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 SPORTEL 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