



Communications

Update

IBU Presidents' Meeting 2021

11 September 2021

01 INTRODUCTION (I. Lehotan)

02 DIGITAL ECOSYSTEM

03 COVID SEASON 20/21

04 WINTER OLYMPICS 2022

05 Q & A

AGENDA

FROM TARGET 26 TO AN INTEGRATED ECOSYSTEM



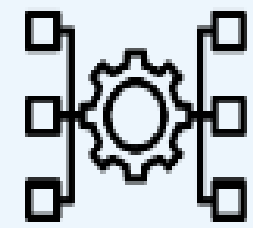
WHY we are doing it

RECALLING THE OBJECTIVES - TARGET 26

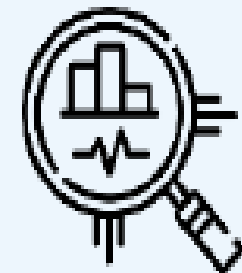
- Establish a fully integrated IBU digital ecosystem
- Develop capabilities to place the IBU at the heart of developments in the digital world
- Goals by 2022:
 - Establish an innovative digital and social media strategy,
 - Upgrade of the IBU website
 - Develop a centrally-owned IBU mobile app
 - Analyse potential of e-Biathlon and gamification
 - Build institutional capacities

DIGITAL STRATEGY 2020

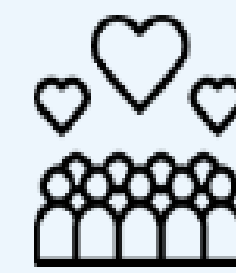
BUSINESS OBJECTIVES



Enhance
Collaboration &
Efficiencies Between
Groups



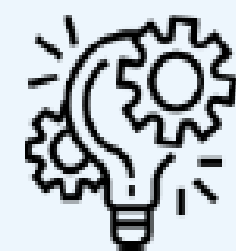
Gain a Better
Understanding of
Biathlon Fans



Increase Fan
Engagement and
Improve
Experiences



Increase Value
Added to IBU
Partners &
Broadcasters



Grow the Sport
and Fanbase through
Digital Innovation

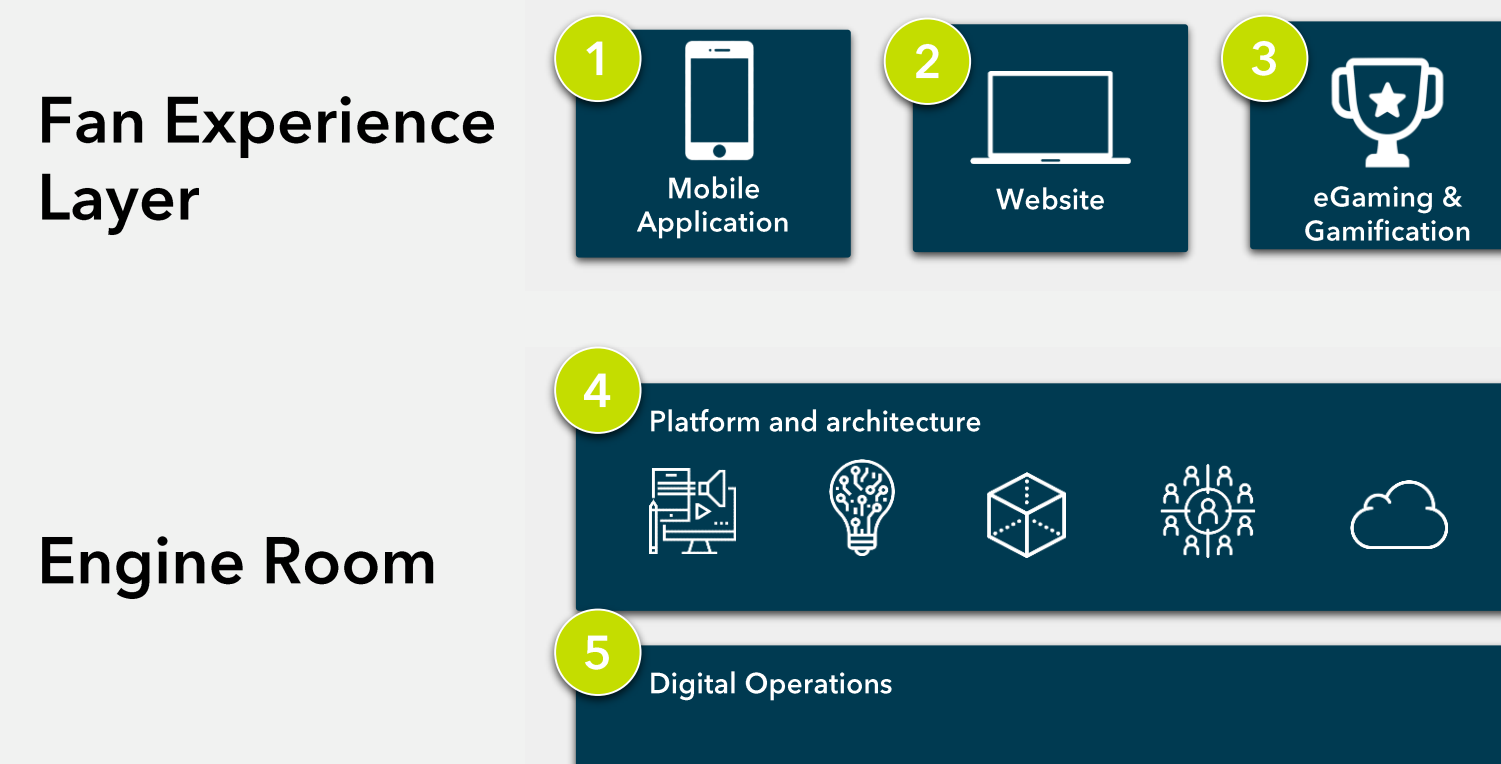
FROM TARGET 26 TO AN INTEGRATED ECOSYSTEM



HOW we are doing it

DIGITAL STRATEGY 2020

Core building blocks of an IBU digital ecosystem



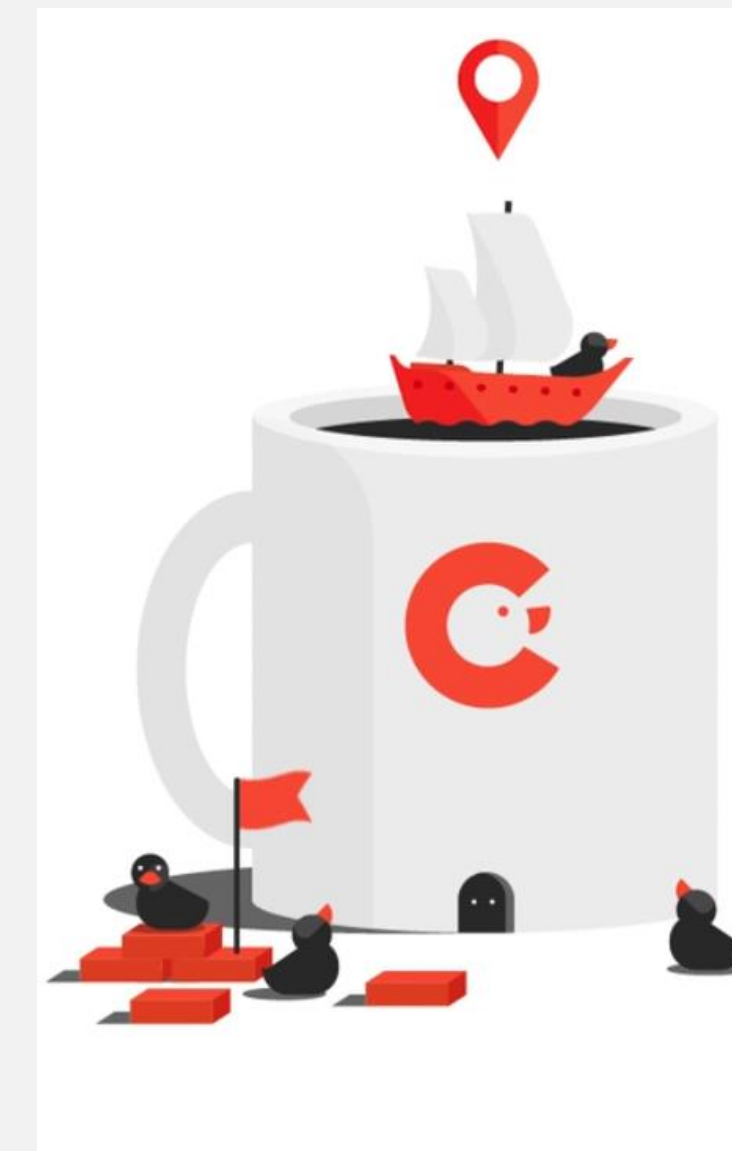
1. **Mobile:** creation of a new native mobile app
2. **Web:** Transform and evolve IBU's owned & operated websites, introducing new ways to collaborate with organizational partners
3. **eGaming & Gamification:** Consider gamified experiences and fandom to connect with new and existing biathlon fans
4. **Platform & Architecture:** The relevant engineering services needed to power the ecosystem
5. **Digital Operations:** Operational requirements to execute against recommended strategy

IMPLEMENTATION 2021- OUR CURRENT FOCUS

- Launching a „minimum viable product“ in Nov 2021
 - **Official IBU App (state of the art, native)**
 - **A new biathlonworld.com website**
- Build a strong and reliable engine room (platforms, services, data)
- Content Delivery into the Ecosystem

OUR NEW PARTNER: **VINCIT** (vincit.fi)

- Finnish digital transformation agency and software development company
- Suunto and service industry partners
- New to sports – new potentials
- Cooperation started in March

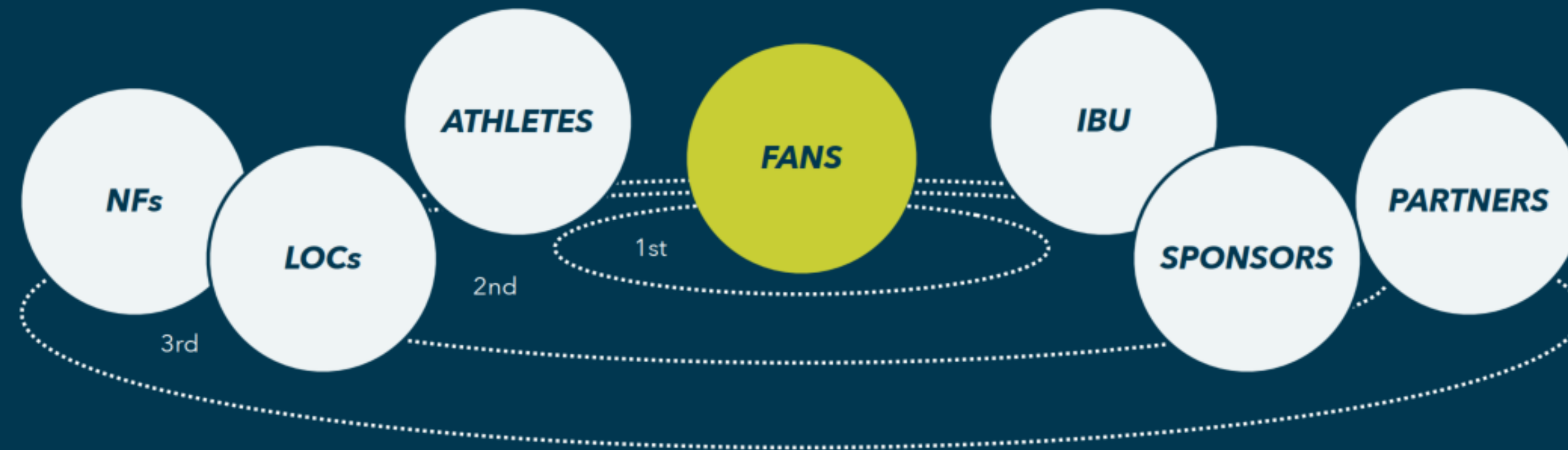


FROM TARGET 26 TO AN INTEGRATED ECOSYSTEM



***WHO we are doing it
for***

WHO ARE WE FOCUSING ON NOW?



**WE FOCUS ON
MAXIMISING ENGAGEMENT FOR THE FANS**

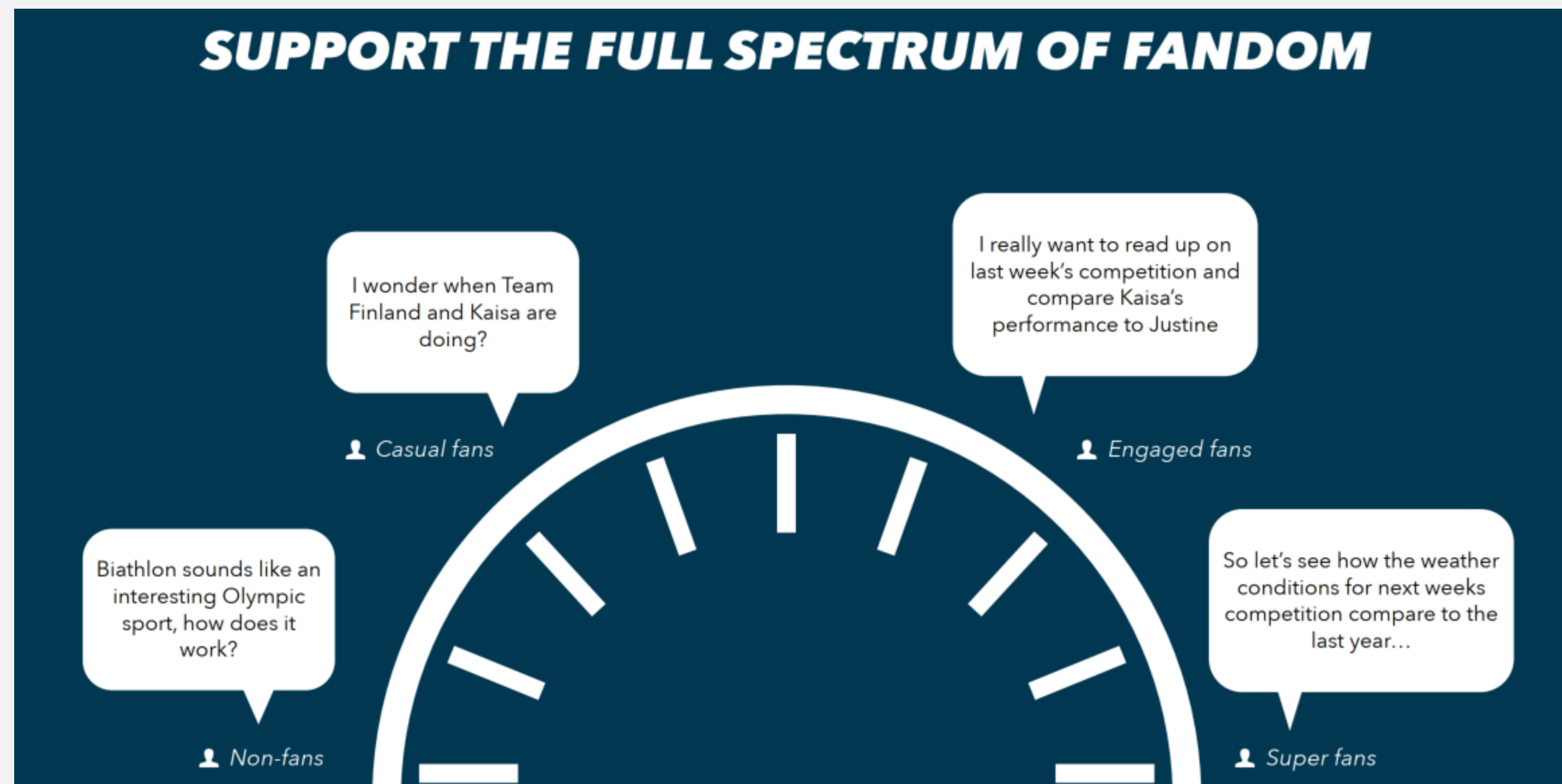
Personalisation

Interaction

Relevant real time Data

Exciting Statistics

Contextual Onboarding



ROLES OF TOUCHPOINTS

"PULL"



IBU WEBSITE

- capture traffic from the beginning of the engagement funnel
- support use cases around:
 - onboarding to biathlon via contextually compiled information
 - offer latest news and statistics
 - drive user registration and to download app

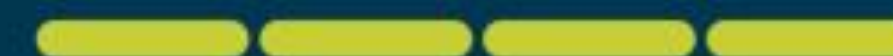


"PUSH"



IBU APPLICATION

- drive engagement deeper with personalised experience (both registered and anonymous):
 - prompt following athletes to create basis of personalisation
 - push relevant updated and real time data to user
 - offer most engaging customer experience around events (1st screen mode and 2nd screen mode)



UNDERSTANDING OF USER
(DATA GATHERED)

WHAT WE LEARNED FROM OUR FANS:

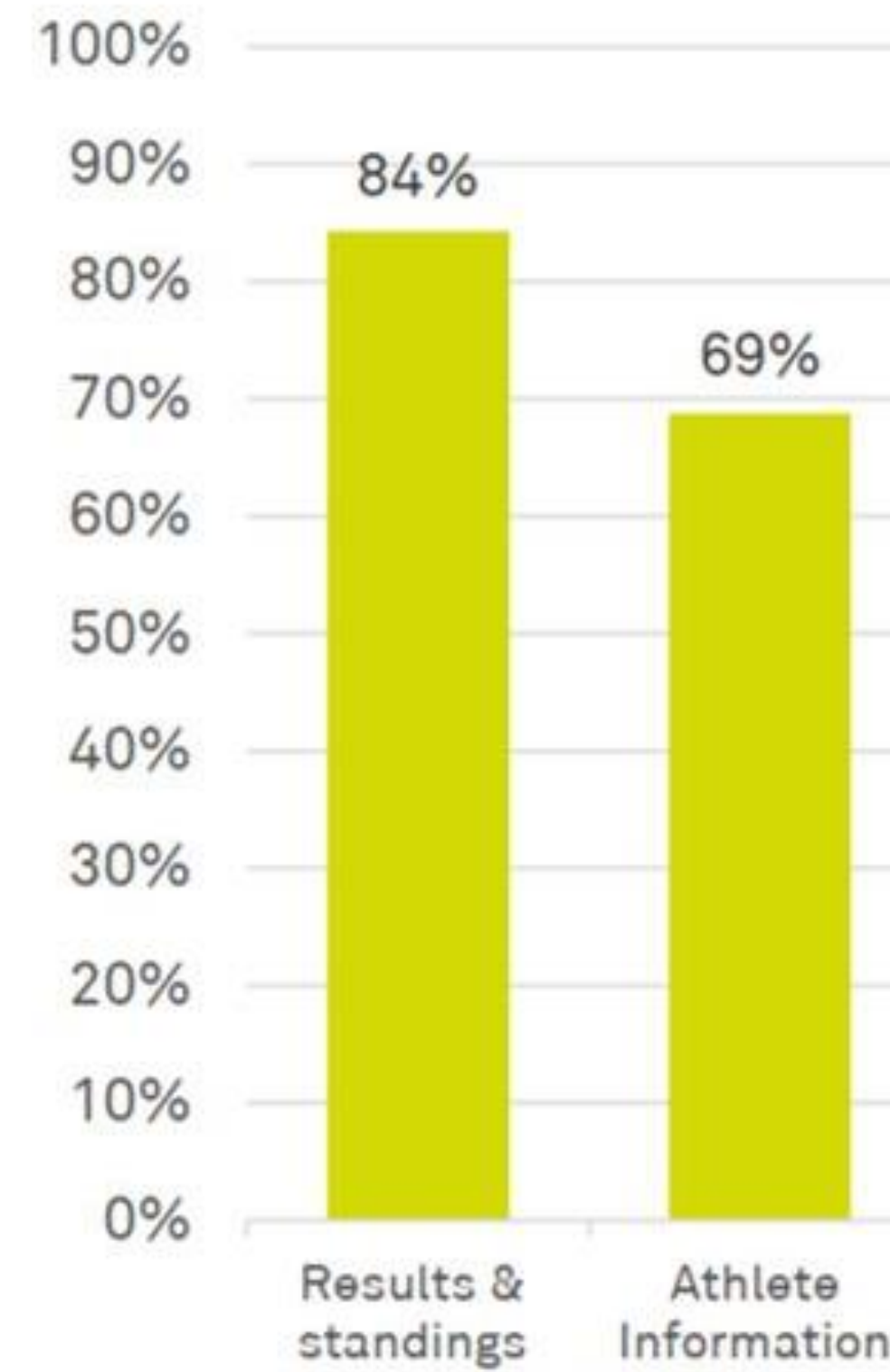
- Build an app for First and Second Screen use
- Focus on Athletes and Personalisation
- Generate appetite, keep people engaged, provide the most relevant info easily accessible



76% Would like to use an IBU App

Vs. 81% in the 2020 survey

Q: Would you be interested in a biathlon app? N=13,330



72% of fans want a personalised experience on their favourite athletes being the most in demand.

I would like the content to be reflective of my favourite athletes

I would like the content to be reflective of my country's athletes and results



- „Rise the tide to lift every boat“ (Reach out to new fans and markets, engage fans, grow a digital fan community)
- Promote our biggest assets better: the athletes and their stories and our competitions
- Create and direct traffic to your sites (NF-IBU coordination!)
- Content Library for our stakeholders to exchange relevant content all year long (new TV contract)
- Integrate OCs into the system to meet their business goals

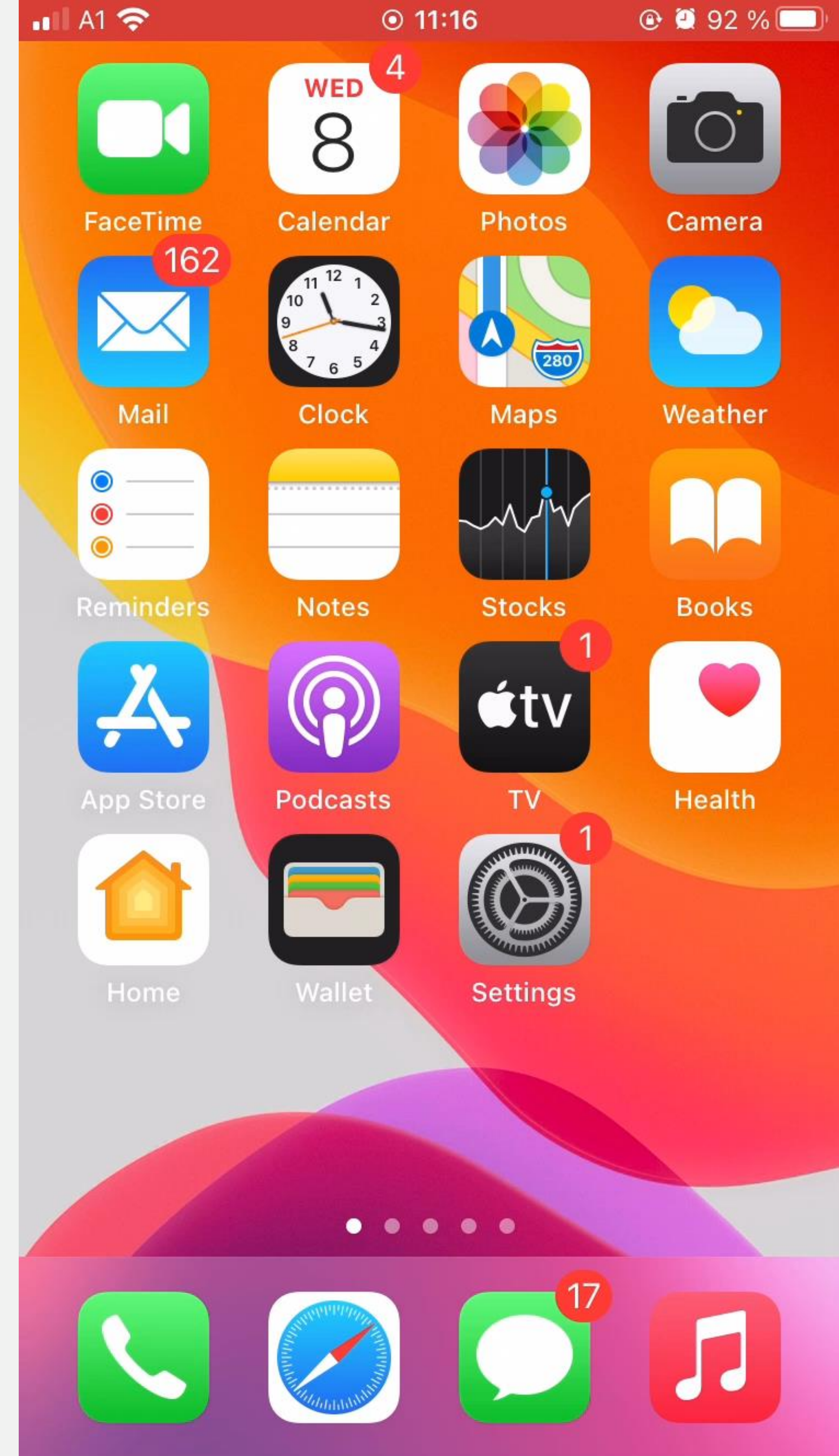
WHAT WE WILL LAUNCH IN NOVEMBER 2021

APP & WEB STATUS



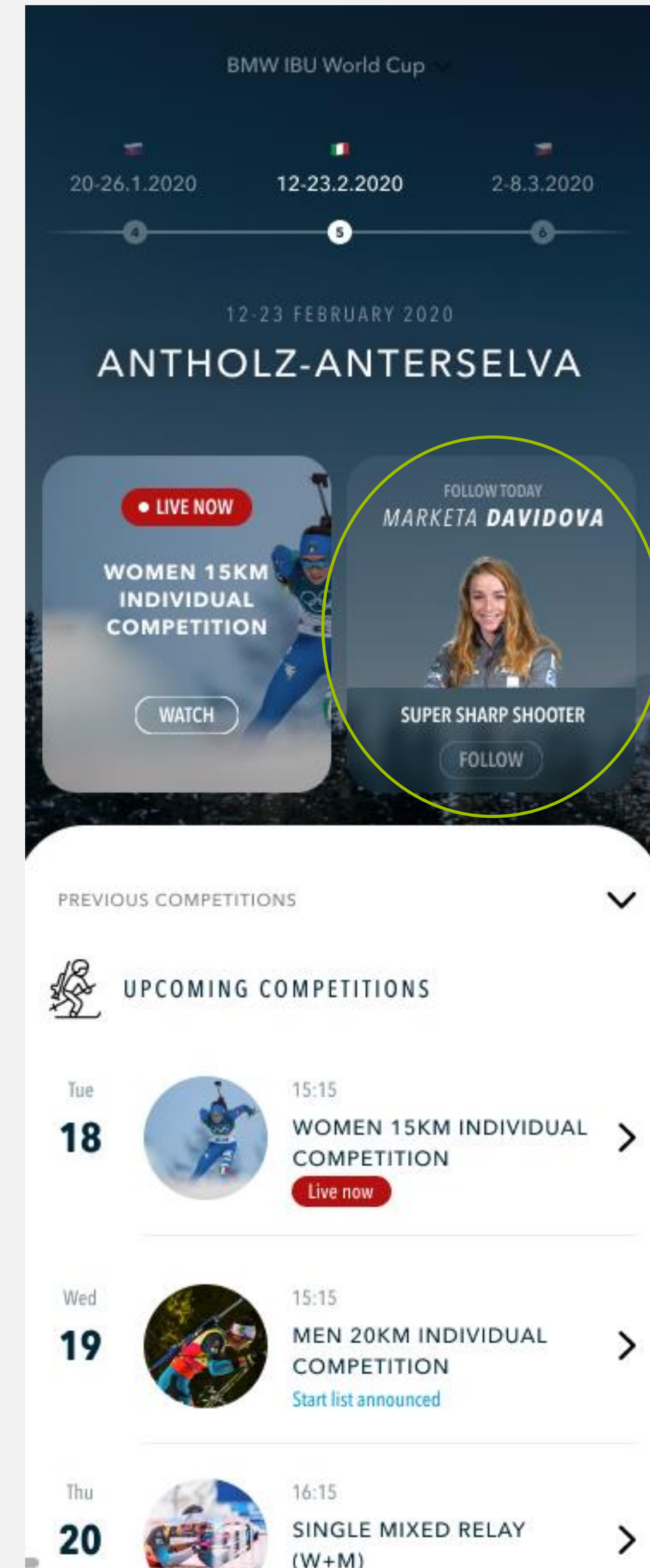
App features

- „Pulse“ – Live Ticker
 - Heart of the App
 - Competition at one glance
 - Replaces datacenter for public
 - Personalisation options



APP FEATURES

- Content Cards to promote athletes and stakeholder content
- Potential NF content like athletes, news, important information



Athlete FEATURES

- Athletes Profiles
- Statistics
- Media Content

DOROTHEA WIERER
ITA FOLLOWING

Stats Results Overview

SEASON PERFORMANCE

Season 2020/2021

SKIING TIME BEHIND FASTEST **+1s/km**

SHOOTING PRONE **91**

SHOOTING STANDING **95**

PERFORMANCE HIGHLIGHTS

SKIING STAR RAPID FIRE SHOOTER SHARP SHOOTER

PERFORMANCE TREND

Season 2020/2021

DOROTHEA WIERER
ITA FOLLOWING

Stats Results Overview

RESULTS

Season 2020/2021

SEASON	COMP.	CUP	VENUE	RANK	SHOOTING
20/21	MS	WC	OESTERSUND	2	2 0 2 2
20/21	PU	WC	OESTERSUND	3	2 0 2 2
20/21	SP	WC	NOVE MESTO	5	2 0
20/21	MR	WC	NOVE MESTO	12	
20/21	PU	WC	NOVE MESTO	9	2 0 2 2

SHOW ALL

RANKING

SEASON	SCORE	TOTAL	IN	SP	PU	MS
20/21	821	5	1	4	7	8
19/20	850	1	2	2	2	1

DOROTHEA WIERER
ITA FOLLOWING

Stats Results Overview

SEASON 2020/2021

WORLD CUP

RANKING TOTAL SCORE POINT

5th 821

IBU CUP

RANKING TOTAL SCORE POINT

5th 821

CAREER PODIUMS & MEDALS

OLYMPIC MEDALS: 1

WORLD CHAMPIONSHIPS MEDALS: 4 3 3

WORLD CUP PODIUMS: 18 14 18

2 9

November 2021:

First-Ever Official **IBU App**

and new

biathlonworld.com

is coming!

COVID SEASON 2020/2021

Successful Adaption



A season with Covid-19 Rules

- Less media on-site
- New venue setup for media
- Changed accreditation rules for journalists
- Additional media services by IBU
- Trust through transparency



...and interest in biathlon grew during the pandemic!

↑ **+10%** total average audience @ IBU WCH (11.2 mio)

↑ **+50%** total average audience @WC (now at 9.5 mio)

↑ **25%** of fans more interested in biathlon since pandemic

↑ **+31%** growth on Instagram with 32 million views of Athletes GIFs



IBU OPEN EUROPEAN CHAMPIONSHIPS

- The total average audience grew **271%** on a year-to-year basis



BMW IBU WORLD CUP 2020/2021

- Coverage in more than 100 markets globally
- **68.3** million hours watched on average per week
- Total average audience of **9** million viewers per competition

FAN SURVEY RESULTS

- **65%** of fans said that biathlon is either very important to them or one of the most important things in their life
- **13,330** fans participated in the 2021 survey, compared to **4,202** in 2020
- **76%** of fans would like use and download the IBU App

million
que views per
ing IBU World
followers (+4.5%)
followers (+16%)
followers (+31%)
followers (+30%)

Winter Olympics

A chance to grow



FAN SURVEY - WINTER OLYMPICS

For 70% the main reason for watching Biathlon in the Olympics is accidental... it just happens to be on.

- Content Strategy dedicated to new audiences
- Explanations, history, onboarding content around the Winter Olympics



24%

of people became interested in biathlon because of Winter Olympic games

Q & A

Any Questions?





IBU - International Biathlon Union

Sonystrasse 20

5081 Anif b. Salzburg

Austria

T +43 6 62 85 50 50

F +43 6 62 85 50 50 8

biathlon@ibu.at