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Communicating DanceSport

2013 Summary

That the WDSF Communications team is gradually growing every year has a good reason. It ups its own benchmarks by leaps and bounds when it comes to the output of materials (of the most varied kind) that it rolls out with an ever-increasing frequency. This is just a brief outline of the output that was produced since June 2012.

Brand Development and Designs

WDSF Communications collaborated with the Kaohsiung City Government in the development of the brand for the first edition of the WDSF World DanceSport Games. A well-designed logo and the slogan “Do Your Dance in Kaohsiung” transmit the essence of the games to be held from 16 to 20 September 2013 in Kaohsiung, TPE.

Logo



Slogan





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Additional



Facebook



Over the past year WDSF expanded its presence on facebook further and succeeded in establishing an even better rapport with a most heterogeneous DanceSport community through its fan pages there. At this time, WDSF is present on facebook with three pages.

<http://www.facebook.com/wdsfisdancesporttotal>

The main outlet is “WDSF is DanceSport Total” with 15,000 fans. It was created in 2011. While the page established itself well at the beginning, it was not until WDSF Communications refined its way of addressing facebook users further that growth became truly exponential. From June 2012 to date, more than 8,000 new fans were accrued (3,500 in the last three months alone).

<http://www.facebook.com/WDSG2013Kaohsiung>



The other WDSF page that has registered rapid growth is dedicated to the World DanceSport Games 2013 Kaohsiung. Launched in February 2013, it has almost 800 followers to date, outperforming the Organising Committee’s own (Chinese language) fan page by a margin of 2:1.



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<http://www.facebook.com/worlddancesportfederation>



Third in this line-up is the page primarily created to mark the territory, to avoid that others make use of the name, and mainly serving to direct traffic to the other pages. Eventually, it could end up being page where WDSF publishes more formal announcements on facebook.

Between the three pages, over 2,000 individual posts have made for a steady flow of information to followers. Viral reach of the main page can exceed 150,000

Google+



A Google+ page developed rather sluggishly – as did Google+ in general – since it was launched in early 2012. Nevertheless, it has WDSF well positioned in case that the platform should start to gain momentum in the future.

Presences on several other social networking sites have already been established. LinkedIn is the one that could – very possibly – be of value in the efforts of WDSF addressing professionals in the business of sports.

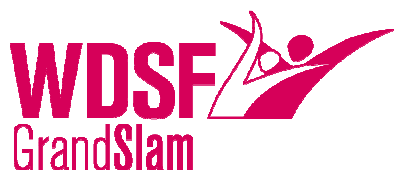
GrandSlam

A major effort went towards positioning the GrandSlam Series as one of the premier properties of WDSF. In the defined hierarchy of open competitions, the GrandSlam occupies the top tier.

WDSF assumes a much more proactive role in providing its organisers with support to prepare for and to stage a GrandSlam in adherence to a set of guidelines that were authored by WDSF Communications.



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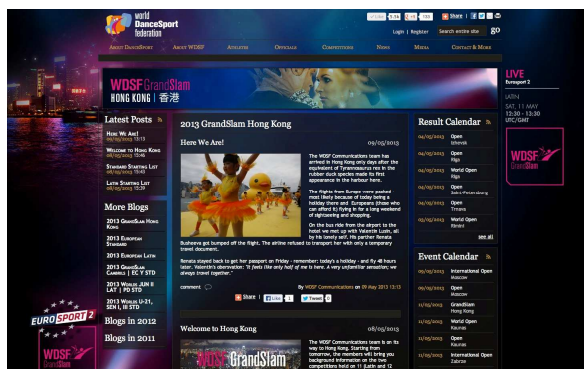
WDSF Communications provides hands-on support to the organisers when it comes to achieving higher levels of worldwide exposure for their GrandSlam events. In 2012, it produced an international television signal on 8 of the 12 GrandSlam legs and proceeded to distribute the latter to five broadcasters in different markets. It produced, jointly with the organiser, a 120-minute live programme on one GrandSlam leg as a pilot to have the 2013 Series airing live on the Eurosport network to approximately 100 countries.

“Live From ...” Coverage

WDSF Communications stepped up efforts to make its trademark “nearly real-time” coverage on WDSF Championship and GrandSlam competitions available throughout 2012. 19 “Live from ...” blogs were produced with a cumulative total of more than 1,300 posts. The audiences were growing too: peaks with over 20,000 visitors to a blog in a single day were recorded.

The format proves successful to a point that the absence of a blog from an event can easily cause a major stir in the international DanceSport community.

Visitors to the WDSF website have grown accustomed to access extensive information on competitions through video, photography and results made available from a dedicated section there. The recent addition of the live results added yet another dimension to the visitor experience. And having most of the coverage formats available when calling the website up from smartphones and tablets makes the “Live from ...” blogs an even more convincing proposition.





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Television

While blogs can certainly convince everyone with closer ties to DanceSport, the WDSF campaign to secure more presence on traditional television targets new audiences.

The mainstay of WDSF TV has long been the distribution agreement with IEC in Sports. For the past few years, five 52-minute highlight programmes were distributed annually through IEC to approximately 25 broadcasters worldwide.

Other formats of competition coverage have now been added. GrandSlam coverage and – as a start-up in 2012 – video news releases from some of the top events in the WDSF calendar have been made available directly by WDSF Communications – not at last because of Member Bodies creating the demand among broadcasters in their territories. New outlets for DanceSport coverage have been secured and their number is bound to grow further.

Website

The WDSF website continues to attract an ever increasing number of visitors. Approximately 2.5 million visits were recorded since the AGM in 2012. An average visitor spends more about five minutes on the site and calls up an average of five pages.

All of this is only possible because content is being added frequently and in the formats that visitors appreciate the most. Aside from the regular news items on all facets of DanceSport, the site distinguishes itself through the spectacular photography it offers without watermarks (approx. 5,000 photos) and through the nearly 2,500 videos that are available for free.

YouTube

DanceSport Total, the WDSF YouTube channel, has been successful since its launch. But the growth over the past 12 months has been nothing but spectacular. Among the approximately 30 channels bundled in the SportAccord Sports Hub it has now achieved a truly eminent position: # 1 in terms of videos viewed (19+ million), # 2 in terms of subscribers (19,000+).

A staggering 1,200 video clips have been added in the last year alone. In addition to uploading clips, WDSF Communications has also streamed five major events live through YouTube. The last two in a 720p HD resolution!

Since July 2012, the content available through DanceSport Total is being monetised through Google AdSense.