



CYPRUS 3X3 SERIES 2023 IN NUMBERS

2023 SERIES RECAP

CYPRUS 3X3 SERIES 2023 IN NUMBERS



TOTAL NUMBERS

CYPRUS 3X3 SERIES 2023
IN NUMBERS

4 CITIES
5 TOURNAMENTS

1 FIBA 3X3 EUROPE
CUP QUALIFIER
TOURNAMENT

266 TEAMS –
CYPRUS 3X3 SERIES

15 TEAMS –
FIBA 3X3 EUROPE CUP
QUALIFIER

522 GAMES
IN 16 DAYS

26K SPECTATORS
IN 16 DAYS

41,4 HOURS
LIVE-STREAMED

(Cablenet + Fiba 3x3 YouTube Channels)

25,9 HOURS
BROADCASTED ON TV

(Cablenet TV)

CYPRUS 3X3 SERIES 2023 IN NUMBERS

10 MILION ONLINE IMPRESSIONS	301K ONLINE ENGAGEMENTS	5.6K FACEBOOK FOLLOWERS
	12.8K FOLLOWERS ACROSS ALL SOCIAL MEDIA PLATFORMS	73K YOUTUBE VIEWS
	6.5K INSTAGRAM FOLLOWERS	22.5K WEBSITE VISITS

TOP
COUNTRIES

CYPRUS 69.7%
ROMANIA
GREECE
SERBIA
BULGARIA
UNITED
KINGDOM
UNITED
STATES

AGE

18-24 ■ 12.9%
25-34 ■ 26.1%
35-44 ■ 36.9%
45-54 ■ 16.5%
55+ ■ 7.6%

GENDER

61.8%
MEN
38.2%
WOMEN

ONLINE AUDIENCE INSTAGRAM

CYPRUS 3X3 SERIES 2023
IN NUMBERS

TOP COUNTRIES

CYPRUS
32.4%
GREECE
UNITED
STATES
UNITED
KINGDOM
RUSSIA

AGE

18-24 ■ 15%
25-34 ■ 32.1%
35-44 ■ 36.7%
45-54 ■ 12.6%
55+ ■ 3.6%

GENDER

67%
MEN
33%
WOMEN

FACEBOOK AND INSTAGRAM

CYPRUS 3X3 SERIES 2023
IN NUMBERS

9.2M IMPRESSIONS

926K REACH

227K ENGAGEMENTS

189.6K VIDEO VIEWS

63.9K PAGE VISITS

64.6K LINK CLICKS

108K IMPRESSIONS

42.2K UNIQUE VIEWS

6.3K ENGAGEMENTS

181.5 WATCHED HOURS

GOOGLE ADS AND YOUTUBE

CYPRUS 3X3 SERIES 2023
IN NUMBERS

740K IMPRESSIONS

145K ENGAGEMENTS

710 WATCHED HOURS

20.9K LIVE-STREAM VIEWERS



CYPRUS 3X3 SERIES 2023 IN NUMBERS

9
CATEGORIES

94
TEAMS

329
PLAYERS





CYPRUS 3X3 SERIES 2023 IN NUMBERS

2
CATEGORIES

15
TEAMS

60
PLAYERS





CYPRUS 3X3 SERIES 2023 IN NUMBERS

5
CATEGORIES

43
TEAMS

152
PLAYERS





CYPRUS 3X3 SERIES 2023 IN NUMBERS

6
CATEGORIES

53
TEAMS

169
PLAYERS





CYPRUS 3X3 SERIES 2023 IN NUMBERS

7
CATEGORIES

60
TEAMS

210
PLAYERS





CYPRUS 3X3 SERIES 2023 IN NUMBERS

1
CATEGORY

16
TEAMS

56
PLAYERS



THANK YOU

