



QUANTUM EVENT EVALUATION REPORT

IFF Women's World Floorball Championships 2025

6-14 DECEMBER 2025
BRNO & OSTRAVA, CZECHIA

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY



ECONOMIC & TOURISM

€3.7m

Direct economic impact

€2.4m

Total visitor expenditure

67,736

Total attendance

45,777

Tickets distributed

15,341

Bed nights generated

INTRODUCTION

From attendance records to innovative social and legacy projects, the IFF Women's World Floorball Championships 2025 (WFC 2025) raised the bar for the delivery of women's competitions in floorball. Held in Brno and Ostrava, the event marked the return of the women's WFC to the Czechia after 12 years and made history with the first-ever final without the participation of Sweden or Finland.

Helped by the performance of the home team which for the first time made it through to the final of the WFC, the event succeeded in capturing the attention of Czech floorball fans. The total attendance of 67,736 was significantly greater than at past editions of the women's WFC, while new records were also set for the attendance on the opening day and the final.

With the improved sport presentation, a brand new trophy for the world champions and a robust marketing campaign, the WFC 2025 also succeeded with promoting women's floorball, in accordance with its slogan "No power like women power". Both spectators and athletes praised the event experience, with the overall satisfaction level being on par with the highest rated men's or women's WFC on record.

Driven by strong broadcast interest, record social media engagement, and a historic sporting outcome (with the Swedish women finishing outside the top three for the first time), the tournament established a new benchmark for future editions of the women's WFC.



ECONOMIC & TOURISM

- The direct economic impact of the WFC 2025 is estimated to be in the region of Kč 89.1m (€3.7m). This figure considers visitor expenditure and organisational expenditure made specifically for the event within the host economy.
- The event attracted a cumulative attendance of 67,736 across the nine days of competition, recording a unique ticketed attendance of 15,076 (excluding school children).
- Visiting spectators and accredited participants contributed 15,341 bed nights across Brno and Ostrava.
- The operational budget statement of the organisers reported a small deficit of Kč 743,233 (€30,606). Public funding accounted for 75% of all revenues, while ticketing and marketing revenues contributed a further 25% of income.

EXECUTIVE SUMMARY



STAKEHOLDER EXPERIENCE

95%

Spectator event satisfaction

96%

Athlete event satisfaction

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



IMAGE & REPUTATION

92%

Positive rating of Brno (spectators)

75%

Positive rating of Ostrava (spectators)

% of spectators who rated Brno/Ostrava as a good or a very good place to visit



STAKEHOLDER EXPERIENCE

- Spectators and athletes reported a very positive experience at the WFC 2025, with 95% of spectators and 96% of athletes stating that their experience was either good or very good. These are significantly higher scores than at the previous women's WFC, and comparable with the best-rated men's tournaments based on historical evaluation data.
- Spectators recorded the highest satisfaction ratings for the atmosphere during the competition (98% positive), sports presentation (92% positive), helpfulness of staff and volunteers, and event marketing (both 91% positive).
- Athletes also praised the overall atmosphere (94% positive), with equally high scores given to the standard of venues and facilities (94% positive) and information provided to teams (90% positive).



IMAGE & REPUTATION

- Both host cities were viewed positively by spectators and athletes, however, Brno received higher scores for its attractiveness and likelihood to recommend it as a tourism destination.
- Brno was rated positively by 92% of spectators, with 86% of them declaring that they would recommend visiting the city to friends and family. For Ostrava, these scores were 75% and 71%, respectively.
- Importantly, the vast majority of local residents who attended the event were pleased about the fact that it was hosted in their cities, acknowledged the positive impact the event had and would like their cities to host more floorball events in future years.

EXECUTIVE SUMMARY



COMMERCIAL & MARKETING

5.8m

Cumulative TV audience

792h

Broadcast time (TV & streaming)

19.4m

Social media impressions



PARTICIPATION & PERFORMANCE

318

Athletes participating

108

Team officials

24

Technical officials



COMMERCIAL & MARKETING

- The WFC 2025 broke the previous viewership records in Czechia as the overall TV audience was almost double the number from the previous women's WFC, rising from an average of 769,000 in 2017-2023 to 1.6 million in 2025.
- Across the other key markets, the audience numbers and reach remained consistent with the previous editions, with the cumulative TV audience of 5.8 million.
- Streaming coverage was also available on local platforms in selected territories, as well as globally through the IFF App which registered 21,936 viewing hours during the tournament.
- Social media activity on the IFF and WFC channels surpassed the previous records with more than 19 million impressions and close to 360,000 engagements.



PARTICIPATION & PERFORMANCE

- Switzerland won its second-ever gold medal, breaking Sweden's dominance which lasted for nine editions of the WFC.
- In a first for the women's WFC, neither Sweden nor Finland played in the final, as Czechia finished second to win its first-ever silver medal.
- The average age of competitors was 24, while the average winning margin stood at 5.6 goals.
- Teams were supported by 108 accredited team officials and the competition was officiated by 24 IFF-appointed technical officials.



EVENT OVERVIEW

EVENT OVERVIEW

IFF WOMEN'S WFC HOSTS (1997-2025)

Year	City	Nation
1997	Mariehamn	Finland
1999	Borlänge	Sweden
2001	Riga	Latvia
2003	Bern	Switzerland
2005	Singapore	Singapore
2007	Frederikshavn	Denmark
2009	Västerås	Sweden
2011	St. Gallen	Switzerland
2013	Brno & Ostrava	Czechia
2015	Tampere	Finland
2017	Bratislava	Slovakia
2019	Neuchâtel	Switzerland
2021	Uppsala	Sweden
2023	Singapore	Singapore
2025	Brno & Ostrava	Czechia

OVERVIEW

WFC 2025 built on Czechia's proven track record of hosting international floorball competitions to deliver a record-breaking event with the ambitious target of shifting the perception of women's floorball.

The tournament followed a similar model to the WFC 2013, also co-hosted by Brno and Ostrava, with the group stage and the early play-off round held in Brno, and the quarterfinals, semi-finals, medal and placement matches all played in Ostrava.

It is believed that the dual-city format worked well, although it did present the local organisers with significant operational challenges: from moving the entire operations between the cities mid-way through the event and the transport arrangements required to do that, to ensuring a consistent level of service at both locations.

The organising team operated with a relatively lean core team, supported by the staff of Czech Floorball, especially just before and during the event. While Czechia has a strong domestic floorball ecosystem, the WFC 2025 was seen as a potential boost to grow the women's game.

80+ KPIs were established in relation to the event, both in terms of general sport development goals, as well as fan experience, marketing and communication objectives linked specifically to the delivery of the tournament.

Selected objectives included:

- Establishing women's floorball as an attractive sport.
- Developing capacities and capabilities within Czech Floorball to support the women's game.
- Growing the membership and coaching base.
- Consolidating and strengthening the position of floorball in the wider sports environment and society.

The event was strongly supported by the National Sports Agency, Czech Tourism, as well as the host cities and regions. Brno and Ostrava both provided financial, organisational and marketing support. In Ostrava, event signage was particularly prominent across public advertising boards.

EVENT OVERVIEW



Starez Arena



Ostravar Arena

HOST PROFILE

HOST CITIES

- **Brno** hosted the group stage and the early play-off matches of the WFC 2025 from 6-9 December 2025. With a population of around 400,000, Brno is the second largest city in Czechia. It is a regular host of major national and international sports events. In 2026, it will be one of the host cities of the women's European championships in handball and volleyball, while in 2027 it will welcome athletes competing at the IFSC Climbing and Para Climbing World Championships
- **Ostrava**, Czechia's third most populous city, is best known for hosting the annual Golden Spike athletics meeting, part of the World Athletics Continental Tour. The city has also staged international competitions in ice hockey and tennis (a WTA Tour event).

VENUES

- Brno's **Starez Arena** is known for hosting international competitions in various sports, including floorball, volleyball and basketball competitions for youth and senior teams. The main hall has the capacity of 3,000 seats. A smaller hall was also used for select group matches of the WFC 2025.
- Located in Ostrava, **Ostravar Arena** is one of the best-known indoor venues in the country, having previously hosted the IIHF Ice Hockey World Championships, as well as major athletics meetings, concerts and cultural events. It can seat up to 11,000 spectators.
- An adjacent multi-purpose hall, with a capacity of 500 seats, was also used as the WFC 2025 venue and hosted five games.



**ECONOMIC
& TOURISM**



ECONOMIC & TOURISM

TOTAL ATTENDANCE

67,736

Cumulative event attendance across nine competition days

MOST ATTENDED MATCHES

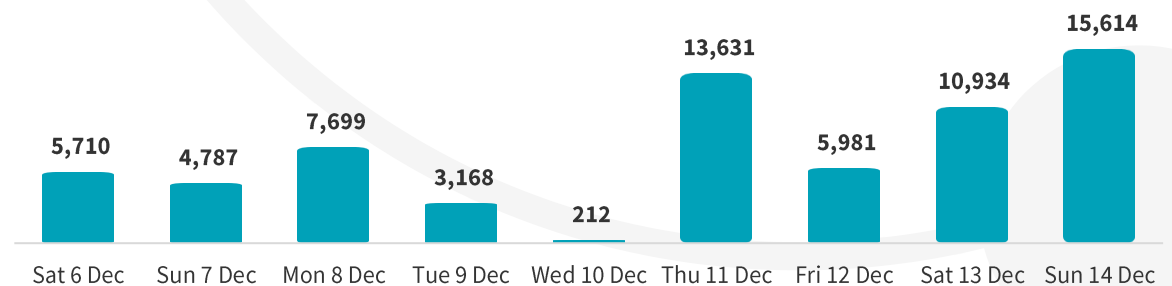
Match	#
Switzerland – Czechia (<i>Final</i>)	8,844
Czechia – Finland (<i>Semi-final</i>)	5,934
Sweden – Finland (<i>3rd place</i>)	5,599
Netherlands – Germany (<i>Placement round</i>)	5,317
Czechia – Norway (<i>Quarterfinal</i>)	5,129
Sweden – Switzerland (<i>Semi-final</i>)	3,889
Germany – Poland (<i>9th place</i>)	3,637
Czechia – Switzerland (<i>Group stage</i>)	2,850
Czechia – Denmark (<i>Group stage</i>)	2,811
Latvia – Czechia (<i>Group stage</i>)	2,289

ATTENDANCE

The WFC 2025 set the new attendance record, with 23,000 more fans than at the previous most-attended women's WFC in Neuchâtel, Switzerland in 2019 (44,513). Further records were set for the opening day (5,715) and the gold medal match attendance (8,844).

- Attendance at the home team matches was the key factor contributing to the high spectator numbers, with the Czechia games attended by an average of 2,650 fans during the group stage in Brno and 6,636 spectators since the quarterfinal stage in Ostrava. In total, the home side's matches attracted 41% (27,857) of all spectators.
- Close to one-third of the total attendance (21,364) was generated in Brno during the group and early play-off stage (28 games). In Ostrava, the 20 matches recorded an average attendance of 2,819.
- The Czech team's success boosted the attendance on the final weekend, with 24,266 fans in attendance for the semi-finals and the medal games.
- The school programme had an impact on the attendance during selected placement games, including Netherlands – Germany (5,317) and Germany – Poland (3,637), both amongst the most-attended matches during the tournament.
- 6,500 fans attended the fan zone in Brno with a sports and entertainment programme prepared by the organisers.

CUMULATIVE ATTENDANCE BY DAY



ECONOMIC & TOURISM

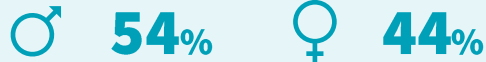
AVERAGE GROUP SIZE

4.0

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

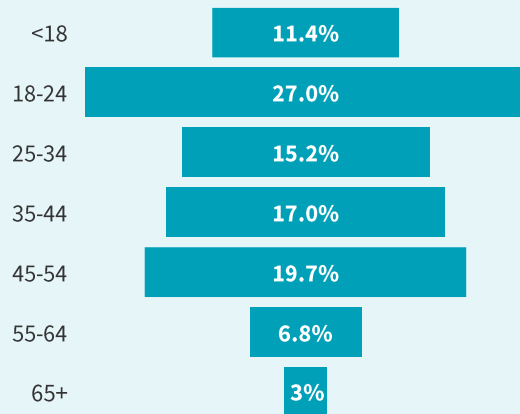
The spectator demographic profile below is based on results from the intercept survey that queried 1,068 spectators during their attendance of WFC 2025.

GENDER PROFILE



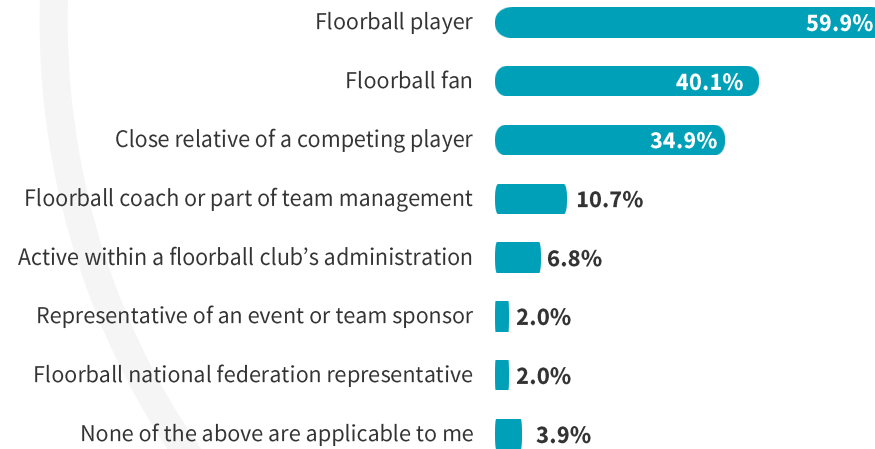
1.7% of respondents preferred not to say or selected "Other"

AGE PROFILE

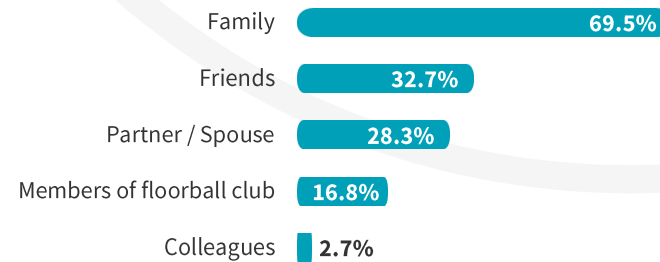


ATTENDANCE

SPECTATOR PROFILE | RELATIONSHIP WITH FLOORBALL (self-selected)



SPECTATOR GROUP TYPE (self-selected, multiple options)



ECONOMIC & TOURISM

TICKETS DISTRIBUTED

45,777

Tickets distributed for the WFC 2025

TICKETS SOLD & COMPLIMENTARY

18,120

Tickets sold

27,657

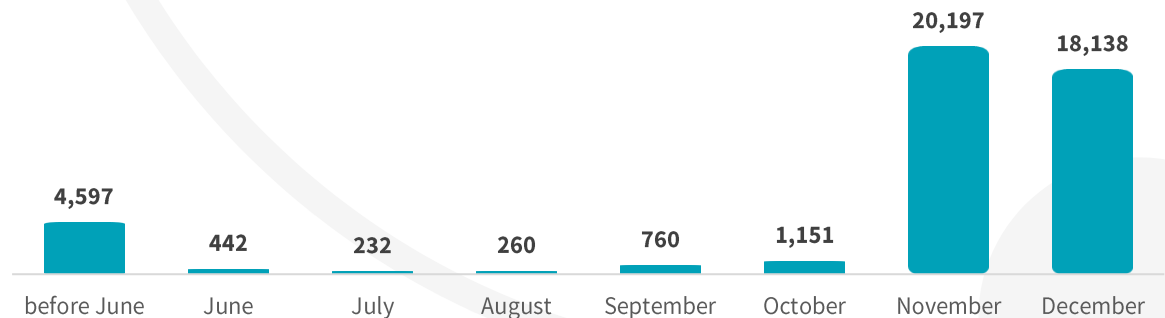
Complimentary tickets distributed

Complimentary tickets were distributed free of charge to sponsors, partners, school children and students, invited guests and integrated safe system

TICKETING

- There were 45,777 tickets distributed in total, of which 18,120 were sold and 27,657 were distributed free of charge to sponsors, partners, school children and students, invited guests and integrated safe system.
- The tickets went on sale on 11 December 2024. Nearly 3,000 tickets were distributed by the end of December as the first wave of tickets included group games of the Czech team. Tickets for all matches were released in June 2025, while in September 2025 additional tickets to the home team matches were made available, resulting in the spike in sales.
- Around 22% of all tickets (10,495) were distributed during the event, with 2,782 tickets distributed on the day of the semi-finals alone, many of which were tickets purchased following Czechia's win over Finland that took the home side through to the final.
- In total, ticket sales revenue amounted to Kč 8.79 million (€0.36m), with the final day accounting for 40% of the income. This is well above the initial ticketing revenue target of Kč 7 million.

TICKETS DISTRIBUTED BY MONTH (2025)





TICKETING | PRICING

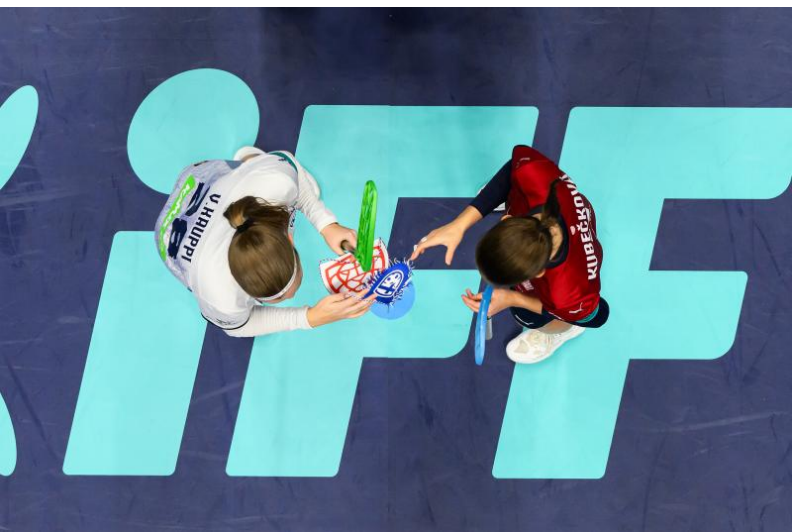
BRNO - STAREZ ARÉNA VODOVA HALA A		1 ST WAVE	2 ND WAVE	BRNO - STAREZ ARÉNA VODOVA HALA B		PRESALE STARTS 6/26 2025
Saturday, 06/12 2025				Saturday, 06/12 2025		
10:00	Switzerland : Latvia			11:00	Australia : Netherlands	250 CZK
13:00	Sweden : Finland		250 CZK	14:00	Singapore : USA	250 CZK
17:30	Czechia : Denmark	500 / 400 CZK	590 / 490 CZK	17:00	Estonia : Germany	250 CZK
20:30	Slovakia : Poland			20:00	Japan : Norway	250 CZK
Sunday, 07/12 2025				Sunday, 07/12 2025		
10:00	USA : Germany		250 CZK	10:30	Denmark : Switzerland	250 CZK
13:00	Finland : Slovakia			13:30	Australia : Japan	250 CZK
16:45	Latvia : Czechia	500 / 400 CZK	590 / 490 CZK	16:30	Estonia : Singapore	250 CZK
20:00	Poland : Sweden			19:30	Netherlands : Norway	250 CZK
Monday, 08/12 2025				Monday, 08/12 2025		
10:45	Germany : Singapore		250 CZK	10:00	Latvia : Denmark	250 CZK
13:45	Poland : Finland			13:00	Netherlands : Japan	250 CZK
17:00	Czechia : Switzerland	500 / 400 CZK	590 / 490 CZK	16:00	USA : Estonia	250 CZK
20:00	Sweden : Slovakia			19:00	Norway : Australia	250 CZK
Tuesday, 09/12 2025				Tuesday, 09/12 2025		
13:00	4 th grp B : 1 st grp C		350 CZK	11:00	3 rd grp B : 2 nd grp C	200 CZK
16:00	4 th grp A : 1 st grp D					
19:00	3 rd grp A : 2 nd grp D					
OSTRAVA - OSTRAVAR ARENA A		1 ST WAVE	2 ND WAVE	3 RD WAVE	OSTRAVA - OSTRAVAR ARENA B	
Wednesday, 10/12 2025				Friday, 12/12 2025		
16:00	3 rd grp D : 4 th grp C		250 CZK	10:30	Loser 13-16.1 : Loser 13-16.2	15*
19:00	3 rd grp C : 4 th grp D			13:30	Winner 13-16.1 : Winner 13-16.2	19*
Thursday, 11/12 2025				Saturday, 13/12 2025		
10:00	Loser P02 : Loser P03		250 CZK	16:30	Loser 9-12.1 : Loser 9-12.2	11*
13:00	Loser P01 : Loser P04			Saturday, 13/12 2025		
16:30*	1 st group A : Winner P04		390 / 350 / 290 CZK	13:30	Loser Q2 : Loser Q3	5-8.2
19:30****	2 nd group A : Winner P02					
Friday, 12/12 2025				Sunday, 14/12 2025		
10:00	Winner 9-12.1 : Winner 9-12.2		200 CZK	Sunday, 14/12 2025		
16:00**	1 st group B : Winner P03			10:30	Loser 5-8.1 : Loser 5-8.2	7*
19:00***	2 nd group B : Winner P01		250 CZK			
Saturday, 13/12 2025				Sunday, 14/12 2025		
13:00	Loser Q1 : Loser Q4	1250 / 950 / 650 CZK	1300 / 1000 / 700 CZK	650 / 480 / 350 CZK		
16:00*	Winner Q1 : Winner Q4					
19:00	Winner Q2 : Winner Q3			690 / 550 / 390 CZK		
Sunday, 14/12 2025				Sunday, 14/12 2025		
09:30	Winner 5-8.1 : Winner 5-8.2					
12:45	Loser Semi : Loser Semi					
16:00	Winner Semi : Winner Semi					

* Czechia to play, if directly qualified.
 ** Finland to play, if directly qualified.
 *** Sweden to play, if directly qualified.
 **** Switzerland to play, if directly qualified.

Slashes separate prices in different price categories.
 * wave from December 2024
 ** wave from 25 June 2025
 *** wave from Autumn 2025, only Ostrava arena

Changes due to TV and IFF needs may occur.

ECONOMIC & TOURISM



FINANCIALS

- The WFC 2025 was close to budget-neutral, with the organisers reporting a small deficit of Kč 743,233 (€30,606), with revenues of just over Kč 66.5 million (€2.7 million) and expenditure of around Kč 67.3 million (€2.8 million).
- The subsidy from the National Sports Agency accounted for 60% of the revenues, with a further 15% coming from public partners (host cities and regions).
- Ticketing and marketing revenues contributed Kč 16.5 million (€0.7 million) to the overall income (25%).
- Operational costs connected to having two host cities and the cost of delivering the final weekend programme had a substantial impact on the financial outcome which is still considered positive for Czech Floorball.

INCOME & EXPENDITURE STATEMENT

Income		Costs	
NSA Subsidy	Kč 40,000,000	Transportation, Accommodation and Meals	Kč 11,368,249
Public Funding (Host Cities / Regions)	Kč 10,000,000	Personnel	Kč 10,578,207
Ticketing Revenues*	Kč 8,420,453	Venue Rental	Kč 10,091,974
Marketing Revenues	Kč 5,322,564	Promotion, Marketing & Media	Kč 9,631,267
Other Revenues	Kč 2,796,888	IFF Fee	Kč 6,424,320
Total income	Kč 66,539,904 (€2,740,113)	Fan Experience Initiatives	Kč 5,814,891
		Team 2025 (Organisational Support)	Kč 4,434,909
		Anti-Doping Tests	Kč 181,856
		Other costs	Kč 8,757,463
		Total expenditure	Kč 67,283,137 (€2,770,720)

Currency conversion rate (14 December 2025): 1 CZK = EUR 0.04118

ECONOMIC & TOURISM

VISITING SPECTATORS

7,726

Out-of-town spectators visiting Brno/Ostrava (overnight and day visitors)

OVERNIGHT VISITORS (SPECTATORS)

39%

Visitors who stayed in paid accommodation in Brno/Ostrava during their visit

7,482

Estimated number of bed nights generated in Brno and Ostrava by visiting spectators

TOURISM | ORIGIN & BED NIGHTS

HIGHLIGHTS

- The unique spectator attendance at the WFC 2025 is estimated at 15,076 – this excludes children attending the event through the school programme.
- Around 49% of all spectators were from the host cities, while an estimated 7,726 fans came from outside Brno/Ostrava.
- Visiting spectators spent 3.4 days in Brno and/or Ostrava, contributing 7,482 bed nights. There were many day visitors from Czechia who travelled to Brno/Ostrava specifically for the event and returned home after the match they attended.
- Of those staying in paid accommodation, 90% opted to stay in a hotel, with 10% in private rented accommodation or guest houses.
- A further 7,859 bed nights were produced by accredited participants, bringing the total number of bed nights to 15,341 across Brno and Ostrava.

SPECTATOR ORIGIN | PLACE OF RESIDENCE

49%

BRNO / OSTRAVA

36%

OTHER CZECHIA

15%

OVERSEAS

ECONOMIC & TOURISM

DIRECT ECONOMIC IMPACT

Kč 89.1m
€3.7m

Direct economic impact estimated for Brno and Ostrava from hosting the WFC 2025



ECONOMIC IMPACT

HIGHLIGHTS

- The total direct economic impact of the WFC 2025 has been estimated using spectator expenditure, accredited participant expenditure and organisational expenditure of the local organising committee.
- It is estimated that visiting spectators to the WFC 2025 spent Kč 39.8 million (€1.6 million) in total whilst in Brno/Ostrava, while accredited personnel spent a further Kč 20.2m (€0.8m) in the host cities. This includes expenditure on accommodation, event merchandise, food and drink, public transport and visiting local tourist attractions in the host cities.
- Both Brno and Ostrava strongly benefited from hosting the event. Of the total impact, Kč 38.7 million (€1.6 million) can be attributed to Brno and Kč 50.5 million (€2.1 million) to Ostrava.
- 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

Kč 39.8m

€1.6m

VISITING SPECTATORS
EXPENDITURE

Kč 20.2m

€0.8m

ACCREDITED PERSONNEL
EXPENDITURE

Kč 29.1m

€1.2m

ORGANISER SPEND

TOURISM EXPENDITURE

**NET ORGANISATIONAL
SPEND IN HOST ECONOMY**



**STAKEHOLDER
EXPERIENCE**



STAKEHOLDER EXPERIENCE

OVERALL SPECTATOR EXPERIENCE

95%

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

OVERALL ATHLETE EXPERIENCE

96%

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

Amazing way to promote, honour and show respect for women's sports. Congratulations!
Spectator Feedback

Please organise more WFCs in the Czechia. There is no better atmosphere and spectators in the world.
Spectator Feedback

The atmosphere was amazing. I can't think of much that could have been better.
Athlete Feedback

The organisation was amazing so shout out to the organising team!
Athlete Feedback

SPECTATOR EXPERIENCE

- Spectators were overwhelmingly positive about the WFC 2025 and their overall experience was much stronger than at the previous editions of the WFC.
- Attendees highlighted high-quality organisation and overall fan experience. The engagement of volunteers and the energy in the venues were also praised, with the fans appreciating the impact the event had on promoting women's sport.
- Fans have also identified some areas for improvement which included catering, parking and transport, ticketing systems, and inconsistencies in fan zone and in-venue entertainment between locations.

SPECTATOR EVENT EXPERIENCE SCORES (% SATISFIED)

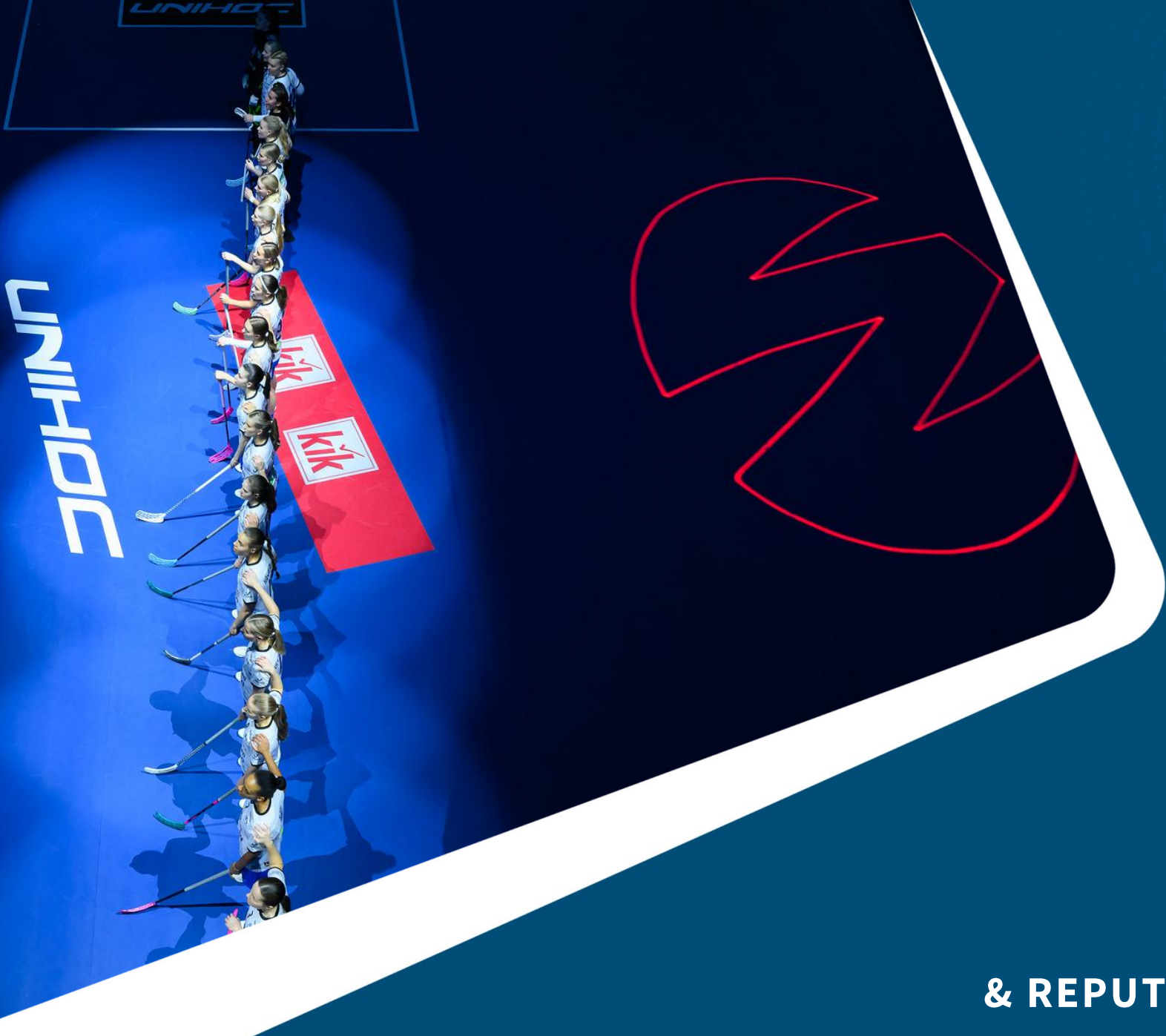
Atmosphere during the competition	98%
Sport presentation	92%
Helpfulness of staff and volunteers	91%
Marketing and promotion of the event	91%
Overall value for money	89%
Ease of booking tickets	85%
Event merchandise (selection and quality)	81%
Entertainment provided at the venue	80%

ATHLETE EXPERIENCE

- The WFC 2025 received much praise from the athletes and team delegations, with satisfaction scores on a par with the highest-rated floorball events organised in recent years.
- Athletes were universally pleased about the overall organisation standard, praising the atmosphere in the venues (in particular during school days and on the final weekend) and the quality of the venues.
- However, athletes were split on hosting the WFC in two cities, with some noting that travel between Brno and Ostrava was not ideal and suggesting a one-day break in future editions to allow for smoother logistics.

ATHLETE EVENT EXPERIENCE SCORES (% SATISFIED)

Atmosphere during the games	94%
Standard of venues and facilities	94%
Information provided to teams before and during the event	90%
Quality of the flooring during the games	85%
Accommodation during the event	84%
Transportation arrangements to and from the event venue	77%
Standard of refereeing/technical officials you experienced	66%



**IMAGE
& REPUTATION**



IMAGE & REPUTATION

CITY SCORE – BRNO

92%

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

CITY SCORE – OSTRAVA

75%

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

LIKELIHOOD TO RECOMMEND VISITING CITY

BRNO

86%

OSTRAVA

71%

% of out-of-town spectators that would recommend visiting Brno and Ostrava to friends/family

DESTINATION IMAGE

- Brno and Ostrava both received positive ratings from fans attending the WFC 2025, although Brno was generally seen as the stronger of the two host destinations in terms of atmosphere, attractions and overall fan experience.
- Local residents surveyed acknowledged the WFC 2025 had a positive impact on Brno, with close to 90% feeling proud about the event being hosted in the city and a similar percentage who believed Brno should host more floorball events in the future.
- This sentiment was echoed by the residents of Ostrava. 95% of them would like Ostrava to play host to more floorball events.



Photo credit: gotobrno.cz



Photo credit: visitostrava.eu

BRNO/OSTRAVA RESIDENTS' AGREEMENT LEVELS WITH PERCEIVED EVENT IMPACT





**COMMERCIAL
& MARKETING**



COMMERCIAL & MARKETING

CUMULATIVE AUDIENCE

5.8m

Total TV viewership based on average audience data for the WFC 2025 broadcasts

KEY DATA

25

Broadcasters (TV & streaming)

16

Territories (TV & streaming)

792h

Broadcast time (TV & streaming)

Data does not include worldwide streaming via the IFF App.

TV & STREAMING SUMMARY

HIGHLIGHTS

- The WFC 2025 generated 5.8 million in TV viewership and 21 million in TV reach, demonstrating a solid interest in the women's flagship floorball event, comparable with the TV audience for the last few editions of the men's WFC.
- In Czechia, TV audience was around two times greater than at the previous few editions of the women's WFC and across the last ten editions of both men's and women's competition, it was the second most watched event after the men's WFC in 2018, held in Prague.
- In other key floorball markets, the viewership was largely aligned with previous years.

STREAMING

- In addition to TV viewership, online streaming generated close to 0.5 million live views. Finland, Sweden and Slovakia accounted for around 74% of all views.

DISTRIBUTION

- Media rights to WFC 2025 were distributed by IFF in selected key territories, including the host country, and by Protocol Sports Marketing internationally.
- Czech Television acted as the host broadcaster for the event.

CUMULATIVE TV AUDIENCE COMPARISON IN KEY MARKETS (WFC 2017 – WFC 2025)

Event edition	Czechia	Finland	Sweden	Switzerland
WFC 2017	604,000	1,023,000	633,000	305,000
WFC 2018*	2,013,000	1,593,000	714,653	726,305
WFC 2019	824,000	1,467,000	717,164	866,695
WFC 2021	807,000	912,000	1,599,000	360,300
WFC 2023	840,000	1,332,000	1,118,000	943,000
WFC 2025	1,593,002	1,375,001	1,314,000	668,133

* WFC 2018 was the men's WFC held in Prague, Czechia and has been included in the table for comparative purposes

COMMERCIAL & MARKETING



BROADCASTERS

TV & STREAMING

Territory	Broadcaster	Territory	Broadcaster
Canada	CBC*	Norway	TV 2
Czechia	Ceskyflorbal.tv*	Singapore	Mediacorp
Czechia	Czech Television	Singapore	Channel 8 (Mediacorp)**
Czechia	TV Nova**	Slovakia	RTVS
Czechia	TV Tipsport*	Slovakia	TV JOJ*
Estonia	ERR*	Slovenia	Sport TV
Finland	MTV3**	Sri Lanka	SLRC*
Finland	Nelonen**	Sweden	Swedish Television (SVT)
Finland	YLE	Sweden	TV4**
Germany	Spontent*	Switzerland	SRF (SRG SSR)
Kyrgyzstan	KTRK*	Turkey	TRT*
Latvia	Best4Sport	Ukraine	Poverkhnost*
Latvia	LTV*		

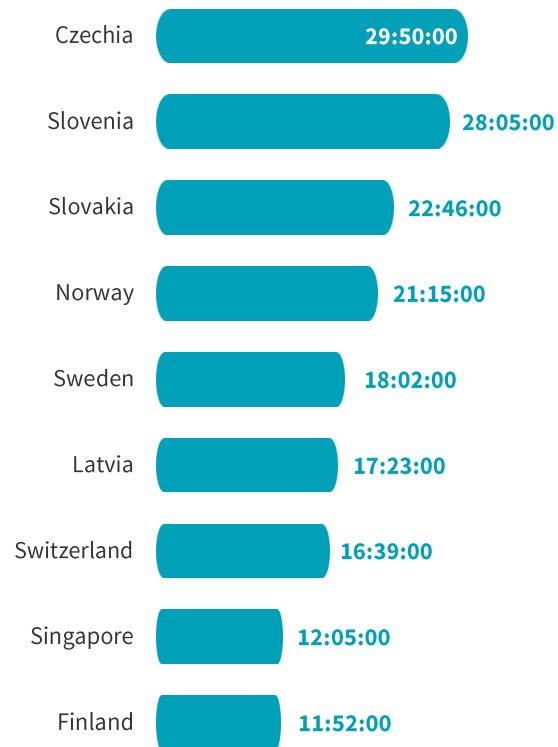
* Streaming only

** News access only

COMMERCIAL & MARKETING

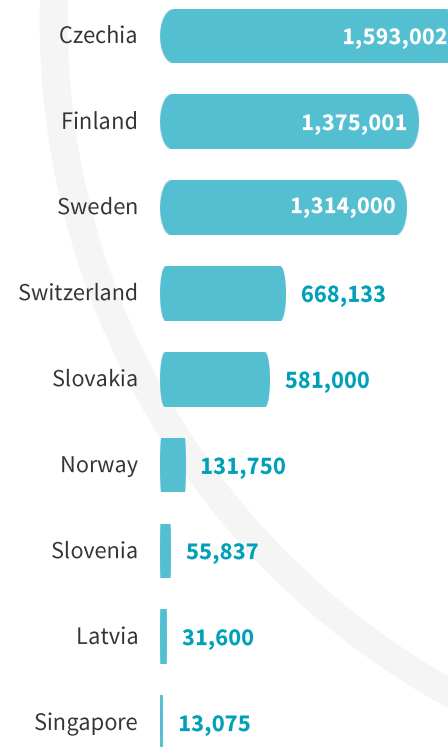
BROADCAST TIME (TV)

BY TERRITORY (HH:MM:SS)



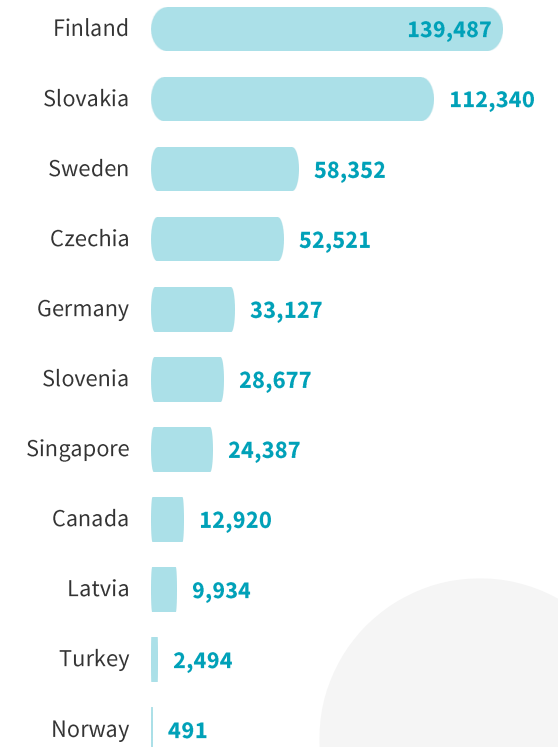
CUMULATIVE AUDIENCE (TV)

BY TERRITORY



LIVE VIEWS (STREAMING)

BY TERRITORY



TV & STREAMING COVERAGE BY TERRITORY AND BROADCASTER

Territory	Broadcaster	TV			Streaming			
		TV broadcasts	Broadcast time (h)	TV audience	Streams	Broadcast time (h)	Live views	Hours watched
Canada	CBC				48	101	12,920	27,132
Czechia	Ceskyflorbal.tv				48	105	5,700	3,300
Czechia	Czech Television	15	30	1,593,002	15	36	19,821	456,727
Czechia	TV Tipsport				48	105	27,000	43,654
Estonia	ERR	6						
Finland	YLE	7	12	1,375,001	8	20	139,487	345,229
Germany	Spontent				16	33	33,127	68,739
Kyrgyzstan	KTRK				48			
Latvia	Best4Sport	15	17	31,600	15	32	9,934	20,861
Norway	TV 2	11	21	131,750	11	21	491	25,560
Singapore	Mediacorp	5	12	13,075	5	13	24,387	60,968
Slovakia	RTVS	14	23	581,000				
Slovakia	TV JOJ				14	15	112,340	74,731
Slovenia	Sport TV	14	28	55,837	22	46	28,677	60,221
Sri Lanka	SLRC				48			
Sweden	Swedish Television (SVT)	8	18	1,314,000	7	19	58,352	154,217
Switzerland	SRF (SRG SSR)	9	17	668,133	9	17		
Turkey	TRT				4	6	2,494	3,990
Ukraine	Poverkhnost				27	45		
		104	178	5,763,398	393	614	474,730	1,345,328

COMMERCIAL & MARKETING

KEY DATA – IFF FLOORBALL APP

103,945

Registered users

21,936h

Live viewing time

MOST LIVE STREAM VIEWERS BY MATCH

Match	Viewers
Sweden – Finland (<i>3rd place</i>)	918
Switzerland – Czechia (<i>Final</i>)	723
Czechia – Finland (<i>Semi-final</i>)	707
Sweden – Switzerland (<i>Semi-final</i>)	599
Sweden – Finland (<i>Group stage</i>)	486
Czechia – Norway (<i>Quarterfinal</i>)	485
Poland – Norway (<i>Play-off</i>)	478
Czechia – Switzerland (<i>Group stage</i>)	438
Finland – Denmark (<i>Quarterfinal</i>)	437
Latvia – Germany (<i>Play-off</i>)	409

MOBILE & STREAMING APP

- Launched in 2022, the IFF App was once again the central hub for match results, live feeds, statistics, photos, video highlights and live streaming during the WFC 2025.
- All 48 matches of the tournament were streamed live on the app with English commentary. Users could purchase access to live streams and highlights in PPV (for the price of €6.99 for a single match stream; for the semi-finals and the medal games the price increased to €8.99), as a finals pass (€14.99 for access to the live stream from the semi-finals and the medal games) or as an event pass (€24.99) enabling access to all streaming and video content from the tournament.
- The semi-finals and medal matches generated the most interest from the app users, with close to 1,000 live viewers for the 3rd place match between Sweden and Finland which was the most watched game of the tournament.
- In total, around 50,000 viewers were recorded for the live, replay and highlights videos. The total viewing time was 21,936 hours.
- Match highlights were also posted on the IFF YouTube account, generating more than 100,000 views. Combined with YouTube shorts, 247,000 views were recorded during the event period.



COMMERCIAL & MARKETING

WEBSITE TRAFFIC

- The WFC 2025 website was hosted by Czech Floorball (www.wfc2025.cz) and it was available in both the Czech and English language.
- The website had close to 70,000 unique visitors in the period of 1 December to 16 December 2025. In the same period, the Czech Floorball website had 154 000 visitors and almost 2 million page visits.
- The IFF website recorded 29,000 active users and 66,000 views.

KEY DATA – WFC 2025 WEBSITE (1-16 DEC 2025)

68,426
UNIQUE VISITORS

345,436
VISITS

MEDIA COVERAGE

- Driven by the success of the Czech team, the WFC 2025 generated significant coverage in local media. According to the data provided by the local organisers, 702 articles were published in printed media, including Czechia's largest newspapers such as Sport, Dnes and Deník. This was complemented by 2,571 articles in online media and 771 TV reports.
- Event promotion was supported by a large-scale ATL campaign with event billboards visible in 150 places across the country during six months leading up to the tournament, promotional spots in television and more than 20 advertisements in printed media.
- In addition, two press conferences were organised before the start of the event: on 10 November 2025 in Prague and on 5 December 2025 in Brno.

ACCREDITED MEDIA

- 133 accreditations to WFC 2025 were granted to media representatives, including broadcasters and media staff from member federations. However, the figure excludes the IFF and LOC media staff, as well as the TV production crew.
- Around 53% of all accredited media were from Czechia. Among the other most represented nationalities were Finland (11 media representatives), Switzerland (11) and Sweden (10).
- In total, media representatives from 14 countries applied for accreditations to attend the WFC 2025.



COMMERCIAL & MARKETING

KEY DATA (6-14 DECEMBER 2025)

19,392,418	Impressions
357,449	Engagements
302,540	Reactions
4,906	Net audience growth
1,789	Comments
1,320	Posts
12,396	Shares

Data based on analysis of six IFF and WFC accounts across Facebook, Instagram and X.

SOCIAL MEDIA

- The social media figures for WFC 2025 were significantly greater than for the previous editions of IFF’s flagship event, including the men’s WFC. With more than 19 million impressions, the IFF and WFC social media accounts more than doubled the previous best result, i.e. 8.3 million impressions for the WFC 2024 in Sweden.
- Engagement also increased, with a 69% uplift on the number generated for the WFC 2023 across the same accounts and a comparable monitoring period.
- Growth in impressions and engagements, as well as other social media metrics, was recorded for both the IFF and WFC accounts, as IFF continued its policy of the LOC administering the WFC accounts. Despite the conscious decision to minimise the use of X as a communications platform, the WFC content on Instagram and Facebook drove the overall increases.
- IFF’s focus gradually switches to TikTok and YouTube (incl. YouTube Shorts) in place of X. TikTok’s top post recorded 7.2 million views, while overall the WFC posts generated almost 430,000 likes on that platform.

PROFILE PERFORMANCE – IFF/WFC ACCOUNTS (6-14 DECEMBER 2025)

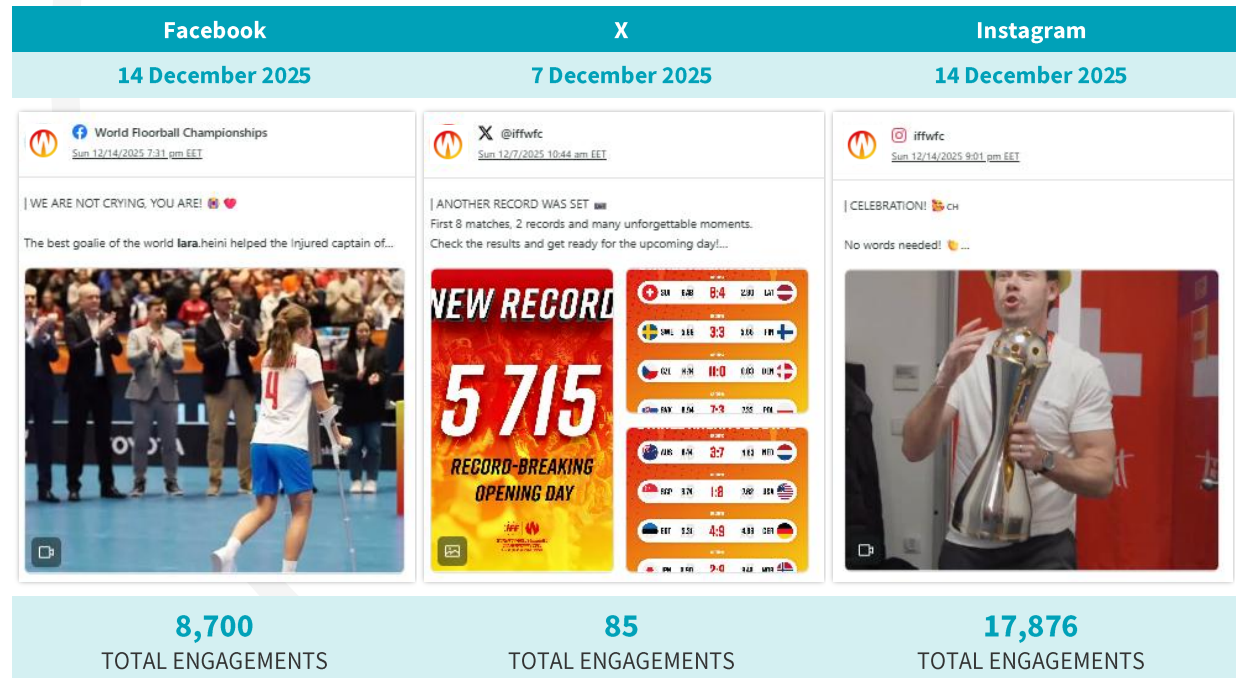
Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate
X (IFF)	13,800	2	6	2,496	101	4.00%
X (WFC)	2,537	3	50	7,176	376	5.20%
Instagram (IFF)	97,918	1,331	437	5,471,715	79,218	1.40%
Instagram (WFC)	21,467	2,430	530	9,029,205	212,412	2.40%
Facebook (IFF)	48,511	473	76	2,222,347	23,340	1.10%
Facebook (WFC)	17,510	667	221	2,659,479	42,002	1.60%

COMMERCIAL & MARKETING



SOCIAL MEDIA

MOST POPULAR POSTS



COMMERCIAL & MARKETING



SPONSORSHIP | OVERVIEW

- The WFC 2025 was supported by a range of international and local partners, including long-term sponsors of floorball in Czechia. Marketing partnerships accounted for around 11% of all event revenues.
- In-kind agreements – such as partnerships with transportation companies in Brno and Ostrava, Czech Railways and bus manufacturing company IVECO – provided important budget relief.

WFC 2025 SPONSORS

Global sponsors		Event partners (barter agreements)	
Name	Type	Name	Type
Gerflor	International sponsor	IVECO	Transport
PUMA	International sponsor	České dráhy	Transport
Swerink	International sponsor	BigBoard	Media partner
Unihoc/Dynamic	International sponsor	Livesport	Media partner
		Evropa 2	Media partner
Event partners (cash agreements)		Deník.cz	Media partner
ČEZ	Main partner	Lotus	Partner
KFC	Official partner	SAIN	Partner
KIK	Official partner	Public transport Ostrava	Partner
Toyota	Official partner	Public transport Brno	Partner
Starez	Institutional partner	Rengl	Partner
		Respect Fashion	Partner

COMMERCIAL & MARKETING



SPONSOR AWARENESS

UNPROMPTED AWARENESS (TOP 3)

KFC

37%

UNIHOČ

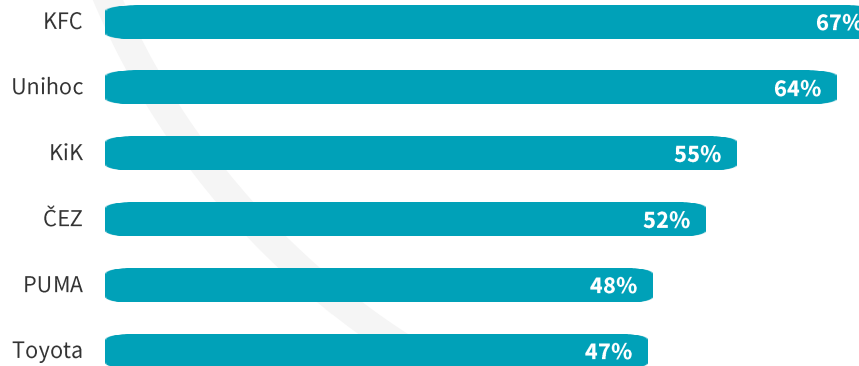
34%

TOYOTA

34%

Spectators were asked to identify brands that they associated with the WFC 2025, without receiving any prompts beforehand.

PROMPTED AWARENESS (TOP 6)



Source: Post-event spectator survey.

Spectators were provided with a list of brands that were associated with the WFC 2025 as well as a list of brands that were not. Percentage scores reflect the number of spectators that recognised brands associated with the event.



**PARTICIPATION
& PERFORMANCE**



PARTICIPATION & PERFORMANCE



EVENT FORMAT

- Four regional qualifications were held across January and March 2025 to determine the 15 teams that would join host country Czechia to compete at the WFC 2025.
- The two European Qualifiers were held in January-February 2025 in Valmiera, Latvia, and Lignano Sabbiadoro, Italy. 18 teams competed and 11 qualified for the WFC 2025 (host nation Czechia had a guaranteed WFC spot).
- Singapore hosted the Asia-Oceania Qualifier in March 2025 with eight competing nations. Australia, Japan and Singapore qualified for the WFC 2025 after Thailand were exempt from qualification due to their hosting of the SEA Games 2025 which was played at the same time as WFC 2025.
- The Americas Qualifier took place in Austin, USA in March 2025 with USA and Canada contesting one qualification spot for the WFC 2025.
- The WFC 2025 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 balloted into 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	28 Jan – 1 Feb 2025
Europe 2 Qualifier	29 Jan – 1 Feb 2025
Americas Qualifier	8-10 Mar 2025
Asia-Oceania Qualifier	18-22 Mar 2025

COMPETITION DATES

Group Stage	6-8 Dec 2025
Play-off Matches	9 Dec 2025
Placement Matches	10-14 Dec 2025
Quarterfinals	11-12 Dec 2025
Semi-finals	13 Dec 2025
Bronze Medal & Final Match	14 Dec 2025

PARTICIPATION & PERFORMANCE

ATHLETES & NATIONS

318

Athletes

16

Competing nations

4

Continents

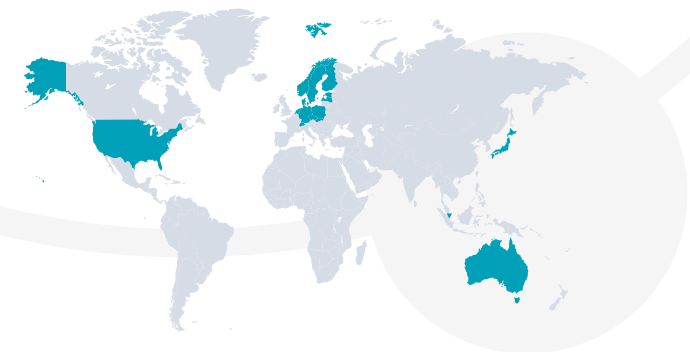


SPORT PARTICIPATION

- A total of 318 athletes representing 16 nations took part in the WFC 2025 in Czechia. The maximum squad size was set at 20 players per team.
- Europe was represented by 12 nations with Netherlands competing at the women's WFC for the first time since 2015. Two nations came from Asia, one nation came from Oceania, and one nation from the Americas was represented. Due to a calendar conflict with SEA Games, Singapore didn't field its strongest team in Czechia.
- The players represented clubs from 17 nations. 70 players (22% of all participants) represented clubs from Sweden, while a further 37 athletes were from clubs in Switzerland. Clubs from Czechia had 23 representatives at the WFC 2025.
- The average age of those competing was 24 years old. Singapore had the youngest team (the average player age was 19.2), while Australia had the oldest team (average player age of 27.3). The youngest player was 15 years old at the time of the competition and the oldest was 43 years old.

COMPETING NATIONS

USA	Americas
Australia	Asia-Oceania
Japan	Asia-Oceania
Singapore	Asia-Oceania
Czechia	Europe
Denmark	Europe
Estonia	Europe
Finland	Europe
Germany	Europe
Latvia	Europe
Netherlands	Europe
Norway	Europe
Poland	Europe
Slovakia	Europe
Sweden	Europe
Switzerland	Europe



PARTICIPATION & PERFORMANCE

WFC 2025 FINAL STANDINGS

1 st	Switzerland	9 th	Poland
2 nd	Czechia	10 th	Germany
3 rd	Finland	11 th	Netherlands
4 th	Sweden	12 th	Estonia
5 th	Latvia	13 th	Japan
6 th	Norway	14 th	Australia
7 th	Slovakia	15 th	USA
8 th	Denmark	16 th	Singapore

AVERAGE WINNING MARGIN

**5.6
GOALS**

The average winning margin at the WFC 2025 was 5.6 goals

LARGEST WINNING MARGIN

**21
GOALS**

Sweden 21-0 Poland

SPORT PERFORMANCE

- In a historic final, the first ever without the participation of either Finland or Sweden, Switzerland claimed its second ever title with a 2-0 win over Czechia.
- Switzerland also broke Sweden's dominance with a comfortable 6-3 victory in the semi-final as the Scandinavian nation had won the previous nine WFC.
- Second place was Czechia's best ever performance at the women's WFC. The host nation had previously won two bronze medals in 2011 and 2023.
- European nations finished in places 1-12, with Japan being the top ranked non-European team, in 13th place.

WOMEN'S WFC HISTORICAL STANDINGS

Year	Host	Gold	Silver	Bronze
1997	Mariehamn	Sweden	Finland	Norway
1999	Borlänge	Finland	Switzerland	Sweden
2001	Riga	Finland	Sweden	Norway
2003	Bern	Sweden	Switzerland	Finland
2005	Singapore	Switzerland	Finland	Sweden
2007	Frederikshavn	Sweden	Finland	Switzerland
2009	Västerås	Sweden	Switzerland	Finland
2011	St. Gallen	Sweden	Finland	Czechia
2013	Ostrava / Brno	Sweden	Finland	Switzerland
2015	Tampere	Sweden	Finland	Switzerland
2017	Bratislava	Sweden	Finland	Switzerland
2019	Neuchâtel	Sweden	Switzerland	Finland
2021	Uppsala	Sweden	Finland	Switzerland
2023	Singapore	Sweden	Finland	Czechia
2025	Ostrava / Brno	Switzerland	Czechia	Finland

PARTICIPATION & PERFORMANCE

OFFICIALS

108

Team officials

24

Technical officials

16

IFF Referees

4

IFF Referee Management

4

IFF Jury



TEAM & TECHNICAL OFFICIALS

TEAM OFFICIALS BY TEAM

Nation	#	Nation	#
Australia	5	Netherlands	5
Czechia	10	Norway	5
Denmark	4	Poland	7
Estonia	8	Singapore	4
Finland	10	Slovakia	8
Germany	8	Sweden	10
Japan	2	Switzerland	10
Latvia	7	USA	5

TEAM OFFICIALS BY ROLE

Role	#
Coach / Assistant Coach	34
Physiotherapist	22
Team Manager / Leader	16
Head Coach	16
Team Official	6
Equipment Manager	5
Other	9



SOCIAL IMPACT & LEGACY



SOCIAL IMPACT & LEGACY

TOTAL NUMBER OF VOLUNTEERS

195

Total number of volunteers supporting the delivery of the WFC 2025

BREAKDOWN BY GENDER



40%



60%

VOLUNTEER PROGRAMME

- Close to 200 volunteers, aged between 16 and 76, worked at the WFC 2025. 13 specific roles were defined, with most volunteers working as ushers and around the field of play. 12 volunteers came from overseas, mostly from Slovakia as this created no language barrier in communication.
- Most volunteers had previous experience of working with Czech Floorball at other events, while other volunteers were recruited through floorball clubs and their members. However, the opportunity to volunteer at the WFC 2025 was open also to individuals from outside the floorball community, and an associated recruitment campaign was run on social media, Czech Floorball website and through targeted advertising.
- In-person meetings were organised with the approved applicants to provide introductory training and build team spirit. A dedicated application was used to communicate with the recruited volunteers.
- On average, volunteers spent 8 hours at the venues, with approximately 4 hours of active work. In addition to fulfilling the assigned roles, they could take part in daily activities such as prediction games, competitions and riddles to ensure they felt like an integral part of the organising team.

VOLUNTEERS BY ROLE

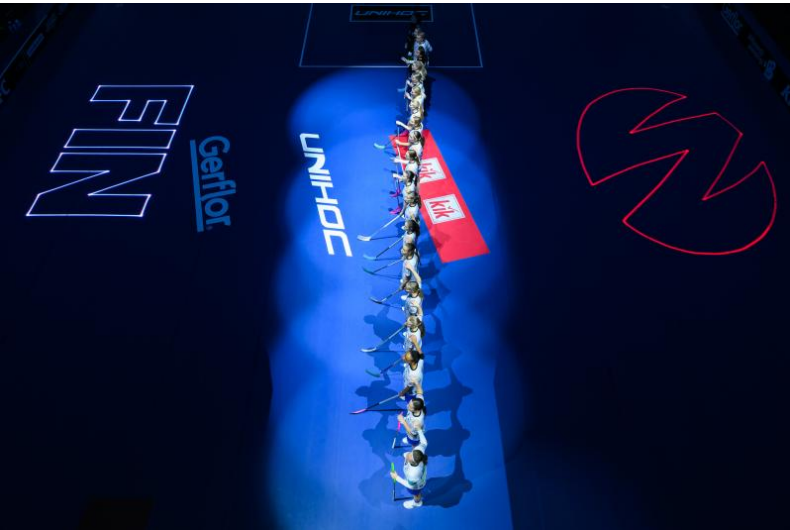
Role	#	Role	#
Accreditation	9	Scanner operators	12
Back office	14	Score table	12
Doping control	6	Side program / spectator experience	5
Drivers	9	Statistics	14
Field of play	20	Team guides	15
Hostesses	13	Ushers	29
Reserve pool	19	Other positions	18

SOCIAL IMPACT & LEGACY

CARBON FOOTPRINT

2,475 t

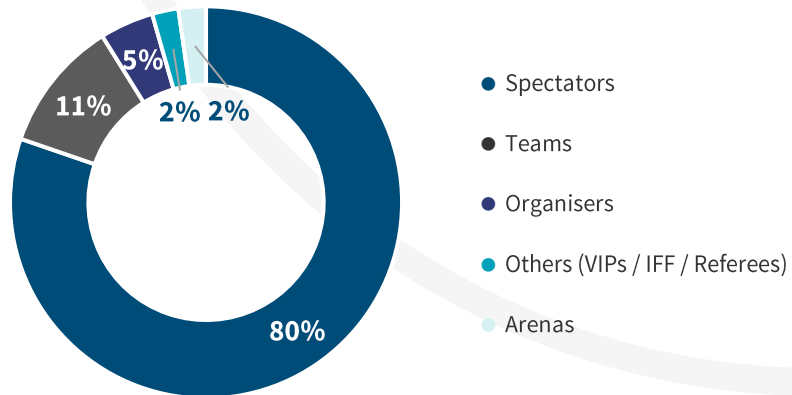
Total emissions of CO₂ generated through the event



ENVIRONMENTAL IMPACT

- The CO₂ emissions generated throughout the event totalled 2,474.66 tons, according to analysis by the Czechia-based environmental compliance platform, Green0meter.
- 91% of all emissions (2,255.42 t) came from spectators, teams and other accredited participants such as VIPs and IFF staff. The carbon footprint generated by local organisers and the competition venues amounted to 219.24 t.
- Spectators accounted for 80% of the total carbon footprint.
- Organisers launched several initiatives to address the environmental impact of the event.
- Working with Remobil, collection points were set up in both Brno and Ostrava where fans could recycle their old mobile phones. 10 Czech crowns from every phone recycled was given to the Czech Olympic Foundation.
- A waste sorting initiative was also launched to ensure that recycling bins were available at the competition arenas – not only for fans to use, but also for athletes and event organisers.

TOTAL EMISSIONS BY SOURCE



SOCIAL IMPACT & LEGACY

SOCIAL PROGRAMMES

SPECIAL OLYMPICS AND PARAFLOORBALL



- A mini-match featuring Special Olympics athletes was played on two competition days (Sunday 7 December and Saturday 13 December) in the main arenas to showcase that floorball can be played by athletes of all abilities. The athletes also presented their skills during a practice session in the fan zone in Brno.
- A ParaFloorball 3 Nations Cup was also organised alongside the WFC 2025 as Czechia competed against teams from Sweden and Poland. The fans could experience playing wheelchair floorball as part of the fan zone activities in Brno. An exhibition match was held during one of the quarterfinal games, while the final match of the 3 Nations Cup was played in the Ostravar Arena and was televised by Czech Television.

SCHOOL PROGRAMME



- 15,725 school children from 310 elementary and high schools had the opportunity to attend the WFC 2025 as part of the school programme.
- Special entertainment was organised during the matches attended by the schools to improve the experience of the young fans, encourage them to play floorball and generate positive memories associated with the WFC 2025.

WOMEN FOR WOMEN



- WFC-themed jerseys which the Czech players wore during the Euro Floorball Tour held in October 2025 in Switzerland, were auctioned to collect money for the non-profit organisation Women for Women and specifically its SOS Kindergarten project. The project helps children from families which cannot afford to pay for kindergarten meals.
- The auction culminated during the WFC 2025 and the total proceeds from the auction amounted to Kč 114,247 (€4,700).

SOCIAL IMPACT & LEGACY

LEGACY PROJECTS

WOMEN'S POWER



- In October 2024, the Women's Power platform was launched to support, inspire and share the stories of female athletes in all kinds of sports, not just floorball.
- The project, designed to be a long-term initiative that will run beyond the WFC 2025, focuses on presenting personal stories, motivational and educational content, as well as behind-the-scenes insights into female athletes and their preparations.
- An Instagram account (@womenspower_cz) was created as the main communication channel for the project.

FLOORBALL POWER



- Together with ČEZ Foundation, the organisers launched a Floorball Power community on Strava to encourage physical activity and promote women's floorball.
- Nearly 2,000 people joined the challenge and the most active users could win a signed jersey of the Czech national team, tickets to the WFC 2025 as well as official event merchandise.
- With the support of ČEZ Foundation, an additional challenge was available for floorball clubs, with a financial reward for the most active clubs that could be used to grow women's floorball.

TROPHY AND MASCOT



- The new trophy for the world champions was produced by the WFC 2025 organisers with the support of the IFF.
- Named the One Ball Trophy, it was designed by a Czech artist and before it was presented to the gold medallists, it was put on display in one of Ostrava's main shopping centres.
- In addition to the trophy, a new mascot for women's floorball was revealed. Floora, as it has been named, will remain one of the core branding assets of the women's game in Czechia.



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