



# ***PRESIDENTS'*** ***MEETING***

10 SEP - 12 SEP 2021 | **MUNICH** GERMANY

# **TARGET26**

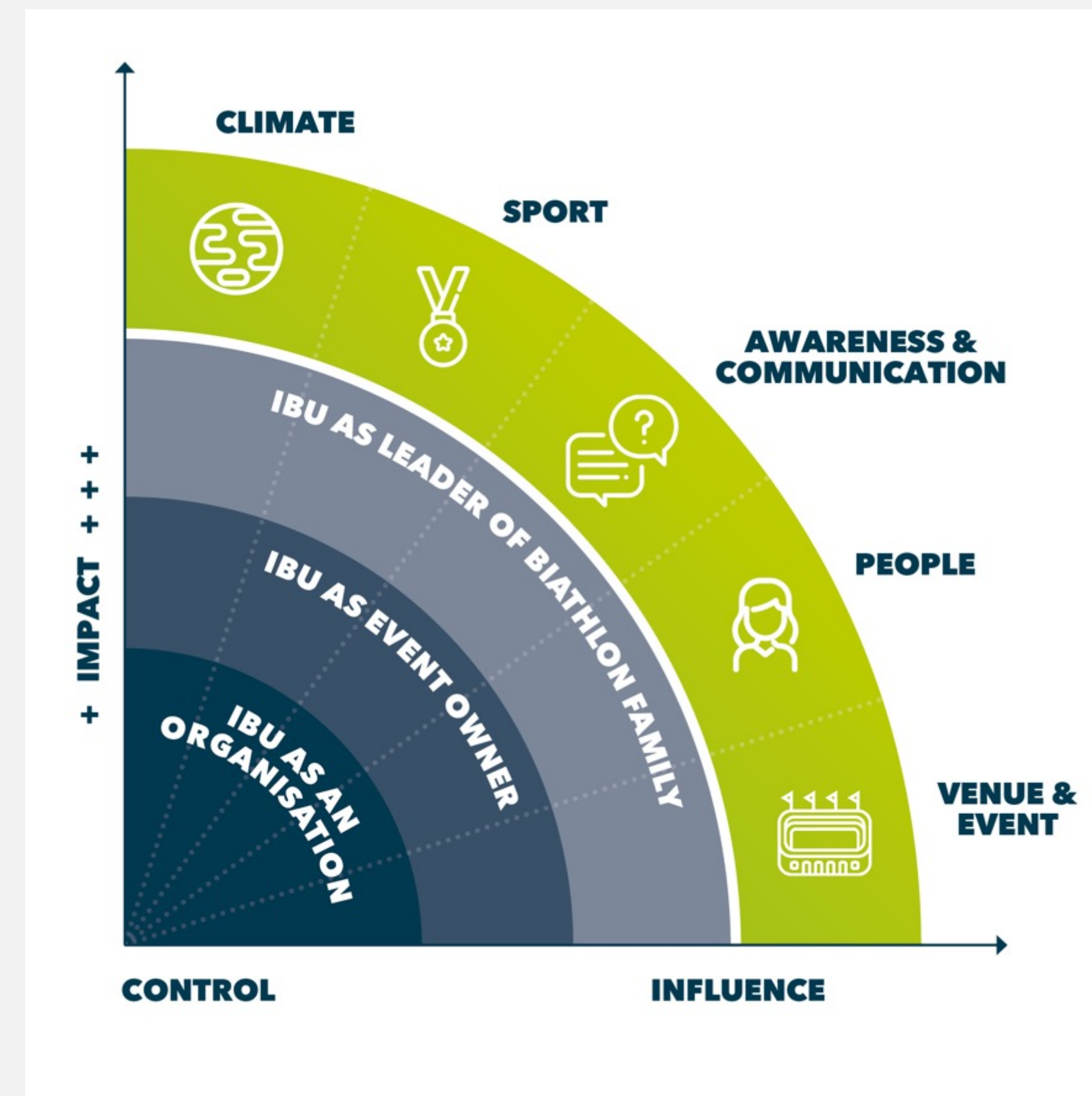
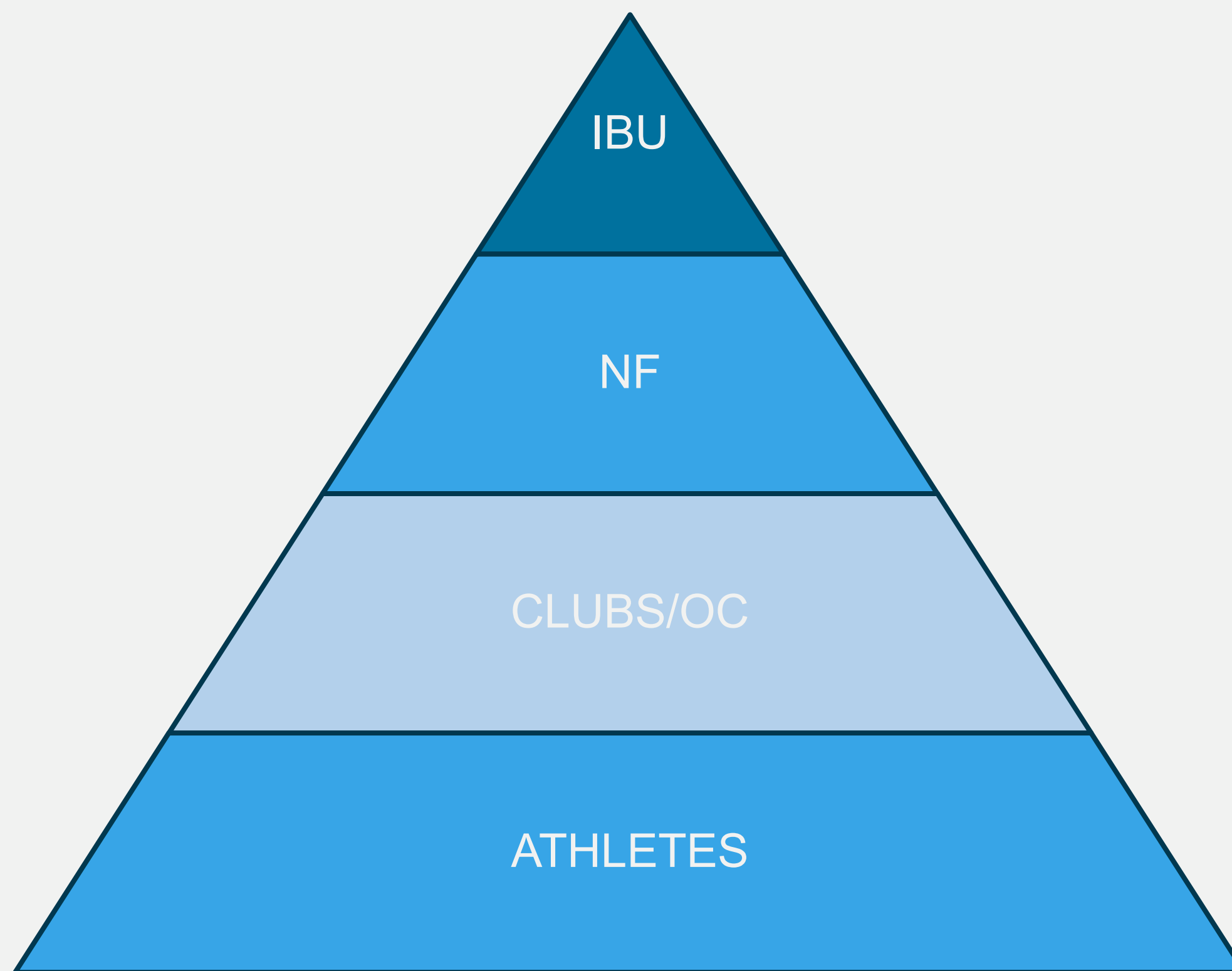
OUR STRATEGY FOR **FOCUSING,**  
**HITTING** AND **MOVING** - TOGETHER



**EXPLORE AND COMMUNICATE ADDITIONAL  
FUNDING OPPORTUNITIES FOR MEMBER  
FEDERATIONS FROM THIRD PARTY SOURCES**

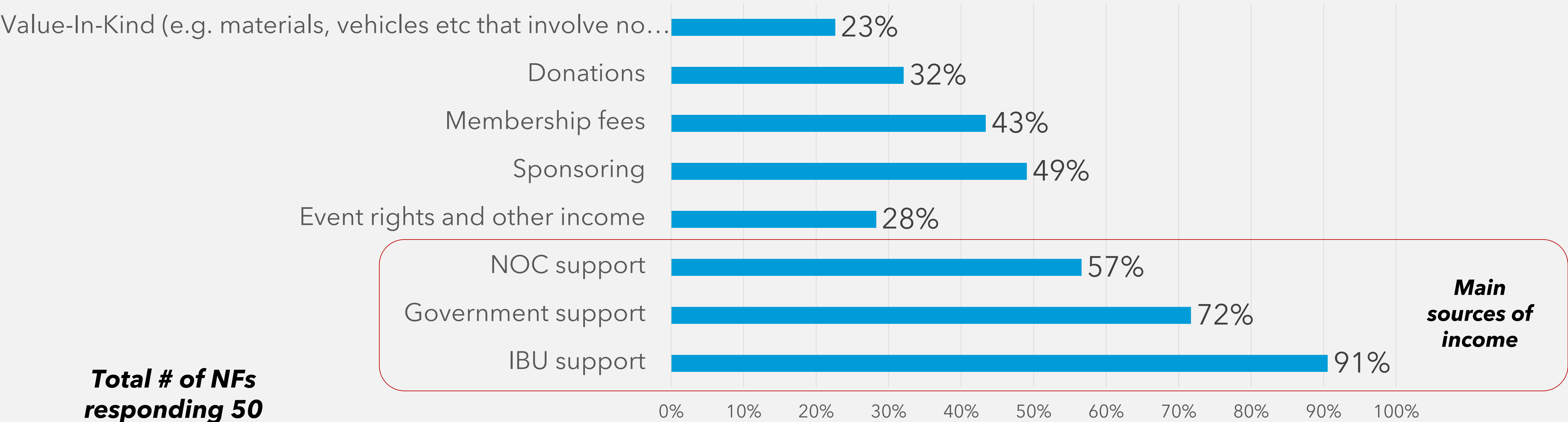
## REVENUES AND RESOURCES

- *We are a small sport*
- *Big commercial interest in a few countries*
- *Thanks to our financial support, we can show solidarity, and help many to develop*
- *To grow/expand/develop we need resources*
- *We need to review, explore and maybe innovate to increase resources.*



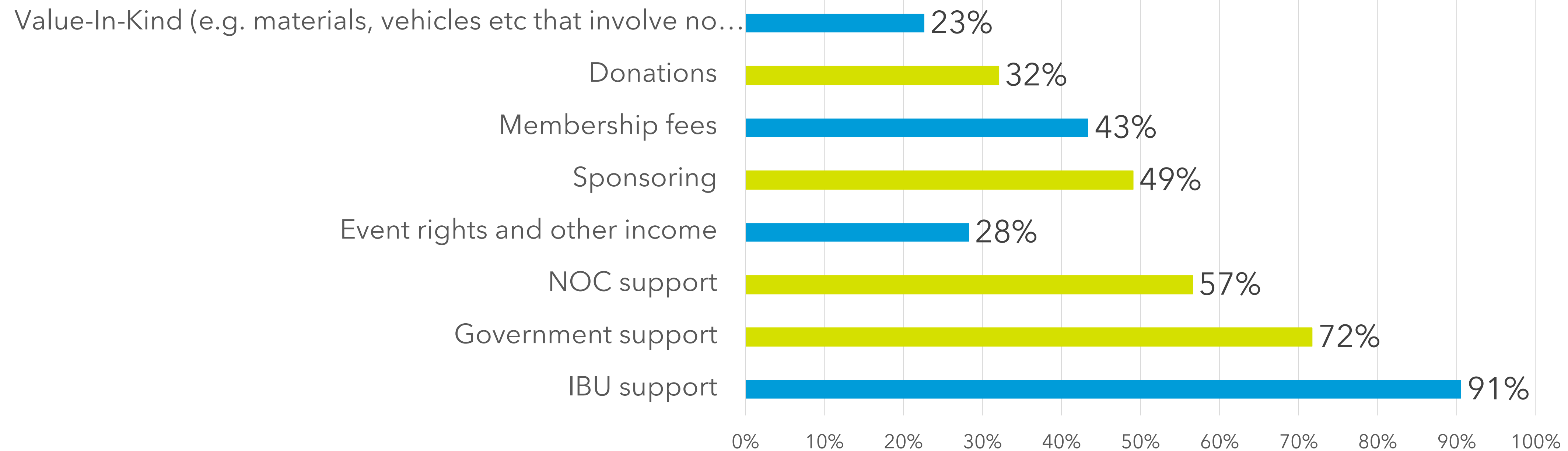
INCOME SOURCES

% of NFs with income from the following sources



## INCOME SOURCES

*% of NFs with income from the following sources*



**Main  
sources of  
income**

## **SPONSORING**

- ***Visibility/Recognition***
- ***Values***
- ***Reach digital***
- ***Knowing your Fans/Followers***
- ***Relations***

## SPONSORING

- *Visibility/Recognition*
- *Values*
- *Reach digital*
- *Knowing your Fans/Followers*
- *Relations*

*PR, Media Relationships*

*Who are you? Clean Sport, Gender, Sustainability, Governance, Performance*

*How many and most young people get information*

*Age, Gender, Interests*

*Build networks, meet people, pitch ideas, create networks*



## SPONSORING

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## KEY FACTS - EXECUTIVE SUMMARY



### **Another record breaking season**

- Continued growth across all KPI's for World Cup.
- Stable performance of World Champs despite massive competition from Australian Open tennis and FIS World Championships.
- Excellent platform not only for IBU partners but also for NF sponsors.



### **Olympics - key opportunity**

- Single most relevant factor to introduce new fans to the sport across all markets.
- Crucial opportunity to grow the sport outside of the core markets - in many strategic markets (e.g. US or UK) it is the only event with live coverage on FTA TV.



### **Impact of Covid-19**

- Fan interest and engagement grew during pandemic - this needs to be sustained now, given the Olympic opportunity.
- As for many other sports, fans want to get back to attending events.
- Event organisers need to analyse data to develop best comms approach.



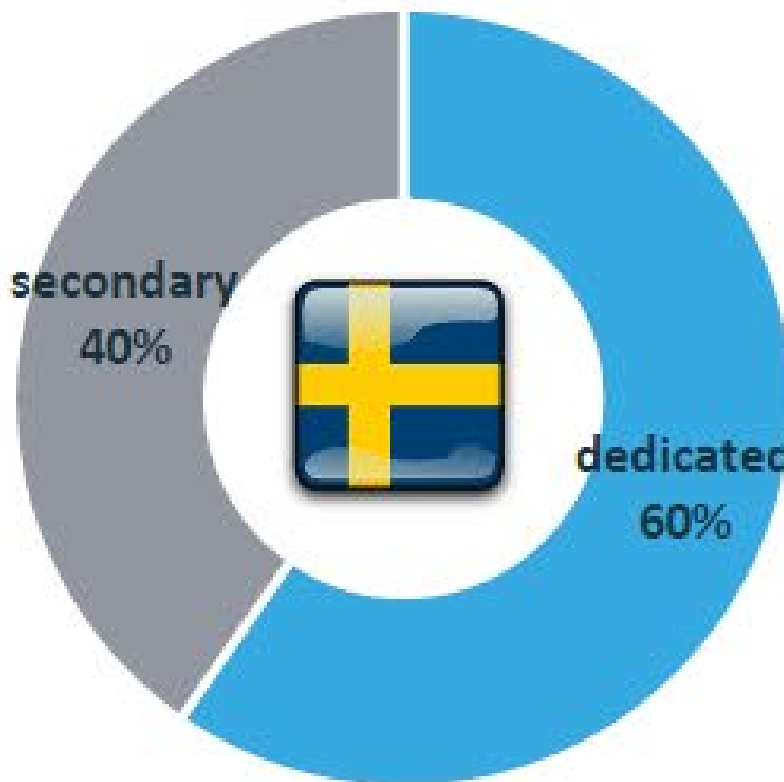
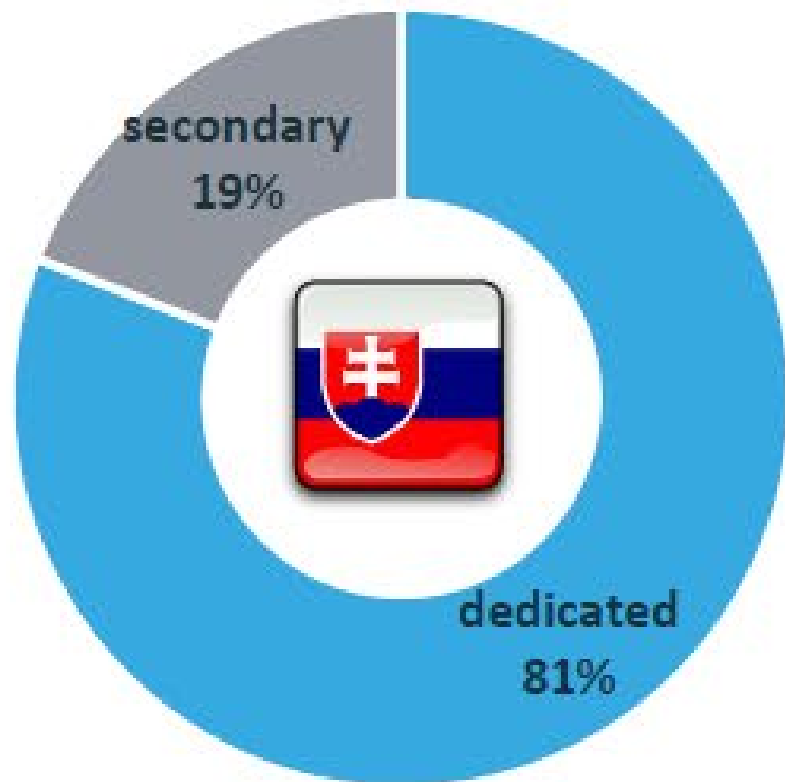
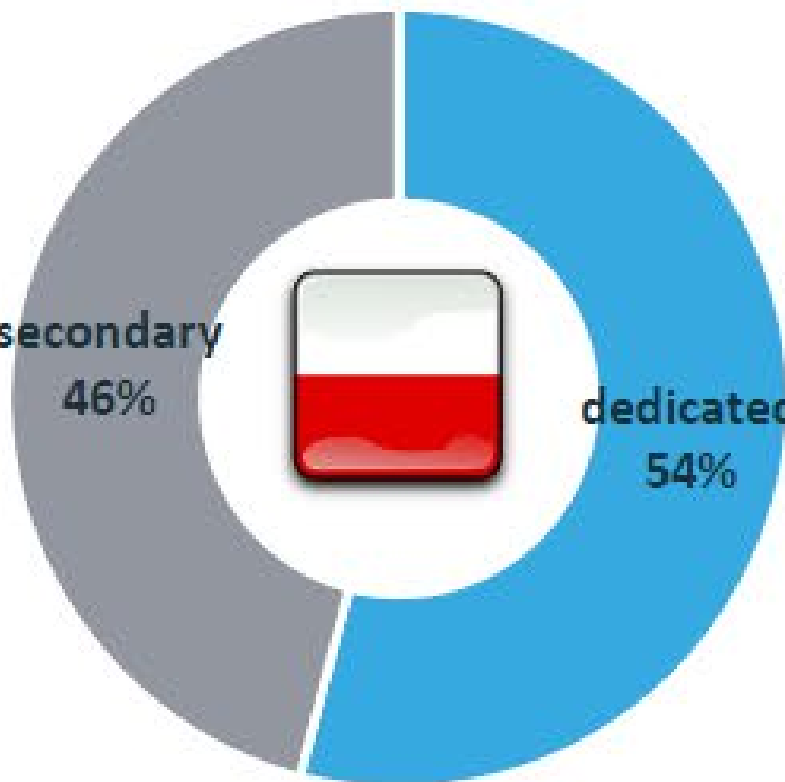
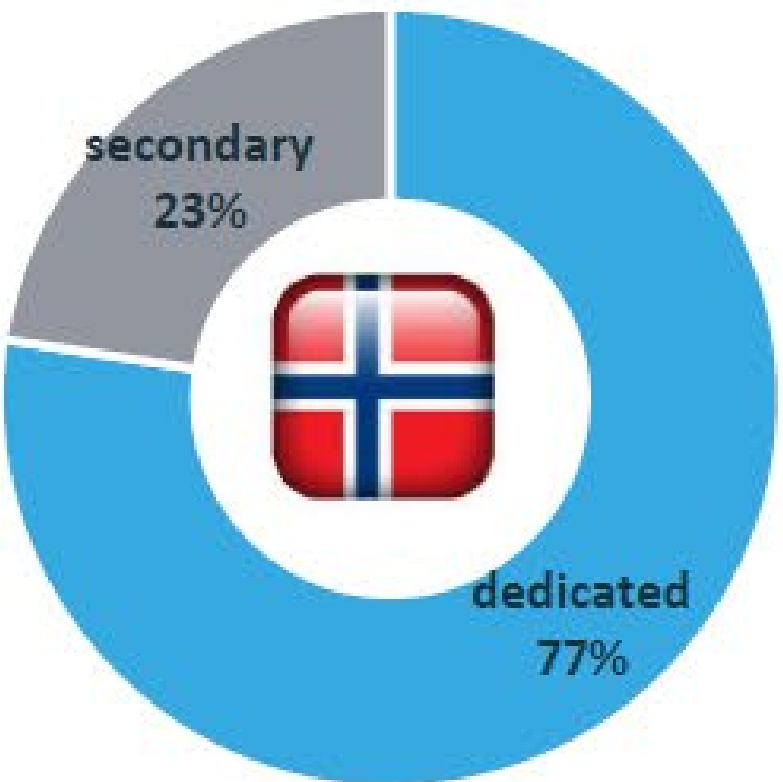
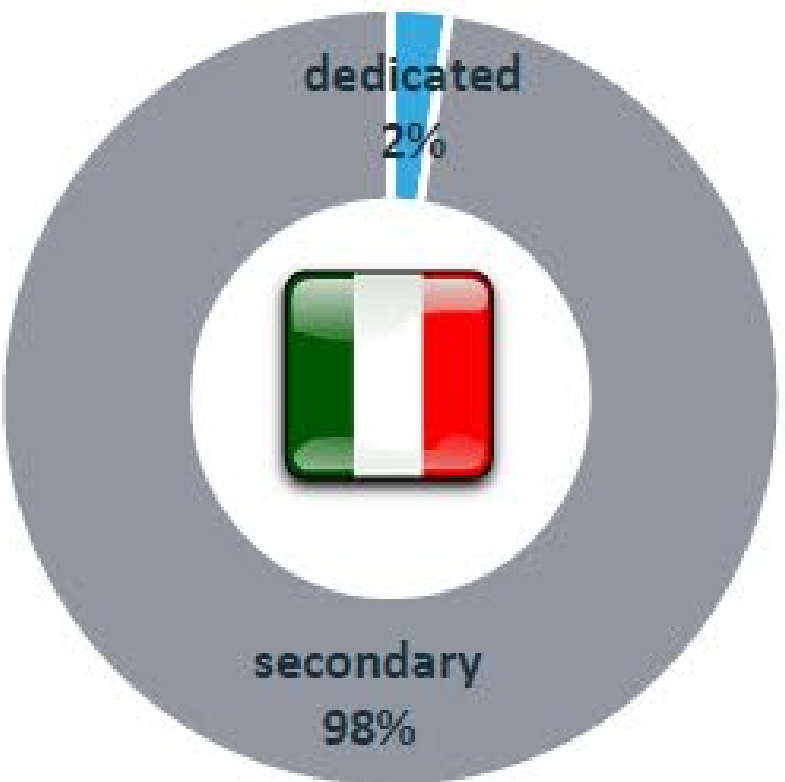
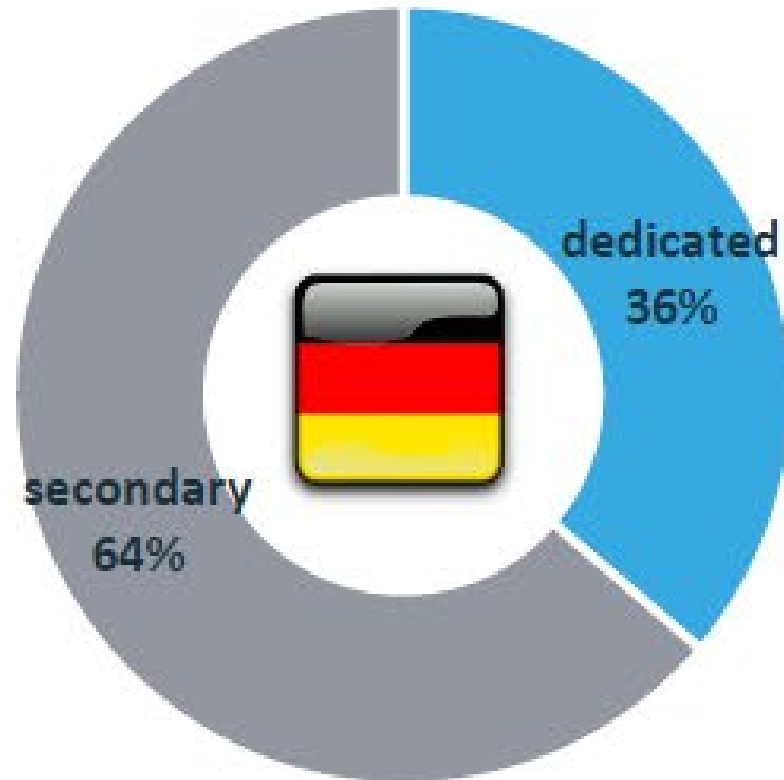
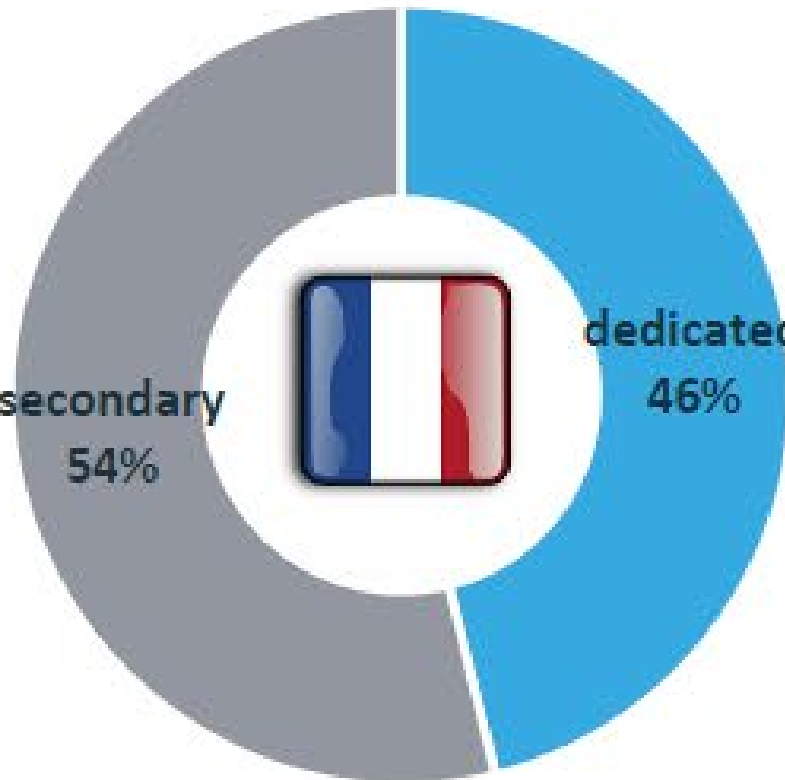
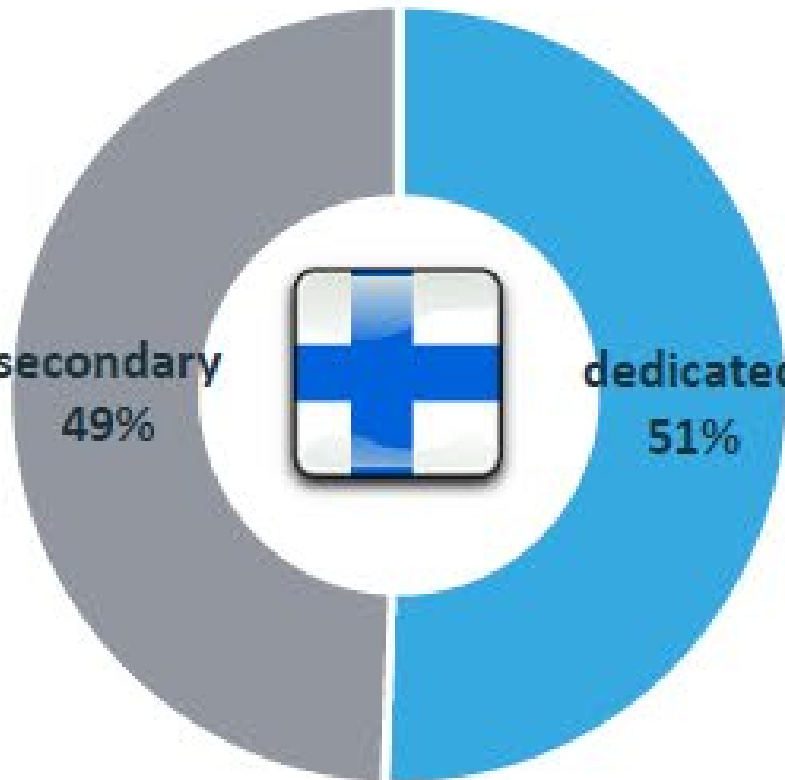
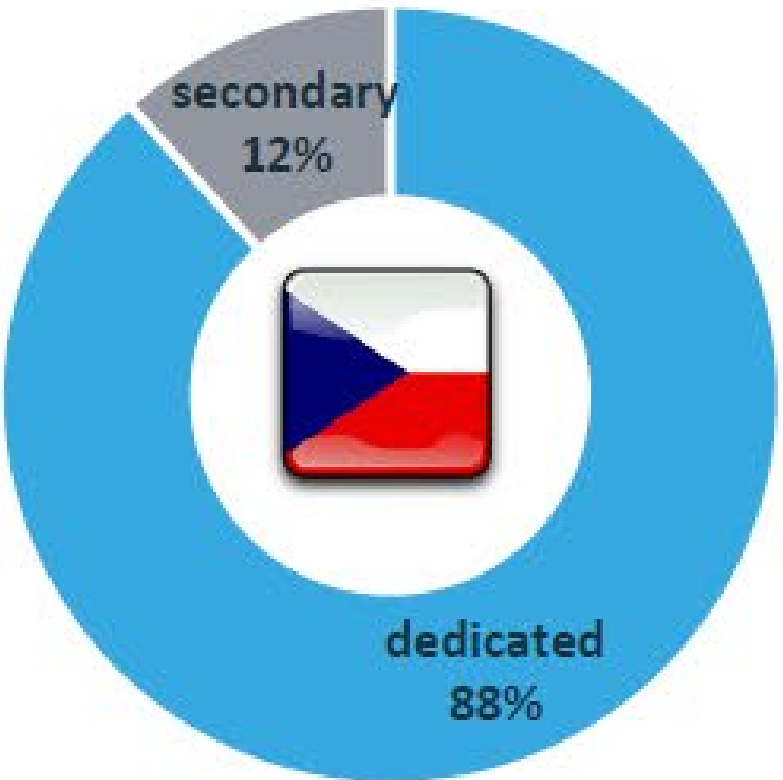
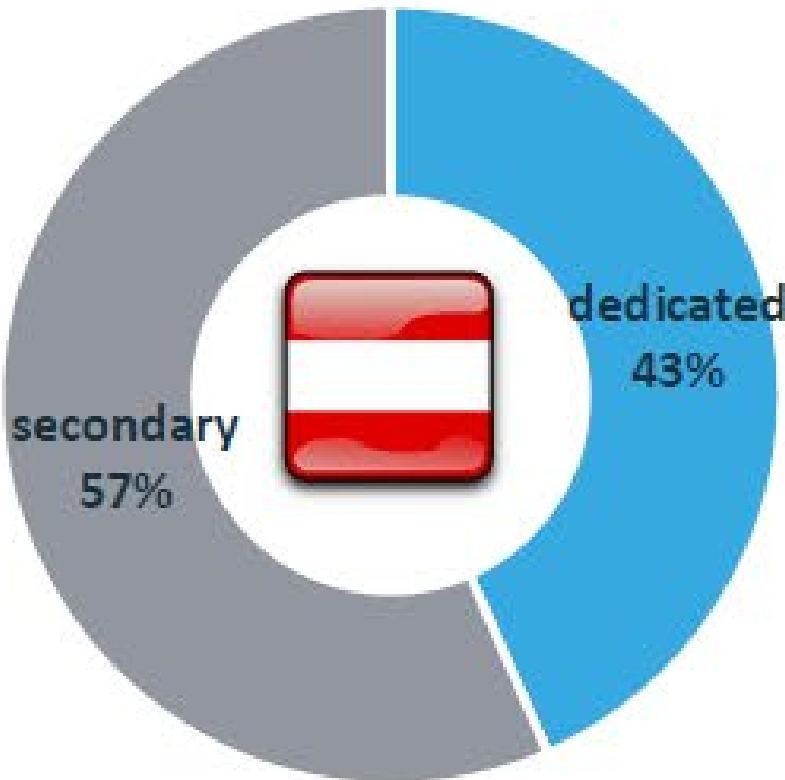
### **Digital**

- Social media performance will determine long-term success of the sport to ensure continued growth in younger demographics.
- Current offer is well received - very healthy engagement levels and good earned media KPI's.
- Clear fan expectations for app launch.



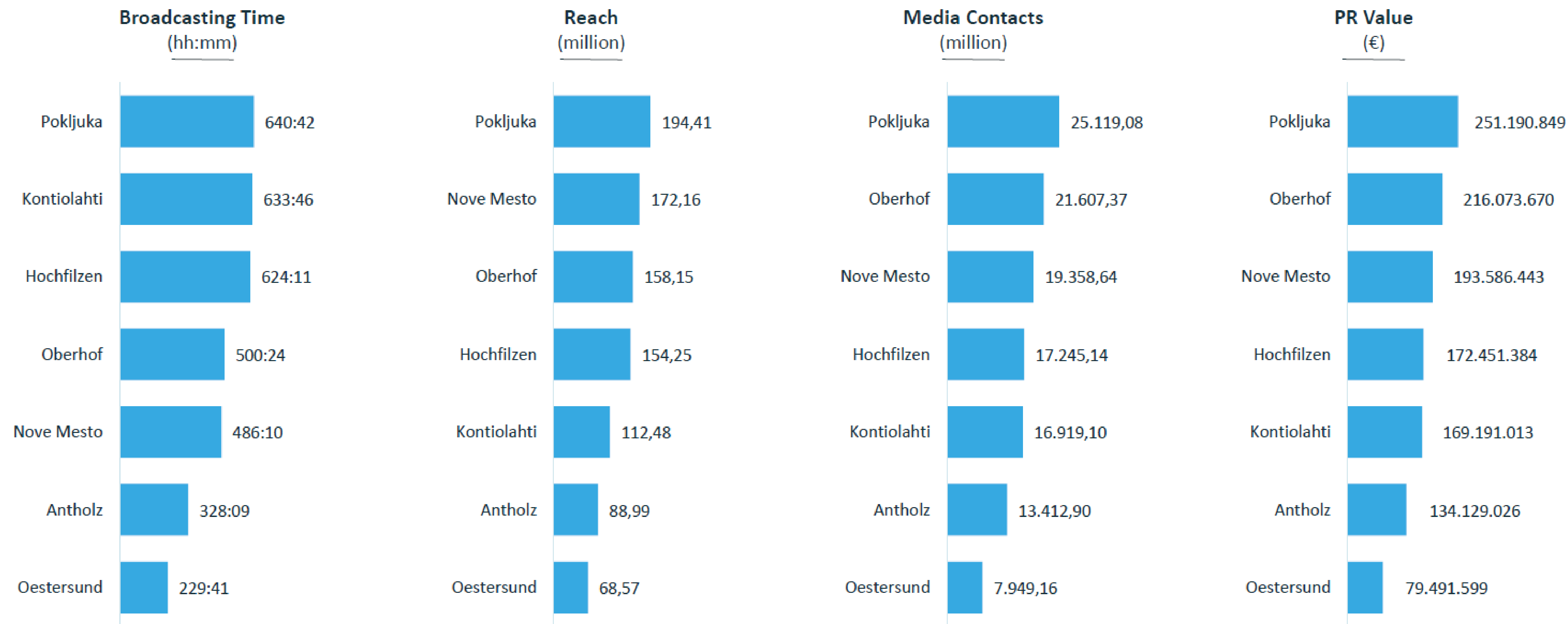
# MANAGEMENT SUMMMERY

SPLIT BY DEDICATED & SECONDARY  
(REACH)



# TV MEDIA EVALUATION

## BY EVENT-VENUE (TV ONLY)



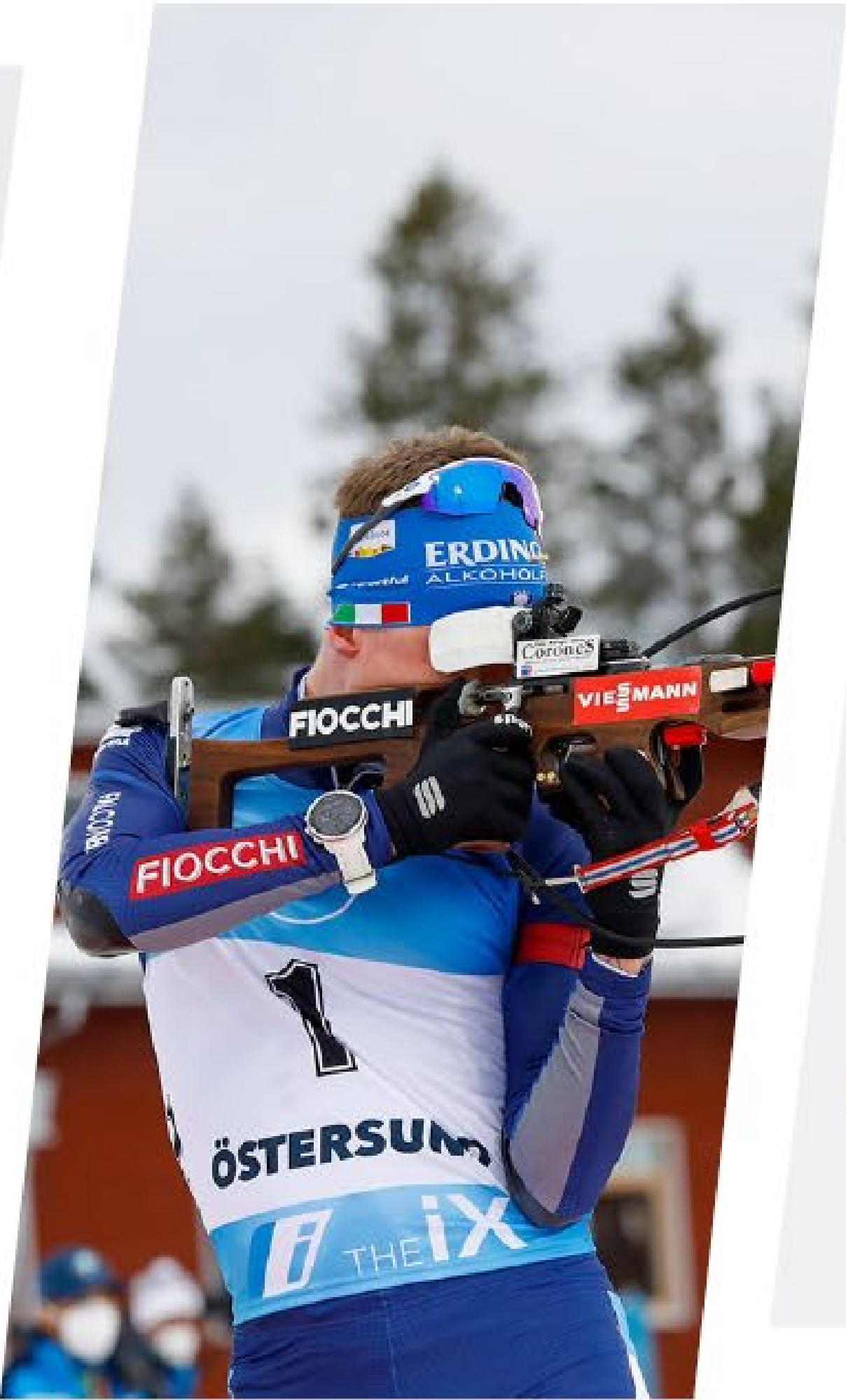
# SOCIAL MEDIA EVALUATION

## TOP AUTHORS – ENGAGEMENT



### Top 10 authors – total engagement

IBU Biathlonworld	2.435.056
DSV Biathlon	1.032.235
Dorothea Wierer	541.543
Sebastian Samuelsson	365.474
Benedikt Doll	343.025
Denise Herrmann	312.183
Tiril Eckhoff	311.586
Viessmann Sport	266.668
SVT Sport	204.017
Franziska Preuß	198.953



### Top 10 authors – average engagement

WUMMS	49.196
martinfourcade	47.249
Dorothea Wierer	38.682
Johannes Thingnes...	31.915
Tiril Eckhoff	23.968
stinanilssoons	20.557
Tarjei Bø	18.074
Quentin Fillon	14.084
benediktdollbiathlon	13.912
hauser_lisa	13.910

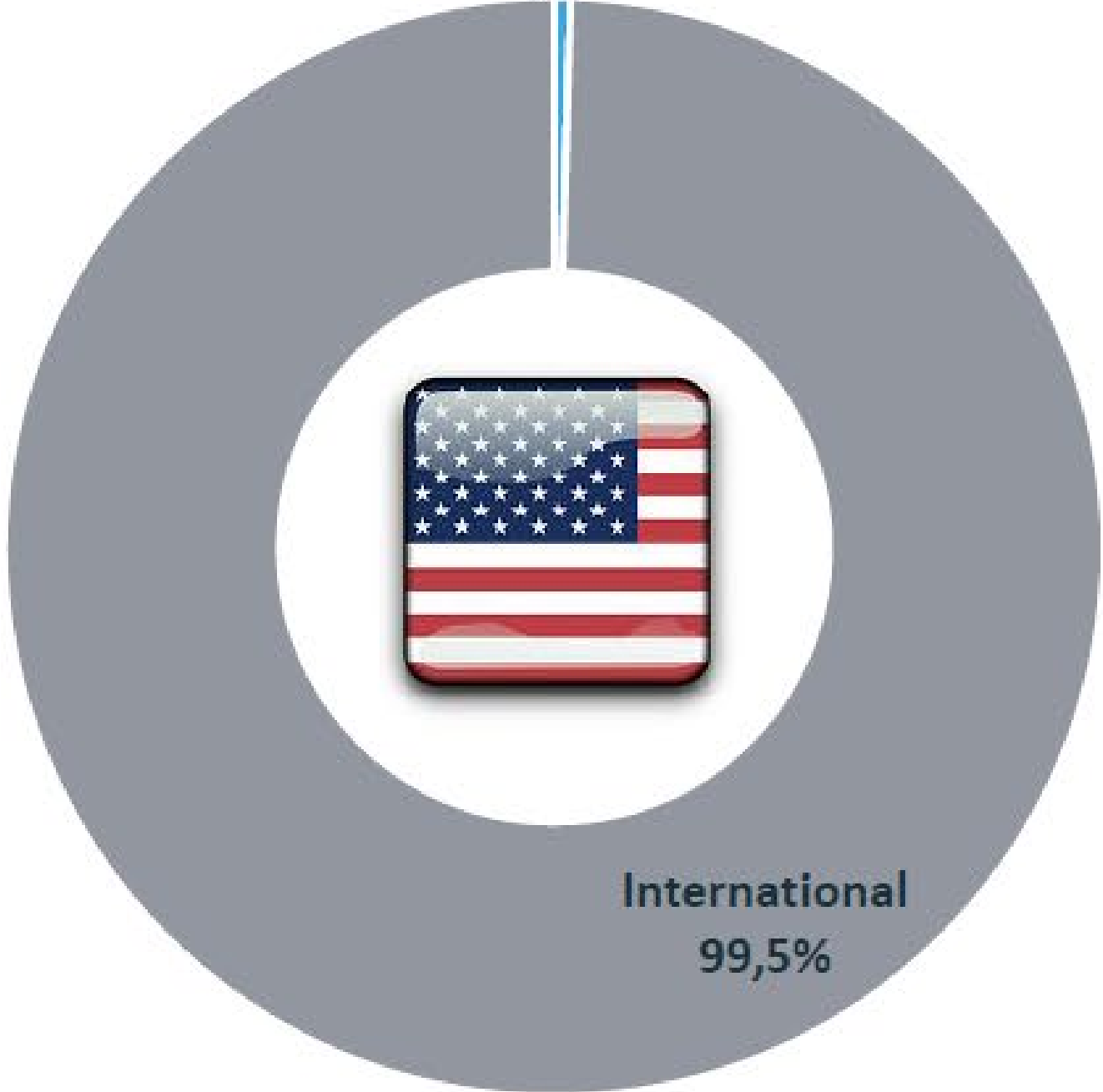
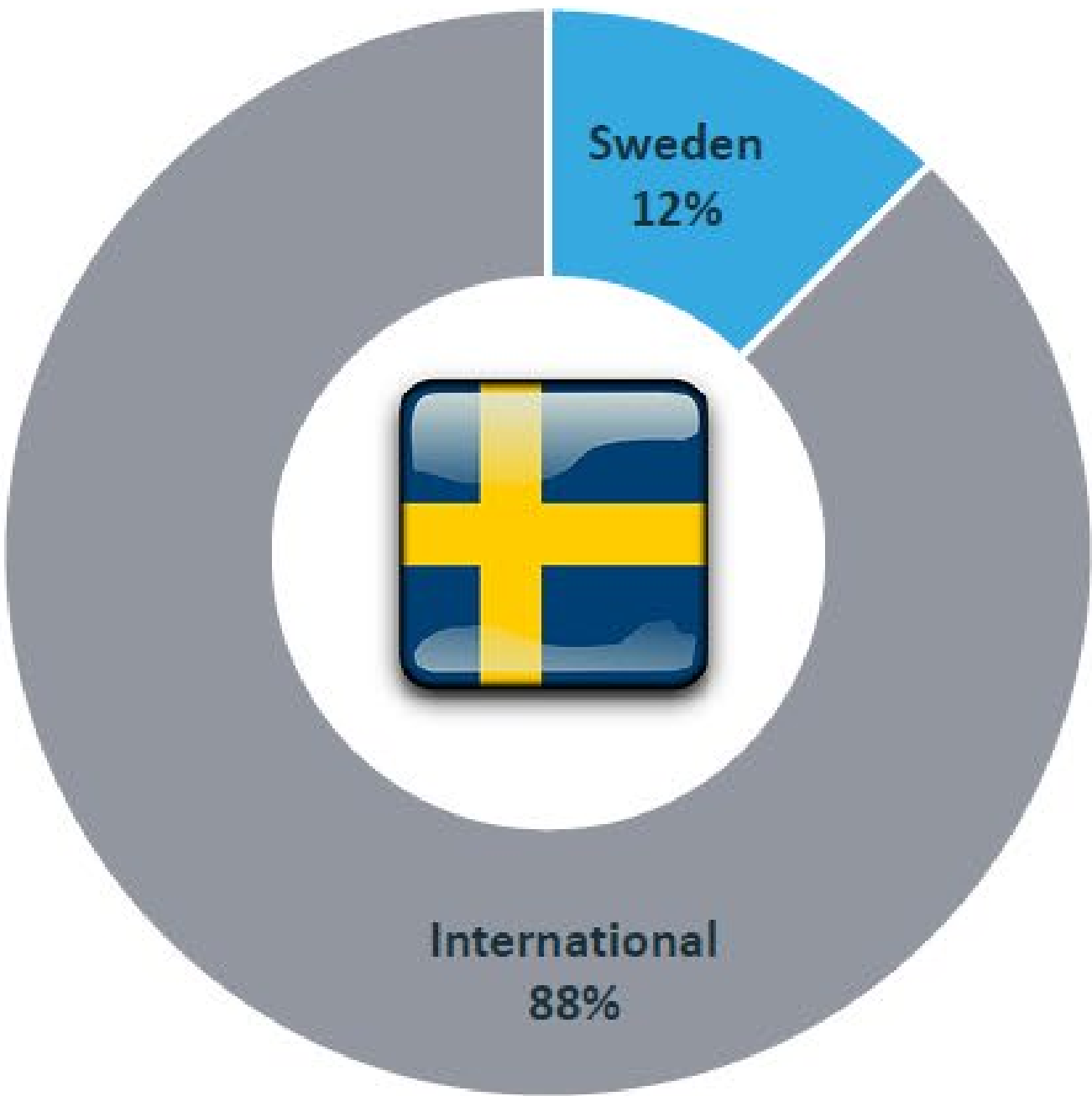
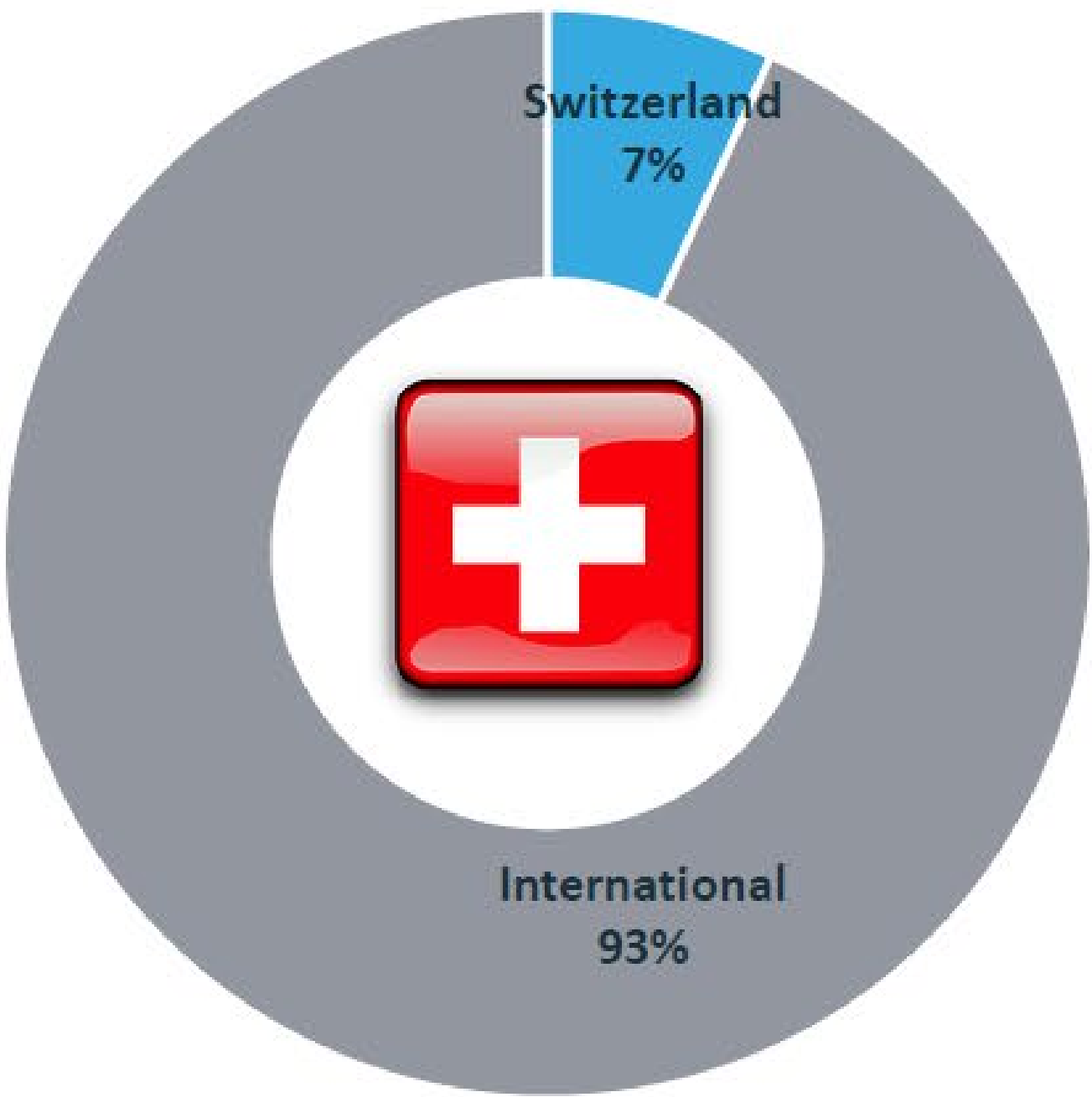


# OVERALL SPONSORSHIP RESULTS

HOME MARKET VS. INTERNATIONAL  
BY AD EQUIVALENT VALUE



USA  
0,5%



# SPONSORSHIP KEY FACTS

## TEAMSPONSORS



Mentions

629 k



Sponsorship  
Contacts

32.193 m



Top Source

Overall

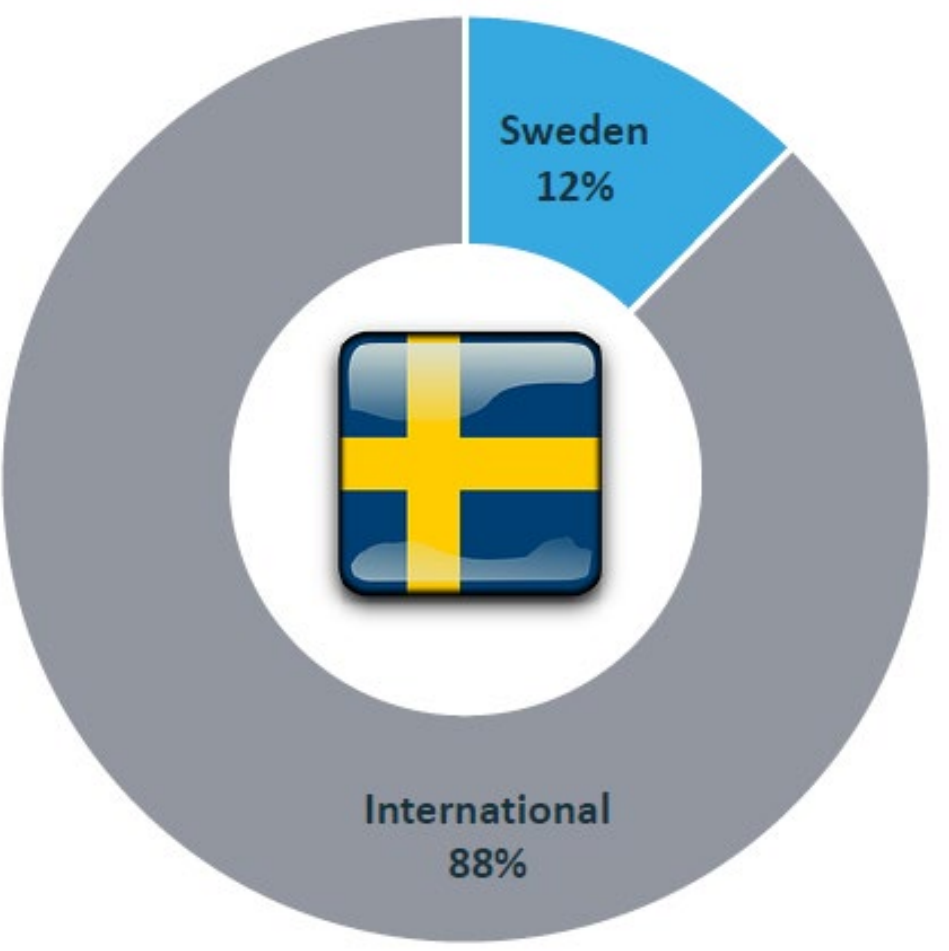


Ad Equivalent  
Value

265 m

# SPONSORSHIP KEY FACTS

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Today we will cover these 8 key sections:

## UNDERSTANDING BIATHLON FANS

How does affinity compare between different fan segments?

## COVID-19 EFFECT

How are biathlon fans feeling since Covid-19?

## POST PANDEMIC EVENT ATTENDANCE

Are fans wary or eager to return to events?

## BROADCAST AND MEDIA

How does attitudes towards media consumption vary between audiences?

## IMPORTANCE OF THE OLYMPICS

How important is the Olympics in growing biathlon interest?

## SUSTAINABILITY

What do fans want the IBU to introduce to make events more sustainable?

## APP

What consideration do the IBU need to have when developing the app?

## CHANNELS & CONTENT

What content do fans want?

Government/State Support



**Can we do anything  
to help you?**

# EU Funding

**We have joined the EOC EU Office in Brussel**

**Support**

**Information sharing**

**Education**

**Erasmus, cooperation among member nations**

**Regional Development Plans (Infrastructure)**

**We want to support**



# Olympic Solidarity

**Some NF/Athletes receives support.**

**For help/support please reach out to development department.**



# New funding

**Licensing**

**Digital Channels**

**Activation of sponsors VIK/MIK**

**Crowed Funding**

**Sustainability**



**We need to work together, share information, best practice.**  
**We compete on the field of play but outside lets be the biathlon family are.**



Next step

# Webinar end of October

