

7-15 DECEMBER 2024



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Spectator profile and fan experience data was provided by Swedish research company, Upplevelseinstitutet, which conducted a survey of fans attending the event.

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Images: IFF.









INTRODUCTION

The IFF Men's World Floorball Championships 2024 (WFC 2024), held in Malmö, Sweden, continued the sport's growing commitment to sustainable event hosting – building on the foundations laid by previous editions and aligned with the IFF's long-term sustainability goals.

Over nine days of competition, the tournament brought together 16 national teams and 320 athletes, attracting a total of 88,370 spectators, including 10,124 for the final in which Finland beat the host nation Sweden.

The WFC 2024 became the first floorball championship to achieve Sustainable Event certification, recognising a broad set of initiatives implemented across environmental, social and operational areas.

The event closed with a financial surplus of SEK 3.3 million on revenues of SEK 30 million, with ticket sales accounting for 54% of total income. A record 37 broadcasters covered the championship, delivering a TV audience of 6.9 million, while streaming platforms generated 2.6 million live video views.

Through continued focus on sustainability and financial return, the WFC 2024 contributed to the evolution of floorball's global event model while delivering tangible value to the host city and its local sport community.



ECONOMIC & TOURISM

- The direct economic impact of the WFC 2024 is estimated to be in the region of €7.72m (SEK 88.95m). This figure considers visitor expenditure and organisational surplus expenditure made specifically for the event within the host economy.
- The event attracted a cumulative spectator attendance of 88,370 across the nine days of competition.
- Close to 8,000 school children were provided with the opportunity to attend the WFC 2024 in Malmö as part of the Little World Championships (Lilla VM) initiative.
- There were 46,626 tickets distributed in total, of which 23,701 were sold, 15,213 were complimentary, while the remaining tickets were distributed to school groups attending the event.
- The final budget statement of the organisers recorded a profit of SEK 3.3 million (€0.3 million).





STAKEHOLDER EXPERIENCE

82%

Spectator event satisfaction

80%

Athlete event satisfaction

% of athletes/spectators who rated their experience as good or very good



IMAGE & REPUTATION

82%

Positive rating of Malmö (spectators)

62%

Positive rating of Malmö (athletes)

% of athletes/spectators who rated Malmö as a good or a very good place to visit



STAKEHOLDER EXPERIENCE

- Overall satisfaction levels among both athletes and spectators at the WFC 2024 were generally high.
- Among spectators, the sport presentation received the highest ratings with 98% positive feedback, followed by the helpfulness of staff and volunteers (86%) and the overall atmosphere (75%). The lowest-rated areas were event marketing and promotion (52%) and venue entertainment (46%).
- Athletes gave strong ratings for transport arrangements (88% satisfied), accommodation (84%), and the quality of venues and facilities (81%). However, they were less satisfied with the refereeing and officiating, which received 48% positive ratings, and the matchday atmosphere, which was rated positively by just 41% of athletes.



IMAGE & REPUTATION

- The city of Malmö received favourable ratings from event participants, with 82% of spectators and 62% of athletes describing it as a 'Good' or 'Very Good' place to visit.
- Following their experience, 69% of spectators and 46% of athletes said they would recommend Malmö as a destination to friends and family.
- Among Malmö residents, 80% felt the event had a positive local impact, and 94% expressed interest in their city hosting the tournament again in the future.
- Perceptions of floorball remained highly positive.
 95% of athletes and 83% of spectators agreed that the sport is clean and fair, while 87% of athletes and 83% of spectators viewed floorball as an equal and inclusive sport.





COMMERCIAL & MARKETING

Cumulative TV 6.9m audience

21.6m TV Reach

Social media 8.3m impressions



PARTICIPATION & PERFORMANCE

Athletes 320 participating

Team 132 officials

Technical 22 officials

COMMERCIAL & MARKETING

- The WFC 2024 achieved strong media reach, with 6.9 million TV viewers (based on average viewership; total number of individuals that have been exposed to the WFC broadcast is estimated at 21.6 million), 304 hours of broadcast coverage, and distribution across 37 broadcasters in 45 TV and streaming markets, making it one of the most widely viewed editions to date.
- The IFF App and streaming platform continued to offer comprehensive access to live and on-demand content. During the tournament, over 10,600 new user accounts were created.
- On social media, content shared across IFF and WFC channels generated 8.3 million impressions and nearly 275,000 engagements.
- A total of 29 sponsors supported the event, combining SEK 6.6 million (€0.6 million) in cash and in-kind contributions. The sponsor group included a mix of international partners and Swedish brands.



PARTICIPATION & PERFORMANCE

- Finland claimed the gold medal at the WFC 2024, reclaiming the world title they last secured at the WFC 2018 in Prague, Czech Republic.
- Sweden-based clubs were the most represented at the tournament, with over 25% of all athletes playing for Swedish teams.
- The average age of participating athletes was 25, and the average winning margin across all matches was 3.9 goals.
- Teams were supported by 132 accredited officials, while 22 IFF-appointed technical officials oversaw the running of the competition.







EVENT OVERVIEW

EVENT OVERVIEW

IFF MEN'S WFC HOSTS (1996-2024)

Year	City	Nation
1996	Stockholm, Skellefteå & Uppsala	Sweden
1998	Prague & Brno	Czech Republic
2000	Drammen, Oslo & Sarpsborg	Norway
2002	Helsinki	Finland
2004	Zurich & Kloten	Switzerland
2006	Stockholm, Helsingborg & Malmö	Sweden
2008	Ostrava & Prague	Czech Republic
2010	Helsinki & Vantaa	Finland
2012	Bern & Zurich	Switzerland
2014	Gothenburg	Sweden
2016	Riga	Latvia
2018	Prague	Czech Republic
2021	Helsinki	Finland
2022	Zurich & Winterthur	Switzerland
2024	Malmö	Sweden

OVERVIEW

The IFF Men's World Floorball Championships 2024 in Malmö marked the 15th edition of the tournament, held from 7-15 December 2024. This event was the fourth time Sweden hosted the Men's WFC, with previous tournaments in 1996, 2006 and 2014. However, it was the first time Malmö served as the sole host city, with matches played at the Malmö Arena and the Baltic Hall (Baltiska Hallen).

Sweden was awarded the WFC 2024 hosting rights on 23 February 2021, following a competitive bidding process against Singapore. Malmö was proposed by the Swedish Floorball Federation as the host city due to substantial support in terms of funding and infrastructure that had been guaranteed by the City of Malmö, the region of Skåne and Malmö Arena.

The strong collaboration between local host partners was instrumental in delivering a professionally organised event. Malmö Arena, strategically located in the Hyllie district, was central to Malmö's bid. The arena district is a model for integrated urban planning, offering direct connections to public transport, hotels and entertainment venues. All hotels used during the WFC 2024 were sustainability-certified and the city, region, and arena worked in close partnership with the IFF and Swedish Floorball Federation to deliver a climate-conscious and socially impactful event.

In addition to supporting its participation programmes, for the Swedish Floorball Federation and the LOC, another of the tournament's important aims was to emphasise the values of sustainability, inclusivity and community engagement.

Key community engagement initiatives included the implementation of a comprehensive school program that introduced floorball to approximately 14,000 children across the Skåne region, with nearly 8,000 students attending live matches during the championship.

The city supported volunteer recruitment through its municipal volunteer programme and provided logistical support including free public transport for volunteers and teams.

Although Skåne is not one of Sweden's traditional floorball powerhouses at elite level, the region has one of the highest player bases nationally. The WFC 2024 served as a springboard for developing youth and grassroots engagement across the region. Both Malmö and Visit Skåne have indicated the importance of maintaining this momentum through continued collaboration with clubs, schools and the Swedish Floorball Federation to ensure a lasting legacy for the sport.



EVENT OVERVIEW



Malmö Arena



Baltic Hall

HOST PROFILE

HOST CITY

- Malmö is Sweden's third-largest city with a population of over 350,000. Known for its accessibility, Malmö boasts a direct train connection to Copenhagen Airport – just 11 minutes away – making it a convenient destination for major sports events.
- The city hosted the inaugural European Masters Games in 2008, attracting over 3,000 athletes competing across 18 sports. In 2023, Malmö played host for the European Table Tennis Championships as well as the World Men's Handball Championship, with Malmö Arena hosting several key matches. Looking ahead, Malmö is set to host the inaugural WTT Europe Smash table tennis tournament in August 2025 and handball's Men's EHF EURO in 2026.
- Skåne, the surrounding region and administrative partner, also played a key role in hosting the event through its regional destination marketing organisation, Visit Skåne. This included co-funding the Little World Championships school and community programme which reached over 14,000 children across the region and introduced thousands to floorball for the first time through inschool sessions and attending the tournament.

VENUES

- Malmö Arena served as the primary venue of the Men's World Floorball Championships 2024. Located in the Hyllie district and with a capacity of over 12,000, it is one of Sweden's premier multipurpose arenas. During the WFC 2024, 27 out of 48 matches were held at the venue, including all medal games.
- A key feature of Malmö Arena's role in WFC 2024 was the close collaboration between the venue, the City of Malmö, and the Skåne region. This long-standing partnership model – established through previous events – enabled smooth coordination with the Swedish Floorball Federation and IFF, particularly in logistics, security and sustainability. The arena's project group worked regularly for over a year prior to the event, ensuring detailed planning across all functions.
- The secondary venue, the **Baltic Hall**, hosted 21 matches during the tournament. With a capacity of approximately 4,000, it is a traditional sports venue in Malmö. The venue was primarily used for group stage and placement matches. Baltic Hall's proximity to the main arena and training facilities allowed for efficient logistics and team movements during the tournament.









TOTAL ATTENDANCE

88,370

Cumulative attendance (spectators & accredited event participants)

MOST ATTENDED MATCHES

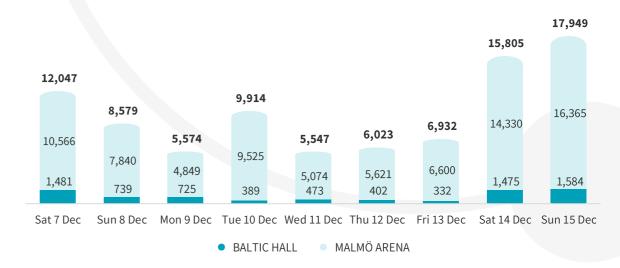
Match	Attendance
Sweden – Finland (Final)	10,124
Czech Republic – Sweden <i>(Semi-final)</i>	8,297
Czech Republic – Latvia (3 rd place)	6,241
Finland – Sweden (Group stage)	6,197
Finland – Latvia (Semi-final)	6,033
Sweden – Slovakia (Group stage)	6,023
Sweden – Latvia (Group stage)	4,979
Switzerland – Latvia (Quarterfinal)	3,657
Sweden – Germany (Quarterfinal)	3,567
Latvia – Finland (Group stage)	3,431

ATTENDANCE

The total cumulative attendance at the WFC 2024 reached 88,370, a figure that includes both accredited participants and ticketed spectators. The final match between Sweden and Finland drew the largest crowd of the tournament, with 10,124 attendees.

- Although the target attendance was set at 150,000, actual turnout – both from domestic and international fans – fell short of expectations.
- The attendance of 88,370 exceeded that of WFC 2020 in Finland (71,361), held under COVID-19 restrictions, but remained below the previous Swedish-hosted WFC and the 155,485 turnout at WFC 2022 in Switzerland.
- The final weekend (Saturday 14 and Sunday 15 December) drew a combined audience of 33,754. Approximately 8,000 schoolchildren attended matches through the tournament's school outreach programme.
- All attendance figures for the WFC 2024 were provided by the LOC and are based on venue admissions data.

CUMULATIVE ATTENDANCE BY VENUE & BY DAY





AVERAGE GROUP SIZE

3.4

Many spectators attended in groups, mostly with friends and family members

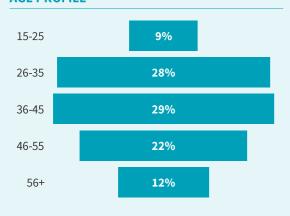
GENDER PROFILE

69%

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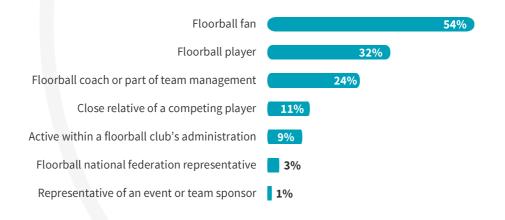
31%

AGE PROFILE

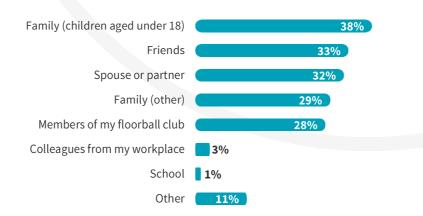


ATTENDANCE

SPECTATOR PROFILE | RELATIONSHIP WITH FLOORBALL (self-selected, multiple options)



SPECTATOR GROUP TYPE (self-selected, multiple options)





TICKETS DISTRIBUTED

46,626

Tickets distributed for the WFC 2024

TICKETS SOLD & COMPLIMENTARY

23,701

Tickets sold

15,213

Complimentary tickets

7,712

School programme

Complimentary tickets were distributed to IFF and its stakeholders, event partners, volunteers, etc.

TICKETING

- There were 46,626 tickets distributed in total, of which 23,701 were sold, 15,213 were complimentary, while 7,712 were distributed to school groups attending the event.
- In October 2023, tickets for select categories, including the final weekend and Sweden's group stage matches, were made available. This early release aimed to capitalise on heightened interest and to secure early commitments from fans.
- Following the completion of qualification matches and finalization of the tournament schedule, the remaining tickets were released in March 2024. This phased approach allowed fans to make informed decisions based on the confirmed matchups.
- Pricing strategy focused on tiered pricing based on match significance and seating categories. For fans seeking an enhanced experience, VIP packages were offered starting from SEK 895 per person.
- Tickets for the official afterparty on December 15 at Malmö Arena were also available, providing fans an opportunity to celebrate the conclusion of the championships.







FINANCIALS

- In February 2025, the WFC 2024 LOC reported a profit of approximately SEK 3.3 million (€0.3 million), with total revenues nearing SEK 30 million (€2.8 million).
- Ticketing emerged as the primary revenue stream, generating just over SEK 16 million surpassing the SEK 15 million target and accounting for 54% of total income. Sponsorship revenues made up an additional 22%.
- The event also benefited from public funding of nearly SEK 5.7 million (€0.5 million), which supported both the tournament delivery and its associated legacy programmes.
- Expenditure was primarily directed toward personnel costs and IFF-related payments. The budget for the Little World Championships initiative was managed independently by the Swedish Floorball Federation and was not included in the official event budget.

INCOME & EXPENDITURE STATEMENT

Income	
Public Funding	SEK 5,700,000
Sponsorship	SEK 6,600,000
Ticketing	SEK 16,050,000
Miscellaneous	SEK 1,600,000
Total Income	SEK 29,950,000

Costs	
Event/Entertainment/TV	SEK 3,850,000
Human Resources	SEK 6,000,000
IFF	SEK 4,100,000
Legacy Projects	SEK 200,000
Logistics/Branding	SEK 1,250,000
Miscellaneous	SEK 5,750,000
PR & Communication	SEK 2,300,000
Venues	SEK 3,200,000
Total Expenditure	SEK 26,650,000



VISITING SPECTATORS

10,244

Out-of-town spectators visiting Malmö (overnight and day visitors)

OVERNIGHT ACCREDITED PERSONNEL

1,336

Out-of-town accredited event participants that stayed in paid accommodation

BED NIGHTS

32,190

Bed nights generated by visiting spectators and accredited personnel

TOURISM | ORIGIN & BED NIGHTS

HIGHLIGHTS

- The WFC 2024 recorded a unique spectator attendance of 21,641, including 7,712 schoolchildren who attended as part of the school programme. Among non-school spectators, 75% (10,244 of 13,929) travelled from outside Malmö, with 27% of those visiting from abroad.
- 55% of spectators stayed overnight during their visit, while 45% commuted daily from home. Of those staying overnight, 89% booked paid accommodation within Malmö.
- Among international spectators, the largest groups came from Switzerland (26%), Denmark (20%), Germany (14%), and Czech Republic and Norway (9% each).
- It is estimated that out-of-town spectators in paid accommodation generated 24,259 bed nights, with an additional 7,931 bed nights attributed to accredited participants.

SPECTATOR ORIGIN | PLACE OF RESIDENCE

25%

MALMÖ

48%

OTHER SWEDEN

27%
OVERSEAS



VISITOR EXPENDITURE

€7.50m SEK 86.48m

Total spend in Malmö from out-of-town visitors (spectators and accredited personnel)



TOURISM | VISITOR EXPENDITURE

HIGHLIGHTS

- Visiting spectators at the WFC 2024 contributed an estimated €6.56 million (SEK 75.71 million) to the Malmö economy, with an additional €0.94 million (SEK 10.84 million) spent by accredited participants during their stay.
- The average spend per person was estimated at €652 (SEK 7,525) for domestic visitors from outside Malmö and €609 (SEK 7,028) for international spectators staying in paid accommodation.
- This spending covered accommodation, food and drink, shopping, transport, and visits to local attractions.
- Accommodation accounted for the largest share, generating approximately €2.27 million (SEK 26.17 million) – equivalent to 35% of all spectator-related spending in the city.

EXPENDITURE BREAKDOWN BY VISITOR ORIGIN

€652

SEK 7,525

AVERAGE SPEND PER PERSON PER VISIT

€609

SEK 7,028

AVERAGE SPEND PER PERSON PER VISIT

VISITING SPECTATORS FROM SWEDEN

OVERSEAS SPECTATORS



DIRECT ECONOMIC IMPACT

SEK 88.95m

Direct economic impact €7.72m estimated for Malmö from hosting the WFC 2024



ECONOMIC IMPACT

HIGHLIGHTS

The total direct economic impact of the WFC 2024 has been estimated using spectator expenditure, participant expenditure organisational expenditure of the local organising committee and the IFF. The host economy has been defined as the host city of Malmö.

 Expenditure items included within the direct economic impact calculation have been generated because of the event taking place in the host economy, measured as net additional benefit to that economy.

DIRECT ECONOMIC IMPACT BREAKDOWN

€6.56m

SEK 75.71m

VISITING SPECTATORS **EXPENDITURE**

€0.94m

SEK 10.84m

ACCREDITED PERSONNEL **EXPENDITURE**

€0.21_m

SEK 2.47m

ORGANISER SURPLUS

TOURISM EXPENDITURE

NET ORGANISATIONAL SPEND





STAKEHOLDER EXPERIENCE



STAKEHOLDER EXPERIENCE

OVERALL SPECTATOR EXPERIENCE

82%

% of spectators rating their overall experience as 'Good' or 'Very Good'

OVERALL ATHLETE EXPERIENCE

80%

% of athletes rating their overall experience as 'Good' or 'Very Good'



SPECTATOR EXPERIENCE

- The spectator response to the WFC 2024 was largely favourable, particularly in areas related to event delivery. Sport presentation received a satisfaction rating of 89%, while 86% of attendees rated staff and volunteer support as 'good' or 'very good'. 82% of all spectators had a positive experience at the event.
- Ticketing and venue access were positively rated by 69% of respondents. Perceived value for money (60%) and event promotion (52%) received mixed ratings. Event entertainment at the venue was the lowest-rated aspect, with only 46% of spectators expressing satisfaction.

SPECTATOR EVENT EXPERIENCE SCORES (% SATISFIED)

Helpfulness of staff and volunteers	87%
Sport presentation	79%
Atmosphere during the competition	74%
Ease of booking tickets	70%
Overall value for money	60%
Entertainment provided at the venue	56%
Marketing and promotion of the event	51%

ATHLETE EXPERIENCE

- Players competing at the WFC 2024 reported a generally positive experience. The highest-rated aspects were transportation to and from the event venues (88% satisfaction) and accommodation (84%), followed by the standard of venues and facilities (81%).
- Other areas received more moderate ratings. The lowest satisfaction scores were recorded for refereeing and technical officiating, with only 48% of players rating it as 'good' or 'very good'. Additionally, the overall atmosphere during games received a satisfaction rating of just 41%, suggesting a less engaging spectator environment compared to previous tournaments.

ATHLETE EVENT EXPERIENCE SCORES (% SATISFIED)

Transportation arrangements to and from the event venue	88%
Accommodation during the event	84%
Standard of venues and facilities	81%
Information/announcements available to athletes at the venue	67%
Quality of the flooring during the games	62%
Standard of refereeing/technical officials you experienced	48%
Atmosphere during the games	41%







IMAGE & REPUTATION



IMAGE & REPUTATION

CITY SCORE (SPECTATORS)

82%

% of visiting spectators rating Malmö as a 'Good' or 'Very Good' place to visit

CITY SCORE (ATHLETES)

62%

% of athletes rating Malmö as a 'Good' or 'Very Good' place to visit

LIKELIHOOD TO RECOMMEND HOST CITY

SPECTATORS

69%

ATHLETES

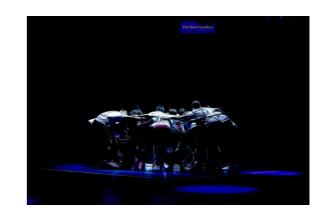
46%

% of out-of-town spectators/athletes that would recommend visiting Malmö to friends/family

DESTINATION IMAGE – MALMÖ

HIGHLIGHTS

- Malmö was well received as a host city, with 82% of visiting spectators and 62% of athletes rating it as a 'good' or 'very good' place to visit.
- Following their stay, 69% of out-of-town spectators and 46% of visiting athletes said they would recommend Malmö to friends and family.
- Local sentiment was overwhelmingly positive, with 94% of Malmö residents expressing interest in hosting the event again, and 83% stating they felt proud that Sweden staged the WFC 2024.
- Moreover, 80% of residents believed the event had a positive impact on Malmö and its surrounding region.



MALMÖ RESIDENTS' AGREEMENT LEVELS WITH PERCEIVED EVENT IMPACT

94%

% of Malmö residents who would like the city to host another edition of the event 83%

% of Malmö residents who felt proud about WFC 2024 being hosted in Sweden 80%

% of Malmö residents who believe the event had a positive impact for the host destination



IMAGE & REPUTATION



ASSESSMENT CRITERIA

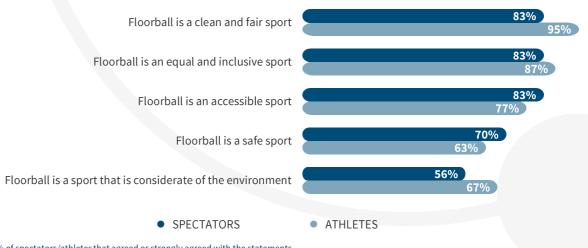
- Clean and fair sport (match-fixing, doping, adjudicating, scandal)
- **Equality and inclusivity** (gender parity, diversity of players/fans, disability friendly)
- Accessible sport (required facilities and equipment to play, e.g. court, stick and ball)
- Safe sport (likelihood and prevention of injury, protection from abuse – e.g. children/youth)
- **Environmental consideration** (sustainability initiatives and advocacy)

PERCEPTION OF FLOORBALL

HIGHLIGHTS

- Both athletes and spectators at the WFC 2024 agreed that floorball is a clean and fair sport, with 95% of athletes and 83% of spectators sharing this view.
- Perceptions of floorball as an equal and inclusive sport were also strong, with 87% of athletes and 83% of spectators in agreement.
- The biggest gap in opinion between the two groups was around environmental responsibility – 67% of athletes viewed floorball as environmentally considerate compared to just 56% of spectators.
- While floorball was generally seen as safe and accessible by both groups, athletes rated the sport slightly lower than spectators on both dimensions.

LEVELS OF AGREEMENT WITH STATEMENTS ABOUT FLOORBALL (SPECTATORS & ATHLETES)



% of spectators/athletes that agreed or strongly agreed with the statements





CUMULATIVE AUDIENCE

6.9m

Total TV viewership based on average audience data for the WFC 2024 broadcasts

TV REACH

21.6m

Number of unique individuals that have been exposed to WFC broadcasts

KEY DATA

37

TV & streaming broadcasters

45

TV & streaming territories

304h

 ${\sf TV}\, broadcast\, time$

TV & STREAMING SUMMARY

HIGHLIGHTS

- The WFC 2024 achieved record broadcast reach, with 37 media partners airing coverage across television, streaming platforms, and news access agreements. In total, the event generated 304 hours of broadcast content, reaching a cumulative TV audience of 6.9 million, with 21.6 million individuals exposed to WFC broadcasts.
- In the core floorball markets, Sweden saw the most significant growth, attracting 1.9 million viewers across five nationally televised matches. Audience figures in Finland and the Czech Republic remained consistent with previous editions, while Switzerland experienced a notable decline in viewership (having hosted the previous edition of the event).
- Outside Europe, the Philippines recorded a strong audience of 1.2 million. Additional notable viewership figures came from Slovakia (0.72 million) and Latvia (0.34 million).

STREAMING

 Streaming generated close to 2.6m live video views, of which around 0.85m were recorded in Finland, 0.52m in Switzerland and 0.15m in Sweden.

DISTRIBUTION

 Media rights to WFC 2024 were distributed by IFF in selected key territories, including the host country, and by Protocol Sports Marketing internationally.

PRODUCTION

 Television production was handled by Polar HD. IFF was responsible for general coordination and the distribution of the feed to broadcast and streaming partners.

CUMULATIVE TV AUDIENCE COMPARISON IN KEY MARKETS (WFC 2018 – WFC 2024)

Event edition	Czech Republic	Finland	Sweden	Switzerland
WFC 2018	2,013,000	1,593,000	714,653	726,305
WFC 2020	753,000	1,632,000	1,296,000	518,609
WFC 2022	870,000	1,330,000	1,130,000	1,510,000
WFC 2024	862,000	1,155,000	1,894,000	290,297





BROADCASTERS

LIVE & DELAYED COVERAGE

Territory	Broadcaster	Territory	Broadcaster
Afghanistan	Ariana RTV Network*	Middle East & North Africa	MBC
Canada	CBC*	Norway	TV 2
Czech Republic	Czech Television	Philippines	Cignal TV
Czech Republic	Nova TV**	Philippines	People's Television Network*
Czech Republic	Prima TV**	Poland	TVP Sport
Czech Republic	TV Tipsport*	Singapore	Channel 8
Denmark***	Sportway*	Slovakia	TV JOJ
Estonia	Duo 5	Slovenia	Sport TV
Estonia	ERR**	Sweden	Swedish Television (SVT)
Fiji	FBC TV*	Sweden	TV3**
Finland	MTV3**	Sweden	TV4**
Finland	Nelonen**	Switzerland	RSI (SRG SSR)
Finland	YLE	Switzerland	RTS (SRG SSR)**
Germany	MDR	Switzerland	SRF (SRG SSR)
Germany	NDR**	Switzerland	TV24**
Germany	Spontent*	Thailand	T Sports*
Latvia	Sportacentrs*	Ukraine	Poverkhnost TV
Latvia	TV4	USA	beIN Sports*
Macau	TDM*		

^{*} Streaming only



^{**} News access

^{***} Incl. Greenland and Faroe Islands

BROADCAST TIME (TV)

BY TERRITORY (HH:MM:SS)



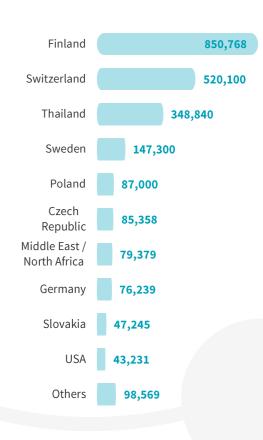
CUMULATIVE AUDIENCE (TV)

BY TERRITORY



LIVE VIEWS (STREAMING)

BY TERRITORY



IFF MOBILE APP

- By 15 December 2024, the number of registered users on the IFF App had reached 82,475, marking an increase of 10,615 new accounts during the course of the WFC 2024.
- Fans were able to access live streams and highlights of the championship via a pay-per-view model, with individual matches priced at €6.99, and €8.99 for semi-finals and medal games. Alternatively, an event pass was available for €24.99, offering full access to all live and on-demand content from the tournament.

ACCREDITED MEDIA

- A total of 217 media accreditations were issued for the WFC 2024, covering broadcasters as well as media personnel from IFF member federations.
- Swedish media made up approximately half of all accredited representatives. Other well-represented countries included Finland (26), the Czech Republic (25), and Switzerland (17).
- Overall, media professionals from 18 different countries applied for accreditation to attend and cover the championship.





KEY DATA (7-15 DECEMBER 2024)		
8,258,953	Impressions	
274,621	Engagements	
216,101	Reactions	
4,108	Net audience growth	
1,221	Comments	
979	Posts	
3,612	Shares	
Data based on analysis of six IFF and WFC accounts across Facebook, Instagram and X.		

SOCIAL MEDIA | OWNED MEDIA

HIGHLIGHTS

- The IFF promotes WFC-related content through its main federation accounts and dedicated WFC accounts on Facebook, Instagram, and X. During the year of the championship, the WFC organising committee manages the WFC-specific accounts.
- IFF's social media channels outperformed previous editions during WFC 2024, reaching 8.3 million impressions and 274,631 engagements – compared to 6.3 million/220,842 in 2022 and 8 million/230,047 in 2020.
- Instagram accounted for 83% of all impressions, while the highest engagement rate, 6.6%, was recorded on the IFF's Facebook page.
- Beyond Facebook, Instagram, and X, the IFF was also active on TikTok, where 30 posts generated 1.2 million views and 61,000 likes. On YouTube, 77 videos were uploaded, resulting in 204,000 views and 2.5 million impressions.

PROFILE PERFORMANCE – IFF/WFC ACCOUNTS (7-15 DECEMBER 2024)

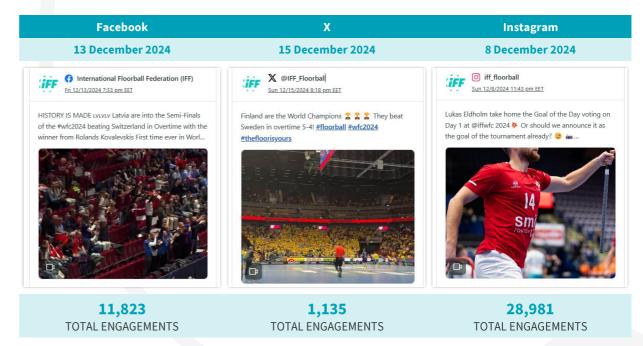
Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate
X (IFF)	14,339	16	13	41,375	1,676	4.1%
X (WFC)	2,623	25	24	24,747	762	3.1%
Instagram (IFF)	91,611	2,425	395	5,231,000	179,775	3.4%
Instagram (WFC)	18,325	1,396	488	1,658,899	31,167	1.9%
Facebook (IFF)	46,220	214	36	872,451	57,793	6.6%
Facebook (WFC)	16,680	32	23	430,481	3,448	0.8%





SOCIAL MEDIA | OWNED MEDIA

MOST POPULAR POSTS



WFC 2024 SPONSORS

Sponsor	Туре
Gerflor	International
PUMA	International
Swerink	International
Unihoc / Dynamic	International
Avoki	National
Betsson	National
BM Sportreklam	National
Cheap Enery	National
City of Malmö	National
Clean Drink	National
Die Mobilar	National
Europcar	National
Fogo Scandinavia	National
Folkspel	National
Fromm	National
Guide Gloves	National
ICA	National
OBOS	National
Pipe Relining	National
Returpack/Pantamera	National
Scandic Hotels	National
Sievi	National
SJ	National
SolidSport	National
Stadium	National
Swedish Rail	National
Two Circles (Staylive)	National
Västanhede	National

SPONSORSHIP | OVERVIEW

HIGHLIGHTS

- The WFC 2024 in Malmö generated SEK 6.6 million in sponsorship income against a target of SEK 6 million in revenue from commercial partnerships. The majority of sponsorship deals were finalised in the final months before the event, with SEK 2.3 million secured between October and November alone.
- A total of 29 sponsors were involved in the event, combining local and international brands. Key contributors included long-term IFF partners Gerflor, PUMA, Swerink, and Unihoc, alongside local sponsors such as major partners of the Swedish Floorball Federation OBOS and Pantamera.
- Gerflor introduced a new generation of flooring at WFC 2024, developed with a strong focus on sustainability. The material is composed of 81% biosourced, mineral, and recycled raw materials and is 100% recyclable. The new court design achieves a 43% reduction in carbon footprint compared to previous versions. Additionally, sponsor logos were applied using stickers made partially from paper rather than just plastic.

- Several sponsors activated around the WFC's environmental goals. Venue signage, merchandise packaging and branding materials were designed to be recyclable or reusable, supporting the event's broader mission to achieve sustainability certification from Swedish company Greentime.
- The IFF Floorball App provided additional digital exposure for sponsors, including tailored promotions through geo-targeted content. Swedish users (approx. 15,000 of the 80,000 app users) received exclusive partner offers, such as PUMA merchandise via Stadium's online store





SPONSOR CASE STUDY – PANTAMERA

BACKGROUND & OBJECTIVES

- Pantamera, Sweden's leading recycling initiative operated by Returpack AB, has been the main sponsor of Swedish floorball since 2015. With a mission to increase the recycling of cans and PET bottles, Pantamera focuses its efforts exclusively within Sweden, targeting residents to promote sustainable practices.
- Through this partnership, Pantamera aimed to: (1) Educate attendees and participants about the importance of recycling; (2) Connect with younger audiences and families to instil sustainable habits early on; and (3) Strengthen its association with floorball, a sport with significant youth participation, aligning with Pantamera's goal to be part of young people's lives in a meaningful way.

ACTIVATION

- Pantamera implemented a comprehensive activation program during the WFC 2024, focusing on interactive and educational initiatives.
- An on-site activation featuring a floorball obstacle course was set up to engage children and young adults, while collection bins were installed throughout the Malmö Arena to facilitate the recycling of cans and bottles during the tournament. This initiative aimed to promote sustainable practices among attendees.
- Pantamera continued its collaboration with domestic floorball clubs, encouraging them to collect cans and bottles as a fundraising mechanism. This program not only supports local clubs financially but also promotes community involvement in recycling efforts.

- As part of its broader commitment to sustainability and fair play, Pantamera supports the "Fair Floorball" concept, which involves sending funds to clubs recognized for their fair play and role model behaviour during matches.
- Leading up to the WFC 2024, Pantamera organised competitions offering fans the chance to win jerseys and other merchandise.
- Through these activations, Pantamera effectively integrated its recycling message into the fabric of the WFC 2024, engaging with the floorball community and promoting sustainable practices among Sweden's youth and families.



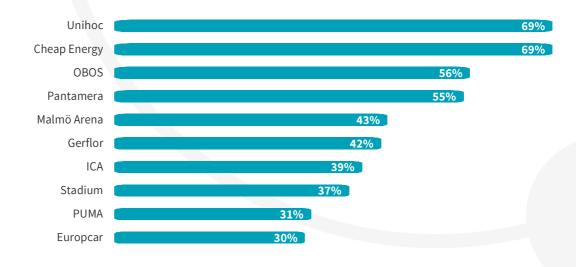


SPONSOR AWARENESS

UNPROMPTED AWARENESS (TOP 3)



PROMPTED AWARENESS (TOP 10)



Source: Post-event spectator survey.











EVENT FORMAT

- Five regional qualification events took place between January and May 2024 to decide the 16 teams for the WFC 2024.
- The Americas Qualifier was held in Toronto, Canada, in February 2024, with the USA and Canada vying for a single spot at the WFC.
- Europe hosted three qualifiers in late January and early February, held in Latvia, Poland, and Slovenia.
 Out of 22 competing teams, 11 secured qualification.
- The Asia-Oceania Qualifier took place in the Philippines in May 2024, featuring eight nations. The top three teams advanced to the WFC 2024.

- The WFC 2024 took place over nine days of competition. The 16 teams were divided into four groups, with the top eight nations, according to IFF rankings, being placed in Groups A and B, and the lower ranked nations in Groups C and D.
- At the conclusion of the group stage, the top two teams from Groups A and B automatically advanced to the quarterfinals.
- The third-and fourth-placed teams in Groups A and B and the top two teams from Groups C and D faced each other for a place in the quarterfinals. Nations which did not progress through the play-off round or quarterfinals took part in the placement round to decide the final rankings (5th-16th place).

QUALIFYING TOURNAMENTS

Europe 1 Qualifier	31 Jan – 3 Feb 2024
Europe 2 Qualifier	31 Jan – 4 Feb 2024
Europe 3 Qualifier	1-4 Feb 2024
Americas Qualifier	17-18 Feb 2024
Asia-Oceania Qualifier	21-25 May 2024

COMPETITION DATES

Group Stage	7-10 Dec 2024
Play-off Matches	11 Dec 2024
Placement Matches	11-15 Dec 2024
Quarterfinals	12-13 Dec 2024
Semi-finals	14 Dec 2024
Bronze Medal & Final Match	15 Dec 2024



ATHLETES & NATIONS

320 Athletes

16 Competing nations

4 Continents



SPORT PARTICIPATION

HIGHLIGHTS

- The IFF World Floorball Championships 2024 held in Malmö, Sweden, featured 320 athletes from 16 different countries. Each team was allowed a maximum of 20 players on their roster.
- Europe accounted for 12 of the participating nations, with 11 qualifying through regional tournaments and Sweden securing its place as the host nation. Asia was represented by two countries, while the Americas and Oceania each had one nation participating.
- Players came from clubs based in 15 different countries. Swedish clubs were the most represented, with 88 players – over a quarter of the total – affiliated with them. Swiss clubs contributed 40 players, while 35 participants came from clubs in the Czech Republic.
- The overall average age of players at the tournament was 25. The Philippines fielded the youngest squad with an average age of 22.5 years, whereas Sweden had the oldest team, averaging 28.6 years. The youngest athlete was 16, and the oldest was 37 at the time of the event.

COMPETING NATIONS

Canada	Americas
Australia	Asia-Oceania
Philippines	Asia-Oceania
Singapore	Asia-Oceania
Czech Republic	Europe
Denmark	Europe
Estonia	Europe
Finland	Europe
Germany	Europe
Latvia	Europe
Norway	Europe
Poland	Europe
Slovakia	Europe
Slovenia	Europe
Sweden	Europe
Switzerland	Europe





WFC 2024 FINAL STANDINGS

1 st	Finland	9 th	Estonia
2 nd	Sweden	10 th	Denmark
3 rd	Czech Republic	11^{th}	Philippines
4 th	Latvia	12 th	Poland
5 th	Switzerland	13 th	Slovenia
6 th	Slovakia	14 th	Thailand
7 th	Norway	15 th	Australia
8 th	Germany	16 th	Canada

AVERAGE WINNING MARGIN

3.9 GOALS

The average winning margin at the WFC 2024 was 3.9 goals

LARGEST WINNING MARGIN

11 GOALS

Sweden 13-2 Latvia Latvia 14-3 Philippines

SPORT PERFORMANCE

- Finland clinched the world championship title with a 5-4 overtime win against hosts Sweden in the final at Malmö Arena. It marked Finland's fifth overall title and their third in the last five tournaments.
- The Czech Republic secured bronze with an 8-2 victory over Latvia. Latvia had earlier delivered the tournament's biggest upset, defeating Switzerland 4-3 in overtime in the quarter-finals.
- The Philippines were the highest-ranked non-European team, finishing 11th and earning a spot at The World Games 2025. The top five European teams will also qualify, alongside host nation China and Canada, representing the Americas.
- The average winning margin at the WFC continues to decline – 3.9 goals in Malmö, down from 4.9 in 2022 and 5.6 in 2020.

MEN'S WFC HISTORICAL STANDINGS

Year	Host	Gold	Silver	Bronze
1996	Stockholm	Sweden	Finland	Norway
1998	Prague	Sweden	Switzerland	Finland
2000	Oslo	Sweden	Finland	Switzerland
2002	Helsinki	Sweden	Finland	Switzerland
2004	Zurich	Sweden	Czech Republic	Finland
2006	Stockholm	Sweden	Finland	Switzerland
2008	Prague	Finland	Sweden	Switzerland
2010	Helsinki	Finland	Sweden	Czech Republic
2012	Zurich	Sweden	Finland	Switzerland
2014	Gothenburg	Sweden	Finland	Czech Republic
2016	Riga	Finland	Sweden	Switzerland
2018	Prague	Finland	Sweden	Switzerland
2021	Helsinki	Sweden	Finland	Czech Republic
2022	Zurich & Winterthur	Sweden	Czech Republic	Finland
2024	Malmö	Finland	Sweden	Czech Republic



OFFICIALS	
132	Team officials
22	Technical officials
14	IFF Referee
4	IFF Referee Management
4	IFF Jury

TEAM & TECHNICAL OFFICIALS

TEAM OFFICIALS BY TEAM

Territory	#	Territory	#
Australia	4	Norway	5
Canada	7	Philippines	9
Czechia	10	Poland	5
Denmark	7	Slovakia	8
Estonia	8	Slovenia	10
Finland	10	Sweden	10
Germany	9	Switzerland	10
Latvia	10	Thailand	10

TEAM OFFICIALS BY ROLE

Role	#
Coach / Assistant Coach	42
Head Coach	17
Physiotherapist	16
Team Manager / Leader	15
Team Official	7
Equipment Manager	6
Other	29











SUSTAINABILITY PROGRAMME

The Men's World Floorball Championships 2024 in Malmö set a new benchmark for sustainability in international floorball. For the first time, the event was awarded Sustainable Event certification by Greentime, meeting over 50 criteria across environmental, organisational, and social domains. From climate-conscious transport planning to circular material use and a youth-led legacy programme, sustainability was embedded in every phase of the project.

Recognising that major events can generate significant environmental impact – particularly through travel and material use – the Swedish Floorball Federation, together with local and international partners, committed to creating a tournament that would leave a positive and lasting legacy.

A key milestone in the event's development was the creation of a sustainability policy. The policy served as the foundation for additional frameworks around gender equality and event safety – both of which became operational policies during WFC 2024.

The WFC 2024 team was part of the EU-funded GAMES project, a multi-sport initiative which supported the development of tools, strategies, and pilot actions to reduce the climate impact of sport. A final conference for the project was held in Malmö alongside the championship, bringing together speakers from across sport and sustainability sectors.

The ultimate ambition was to achieve third-party certification as a Sustainable Event – a goal successfully reached through collaboration with Greentime. The certification process required the event to meet clear, independently audited standards across three pillars: Organisation, Environment, and Social.

As part of its commitment, the WFC 2024 set three measurable sustainability goals:

- 1. Volunteer Engagement At least 80% of all volunteers would participate in pre-event briefings, including sustainability orientation. (Outcome: Achieved 80% participation)
- 2. Sustainable Team Travel At least 80% of teams flying into Copenhagen Airport would travel to Malmö by train. (Outcome: Exceeded 85% compliance)
- 3. Youth Participation (through the Little World Championships project) Floorball should be introduced to at least 20,000 students in grades 1–3 by the 2025/26 school year. (Outcome: In progress 14,000 students reached by January 2025)

These goals reflected the event's integrated approach to sustainability – encompassing logistics, education, and community outreach.

In recognition of its commitment to sustainability, the Swedish Floorball Federation was awarded in April 2025 the Silver Wheel in the Sustainable Event of the Year category at the Gyllene Hjulet gala held in Stockholm.



TOTAL NUMBER OF VOLUNTEERS

250

Total volunteers engaged excluding additional support staff (e.g. rink crew).

BREAKDOWN BY PLACE OF RESIDENCE

36%

53%

10%

MALMÖ

ELSEWHERE IN SWEDEN

OVERSEAS



VOLUNTEER PROGRAMME

HIGHLIGHTS

- The WFC 2024 volunteer programme was a joint initiative between the LOC and the City of Malmö, drawing on an experienced and well-established local volunteer network built for events such as the Eurovision Song Contest and the IHF World Men's Handball Championship.
- Volunteers played a critical role in the successful delivery of the event, contributing across logistics, media operations, hospitality, accreditation, and sustainability initiatives.
- More than 20 international volunteers also participated, including individuals from Canada and other parts of Europe. The volunteer programme achieved near gender parity, with 46% women and 54% men.
- While the LOC initially considered hiring a dedicated volunteer manager, the responsibility was ultimately assumed by the City of Malmö, which offered its existing structure, volunteer database, and logistical support.
- Free public transport was provided to all volunteers, facilitated by a partnership with Skånetrafiken and Visit Skåne. Volunteers received free catering, reusable water bottles and uniforms consistent with the event's sustainability goals.

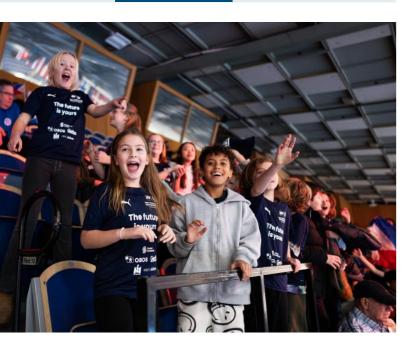
- Volunteers were actively integrated into several key sustainability initiatives such as the collection of used equipment for redistribution through clubs, the management of recycling stations at the venues (cans, bottles, general waste) and the implementation of low-waste and eco-friendly practices (e.g. tap water-only backstage, recyclable signage).
- Volunteers also contributed to school visits and youth engagement around the Little World Championships initiative, assisting with logistics for schoolchildren attending matches (nearly 8,000 pupils). Some participated in event activations like the floorball obstacle course and supported activities at the Malmö Arena and the Baltic Hall.
- By role, the breakdown of the main pool of volunteers (excl. rink crew) was as follows:
 - 12 in accreditation
 - 25 in all-round
 - 40 in competition
 - 15 in hosting
 - 15 in media
 - 82 in security
 - 14 in team hosts
 - 12 in transport
 - 15 in volunteer services



PROGRAMME PARTICIPANTS

14,000

Children reach through school visits by floorball instructors.



LITTLE WORLD CHAMPIONSHIPS PROJECT

HIGHLIGHTS

- The Little World Championships (Lilla VM) was the WFC 2024's flagship youth and social sustainability programme. It aimed to introduce thousands of young children to floorball, using the world championship as a platform to create lasting engagement across schools in the Skåne region.
- The project was inspired by a similar initiative run during Sweden's 2011 Handball World Championship and was co-led by the Swedish Floorball Federation, the Skåne Floorball Association, the City of Malmö and Visit Skåne, with the public partners contributing around SEK 500,000 to the project.
- Floorball instructors delivered sessions in schools across Skåne to children aged 6–9. Schools were supplied with equipment for in-class play and later given information on where to join local floorball clubs.

- Children were invited to attend the WFC 2024 to experience top-level sport in person, often for the first time. A family festival was held next to the Baltic Hall during the finals weekend. It was open to the public and comprised mini games, clinics, and entertainment.
- The Little World Championships has delivered tangible growth in grassroots participation (+10% growth in licensed U9 players in Skåne following the programme) and demonstrated the value of linking elite sport with community development.
- Overall, 14,000+ children were engaged with close to 8,000 attending matches live at the WFC 2024. 25 of 33 Skåne municipalities were involved in the programme.



OTHER SUSTAINABILITY INITIATIVES

PRE-EVENT AWARENESS CAMPAIGNS



The WFC 2024 placed strong emphasis on involving all key stakeholder groups from an early stage in its sustainability efforts.

Visitors received early information and tips via the official website and digital tickets that included a visual reminder encouraging eco-friendly actions during their visit, while teams were encouraged to stay in eco-certified hotels and use tap water backstage. Volunteers, staff, sponsors, and students took part in sustainability workshops and briefings.

Additionally, floorball clubs across Sweden were invited to take part in the "Collection Boxes" initiative. This project, involving 60 clubs, promoted the reuse, repair, and recycling of unused floorball equipment.

MEETING CERTIFICATION REQUIREMENTS



WFC 2024 became the first floorball championship to earn Sustainable Event certification, meeting all mandatory requirements set by Greentime. This included offering only organic or fair-trade coffee, using eco-labelled cleaning products and having comprehensive procedures for safety, waste and food management.

A range of practical initiatives were introduced to promote sustainability across the event. Volunteers were provided with free public transport, while international teams and delegates received complimentary train tickets between Copenhagen Airport and Malmö. Spectators were also encouraged to make more sustainable choices – vegetarian options were placed first on menus, while buffet signage highlighted food waste.

THE KRANMÄRKT LABEL



Kranmärkt is a Swedish sustainability label awarded to organisations that commit to using tap water instead of packaged water, reducing waste and emissions. As part of its environmental efforts, WFC 2024 served only tap water in all backstage areas, earning Kranmärkt certification for those spaces.

To support this, refill stations were set up throughout the arenas, and staff, volunteers, and media were given ecofriendly water bottles made from sugarcane, encouraging sustainable hydration practices during the event.



