



- Media – EHF title
- What we understand from media (TV, production, commmass media,
- Insight into the work of the EHF Media and Communications Department
- Role of EHF with media and what we do, lessons for clubs
- Better understanding of what we do and how we can work together

Overview

- 1 : Background
- 2 : Digital channels
- 3 : Creating the conversation
- 4 : Content is king
- 5 : Video
- 6 : Future strategy

European Handball Federation | 05.06.2015

- Media and communications

Profile

- EHF Head of Media & Communications since 2010
- 2010 VELUX EHF FINAL4 Manager
- Sports Management/European Studies at Loughborough University
- Worked for EHF since 2002
- Former player, coach, official
- Member AIPS Handball Commission





1:

Background

EHF and EHF Media & Communications

Background



Handball. The most electrifying team sport experience in Europe

5

- Challenge for our department
- New skills, new channels and new ways of communicating
- Have to be more human, not corporate

Background

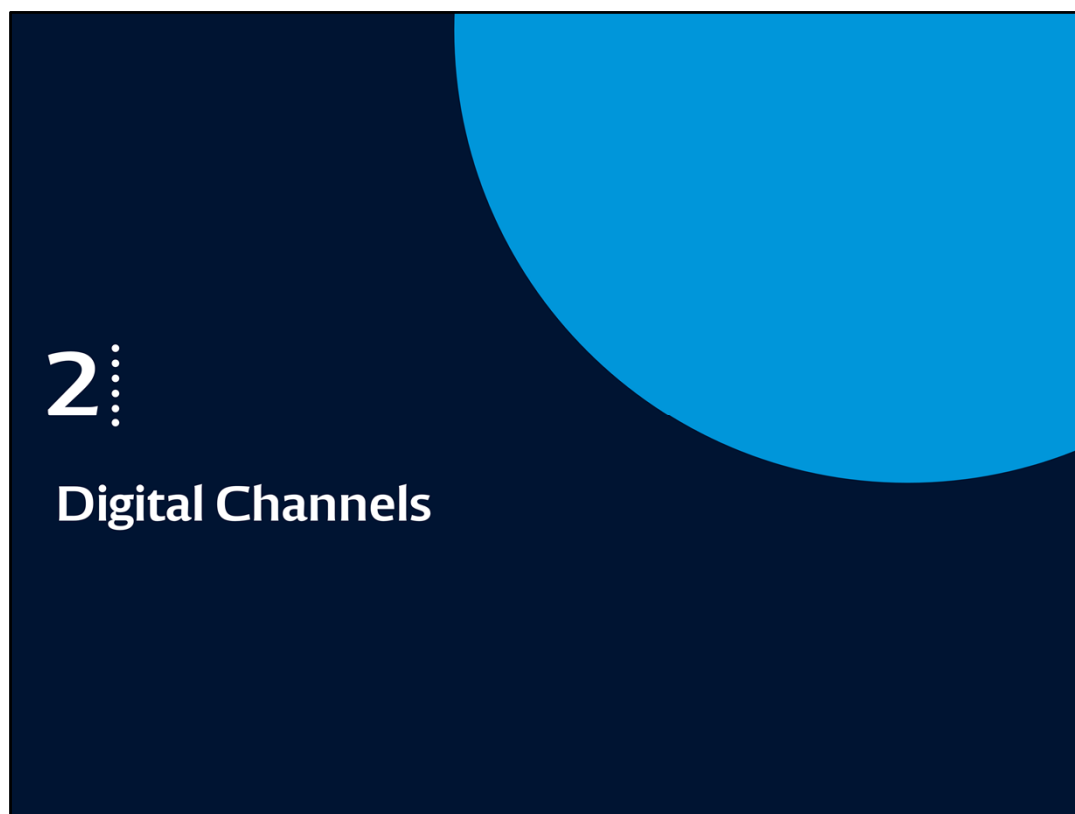


European Handball Federation | 05.06.2015

- What does handball do best?
- What is the number one position?
- What we do best?
- Electrifying



- Great, but what does it mean for media/ communications



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Online



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Live blog



11:59 15 /01 /2014

DAY 4 IN SUMMARY

- Final day in Aarhus
- Five teams fighting for three main round places
- GET INVOLVED: Best performance of Day 4? Tell us on [Twitter](#) and [Facebook](#) with #ehfeuro2014
- Chris O'Reilly reporting

10:43 16 /01 /2014

GOOD MORNING

The Americans appear to be getting super excited about Mikkel Hansen's "bonkers" goal against Austria. Let's see what crazy goals he'll score today to wow the brand new handball fans.



BI: Sports
@BI_Sports



Bonkers handball goal takes a 90-degree turn after skipping off the ground [read bi/1eJlwUg](#)

Tweets



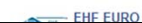
EHF EURO
@EHFEURO
It was another great evening of handball at #ehfeuro2014 & you can catch the @EurosportCom_EN highlight magazine now: [youtu.be/0mSvFFW7_c](#)
Show Media

Hannah Emilie Fanøe
@HannahFanoe
@EHFEURO @mhandball Do you know if anyone has 2 extra tickets for tomorrow's games in @JyskeBankBOXEN? We're two cheerleaders in need!
Retweeted by EHF EURO
Expand

Tom Ó Brannagáin
@obrannt
@obrannt @mikkelhansen24's goal made it to Business Insider and Sports Illustrated [twitter.com/BI_Sports/stat...](#) [twitter.com/SI_ExtraMustar...](#) @EHFEURO
Retweeted by EHF EURO
Expand

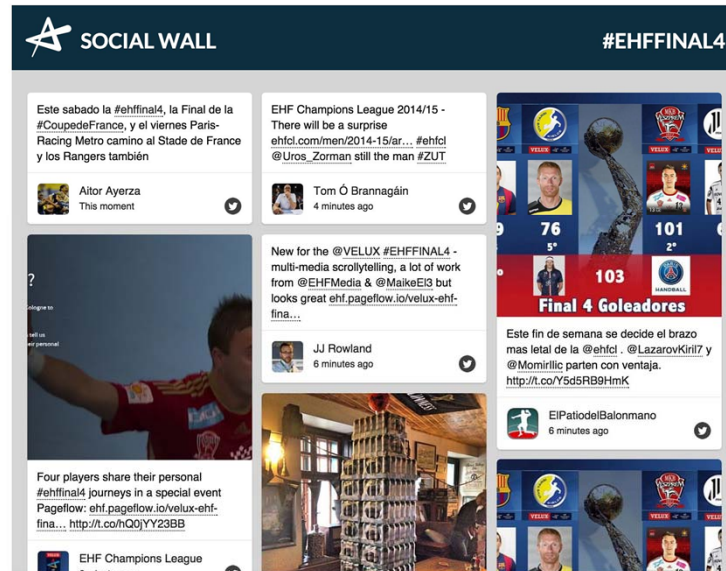
SI Extra Mustard

Finde uns auf Facebook



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Social Wall



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Official App



- Official App
- EHF EURO 2014 M&W
- VELUX EHF FINAL4
- Apps vs responsive

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Results

TOTAL AUDIENCE REACH

NEW DIGITAL STRATEGY SHOWS RESULTS IN AUDIENCE REACH

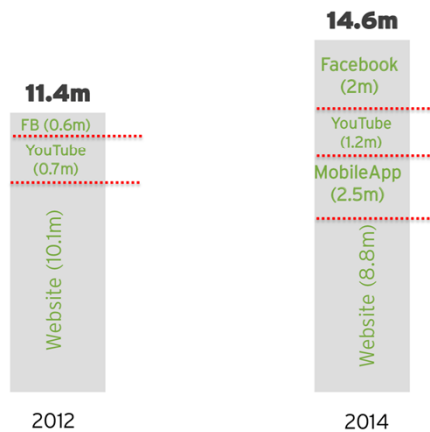
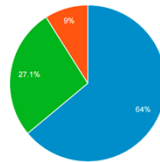
Across the industry official websites are seeing a drop in traffic. Therefore, it is essential for event organizers to have a **cross platform approach** in order to **retain and grow audience**.

By creating a robust digital strategy that worked across all platforms and that encompassed a cross platform promotion strategy, the EHF saw **significant growth of audience reach** particularly on the social media networks.

The addition of a **mobile responsive website** and **mobile app** ensured that fans could get the content they wanted when they wanted on their preferred device.

BASED ON PAGE VIEWS 2014 VS 2012

- Average pages visited: 5 pages (+24% vs 2012)
- Duration spent: 5.25 minutes (+8% vs 2012)
- Bounce rate: 31% (-7%)



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Social media

Page Messages 88 Notifications 88 Insights Publishing Tools Settings Help

Promote

THIS WEEK

2,431 Page Likes

2m Post Reach

Recent

2015

2014

2013

2012

2011

2010

2009

2008

2007

2006

Focus on:

- Facebook
- Twitter
- Instagram

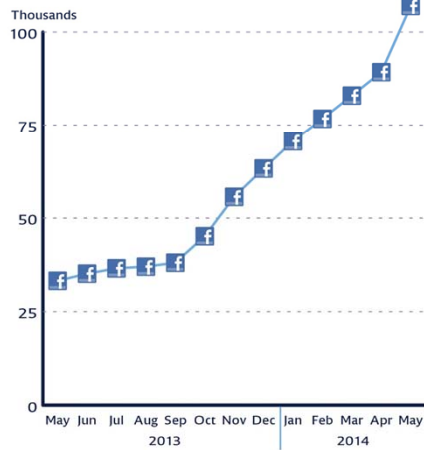
Learning by doing

14

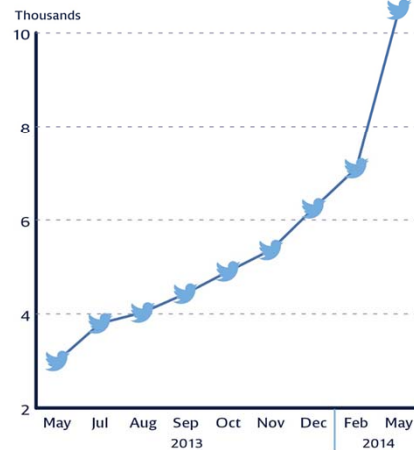
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Social media

f Facebook likes



t Followers



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New channels

VELUX FINAL4

The VELUX EHF FINAL4

What's your story?

- Experimentation
- New forms of storytelling
- Multi-media
- New apps e.g. Periscope, Meerkat

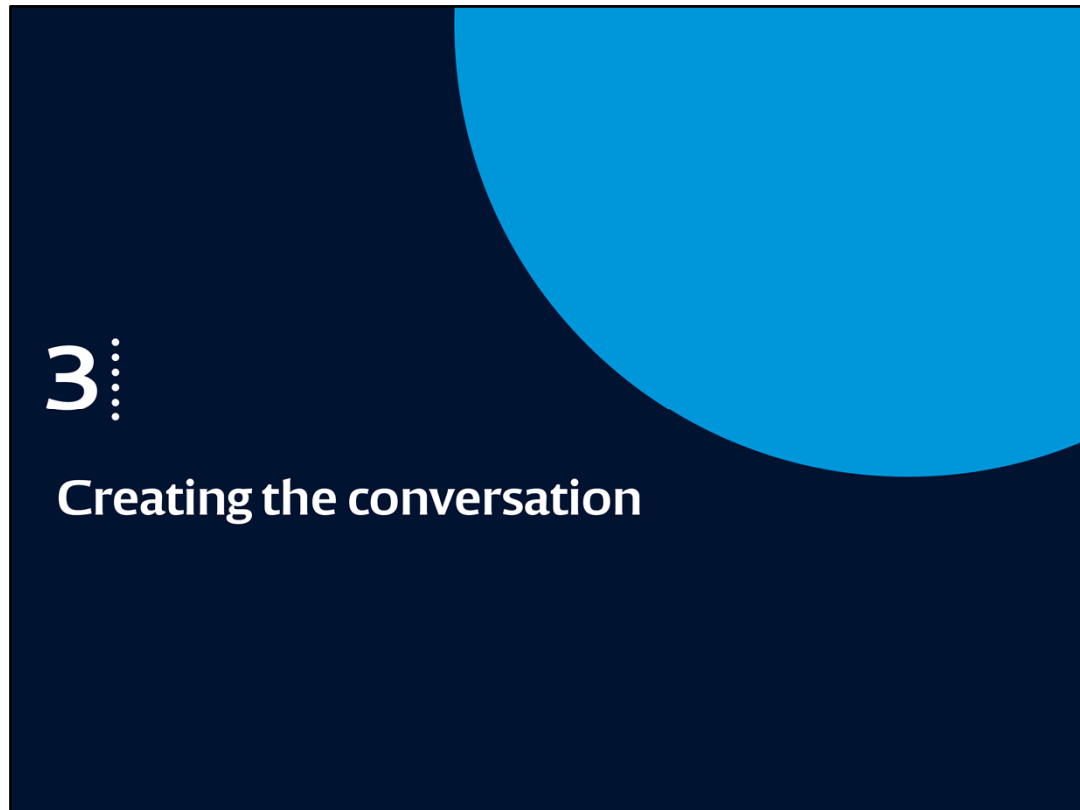
gather in Cologne to
gue title.

our players tell us
nd share their personal

WE ARE GOING TO COLOGNE! MAIN!!!

<http://ehf.pageflow.io/velux-ehf-final4>

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Finding the right voice



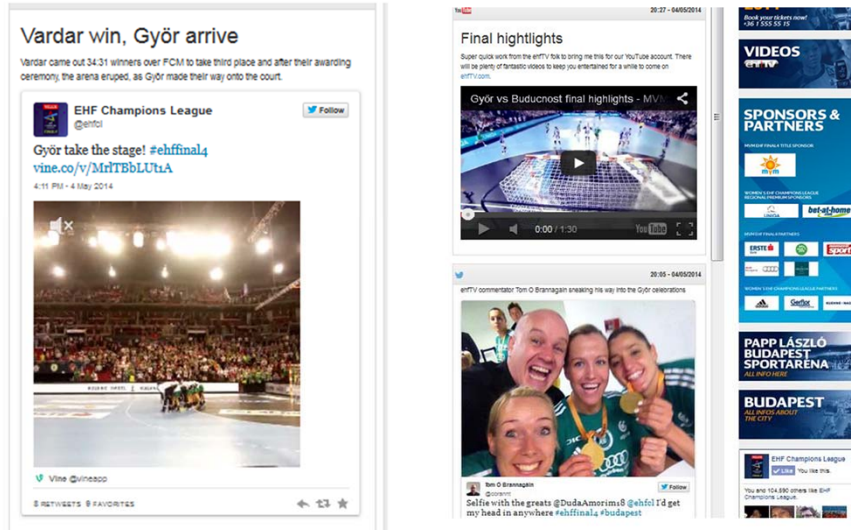
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Finding the right voice



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Live blogging



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Building a community



- Actively building community
- Replying to fans, being part of conversation
- Having the right personality
- Policies and training
- Give-aways and competitions



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Initiating the conversation

HÅNDBOLD

TV 2-ekspert revser All Star-hold: En decideret skandale!

Af Lars Bruun-Mortensen - 14. december 2014, 20:32 (Opd. 14. december 2014, 20:47)

Før Ungarn-braget

Mere hjælp til Danmark: Rumænien slår Spanien

Klarmeldt til EM-brag: Men Spellerberg sad over træningen

Danske spillere raskmeldte: Ingen udskiftninger fra Pytlík

Skrigende fans i bar overkrop venter Danmark

TV 2-vært får grineflip i EM-studiet: Se hvorfor

Tranborg landet i Ungarn: Reservetåns

Se alle kampe og studieudsendelser fra EM på TV 2 PLAY

Kun halvvejs inde i turneringen er EM's første All Star-hold blevet kåret.

Læs også: Før skæbnekampen: Se Danmarks EM-scenarier

Det europæiske håndboldforbund EHF har kåret turneringens bedste hold efter det indledende gruppespil. Et hold uden danskere - og et hold, der ikke ligefrem imponerer eksperterne i TV 2's EM-studie.

Tak for din feedback! Fortryd

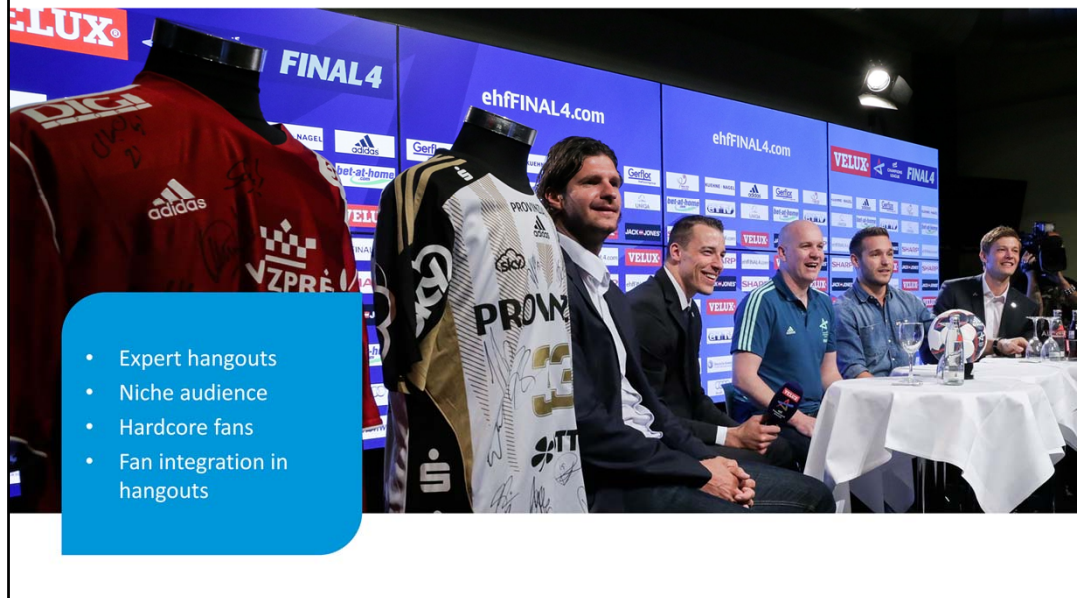
Vi bruger din feedback til at anmelde annoncer på dette website.

Hjælp os med at vise dig bedre annoncer ved at opdatere dine [annonceindstillinger](#).

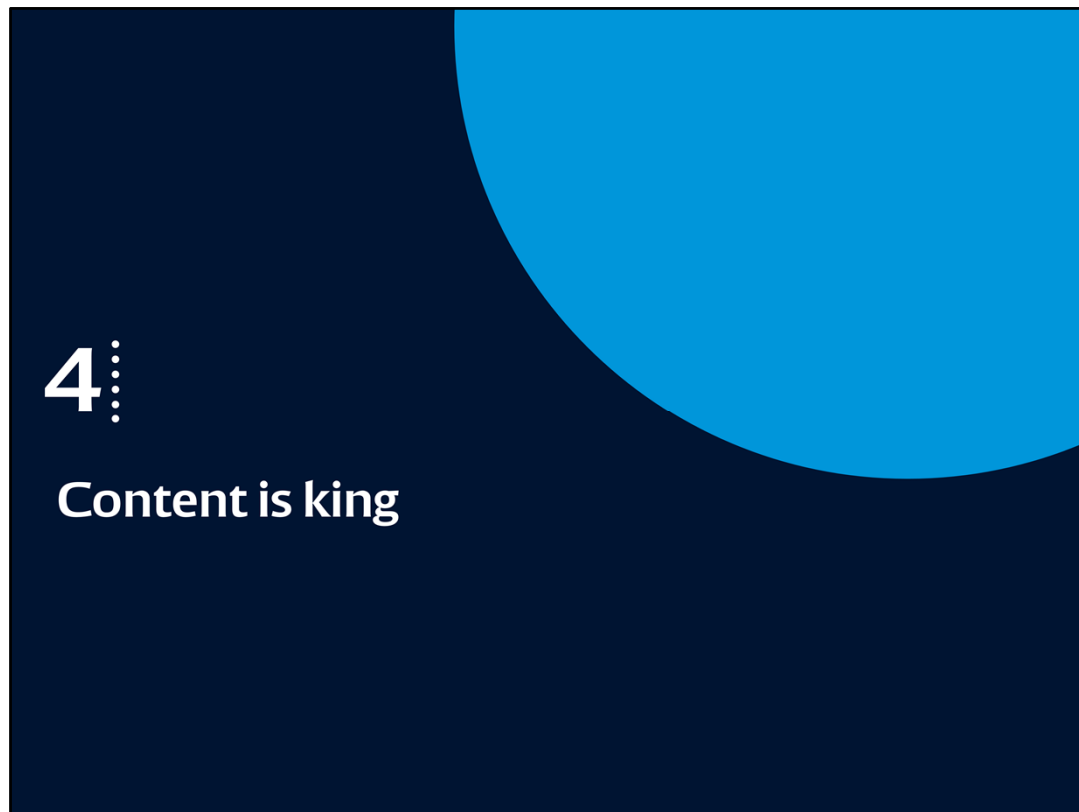
2015-05-27-bombe-under-fifa-valg-uefa-forlanger-udsættelse, Norge

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Google Hangouts



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Graphics



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Viral content

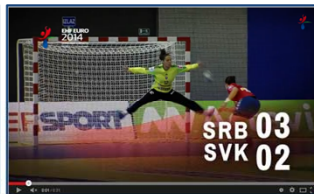
'Worst penalty of the championship?'



139,231*

* This video is the 2nd most viewed in the channel and the 1st without considering the live matches.

'You shall not pass'



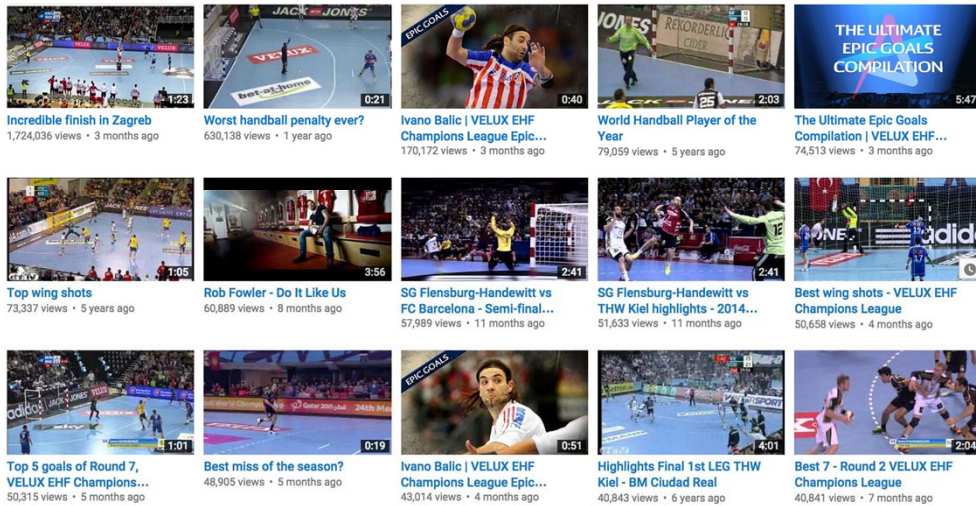
38,045

Live Blog Near Live Clips



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Viral content



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Mobile reporting project



- Young reporters
- New forms of digital reporting
- New Apps e.g. Bobler, Vine, Periscope etc.

<http://ehffinal4.tumblr.com>

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Campaigns & sponsor activation



- Fan sofa
- EHF EURO 2014 Men & Women
- Social media campaign
- Sponsor activation



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Campaigns & sponsor activation



#SCOREMORE

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EHF and EHF Media & Communications

ehfTV

5 Video

CHANNELS
ehfTV
LIVE

REWIND: THE HANDBALL SHOW

FINAL4

Stars: Nikola Karabatic

Sa, 23.05.2015

HOME

VELUX

FINAL4

Handball/VELUX EHF Champions League

Stars talk about Stars: Filip Jicha

Di, 26.05.2015

VELUX

FINAL4

Handball/VELUX EHF Champions League

Stars talk about Stars: Nikola Karabatic

Sa, 23.05.2015

LIVE ON EHFTV

Alle Tage

FR, 29.05.2015

Handball/VELUX EHF Champions League

VELUX EHF FINAL4: Opening

- EHF live streaming platform
- Extensive coverage EHF & national leagues
- Relaunch planned summer 2015

VELUX

FINAL4

Handball/VELUX EHF Champions League

VELUX EHF FINAL4: Opening Party

23.05.2015

VELUX

FINAL4

Handball/VELUX EHF Champions League

Fotoshooting in Kielce

Fr, 22.05.2015

VELUX

FINAL4

Handball/VELUX EHF Champions League

Stars talk about Stars: Laszlo Nagy

Ma, 20.05.2015

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YouTube

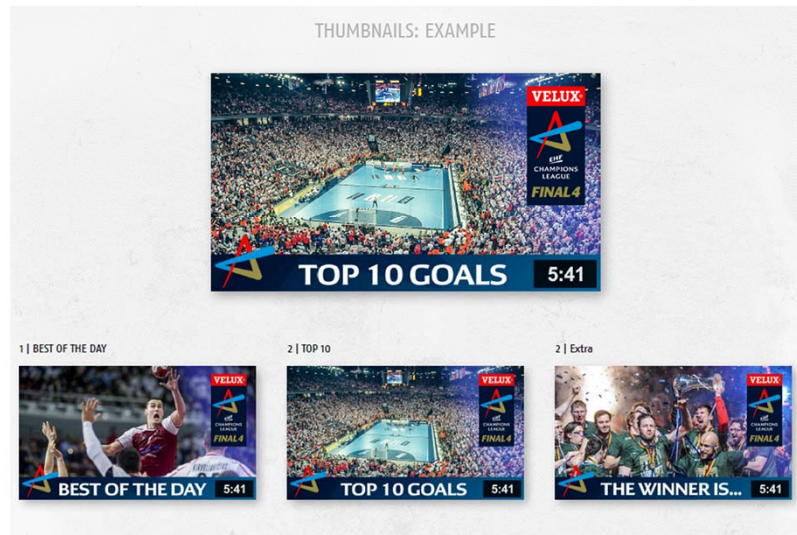


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YouTube

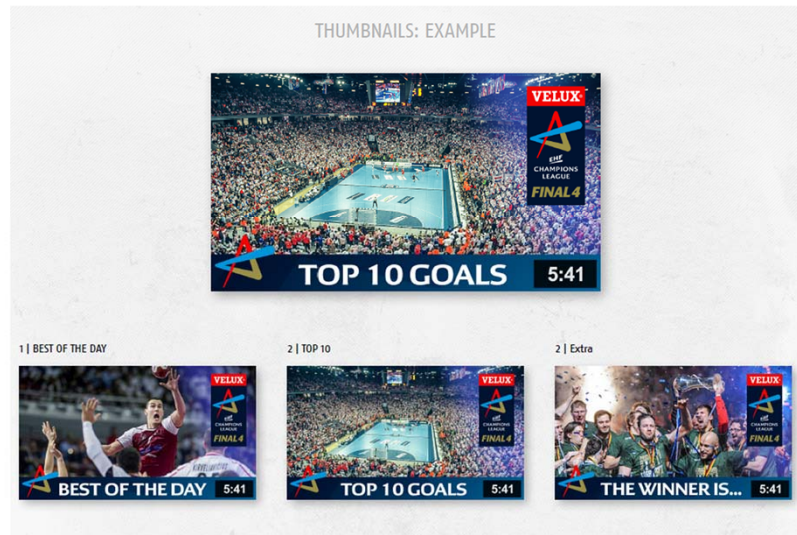


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YouTube



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YouTube - Learnings



FIGURES

2.2 million minutes watched – more than with live streaming

Computer views 65%
Mobile views 25%
(other 10%)

65% views on YT
35% embedded on other websites
(www.huncro2014.ehf-euro.com + social networks)

CONTENT

Clips for social sharing (short HL clip of 30-45 sec) were a big hit

151 videos uploaded during the championship

Focus on players and top content (top goal/saves/players) requested by international broadcasters

Men's EHF EURO 2014 - 16.5 million minutes watched

1.1 million views compared to 660K for Women's EHF EURO

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Future strategy

- Investment in digital
- New EHF online platform/overall strategy
- Content led, fan-centric strategy
- Match/competition statistics
- Wearable technology
- Use of technology in arenas
- Development of social platforms

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Any questions?

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