

2014 ITTF Para Table Tennis World Championships Media Report

Media Accreditation

List of media who turned up at the event to cover the Para World Championships:

- **Chinese Media (14)**
 - Beijing Daily
 - Beijing Sports Radio
 - CCTV
 - China Blind People's Publishing House
 - China Sports Daily
 - China Times
 - China Youth Daily
 - Disabilities in China Magazine
 - Guangming Daily Press
 - Jiefang Daily
 - People's Daily
 - Table Tennis World Magazine
 - Wenwei Paper
 - Xinhua News Agency
- **Overseas Media (1)**
 - Vivir Sin Limites

Media Services

Over the span of the World Championships, the ITTF and the OC provided the following to the media online:

- Daily Results
- Daily Quotes
- Daily Flickr photo albums
- Daily Schedule
- Daily feature articles
- Website articles on ITTF.com
- ITTFFlash newsletter (that were sent to all the media contacts in ITTF database)
 - http://ittf.com/media/Ezine/11_Sep_2014/index.html
 - http://ittf.com/media/Ezine/15_Sep_2014/index.html
- Press releases were also sent to announce the winners of the Singles & Teams event:
 - http://ittf.com/Press_releases/PR/PR1.asp?id=30
 - http://ittf.com/Press_releases/PR/PR1.asp?id=32

All of these were provided to key media, relevant National Associations and put on ITTF.com.

Media Reports

The media services provided by the ITTF and the OC were successful, assisting in the online 376 articles written about the Championships.



Major news agencies such as BBC also took interest in the Championships. BBC conducted radio and TV interviews with Great Britain player William Bayley, after he won the gold medal in Class 7 Men's Singles.



TV Production & Broadcast

For the first time in PTT, there was live TV production for the World Championships. CCTV came to the event to do the TV production for selected Finals matches for the Singles event (10 Sep 2014) and Teams event (14 Sep 2014).

- Hours recorded: 8 hours
- Live broadcast: 1 hour 35 min (10 Sep 2014)
- Delayed broadcast: 1 hour 32 min (15 Sep 2014)

Live Streaming

The OC provided live streaming of one court every day on their website. This provided a unique opportunity for para table tennis fans to watch their favourite players right throughout the event.

Cooperation with IPC

During the Para World Championships, the ITTF worked closely with the IPC to generate content to publicize the event. Live stream links, daily flash quotes, daily results, schedules, daily Flickr photo link, and feature articles were sent to the IPC to be used for posts on its social media platforms.



Social Media

The ITTF posted actively through the various social media accounts over the span of the event. A series of countdown images were posted on Facebook, Twitter and Instagram prior to the event to interest fans on these platforms, interesting and inspirational stories of players were also shared to engage the fans & followers.



Facebook Statistics on #ITTFParaWorldChamps posts:

- Total Reach: 581,900
- Total Impressions: 1,208,205
- Total number of people engaged (clicks / posts): 46,816

Instagram Statistics on #ITTFParaWorldChamps posts:

- Number of "Likes": 10,875

Twitter Statistics on #ITTFParaWorldChamps posts:

- Total Impressions: 153,631
- Total Engagement: 1,618

Youtube Statistics on #ITTFParaWorldChamps content:

- Total Views: 4,431