



REVIEW  
**VITALITY HOCKEY  
WORLD CUP 2018**



### HOCKEY WORLD IN NUMBERS

- **16** - participating nations
- **288** - players
- **14** - partners (Vitality being the title partner)
- **14** - days
- **14th** - edition of the Women's Hockey World Cup
- **36** - matches
- **126** - goals scored (3.5 per game)
- **15** - umpires
- **120,000+** - total attendance
- **150** - Broadcast to 150 countries
- **80** - hours of live content
- **1st** - Netherlands; 2nd Ireland; 3rd Spain; 4th Australia
- **8** - Kitty van Male (NED) top scorer
- **8** - Number of World Cups the Netherlands have now won
- **35/3** - Goals scored/conceded by Netherlands underlining their tournament dominance
- **200** - game milestone achieved by England's Alex Danson - England Hockey
- **100,000** - applications were made for the ticket ballot
- **10,000+** - tickets were sold in the first hour after England Hockey released its priority access window
- **30** - There were applications from more than 30 countries as non-England sessions made up 23% of demand
- **£1** - Children's tickets from just £1, England Hockey reported that 24 per cent of tickets applied for were for under 18s. The event was aimed at families, with the biggest Fan Zone that England Hockey has ever staged.

## SOCIAL ANALYSIS

### International Hockey Federation



113k



89k



1.1m



125k

### Key Insights

- **16k** - Total mentions of FIH World Cup
- **6576** - Unique Authors of FIH World Cup
- **11.3k** - tweets mentioned @fih\_hockey
- **3377** - tweets mentioned @vitality\_uk
- **2939** - tweets mentioned @irishhockey
- **2321** - tweets mentioned @englandhockey

#### TWITTER AUDIENCE Emojis



#### TWITTER AUDIENCE Gender



#### TWITTER AUDIENCE Keywords

*FIH\_Hockey*  
*Vitality*  
*#hwc2018*  
*London*  
*Women*  
*England Hockey*  
*#greenarmy*



## HOCKEY WORLD CUP WINNERS

### Holland

- **8** - Number of World Cups the Netherlands have now won
- **35/3** - Goals scored/conceded by Netherlands underlining their tournament dominance
- **#1** - VITALITY BEST PLAYER: Lidewij Welten
- **#1** - HERO TOP GOALSCORER: Kitty van Male (8 goals)

### Ireland

- **#2** - Silver for 2nd lowest ranked team
- **35/3** - topped their group v England, USA and India
- **#1** - Ireland's first ever major sport World Cup Final

### Olympic Park

- Two state-of-the-art hockey pitches (£600k) were built for the 2018 Women's Hockey World Cup
- They will remain in place after the tournament, providing new facilities for Great Britain's national and development squads, as well as university, school and hockey clubs
- The investment by UK Sport, The National Lottery, England Hockey and the Greater London Authority, also means London will have world-class pitches in place for the newly created Pro League in 2019, through which teams will now qualify for the Olympics

### BT Coverage

- Broadcast in 4K Ultra-High Definition (UHD) using High Dynamic Range and Dolby Atmos surround sound, allowing viewers to experience the best-ever picture and sound quality from a hockey event in the sport's history
- England's first game of the tournament was made available to watch for free via the BT Sport app
- Along with Hawk-Eye's SMART Replay system and new hockey specific ball tracking technology, a total of 26 cameras covered all the action from London, providing more angles to choose from than ever before



### Media Coverage

- **150** - countries broadcast to
- **80** - hours of live coverage
- Youtube provided coverage to fans in territories where no broadcast partnerships were in place
- Biggest worldwide TV distribution of a FIH World Cup ever. For the first time in the event's history, fans from every single participating nation were able to tune in to the action, with many more territories also picking up the coverage from London.

### Environment

- New Polytan Sustainable Turf System requires one third less watering
- Set up a sustainability policy that can be utilised at all international hockey events in the future
- minimised the use of single-use plastic on site – for players and spectators alike – as well as limiting, if not eliminating, the use of non-degradable bags by retailers and reducing food wastage and the use of non-biodegradable cutlery in the food village
- During the Vitality Hockey Women's World Cup, spectators were being encouraged to take their unwanted hockey kit to Fan central – the spectator area at the Lee Valley Hockey and Tennis Centre

### Harrogate Spring Water

- **100%** - recyclable Harrogate Spring Water bottles
- Set up fan activation via speed cage #shareyourshot

### Jaffa

- Refreshment stands, half time pitch activation (zorb hockey & other crowd participation fun sports)
- Fun & interesting on pitch activations intriguing for the sizable in stadium crowd



### SoftCo

- **15** - SoftCo has supported grassroots hockey in Ireland for nearly 15 years
- “Hockey Ireland was in need of major investment to help our squad prepare for the 2018 World Cup. SoftCo has answered that call and injected vital funds into our organisation which will have a direct impact on the women’s team as they finetune their World Cup preparations.”

***Jerome Pels, CEO Hockey Ireland***

### Key Insights

- **88** - Total mentions pre World Cup
- **2,125** - Total mentions during World Cup
- **1337** - Unique Authors
- **4,162,599** - Impressions



## IRISH WOMEN'S HOCKEY HEROES

### Before

- **2nd** - lowest ranked team
- **16th** - World ranking
- **18** - amateur players
- **16** - Qualified for first World Cup in 16 years
- **€20-40k** - estimated shirt sponsorship deal with IT software company SoftCo in June
- **11th** - Previous best finish in 1994
- **€550** - Until 2016 their players had been obliged to stump up €550 annually for the privilege of playing international hockey

### After

- **#2** - Topped group vs Eng / US / India
- **5** - Top 5 articles on Irish Times online all on women's hockey
- **#1** - Ireland's first ever major sport World Cup Final
- Largest ever audience for a hockey game in Irish history
- **40%** - of Irish TV viewers watched Silver medal win
- Average audience of 381,500
- **1** - minute peak audience of 439,1000
- **5,000** - fans turned up to post-WC celebrations in Dublin's main square
- **1** - Celebrity endorsement from Mariah Carey
- **€1.5m** - additional funding for Tokyo 2020 promised by Irish sports minister
- **8th** - in FIH Hero World rankings
- **200** - game milestone achieved by Chloe Watkins in the final
- Ayeisha McFerran awarded goalkeeper of the tournament
- **10,400** - Sold out final at Lee Valley Hockey and Tennis Centre

SOCIAL ANALYSIS

Ireland Hockey



10.7k



22.7k



14.1k



1k

Key Insights

- 45k - Total mentions of Ireland Hockey World Cup
- 19k - Unique Authors of Ireland Hockey World Cup
- 20k - tweets mentioned @irishhockey
- 18k - tweets mentioned @irewomenhockey
- 1525 - tweets mentioned @softcogroup

TWITTER AUDIENCE  
Emojis



TWITTER AUDIENCE  
Gender



TWITTER AUDIENCE  
Keywords

#hwc2018  
#greenarmy  
FINAL  
silver  
women  
team  
#chaseit



