



REPORT

SPRING REPORT
FEBRUARY - JUNE

2024

RUNCZECH

ALL RUNNERS
ARE BEAUTIFUL





ALL RUNNERS ARE BEAUTIFUL

**THIS IS WHAT WE BELIEVE. THIS IS WHAT SETS US APART.
THIS IS OUR GUIDING STAR.**

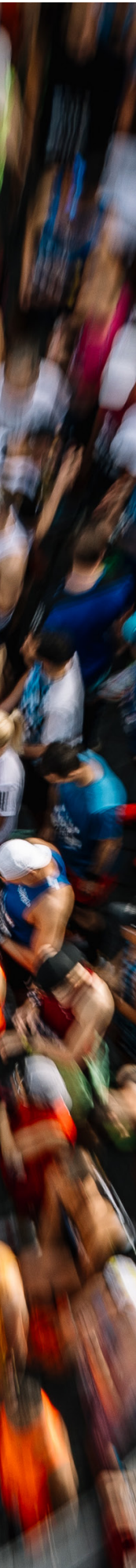
When we came up with ALL RUNNERS ARE BEAUTIFUL, it changed us. We became more than a collection of races. More than a company. We became an advocate, a champion of running. We became a voice that called out to millions of runners around the world, letting them know that we love them unconditionally. That we respect the hell out of them for lacing up a pair of shoes, and pushing to make themselves a little better. A little stronger. That's what victory is, in our minds. Not winning, necessarily. But doing. And enjoying.

Running is a joy. That's the message here. And everyone who's willing to participate in this perfect, beautiful sport —young, old, big, slim, fast, or slow— is welcomed. Is loved. Is beautiful.

ALL RUNNERS ARE BEAUTIFUL is our way of welcoming everyone —and we do mean everyone— to the wonderful world of running. To a world of fitness and fun and friendship. ALL RUNNERS ARE BEAUTIFUL is a giant banner that every runner, in every running shoe, at every running event in the world can march under.

RUNCZECH
in numbers





69 926

TOTAL RUNNERS

49 687

COMPETITIVE

20 239

NON COMPETITIVE

206

ELITE ATHLETES

129

NATIONALITIES

2:05:09

BEST
MARATHON TIME

58:24

BEST HALF
MARATHON TIME

4 417

VOLUNTEERS

16 668

FOREIGN RUNNERS

13 445

RUNNING MALL
VISITORS

59 500

EXPO
VISITORS

AS OF 30. 6. 2024

FINISHED EVENTS

17. 2. 2024

VALENTINES
RUN

25. 2. 2024

NAPOLI CITY
HALF MARATHON

6. 4. 2024

PRAGUE
HALF MARATHON

5. 5. 2024

PRAGUE
INTERNATIONAL
MARATHON

8. 4.- 5. 5. 2024

JUNIOR
MARATHON
CHAMPIONSHIP

18. 5. 2024

MATTONI
KARLOVY VARY
RUNNING FESTIVAL

1. 6. 2024

MATTONI
ČESKÉ BUDĚJOVICE
RUNNING FESTIVAL

15. 6. 2024

MATTONI
OLOMOUC
RUNNING FESTIVAL

25. - 26. 6. 2024

UNICREDIT
PRAGUE RELAY
4×5 KM

FIRST 4. 5. LAST 5. 10. 2024

DM FAMILY MILE
DM BAMBINI RUN

NEW ITALIAN RECORD AT NAPOLI HM

RECORD PARTICIPATION AT PRAGUE HM

WORLD LEADING RESULT AT PRAGUE HM

NEW RUNNING FESTIVALS IN THE REGIONS

EUROHEROES PROJECT DEVELOPS

RECORD PARTICIPATION AT JUNIOR MARATHON

NEW BREAKFAST RUN





7. 9. 2024

**BIRELL
10K RACE**

22. 9. 2024

**MATTONI
ÚSTÍ NAD LABEM
RUNNING FESTIVAL**

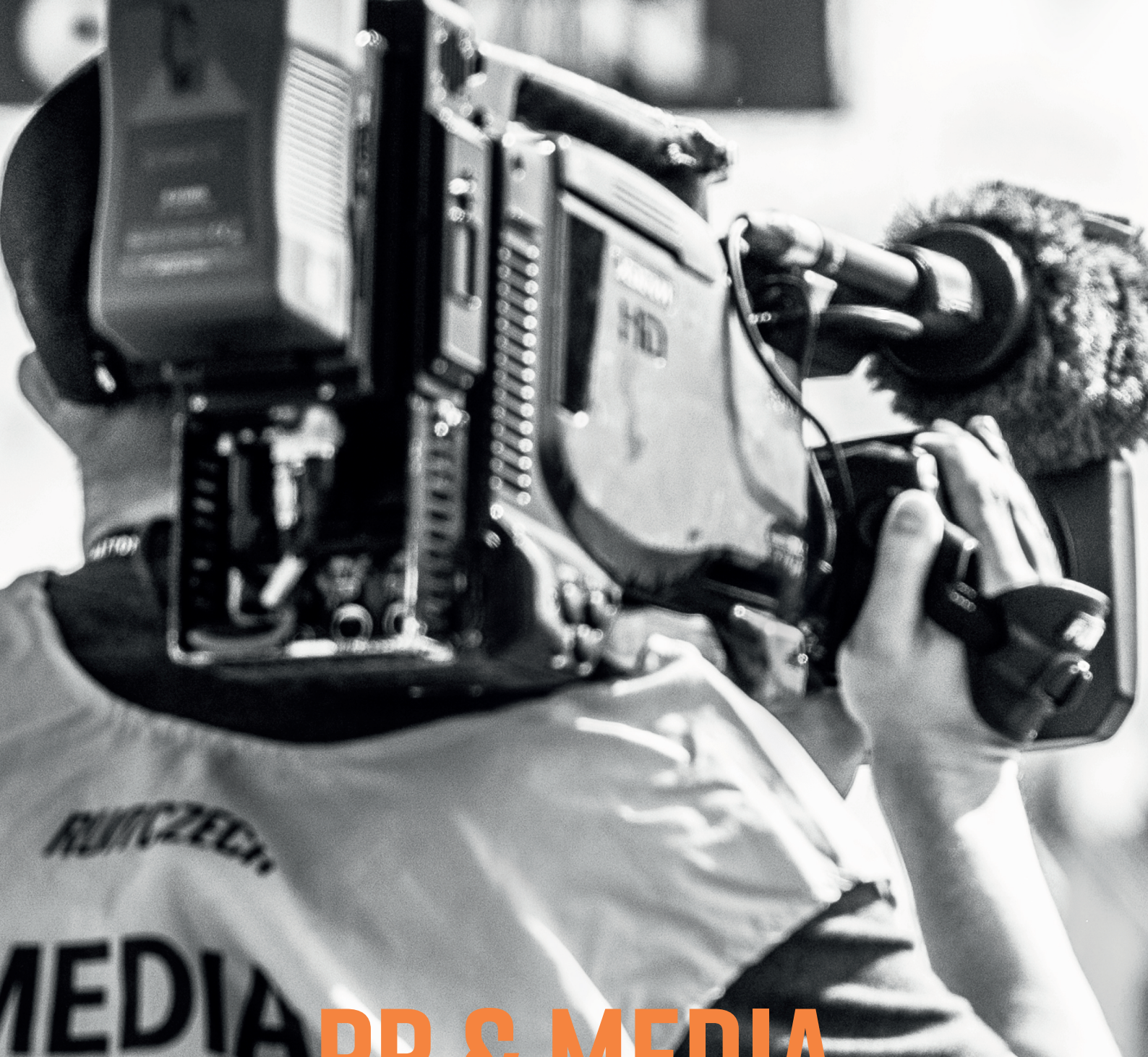
7. 9. 2024

**ADIDAS WOMEN'S
RACE 5 KM**

5. 10. 2024

**MATTONI
LIBEREC NATURE RUN**

YET TO COME



PR & MEDIA

518 036

CZECH TV BROADCASTING
VIEWERS REACHED

9 758 791

REACHED AUDIENCE



Česká televize



SPORTFIVE

59 500 000

INTERNATIONAL TV BROADCASTING



1 107

MONITORED ARTICLES



AS OF 30.



9 000

EVENT GUIDES CZ+ ENG
PRINTED

247.5 MIL CZK

ADVERTISING VALUE
EQUIVALENT

16 048

EVENT GUIDES CZ+ ENG
DIGITAL



11

PRESS CONFERENCES



21 000

FLYERS PRINTED

25

PRESS RELEASES







DIGITAL COMMUNICATION

2 201 246

FB REACH

644 688

IG REACH

144 825

TOTAL NUMBER OF FOLLOWERS

38 673

INSTAGRAM

95 699

FACEBOOK

3 997

YOUTUBE

6 456

OTHERS

153 390

ENGAGEMENT RATE

1 472 645

WEB VIEWS

633 438

WEB VISITORS

59

NEWSLETTER SENT

253 884

NEWSLETTER DATABASE

AS OF 30. 6. 2024



LIVEBROADCAST

AS OF 20. 6. 2024

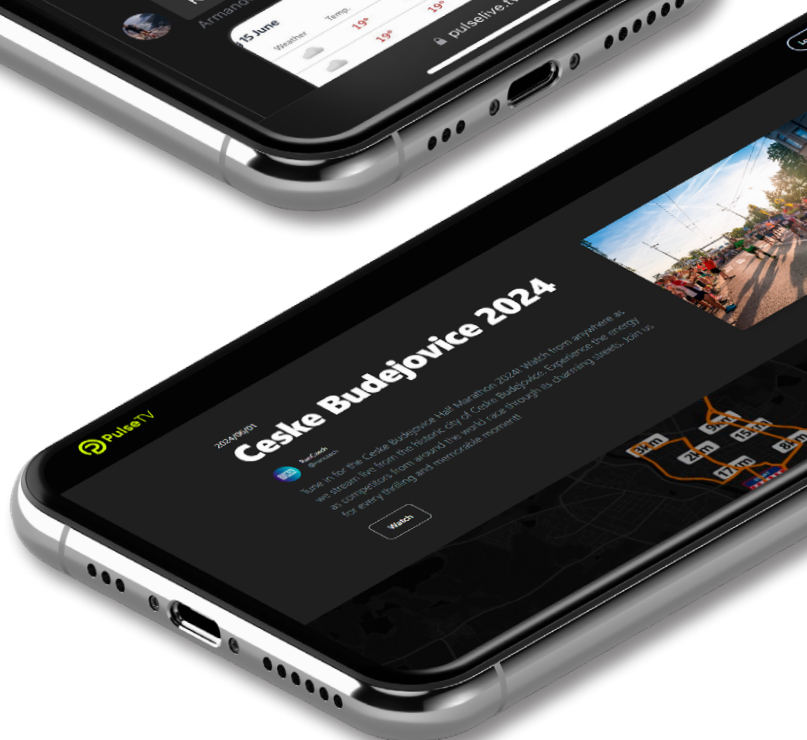
1 300 H
TOTAL WATCH TIME



1 240
PEAK CONCURRENT VIEWERS

19 455
UNIQUE AUDIENCE

62 143
STREAM VIEWS





- 📍 Live chat
- 📍 Brand channels
- 📍 Live commentary
- 📍 On-demand recording
- 📍 Route map and flyovers
- 📍 Multi-camera live streaming
- 📍 Realtime multilingual broadcasting
- 📍 Sponsor and ecommerce campaigns
- 📍 Integration with RunCzech application
- 📍 Live telemetry and race data integration

15 245 + 1 423 (NAPOLI HM) FOREIGN RUNCZECH RACES RUNNERS



A

WESTERN EUROPE

United Kingdom: 1 353
France: 944
Netherlands: 377
Ireland: 219
Belgium: 200

C

CENTRAL + EASTERN EUROPE

Slovakia: 1 861
Germany: 1 471
Poland: 996
Austria: 203
Hungary: 164
Switzerland: 99
Ukraine: 378

E

AMERICAS

USA: 407
Brazil: 196
Mexico: 110
Canada: 75
Colombia: 54
Argentina: 42
Chile: 15

B

NORTHERN EUROPE

Denmark: 416
Norway: 287
Sweden: 203
Finland: 44

D

SOUTHERN EUROPE

Spain: 1 058
Italy: 1 044
Portugal: 407

F

AFRICA

South Africa: 71
Ethiopia: 24
Kenya: 20
Morocco: 12

FOREIGN
RUNCZECH
RACES
VISITORS 540
33 + 4 652 (NAPOLI HM)



G

ASIA

China: 179
Israel: 127
Japan: 95
India: 76
Taiwan: 29
Turkey: 32
Kazakhstan: 29

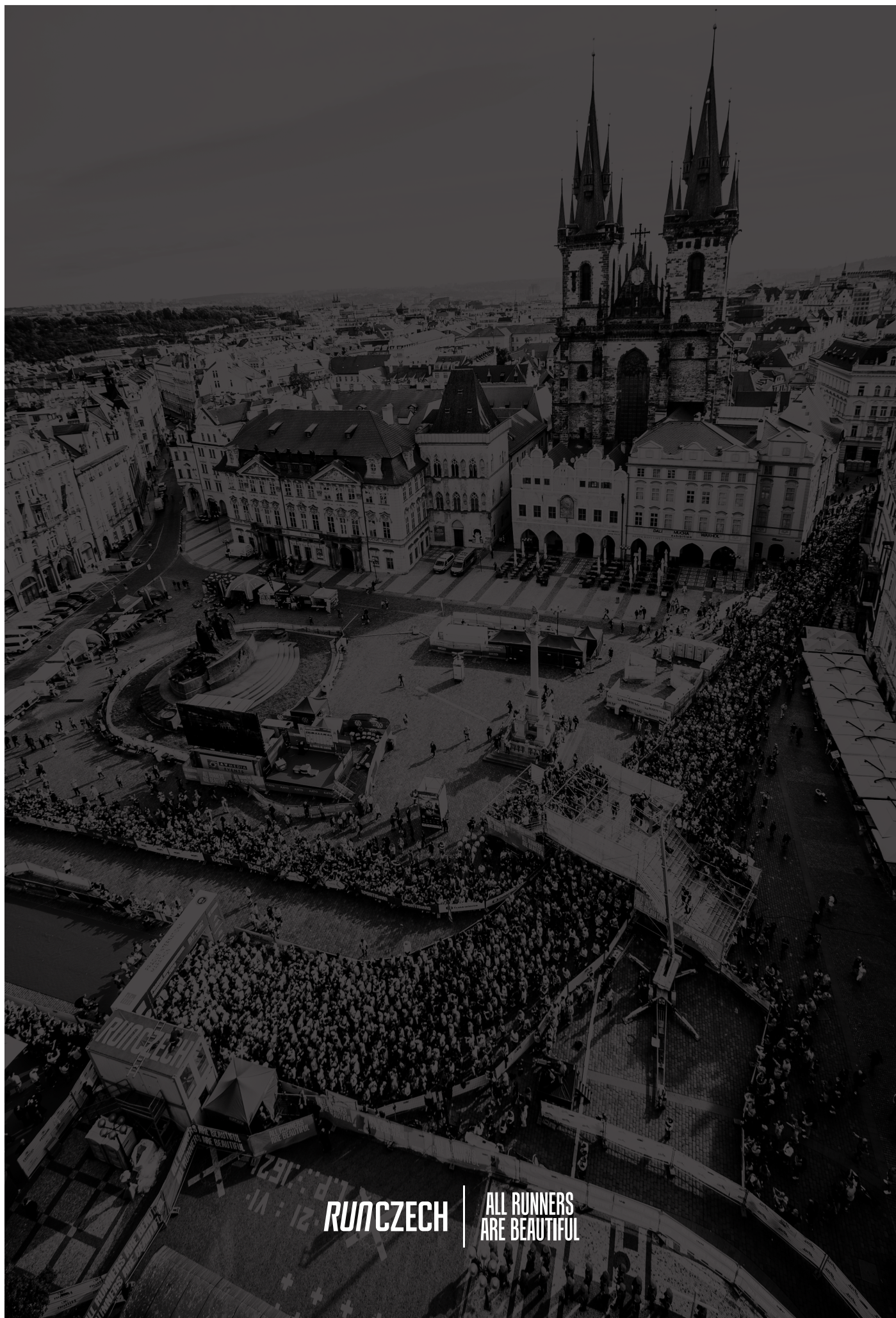
H

AUSTRALIA

Australia: 57
New Zealand: 20

TOTAL NUMBER OF FOREIGN RUNNERS WHO ARRIVED
BY PLANE (MORE THAN 500 KM FROM PRAGUE)
MULTIPLICATOR FOR FAMILY AND FRIENDS (×2,2)

27 153



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