



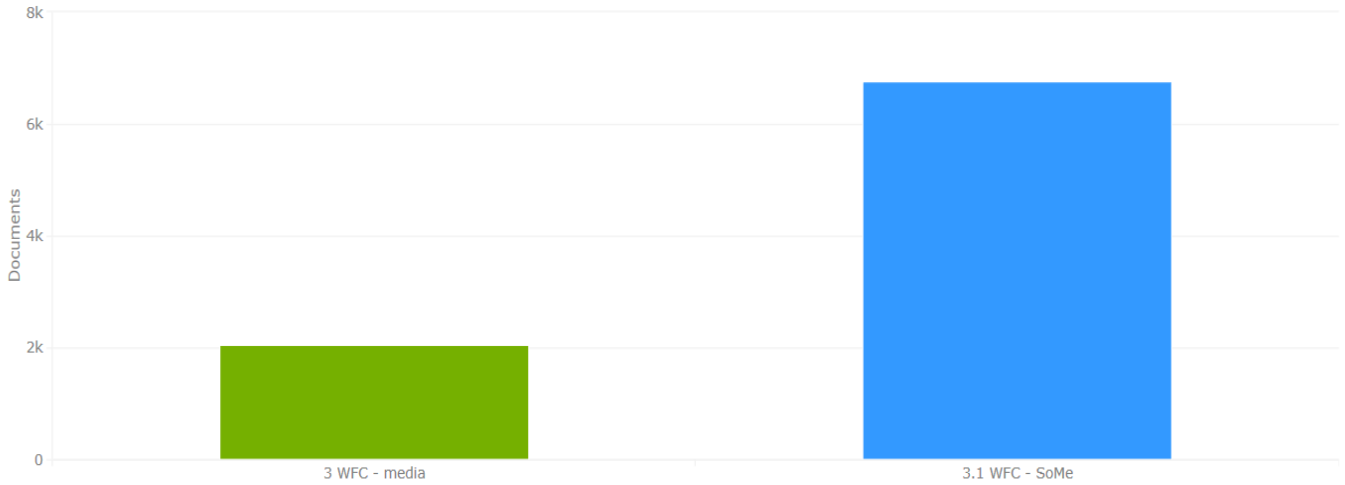
INTERNATIONAL FLOORBALL FEDERATION (IFF)

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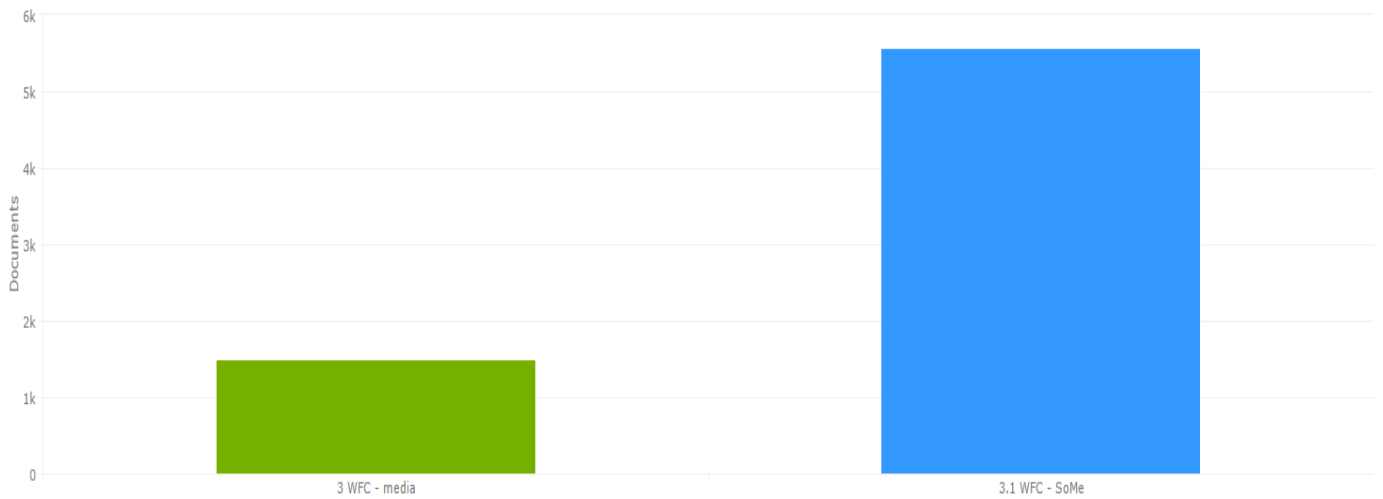
Appendix 32

WFC 2015 Media and Social Media report with Meltwater brand tracking tool

D... > 2... >
Media Exposure ▾
Apr 1, 2015 - Dec 31, 2015



Dashbo... > 2 WFC > Media Exposure ▾
Nov 1, 2015 - Dec 31, 2015





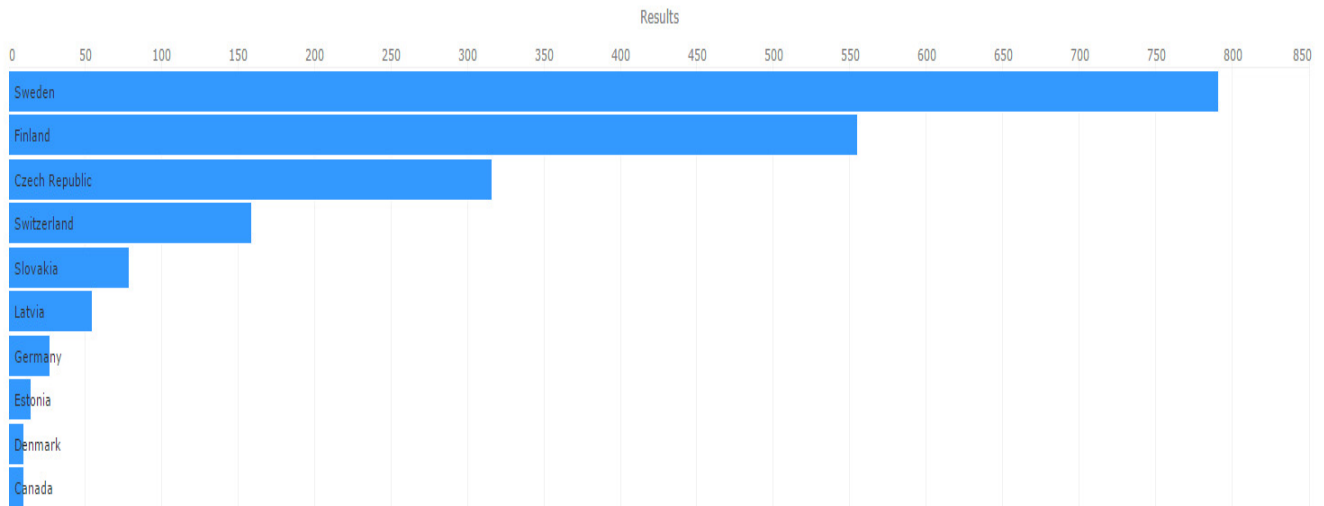
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Appendix 32

Dashb... > 2 WFC > Top Locations ▾

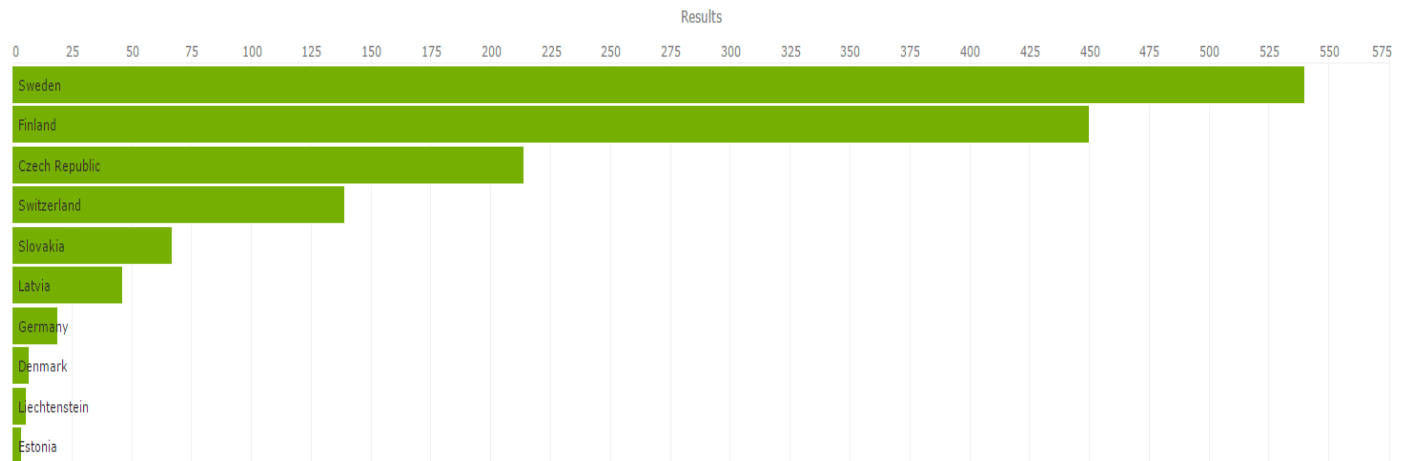
Apr 1, 2015 - Dec 31, 2015



% Bar Table

Dashb... > 2 WFC > Top Locations ▾

Nov 1, 2015 - Dec 31, 2015



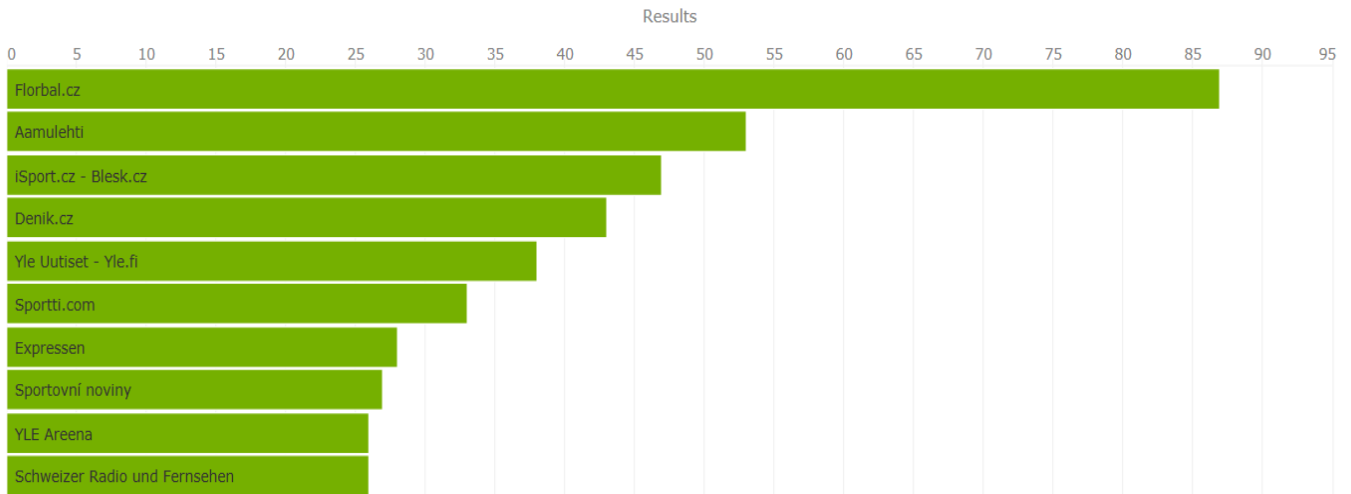


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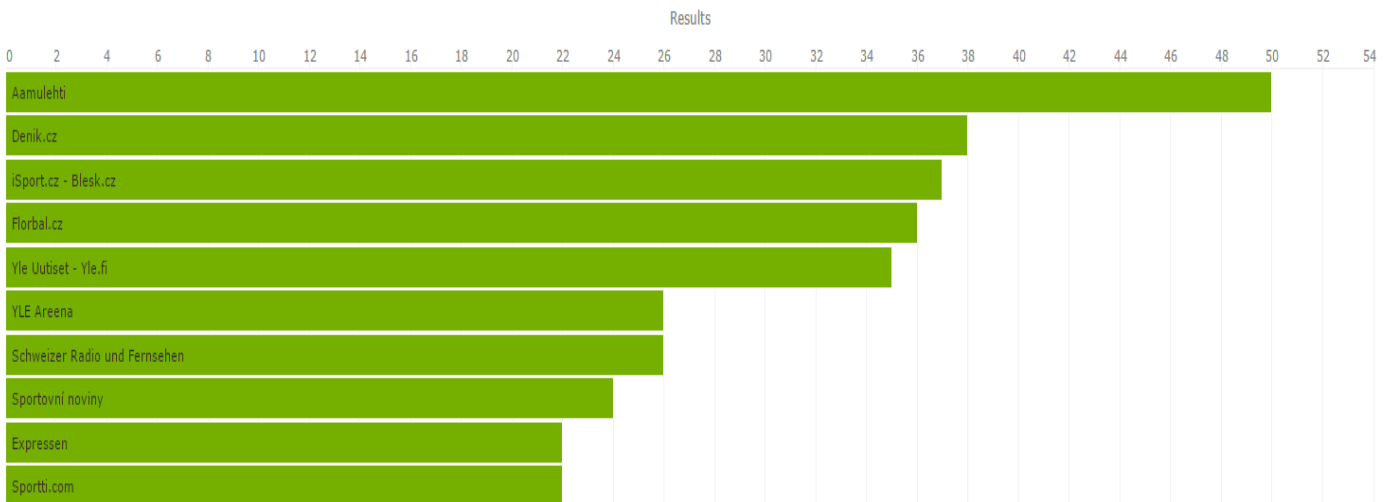
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Appendix 32

D... > 2... >
Top Publishers ▾
Apr 1, 2015 - Dec 31, 2015



Dashb... > 2WFC > Top Publishers ▾
Nov 1, 2015 - Dec 31, 2015



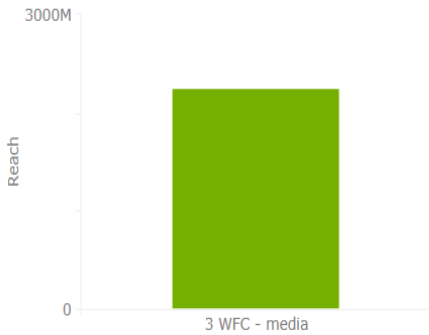


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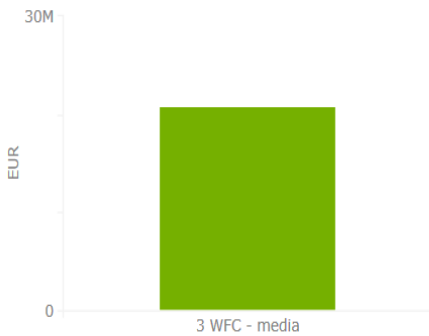
Potential reach in the media



Media Trending Themes



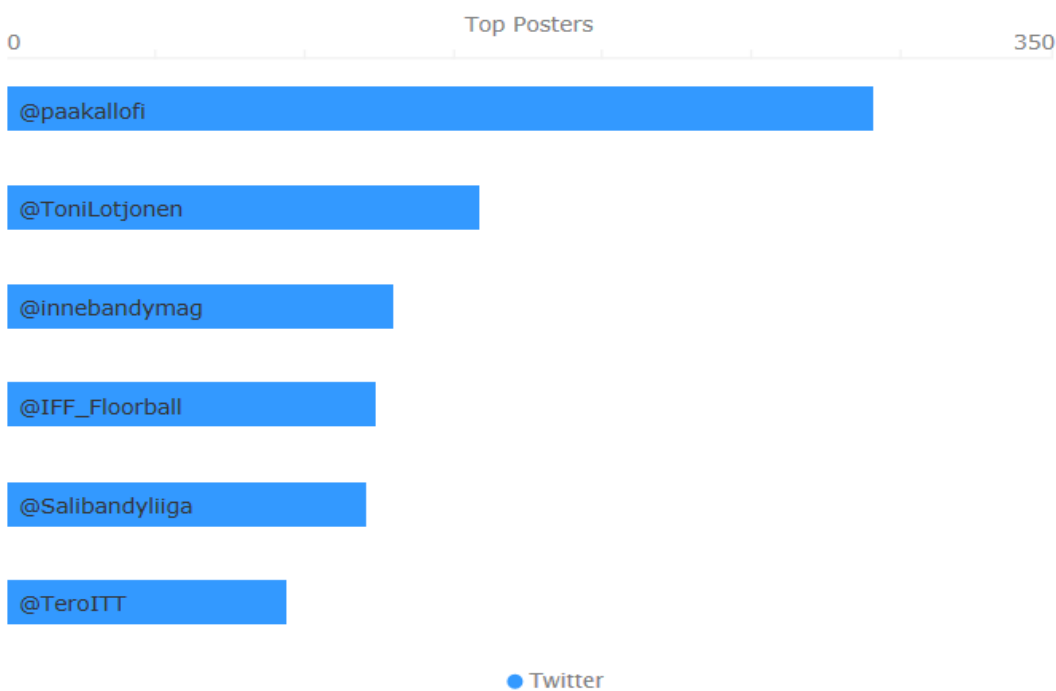
Ad Value media



Trending Themes SoMe



Top Posters (Beta)



- Based on period November 1st – Dec 31st 2015



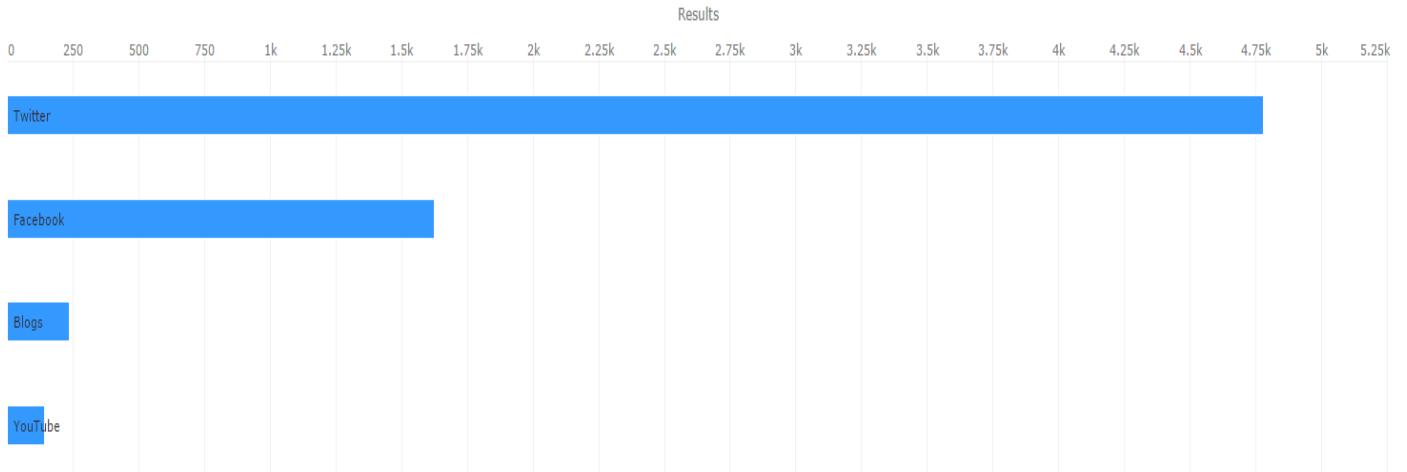
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Appendix 32

Dashboard > 2 WFC > Top Sources SoMe

Apr 1, 2015 - Dec 31, 2015



Media search:

((magicaltogether OR WFC2015^4 or "WFC 2015"^4 OR wfc2015^4 or "wfc 2015"^4 or wfcq2015^4 or "wfcq 2015"^4 or "WFCQ 2015"^4) NEAR/6 (floorball or unihockey or innebandy or sähly* or säbä* or unihokej* OR saliband* or "mistrovství světa ve florbal*" or florbol* or florbal* or florbalu* or saalihoki* or "플로어볼*" or "フロアボール*" or "Флорбол*")) OR

(floorball or unihockey or innebandy or sähly* or säbä* or unihokej* or saliband* or "mistrovství světa ve florbal*" or florbol* or florbal* or florbalu* or saalihoki* or "플로어볼*" or "フロアボール*" or "Флорбол*") near/3 ("world championship*" or weltmeisterschaf* or wereldkampioenschapp* OR maailmanmestaru* or världsmästerskap* or "mistrzostwa świata*" or "Mistrzostwa Świata*" or "pasaules čempionātā*" or "세계선수권대회*" or "世界選手権大会*" or "чемпионат мира" or WC or WFC or VM or MM or WM or WK) or (florbal* AND (MS OR "mistrovství světa*" OR WFC))) NOT (fisher* food* OR futbol* OR UAE* OR FFO OR WC NEAR paperi*)

Social Media search:

((magicaltogether OR "WFC 2015" or wfc2015 or "wfc 2015" or wfcq2015 or "wfcq 2015" or "WFCQ 2015") NEAR/6 (floorball or unihockey or innebandy or sähly* or säbä* or unihokej* OR saliband* or "mistrovství světa ve florbal*" or florbol* or florbal* or florbalu* or saalihoki* or "플로어볼*" or "フロアボール*" or "Флорбол*")) OR (floorball or unihockey or innebandy or sähly* or säbä* or unihokej* OR saliband* or "mistrovství světa ve florbal*" or florbol* or florbal* or florbalu* or saalihoki* or "플로어볼*" or "フロアボール*" or "Флорбол*") near/6 ("world championship*" or weltmeisterschaf* or wereldkampioenschapp* or maailmanmestaru* or världsmästerskap* or "mistrzostwa świata" or "pasaules čempionātā*" or "세계선수권대회*" or "世界選手権大会*" or "чемпионат мира" or WC or WFC or VM or MM or WM or WK) or (florbal* AND (MS OR "mistrovství světa*" OR WFC))) NOT (fisher* or food* or futbol* or UAE* or JusticeForFlint* or "mental illness" or "WmnFreedomConf" or "MDR INFO" or "worldfoodchamp")