

LIVE Orienteering Report WOC 2017

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Summary KPIs

Data gathered from 30 June to 10 July (3 days after WOC ended)

<i>LIVE Orienteering</i>	Goal	Result
<i>Income ticket sale</i>	20 000€	30 000€
<i>LIVE Orienteering users</i>		7 568
<i>LIVE Orienteering visitors</i>		88 359
<i>Event viewers</i>		17 190
<i>Event viewers (live)</i>		11 180
<i>Event viewers concurrent</i>		1 216

Social Media

<i>Facebook followers</i>	6 000 (2018)	8 822
<i>Facebook posts</i>		162
<i>Facebook involvement</i>		2 374 831
<i>Facebook link clicks</i>		5 631
<i>Twitter followers</i>	6 000 (2018)	3 879
<i>Twitter tweets</i>		210
<i>Twitter involvement</i>		301 358
<i>Twitter link clicks</i>		1 503
<i>Instagram followers</i>	4 000 (2018)	5 233
<i>Instagram posts</i>		85
<i>Instagram involvement</i>		-
<i>Instagram likes</i>		-

Glossary

Users	Total nr. of registered user accounts
Visitors	Nr. of people visiting the page this period
Viewers	Nr. of people watching events this period
Followers	Total nr. of followers
Posts/tweets	Nr. of posts/tweets this week
Involvement	Total reach this period
Clicks	Nr. of link clicks this period

WOC 2017 overview

Place: Tartu, Estonia

Date: 30 June – 7 July

Live TV broadcast:

- Denmark (TV2), Estonia (ETV), Finland (YLE: FIN + SWE), Sweden (TV4)

LIVE Orienteering:



Follow WOC on LIVE Orienteering		Free content	Premium content (Ticket needed - Week ticket 20€)	
Friday 30 June				
W: 13:00-14:00 EET M: 14:00-15:00 EET	Sprint Qualification	Live results		
Saturday 1 July				
W: 14:41-15:40 EET M: 15:51-16:50 EET	Sprint Final	Live results	Live Streaming and GPS tracking	Buy ticket: 6€
Sunday 2 July				
17:05-18:05 EET	Sprint Relay	Live results	Live Streaming and GPS tracking	Buy ticket: 6€
Tuesday 4 July				
W: 11:00-14:40 EET M: 12:25-16:50 EET	Long Distance	Live results	Live Streaming and GPS tracking	Buy ticket: 6€
Thursday 6 July				
M: 10:30-13:50 EET W: 13:45-16:50 EET	Middle Distance	Live results	Live Streaming and GPS tracking	Buy ticket: 6€
Friday 7 July				
M: 13:00-14:45 EET W: 15:00-16:45 EET	Relay	Live results	Live Streaming and GPS tracking	Buy ticket: 6€

Additional tickets

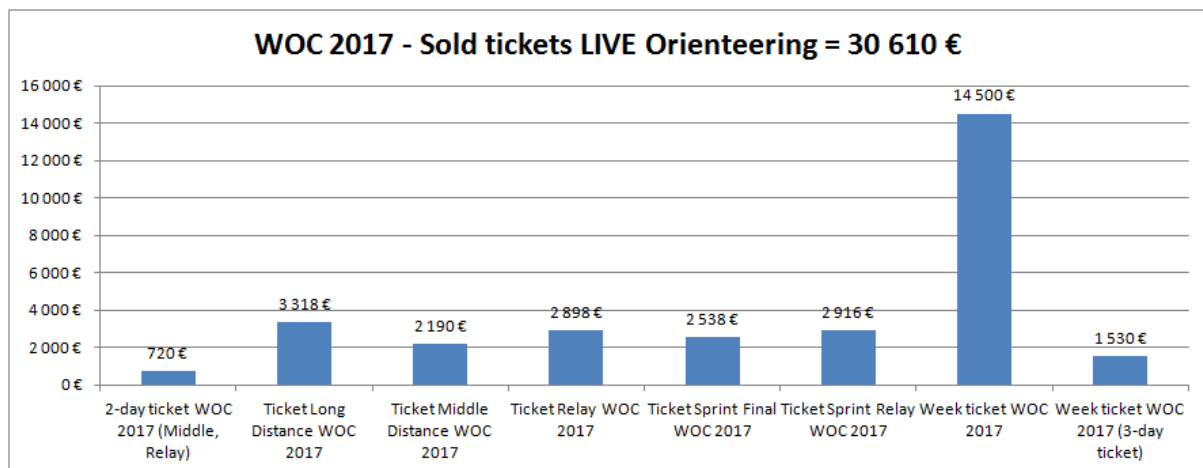
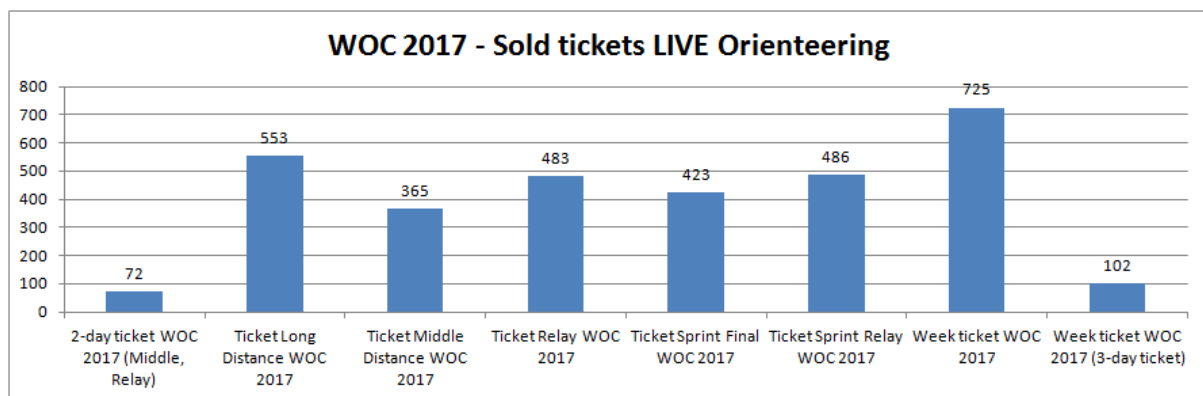
3-day ticket 4-7 July 15€

2-day ticket 6-7 July 10€

Ticket sales report

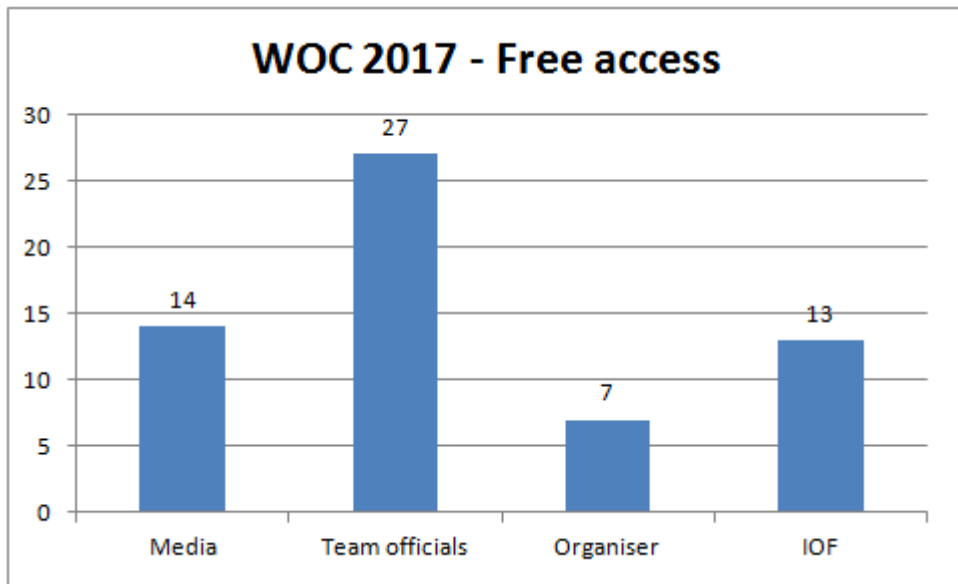
Tickets sold

Week tickets	725
3-day tickets	102
2-day tickets	72
1-day tickets	2 310
Total tickets sold	30 610€



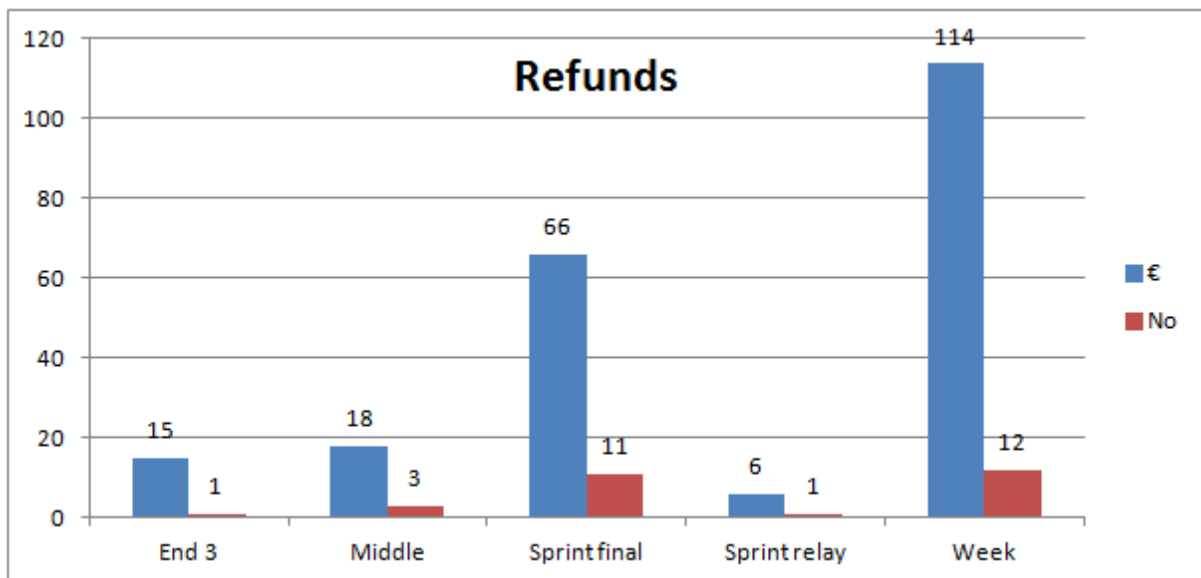
Free access

61 persons got free access



Refunds

After the Sprint final refunds was given to a larger number of users because of the problems with the capacity in the beginning of the womens race. The other days low number of refunds were given.

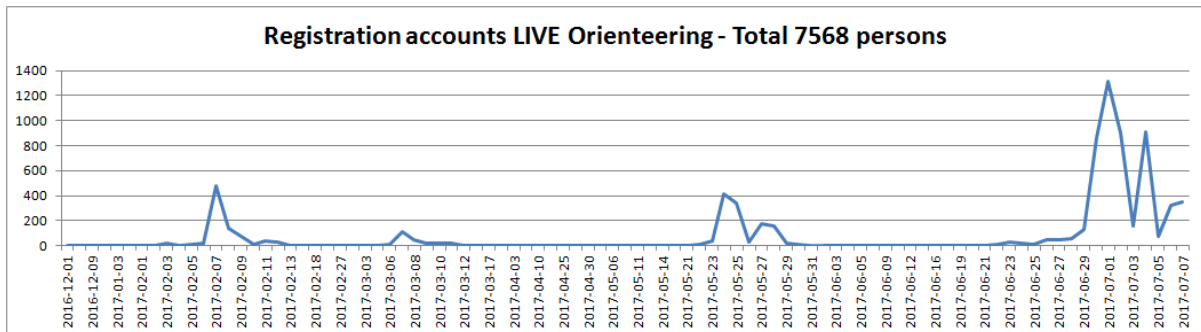


User registration report

Total number of user accounts

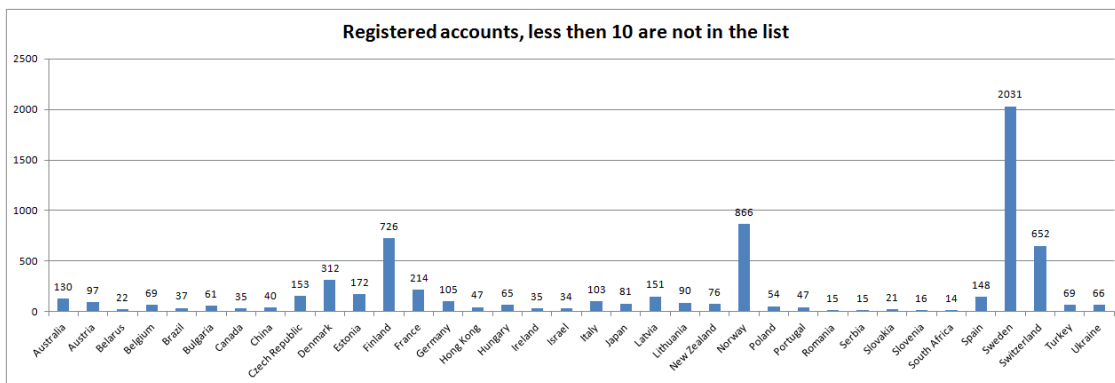
Per 9 July 2017 LIVE Orienteering has 7568 registered users. See new user registration graph. Major events are the significant driver of new users:

- ESOC in February
- WSOC in March
- Orienteering WCup 1 in May
- WOC in July



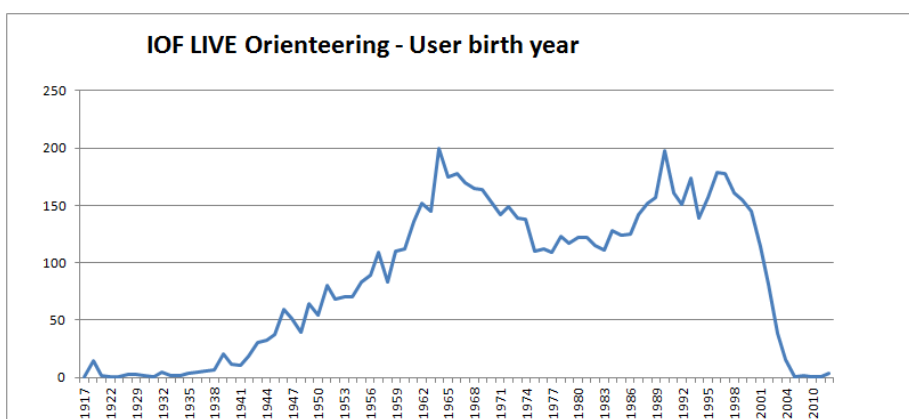
User accounts per country

Users with account in 36 countries. Sweden is clearly the largest country of users. Finland, Norway and Switzerland in the next group.



User accounts per age

Peaks around 20-30 years and 50-60 years.



Visitors and Viewers reports

LIVE Orienteering visitors

Total number of visitors

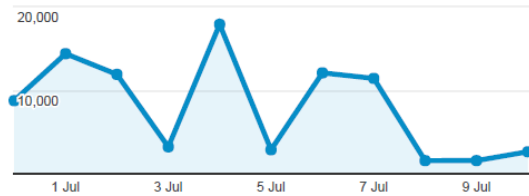
88,359

% of Total: 100.00% (88,359)



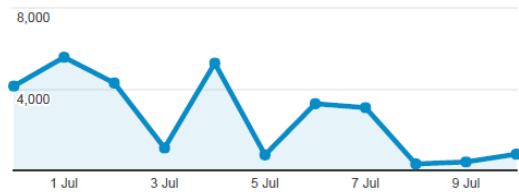
Live Orienteering visitors per day

● Sessions



New Users

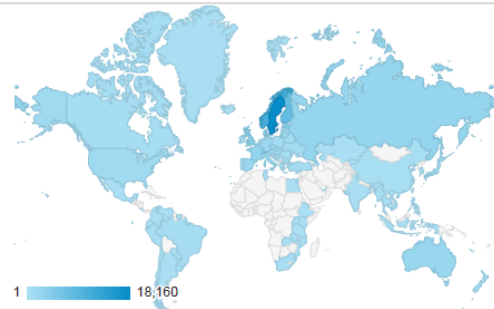
● New Users



Page Views

Page	Page Views
/event?id=4867	83,826
/	60,091
/live?id=5740	27,715
/login?origin=live&id=5737	22,737
/live?id=5738	22,363
/login?origin=live&id=5740	22,130
/login?origin=live&id=5738	20,513
/profile	18,872
/live?id=5741	18,648
/live?id=5739	17,932

Visitors per country



Visitors per country

Country	Sessions
Sweden	18,160
Norway	11,073
Switzerland	8,439
Finland	7,650
Estonia	4,444
United Kingdom	3,598
Denmark	3,438
France	2,533
Russia	2,303
Australia	1,823

Visitors referral to LIVE Orienteering

Full Referrer	Sessions
woc2017.ee/live/long-distance	8,415
woc2017.ee/live/sprint-final	6,643
woc2017.ee/live/sprint-relay	5,820
woc2017.ee/live/middle	5,601
google	5,306
(direct)	5,234
woc2017.ee/live/relay	4,761
woc2017.ee/live/sprint-qualification	4,731
tulospalvelu.fi/gps/	3,862
m.facebook.com/	3,779

Ad click/views

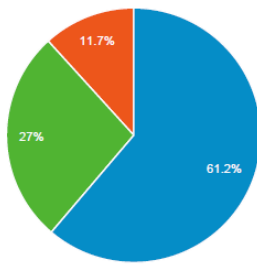
Event Label	Total Events
(not set)	69,234
iof intro new	54,463
IOF intro	12,863
WOC 2018 15 sec	7,629
iof long	3,981
WOD	1,690
WOC 2017	893
South China Trail Orienteering Championships 2017	178
South China Historical trail Championships 2017 2	178
SPORTident	100

Visitors by Browser

Browser	Sessions
Chrome	40,229
Safari	20,933
Firefox	10,865
Internet Explorer	8,116
Android Webview	2,735
Safari (in-app)	2,341
Edge	1,776
Opera	646
YaBrowser	345
Android Browser	282

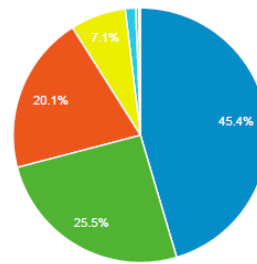
Visitors by Device Category

■ desktop ■ mobile ■ tablet








Users by Operating System

■ Windows ■ iOS ■ Android ■ Macintosh ■ Linux
■ Windows Phone ■ Other



Event (Livestream) viewers

Viewers

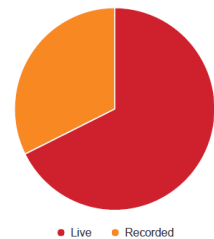
Total Views 	Unique Views 	Max. Concurrent Viewers 	Total Minutes Viewed 	Average Watch Time 
26,806	17,190	1,216	963,699	00 : 42 : 18

Events

Event	%Views	Start Date	Total Views	Unique Views	Total Minutes	Avg. Watch Time
WOC 2017 Long	29.0%	Jul, 4 2017 11:10 AM EEST	7,773	4,931	246,868	00 : 39 : 47
WOC 2017 Relay	20.5%	Jul, 7 2017 12:45 PM EEST	5,491	3,502	248,759	00 : 50 : 39
WOC 2017 Middle	20.0%	Jul, 6 2017 10:27 AM EEST	5,362	3,170	246,963	00 : 53 : 11
WOC 2017 Sprint	17.6%	Jul, 1 2017 2:30 PM EEST	4,730	3,030	108,191	00 : 26 : 40
WOC 2017 Sprint relay	11.4%	Jul, 2 2017 4:55 PM EEST	3,060	2,160	109,413	00 : 40 : 13

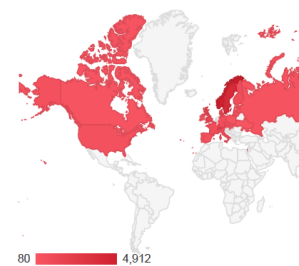
Media Type

Type	%Views	Total Views	Unique Views	Total Minutes	Avg. Watch Time
Live	67.7%	18,815	11,180	772,140	00 : 49 : 27
Recorded	32.3%	8,991	7,206	191,509	00 : 24 : 10




Locations

Country	%Views	Total Views	Unique Views	Total Minutes	Avg. Watch Time
Norway	18.3%	4,912	3,131	201,789	00 : 47 : 26
Sweden	15.0%	4,028	2,689	140,597	00 : 41 : 18
Switzerland	13.5%	3,616	2,259	135,380	00 : 43 : 08
United Kingdom	5.9%	1,594	1,031	61,997	00 : 44 : 20
Estonia	4.0%	1,069	613	25,713	00 : 32 : 42
Denmark	3.6%	964	627	29,931	00 : 36 : 11
Finland	3.5%	935	532	30,327	00 : 43 : 12
Italy	3.5%	926	484	24,804	00 : 35 : 17
France	3.4%	916	597	36,613	00 : 46 : 38
Australia	3.2%	845	551	32,950	00 : 44 : 31




Social media report

Facebook stats

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 International Orienteer...	8,822	12.34%	162	2,374,831	14,659	24,198	149.4	5,631

Twitter stats

Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Impressions	Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 @IOForienteering	3,879	2.6%	210	301,358	77.69	25,110	6.47	349	1,503

Instagram stats

Unfortunately no Instagram stats were reported due to a technical error