

## Report on WDSF Communications 2011/12

### Strategic Goals

When WDSF set out to define new strategies for its communications, it coincided with the 2009 Olympic Congress addressing novel ways for the Olympic Movement – including the International Sports Federations – to share and disseminate information through opportunities arising from the “Digital Revolution”.

The views held by the XII Olympic Congress were summed up in eight specific recommendations. Even though WDSF Communications made these recommendations available in its report to the 2010 General Meeting already – as an online annex that registered all of four downloads over two years – they are best included once more below. In an abridged version – on paper this time!

<b><i>New strategies should be defined to enable the Olympic Movement to ...</i></b>
<i>1. Communicate efficiently with membership and stakeholders.</i>
<i>2. Disseminate information and diffuse content to the public at large – with particular emphasis on youth – providing for interactivity with the audiences.</i>
<i>3. Take advantage of opportunities offered by state-of-the-art information technology and new media to reflect values, principles and objectives.</i>
<i>4. Ensure the broadest coverage of the premier competitions.</i>
<i>5. Increase penetration, exposure and accessibility worldwide through new technologies and media.</i>

That most of you read about this for the very first time here – two years later – has much to do with another point emphasised in the original recommendations.

<b><i>The Olympic Movement must recognise that ...</i></b>
<i>6. Despite the emergence of a new digital age, the widely varying rates of adoption of these technologies are at a different pace in different regions and among different populations.</i>

WDSF gave consideration to all Congress recommendations and adopted the essence of some as the objective of new strategies aimed at engaging with key audiences through improved communications. The strategic goals of the recent initiatives and campaigns on new platforms – as well as through the new media – are all based on the aforementioned points. At the risk of repeating ourselves once more, WDSF has certainly taken its first steps on the road towards

Embracing the digital revolution  
 Harnessing the strength of community  
 Adopting new media as primary tools

Or, put differently, WDSF has started to provide a broad range of information on DanceSport to global audiences, the way these audiences prefer to receive such information, and the way that WDSF is still able to afford its delivery.

But how far did WDSF get by May 2012?

## **Analytics – One Year On**

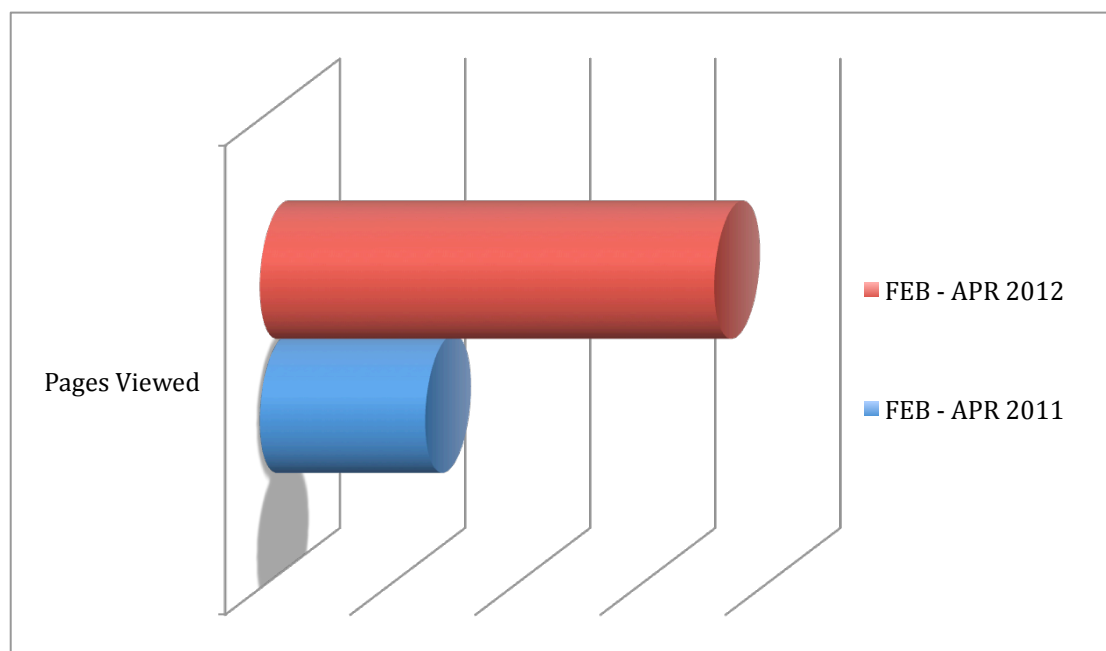
2011 was only the second year in the implementation phase of the new WDSF communications strategies. And an initial assessment of their impact was already made in our last report (2010/11) – together with the first suggestions for refinement.

In this report, we are finally able to monitor trends over an appropriate time frame and to consider sufficient statistical data for a more in-depth evaluation of the strategies' effectiveness. That measurability is outstanding for most digital-media activities allows gauging their impact with a considerable degree of accuracy, even if it can never be total. The focus of this report must be the website, since it is the primary platform through which WDSF communicates.

### **[www.worlddancesport.org](http://www.worlddancesport.org)**

The new website under the changed URL was launched on 11 February 2011. Over the course of the first year, the traffic to the site tripled, as did the some of the other parameters used to measure performance.

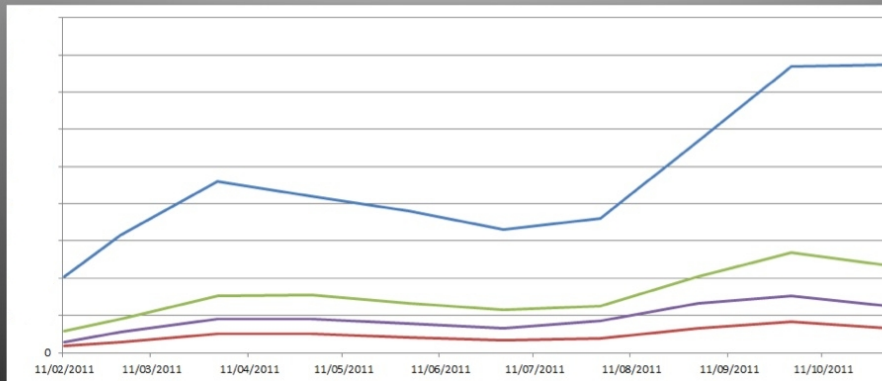
Total Pages Viewed (11 February through 11 April; 2011 and 2012)



The engagement metrics are equally favourable. With averages of more than five pages called up as well as the over five minutes spent on the site per visitor, the content on offer there can be considered compelling by these standards alone.

While it was always assumed that above all the competition calendar and results would be driving traffic to a WDSF website, it has become obvious that other content is even more attractive for a steadily increasing number of visitors.

## Content Viewed Over 9 Months



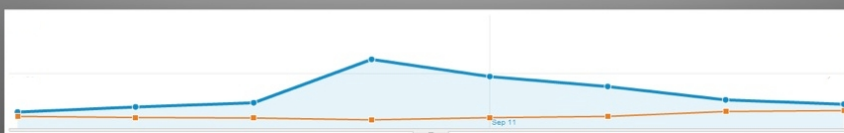
- Calendar · Competition Information
- Competition Results · Other Pages



Under “Other Pages” falls all content other than competition calendar listings and the results. It includes the information on DanceSport and WDSF, plus information on/for athletes as well as officials: ranking lists, lists of officials, rules. Most prominent in terms of the ability to drive traffic and engage audiences is the content through which WDSF communicates the essence of DanceSport. Visual content – videos and photos – as well as innovative formats in bringing up-to-date news and nearly real-time competition coverage to the visitors have made the crucial difference in the analysis of the site’s year one.

## Number of Visits

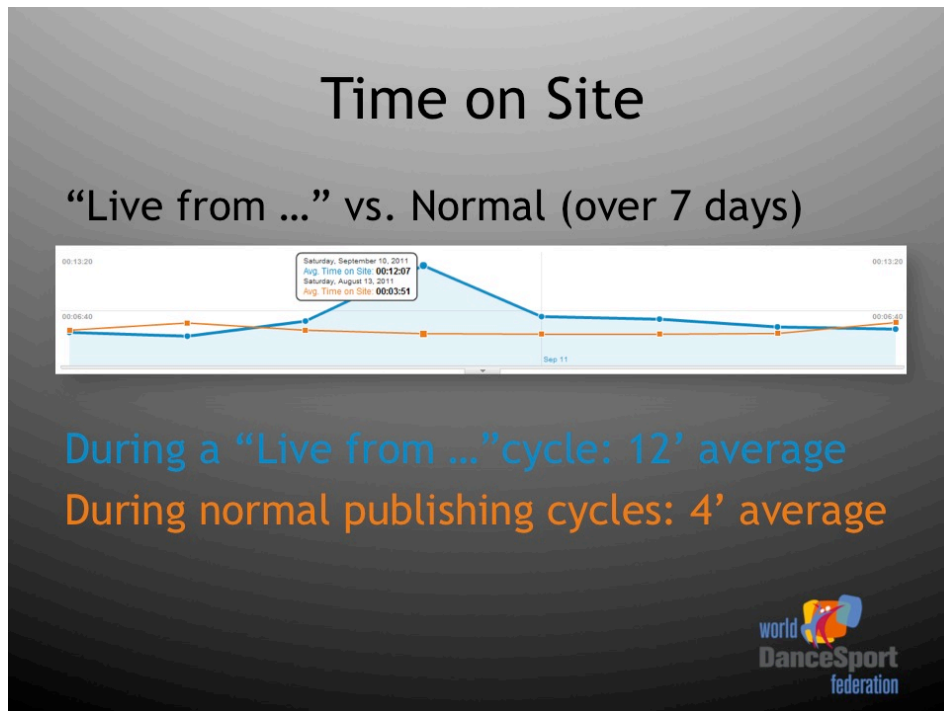
“Live from ...” vs. Normal (over 7 days)



During a “Live from ...” cycle

During a normal publishing cycle

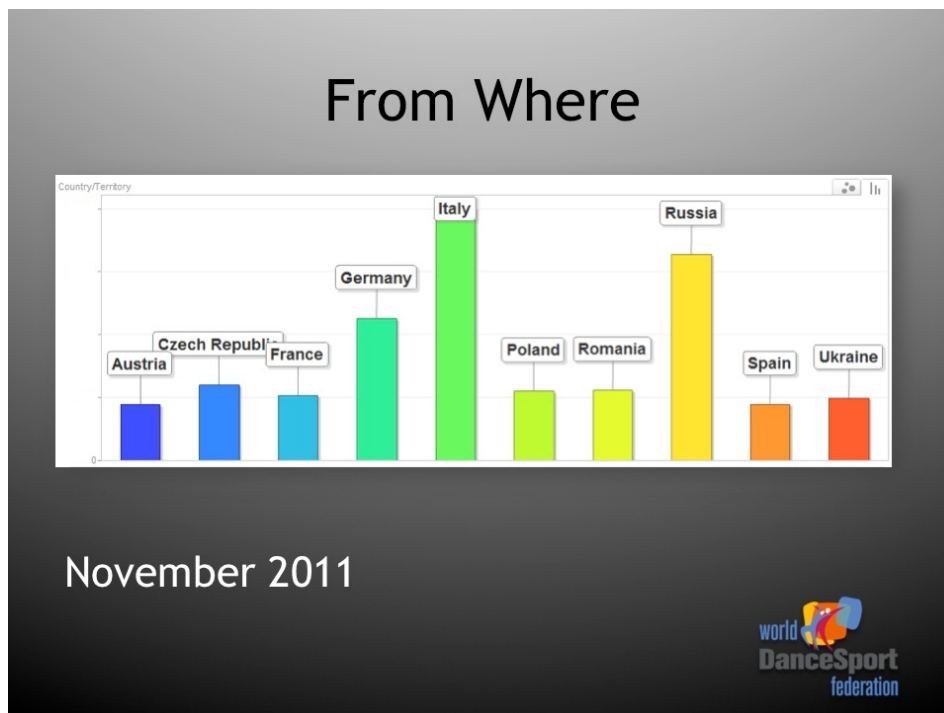




During periods when “Live from ...” competition coverage is published, traffic to the website can easily double, and the visitors tend to remain on the site three times longer than during normal publishing cycles.

Over the past three years, WDSF Communications has been able to develop its distinct brand of content that – for the time being – is met with wide and enthusiastic approval by loyal followers. An international community that turns to the WDSF website for much more than the strictly technical and competition-related information is growing at an impressive rate.





That this community is not yet entirely global lies – to some extent – in the nature of DanceSport. Stalwart Europe dwarfs all other continents. Factors such as language and the embargo of the foremost premium content (video) leave some countries with a strong DanceSport affinity out of the top ten.

WDSF Communications is fully aware of its responsibility in creating these “Other Pages” – premium content that often requires editorialising but must stay clear of bias and favouritism – and it abides by a strict set of guidelines to guarantee balanced, fair and equal reporting on DanceSport, on its events and its protagonists.

In this context it is important to point out that [worldddancesport.org](http://worldddancesport.org) is a platform open to all WDSF Members, National Member Bodies as well as Associate Members. Whenever they are able to contribute information or generally share content that could be considered of interest to an international audience that thrives on DanceSport (in the “VISION 2012” sense of the word), the WDSF Communications team will gladly assist them in getting it online.

As the site looks back at 15 months of continued expansion, it also sets out to evolve much further. A new section under [academy.worldddancesport.org](http://academy.worldddancesport.org) has only recently been launched and will assume an important role in making DanceSport know-how available online. Plus: the optimisation of the site for viewing from mobile devices is already in progress.

When WDSF Communications launched the site on 11 February 2011, it had staked out some very bold claims beforehand. **World DanceSport Dot Org** was to become “*The Global Source*”, “*The Reference*” for nearly all facets of DanceSport! While not yet there, it is well on track to hopefully develop into all of that. But where is the site as of today, you are asking?

Well, on April 25 2012, a Wednesday picked very randomly, Alexa – a company claiming to be leader in global web metrics and ranking some 130 million websites worldwide – had [worlddancesport.org](http://worlddancesport.org) in 154972th!

Rank	Website
1	<a href="http://google.com">google.com</a>
2	<a href="http://facebook.com">facebook.com</a>
105338	<a href="http://dancesport.ru">dancesport.ru</a>
<b>154972</b>	<b><a href="http://worlddancesport.org">worlddancesport.org</a></b>
169815	<a href="http://dancesportinfo.net">dancesportinfo.net</a>
175873	<a href="http://dancesport.uk.com">dancesport.uk.com</a>
736641	<a href="http://danceplaza.com">danceplaza.com</a>
796184	<a href="http://federdanza.it">federdanza.it</a>
924714	<a href="http://tanzsport.de">tanzsport.de</a>

There is the “Alexa caveat” and the ranking cannot be taken entirely at face value. Nor can those of the other DanceSport sites added here for reference! Nevertheless, the new WDSF site appears to be in with the “industry biggies”.

**YouTube** takes up third place in the Alexa ranking. WDSF features very prominently there as well ... In fact, WDSF is present nearly everywhere! But after all, that is precisely the goal of the new WDSF communications strategy!

