TOP ELITE PERFORMANCES & ENCOURAGING FIGURES FOR SWC 2018 CLUSTER 1

The first interim report produced at the conclusion of the FINA Swimming World Cup 2018 first Cluster is looking good and encouraging figures are emerging from the early analysis.

The first leg of the Swimming World Cup in Kazan (RUS), from September 7-9, was broadcast in 84 countries, 9 channels, and presented an estimated total potential reach of 390M views, the equivalent of 350 hours of broadcasting. Near 5,000 spectators were onsite to cheer their favourite athletes.

62 media representative attended the inaugural leg and about 500 Russian publications have mentioned the event, while about 12,800 online magazines featured the Swimming World Cup before / during and after the three-day competition. The social media reach is estimated at 1.2M.

As for Doha, the event was broadcast in 85 countries, 10 channels and the total potential reach was estimated at 400M, while 370 hours of broadcasting footage were produced.

All FINA social media platforms have seen an increase in the following at the conclusion of Cluster 1. On Facebook, the total engagement of users was of 69,277 (number of unique people who engaged in certain ways with the FINA page). On Twitter a total of 1.2M impressions were earned over the 11-day period and an extra 1,967 people started following the FINA Instagram page for a total impressions of 1,3M and a reach of 1.8M.

These positive and promising numbers are the results of a new proactive promotional campaign FINA has put in place in the recent weeks. The campaign includes near live videos clips as well as pre-event teaser videos published ahead of each meet to raise awareness and increase the coverage of the event. Race highlights and post-race athletes interviews are also now available on the different platforms.
The Swimming World Cup 2018 is entirely live streamed on FINA.tv, which is available on mobile, tablet and computer/laptop. It provides an easy all-year-round access to the best quality footage of the FINA events while maximising the viewer's experience. The Swimming World Cup heats and final sessions are available on VOD as well.

For the Kazan meet, the USA and Russia were the countries with the highest viewership, followed by Great Britain, Italy and Germany.

Germany and Italy have shown the most interest for the Doha leg, followed by the USA and Great Britain.

The competition is particularly popular in China where it was promoted on the following social media networks: Weibo, Toutiao and WeChat. A total of 65 Weibo content were posted for Cluster 1, reaching a total of 1.9M post views, 101,181 video views and 324 reposts, 313 comments and 2,520 likes.

Video content has equally been successful in China with 18,319 VOD video views on Youku.

The FINA website has also seen a peak in visitors in particular mid-September with more than 40,000 page views. Users are mainly searching for results, ranking and news.

Sweden’s Sarah Sjostrom and Russia’s Anton Chupkov were leading the ranking after the conclusion of Custer 1 and have therefore been collecting USD 50,000 each. The Cluster prize money breakdown unfolds as follows:

- 2nd: USD 35 000; 3rd: USD 30 000; 4th USD: 20 000; 5th: USD 10 000; 6th: USD 5 000; 7th: USD 4 000; 8th: USD 3 000

In addition, at every meet, the six best swimmers of each race get the following prize money: 1st USD 1,500; 2nd USD 1,000; 3rd USD 500, 4th USD 400; 5th USD 300; 6th USD 200;

Vladimir Morozov of Russia established the first World Record of the 2018 edition in Eindhoven (NED) in the men’s 100m IM in 50.26. Seven World Cup Records were broken in Kazan, 5 in Doha and 3 in Eindhoven. Another 3 World Records were broken since then in Budapest (HUN), which hosted the event from October 4-6. Wang Jianjiahe (CHN) broke the WR in the women’s 400m free (3:53.97). Alia Atkinson (JAM) smashed the 50m breast WR in 28.56 and Nicholas Santos (BRA) stole the 50m fly WR in 21.75.

The second Cluster interim report will be available soon.

You can check out the ranking so far on FINA website and read detailed race reports here.

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YOG BA 2018: PIGNATIELLO’S TEARS TOUCH THE ENTIRE COUNTRY

The third day of the swimming competition at the Youth Olympic Games, taking place in Buenos Aires (ARG), started with a thrilling atmosphere at the Natatorium, with the final of the women’s 800m free. Two Argentinean swimmers were present in the decisive race, and the entire nation – represented by packed stands and many dozens of journalists in the mixed zone – was expecting a gold for the local hero, Delfina Pignatiello.

Competing in lane 4, Pignatiello, 18 years old, was one of the stars of the 2017 FINA World Junior Swimming Championships, where she won gold in this event. Until the 100m-mark, the Argentinean seemed to control operations, but from then until the end of the race, Hungary’s Ajna Kesely was faster, and eventually won in 8:27.60. Pignatiello got the silver in 8:32.42, while Austria’s Marlene Kahler was third in 8:36.57. Only this trio could swim inside 8:40, as the second Argentinean in the final – Delfina Dini – had to content with the fourth place, in a distant 8:43.71.

Pignatiello earned the first medal for Argentina in the swimming competition, after previous successes at FINA events: in Indianapolis, at the 2017 Junior Worlds, she had also won gold in the 1500m free, plus a silver in the 400m free. At the 2016 FINA World Swimming Championships (25m) in Windsor (CAN), she had been finalist (sixth) in the 800m.

Visibly touched by emotion on the podium, Pignatiello displayed her hand with the word “Abuela” (“Grandma”), accompanied by a heart. In the mixed zone, she explained: “I had a very complicated year, and I recently lost my grandma. Therefore, I was very emotional on the podium, listening to the huge support of the crowd. The atmosphere was absolutely fantastic”, confessed the swimmer. Her silver medal was the best result so far in the Games for Argentina (all sports included), after a bronze in the rowing events.

IN THE SPOTLIGHT

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DAY IN THE LIFE: DAVID VERRASZTO

Most athletes do four things to succeed at a world-class level: sleep, eat, train, and repeat.

As recently as 13 months ago, however, two-time Olympian David Verraszto had no fixed schedule.

The Hungarian swimmer had just captured his second consecutive silver medal in 400 IM at the World Championships in Budapest. His younger sister, Evelyn, a four-time Olympian, competed there, too. Their father, Zoltan, had been a 1975 World champion and a two-time Olympic medallist. Their aunt Gabriella was a World champion and Olympian as well.

David had been swimming all his life but he knew, even after his 2012 Olympic debut, that something had to change.

"I have to relax so I don't think 24 hours about swimming, swimming, swimming every day," he said. "After Rio, I was even more sure I had to change something."

Yet he waited until 2017 to liberate himself from the pool.

When he did, he gained 12 kilograms in two months and didn't return to water until October 2017.

"Every night, I visited the clubs," he said. "I arrived home at 5:00 a.m. I was sleeping until 2:00. And after that, I started again: go to the city with my friends and do something. One week, we'd go out four or five times. The nightlife in Hungary is very good.

"It's like freedom here in Budapest! Really, you can feel it," he said.

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The Fédération Internationale de Natation, FINA (founded in 1908) is the governing body for aquatics worldwide. Its five disciplines - Swimming, Open Water Swimming, Diving, Water Polo and Synchronised Swimming - are all included in the Olympic programme. High Diving is on the World Championships programme since 2013. FINA organises World Championships, World Swimming Championships in 25m-pool and World Masters Championships every two years. FINA counts 209 affiliated National Federations on the five continents and has its headquarters in Lausanne (SUI).

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FINA OFFICE // CHEMIN DE BELLEVUE 24A/24B - 1005 LAUSANNE // TEL. (+41 21) 310 47 10 // FAX (+41 21) 312 66 10