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IOM World Championship Statistic

Now that the Championships are over I have put together a simple set of stats that the organisers and sponsors will find interesting. Future event hosts may also find these figures interesting when thinking about bandwidth.

Back in 2006 the MYA along with Fleetwood Model Boat Club hosted the RM World Championship, this event had its own web site that was hosted on the main MYA web server. The site was up dated every evening with the latest results and a set of picture galleries from that days sailing. The site attracted some 15,000 hits for the complete week.

For this championships we have at our disposal far better web and instant messaging services than we did in 2006, coupled with the fact that a lot more people are connected to the web and more importantly a lot more savvy with its use.

One week on the championships has so far attracted across the differing media channels employed:

588,570+ clicks/views

Below you will see a list of the varying media channels we used and the hits they have generated.



Model Yachting Association's Website

During the event several posts specific to the championships were posted on the site, especially the visit of our patron Prince Phillip Duke Of Edinburgh.

Hits:

500 per day

1,100 per day during the event

Continues to be above the average one week on



IOM World Championship Website

The site has carried the event sponsors from a very early date and has kept the sailing community and competitors up to date with the latest changes and news leading up to and during the event.

Results were posted straight after the A Heat once any protests were resolved.

Tweets and Flickr feeds automatically fed into the site as they happened.

A supporters blog was opened as the event started and this has received some 196 comments from around the world.

Hits:

500 per day before the event

1,100 per day with one week to go

20,000 hits per day during the event

186,000 hits so far



Twitter

It was decided very early on in the planning stage that the use of twitter would enable us to relay real-time information to the sailing community.

Vicky McNulty and Damian Ackroyd stated when each heat started, coupled with the top six boats that were promoted along with any interesting notes through that heat.

The A and B heats were covered in more depth, with some heats getting up to 8 tweets as the racing unfolded.

All tweets were relayed back to the main Championship website for greater coverage.

Stats:

470 tweets sent during the championships

175 dedicated followers

Unable to know exactly how many people were following without been a dedicated follower.

