



# 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 ICSCA Sailing Championship

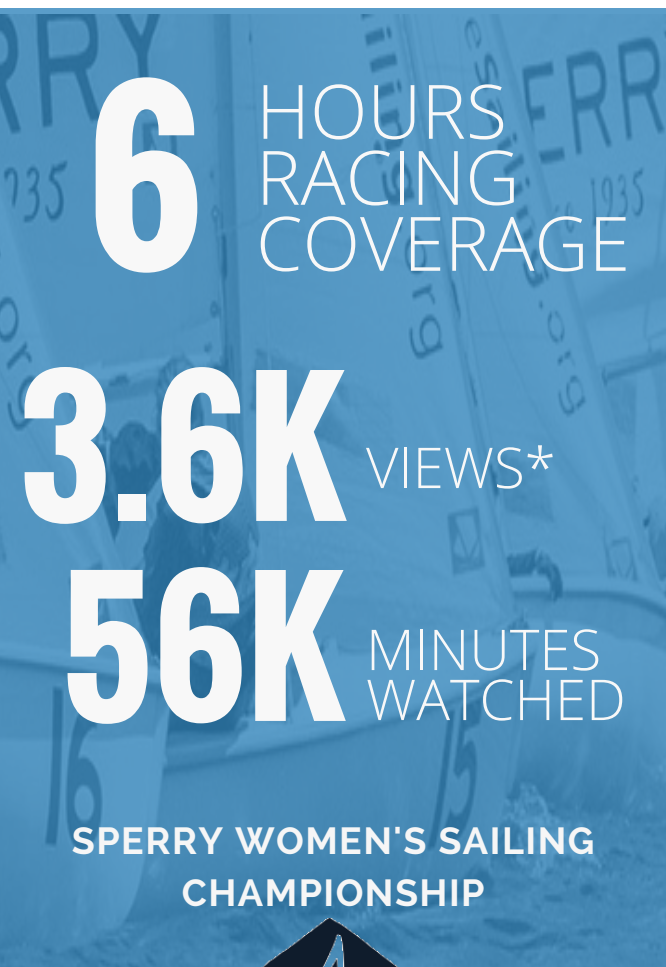
Facebook Live simultaneously broadcasted the LiveStream for Team Racing and CoEds. Interviews, drone footage, and photos were published to Facebook.

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



# LIVE COVERAGE

As of June 5, 2017



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



- 11A Sail #
- 6
  - 15
  - 8
  - 17
  - 10
  - 1
  - 12
  - 3
  - 14
  - 5
  - 16
  - 7
  - 18
  - 9
  - 2
  - 11



# TOP LIVE VIDEOS

June 2- CoEd Final Races:

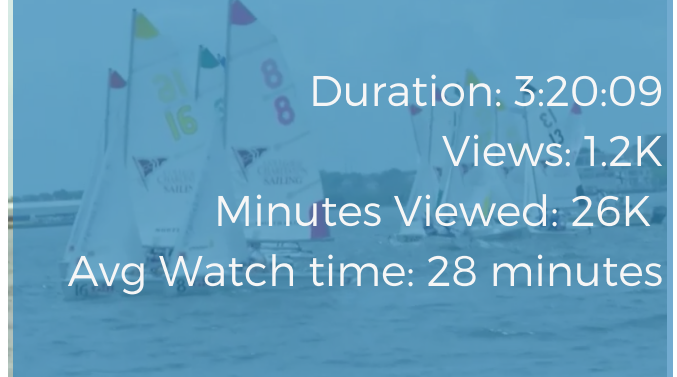
Duration: 3:24:22  
 Views: 10K  
 Minutes Viewed: 47K  
 Top Audience: Men 18-24  
 Max Concurrent Viewers: 450  
 Avg Watch time: 23 minutes  
 353 Likes  
 36 Shares  
 47 Comments  
 59% Desktop, 34% Mobile, 6% Tablet  
 1% Connected TV

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 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 water.

Differences of Z420 and FJ

Duration 0:6:38

Views: 3K

126 Likes

8 Shares

9 comments

Z420 Breakdown with Georgetown

06:38



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 Championships at College of Charleston.

HWS Talks Team Racing

Duration 0:3:35

Views: 3K

155 Likes

12 Shares

16 comments

Greiner Hobbs and Hector Guzman from Hobart and William Smit...

03:35



Thank you to the USS Yorktown Association for hosting our sailors, spectators, and media team. We had the HONOR of meeting Bill Walkinson, 95-year-old sailor, who survived the USS Yorktown during WWII.

Interview on Yorktown

Duration 0:5:26

Views: 2K

115 Likes

10 Shares

13 comments

USS Yorktown

05:26





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# thank you.

we look forward to  
working with you  
again.

