

## WFC 2019 Qualifications Digital Media report

Sources: Meltwater, Sprout social & Google analytics

### IFF website floorball.sport

(international weekend also played 1-3.2.2019)

Period: 22.1. - 13.2.2019

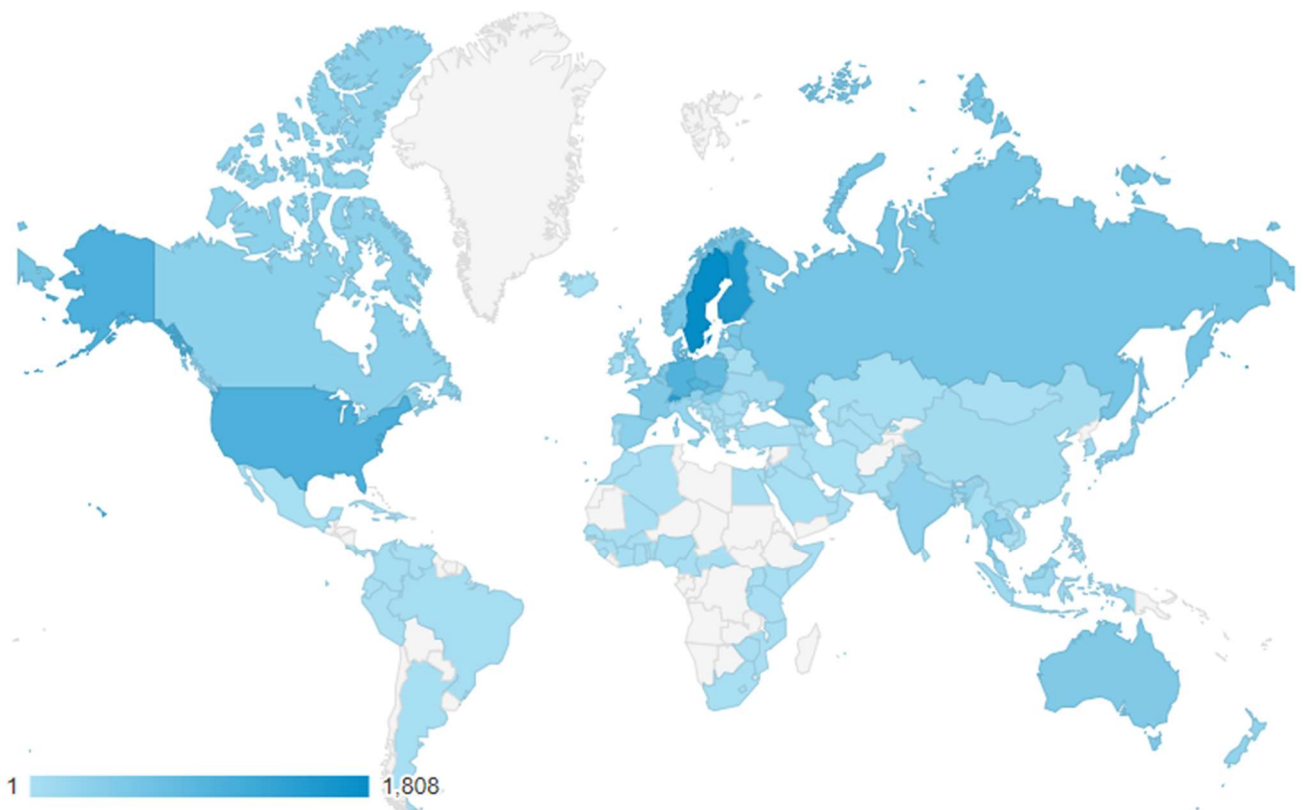
Users: 19 030

Sessions: 34 406

Page views: 99 840

Pages/sessions: 2,90

Countries: 136



Country	Users	% Users
1. 🇸🇪 Sweden	1,808	9.35%
2. 🇫🇮 Finland	1,555	8.04%
3. 🇨🇭 Switzerland	1,459	7.55%
4. 🇺🇸 United States	1,005	5.20%
5. 🇩🇪 Germany	977	5.05%
6. 🇨🇪 Czechia	949	4.91%
7. 🇸🇬 Singapore	797	4.12%
8. 🇵🇱 Poland	769	3.98%
9. 🇸🇰 Slovakia	746	3.86%
10. 🇩🇰 Denmark	651	3.37%

**IFF old website floorball.org (all WFCQ 2019 event pages on floorball.org)**  
(international weekend also played 1-3.2.2019)

Period: 22.1. - 13.2.2019

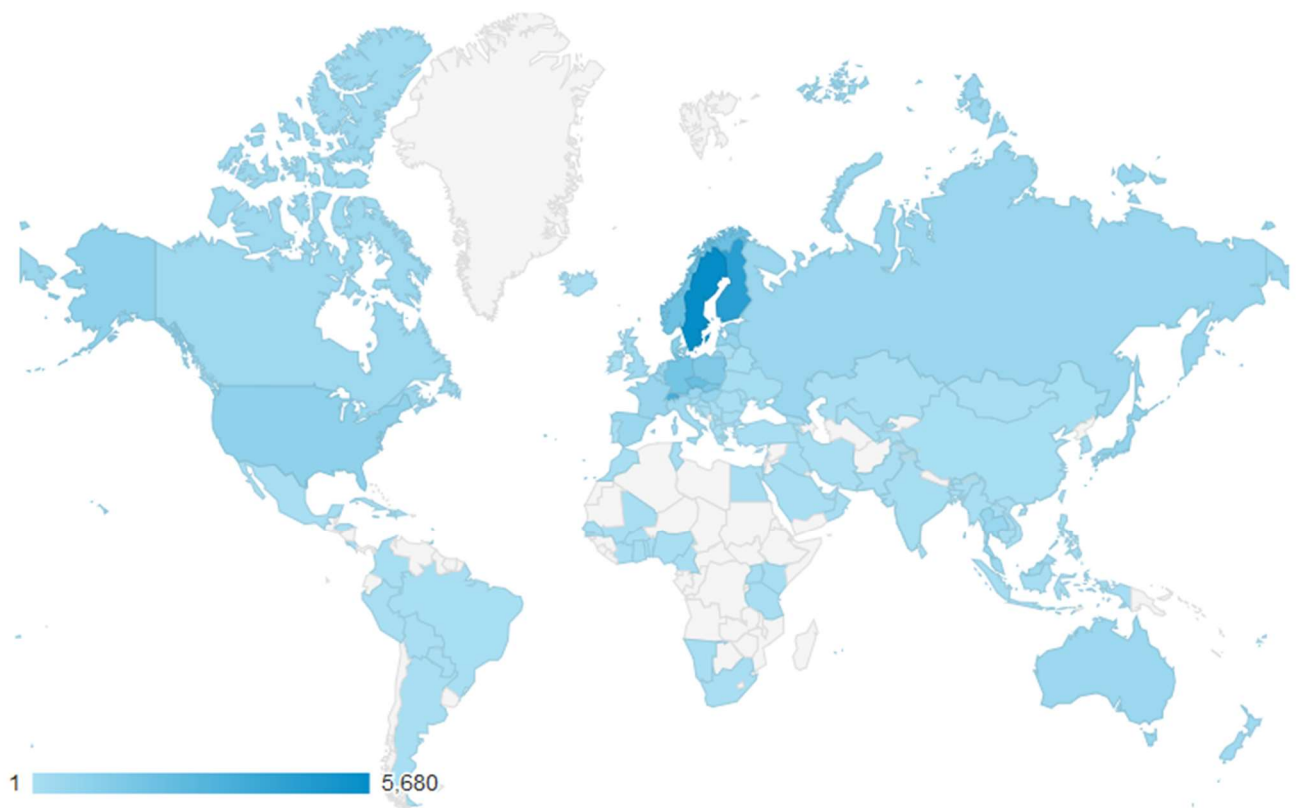
Users: 35 060











Sessions: 70 498

Page views: 340 058

Pages/sessions: 4,82

Countries: 126



Country	Users	% Users
1.  Sweden	5,680	15.80%
2.  Finland	4,412	12.27%
3.  Switzerland	3,385	9.41%
4.  Czechia	2,219	6.17%
5.  Norway	2,095	5.83%
6.  Germany	1,808	5.03%
7.  Slovakia	1,551	4.31%
8.  Poland	1,449	4.03%
9.  Singapore	1,150	3.20%
10.  Estonia	1,050	2.92%

## WFCQ 2019 Mobile App

Total downloads as of 13.2.2019: 58 260 (+ 700 new donwloads since the CC 2019). A total of 1085 persons took part in the UNIHOC guess the results competition.

iOS total downloads: 28 600

Top 5 countries:

1. SWE: 6.110
2. SUI: 5.100
3. CZE: 2.040
4. FIN: 2.000
5. GER: 1.210

Android total downloads: 29 660 (Android does not show stats by country)

Mobile App user numbers

Period (during): 22.1. - 13.2.2019

Users: 6 461

Sessions: 79 552

Screen views: 617 468

Screens/session: 7.76

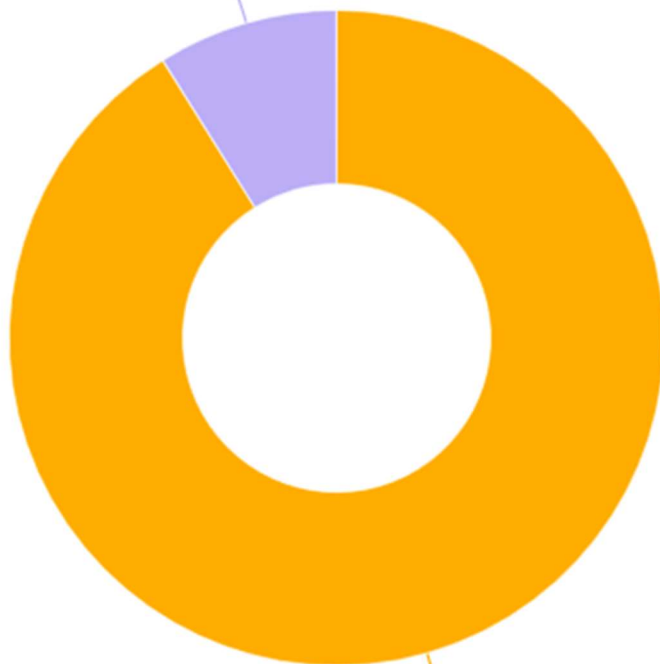
Countries: 71

Top 10 countries on using the Mobile App 22.1. - 13.2.2019:

Country	Users	% Users
1.  Switzerland	945	13.17%
2.  Sweden	776	10.81%
3.  Germany	621	8.65%
4.  Czechia	589	8.21%
5.  Slovakia	422	5.88%
6.  Finland	373	5.20%
7.  Poland	323	4.50%
8.  Singapore	281	3.91%
9.  Japan	232	3.23%
10.  Denmark	227	3.16%

## WFCQ 2019 Digital & Social media

4 WFC 2019 - media: 200



3.4. WFC 2019 | some: 2.05k

## Potential reach in the media

82.8M



■ 4 WFC 2019 - media

Jan 7, 2019 - Feb 13, 2019

The Potential Reach widget provides insight into the number of potential viewers that have been exposed to a set of media coverage.

## Ad Value media

765k

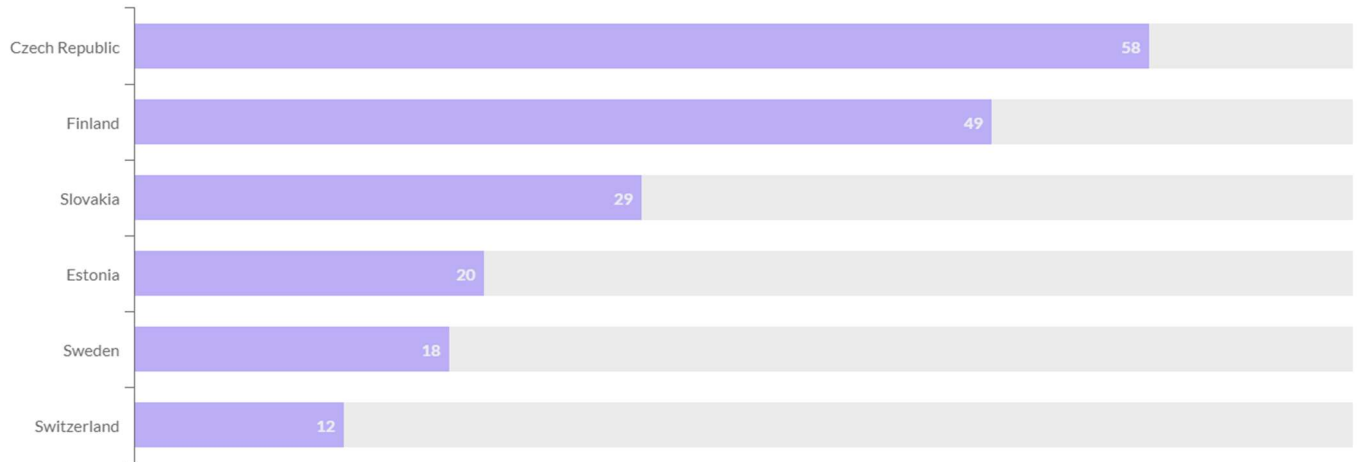


■ 4 WFC 2019 - media

Jan 7, 2019 - Feb 13, 2019

The Advertising Value Equivalency (AVE) widget places a monetary value on media coverage.

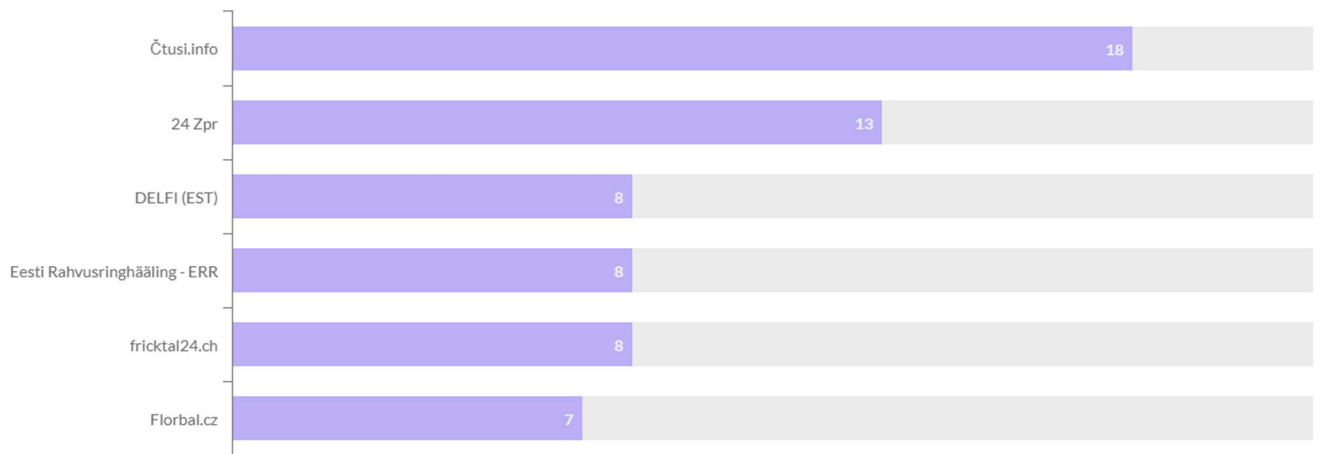
## Top Locations Media



Jan 7, 2019 - Feb 13, 2019

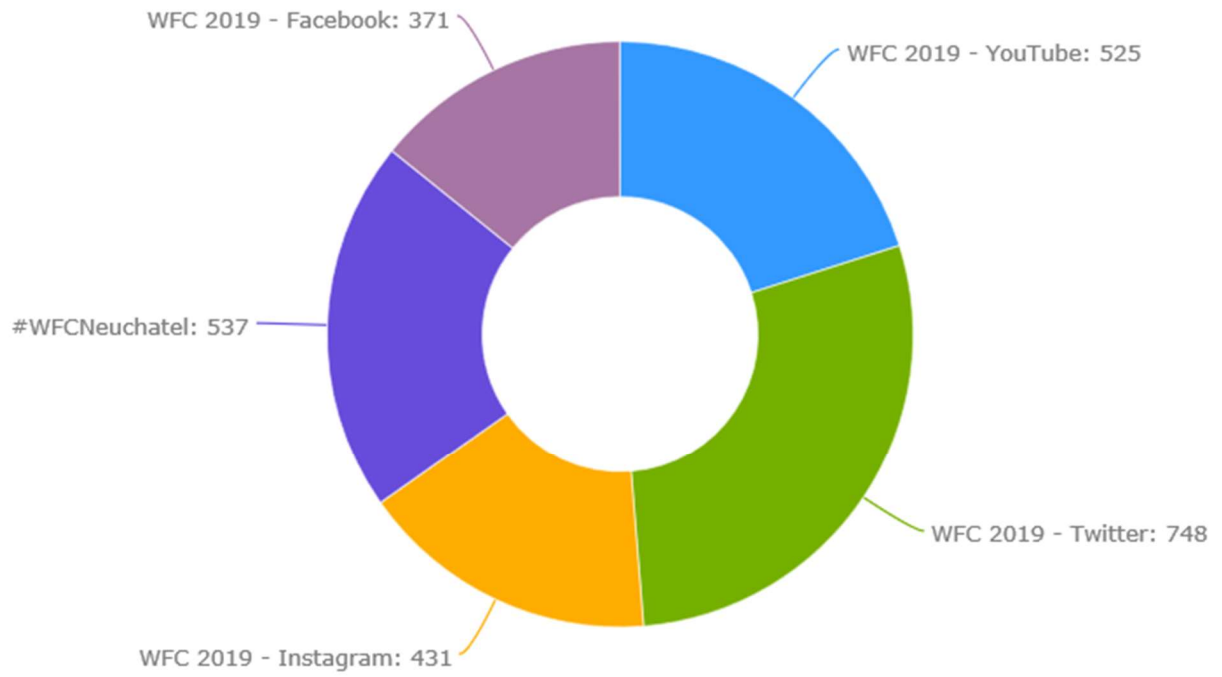
The Top Locations widget provides insight into how coverage is broken down by country.

## Top Sources Media

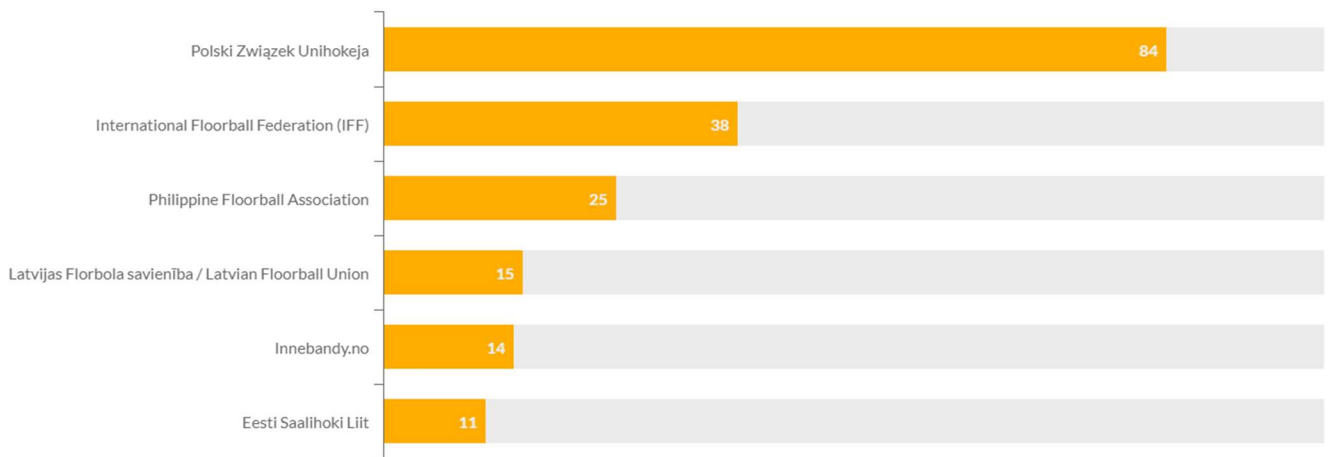


Jan 7, 2019 - Feb 13, 2019

The Top Sources widget provides insight into how coverage is broken down by media outlet.



### Top Posters Facebook



Jan 7, 2019 - Feb 13, 2019

The Top Posters widget provides insight into how coverage is broken down by posters.

Trending themes on social media:

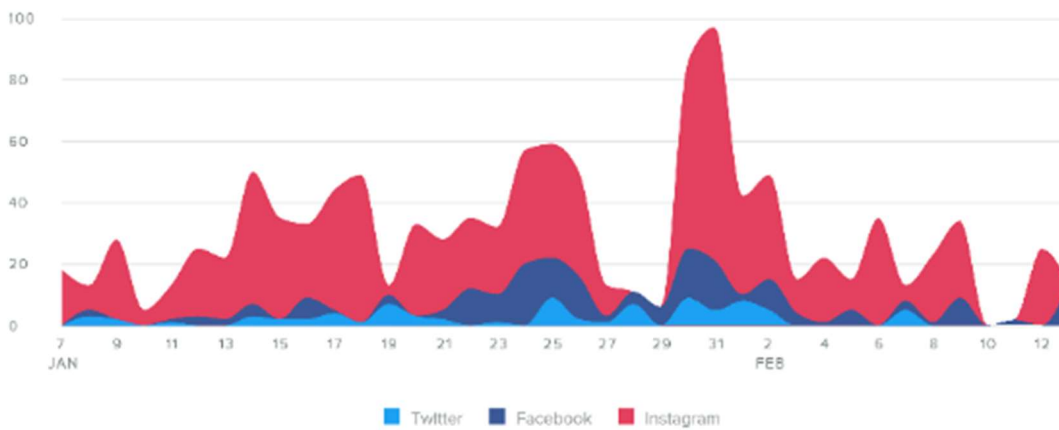
com/Floorball Floorball | EUROPE  
 World Championship Women media  
 ease and access Qualification #WFCQ2019  
 Livematch Live Stream Poland match Qualification 2019  
 ]] | Floorball LIVE STREAMING Floorball Game Watch

**Group Stats from Sprout Social (7th January – 13th February 2019)**



**Group Audience Growth**

AUDIENCE GROWTH, BY DAY





Audience Growth Metrics	Totals	Total Followers % Change
<b>Total Followers</b>	<b>148,995</b>	<b>▲0.5%</b>
New Twitter Followers	43	▲0.3%
New Facebook Fans	177	▲0.2%
New Instagram Followers	495	▲0.6%
Total Followers Gained	715	▲0.5%



Total followers increased by  
**▲0.5%**  
 since previous date range



## Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 IFF Floorball (Business Page) @iff_floorball	62,692	1.9%	114	6,318,297	55,423.7	220,806	1,936.9	–
 WFC Neuchâtel 2019 @iffwfc	13,959	-4.59%	9	122,279	13,586.6	6,678	742	–

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 International Federation of Floorball (Business Page)	41,818	0.33%	133	907,135	6,820.6	7,990	60.1	5,595
 World Floorball Championships (Business Page)	15,196	0%	16	119,885	7,492.8	764	47.8	156

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 IFF @IFF_Floorball	13,380	0.26%	208	328,032	1,577.1	7,258	34.9	887
 IFF WFC @iffwfc	1,950	0.41%	7	30,373	4,339	403	57.6	11

## WFCQ 2019 on YouTube

Combined statistics for both IFF Floorball Channels  
(WFCQ AMER not included in the statistics)

Statistics period: 22<sup>nd</sup> January – 13<sup>th</sup> February

Watch time (minutes): 2 955 372

Views: 306 005

New subscribers: 1882

Likes: 2 059

Comments: 10 809

Shares: 2 731

### **Boolean query SOME (Meltwater tracking tool):**

((WFCNeuchatel OR "WFC 2019" or wfc2019 or "wfc 2019" or wfcq2019 or "wfcq 2019" or "WFCQ 2019" OR "worldchampionship" OR "vm" OR "vmguld" OR #IFFWFC2019 OR #WFCNeuchatel or #wfcneuchatel or #IFFWFC2019 or #iffwfc2019

"WM" OR "Weltmeisterschaft") 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 futbal\* or UAE\* or JusticeForFlint\* or "mental illness" or "WmnFreedomConf" or "MDR INFO" or "worldfoodchamp" or 2018 OR Prague or Prag or Praha)

### **Boolean query MEDIA (Meltwater tracking tool):**

((WFCNeuchatel OR "WFC 2019" or wfc2019 or "wfc 2019" or wfcq2019 or "wfcq 2019" or "WFCQ 2019" OR "worldchampionship" OR "vm" OR "vmguld" OR IFFWFC2019 or

"WM" OR "Weltmeisterschaft") NEAR/5 (Neuchatel\* OR Neuchâtel\*) 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 futbal\* or UAE\* or JusticeForFlint\* or "mental illness" or "WmnFreedomConf" or "MDR INFO" or "worldfoodchamp")

NOT

(title:stock\* OR fisher\* or food\* or futbal\* or UAE\* or JusticeForFlint\* or "mental illness" or "WmnFreedomConf" or "MDR INFO" or "worldfoodchamp" OR title:short\* OR title:market\* OR title:forecast\* OR title:earning\* OR title:taxes OR title:forecast\* OR title:report\* OR title:revnue\* OR title:analysi\* OR "wells far\*" OR tax\* OR 2018 OR 2020 OR miesten or Miesten OR Prague OR Praha\* OR Prag or Finnkampen)