

KEY MEDIA-PERFORMANCE INDICATORS

2010 - 2019

TELEVISION, STREAMING AND SOCIAL MEDIA

July 2020

TELEVISED WORLD ROWING REGATTAS (SEE FOLLOWING STATISTICS)



- **World Rowing Championships**

FISA's eight day season climax, contesting 14 Olympic disciplines, international disciplines and 4 Paralympic disciplines.

Approximately 1,200 athletes representing 60 Nations.

Televised to a Global audience.

Held annually apart from Olympic years, when only international disciplines are contested.

- **World Rowing Cup regattas**

An annual Grand-Prix series combining at least 3 televised regattas.

Each event takes place over 3 days with the finals taking place on Sunday.

Points are accumulated over the 3 events with overall winners in each class and a team trophy for the winning nation.

Televised to a Global audience.

- **European Rowing Championships**

Contests European rowers and para rowers across the 14 Olympic disciplines, selected international disciplines and 4 Paralympic disciplines.

Entries from approx. 600 athletes representing +/- 35 European countries.

Held annually and televised to a European audience.

LINEAR TELEVISION: HOST PRODUCTIONS



- **Pre-2010:**

FISA had always relied on its host broadcasts being produced by the national TV channel of the regatta. This led to productions of variable technical standard, lack of any continuity in philosophy or style and usually, a domestic-bias. Most importantly, FISA had no influence on how Rowing was presented to its television audiences.

- **Post-2010:**

Because linear television was and remains our number one means of promoting our sport, FISA appointed a Munich-based multi-media agency “quattro media” to help us take a more strategic approach to how we produce, distribute and exploit our now-digitalised broadcast and other content. The biggest changes were:

- To create World Rowing Productions (“WRP”)
- To require that all host productions be led by WRP’s Executive Producer. This applied whether the production was by WRP or another party.
- To require a minimum standard of host production (philosophy, story, cameras, lenses, etc) for every televised regatta.
- To host produce and/or edit multiple clips for News and Social Media, for reporting, training and entertainment.
- To upgrade the TV graphics both in their content and presentation.

LINEAR TELEVISION: DISTRIBUTION



- **Pre-2010:**

Apart from a pan-European distribution agreement via the European Broadcasting Union (EBU), there was no real strategic or effective effort to maximise the coverage of rowing on a *fully*-global basis; and, because the productions were of inconsistent quality, there was little interest in the product and consequently, little value in terms of revenue for FISA.

- **Post-2010:**

In Europe, our partnership with the EBU has improved significantly - in terms of the number of European public service networks that pay to receive and show the broadcasts and, the total coverage that rowing receives.

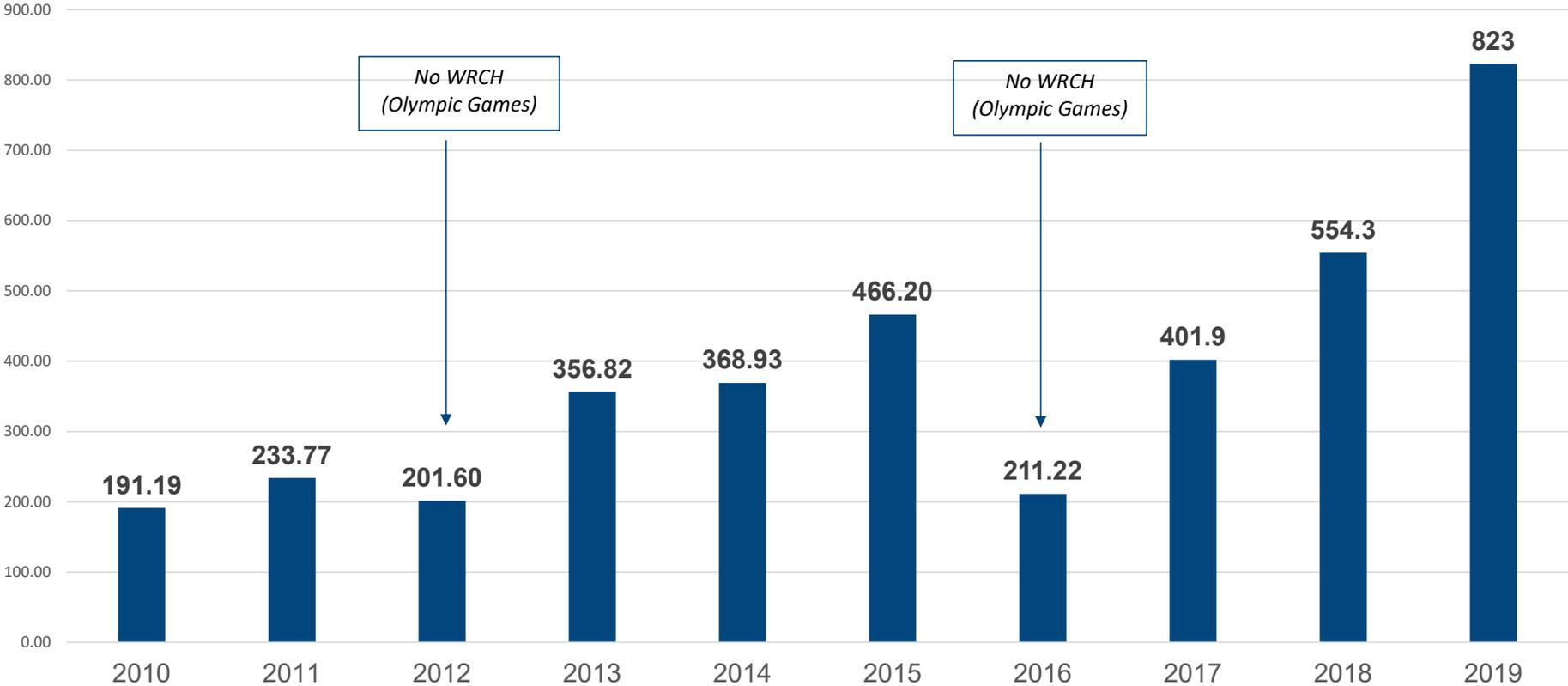
Also, we successfully negotiated to reserve multiple rights for our own exploitation on Social Media.

Ex-Europe, we now have a fully-global network of paying rights holders that rely on our high-quality productions and first-class service.

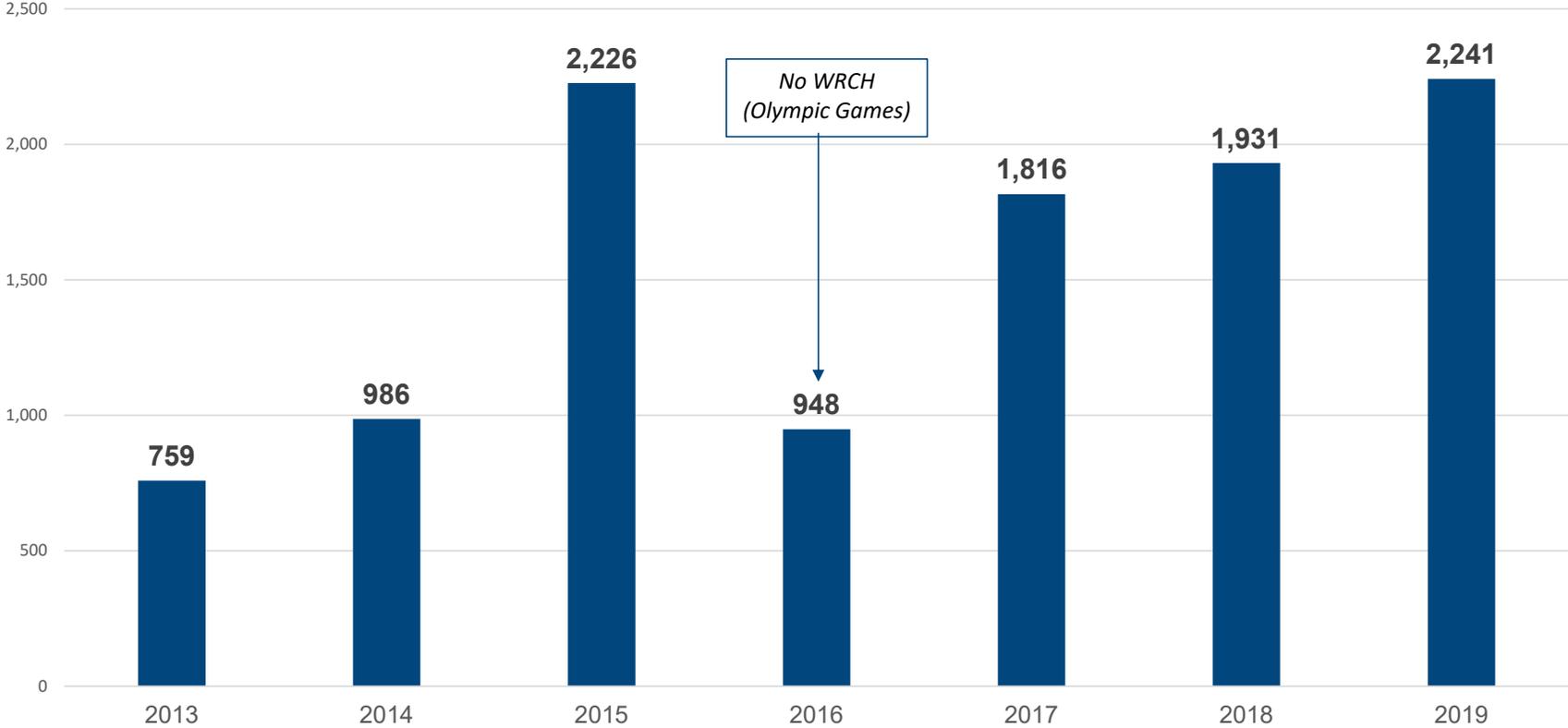
The following pages illustrate the coverage and distribution of our rowing broadcasts in recent years:



Total Hours broadcast on TV (all televised events) 2010 - 2019

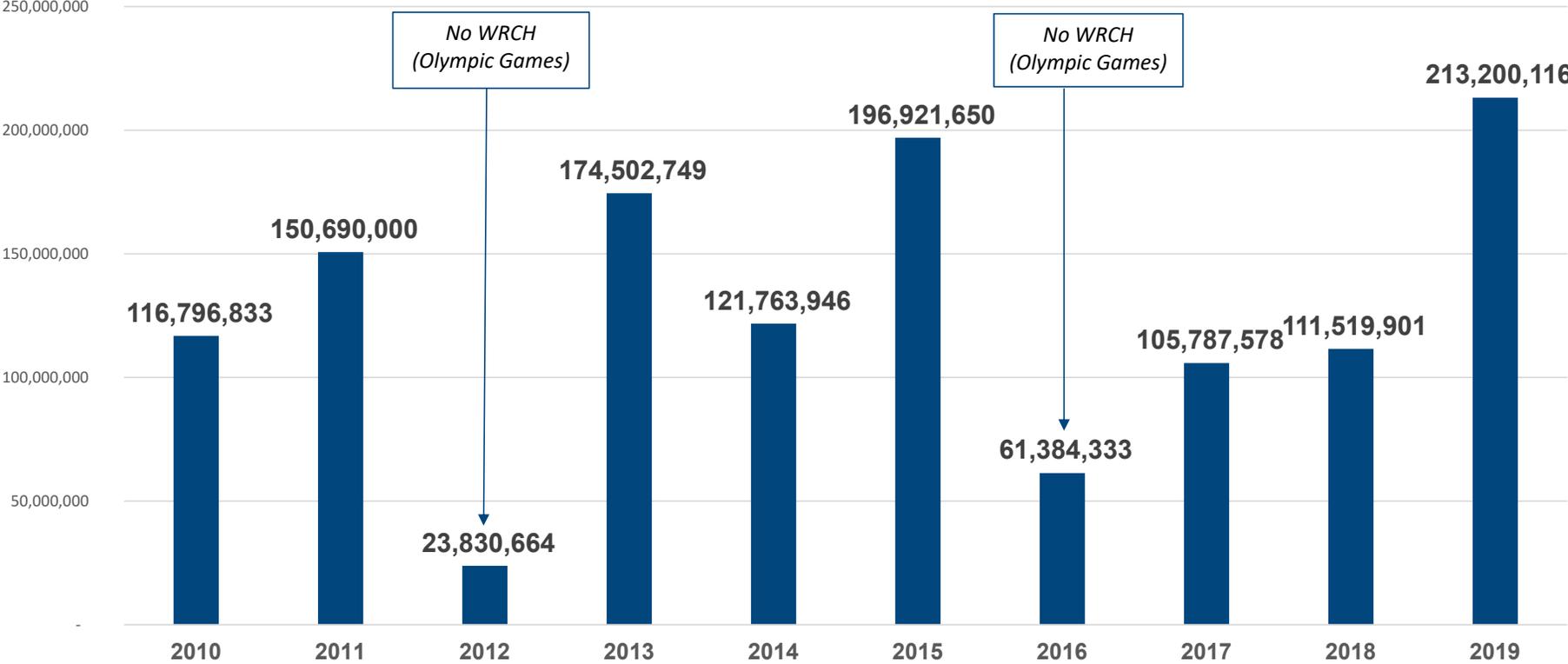


Total No. of TV Broadcasts 2013 - 2019





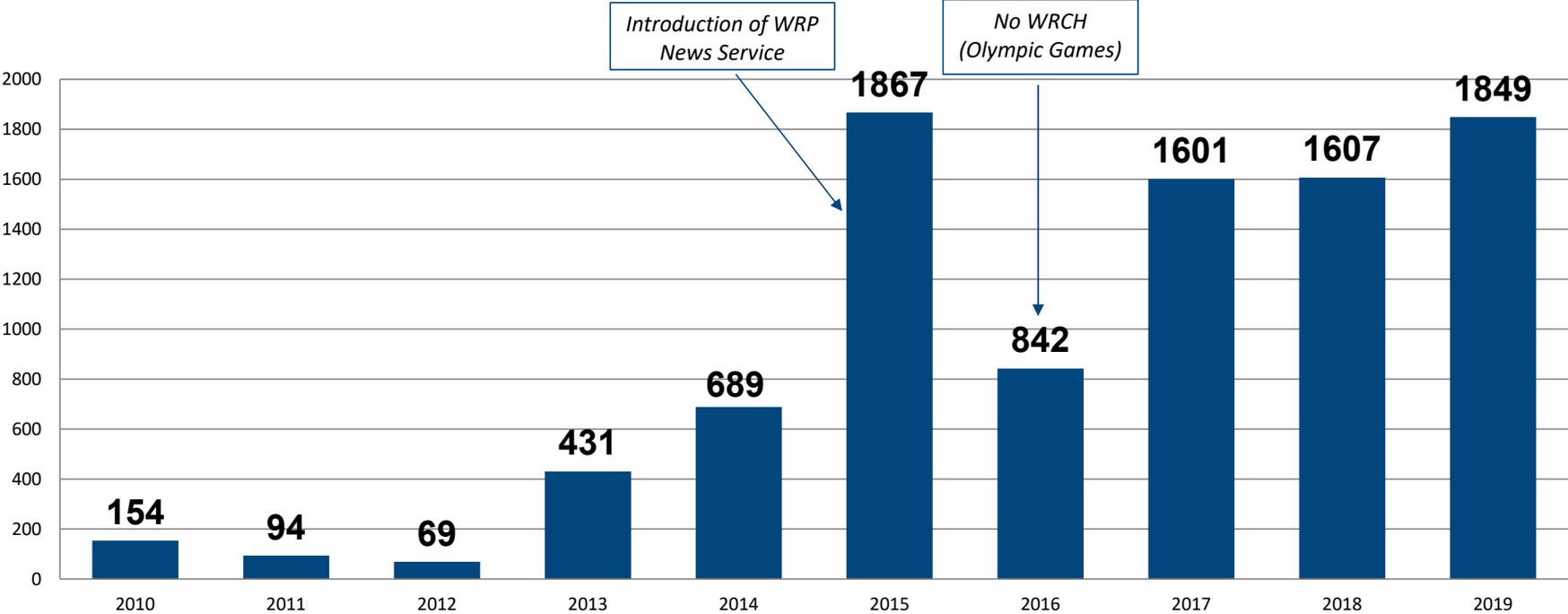
Total Max TV Audiences (all televised FISA events) 2010-2019



World and European Rowing Regattas 2010 - 2019

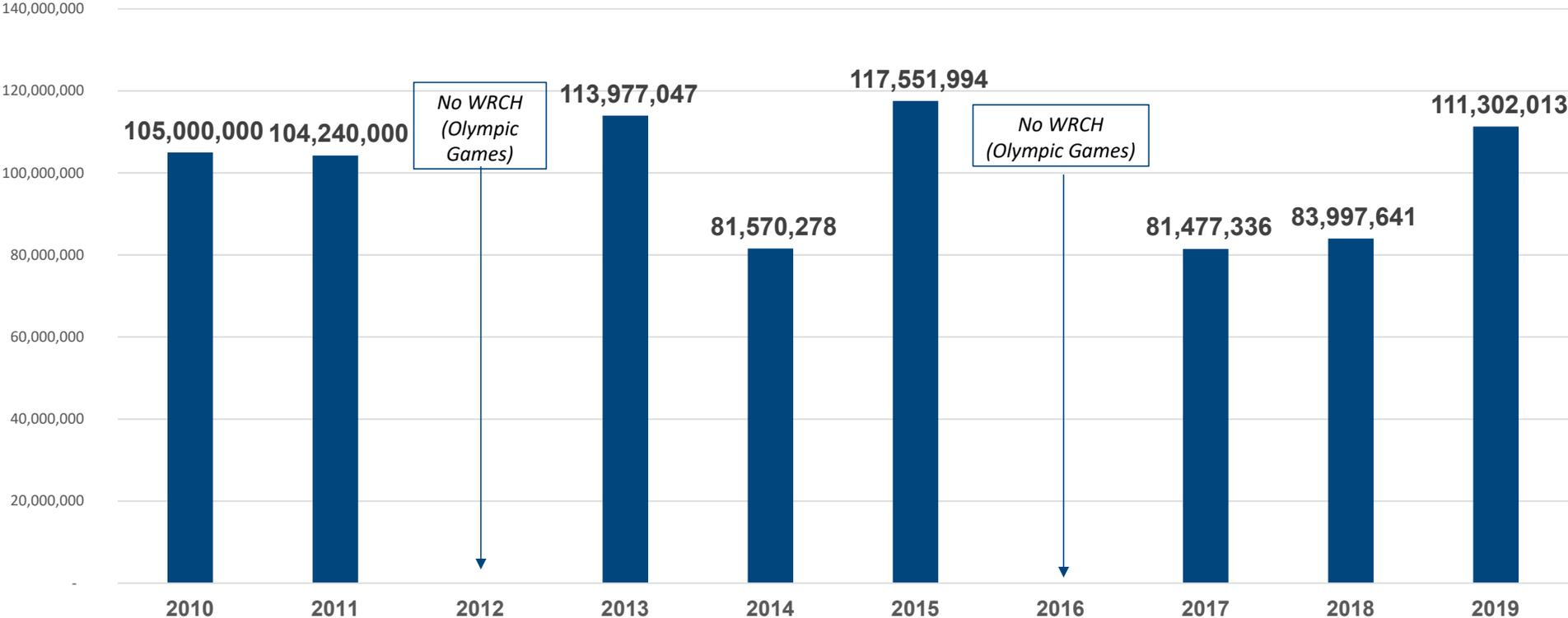
Total of news airings

(World Cup I-III | European Championships | World Championships)

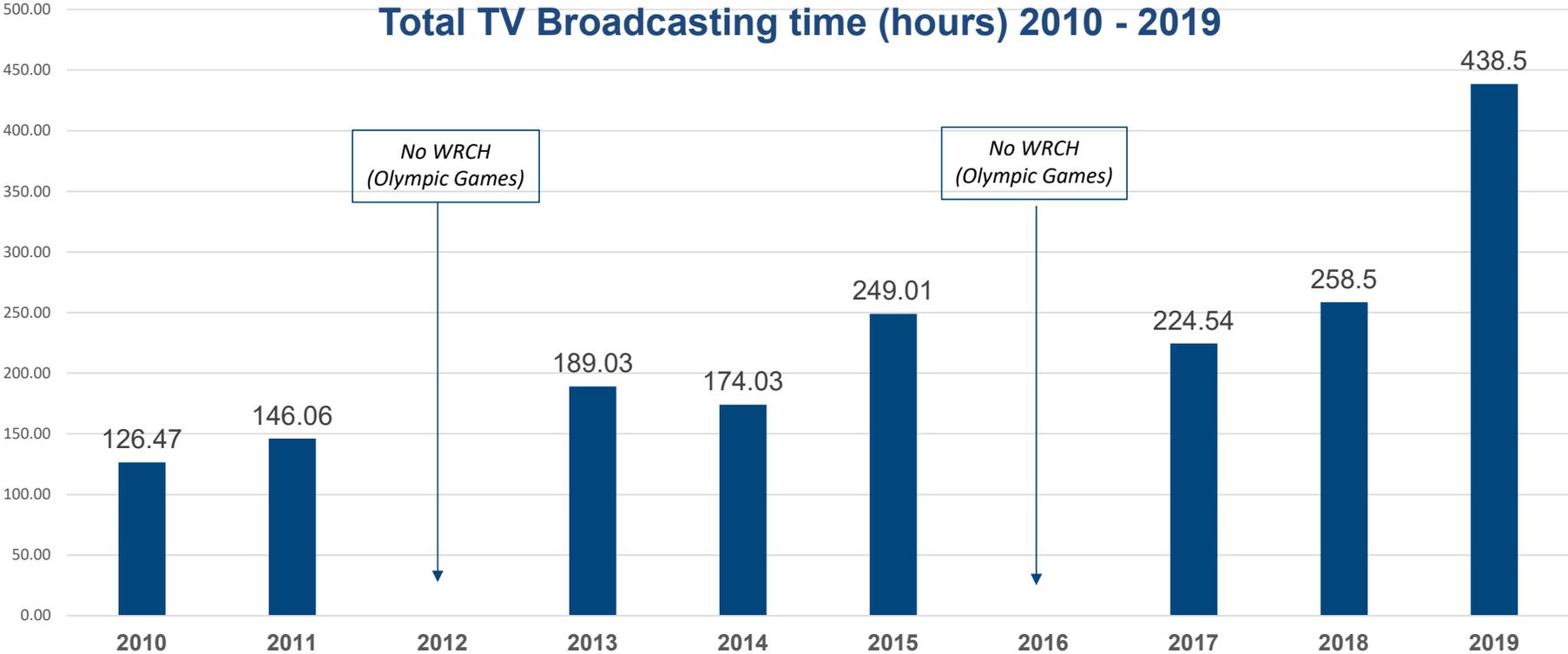




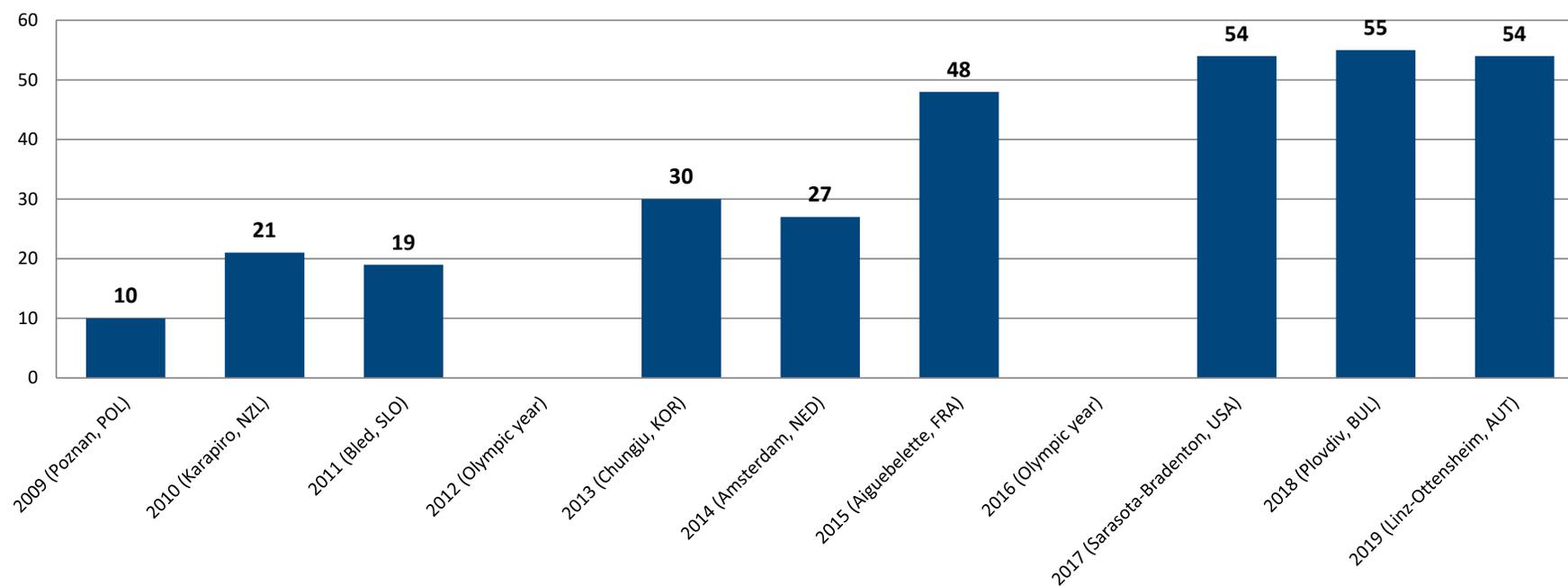
World Rowing Championships Total TV Audiences 2010 - 2019



World Rowing Championships Total TV Broadcasting time (hours) 2010 - 2019

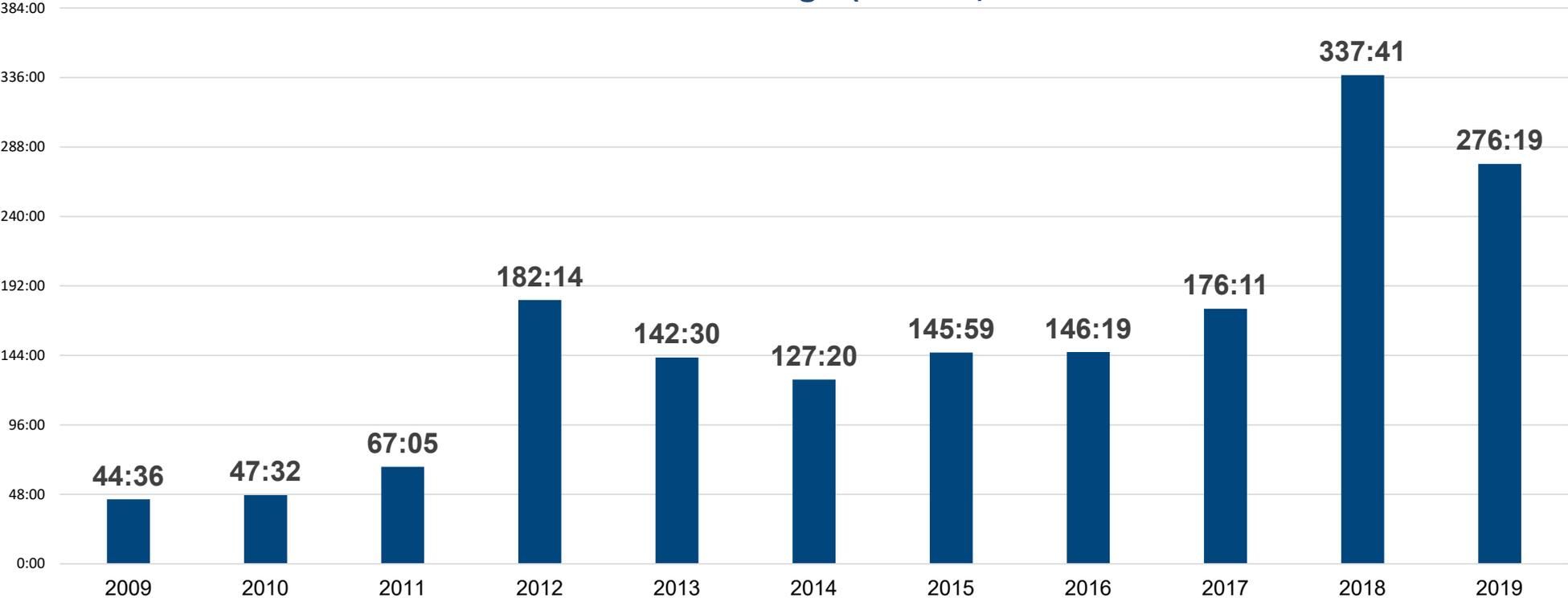


World Rowing Championships 2009 - 2019 Number of broadcasting countries (without transnational channels such as Fox Sports Asia)



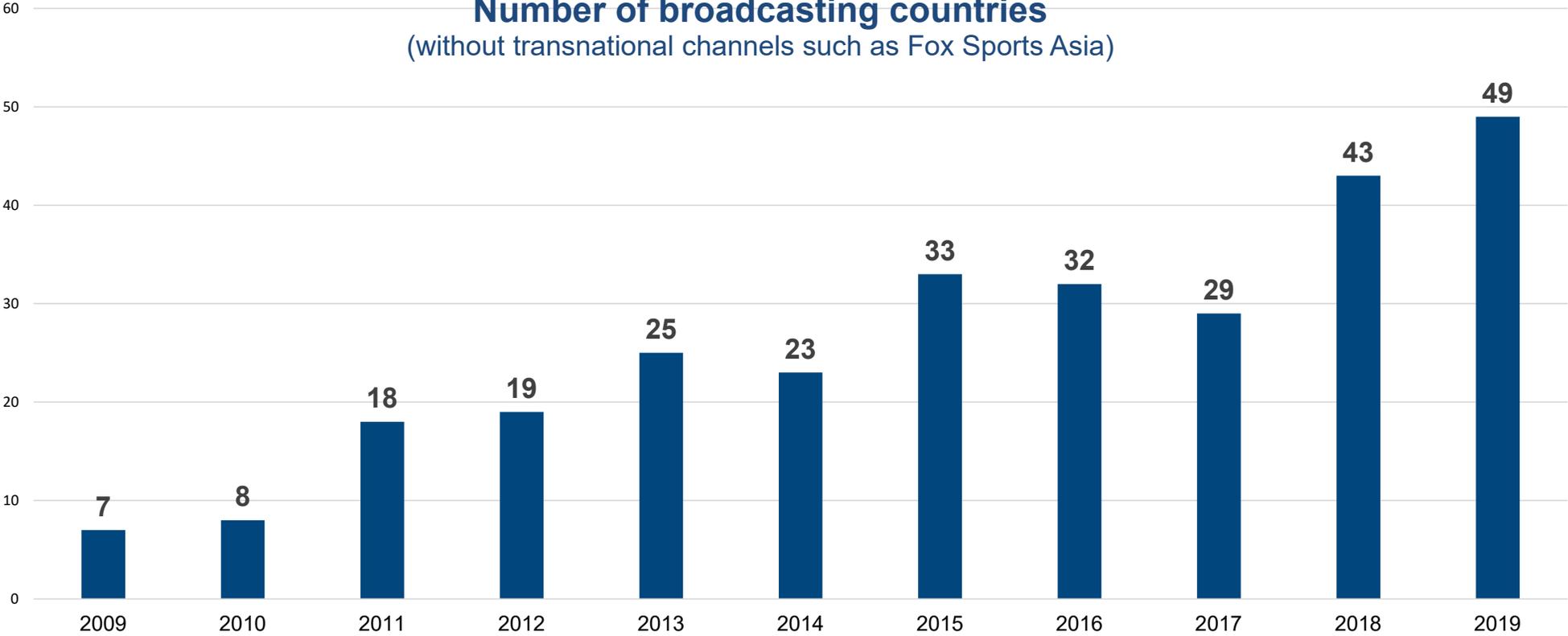


World Rowing Cup 2009 - 2019 Total TV Coverage (hh:mm)



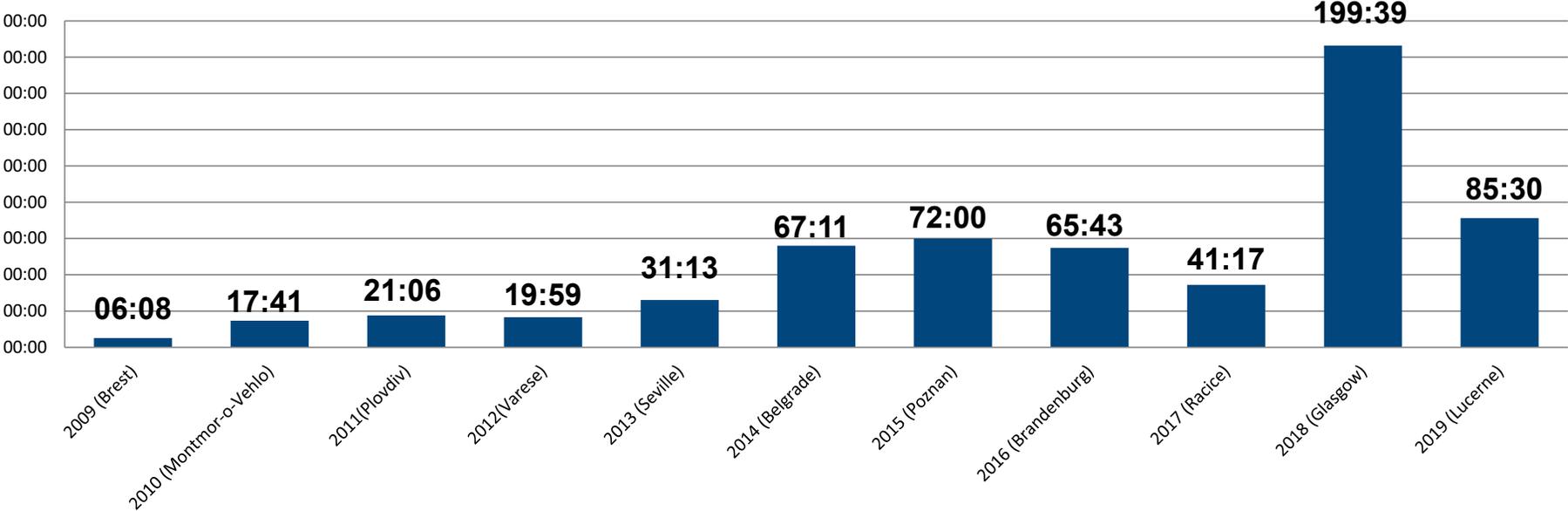


World Rowing Cup 2009 -2019
Number of broadcasting countries
(without transnational channels such as Fox Sports Asia)

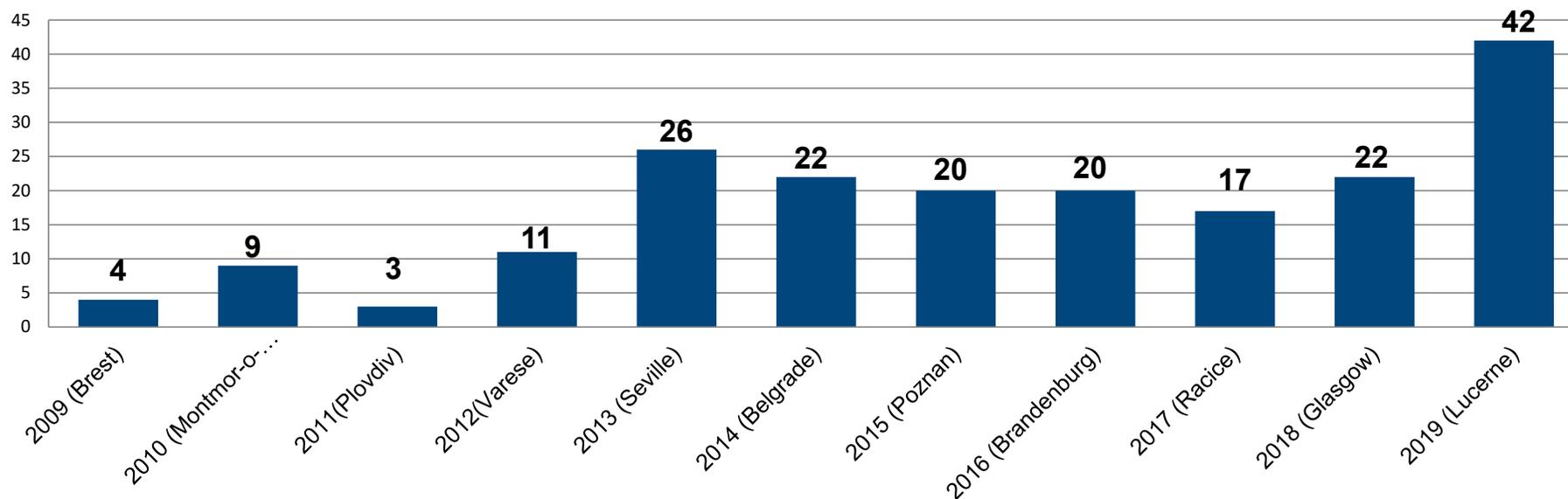


European Rowing Championships 2009 - 2019 Total TV coverage (hh:mm)

Rowing was part of new quadrennial multi-sport European Championships, (in Glasgow 2018)



European Rowing Championships 2009 - 2019 Number of broadcasting countries (without transnational channels such as Fox Sports Asia)



DIGITAL MEDIA: WEBSITE & VIDEO-STREAMING



- **Website:**

In 1999, we launched, the first “worldrowing.com” website. Since then it has gone through several upgrades and changes of service providers.

Our present website has reached its “sell-by” date and a new version (with new provider) will be launched January 2021.

This new website will be contemporary, ultra-functional and responsive and operational across all devices – *especially* mobile devices - and adaptable to future ideas and needs.

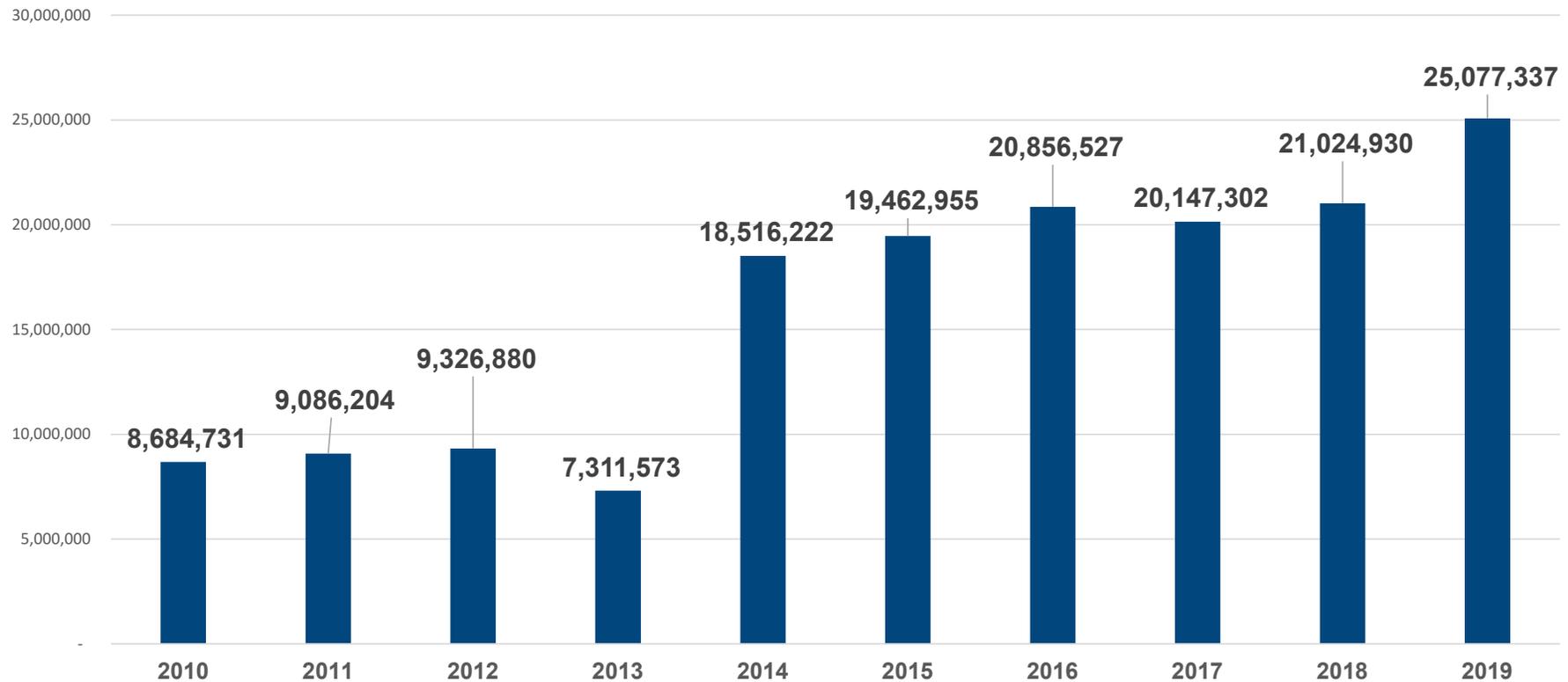
- **Live and VOD streaming:**

In 2014, we commenced live-streaming of all televised races – available just about everywhere in the world and commentated by a dedicated team of rowing-specialist professionals.

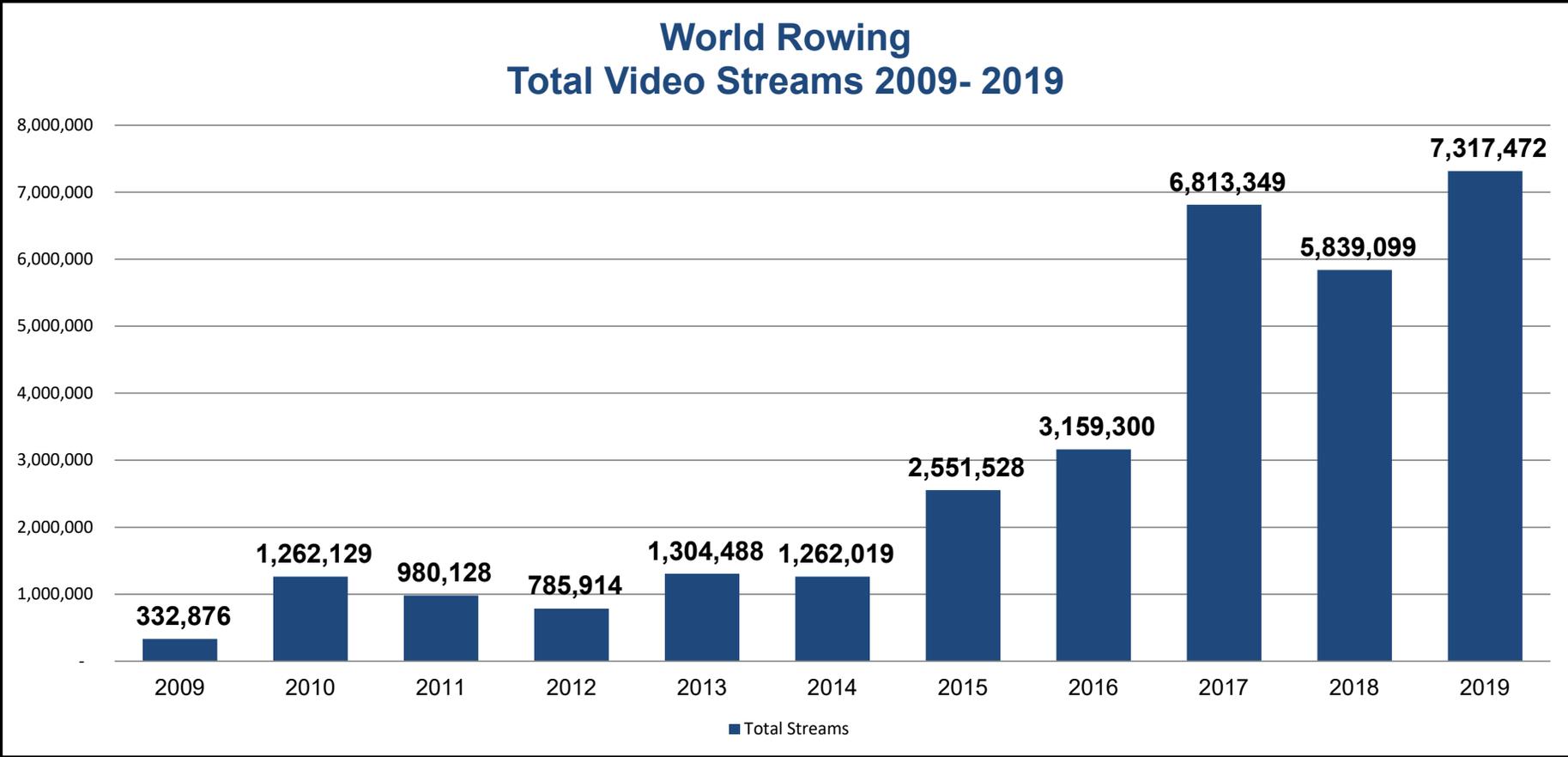
Immediately after the live streaming, the videos are cut into individual race “clips” and these remain available, on-demand, on our website - at no cost to the viewer.

Video streaming has continued to make excellent progress, leading to more broadcast hours and greater audiences across more countries – which helps promote and develop rowing and our commercial partners.

World Rowing Website - Page Views 2010 to 2019



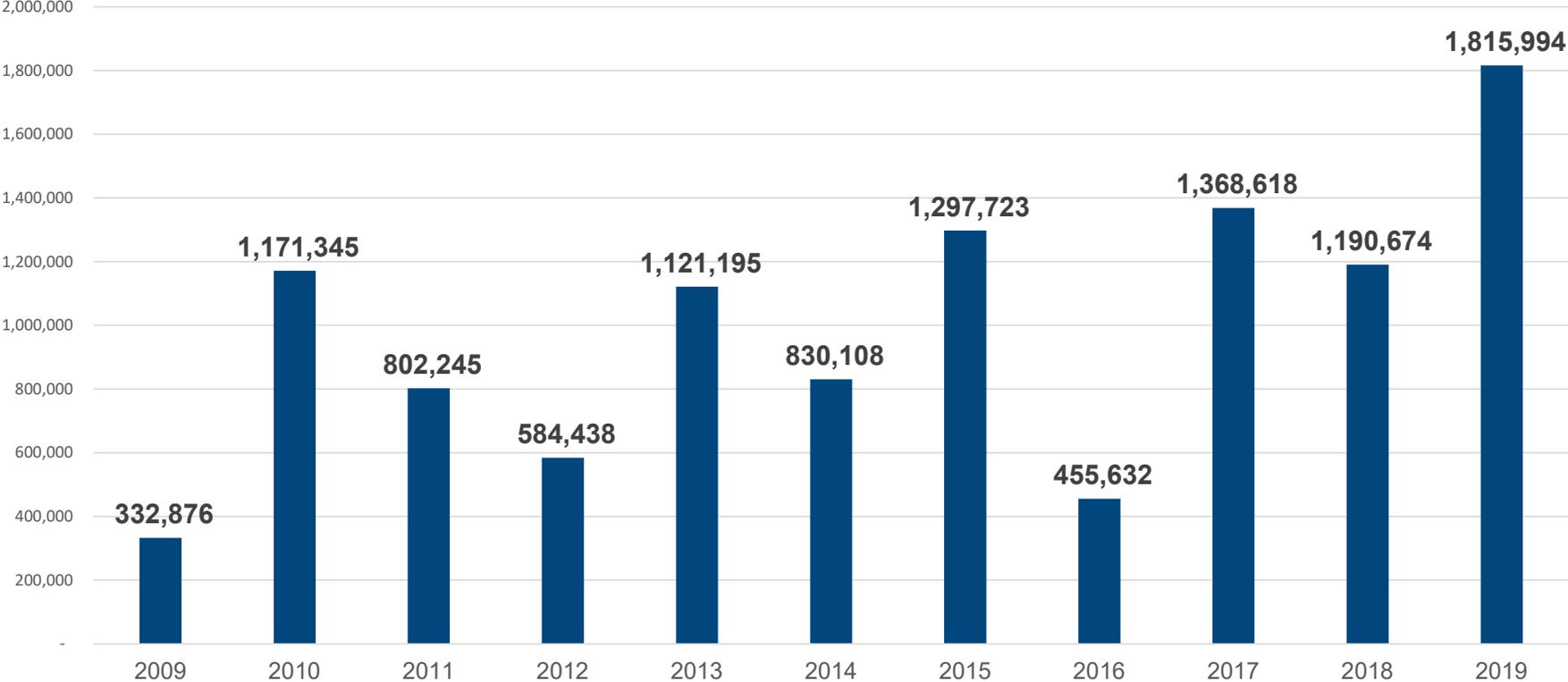
VIDEO-STREAMING STATISTICS



VIDEO-STREAMING STATISTICS



Total Race Footage Streams 2009 to 2019



DIGITAL MEDIA: SOCIAL MEDIA (GLOBAL EXCLUDING CHINA)



- **YouTube:** www.youtube.com/user/WorldRowingFISA

Our “WorldRowing/FISA” channel hosts all non-rights-protected racing coverage and is constantly updated with interviews and profiles of rowers and coaches, as well as interesting and attractive videos about our sport. There are also promotional clips for our events and features to assist training and coaching. Our territorially-exclusive contracts with individual television rights holders prevent us from showing rights-protected “Racing Footage” on this Internet platform.

- **Facebook:** www.facebook.com/WorldRowing

We have eight Facebook pages which enable us to connect directly to our specific communities including coastal and indoor rowing. Facebook continues to be a platform showing strong growth for our video content, especially for highlights clips, athlete profiles, live interviews and behind-the-scenes footage. This platform allows us to connect with our followers and push content to them as well as helping us to reach new followers.

- **Instagram:** www.instagram.com/WorldRowingOfficial

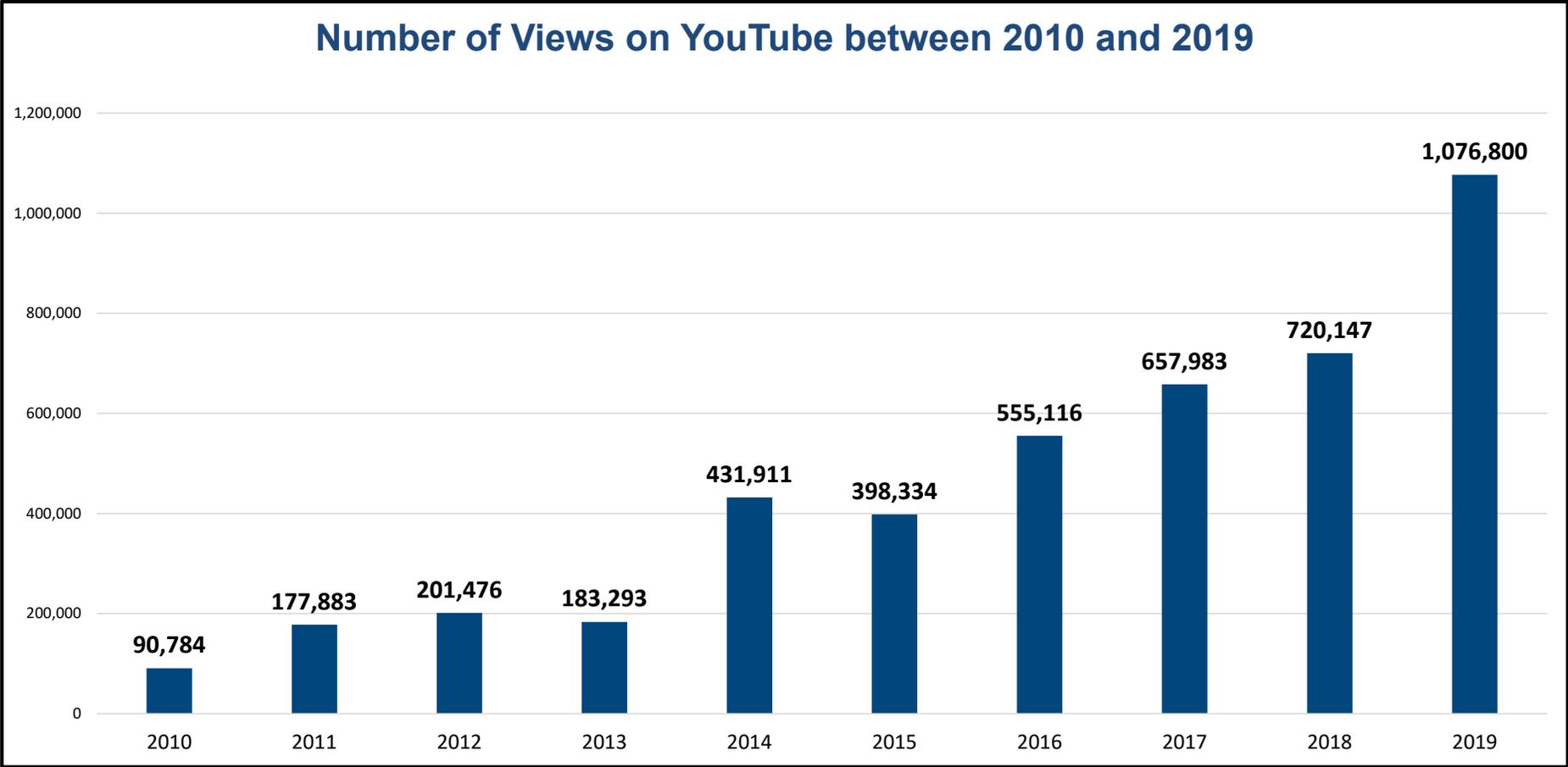
Instagram is World Rowing’s most growing platform, with nearly 1’000 new followers each month. Posts are created each day using photo, graphics and video. Stories are produced twice-weekly. Instagram takeovers are utilised especially during the season. Around 60 photos and videos are posted every month and our “stories” are well appreciated by the rowing community. The popular “take-overs” by athletes helps us strengthen our reach and engagement.

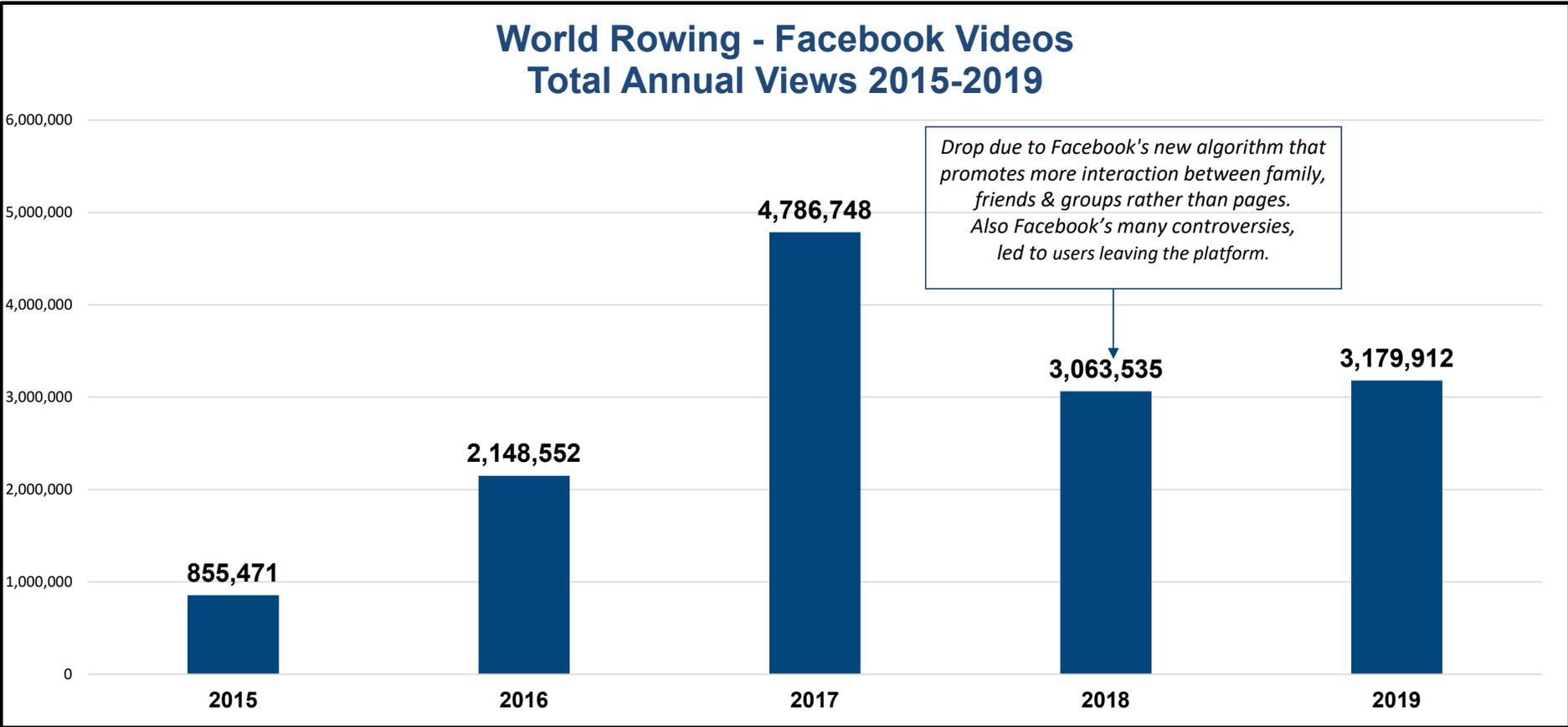
DIGITAL MEDIA: SOCIAL MEDIA (GLOBAL EXCLUDING CHINA)



- **Twitter:** <https://twitter.com/WorldRowing>
Twitter is a platform showing a steady growth despite the rise of Instagram. The ability to share every piece of news coming directly from Worldrowing.com, to respond directly to questions from our followers allows us to have a good engagement and some fun conversations with athletes and members of the community.
- **Pinterest:** : www.pinterest.ch/WorldRowingOfficial
Pinterest has a strong and steady presence in social media for online content sharing. This is where people can find inspiration and ideas for their interests and hobbies. Every idea is represented by a Pin, which is an image that is searched and saved by Pinterest users. We launched our own channel in March 2020, so numbers are not included in our Digital summary for 2019. Our latest pins – images, drawings of rowers – have generated an immense engagement.
- **LinkedIn:** <https://www.linkedin.com/company/fisa-international-rowing-federation-/?originalSubdomain=ch>
LinkedIn is our corporate social media channel where we upload all content related to the business side of rowing. We started using LinkedIn in March 2020, as part of our lead up to the Tokyo 2020 Olympic Games so numbers are not included in our 2019 Digital summary. All official communications and announcements are posted here and generate engagement with people commenting and reacting.

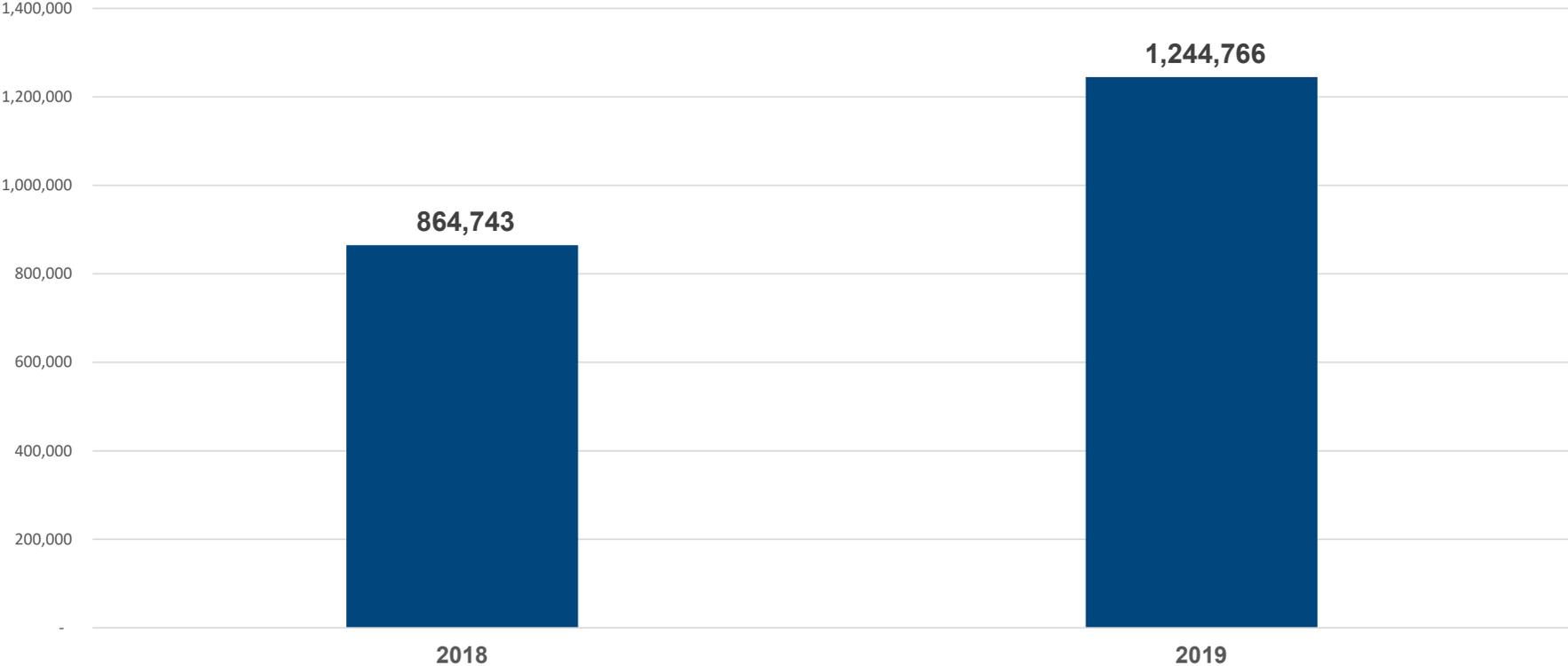
VIDEO STATISTICS: YOUTUBE







Instagram Video Views 2018 - 2019



DIGITAL MEDIA: SOCIAL MEDIA (CHINA)



Because our existing (English-language) Social Media platforms are not available in China, FISA has recently launched three social media channels that are dedicated to the massive Chinese audience:

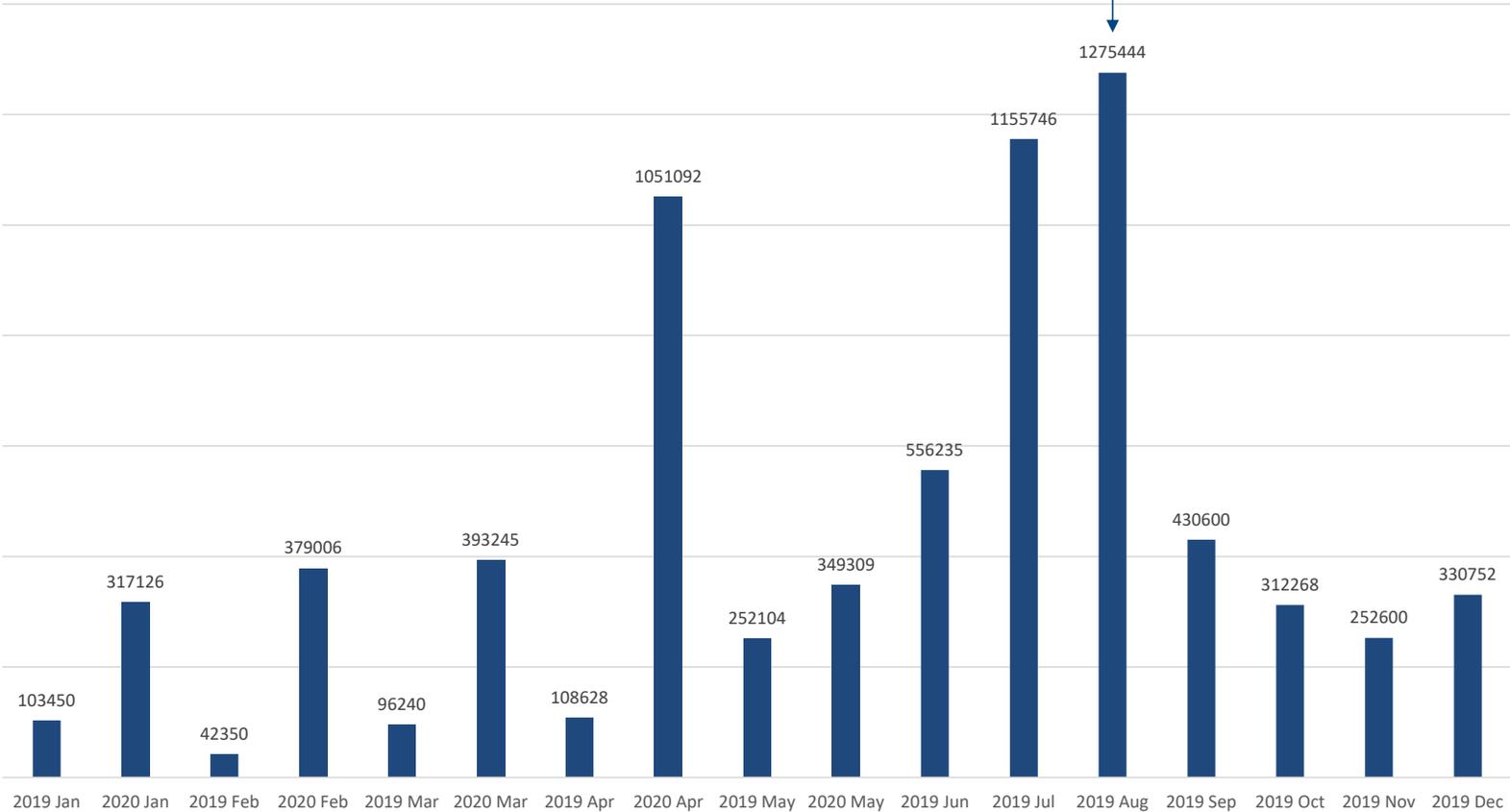
- **Weibo:** https://www.weibo.com/u/6621580179?is_all=1
Weibo continues to be a comprehensive platform showing strong growth for our various (relevant) video and image content, press releases and features as well as showcasing the development of the Chinese rowing community. Our World Rowing channel allows us to connect with our Chinese-speaking followers and push content to them as well as helping us to reach new followers.
- **Youku:** <https://i.youku.com/i/UNjY0MTE0MjgxNg==?spm=a2hzp.8244740.0.0>
Our Youku channel is constantly updated with interviews and profiles of rowers and rowing coaches that are of interest to our Chinese community, as well as interesting and attractive videos about our sport, promotional clips for our events and features to assist training and coaching.
- **Wechat:** [World Rowing 国际赛艇联合会](#)
Launched in May 2020 (therefore no 2019 data yet), our WeChat channel shows news, features and racing reports, as well as translated information that is published on FISA's website. This platform allows us to connect with our Chinese speaking subscribers and push content to them while providing information to those who couldn't access to our site, as well as helping us to reach new followers.

VIDEO STATISTICS: WEIBO (COMMENCED 2019)



Weibo Impressions

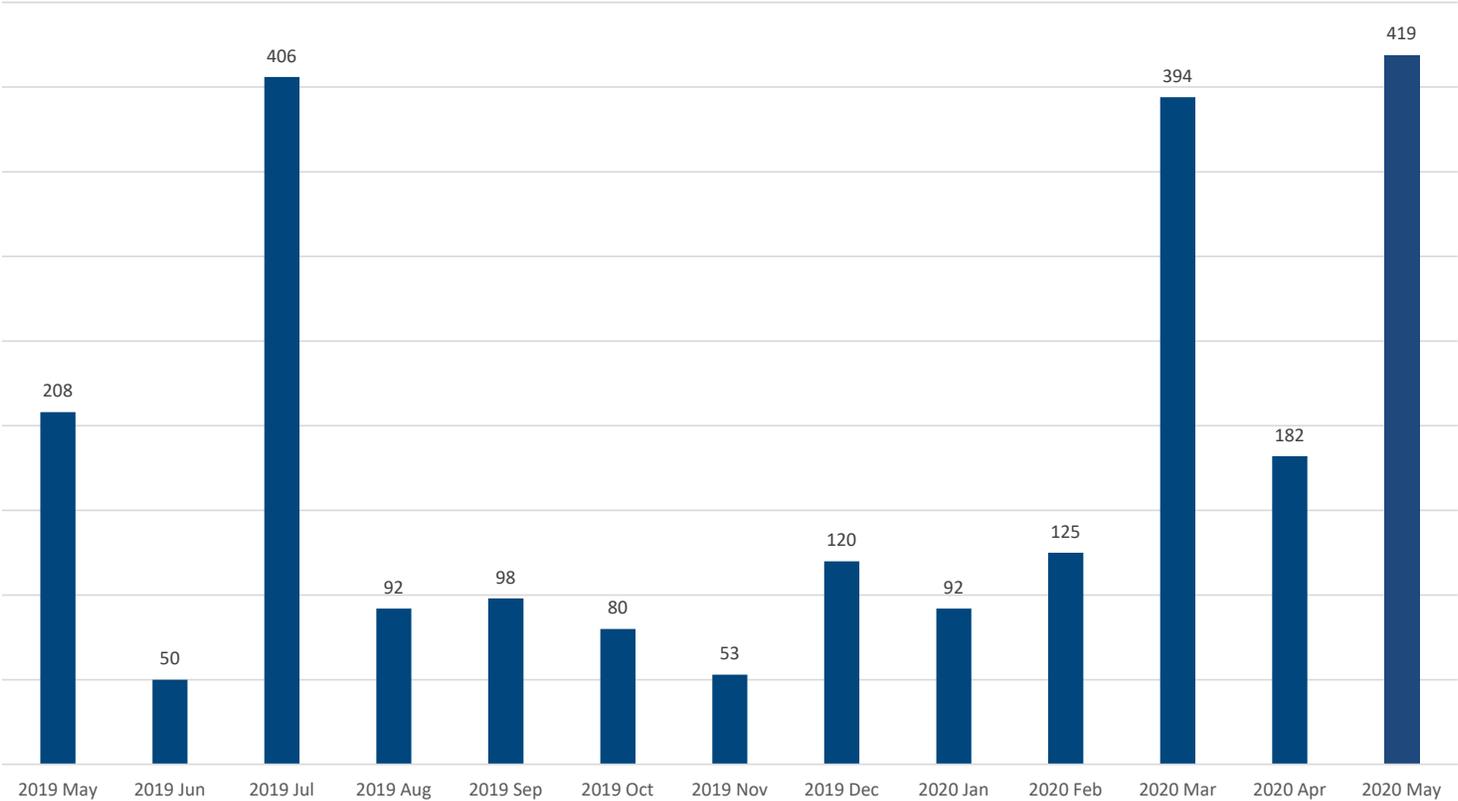
Season-ending World Championships



VIDEO STATISTICS: YOUKU (COMMENCED 2019)



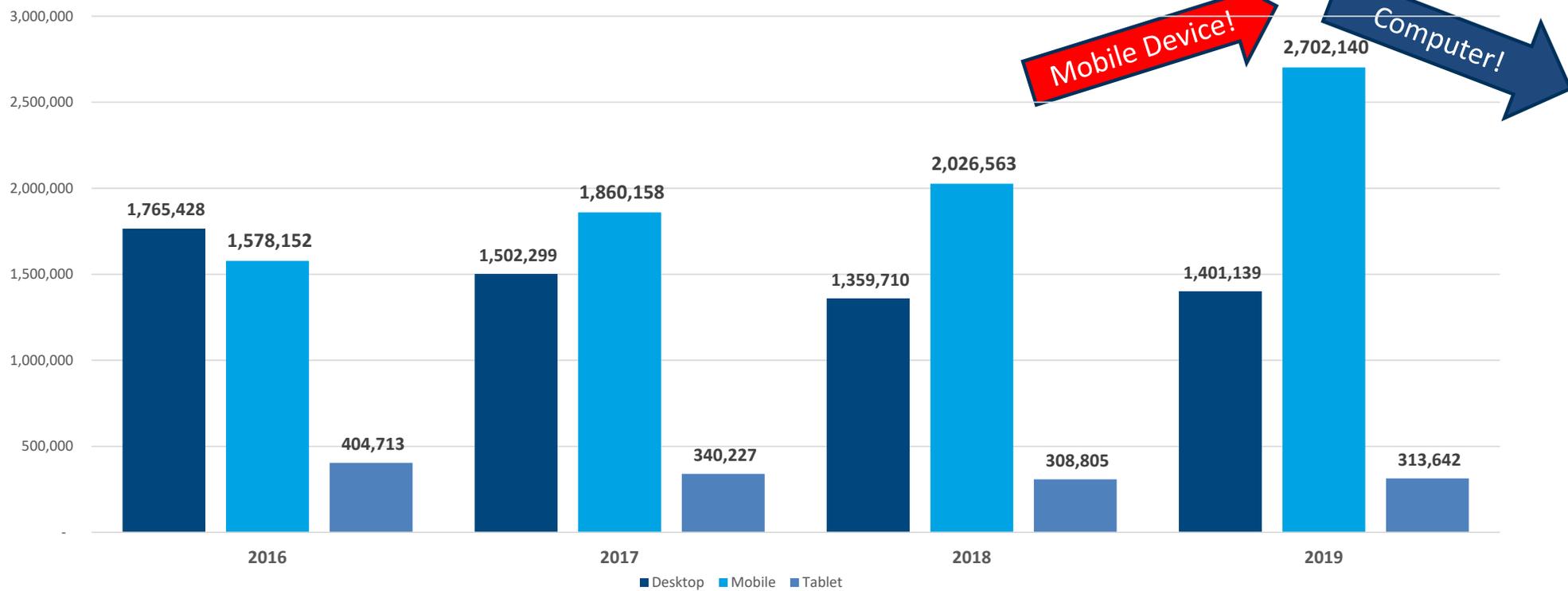
Youku Views



DIGITAL MEDIA: DEVICE STATISTICS



Device Usage of Website: Computer, Mobile, Tablet 2016 to 2019



VIDEO STATISTICS: WORLD ROWING SOCIAL MEDIA 2019 (EX-CHINA)



At a glance

(% increases are 2019 vs 2018)

Total digital media impact: **78 million**

Instagram following increase: **21.82%**

Facebook following increase: **2.97%**

Twitter following increase: **5.47%**

YouTube subscribers increase: **61%**

Website page views increase: **19.3%**

Number of media releases: 21

Total Digital Media Impact

	2019	2019	2019	2019	2019	2019	2019	2019
	Website	Facebook	Twitter	Instagram	YouTube	Facebook	World Rowing Live & VOD	Total
	Page Views	Page Impressions	Tweet Impressions	Instagram Impressions	Video Views	Video Views	Video Streams	
TOTAL	25,077,337	1,7913,686	6,770,679	21,505,543	1,076,800	3,179,912	2,518,990	78,042,947

DIGITAL MEDIA: TOTAL IMPACT STATISTICS (EX-CHINA)



Total Digital Media Impact 2011 to 2019

