

## MEDIA AND MARKETING COMMISSION



**Director General:** MARINESCU Vlad

**Members:** CROWLEY Jo, DI FELICIANANTONIO Emanuele, KULUMBEGASHVILI Tamara, MESSNER Nicolas, MURGEANU-SABAU Gabriela, SKOROKHODOVA Inna, TOSHPULATOV Jakhongir

### Executive Summary

Since the last IJF Congress, our strategy has been refined to better meet the needs of judo fans and the global press. In 2024, we achieved key milestones, including the launch of JudoTV and its mobile app, a renewed IJF visual identity, the rebranding of World Judo Tour events, and welcoming Harvest Group as a new main sponsor. These efforts have further modernised and strengthened judo's global presence.

### Media and Marketing Activities (May 2023 – January 2025)

#### IJF.ORG

Statistics	2021-2023	2023-2025	Growth
Users	1.6 million	4.8 million	↑ 300%
Page Views	41 million	106 million	↑ 258%
Sessions / event count	5 million	258 million	↑ 5000%
Average session duration	8m 57s	4m 49s	↓ 50%

The media department continued to publish articles at a very high rate. There was a **47%** increase in the number of publications (**1,500 articles vs to 1,020**) compared to the previous reporting period. This represents an average of **2.5 articles daily**.

#### Distribution of articles

- Interviews, history, videos: **252**
- Info IJF/NF: **300**
- Veterans, kata, juniors, cadets: **176**
- Judo for Children: **53**
- Gender equality: **30**
- IBSA, CISM, Police: **67**
- WJT: **245**
- Olympic Games: **174**
- World Championships: **240**
- Judo for Peace: **36**
- IJF Academy: **36**

#### Special features on IJF.org

##### Olympic Champions

A series of interviews with every Olympic champion in the history of judo has been launched. To date 50 interviews have been published.

#### Press Releases

During the reported period, **150 press releases** were sent to the global newsletter contact database, averaging one every four days. A **newly implemented design and sending tool** streamlined the process, integrating results and click-through links to IJF platforms.



## Social Media

Social media is a key communication channel for the IJF, ranking among the top 10 international federations for engagement and reach. During the Olympic period, interest surged, particularly on Twitter and YouTube, with **over 650 million** people reached in the reported period. Looking ahead, we anticipate a **25% increase in followers and a 30% growth in global reach** over the upcoming period.

### Fans and followers

Followers	2021-2023	2023-2025	Growth
Instagram	1.3 million	1.4 million	↑ 107%
Facebook	1 million	1.1 million	↑ 110%
YouTube	150 491	520 000	↑ 345%
TikTok	379 767	490 000	↑ 129%
Twitter	10 793	100 000	↑ 926%
Telegram	85 381	20 500	↓ -76%
LinkedIn	6 006	7 000	↑ 116%
Threads	-	124 000	-
TOTAL	2 921 356	3 555 500	↑ 121%

## JudoTV

The launch of JudoTV during the previous Congress marked a significant step forward, replacing the former live.ijf.org platform. In the reported period, a dedicated **mobile application** was introduced on both Android and iOS, bringing features like push notifications and multilingual commentary to enhance the viewer experience.

The JudoTV platform also paved the way for exciting new content, including the **Golden Score** and **Hajime Shows**, which feature athletes and experts engaging with fans in real-time. These initiatives have helped attract a growing global audience.

Looking ahead, athlete profiles are taken to the next level where each athlete can claim and edit their own profile information giving them exposure on the platform, as well as a new **community game** is set to launch, complete with additional features and optimization, further enriching the platform.

Beyond the **World Judo Tour events**, JudoTV now broadcasts **all African, European, and Pan-American competitions**, resulting in a remarkable total of **183 live events** during the reported period.

Statistics	2022-2023	2023-2025	Growth
Views	18 million	86 million	↑ 477%
Total Watching Hours	722 000	3 million	↑ 415%



### TV Broadcast

Broadcasted on **110 channels** and viewed in over **190 countries**, linear television coverage of Judo has demonstrated stable growth in the year leading up to the Paris 2024 Olympic Games. This includes the addition of **five new territories** – Croatia, Slovakia, Slovenia, Portugal, and ABU – highlighting the sport's expanding reach, even amidst broader industry challenges and declining trends.

Statistics	2022	2023	2024 (estimated numbers)
Hours of coverage	4 685 hours	4 351 hours	4 000+ hours
Cumulative audience	105.82 M	164.28 M	180 M
Event impressions	4 326 M	6 187 M	10 000 M
Brand visibility	1 686 hours	5 351 hours	5 000 hours
100% Media value	21 M €	62 M €	80 M €

### Key Marketing Activities

In 2024, we proudly unveiled the IJF's **new visual identity**, beginning with a refresh of our social media platforms. This revitalized image will extend to the World Judo Tour, starting in 2025, reflecting our commitment to **modernising and elevating our presence**.

Additionally, we welcomed **Harvest Group as a new main sponsor**, joining the Judo Family and increasing our roster of main sponsors to a total of seven, further strengthening the support for our initiatives and global outreach.