



International Inline Skater Hockey Federation

Interim Report: Communication Results 2021 / 2022

21st September 2022

Conclusions

The IISHF saw several positive changes affecting its communications since summer 2021. As a result of technological and human resource improvements as well as a emerging cooperation with hosts on communications around IISHF Title Events, key parameters such as **Views**, unique **Users** and **Interactions** increased notably, in parts they skyrocket in 2022.

Title Events play a crucial role not only to the host, the participating teams and officials but also to the promotion of the sport in general as they allow for the production of #skaterhockey materials and their dissemination far beyond the attendees of the event. Record-breaking **78,082 website views** and **4,564** unique **website users** during the Men EC 2022 in Rossemaison as well as more than **12,486** online **interactions** during the U19 EC 2022 are proof thereof.

Live communication in various formats is key to yield online interest. Preparing communication materials prior to a Title Event and harmonizing content with Hosts and teams is an important pre-condition. In addition to harmonized materials, processes with Hosts and the IISHF Tournament Office before, during and after a TE need to be standardized and funded by IISHF to ensure quantity, quality, and timeliness of information provision.

Significance in social media is achieved through the release of timely photographic and video content complementary to general information. IISHF needs to obtain live access to photographer(s) and broadcaster(s)' works at an event to achieve this goal. In addition, 2022 showed that few NMAs and clubs have sufficient communication capacities. That makes IISHF an important creator and distributor of information, which the NMAs, clubs/teams can then easily share with their fanbase.

With regards to video content IISHF the current set-up with live streams being provided by the Hosts often results in limited quality (phone camera being used, poor internet connection), inadequate commenting and limited distribution as the streams often get blocked online or are available just in Facebook due to copyright infringements. These infringements occur when music played at the rink for local spectators finds its way into the live stream for the online audience via the microphones of the broadcasting cameras. Lastly, other than in 2017 in Ternitz and 2021 in Kyiv hosts do not order the production of video clips or reels. Their communication, however, provides highest attention. Economically speaking live streams are mainly a cost to the Host, whereas for participating teams they represent an opportunity to obtain funding, particularly when the streams are distributed via known and accessible channels such as the IISHF website.

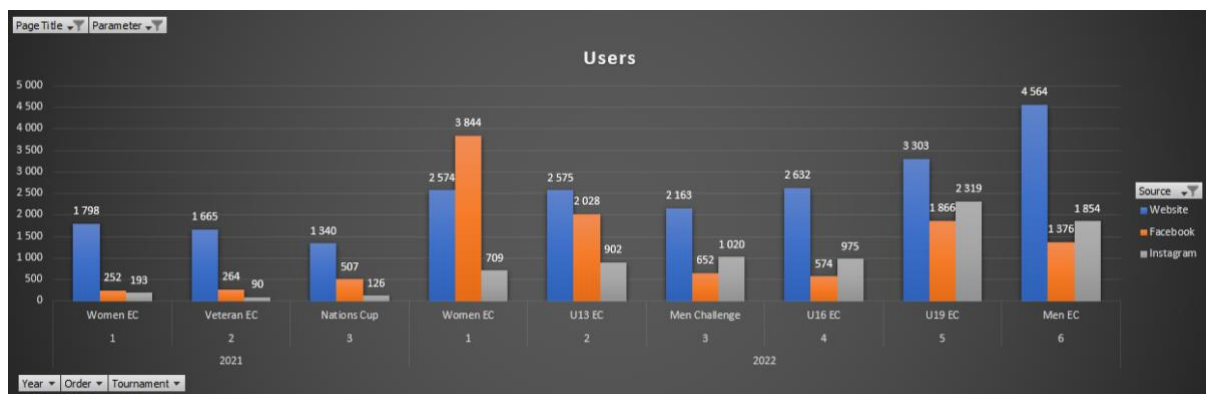
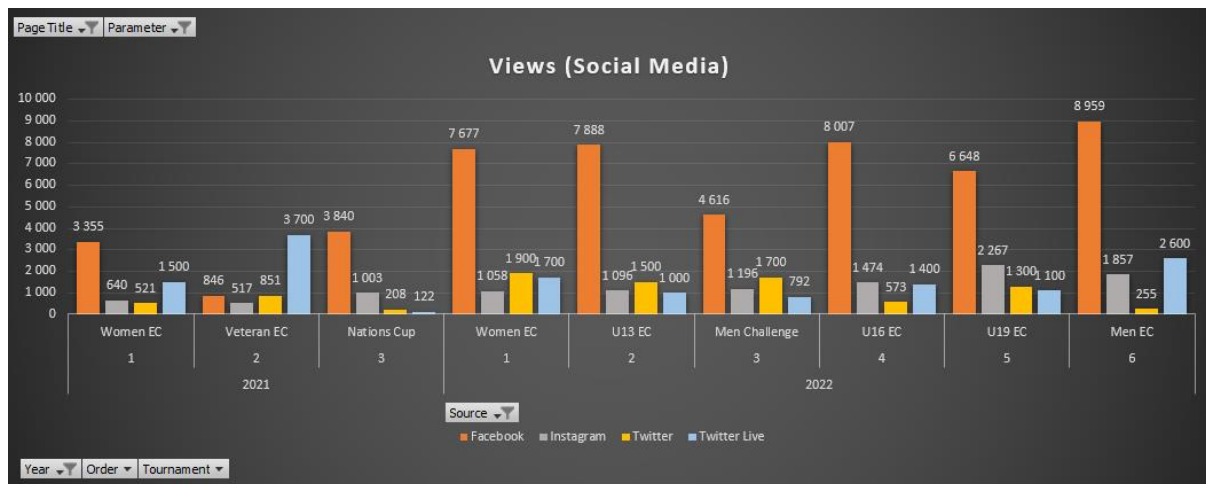
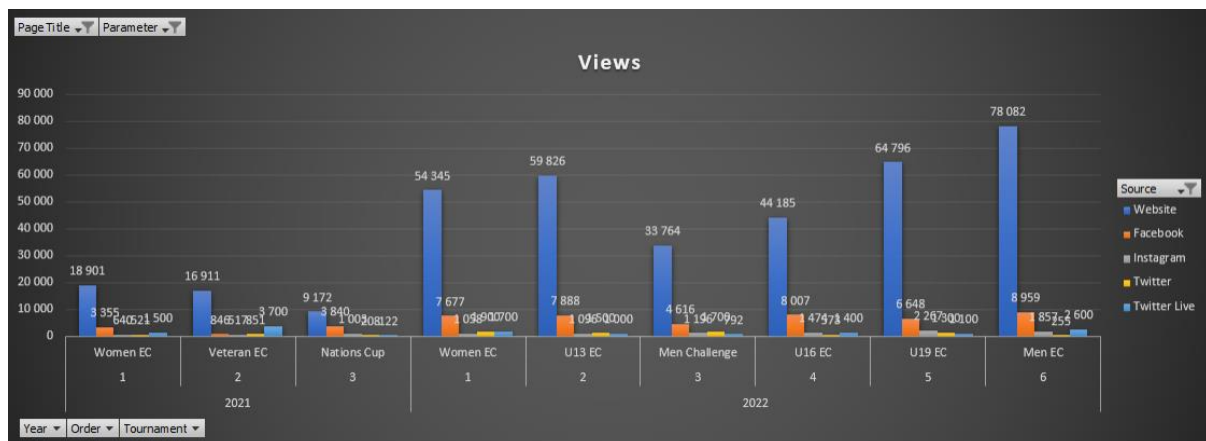
Depicting a live stream on the IISHF website allows viewers not to concern themselves where they need to look for it. Technically, it allows the stream to be viewed on all gadgets, including Smart TVs. IISHF thereby enables its NMAs and clubs/teams to reach new audiences and develop the sport.

This interim report was created to facilitate clubs in their efforts to attract external funding to host Title Events or to participate therein. It shall encourage all 2023 hosts and NMAs to closely cooperate with the IISHF Communications Department in their own interest as presented in this report.

Results

IISHF communication results are measured using the parameters **views**, unique **users**, and **interactions** (only social media) as provided by the either google analytics or the channel providers.

Annual	2021			2022			Annualized Growth	
Channel	Months	Views	Users	Months	Views	Users	Views Δ %	Users Δ %
Website	5	65 129	6 935	8	416 099	21 823	299,30%	96,67%
Facebook	12	12 682	2 681	8	34 241	11 262	305,00%	530,10%
Instagram	12	2 132	1 304	8	4 694	9 320	230,25%	972,09%
Twitter	12	11 180	1 608	8	10 047	3 120	34,80%	191,04%
Twitter Live	12	7 021	774	8	10 611	4 270	126,70%	727,52%



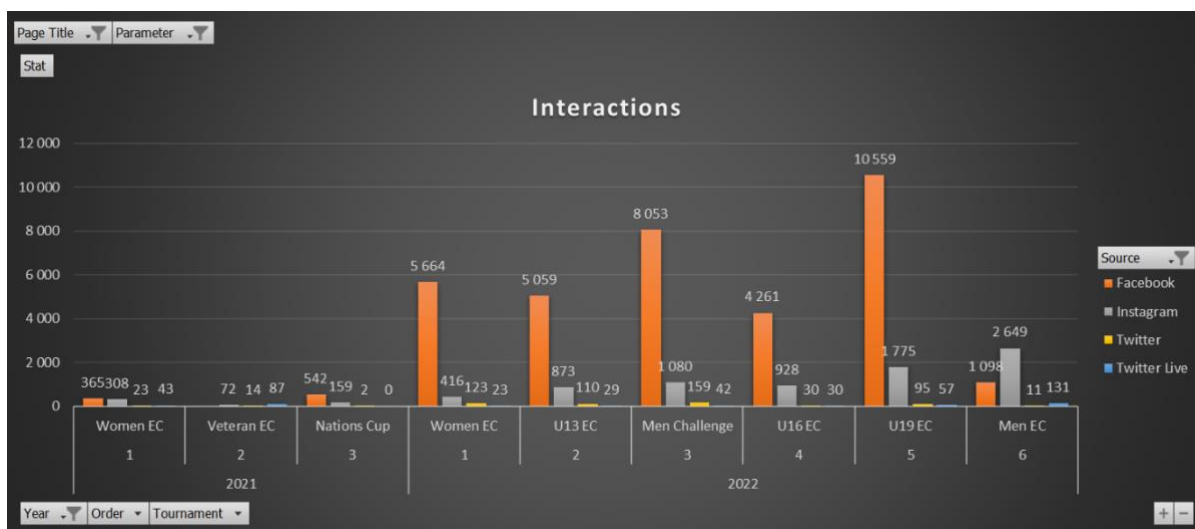
As evident from the table and the graph the new **IISHF website** dominates all other IISHF media channels in terms of **views**¹ and unique **users**². That reflects also a strategic choice made by the IISHF Communication Department to direct all users to the IISHF website which provides the IISHF with the best opportunity to display content in a structured manner to be readily amended by IISHF itself.

Additionally, the **views** and **users** engaged on the IISHF website increased notably from 2021 to 2022, meaning that both parameters as measured for the 2022 events supersede the 2021 events significantly. In 2021 the Women EC held the overall record for **18,901 website views** and **1,798 users** during a Title Event. In 2022 the Women EC yielded **54,345 website views** (plus 287%) and 2,574 users (plus 43%). The Men EC 2022³ provided new historical record numbers with **78,082 website views** and **4,564 unique users**. As such, the record for website **users** per Title Event grew from **1,798 in 2021 to 4,564 in 2022** by 154 %.

Facebook is the social media channel with the most views, followed by Twitter_Live⁴ and Instagram. The Women EC 2022 holds the historical record for unique **Facebook users** with **3,844**. The historical record for unique **Instagram users** was achieved during the U19 EC 2022 with **2,319** users.

In a unique case during the Women EC 2022 notably more persons informed themselves via the IISHF Facebook page than the IISHF website. The Nations Cup conducted in Ukraine in 2021 yielded most **Facebook users** among three tournaments in 2021 despite participation of only 4 teams and a total of 8 games played. One reason is that Facebook incorporates automatic translation for any posts.

In difference to the IISHF website, the IISHF **social media channels** allow for a monitoring of **Interactions**, which in turn provide information on the level of activity and responsiveness of the users to IISHF content. Interactions are aggregated statistics related to „link clicks”, „likes”, „reposts/shares”, „comments” and „sticker taps”.

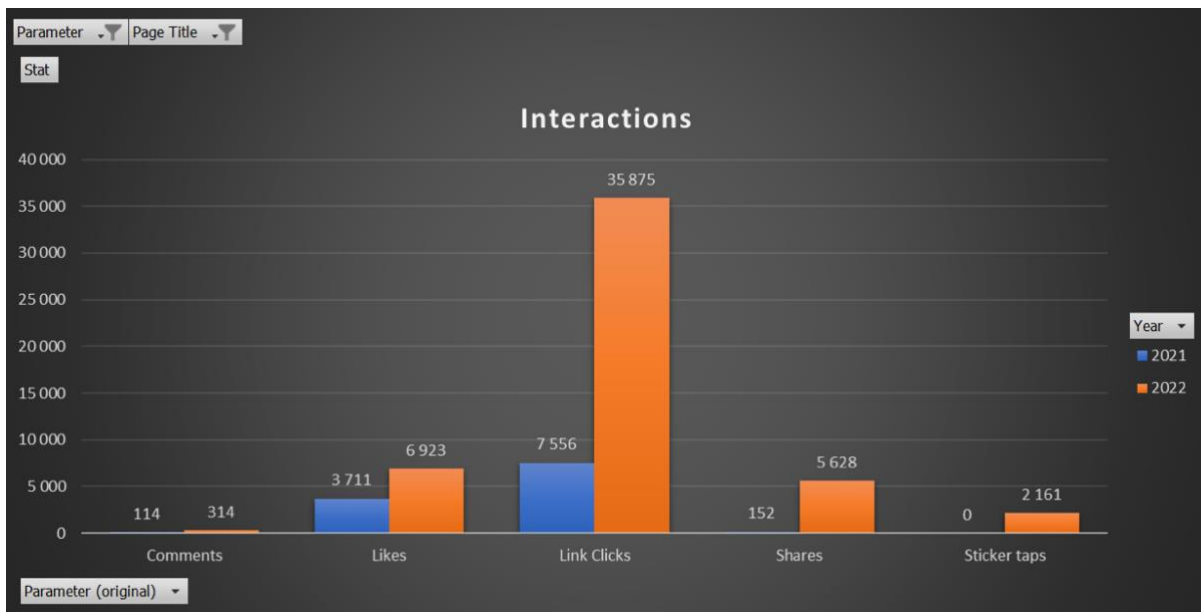


¹ **Views** are a crucial parameter to verify how much exposure IISHF content generated via its channels.

² Unique **Users** are a second crucial parameter to depict how many persons had exposure to content on the IISHF channels. IISHF does not have access to the SE Team App and its usage statistics and does not report on YouTube due to a lack of its utilization. Twitter does not provide a statistic on the number of users that have viewed a particular tweet.

³ However, the Men EC 2022 was the longest event (3 days) with the most teams (12) and a good livestream in the reporting period.

⁴ The new IISHF tournament management tool from SportsEngine automatically sends out final game results including a link to the online game protocol to Twitter_Live. A total of 30 to 50 tweets are communicated in this channel during a Title Event, mainly depending on the number of games played.



The interactions increased over all channels and all parameters tremendously from 2021 to 2022. The main reasons behind their strong growth are the ongoing alignment of communication efforts between Host and IISHF with basically only one website for any title event, the availability of automated live tournament data and the increased communication via all IISHF channels.

As a negative example, related to the Veterans EC 2021 in Rossemaison IISHF created only one post in Facebook. In 2022 more than 30 stories and posts are published in Facebook per Title Event.

In 2021 IISHF had no **sticker tap** as it had not used “stories” in Facebook and Instagram. In 2022 so far 2,161 IISHF stories were taped.

In 2021 IISHF **shares** of content happened 152 times compared to 5,628 so far in 2022, which is an increase by **3,600 %**.

In 2021 **link clicks** occurred 7,556 times and for 8 months of 2022, that figure already increased by 375% to 35,875. The overwhelming majority of links clicked direct the user to the IISHF website.

Content **likes** increased from 3,711 in 2021 to 6,923 already in 2022 (+ 86%).

Background

The new IISHF website was launched on 06.08.2021. In difference to the time before the launch of the new website, the new IISHF websites includes detailed tournament pages for each Title Event making it a one shop website. This comes in difference to the previous experiences, where 3 websites were used for each Title Event (host, iishfresults.com, iishf.com). The new IISHF website allows for content integration from social media channels including any form of live stream. In Summer 2021 IISHF retained the technological services of SportsEngine to manage its Title Events, thereby moving away from its previous excel tool to web based live information. This was integrated into the IISHF tournament pages and notably impacted the number / timeliness of information provided compared to previous times.

On 27.04.2022 Viola Lorenz joined the IISHF as Communication Officer. Together with the Vice President André Poddubny and his office in Ukraine they comprise the IISHF Communications Department. They are being supported by the IISHF IT Director, Oleksandr Govorun.

The IISHF Communication Department retained the services of Canva of 11.99 EUR per month to collaboratively design communication materials for Instagram, Facebook and Twitter.

IISHF administers 7 communication channels to inform the international community about #skaterhockey related content, 5 of them actively.

1. Website www.iishf.com
2. Facebook <https://www.facebook.com/iishf/>
3. Instagram <https://www.instagram.com/inlineskaterhockey/>
4. Twitter_Live https://twitter.com/iishf_live
5. Twitter <https://twitter.com/iishf>
6. YouTube⁵ https://www.youtube.com/channel/UC8K38wviLbOa82VHemv_mGg
7. SportsEngine Team App (Google & App Store)⁶

The IISHF communication department adapts its contents to the channels used. It tracks all activities and results of all channels on a 1) tournament, 2) monthly and 3) annual basis.

The monthly and annual reporting for 2021 and 2022 will be made public in January 2023, in good time before the IISHF Annual General Meeting in Tel Aviv, Israel on 25.-26.02.2022. However, in this interim report we provide excerpts for 2021⁷ and 8 months of 2022 to display Title Event related communication results for 9 European Cups from August 2021 to August 2022.

We deem this interim report important as these statistics may facilitate clubs in their efforts to attract external funding for their teams to host European Cups in 2023 or participate therein. It shall also encourage all hosts and NMAs to closely cooperate with the IISHF Communications Department.

IISHF monitoring efforts are directed at **views**, unique **users**, and **interactions**, thereby providing quantitative and qualitative engagement statistics.

⁵ YouTube has yet not played a role in IISHF communications due to a lack of video material produced for IISHF.

⁶ The Team app included in the SportsEngine services and available to all fans and participants to a Title Event depicts live information alike the IISHF website in user-friendly mobile version superior to the current IISHF website version. However, IISHF does not yet have access to usage statistics by teams and fans and, hence, can't report on it. To date IISHF can also not influence the space in the app, in difference to all other communication channels.

⁷ In comparison to the IISHF social media channels the new IISHF website was launched on 06.08.2021. As such there are only 5 months of statistics available for the website in 2021. The annual growth of Views and Users for all channels was determined by considering the results based on an averaged monthly basis, e.g. by dividing each annual result by the number of months the channel was active.

It is important to note that IISHF has not yet paid any funds to promote its contents or its channels. The growth stems from the new IISHF tournament management tool, the new IISHF website and organic efforts by the IISHF Communication Department outside the IISHF Tournament office.

In 2022 communications around IISHF Title Events have seen significant standardization and are prepared/created to a very large extent prior to the Title Events. This is done to ensure that at the event IISHF communicates timely and comprehensively, e.g., game announcements, results, standings, statistics, and other relevant information.

At the Men EC 2022 IISHF cooperated with photographer David Stemer and could – for the first time in its history – send out 6 posts containing 10 actual photographic images during the event⁸. These posts are among the statistical leaders as per all parameters.

IISHF incorporates the live streams of all hosts and works to increase the reliability and quality of these streams. In 2022 we had live streams at 4 European Cups (Women, U16, U19, Men) that were integrated in the IISHF website and thereby readily available on PC, tablet, phone and also on smart tv. Such a website integration also allows spectators not to search for links in social media and increases the number of viewers.

3 aspects need to be kept in mind when considering the provided graphs and statistics:

1. Duration of the EC (2 days vs. 3 days)⁹;
2. Number of participating teams¹⁰;
3. Existence and quality of a live stream by hosts¹¹.

On behalf of the IISHF Communications Department

André Poddubny

IISHF Vice President

⁸ Social media prefers **current / live** photographic and better even video materials, e.g., reels as these engage fans most.

⁹ The Men EC was played on 3 days, the five other ECs played during 2 days.

¹⁰ Nations Cup – 4 teams, Women EC – 8 teams, Men EC – 12 teams, all other ECs – 10 teams)

¹¹ The 2022 U13EC, Men Challenge Cup had no live stream. The live stream of the 2022 U19EC broke down 28 times due to the internet connection, unfortunately 4 times alone during the Gold Medal Game.