

For what concerned media and communications aspects, we are constantly growing on our visibility and look.

Since the last congress, the creation of the new site, constantly updated, has recorded an average of 30,000 user connections with 50,000 interactions

Our official **photogallery** is growing, not only in the number of pictures collected in, but also in insights: since January 2023 we count more than 900.000 pics views, especially during the four events already held in this outdoor season.

As you know, World Archery Europe is also on the main social network platforms, reporting interesting data:

- on **Facebook** we reach more than **18.300 likes** (+30% since last Congress).
- on **Youtube** we reach more than **8.800 subscriptions** (+172% since last Congress) and 244.905 total views (+190% in the last year), with an average watch duration of 15 minutes (3 minutes more than in 2022).

Varzdin achieved the highest number of users connected simultaneously, 660 user.

We have around 120 videos uploaded and 300 live-streaming events, in 50 dedicated playlists.

Thanks to the partnership with *YouArco TV Broadcast* we are covering more events and also in a better way, also thanks to the very new restream option: since this year, every event (covered by YouArco TV Service) is live-streamed at the same time both on Youtube channel and on Facebook page.

Once more, we kindly ask you to send and share with us news, info, events about your Federations in order to be published on our website and socials. Every kind of suggestion and contribution will be appreciated to improve better our service.