



INTERNATIONAL FLOORBALL FEDERATION (IFF)

*Recognised by the IOC
Ordinary member of SportAccord*

IFF Information Function report December 2011

Appendix 26

The IFF has different channels and materials that aim to share information, communicate new business, and unify the global floorball community through branded 1. Print & DVD Media, 2. Web Media, 3. Social and Mobile Media. The following materials are made by different IFF committees and/or functions and distributed through the IFF information channels:

- IFF Materials**

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



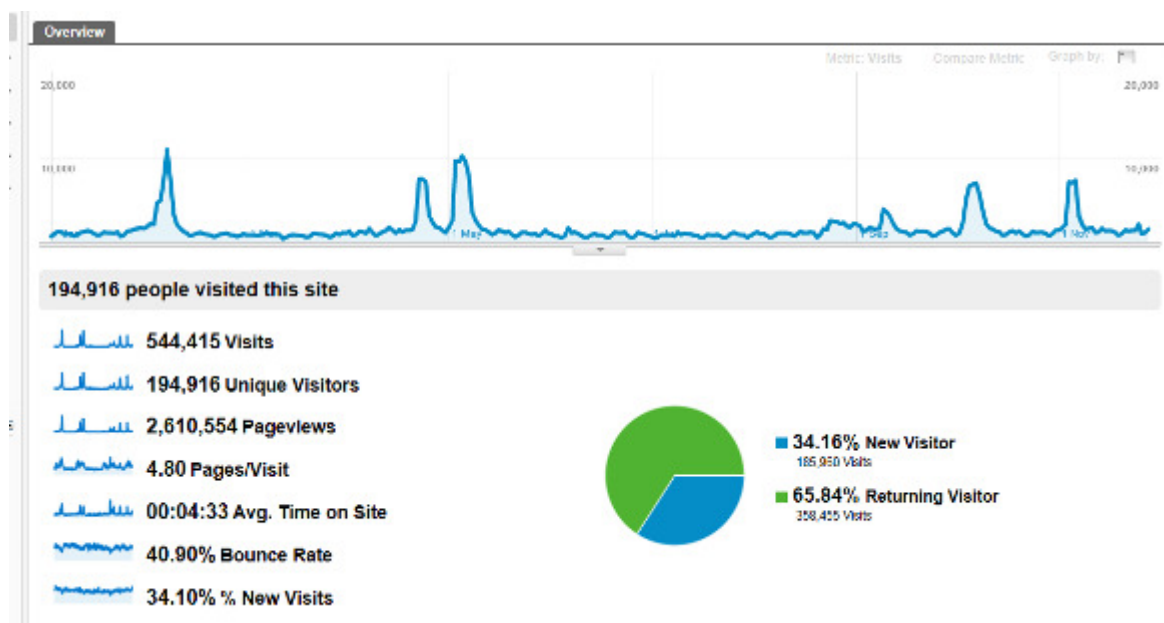
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- The new 25th Anniversary Edition of THIS IS FLOORBALL is ready and launched during WFC 2011 and will be published both as a print version and as a web magazine (issuu).
- A new Advanced Referee Material edited by IFF Referee Committee will be launched by the end of January.

- **IFF Website & stats:**

January 1st 2011 – November 28th 2011:



544,401 visits came from 167 countries/territories

Detail Level: Town/City | Country/Territory | Subcontinent/Region | Continent | Dimension: None

Site Usage		Goal Set 1		Views		
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
544,401	4.80	00:04:33	34.16%	40.90%		
% of Site Total: 100.00%	Site Avg: 4.80 (0.00%)	Site Avg: 00:04:33 (0.00%)	Site Avg: 34.10% (0.18%)	Site Avg: 40.90% (0.00%)		
Detail Level	Country/Territory	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	Czech Republic	64,092	4.43	00:05:22	34.75%	48.21%
2.	Switzerland	52,502	4.74	00:03:36	33.33%	37.84%
3.	Finland	50,840	4.95	00:05:37	41.89%	37.95%
4.	Sweden	45,922	4.22	00:04:13	42.19%	42.99%
5.	Germany	36,382	4.06	00:04:23	29.40%	40.08%
6.	Norway	25,818	4.26	00:03:30	33.09%	38.85%
7.	Poland	22,771	5.14	00:05:26	28.49%	43.93%
8.	Russia	21,708	5.55	00:04:52	22.48%	44.28%
9.	Slovakia	19,827	5.35	00:05:52	27.85%	40.15%
10.	Hungary	19,557	6.22	00:06:11	29.25%	35.15%

Address:
Alakiventie 2
FI-00920 Helsinki,
Finland

Phone:
+358 9 454 214 25
Fax:
+358 9 454 214 50

E-mail:
office@floorball.org
Web-site
www.floorball.org

Bank:
Credit Suisse, CH-8700 Küsnacht, Switzerland
Account No: 4835-559200-11. Swift: CRESCHZZ80A
IBAN: CH52 0483 5055 9200 1100 0

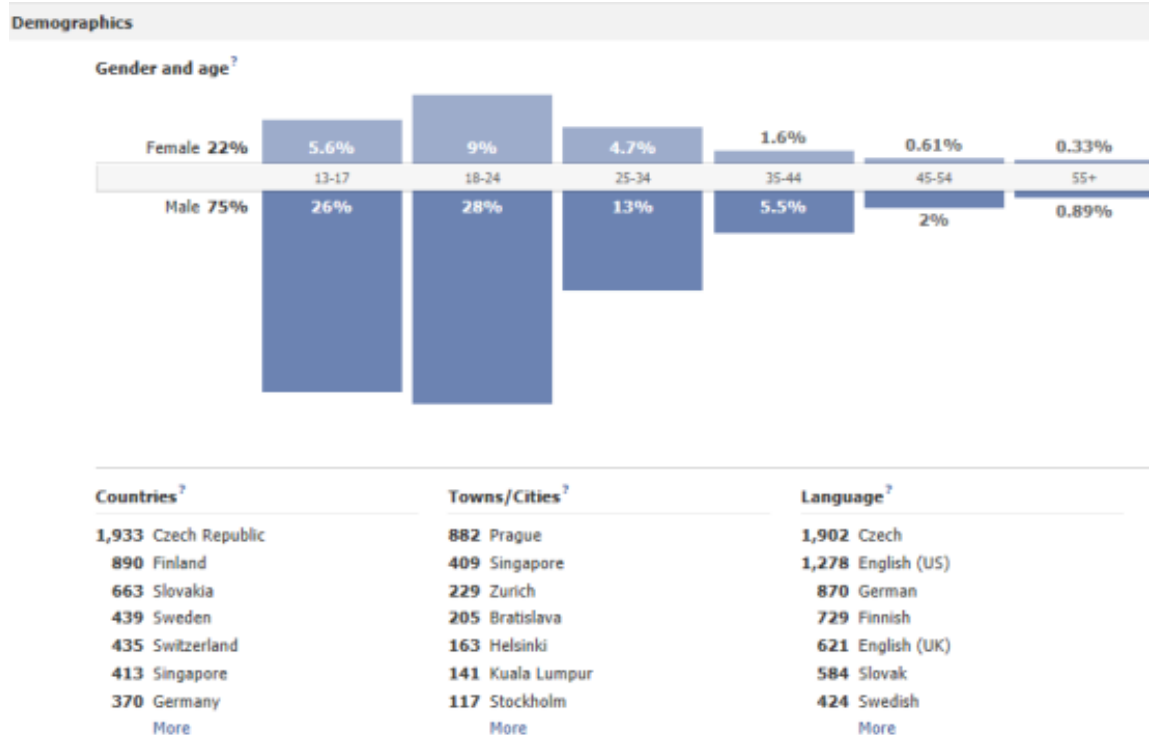


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- **Facebook Stats@ IFF.Floorball:**

Statistics by November 28th 2011: 8 174 likes



- **IFF Twitter Stats @IFF_Floorball:**

Statistics by November 28th 2011: 1 366 Tweets 109 Following 1 135 Followers

- **IFF Flickr Stats@iff_floorball**

Statistics by November 28th 2011: IFF Flickr contains 111 sets of Photos with over 5 894 images, generating hundreds of views per set.

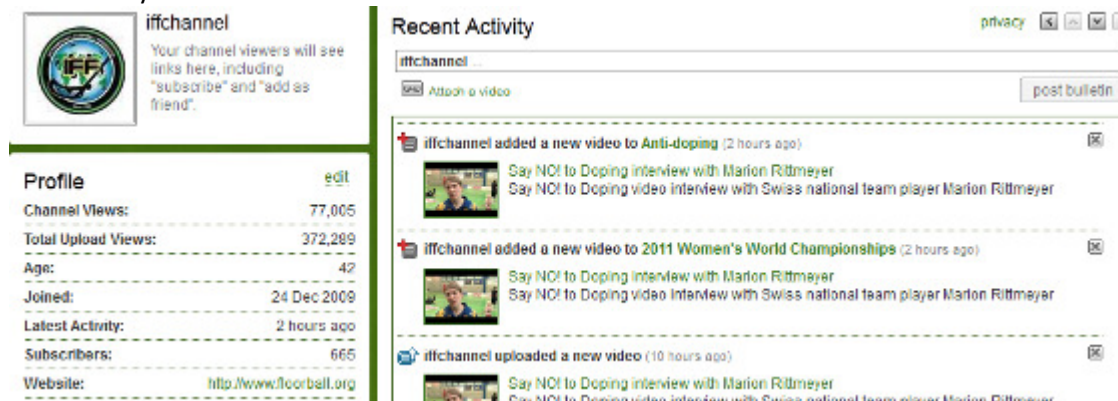


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- IFF Youtube Channel Stats@ iffchannel:

Statistics by November 28th 2011:

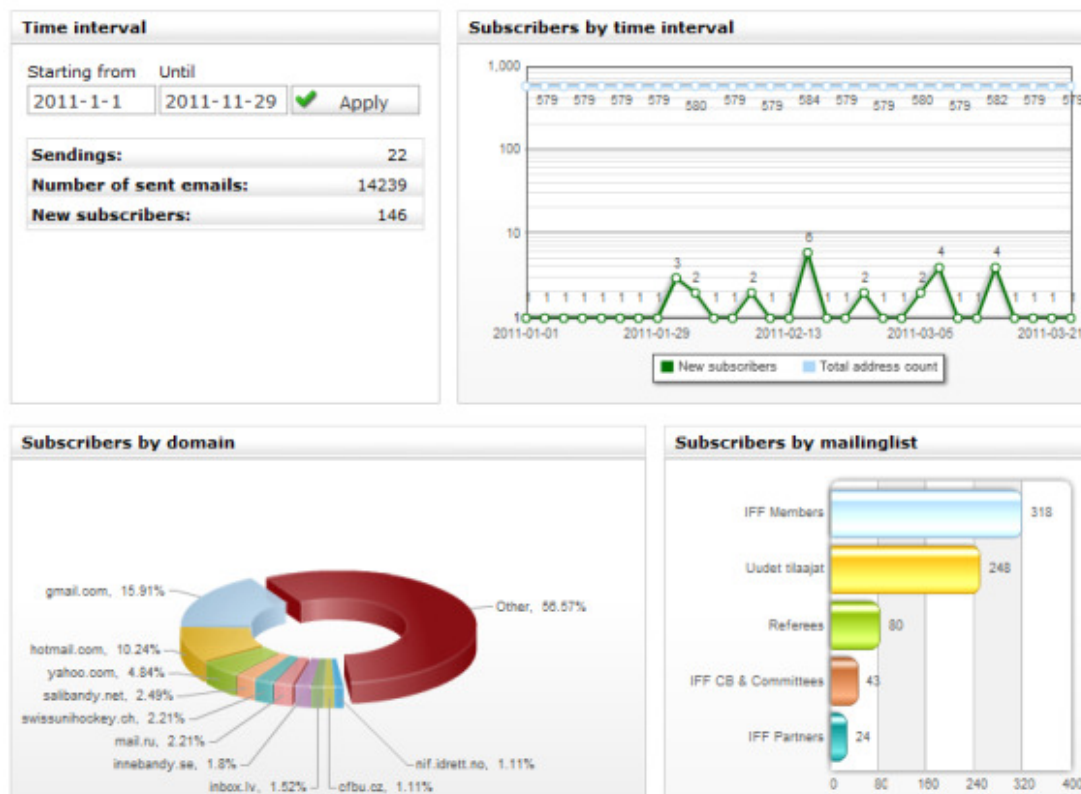


- E- Newsletter stats:

723 subscribers at the moment and subscription possibility from the IFF front page www.floorball.org.
22 sendings and 146 new followers since January 1st 2011:

Apsis Newsletter Pro

Account Statistics





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- **Other Information Function updates:**

- IFF has signed up for a platform, issuu, for e-magazines, journals, catalogs http://issuu.com/iff_floorball and the This is Floorball 25th anniversary edition is the first document published on issuu.
- Different Social Local Mobile solutions are looked into and developed further.
- Floorball.co global community platform development and discussions ongoing
- The goal is to have more common platform with the IFF event organizers in the future.