

EventScotland™

# FINA Diving World Series

Royal Commonwealth Pool,  
Edinburgh

19<sup>th</sup> – 21<sup>st</sup> April 2013

Through the International Programme, EventScotland is supporting major, world class events which are raising the profile of Scotland's Perfect Stage around the world.



**AMOUNT  
AWARDED  
£80,000**

Total reach for live  
and repeat  
viewing  
on Sky Sports 4 was  
**109K**

## EVENT PROFILE

This was the first major event to be hosted by Royal Commonwealth Pool since its £37m refurbishment. Tom Daley was the star attraction, making his first competitive appearance since taking Olympic bronze in London in 2012. Edinburgh was one of six meets out of Beijing, Dubai, Moscow and two in Mexico. The event was streamed internationally to 350K viewers and a highlights package was produced by Sky.

**53**  
athletes  
from **12**  
nations

NUMBER OF  
SPECTATORS OVER  
**3k**

“ The diving pool is great and the dry land training area is really good too. Everything is really nice. When it is kitted out for the Games it will look good – it's exciting! The atmosphere is great. If we can get anything like this for the Games it will be incredible. It was like a mini-London. (Tom Daley) ”

IN PARTNERSHIP WITH  
CITY OF EDINBURGH  
COUNCIL, UK SPORT AND  
BRITISH SWIMMING

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