



MEDIA AND MARKETING COMMISSION REPORT

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Since the last IJF Congress, the IJF media plan has been refined and it continues to be developed in order to respond effectively to the demands of both judo fans and the media. It includes an effective TV strategy, the continuous development of content for the website and the implementation of energetic campaigns on social networks. The year 2021 was marked by the Tokyo 2020 Olympic Games, while a few months later, we were already embarking on preparations for the Paris 2024 Games. The media department is active in the sporting dimension of judo (the World Judo Tour) as well as on the educational dimension (Judo for Peace, Judo for Children, IJF Academy, Climate, Gender Equality, etc).

TV and OTT during the 2022 World Championships (Nielsen Sports)

- 881 hours of TV coverage (live, delayed, relive, highlights, sports magazine, magazine, news)
- Cumulative audience: 93.6M • +13% increase compared to 2021 WC
- 760 hours of brand visibility • €15.65M media value generated
- 1,424M event impressions: Japan, France and Brazil are the countries with the most event impressions
- Top markets by cumulative audience: Brazil, France, Germany, Netherlands, Japan
- Top markets by broadcast time: Croatia, Slovenia, Pan-Balkans, Israel, France

WEBSITE: www.ijf.org

Following the website redesign that took place during the previous period, the media department significantly increased the number of articles published. During this last period, an increase of almost 300% took place (1020 articles vs. 350). Lately, in order to further increase the visibility of each weight category during world circuit events, articles by categories are now published.

Breakdown of articles (1020)

- Interviews, stories, videos: **172**
- News IJF/NF: **150**
- Veterans, kata, juniors, cadets: **85**
- Judo for Children: **69**
- Gender Equity: **46**
- IBSA, CISM, World Deaf, Mediterranean Games, EYOF, Police, Commonwealth Games, Islamic Games: **39**
- IJF Academy: **19**
- WJT: **167**
- Olympic Games: **116**
- World championships: **73**
- Judo for Peace: **63**
- Forever Everest: **21**

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SOCIAL NETWORK: Facebook, Instagram, Twitter, Youtube, TikTok...

Social media is now one of the main communication channels of the IJF. Our organisation is in the top 10 of international federations in terms of reach and frequency of an organisation's presence on social networks (number of followers, growth, reach, posts per day, views per day, likes, comments, shares / retweets and interaction).

The IJF is still very active on its Youtube channel and has recently developed <https://live.ijf.org>, offering the possibility of following the WJT exclusively with a premium subscription.

Fans and followers

Total : **2 907 887**

Instagram @judogallery + @judoogallerykids: **1 294 265**

Facebook: **991 241**

Youtube: **377 773**

TikTok: **143 288**

Twitter: **84 888**

Telegram: **10 523**

LinkedIn: **5 909**

Most active countries

Brazil, Russia, India, USA, Kazakhstan, France, Algeria, Mongolia, Philippines.

In total, this represents 2,907,887 people, which corresponds to a more than 30% increase compared to the previous period.

During the World Championships Tashkent 2022, more than 10 million people were reached on our social media platform.

The new @judogallerykids platform on Instagram already has 10,5k followers and shows an exponential interest.

PRESS RELEASES

Since the last congress, 133 press releases have been sent to almost 4,000 contacts worldwide, which represents an 80% increase compared to the previous cycle. A new tool for designing and sending press releases has been put in place for better integration into the IJF communication tools.

MEDIA ACCREDITATION

In 2022, 756 media were accredited to follow the events of the World Judo Tour. The most followed events were the World Championships in Tashkent (177 media), the Tokyo Grand Slam (134 media) and the Paris Grand Slams (71 media). On average, 42 journalists are accredited to each event.

VIDEO CONTENT

In addition to the regular press articles published on all our platforms (web + social), the IJF continues to develop existing formats as well as new video formats that promote judo and its values.

JUDOFEST

At the end of 2021, a new format for the second edition of JudoFest was implemented with the distribution of the IJF Awards.



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Special features on IJF.org: **FOREVER EVEREST**

In 2022, the IJF media produced a full documentary about Sabrina Filzmoser's successful ascent of Mount Everest, starting from sea level. The documentary was premiered in Austria, Great Britain and Japan during the Tokyo Grand Slam and will be publicly released in 2023.

JULIEN GOES AROUND THE WORLD

Since January 2022, we have been following Julien Brulard, a French judoka, who is travelling around the world.

THROW TO TASHKENT

This year we organised the Throw to Tashkent challenge. More than 1,000 judoka took part to win a trip to the World Championships for free. Out of these 1,000 entries there were 4 winners, who came to Tashkent together with their guests. The IJF covered the whole trip for winners from Canada, France, Poland and Nigeria.