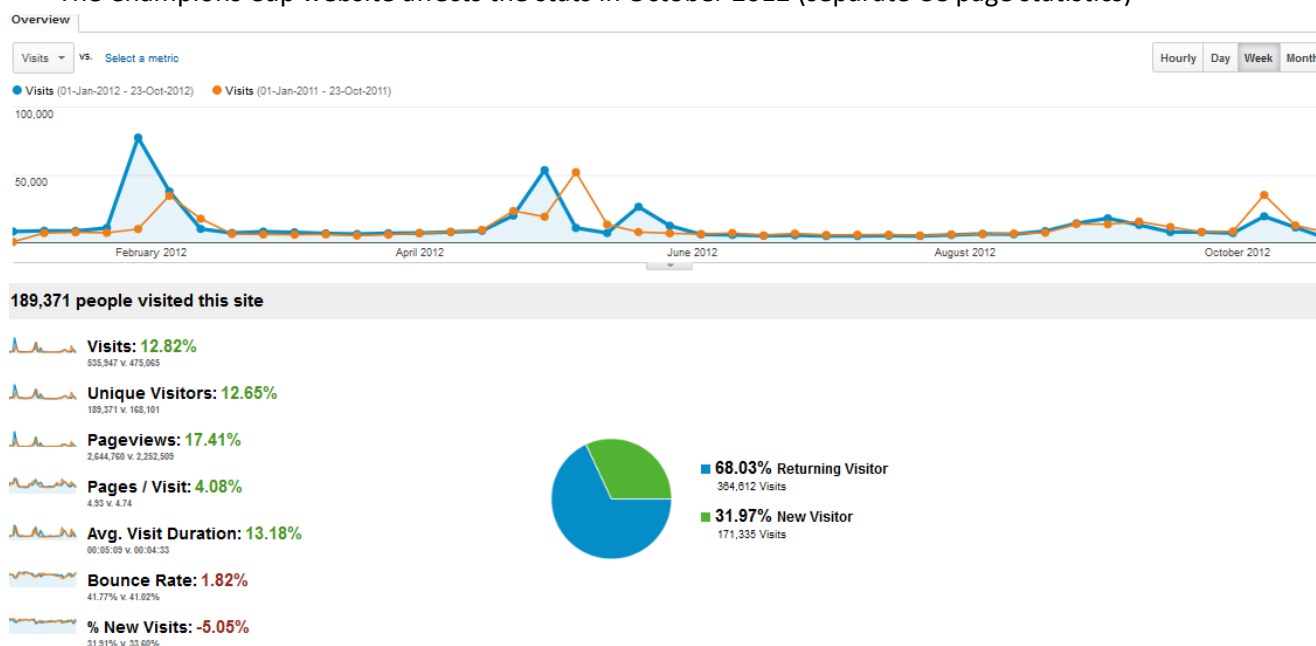
Recognised by the IOC
Ordinary member of SportAccord

IFF Information Function report October 2012

IFF Website & stats:

- January 1st 2012 – October 23rd 2012 website statistics compared with January 1st 2011 – October 23rd 2012.
- The Champions Cup website affects the stats in October 2012 (separate CC page statistics)

189,371 people visited this site

Visits: **12.82%**
535,947 v. 475,065

Unique Visitors: **12.65%**
189,371 v. 168,101

Pageviews: **17.41%**
2,644,760 v. 2,252,509

Pages / Visit: **4.08%**
4.93 v. 4.74

Avg. Visit Duration: **13.18%**
00:05:09 v. 00:04:33

Bounce Rate: **1.82%**
41.77% v. 41.02%

% New Visits: **-5.05%**
31.91% v. 33.60%

■ **68.03%** Returning Visitor
364,612 Visits

■ **31.97%** New Visitor
171,335 Visits

- 535 947 visits from 165 countries January 1st 2012 – October 23rd 2012 (compared to 475 065 visits in 2011).

Champions Cup Website & Stats

- The Champions Cup 2012 website was the first official IFF event website that is launched with a new model, where the official website is under the IFF domain. The aim of the new concept was to have all tournament information gathered in one place (instead of having a LOC CC page and IFF CC page).
- The tournament page included easy access to the game results and statistics and in addition to all the relevant newsfeeds from the participating nations, clubs and commercial floorball websites of the participating countries. The main IFF website links were also included on the website since the CC website was the IFF front page during the CC tournament.
- The IFF has asked for feedback from the LOC and received comments from three LOC media team persons:
  - The web page really looked great and it was easy to find what you were looking for. It was a good cooperation! (LOC 1).
  - I can only agree. The technical bits worked smoothly and I think we already in the first day found an efficient way of working where we could quickly deliver news, pictures and videos. It was good that we got all the instructions a few weeks in advance so we could familiarise ourselves with how everything works. The only thing I possibly missing was a similar template for how to match texts should look like. Certainly a detail, but it can be useful to determine the news layout in advance so that all texts look the same. Happy with the cooperation! (LOC 2).
  - For web-collaboration, I agree that everything worked very well. We could have had more templated texts, so that everyone's texts would have looked exactly the same, but I think that could have been a little boring. As we worked now was good. (LOC 3).

Champions Cup Website Statistics

Champions Cup 2011 website stats:
Tournament dates 4-8.10.2011
(EFC 5-9.10.2011)

Date	3.10:	4.10:	5.10:	6.10:	7.10:	8.10:
CC web page visitors	1411	6188	6887	6202	7753	4245
CC web page unique visitors						
Additional IFF website visitors	2346	5209	6754	6983	7112	5758
Additional IFF website unique visitors	1851	3613	4364	4538	4573	3786

Champions Cup 2012 website stats:

Tournament dates 3-7.10.2012

Date	2.10:	3.10:	4.10:	5.10:	6.10:	7.10:
CC web page visitors	2313	9509	9801	9242	9190	7251
CC web page unique visitors	1896	6334	6442	6056	5863	5214
Additional IFF website visitors	887	1075	1165	982	808	896
Additional IFF website unique visitors	760	930	1022	835	719	803

Facebook Stats@ IFF.Floorball:

- Statistics by October 23rd 2012: 9 794 likes (statistics by August 19th 2012: 9 076 likes).
- The goal is to have over 10 000 likes before the WFC 2012.
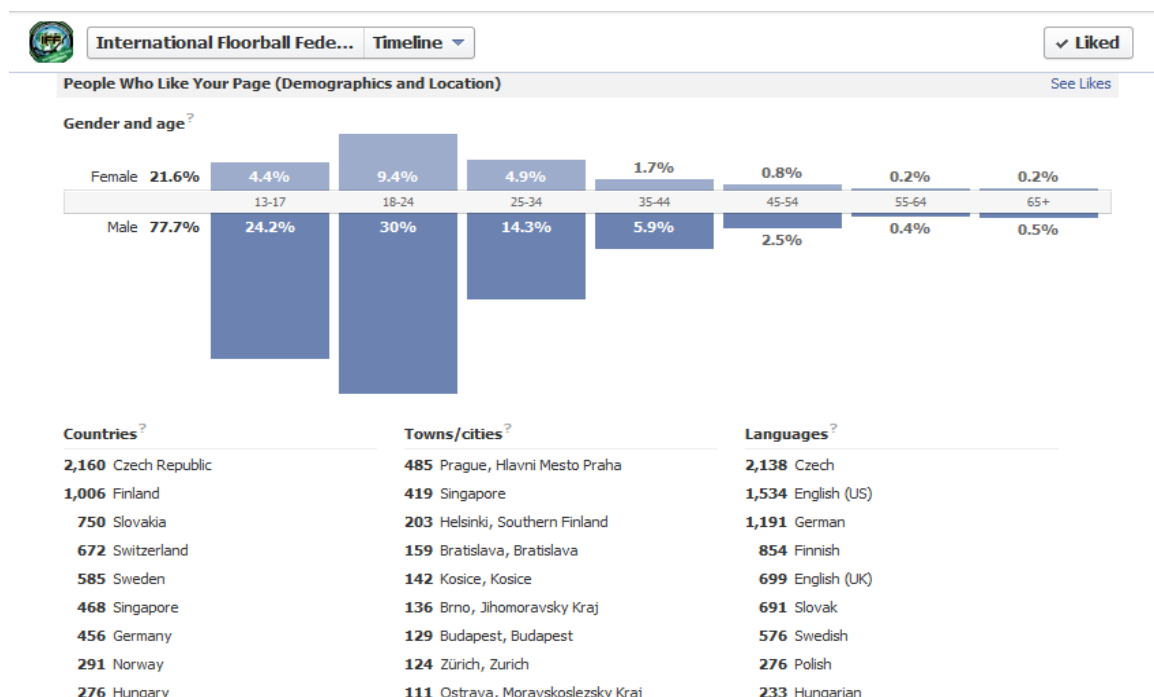
IFF Twitter Stats @IFF_Floorball:

- Statistics by October 23rd 2012: 3 104 Tweets and 2 224 Followers

IFF Flickr Stats@iff_floorball

- Statistics by October 23rd 2012: IFF Flickr contains 12 201 photos with 93 937 views

IFF Youtube Channel Stats@ iffchannel:

- Statistics by October 23rd 2012: 2 067 subscribers and 841 802 video views

E- Newsletter stats:

- Statistics by August 23rd 2012: 911 subscribers and 14 sendings.
- 181 new subscribers since January 1st 2012

Other Information Function updates:

- The IFF is in the process of launching a new IFF Event mobile app for iOS 5.1.1 and iOS 6.0 and Android versions. The mobile application is created by a Czech company OK System and includes all the latest updates and statistics from the ongoing IFF Events, the IFF news as RSS feeds and links to the IFF social media channels. The users can also vote for the team that they believe will win the match.
- IFF is looking over the possibilities to commercialise this application in the coming years.

- The IFF has opened a new linux server for the statistical software program. More up to date with updated programs and features.

Address:	Phone:	E-mail:	Bank:
Alakiventie 2	+358 9 454 214 25	office@floorball.org	Credit Suisse, CH-8700 Küsnacht, Switzerland
FI-00920 Helsinki,	Fax:	Web-site	Account No: 4835-559200-11. Swift: CRESCHZZ80A Page 3
Finland	+358 9 454 214 50	www.floorball.org	IBAN: CH52 0483 5055 9200 1100 0