

# IM24CA Media & Communications 2024

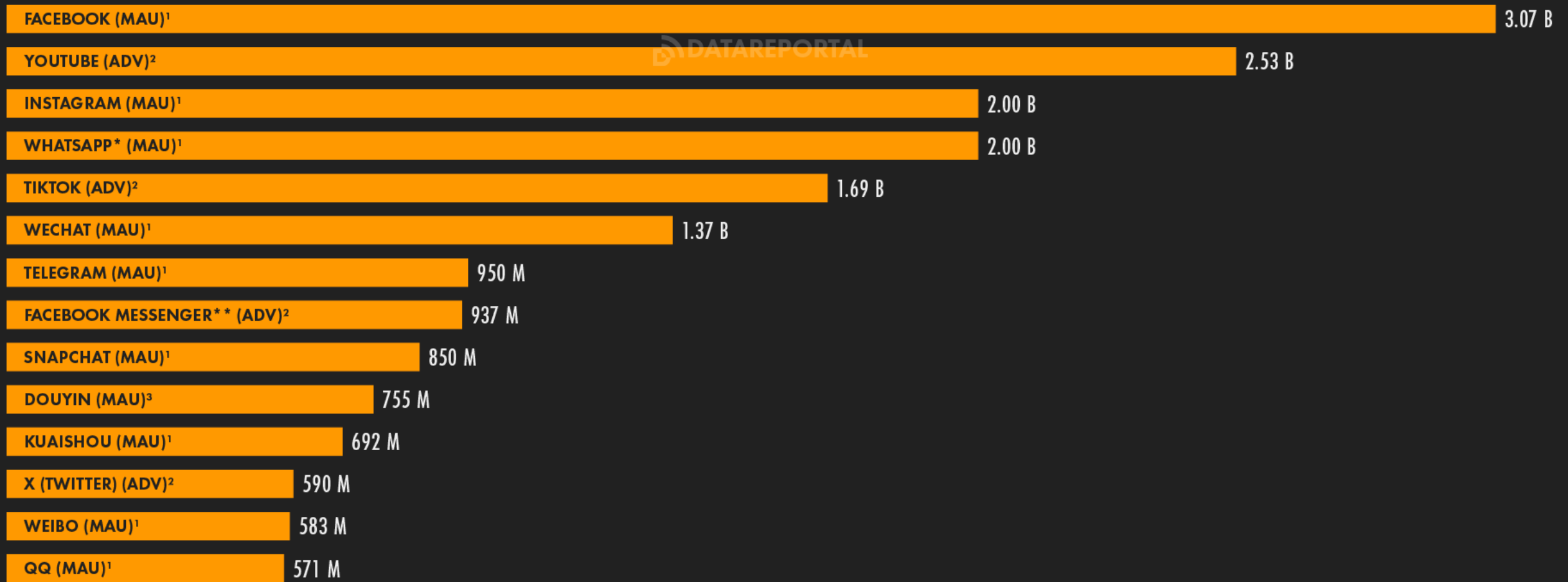


**MELGES**<sup>24</sup>  
INTERNATIONAL MELGES 24 CLASS ASSOCIATION

## Annual General Meeting 2024

**Piret Salmistu**  
IM24CA Administrator and  
Media Coordinator

November 17, 2024



# Trends

## The world's most used social media platforms

1. Facebook has **3.07 billion** monthly active users
2. YouTube's reach is **2.53 billion**
3. WhatsApp has at least **2 billion** monthly active users
4. Instagram has **2 billion** monthly active users

OCT  
2024

# FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

NOTE: YOUTUBE IS NOT AVAILABLE AS AN ANSWER OPTION IN THE SURVEY QUESTION THAT INFORMS THESE TABLES



FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST FEMALE INTERNET USERS

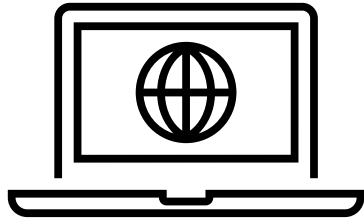
SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
INSTAGRAM	25.4%	20.7%	15.8%	13.5%	10.5%
WHATSAPP	12.6%	14.0%	15.6%	17.9%	20.0%
FACEBOOK	5.9%	11.1%	12.7%	14.4%	17.0%
WECHAT	8.6%	12.4%	15.7%	14.8%	12.8%
TIKTOK	15.3%	10.4%	7.9%	7.0%	5.0%
DOUYIN	6.4%	7.6%	9.8%	6.7%	6.0%
X (TWITTER)	3.0%	2.4%	1.5%	1.7%	1.9%
TELEGRAM	2.2%	2.8%	2.2%	2.8%	1.9%

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST MALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
INSTAGRAM	26.6%	18.8%	11.6%	8.7%	6.6%
WHATSAPP	13.7%	14.9%	17.0%	19.3%	21.4%
FACEBOOK	8.7%	13.7%	15.3%	16.0%	17.3%
WECHAT	8.8%	11.7%	16.5%	15.6%	13.9%
TIKTOK	9.4%	6.5%	5.6%	5.3%	4.2%
DOUYIN	6.2%	8.4%	8.4%	7.0%	6.5%
X (TWITTER)	4.1%	4.3%	3.5%	3.8%	3.1%
TELEGRAM	3.3%	3.3%	2.9%	2.6%	2.7%
WHATSAPP MESSENGER	1.8%	2.4%	2.3%	2.4%	2.7%
SNAPCHAT	0.6%	1.0%	1.4%	2.2%	3.1%

Trends

# Melges 24 Media Channels



Website

Social media

- Facebook
- Instagram
- Flickr
- YouTube
- X (Former Twitter – not in use)

News and PRs





## International Melges 24 Class Association

6K likes · 7.4K followers

Posts About Reels Photos Videos Following

### Intro

The Melges 24 is a lifestyle with competitive racing and a focus on fun. There's nothing like downwind on a Melges 24! Join the Melges 24 fleet!

Page · Sports league

507 7217

piret@melges24.com

worldofmelges24

melges24.com

98% recommend (23 reviews)

### Photos

See All Photos



### International Melges 24 Class Association

Yesterday at 06:30 · 🌐

#### 📄 Open Letter to the Melges 24 Class Members

*Melges 24 White Paper on the Systemic Forestay Issues related to the 7x19 Jib Halyard*

Earlier this year, the Technical Committee started receiving reports (complaints) documenting the premature failure of the current supply of 7x19 stainless steel wire rope halyards.

📄 Read the White Paper created by the [International Melges 24 Class Association](#) Technical Committee ... [See more](#)



# Facebook

- **@World.of.Melges24**
- Started 4.04.2012
  
- **AGM 2024 at 7.44k followers**
  
- AGM 2023 at 5.800 likes, 6,700 followers
- AGM 2022 at 5,550 likes, 6,228 followers
- AGM 2021 at 5,228 likes, 5,756 followers
- AGM 2020 at 5,018 likes, 5,443 followers
- AGM 2019 at 4,735 likes
- AGM 2018 at 3,888 likes
- AGM 2017 at 3,181 likes
- AGM 2016 at 2,305 likes
- AGM 2015 at 1,798 likes
- AGM 2014 at 1,454 likes
- AGM 2013 at 1,146 likes
- AGM 2012 at 618 likes

# Facebook

Total followers	7.4K
New Followers	530 Growth rate 12.5%
Total Reach	411.5K
Content Interactions	25.6K
Views	526.8K
3-second views   1-minute views	223.6K   6.6K
Total Posts – photos, videos, links	203 +25%
Top Content Reach	34.1K reach, 25.8K watch time, 13-second average watch time. Thrills on the Bay - <a href="#">Day 3 at SF Melges 24 Worlds</a>

- **Steady Growth:** The page experienced a solid growth rate of 12.5%, adding 530 followers over the reporting period.
- **High Reach and Visibility:** A total reach of 411.5K indicates effective audience targeting and broad visibility for posts.
- **Video Dominance:** The top-performing video "Thrills on the Bay" significantly outperformed other content with 34.1K reach and 25.8K watch time, reinforcing the importance of event-based video content.
- **Engagement Trends:** 25.6K interactions demonstrate strong audience engagement, particularly with dynamic and action-oriented content.
- **Short Engagement Window:** While 3-second views are high (223.6K), 1-minute views are lower (6.6K), indicating a need to optimize content hooks for better viewer retention.
- The account demonstrates a strong niche community with steady growth and high engagement, despite the modest increase in followers.

# Thrills on the Bay






## Day 3 at the SF Melges 24 Worlds 2024



🚢🚢 Thrills on the Bay - Melges 24s puts up the show on San Francisco Bay 🌊🌊  
🌊🌊🌊 Big shake-up today! 🏆 Race 6 saw 2022 World Champ Peter...

- Big shake-up today! 🏆 Race 6 saw 2022 World Champ Peter Duncan on RAZA MIXTA dominate, with Michael Goldfarb's WAR CANOE and Chelsea Simms' STRAIGHTARROW close behind. Race 7 belonged to Bora Gulari's KINGSPOKE, celebrating a Carlos Robles birthday win! 🎂 Don Wilson's CONVEXITY still leads overall, but the gap is closing fast. In the Corinthian division, Croatian MATARAN 24 stays strong with a 23-point lead. The race is heating up! 🔥
- Conditions were ideal for racing, with winds peaking at 20 knots from 220 degrees, offering steadier conditions than the previous day. Despite the strong breeze, the seas remained relatively flat, allowing teams to push their boats to the limit, enjoying exhilarating downwind surfing and planing.

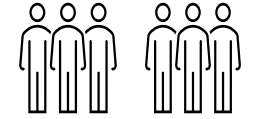
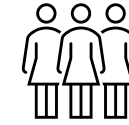
# Facebook

Title	Date published ↑↓	Watch time ⓘ ↑↓	Average watch time ⓘ ↑↓	Reach ⓘ
<input type="radio"/>  <b>Thrills on the Bay - Melges 24s puts up t...</b> International Melges 24 Class Association	23 August 01:59	25.8K Watch time	0:13 Average watch time	34.1K Reach
<input type="radio"/>  <b>2024 Diversified Melges 24 World Champio...</b> International Melges 24 Class Association	22 August 03:20	3.4K Watch time	0:09 Average watch time	17.2K Reach
<input type="radio"/>  <b>It's a Jugo wind day here at the 2024 Me...</b> International Melges 24 Class Association	2 October 16:35	2.3K Watch time	0:09 Average watch time	16.1K Reach
<input type="radio"/>  <b>International Melges 24 Class Association a...</b> International Melges 24 Class Association	4 October 17:48	--	--	16K Reach
<input type="radio"/>  <b>International Melges 24 Class Association a...</b> International Melges 24 Class Association	1 October 18:13	--	--	12K Reach

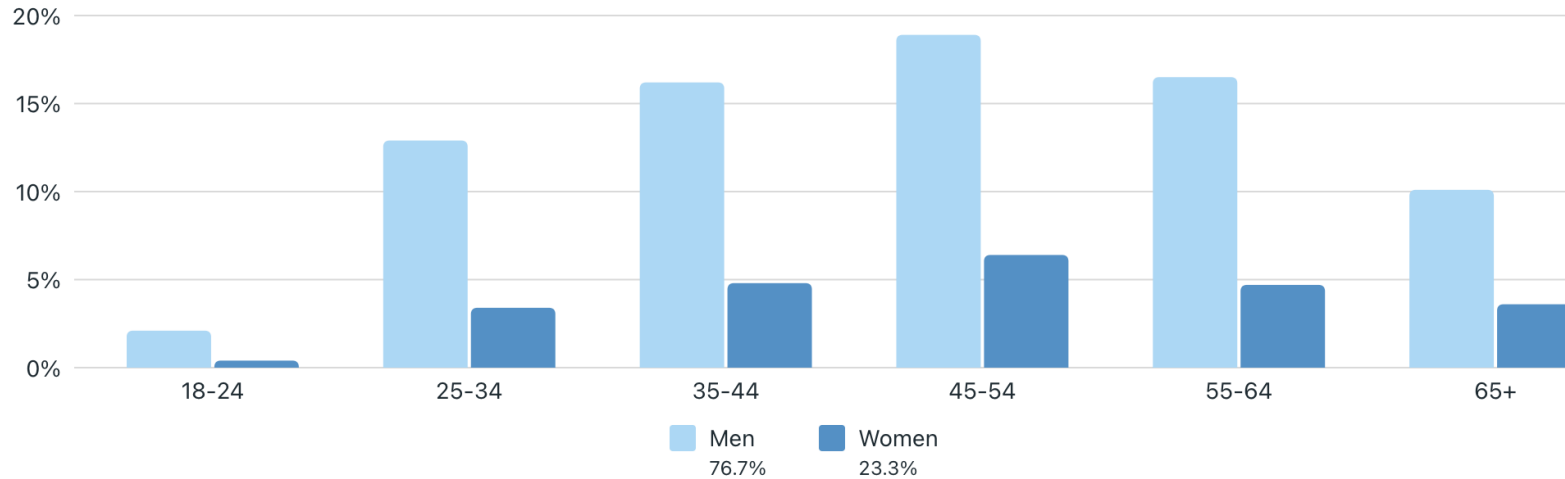
- **Event-based content performs best.** Videos highlighting action, results, or unique weather conditions (e.g., Jugo wind day) see higher engagement and reach.
- **Longer average watch times correlate with higher reach,** indicating that more engaging videos naturally get surfaced to more users.
- **Thrills and Action Drive Engagement:** Content showcasing excitement, competition, and unique conditions resonate most with the audience.
- **Watch Time Optimization:** Improving the first few seconds of videos with engaging hooks could increase average watch time and overall performance.
- **Event-Specific Content:** Continuing to highlight dramatic moments or unique challenges during events should remain a core content strategy.



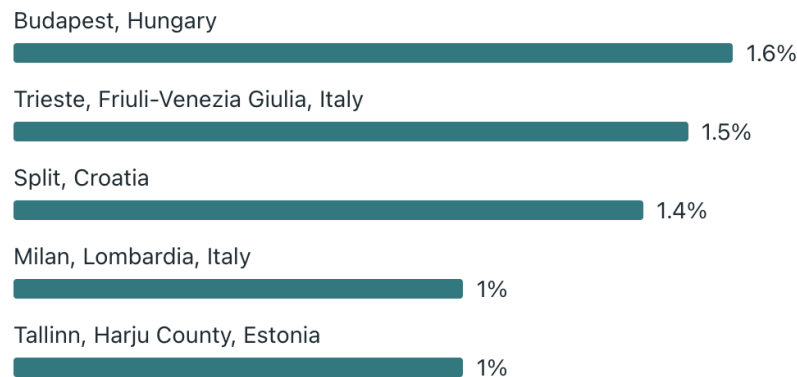
# Facebook



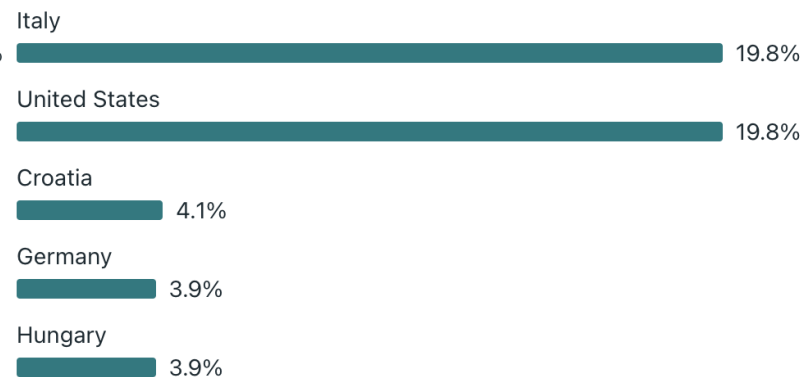
## Age & gender



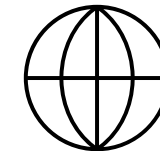
## Top towns/cities



## Top countries



**Age Group:** These age ranges (35-44 and 45-54) represent individuals typically in mid-career stages or with disposable income, making them key targets for sponsorships, sailing gear, and event participation.



**Geographical Distribution:** Italy and the U.S. are the strongest contributors to the audience base, indicating the popularity of the page's sailing content in these countries.

worldofmelges24

Following

Message

+8

...



2,905 posts 10.6K followers 1,195 following

Melges 24 International Class

@worldofmelges24

Sports league

🌊 There's nothing like downwind on a Melges 24! Join the Melges 24 fleet! 🏆

🌐 All around the world 🌐

🔗 [www.flickr.com/photos/melges24/albums](http://www.flickr.com/photos/melges24/albums) + 1

Followed by lill\_agnes, melges24\_italy and 157 more



1 '24 Europe...



2024



24 Europeans



USA 2024



2 SF Worlds ...



1 SF Worlds ...



24 Worlds SF

POSTS

REELS

TAGGED

**MELGES<sup>24</sup>**  
INTERNATIONAL MELGES 24 CLASS ASSOCIATION

# Instagram

- @worldofmelges24
- Started on 8th January 2015

- **Followers 10.7k**
- (2023 – 10,200; 2022 – 9,688; 2021 – 8,611; 2020-6,808 +3,185; 2019-3,623; 2018–2,093; 2017-1529; 2016-1071; 2015-272)

- Posts 2,905
- (2023 – 2,569; 2022 – 2,326; 2021- 2,006; 2020 – 1,753; 2019-1,486; 2018-1,239; 2017-981; 2016-695; 2015-126)

- There are 13,800 posts under hashtag #melges24
- (2023 – 12,857; 2022-11,900; 2021-10,700; 2020-9,600; 2019-8,400; 2018-6,500; 2017-4,898; 2016-3,272)



# Instagram

Total followers	10.7K
New Followers	843
Total Reach	116K +26.2%
Content Interactions	22.5K
Views	712.8K
Link Clicks	1.5K
Total Posts   Stories	310 +18.8%   500
Top Content Post Views	27.2K – 23 August Race Day at the Melges 24 Worlds

- **Strong follower growth** (+843) and increased reach (+26.2%) reflect effective engagement strategies.
- **High content interactions** (22.5K) and consistent use of Stories (500) contributed to audience engagement.
- The top-performing post showcased race day action, emphasizing the audience's preference for event-driven content.

# Instagram

**Post 1:** The @worldofmelges24...  
23 August 09:26  
27.2K views, 881 likes, 3 comments, 0 shares

**Post 2:** Time to Celebrate the New Melges 24 World...  
24 August 15:12  
16.5K views, 680 likes, 5 comments, 1 share

**Post 3:** CHAMPIONSHIP AUGUST 20-24, 2024 THE SAN FRANCISCO YACHT CLUB  
**CONVEXITY USA868**  
OWNER/HELM DON WILSON  
JEREMY WILMOT, EDWARD HACKNEY  
24 August 14:53  
15.4K views, 726 likes, 24 comments, 10 shares

**Post 4:** Thrills on the Bay - Melges 24s puts up the...  
22 August 17:42  
14.2K views, 669 likes, 1 comment, 10 shares


**Post 5:** Bushwhacker Cup in Pensacola, FL wit...  
9 November 09:23  
13K views, 312 likes, 0 comments, 5 shares


- **Video Dominance:** Reflects the audience's preference for dynamic, action-driven content.
- **Engagement Metrics:** Engagement rates for all posts were strong, with likes ranging from 312 to 881 and comments averaging 5-10 per post on event-focused or visually compelling content.
- **Event-Based Themes Perform Best:** Posts tied to championships, celebrations, or iconic moments in races resonated most with the audience, suggesting their interest in major sailing milestones and high-energy visuals.
- **Visual Variety:** A mix of close-up action shots, team celebrations, and fleet racing visuals contributed to diverse and engaging content, keeping the audience captivated.



# Instagram





 northsails and worldofmelges24  
San Francisco, California


 northsails 🌊🔥 The @worldofmelges24 fleet continues to impress, delivering another day of exhilarating racing. With conditions perfect for high-performance sailing, the teams pushed their boats to the limit. Stay tuned for more updates as the competition heats up! 🔥🔥🔥

#NorthSails #Melges24Class #WorldChampionship


📍 Mauro Melandri | @zerogradinord  
12 w

 codezerosportswear 🔥🔥🔥🔥🔥  
11 w 2 likes Reply

 jabberwockym24 🤔🤔 our thoughts exactly  
12 w 2 likes Reply

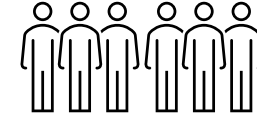
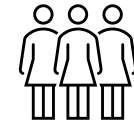
 california\_\_icon Can we share it message us 📩  
12 w 1 like Reply

❤️ 💬 📍

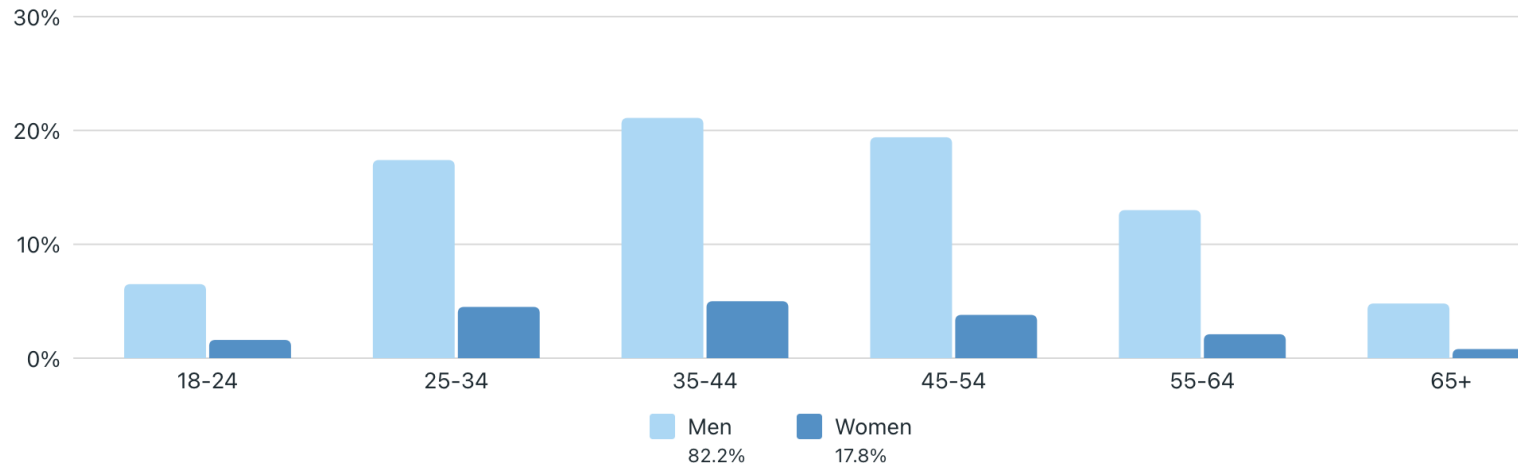
 Liked by branko.parunov and 880 others  
23 August

- **Focus on Event-Based Content:** Continue producing posts tied to championships and milestone events, as they generate the most excitement and engagement.
- **Leverage Videos:** Use more video content showcasing thrilling race moments, as dynamic visuals significantly boost views and likes.
- **Interactive Captions:** Encourage comments by including questions or call-to-actions in captions to deepen engagement.
- **Collaborating** with an account like a sailing brand (e.g., **Quantum Sails** or **North Sails** etc) or an influencer like a racing professional could yield cross-promotional benefits for both account

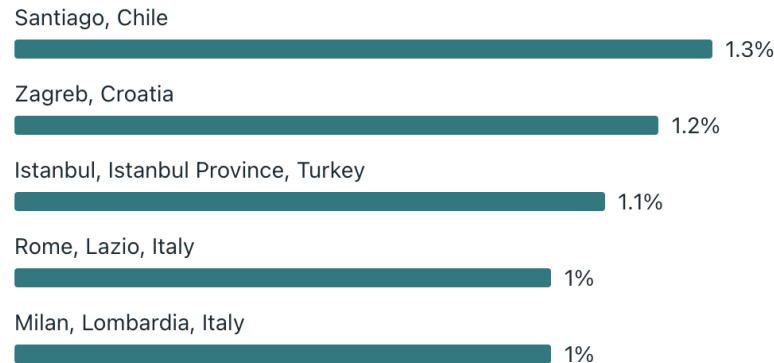
# Instagram



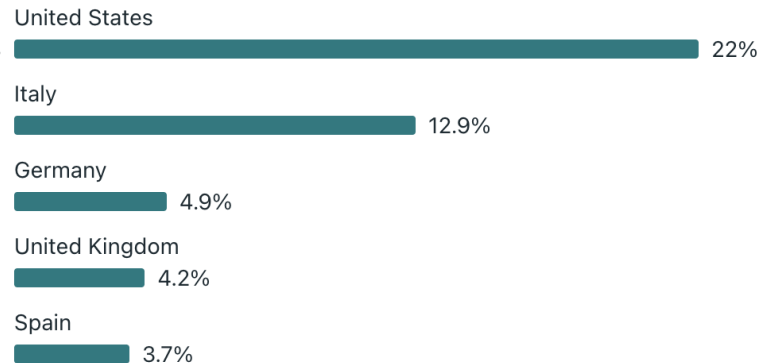
## Age & gender



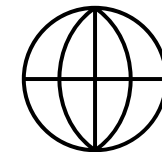
## Top towns/cities



## Top countries



**Age Group:** The **35-44 age group** is not the largest demographic on Instagram, but it is still a significant segment, particularly for niche markets like sailing or professional sports.



**Geographical Distribution:** A significant audience base is in **Europe and North America**, regions with vibrant sailing communities.



# Melges24 on Flickr – Melges Championships



Melges Championships

PRO Melges 24 - IM24CA 95 Followers • 2 Following

39,994 Photos Joined 2016

- About
- Photostream
- Albums**
- Faves
- Galleries
- Groups
- Stats
- Camera Roll

View collections

2024 - Split, CRO - Melges 24 Europeans - Prizegiving © regate.com.hr  
36 photos • 67 views

2024 - Split, CRO - Melges 24 Europeans - Day 5 © Zerogradinord  
20 photos • 86 views

2024 - Split, CRO - Melges 24 Europeans - Race Day 4 © regate.com.hr  
78 photos • 112 views

2024 - Split, CRO - Melges 24 Europeans - Race Day 4 © Zerogradinord  
103 photos • 271 views

2024 - Split, CRO - Melges 24 Europeans - Race Day 3 © regate.com.hr  
77 photos • 151 views

2024 - Split, CRO - Melges 24 Europeans - Race Day 3 © Zerogradinord  
119 photos • 376 views

2024 - Split, CRO - Melges 24 Europeans - Race Day 2 © regate.com.hr  
70 photos • 64 views

2024 - Split, CRO - Melges 24 Europeans - Team Photos © Zerogradinord  
37 photos • 163 views

2024 - Split, CRO - Melges 24 Europeans - Race Day 2 © Zerogradinord  
42 photos • 107 views

2024 - Split, CRO - Melges 24 Europeans - Day 1 © regate.com.hr  
87 photos • 126 views

2024 - Split, CRO - Melges 24 Europeans - Race Day 1 © Zerogradinord  
110 photos • 320 views

2024 - Split, CRO - Melges 24 Europeans - Opening Ceremony © Zerogradinord  
25 photos • 72 views

2024 - Split, CRO - Melges 24 Europeans - Day -1 © Zerogradinord  
97 photos • 127 views

2024 - Split, CRO - Melges 24 Europeans - Day -2 © Zerogradinord  
57 photos • 124 views

2024 - Split, CRO - Melges 24 Pre-Europeans  
165 photos • 136 views

2024 - San Francisco, USA - Diversified Melges 24 Worlds - Awards © Peter Lyons  
22 photos • 87 views

Photos



3,867,772 views

Photostream



10,849 views

Albums



79,437 views

Collections



3,937 views

Galleries



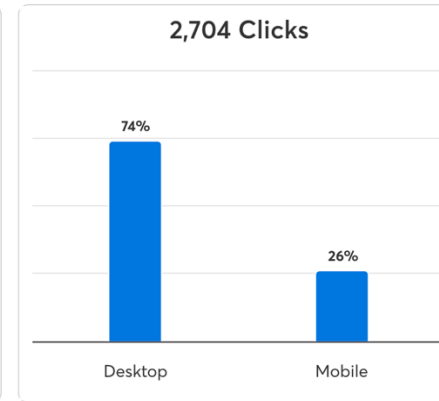
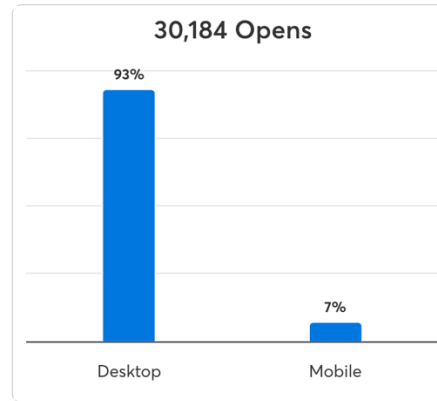
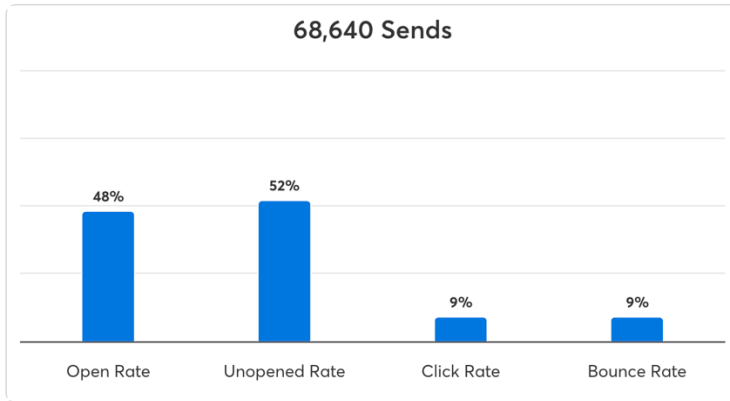
0 views

Total



3,961,995 views

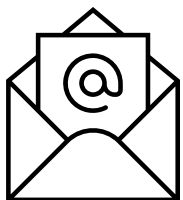
# Direct mailing – Constant Contact



- **Open Rate 48%** - Outperforms the industry average by 8%, showcasing effective subject lines or audience interest.
- **Click Rate 9%** - Consistently above industry benchmarks (+6%), reflecting strong content relevance

Your open rate: \_\_\_\_\_ 48%  
 vs. previous 322 days \_\_\_\_\_ -1% ↓  
 vs. industry average \_\_\_\_\_ +8% ↑

Your click rate: \_\_\_\_\_ 9%  
 vs. previous 322 days \_\_\_\_\_ +0% —  
 vs. industry average \_\_\_\_\_ +6% ↑

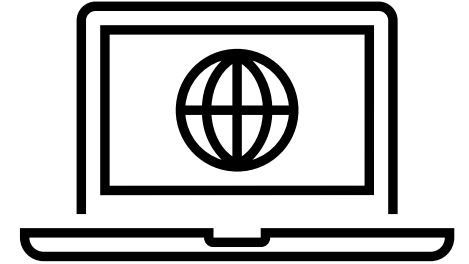


35 PRs, news and announcements sent in 2024 | +11 vs 2023  
 Ca 2,300 addresses per email



# melges24.com – key metrics

15/11/2023 – 15/11/2024



**Users/Visitors:** 43,082 unique visitors | 42,518 new visitors

**Sessions:** 69,450 total | 39,962 engaged (*lasted longer than 10s or had two or more screen views*)

**Engagement rate:** 57,54% of total sessions were engaged

**Bounce Rate:** 42,29% *The percentage of visitors who leave your site after viewing only one page.*

**Pageviews:** 120,930 *The total number of pages viewed on your site.*

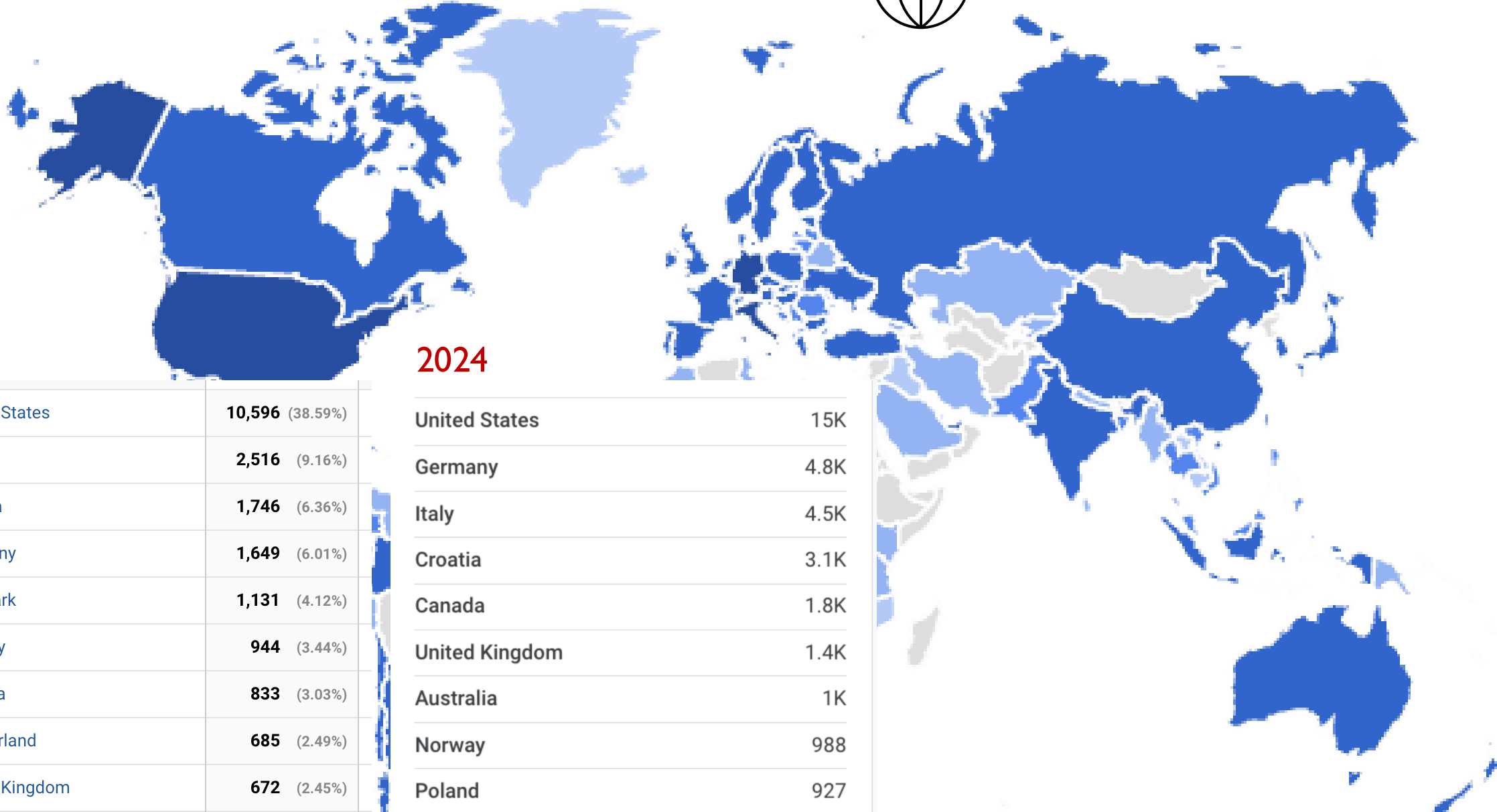
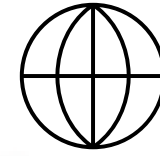
**Pages per Session:** 2.82 *Average engagement time per active user.*

**Average Session Duration:** 1m 04s *The average amount of time visitors spend on your site during a session.*

**Traffic Source:** 48.1k organic search engines, 14,3k direct, 4,1k organic social media, 2,5k referral  
45k – Google; 1.6k m.facebook.com, 1.5k bing, 1.1k l.facebook.com

	2019 full year	2020 10 months	2021 full year	2022 full year	2023 Full year	2024 Full year
Unique users	20,334	18,360	30,442	47,153	43k	43k
New <u>users</u>	19,985	17,920	30,139	45,630	41k	42,5k
Pages per session	2.36	2.46	2.16	1.98	2.04	2.82
<u>Sessions</u>	36,584	27,920	48,178	75,244	62k	70k
Avg duration		2:39	2:14	2:07	2:11	1:04

# melges24.com – users by countries



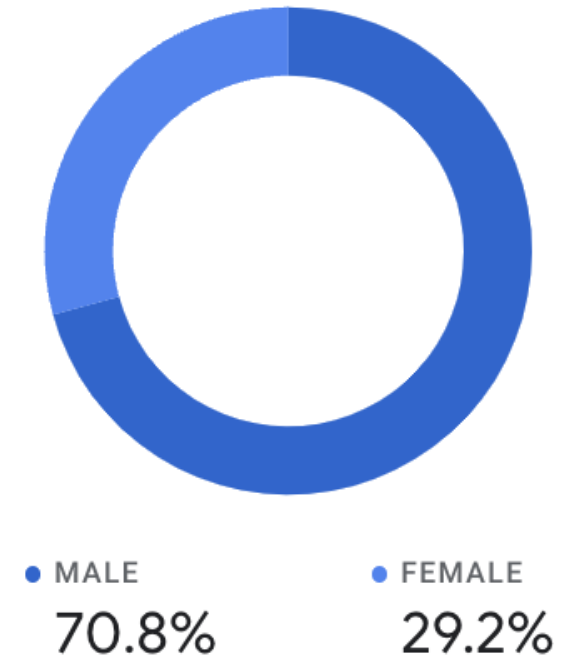
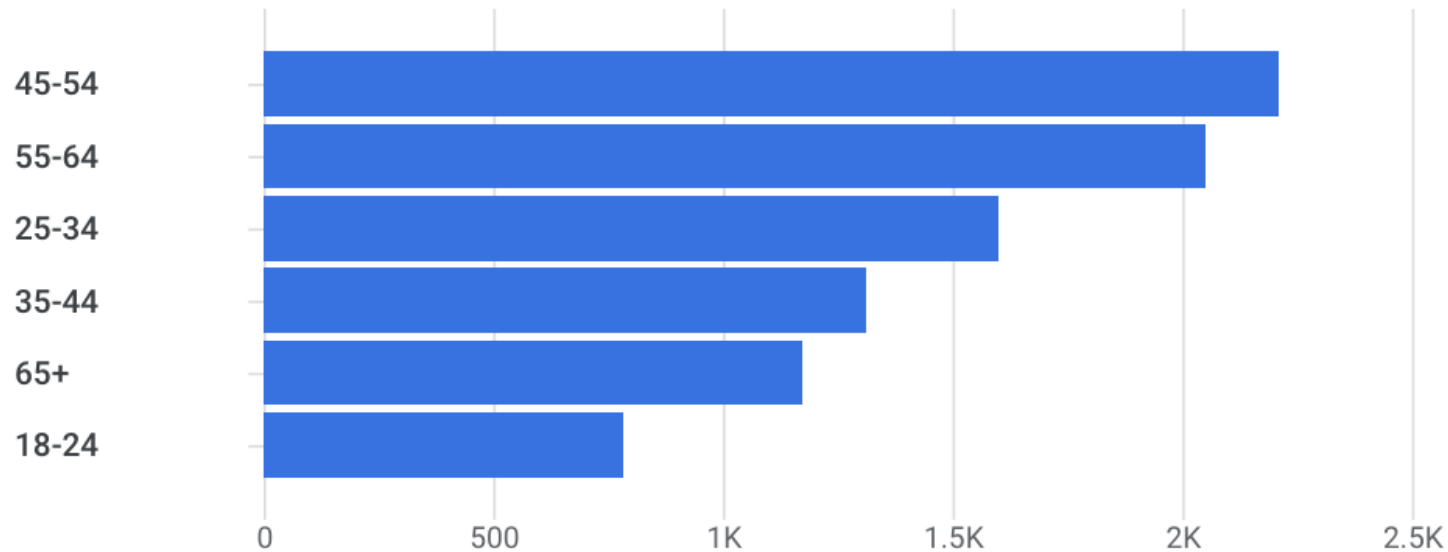
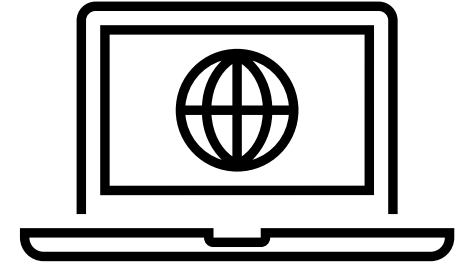
## 2023

1.	United States	<b>10,596</b> (38.59%)
2.	Italy	<b>2,516</b> (9.16%)
3.	Croatia	<b>1,746</b> (6.36%)
4.	Germany	<b>1,649</b> (6.01%)
5.	Denmark	<b>1,131</b> (4.12%)
6.	Norway	<b>944</b> (3.44%)
7.	Canada	<b>833</b> (3.03%)
8.	Switzerland	<b>685</b> (2.49%)
9.	United Kingdom	<b>672</b> (2.45%)
10.	Australia	<b>660</b> (2.44%)

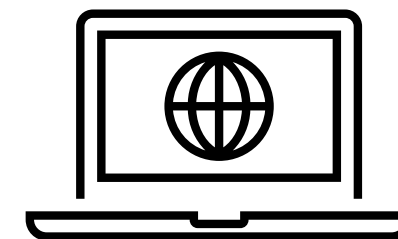
## 2024

<b>United States</b>	<b>15K</b>
<b>Germany</b>	<b>4.8K</b>
<b>Italy</b>	<b>4.5K</b>
<b>Croatia</b>	<b>3.1K</b>
<b>Canada</b>	<b>1.8K</b>
<b>United Kingdom</b>	<b>1.4K</b>
<b>Australia</b>	<b>1K</b>
<b>Norway</b>	<b>988</b>
<b>Poland</b>	<b>927</b>
<b>Denmark</b>	<b>815</b>

# melges24.com - users



# melges24.com – most visited pages



<input type="checkbox"/>	Page title and screen class <span>+</span>	<span>↓</span> Views	Active users	Views per active user	Average engagement time per active user	Event count <span>↓</span> All events
<input checked="" type="checkbox"/>	Total	120,930 100% of total	42,824 100% of total	2.82 Avg 0%	1m 04s Avg 0%	385,566 100% of total
<input checked="" type="checkbox"/>	1 Melges24.com   International Melges 24 Class Association	17,429	9,389	1.86	26s	54,192
<input checked="" type="checkbox"/>	2 Melges 24 World Championships   International Melges 24 Class Association	9,133	5,108	1.79	33s	31,842
<input checked="" type="checkbox"/>	3 2024 Melges 24 World Championship - San Francisco, CA, USA   International Melges 24 Class Association	6,503	3,531	1.84	39s	23,856
<input checked="" type="checkbox"/>	4 2024 Melges 24 European Championship - Split, CRO   International Melges 24 Class Association	5,520	2,498	2.21	42s	20,825
<input checked="" type="checkbox"/>	5 Melges 24 European Sailing Series   International Melges 24 Class Association	5,248	2,627	2.00	37s	13,508
<input type="checkbox"/>	6 Calendar   International Melges 24 Class Association	3,100	1,857	1.67	43s	8,196
<input type="checkbox"/>	7 Members by Countries   International Melges 24 Class Association	2,556	796	3.21	1m 20s	5,868
<input type="checkbox"/>	8 The Melges 24   International Melges 24 Class Association	2,442	1,881	1.30	43s	7,729
<input type="checkbox"/>	9 M24 ESS 2024: Marina Portoroz Melges 24 Regatta   International Melges 24 Class Association	1,790	635	2.82	36s	5,135
<input type="checkbox"/>	10 Parts and Accessories   International Melges 24 Class Association	1,587	986	1.61	36s	5,965



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**MELGES<sup>24</sup>**

INTERNATIONAL MELGES 24 CLASS ASSOCIATION

Thank you!