



BADMINTON EUROPE'S FACEBOOK EXPERIENCE

WHAT EXACTLY IS FACEBOOK?

Facebook is a social networking website

It's a free service that allows you to create an on-line page to connect with friends, fans and make new fans and friends with anyone anywhere

You can share pictures, information messages, videos and add applications



FACEBOOK IN NUMBERS



1,2 billion
users around
the world



Biggest
social media
network



2nd most
visited
website in
the world
behind
google



BADMINTON EUROPE ON FACEBOOK

Provide badminton fans with further opportunities to interact with each other, and BEC, wherever they are in the world

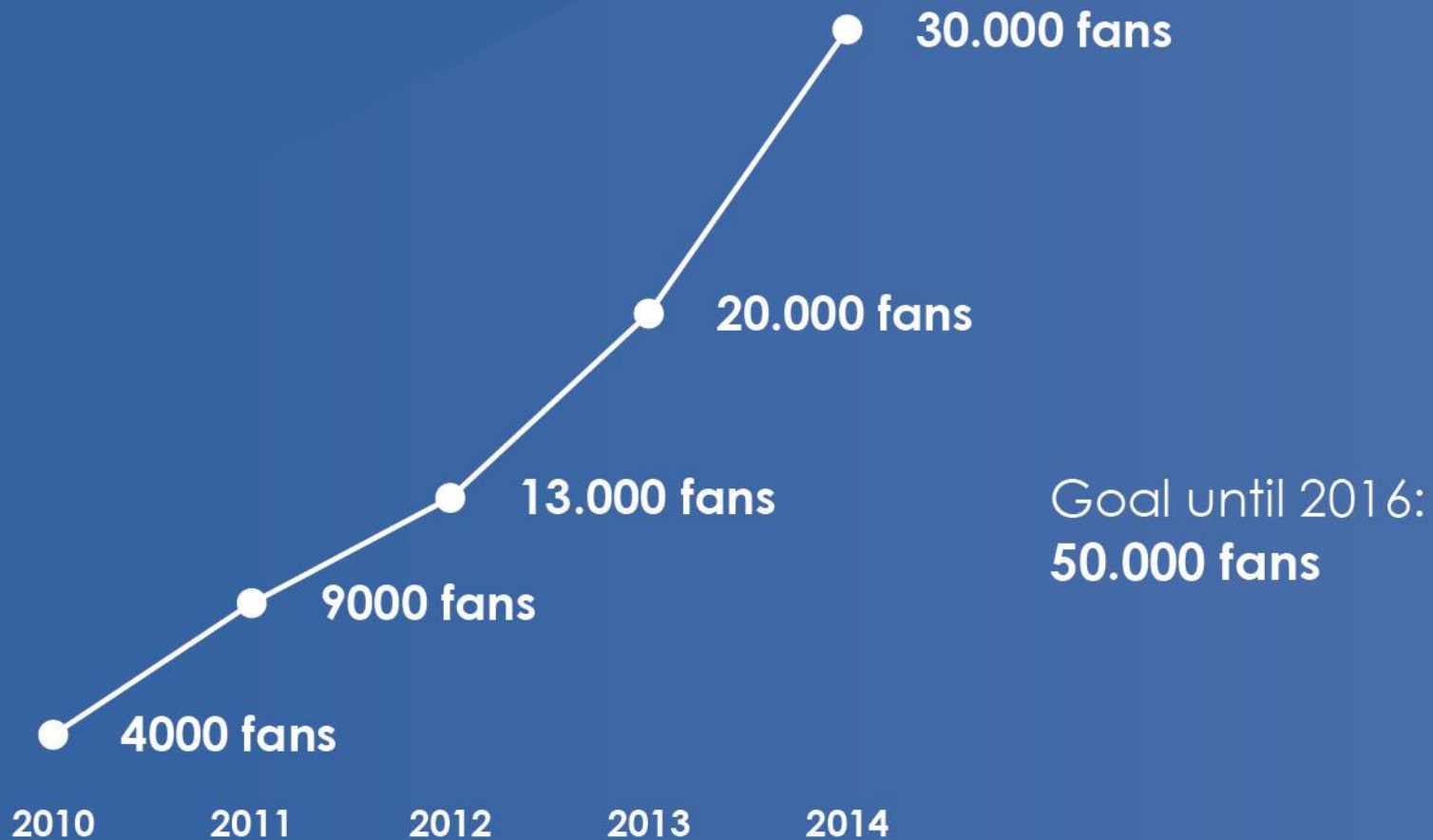
Great possibility to spread our news and keep people updated

BEC is increasing its presence across different social platforms for badminton fans

Focusing on the whole of BEC work in Europe, from Development to fan engagement opportunities at events such as the European Championships



GROWTH OF BEC'S FACEBOOK



TOP 10 COUNTRIES ON BEC'S FACEBOOK

10. Philippines 3. India 5. France
6. Denmark 1. Malaysia 8. Turkey
4. Germany 2. Indonesia
7. UK 9. Vietnam



WHAT IS BEC DOING AT AN EVENT?

Create excitement for our events
(countdown, banners)



Engage fans to discuss about
the tournament or players



WHAT IS BEC DOING AT AN EVENT?

Publish daily photo galleries from events

Link to our other social media sites
(YouTube streaming)

Link to news on badmintoneurope.com

Inform about important information
from events (upsets etc.)



HOW YOU CAN PARTICIPATE



Share
our news
with MA's
related
content



Share photos
from your
players with
your own
facebook
page



Tag photos
with your
players and
share them



Easy to use
our content to
keep your
social media
up-to-date



TOP ATHLETES ON FACEBOOK

LIONEL
MESSI



Football
55 Mio

4

DWAYNE JOHNSON
(WRESTLING) **30 MIO**

CRISTIANO
RONALDO



Football
77 Mio

DAVID
BECKHAM



Football
36 Mio

5

RICARDO KAKA
(FOOTBALL) **27 MIO**



TOP BADMINTON STARS ON FACEBOOK

PETER
GADE



120.000

4
RAJIV OUSEPH
23.000

SAINA
NEHWAL



2.9 Mio

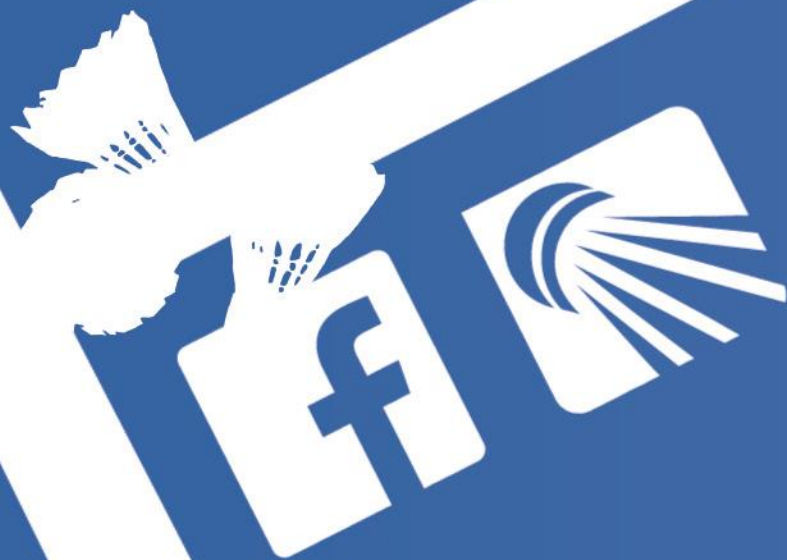
MATHIAS BOE/
CARSTEN MOGENSEN



37.000

5
MARC ZWIEBLER
17.000





QUESTIONS?