# IM24CA Media & Communications 2022

Annual General Meeting 2022



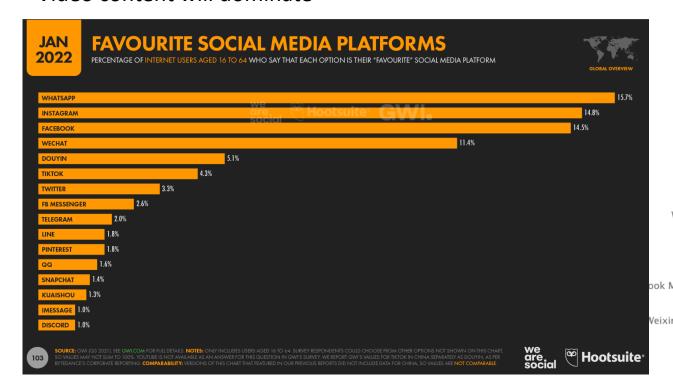
Piret Salmistu
IM24CA Administrator and
Media Coordinator





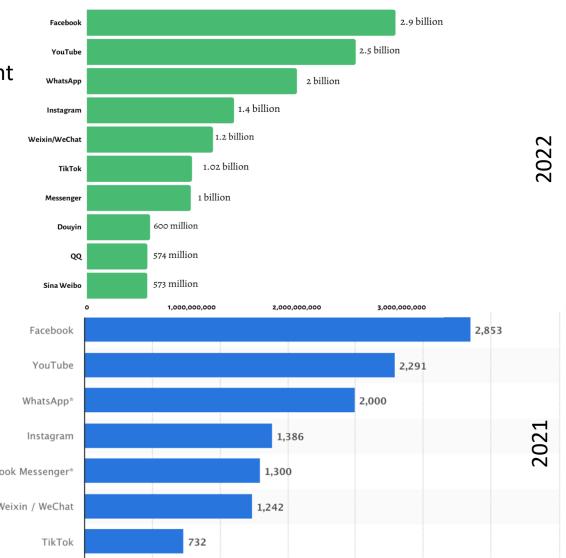
#### **Trends**

- Facebook continues to reign strong as the king of social media, with 2.93 billion active users in 2022.
  - Ranks among apps that consumers spend the most amount of time on
- Second on the list in 2022 is YouTube with 2.52 billion active users—85.7 percent of the number of Facebook users
- Video content will dominate



#### Most popular social networks worldwide 2022 vs 2021, ranked by number of active users

(in millions)





#### Melges 24 Media Channels

- Website
- Social media
- Instagram
- Facebook
- Flickr
- YouTube
- Twitter
- News and PRs





#### Melges24.com statistics

18,425

6,344 (34.36%)

1,984 (10.75%)

1,499 (8.12%)

987 (5.35%)

715 (3.87%)

687 (3.72%)

**506** (2.74%)

418 (2.26%)

405 (2.19%)

**353** (1.91%)

% of Total: 100.00% (18,425)

- Top 10 website users by countries, count and % of the total users.
- Users visited 1.98 pages per session
- Avg. duration of the session 2:07

2020

2. Italy

United States

Germany

**United Kingdom** 

Switzerland

4. Marie Canada

Estonia

Australia

Sweden

France

Users since the launch of the webpage on Feb 16 – Nov 5

Users - Nov 6 2020 - November 5 2021

2021	30,439 % of Total: 100.00% (30,439)
1. United States	<b>10,777</b> (35.15%)
2. Italy	<b>2,972</b> (9.69%)
3. Germany	<b>2,234</b> (7.29%)
4. United Kingdom	<b>1,223</b> (3.99%)
5. Croatia	<b>1,106</b> (3.61%)
6. Canada	<b>1,046</b> (3.41%)
7. China	<b>886</b> (2.89%)
8. Australia	<b>742</b> (2.42%)
9. Denmark	<b>640</b> (2.09%)
10. Sweden	<b>639</b> (2.08%)

#### Users - Nov 6 2021 - November 6 2022

	2022	<b>47,153</b> % of Total: 100.00% (47,153)
1.	United States	19,748 (41.76%)
2.	Italy	<b>4,923</b> (10.41%)
3.	Croatia	3,104 (6.56%)
4.	Germany	<b>2,371</b> (5.01%)
5.	<b>!</b> Canada	<b>1,837</b> (3.88%)
6.	United Kingdom	1,401 (2.96%)
7.	Norway	<b>1,122</b> (2.37%)
8.	Australia	991 (2.10%)
9.	France	<b>970</b> (2.05%)
10.	Sweden	<b>796</b> (1.68%)



Sessions

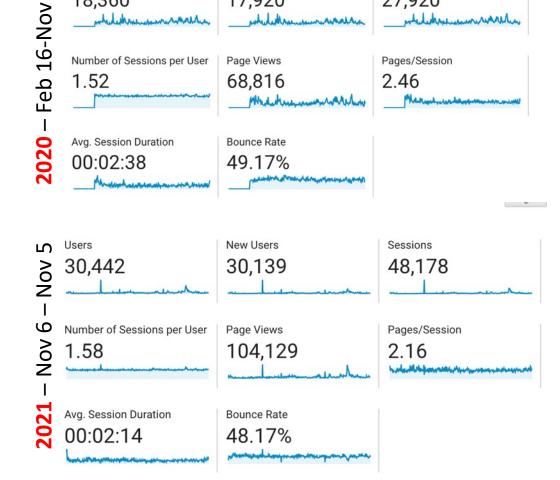
27,920

Pages/Session

#### Melges24.com statistics

Comparing 3 years at the website, then 2022 is showing a great growth again

	2019	2020	2021	2022
	full year	10 months	full year	full year
Unique users	20,334	18,360	30,442	47,153
New users	19,985	17,920	30,139	45,630
Pages per session	2.36	2.46	2.16	1.98
Sessions	36,584	27,920	48,178	75,244
Avg duration		2:39	2:14	2:07



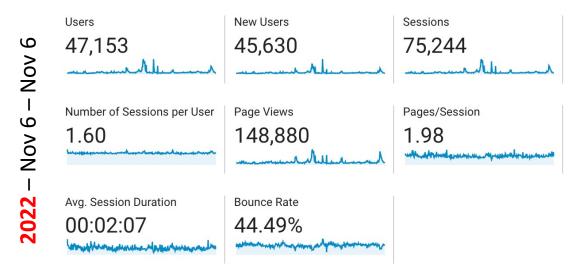
New Users

17,920

Page Views

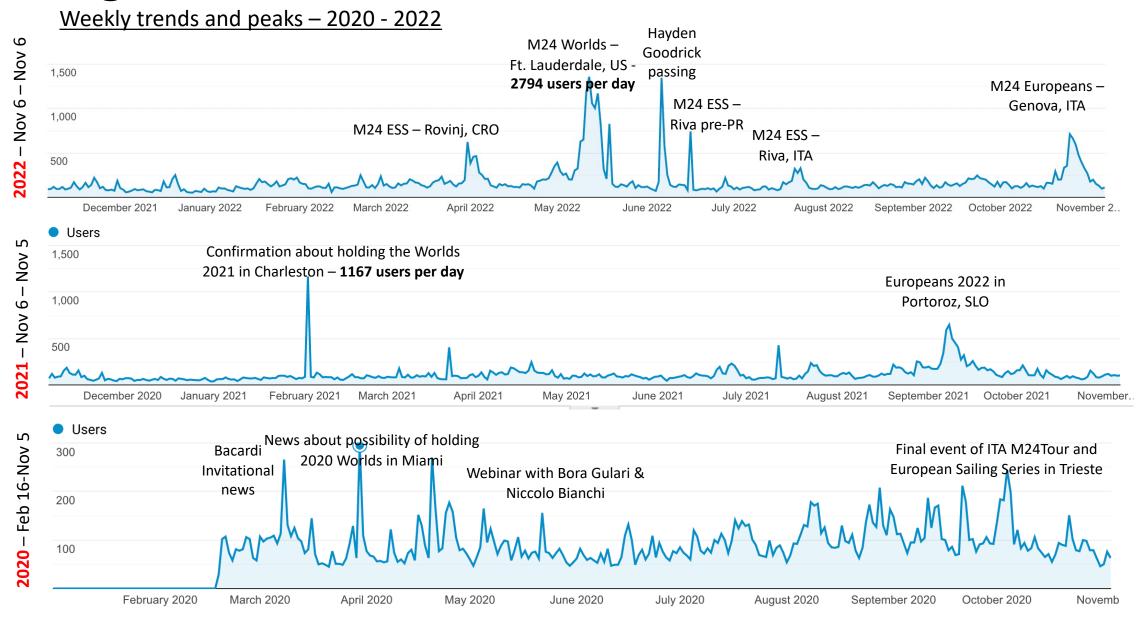
Users 18,360

Number of Sessions per User



#### INTERNATIONAL MELGES 24 CLASS ASSOCIATION

### Melges24.com statistics 2022





#### Website

#### Calendar view and past events with results

You can find the events by countries, event types, series (continental or local)

- Each regatta has its own event page – click on the name of the event
- Venue country
- You can add event to your calendar
- Link to the results (at Recent Events page)



Melges 24 - Class - Members - Events - News - Media - Rules & Regs - Marketplace - f 🔲 🎯 🎽 💆 Q 🤱

WELGES 24

12.03.2022

#### INTERNATIONAL MELGES 24 CLASS ASSOCIATION

MELGES

ANNUAL GENERAL MEETING 202

MELGES

SAILING SERIES

SEPTEMBER 4-11, 202

Calendar



Melges 24 - Class - Members - Events - News - Media - Rules & Regs - Marketplace - f 🗖 💿 💆 🧱 💟 Q 🛔



#### **Recent Events & Results**

In this menu you will find the recent events since 2019

From 2019 - World Championship, North American Championship, European Sailing Series, North American Championship Series events.

The information about the earlier events you will find under menu items and the type of event.

Series	- An	<i>/</i> -	~	Country	- Ar	ıy -	~
Event ty	ype	- Any -		<b>∨</b> Ye	ar	- Any - 💙	Apply
10.11 - 13.11		2022 Melges 24 U.S. National Championship	9	Pensacola Florida US		United States	Results
22.10. - 29.10.		2022 Melges 24 European Championship	*	Genova, IT	ГА	Italy	Results
30.09. - 02.10.		CRO Melges 24 Cup 2022 - 6 - Split	2	Split, CRO		Croatia	Results
-		FRA Melges 24 Tour 2022 - 3 - Hendaye - French National Championship	686	Hendaye,	FRA	France	
-		2022 Melges 24 European Sailing Series & 2022 ITA Melges 24 Tour & Italian National Championship - Imperia	i w	Imperia, IT	ГА	Italy	Results
17.09. - 18.09.		2022 Melges 24 Germany Races: Oktoberfestpreis	*above*	Starnberg See, GER	er	Germany	
16.09.	2022	2022 Melges 24 Canadian National	Δ	Toronto, C	ON,	Canada	Results









### Website – Event page

- Each regatta has its own event page click on the name of the event through the site or in Calendar view
- Venue information and links
- General information about the event
- You can add event to your calendar
- Tab Regatta News, all event related news published at melges24.com
- Tab Winners Top 3 skippers will be listed here and these results will appear on each sailor's profile
- Related photos in the carousel view on the bottom of the page



CRO RACE CALENDAR

Melges 24 - Class - Members - Events - News - Media - Rules & Regs - Marketplace - f 🔟 🧿 💆 🛗

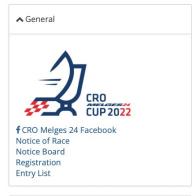
#### CRO Melges 24 Cup 2022 - 7 & CRO Melges 24 National Championship - Zadar

25.11.2022 - 27.11.2022 Add Event to Calendar



JK Uskok

Soffice@jkuskok.hr
+385 23 337 830





▲ Media

f Croatian Melges 24 Class in Facebook f IM24CA Facebook © Croatian Melges 24 Class Instagram © IM24CA Instagram

▲ More information

Event type

Melges 24 National Championships
Melges 24 - Other Regattas & Local Series











### Website – Most popular pages

- Page views 148,880 vs 104,225 in 2021 in total; 123,90 unique page views vs 84,128 in 2021
- Main page is the most visited page

#### **2022 TOP 10**

Page ?			Page Views 🕜 🔱	Unique Page Views	Avg. Time on Page	
			148,880 % of Total: 100.00% (148,880)	123,900 % of Total: 100.00% (123,900)	00:02:07 Avg for View: 00:02:07 (0.00%)	
1.	/	P	<b>27,816</b> (18.68%)	20,822 (16.81%)	00:01:19	
2.	/Worlds2022	7	10,319 (6.93%)	<b>8,966</b> (7.24%)	00:03:56	
3.	/Europeans2022	P	6,819 (4.58%)	<b>5,354</b> (4.32%)	00:03:31	
4.	/europeansailingseries	P	<b>5,920</b> (3.98%)	<b>5,070</b> (4.09%)	00:01:16	
5.	/worldchampionships	P	<b>5,240</b> (3.52%)	<b>4,673</b> (3.77%)	00:03:31	
6.	/calendar	P	<b>2,882</b> (1.94%)	2,546 (2.05%)	00:01:23	
7.	/2022-melges-24-european-sailing-series-cro-melges-24-cup-4-rovinj-cro	O @	<b>2,508</b> (1.68%)	<b>1,851</b> (1.49%)	00:03:53	
8.	/news/godspeed-hayden-goodrick	P	<b>2,139</b> (1.44%)	2,044 (1.65%)	00:05:33	
9.	/europeanchampionships	P	<b>1,829</b> (1.23%)	<b>1,579</b> (1.27%)	00:01:30	
10.	/croatia	P	<b>1,752</b> (1.18%)	<b>1,444</b> (1.17%)	00:01:44	

#### **2021 TOP 10**

Page ?		Page Views 🕜		Unique Page Views	Avg. Time on Page	
			104,225 % of Total: 100.00% (104,225)	<b>84,128</b> % of Total: 100.00% (84,128)	00:01:54 Avg for View: 00:01:54 (0.00%)	
1.	/	P	<b>21,631</b> (20.75%)	16,487 (19.60%)	00:01:14	
2.	/Europeans2021	P	<b>6,394</b> (6.13%)	<b>4,638</b> (5.51%)	00:04:04	
3.	/europeansailingseries	P	<b>4,195</b> (4.02%)	<b>3,506</b> (4.17%)	00:01:16	
4.	/calendar	P	<b>2,358</b> (2.26%)	1,932 (2.30%)	00:01:31	
5.	/worldchampionships	P	<b>2,194</b> (2.11%)	1,895 (2.25%)	00:02:49	
6.	/bot-traffic.xyz	P	<b>2,013</b> (1.93%)	2,009 (2.39%)	<00:00:01	
7.	/parts-and-accessories	P	<b>1,555</b> (1.49%)	<b>1,230</b> (1.46%)	00:02:33	
8.	/europeanchampionships	P	<b>1,438</b> (1.38%)	<b>1,239</b> (1.47%)	00:01:04	
9.	/2021-european-sailing-series-2021-ita-me ges-24-tour-act-4-riva-del-garda	P	<b>1,282</b> (1.23%)	951 (1.13%)	00:03:04	
10.	/melges-24	P	<b>1,176</b> (1.13%)	1,063 (1.26%)	00:01:41	



### Website – Most popular pages

- Page views 148,880 vs 104,225 in 2021 in total; 123,90 unique page views vs 84,128 in 2021
- Main page is the most visited page

**2022 Top 11-20** 

**2021 Top 11-20** 

Pa	age ?	Page Views 🧷 🕹	Unique Page Views	Avg. Time on Page			104,225 % of Total: 100.00%	84,128 % of Total:	00:01:54 Avg for View:
		148,880	123,900	00:02:07			(104,225)	100.00% (84,128)	00:01:54 (0.00%)
		% of Total: 100.00% (148,880)	% of Total: 100.00% (123,900)	Avg for View: 00:02:07 (0.00%)	11.	/set-melges-24	<b>1,118</b> (1.07%)	953 (1.13%)	00:02:56
11.	/2022-melges-24-european-sailing-series-2022-ita- melges-24-tour-riva	<b>1,749</b> (1.17%)	<b>1,350</b> (1.09%)	00:04:37	12.	/2021-european-sailing-series-2021-ita-melg es-24-tour-act-3-malcesine	<b>888</b> (0.85%)	<b>678</b> (0.81%)	00:03:09
12.	/recent-events-results	<b>1,448</b> (0.97%)	<b>1,265</b> (1.02%)	00:01:27	13.	/italy @	<b>878</b> (0.84%)	694 (0.82%)	00:01:35
13.	/parts-and-accessories	<b>1,435</b> (0.96%)	1,213 (0.98%)	00:02:24		-		25 25	
14.	/melges-24	<b>1,432</b> (0.96%)	<b>1,271</b> (1.03%)	00:02:06	14.	/recent-events-results	814 (0.78%)	<b>656</b> (0.78%)	00:01:53
15.	/2022-melges-24-european-sailing-series-2022-ita-melges-24-tour-italian-national-championship	<b>1,402</b> (0.94%)	1,103 (0.89%)	00:03:45	15.	/how-to-guides-expertise	<b>789</b> (0.76%)	682 (0.81%)	00:04:48
16.	/set-melges-24	<b>1,228</b> (0.82%)	1,082 (0.87%)	00:02:59	16.	/germany 🚇	<b>773</b> (0.74%)	<b>624</b> (0.74%)	00:01:34
17.	/2022-melges-24-european-sailing-series-2022-ita-melges-24-tour-trieste	<b>1,158</b> (0.78%)	883 (0.71%)	00:03:30	17.	/members 🚇	<b>740</b> (0.71%)	<b>631</b> (0.75%)	00:01:09
18.	/italy @	<b>1,075</b> (0.72%)	923 (0.74%)	00:01:46	18.	/latest-news	<b>695</b> (0.67%)	<b>579</b> (0.69%)	00:01:08
	/halloffame	1,044 (0.70%)	<b>873</b> (0.70%)	00:02:13	19.	/halloffame	<b>661</b> (0.63%)	533 (0.63%)	00:01:52
20.	/latest-news	997 (0.67%)	845 (0.68%)	00:00:57	20.	/melges-24-gold-cup-2021	<b>658</b> (0.63%)	566 (0.67%)	00:02:35



# Facebook - @World.of.Melges24

**Basic facts** 

Started 4.04.2012

AGM 2022 at 5,550 likes, 6,228 followers

AGM 2021 at 5,228 likes, 5,756 followers

AGM 2020 at 5,018 likes, 5,443 followers

AGM 2019 at 4,735 likes

AGM 2018 at 3,888 likes

AGM 2017 at 3,181 likes

AGM 2016 at 2,305 likes

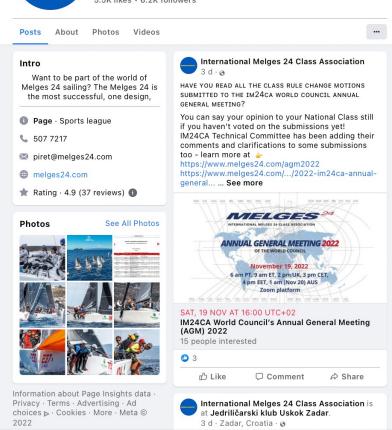
AGM 2015 at 1,798 likes

AGM 2014 at 1,454 likes

AGM 2013 at 1,146 likes

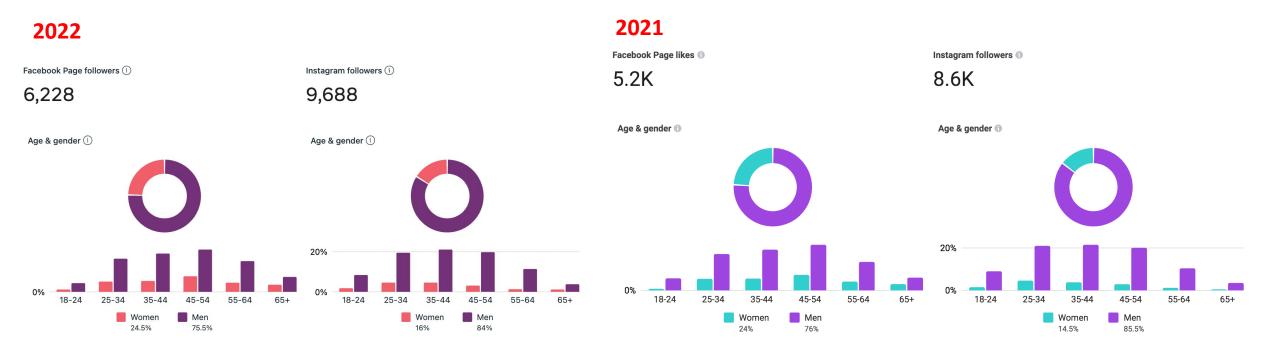
AGM 2012 at 618 likes



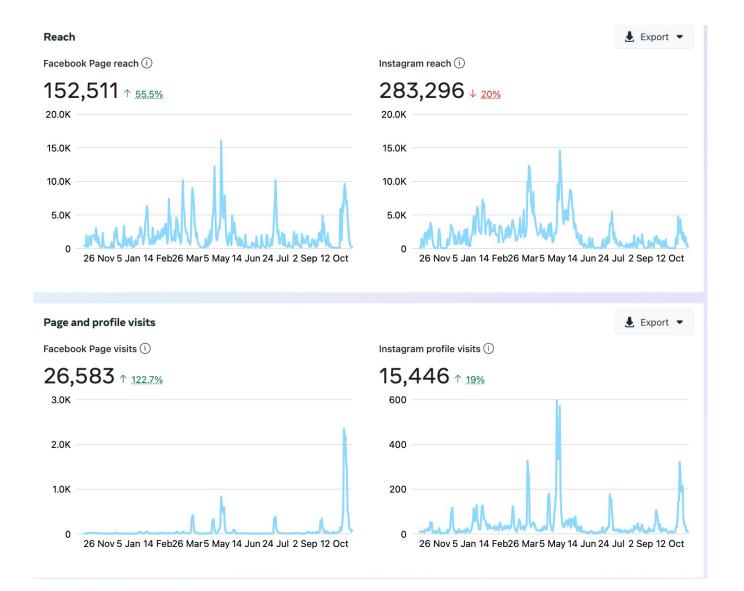




Steady growth of followers both in Facebook and Instagram







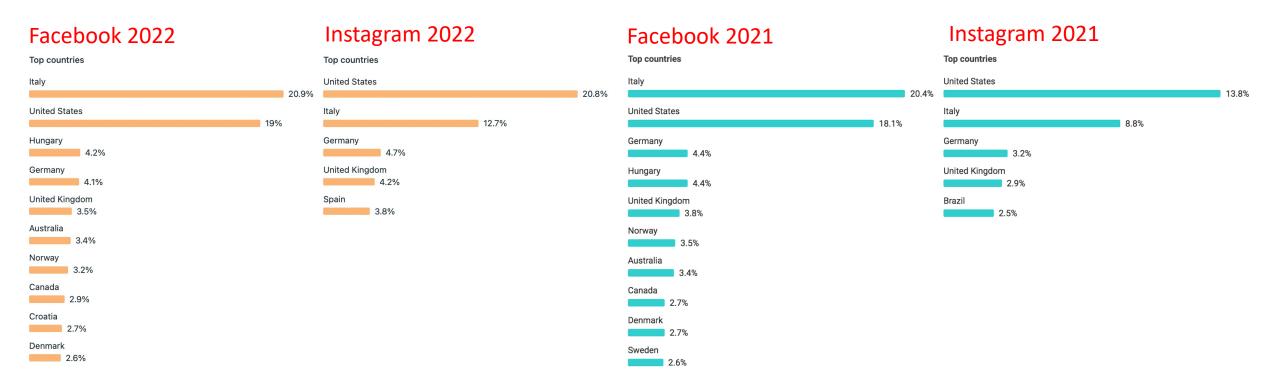
Facebook reach is in 55% growth and the number of page visits has been growing to double+

Instagram reach is smaller than in 2021, but at the same time profile visits are in 20% growth

Peaks – Worlds and Europeans 2022

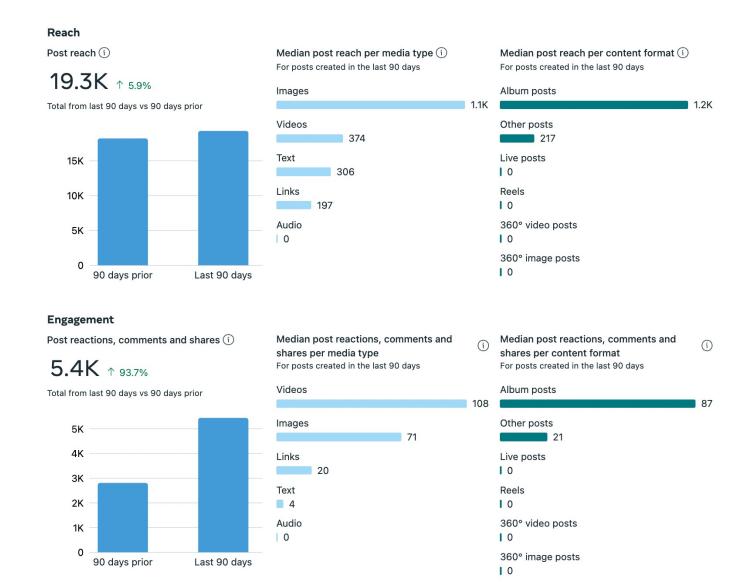
REACH - The number of unique accounts that saw any of your posts or stories at least once.





Top countries form where the visitors come to IM24CA Facebook and Instagram.



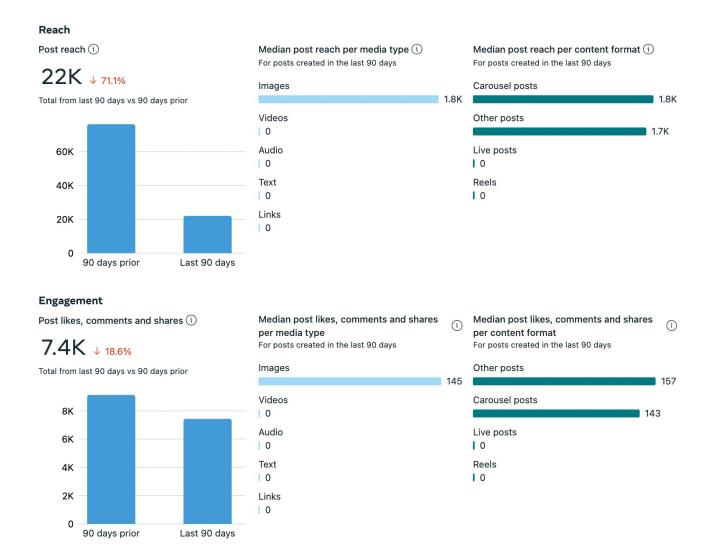


Here's the overview which kind of content creates the biggest Reach and Engagement among Facebook posts

Images and videos are by far more popular

Statistics comparison May 23-Aug 20 vs Aug 21 – Nov 18





Here's the overview which kind of content creates the biggest Reach and Engagement among Instagram

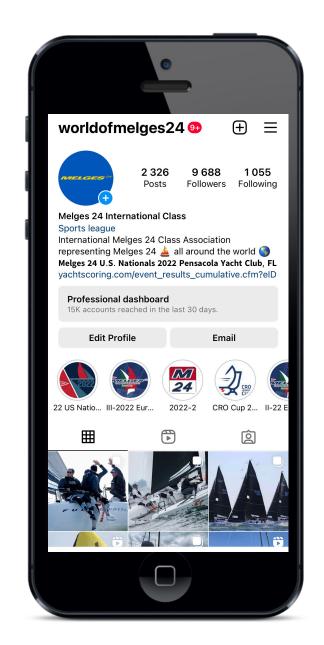
This is the statistics of last 90 days due to the availability

Statistics comparison May 23-Aug 20 vs Aug 21 – Nov 18



#### Melges24 on Instagram

- https://www.instagram.com/worldofmelges24/
- Tag in your posts @worldofmelges24 & #melges24
- Started the account 8th January 2015
- Followers **9,688 +1,077 1** (2021 8,611; 2020-6,808 +3,185; 2019-3,623; 2018–2,093; 2017-1529; 2016-1071; 2015-272)
- Posts 2,326 (2021- 2,006; 2020 1,753; 2019-1,486; 2018-1,239; 2017-981; 2016-695; 2015-126)
- There are 11,900 (2021-10,700; 2020-9,600; 2019-8,400; 2018-6,500; 2017-4,898; 2016-3,272) posts under hashtag #melges24



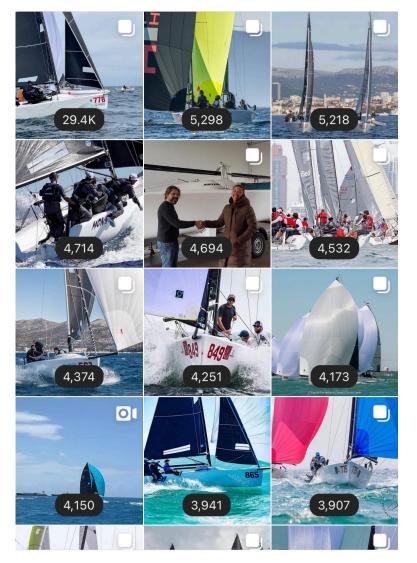


### Instagram – The most popular content

Plays **REELS** 

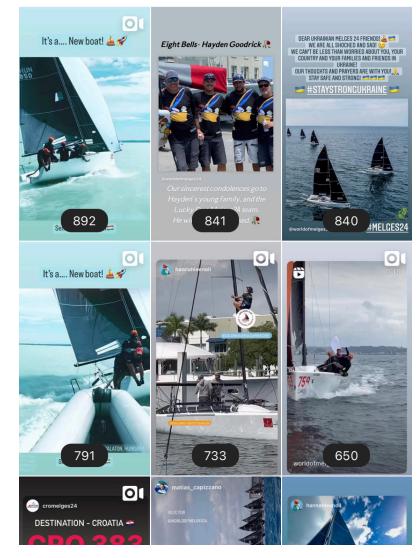


Reach POSTS



Reach

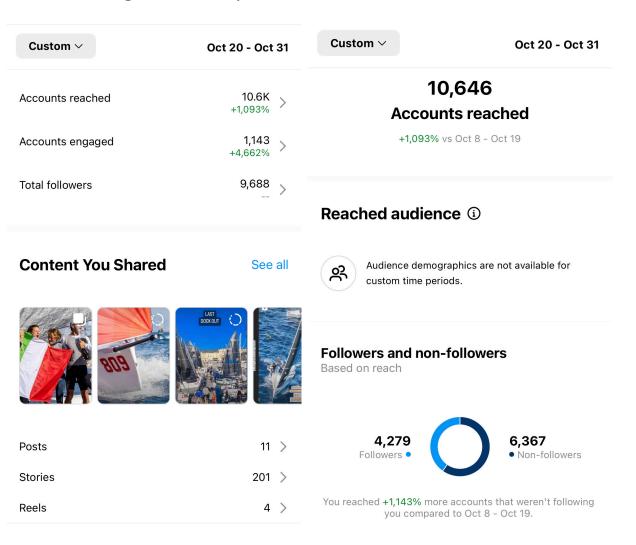
**STORIES** 



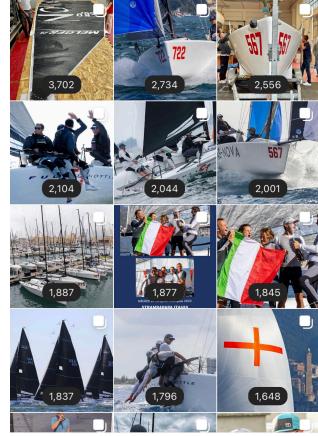


### Example of the event - Instagram

Melges 24 Europeans 2022 – October 22-29 – Genova, ITA

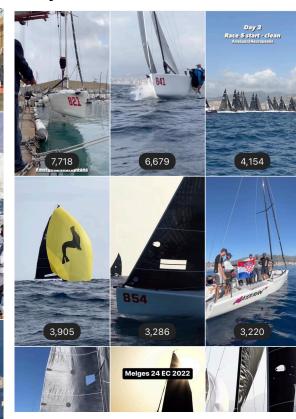


#### POSTS Reach



#### **REELS & VIDEOS**

**Plays** 





#### With Story you can tell the stories

- Story is the best tool in Instagram to document and archive the event.
- More than 200 stories, both from the sailors and us, were created into 3 highlights at the Europeans for example - see the event logo below and you can open it when visiting <a href="https://www.instagram.com/worldofmelges24">https://www.instagram.com/worldofmelges24</a> to tell you the story of the event
- Rewinding these highlights you can have a full overview about the year, specific event or series of events
- Stories posted in Instagram can be shared also to Facebook crossposting, more visibility. However, these will be visible to the account followers.
- Mentioning @worldofmelges24 in your stories, IM24CA will be happy to repost them.





III-2022 E...



2022-2



CRO Cup ...



II-22 Euro...



I-22 Europ...









#### A great media team makes wonders

- Thank you to all the event photographers and videographers!
- Photos from the dock, team photos, venue, racing, drone photos
- Videos daily highlights, drone footage usage in press releases, Facebook, Instagram, website, YouTube
- Interviews emotions of the sailors and creating memories for the history
- Press Releases pre-event stories and daily stories of the event
- Social Media
  - Daily updates in Facebook
  - Daily Video highlights and interviews to YouTube
  - Intensive coverage in Instagram via stories with crossposting to Facebook
  - Reposting the stories of the sailors and teams
  - Tagging and mentioning sailors, sponsors, organizers makes reach higher and adds visibility

The ones not at the event, can "almost be there" through the extensive media coverage



New collection

### Melges24 on Flickr – Melges Championships



Sailing Series Prizegiving

58 photos and 6 videos · 21 views

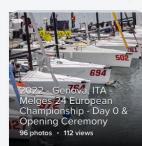














View my collections



































# Melges24 on Flickr – Melges Championships

- 35 albums created in 2022, 5,206 posted for 2022
- 31,477 photos in total are in our Flickr albums
- The views of albums 57,065 vs 49,570 in 2021
- The views of album Day 1 of the 2022 Europeans has 14,270 views (awesome shots with big swell)

**Photos** Collections Galleries Total Photostream Albums 2,853,242 7,924 57,065 1,608 2,919,839 views views views views views views

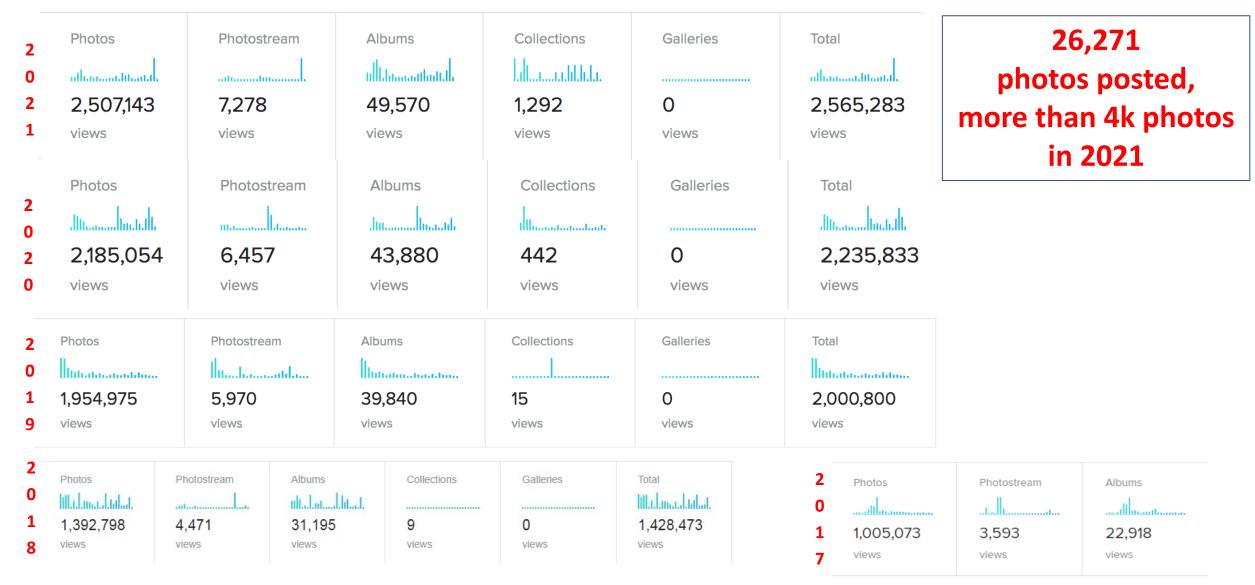








# Melges24 on Flickr – Melges Championships





# Thank you!

