

LIVE STREAM STATISTICS FROM PERTH 2016 AMAZE ORGANISERS

Figures released by the Perth 2016 World Masters Athletics Championships LOC indicate that Live Streaming of the championship competition proved very popular on a worldwide basis.

Figures released indicating this service was viewed in 172 countries (more countries than are actually affiliated with WMA) with Live viewing being 75.5% with recorded views 24.5%.

Actual statistics are as follows:

Total Views	100,383
Unique Views	64,357
Max.same time Views	910
Total Minutes Viewed	1,351,458
Average Duration	00:17:32

Devices Used:

Desktop	49.6%
Mobile (Cell)	39.4%
Tablet	10.5%
Other	00.5%

Most Popular Viewing Days:

Day 3 (28.10.16)	14,060 views
Day 10 (06.11.16)	11,730
Day 4 (29.10.16)	10,595
Day 5 (31.10.16)	10,167

Top Viewing Countries:

1. Australia	29.5%
2. USA	13.0%
3. UK	5.8%
4. Germany	5.0%
5. Japan	4.2%

It should be noted that no specific commentary had been included in the coverage, with the background commentary being the ground announcing picked up by the system. In the last two days this commentary was linked into the system to provide a much better voice reception.

WMA Council are now investigating the possibility of making this service a part of all future championships, although the Daegu Indoor Championships may be too close to complete arrangements. The Perth LOC must be congratulated for their initiative in providing this service that was so obviously enjoyed by many Masters supporters across the world.

Stanley Perkins
WMA President