



# IJF MEDIA COMMISSION REPORT

## MEDIA & COMMUNICATION, SOCIAL MEDIA AND TV REPORTS

### MEDIA & COMMUNICATION

- The Media and communication strategy is based on two main subjects: World Judo Tour (events), and Judo for the World (education and development)
- Over the last two years: more than 500 news articles were published on the IJF homepage and more than 270 press releases (average of 2.6 per week) were sent to 4,000 contacts.
- New Website launched in 2016
- 'Judo for the World' series: As of May 2017, 10 films (Japan, Cuba, Brazil, Australia, Turkey, Zambia, Hungary, Nepal, India, Peru) were published + Russia (May) and Mongolia (August)
- 2 editions of the World Judo Day: in 2016, 60 countries for 200 projects were organized in 2016 → 2017 will be dedicated to COURAGE.
- Advertising and publications: 45 pages published in SportsPro, Sport Business, Around the Rings, Inside the Games, Sportcal... and on internet.
- Participation in SPORTELE forums (Monaco, America, Asia).
- Thousands of images published on the IJF photo Gallery and on social media. All images can be re-used for promotional/non-commercial purposes (© IJF).
- Continuous communication with continental unions and national federation.

### SOCIAL MEDIA

- Rio 2016 Olympic Games - #Judo was the number one trend in the world on Twitter on 5 days out of 7 – more discussed online than any other sport at Olympics, or topic in the world
- 2017 - Paris Grand Slam and Dusseldorf Grand Prix trending on Twitter
- Social Media Q&A's with athletes including Olympic champions
- #AskVizer – regular question and answer sessions with the IJF President on Twitter. It's an open forum for any judoka, coach, official, media representative, fan or judo family member to submit a question to the President on any subject.
- Instagram Takeover's – e.g Rustam Orujov, Elmar Gasimov, Toth Krisztian
- Live draw stream – all IJF events
- Live stream special events – e.g. behind the scenes exclusive Kodokan Tour
- International Olympic Organisations on Facebook: Judo is only behind basketball, football, hockey, cycling in terms of fans on Facebook. Judo is ahead of athletics volleyball, swimming and the Paralympics.
- As of 1 May 2017: Facebook - 732,665 | YouTube – 91,710 | Instagram – 86,400 | Twitter – 43,772 | IJF President Twitter – 1,796 | Periscope – 573

### BROADCAST & MEDIA RIGHTS

- Judo broadcast in more than **180 Countries** in 2016
- Rio 2016 – Judo **Prime Event Limitation** broadcast on all Days of Olympic Games
- Over **600 million** TV audiences reached in 2016. (Olympics- 360 million, World Judo Tour- 250 million)



- More than **4,000 hours** of Judo broadcast on TV globally.
- More than **9 billion Event Impressions** of the IJF World Judo Tour alone
- Digital broadcast saw more than **22 million views** on YouTube and reaching **100,000 subscribers** milestone.

**Nicolas Messner – Media and Communication Director**  
**Mark Pickering – Media Manager & Head of Social Media**  
**Gibran Khan – Broadcast and Media Rights**