ICSA NATIONALS 2017
MEDIA METRICS REPORT
LIVESTREAM & SOCIAL MEDIA

#collegesailingnationals @CollegeSailing

Three LiveStreams broadcasted each of the three college sailing national championships:
- Sperry Women's Sailing Championship
- LaserPerformance Team Racing Championship
- Gill Co-Ed ICSA Sailing Championship

Facebook Live simultaneously broadcasted the LiveStream for Team Racing and CoEds. Interviews, drone footage, and photos were published to Facebook.

Instagram, Twitter, & SnapChat was used by College Sailing to share photos, quick videos, and connect with the teams.
LIVE COVERAGE

SPERRY WOMEN'S SAILING CHAMPIONSHIP

6 HOURS RACING COVERAGE

3.6K VIEWS*

56K MINUTES WATCHED

LASERPERFORMANCE TEAM RACING CHAMPIONSHIP

16 HOURS RACING COVERAGE

12.7K VIEWS

121K MINUTES WATCHED

GILL CO-ED ICSA SAILING CHAMPIONSHIP

12 HOURS RACING COVERAGE

14.8K VIEWS

144K MINUTES WATCHED

Note: Women's wasn't Broadcast on Facebook
ICSA Facebook Engagement

BETWEEN MAY 22 - JUNE 2

11.1K
LIKES ON POSTS CREATED BY ICSA

400+
COMMENTS ON POSTS CREATED BY ICSA

650
SHARES OF POSTS CREATED BY ICSA
May 26 - Women's Final Races:
Duration: 3:24:22
Views: 1.3K
Minutes Viewed: 31K
Avg Watch time: 30 minutes

June 1 CoEd Day 1:
Duration: 3:20:09
Views: 1.2K
Minutes Viewed: 26K
Avg Watch time: 28 minutes

May 29 Team Race Final 8:
Duration: 04:35
Views: 1.1K
Minutes Viewed: 24K
Avg Watch time: 24 minutes

TOP LIVE VIDEOS
June 2 - CoEd Final Races:
Duration: 3:24:22
Views: 10K
Minutes Viewed: 47K
Top Audience: Men 18-24
Max Concurrent Viewers: 450
Avg Watch time: 23 minutes
353 Likes
36 Shares
47 Comments
59% Desktop, 34% Mobile, 6% Tablet
1% Connected TV
TOP SHORT VIDEOS

Charleston Wins Team Racing

Duration 0:0:39
Views: 3K
459 Likes
31 Shares
11 comments

CoC Celebration
00:39

Andie Dahl, crew for Georgetown Sailing, breaks down the LaserPerformance Z420 and the important role of a crew in the boat and on the team.

Differences of Z420 and FJ
Duration 0:6:38
Views: 3K
126 Likes
8 Shares
9 comments

HWS Talks Team Racing
Duration 0:3:35
Views: 3K
155 Likes
12 Shares
16 comments

Jon Rogers talked to Greiner Hobbs and Hector Guzman from Hobart and William Smith Colleges ahead of the final day of the LaserPerformance Team Race Championship.

Interview on Yorktown
Duration 0:5:26
Views: 2K
115 Likes
10 Shares
13 comments

Thank you to the USS Yorktown Association for hosting our sailors, spectators, and media team. We had the HONOR of meeting Bill Wakinson, 95-year-old veteran and a hero who fought in the Battle of the Coral Sea during WWII.
thank you.

we look forward to working with you again.