

2018 Statistics During Competitions

			Website		Live Streaming				Facebook <sup>1</sup>		Twitter	Instagram <sup>2</sup>		
			Pageviews	Users	Total Views	Live	On Demand (exc. Facebook)	Watchtime (minutes)	Page Views	Reach	Impressions	Profile Views	Reach	Impressions
<b>Sprint &amp; Paracanoe*</b>														
World Championships*	Montemor-o-Velho	22-26 Aug	334,549	57,936	655,628	502,335	153,293	3,867,069	8,694	791,554	251,900	4,423	13,139	290,643
Junior World Championships	Plovdiv	26-29 Jul	95,789	23,650	103,762	57,925	45,837	1,146,539	2,065	220,893	43,700	827	7,363	50,612
World Cup 1**	Szeged	17-20 May	118,235	26,797	158,782	138,024	20,758	755,674	6,599	149,020	94,900	1,376	8,768	33,534
World Cup 2*	Duisburg	25-27 May	155,579	29,621	91,870	70,818	21,052	363,290	4,000	102,854	72,100	892	6,471	23,514
Super Cup	Barnaul	21-22 Sep	13,413	3,567	5,988	2,245	3,743	49,212	959	57,621	7,400	441	3,891	45,498
			717,565	141,571	1,016,030	771,347	244,683	6,181,784	22,317	1,321,942	470,000	7,959	39,632	443,801
<b>Marathon</b>														
World Championships*	Prado Vila Verde	6-9 Sep	145,020	25,929	321,465	283,552	37,913	2,432,556	3,367	177,097	96,400	665	7,111	68,649
World Cup*	Viana Do Castelo	25-27 May	155,579	29,621	20,314	12,344	7,970	261,544	4,000	102,854	72,100	892	6,471	23,514
			300,599	55,550	341,779	295,896	45,883	2,694,100	7,367	279,951	168,500	1,557	13,582	92,163
<b>Dragon Boat</b>														
World Championships	Lake Lanier	13-16 Sep	47,684	13,466	29,125	23,463	5,662	61,303	1,361		16,200	819	7,640	95,073
			47,684	13,466	29,125	23,463	5,662	61,303	1,361	0	16,200	819	7,640	95,073
<b>Flatwater Total</b>			1,065,848	210,587	1,386,934	1,090,706	296,228	8,937,187	31,045	1,601,893	654,700	10,335	60,854	631,037
<b>Slalom</b>														
World Championships	Rio	25-30 Sep	184,969	28,333	123,616	93,521	30,095	802,843	2,996	165,737	174,300	4,170	12,691	256,113
Junior World Championships**	Ivrea	17-22 Jul	205,654	27,556	62,705	33,099	29,606	121,592	1,825	115,491	55,800	1,667	12,778	281,962
World Cup 1**	Liptovsky	22-24 Jun	93,227	14,645	36,077	17,536	18,541	194,580	1,094	57,471	121,700	848	3,371	5,529
World Cup 2**	Krakow	29 Jun-1 Jul	94,181	14,598	36,435	29,405	7,030	174,403	865	49,726	101,500	708	5,271	78,200
World Cup 3**	Augsburg	6-8 Jul	93,740	15,582	19,993	11,460	8,533	186,182	839	57,137	89,200	346	3,597	34,231
World Cup 4***	Tacen	31 Aug-2 Sep	56,594	12,772	30,549	22,566	7,983	188,176	911	65,192	60,100	603	4,452	30,873
World Cup 5*	La Seu D'Urgell	7-9 Sep	123,636	22,230	72,585	60,476	12,109	371,068	2,731	135,837	90,800	521	5,430	59,112
			852,001	135,716	381,960	268,063	113,897	2,038,844	11,261	646,591	693,400	8,863	47,590	746,020
<b>Wildwater</b>														
World Championships	Muotathal	31 May-3 Jun	54,094	11,481	60,923	42,955	17,968	351,676	1,406	75,129	28,800	805	10,519	28,077
			54,094	11,481	60,923	42,955	17,968	351,676	1,406	75,129	28,800	805	10,519	28,077
<b>Freestyle</b>														
World Cup 1 & 2*	Sort	2-7 July	115,226	19,584	6,707	4,630	2,077	75,068	1,416	114,730	72,900	869	9,936	98,966
			115,226	19,584	6,707	4,630	2,077	75,068	1,416	114,730	72,900	869	9,936	98,966
<b>Polo</b>														
World Championships	Welland	31 Jul-5 Aug	247,233	36,939	188,426	120,177	68,249	1,602,299	3,236	313,653	18,200	1,238	13,421	88,559
			247,233	36,939	188,426	120,177	68,249	1,602,299	3,236	313,653	18,200	1,238	13,421	88,559
<b>Whitewater Total</b>			1,268,554	203,720	638,016	435,825	202,191	4,067,887	17,319	1,150,103	813,300	11,775	81,466	961,622
<b>Other</b>														
YOG Qualification**	Barcelona	12-15 Apr	105,546	12,914	73,434	54,626	18,808	357,394	2,273	78,023	25,200	711	6,508	37,897
Rafting Worlds	Ivrea	23-24 Jul	33,837	7,476	4,902	2,866	2,036	43,354	344	34,980	8,000	488	4,036	29,524
YOG	Buenos Aires	12-15 Oct	17,124	4,989	0	0	0	0	1,381	166,492	20,400	689	6,744	69,812
<b>Other Total</b>			139,383	20,390	78,336	57,492	20,844	400,748	2,617	113,003	33,200	1,199	10,544	67,421
<b>TOTAL</b>			2,473,785	434,697	2,103,286	1,584,023	519,263	13,405,822	50,981	2,864,999	1,501,200	23,309	152,864	1,660,080

\* shared competition/more than one competition on at the same time  
\*\* limited broadcast on channels due to TV rights or technical issues  
\*\*\* competition cut a day short  
  
¹ some statistics are averages as reports are not detailed enough