



# Information Function Report



# Information Sections

## An Overview of the Information Sections

The IFF has a myriad of materials that aim to share information, communicate new business, and unify the global floorball community through branded I. Print & DVD Media 2. Web Media 3. Social and Mobile Media

### Branded Materials

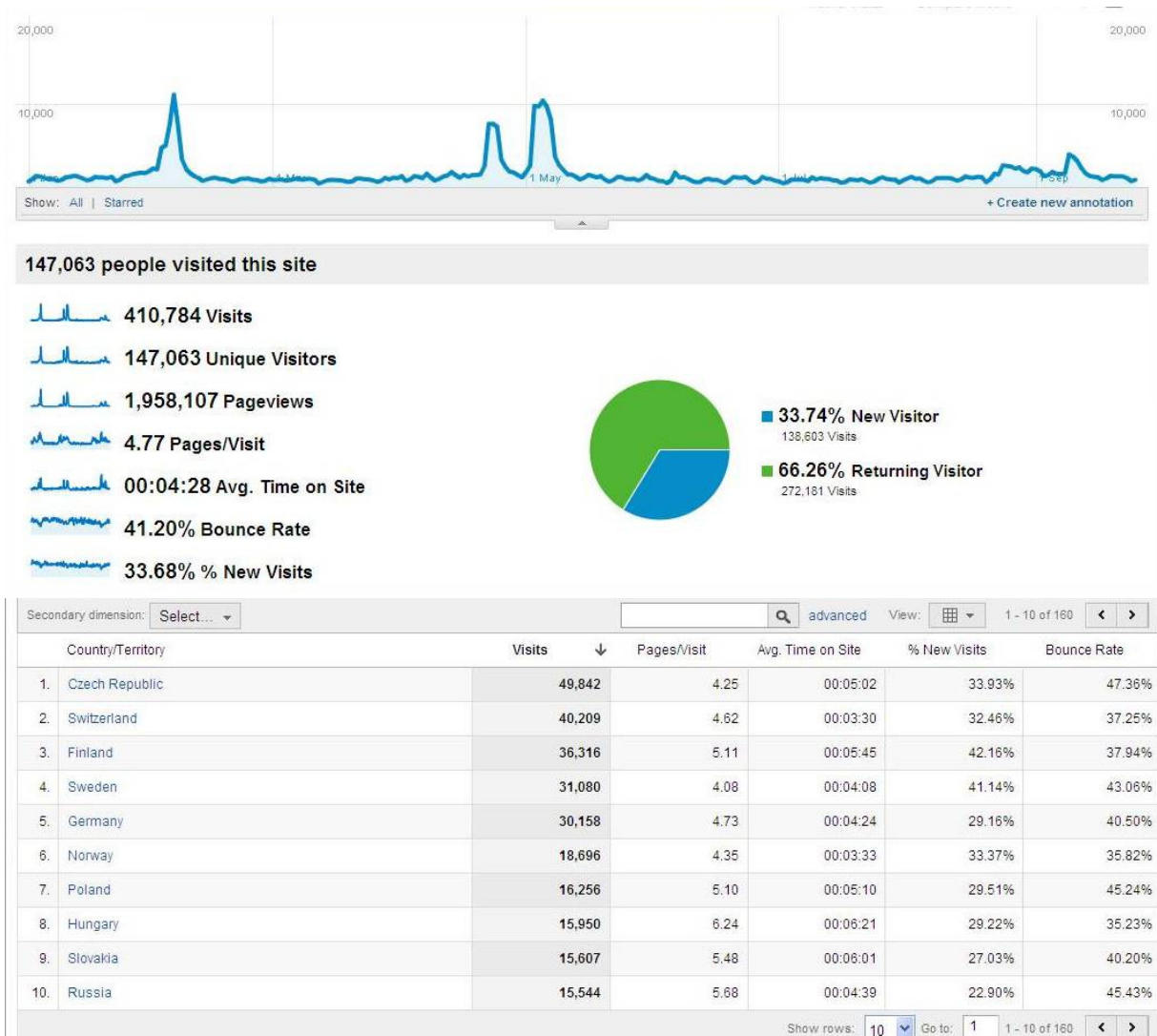
Print & DVD Media	Web Media	Social and Mobile Media
Learn Start Play	Website Floorball.org	Twitter
Youth Startup Kit	E-Newsletter	Facebook
Individual Tactics	Youtube SportsHub	
Basic Referee Material	Flickr	Floorball.co
THIS IS FLOORBALL		Google+
THIS IS FLOORBALL 25th Edition		
Team Tactics		
Special Situations and Goalkeeping		
Rules of The Game		
Coaching & Highlights DVD's		
Various Forms-		
IFF Floorball Flyer		

*black=existing green=in progress red=new ideas*

- There is a NEW 25th Anniversary Edition of THIS IS FLOORBALL in creation stage, and will be ready for WWFC 2011

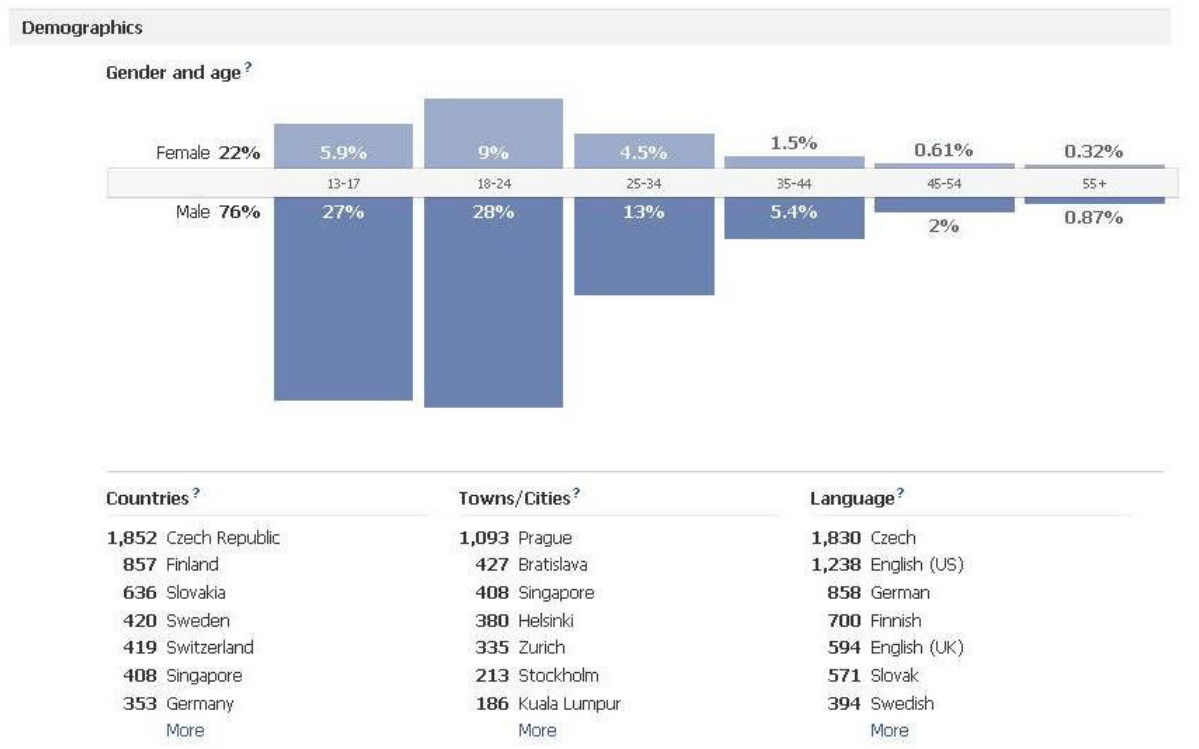
## Current Website stats

January 1<sup>st</sup> – September 25<sup>th</sup> 2011



- **Current Facebook Page stats**

7 832 followers (September 25<sup>th</sup> 2011)






















- **Current Twitter Stats About @IFF\_Floorball**

[1,103 Tweets](#) [105 Following](#) [916 Followers](#)

- IFF Flickr Page stats

IFF Flickr contains 70 sets of Photos with over 3000 images, generating hundreds of views per set

 **IFF\_Floorball's photostream** pro  
Collections Sets Galleries Tags People Archives Favorites Profile IFF\_Floor... is a friend (edit)

 <b>Men's EFCQ West 2011</b> 27 photos	 <b>Czech Open 2011, Prague</b> 131 photos	 <b>Women's EFCQ 2011</b> 69 photos	 <b>Men's EFCQ East 2011</b> 56 photos	 <b>Say NO! to Doping</b> 7 photos	 <b>Electric Wheelchair Hockey...</b> 11 photos
 <b>07052011 Finland-Sweden II</b> 29 photos	 <b>07052011 Finland-Sweden</b> 17 photos	 <b>07052011 Czech...</b> 62 photos	 <b>07052011 Denmark-Hungary</b> 73 photos	 <b>07052011 Germany-Poland</b> 68 photos	 <b>06052011 Germany-Hungary</b> 36 photos
 <b>06052011 Spain-Australia</b> 13 photos	 <b>060502011 Russia-Canada</b> 12 photos	 <b>06052011 Denmark-Poland</b> 12 photos	 <b>06052011 Finland-Czech...</b> 34 photos	 <b>06052011 Sweden-Switzerl and</b> 38 photos	 <b>06052011 Norway-Estonia</b> 13 photos

■ Youtube IFF Channel stats



iffchannel

Subscribe

Add as Friend | Block User | Send Message

## Profile

Channel Views: 71,387

Total Upload Views: 306,183

Age: 42

Joined: Dec 24, 2009

Latest Activity: 5 days ago

Subscribers: 584

Website: <http://www.floorball.org>

Floorball is a fast paced, dynamical and tactical team sport, which is played inside a rink with plastic sticks and balls.

The International Floorball Federation - IFF (founded 1986) is the head organisation of world Floorball, which is spreading rapidly around the globe and IFF has now got 53 national member association (December 2010) and is recognised by the IOC.

## Recent Activity

iffchannel uploaded a new video (5 days ago)



Switzerland player Marc Dysli in English 00.13.avi  
SNTD short clip SUI player Marc Dysli in English

iffchannel uploaded a new video (5 days ago)



SNTD clip SWE player Viktor Klintsten in English 00.09.avi  
SNTD short clip with Viktor Klintsten in English

iffchannel uploaded a new video (5 days ago)



Sweden player Mattias Samuelsson in English 00.11.avi  
SNTD short clip Mattias Samuelsson in English

iffchannel uploaded a new video (5 days ago)



SNTD Swe player Magnus Svensson in English 00.17.avi  
SNTD short clip Magnus Svensson in English

iffchannel uploaded a new video (6 days ago)



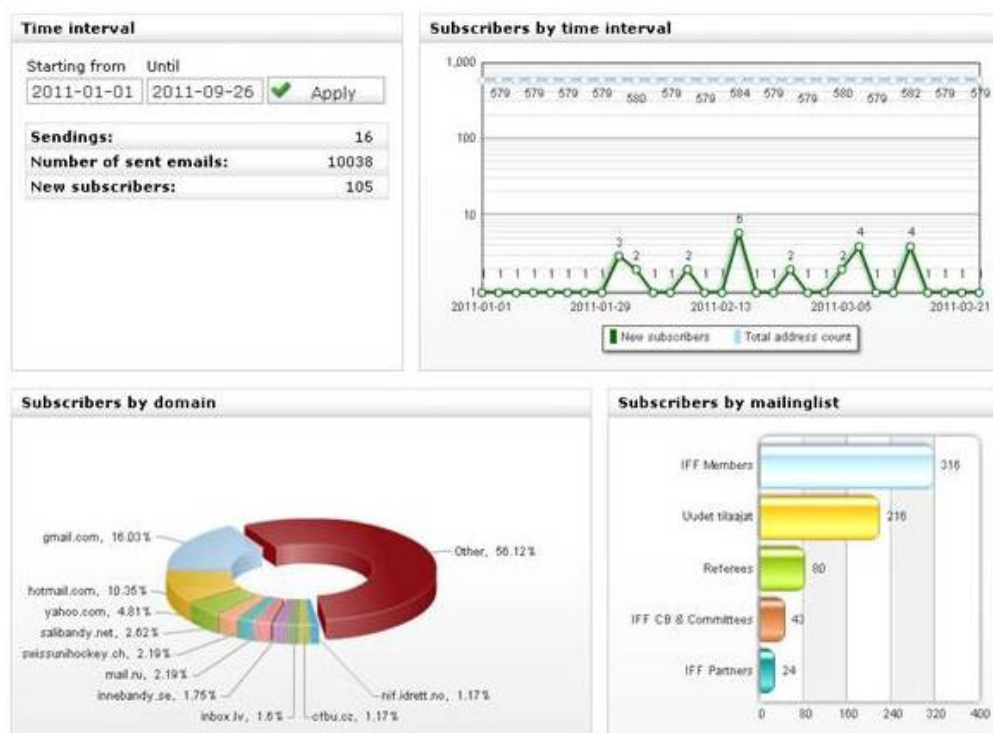
SNTD Latvian referee Mārtiņš Larinovs in English 00.11.avi  
SNTD short clip Latvian referee Mārtiņš Larinovs in English

- **Current E- Newsletter stats:**

686 followers at the moment and subscription possibility from the IFF front page [www.floorball.org](http://www.floorball.org).

16 sendings and 105 new followers since January 1<sup>st</sup> 2011

### Account Statistics



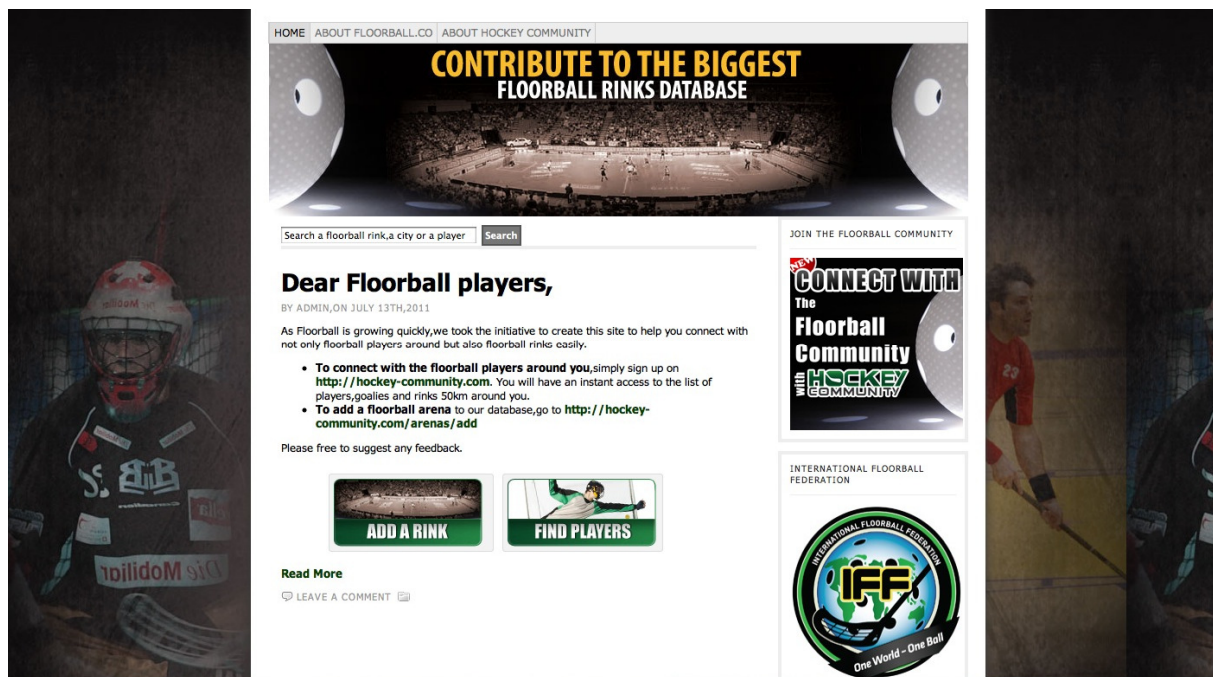
## Summary of Activities for 2011/2012

- Currently there is only one action item in progress and that is the 25th Anniversary This is Floorball Magazine. The draft version is to be ready by the end of October 2011. (Champions Cup stats etc. to be included). New elements include: IFF Brand Message, New sponsors, More player profiles and a new part including Future Floorball Stars from rising Floorball nations (young stars from JPN, CAN, AUS, SVK, POL, HUN), IFF Equal Opportunity Policy (Women + ParaFloorball)
- The ongoing maintenance of newsletters, facebook page, twitter account, Flickr Photo Group and the IFF Youtube Channel are all being managed and maintained at a high level of proficiency
- Google+ is in ongoing research mode, we are currently evaluating the IFF entry point of this new site

All future materials will include the IFF new brand image so that all Information Sections are in a cohesive look and feel.



## New Floorball.co community and mobile app concept



- Merita and Greg have been discussing and brainstorming around the areas of social media and mobile apps. Already in a functional state, is the Floorball.co global community platform that will enable IFF member nations to upload via their own member/users, a comprehensive directory of Floorball facilities in their regions. The "Add a Gym/Arena" functionality is complimented by a messaging board that fully integrates with users' twitter, facebook and google+ accounts. This could be a good system for floorball as well as it has been extremely useful to ice hockey, inline hockey, ball hockey and floorball players around the world, but is primarily active in Canada right now. The developers of Floorball.co have targeted Europe as their next expansion market. A recent viral campaign by the creators of this mobile Floorball Community has reached over 50,000 views in two weeks time.
- The developer of the Floorball Community app is Mr. Alex Toulemonde from The Hockey Community: <http://blog.alexetoul.fr/>
- Greg Beaudin made initial contact with The Hockey Community as a Board member of BC Floorball and Floorball Canada, but quickly recognized the broader potential of their work. Accordingly, Greg is currently donating the Web Domain Floorball.co and The Hockey Community has already donated several days of development work for future consideration of partnership rights and revenue sharing on any future revenues that may be driven by the site and mobile app Floorball.co
- The priority of this project is not monetary compensation at this time, but rather to build and prove out that the applications are both extremely functional and aesthetically pleasing for the user. Building on the most advanced programming methods that allow for seamless integration with the latest social media and mobile applications.
- The Floorball.co portal could be branded to each member Nation and language add-ons are a possibility, but for now this is an English language only project.
- By Having the Master App branded though the IFF, the user data would be owned and controlled by the IFF, which could become extremely valuable for communicating new programs, selling banner ads, or other unique revenue streams as a result of this global connectivity.

The Information Function is looking to get approval to commence a cost investigation on a true IFF branded Mobile App.

