


BEC'S MEDIA NETWORK GOALS & STRATEGY



- Overview of Badminton Europe's media activities
- Statistics & Goals

➤ Website – www.badmintoneurope.com




The official website for European badminton

Login

ABOUT BEC MEMBER ASSOCIATIONS EVENTS DEVELOPMENT CIRCUIT BE.tv

TECHNICAL OFFICIALS CALENDAR JOBS MARKETING NEWS MEDIA DOWNLOADS AWARDS PLAYER PROFILES

EVENTS




European Championships
Draw yields some interesting first round ties

With Visa's stamped for Kazan and a hard training block almost coming to an end the best players in Europe learned of their fate for the upcoming European Championships after Tuesday's draw at Badminton Europe's office in Copenhagen. Badminton Europe's blue ribbon event is only two short weeks away and with preparations for the tournament at an advanced stage the wait is now over for Europe's elite as they learn...

[More news](#)


CIRCUIT

2014 Finnish Open
Clean sweep for Denmark
Ahead of today's finals at the Finnish Open the line-up of matches had a strange feeling ...




CIRCUIT

2014 Finnish Open
Evans & Holst hold strong as seeds tumble
As the main draw kicked into action in Helsinki this morning so the seeds started to fall. The ...



CIRCUIT

2014 Finnish Open
Rasmussen eyes up double
Anders Skaarup Rasmussen (pictured) travelled to Finland this week with a load of pressure on h...



CALENDAR


Elite Junior Senior

International Elite Calendar

Date	Title	City
April 2014		
8 - 13 Apr	Singapore Open	Singapore City
10 - 13 Apr	Victor Croatian International	Zagreb
15 - 19 Apr	New Zealand Open	Auckland
15 - 20 Apr	China Masters	Jiangsu
17 - 20 Apr	15th Victor Dutch International	Wateringen
	European Championships	Kazan

[rope.com/Cms/#](#)

LATEST NEWS



European Championships
Draw yields some interesting first round ties


COUNTDOWN TO STREAMING

2014 EUROPEAN CHAMPIONSHIPS
KAZAN, RUSSIA

13 DAYS **20** HOURS **47** MINUTES **58** SECONDS

- 2,5 Million page views per year
- 1,7 Million visits per year
- 500.000 unique users per year
- Daily coverage from our events
- Daily coverage from streaming tournaments
- Interviews, press releases etc.

➤ YouTube channel



HILTON DUBLIN
CHARLEMONT PLACE,
DUBLIN, 2, IRELAND
SATURDAY
12 APRIL 2014

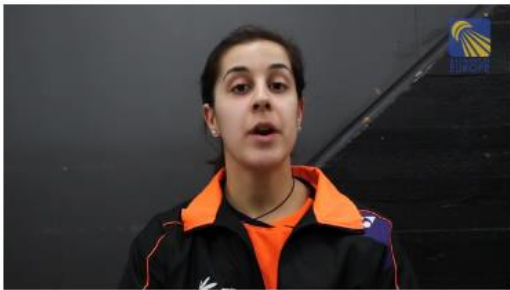
BEC Best European Player
Awards '13
LIVE EVENT!

THE OFFICIAL YOUTUBE CHANNEL OF
BADMINTON EUROPE

Badminton Europe


BadmintonEuropeConf Abonner 11.165

Startside Videor Playlister Kanaler Debatter Om



Smashing Stars II #2 Online with a star - Carolina Marin
948 afspilninger for 5 dage siden
Watch Spanish princess Carolina Marin chat about her favourites and give advice to her fans online in Badminton Europe's Smashing Stars 2!

Kommende begivenheder



BEC Best European Player Awards Gala 2013
af BadmintonEuropeConf
13 afspilninger
Starter: 12. apr. 2014
KOMMENDE BEGIVENHED

Udvalgte kanaler

- BadmintonWorld.tv Abonner
- BADMINTON England Abonner

Relaterede kanaler på YouTube

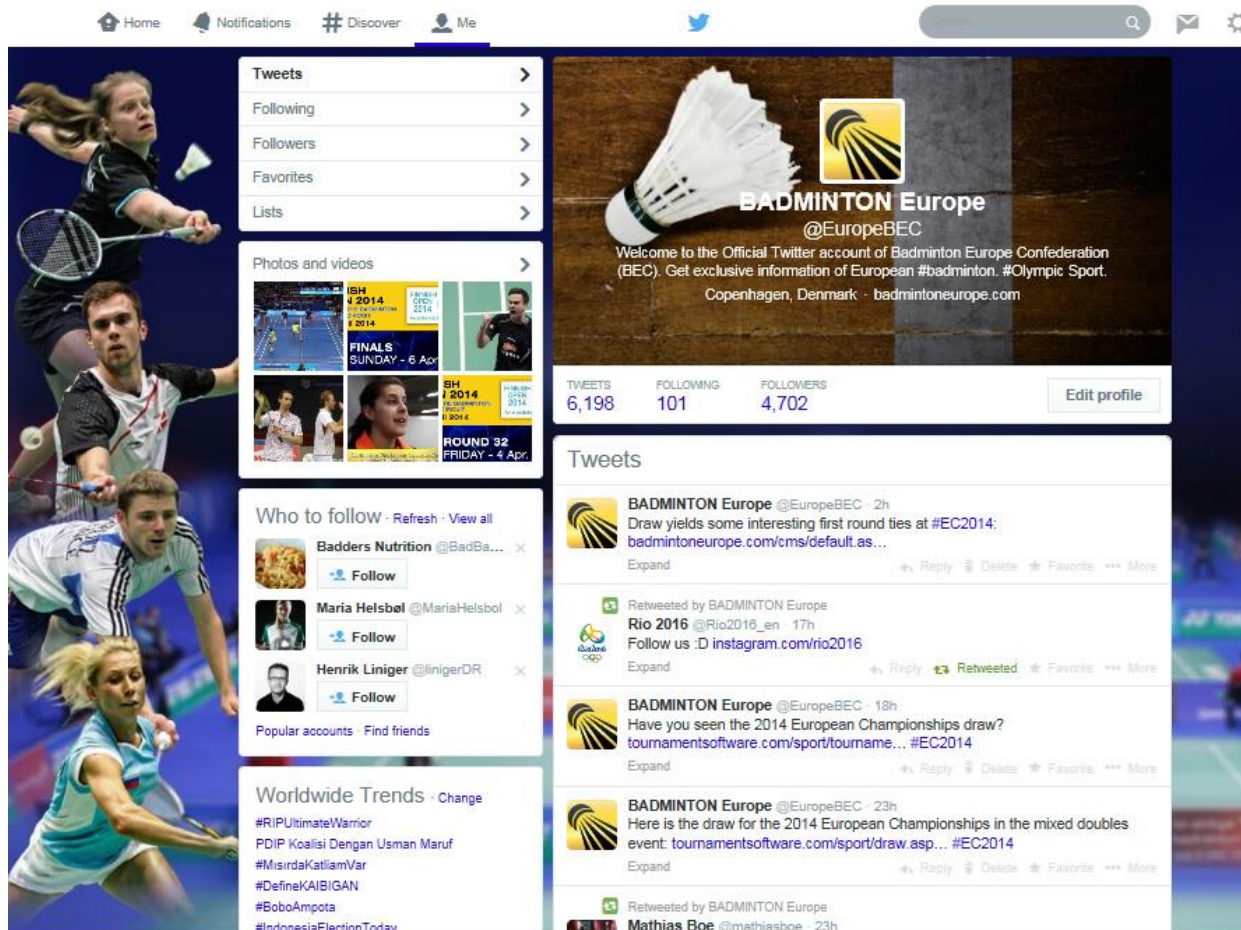
- Olympics Abonner
- Cricket Australia Abonner
- coachingbadminton Abonner
- tv2net Abonner
- Badminton Link Abonner
- betterbadminton's ch... Abonner

- 11.500 subscribers (Goal 2016: 50.000)
- 1,6 Mio video views (Goal 2016: 5 Mio)
- 200.000 views per event / people watching

- Up to 15 live tournaments per year
- TV feed from finals day
- Players Interviews at events
- Webisode “Smashing Stars”
- President’s review
- Awards Gala
- General Interviews
- Content from Member Associations

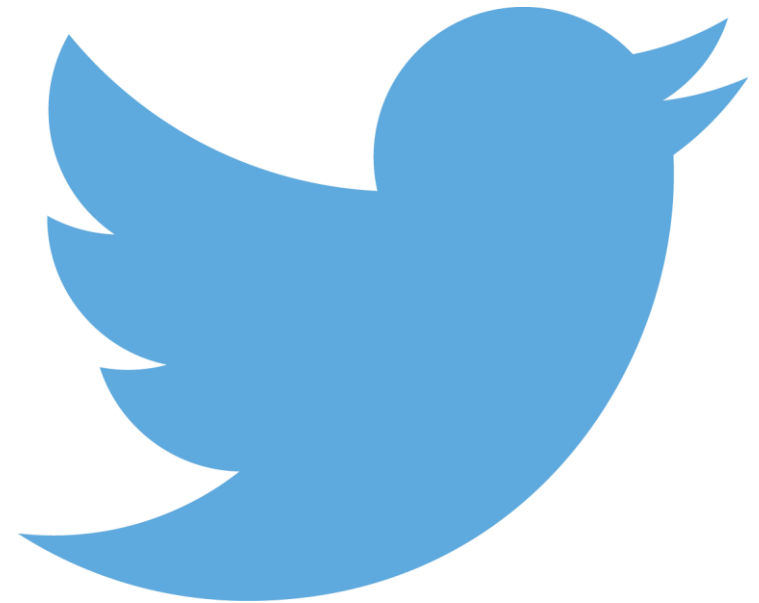


➤ Twitter Account



The screenshot shows the Twitter profile of BADMINTON Europe (@EuropeBEC). The profile banner features a badminton shuttlecock and the text: "Welcome to the Official Twitter account of Badminton Europe Confederation (BEC). Get exclusive information of European #badminton. #Olympic Sport. Copenhagen, Denmark · badmintoneurope.com". The profile statistics show 6,198 tweets, 101 following, and 4,702 followers. The left sidebar contains navigation links (Home, Notifications, Discover, Me), a list of tweets, a section for photos and videos (including tournament highlights like "FINALS SUNDAY - 6 Apr" and "ROUND 32 FRIDAY - 4 Apr"), a "Who to follow" section with accounts like Badders Nutrition, Maria Helsbol, and Henrik Liniger, and a "Worldwide Trends" section. The main content area displays a tweet from BADMINTON Europe about the Rio 2016 draw, which was retweeted by the account.

- 4700 Followers (Goal 2016: 10.000)
- Daily tweets at events
- Photos from our events or BWF events
- Basic information
- Interesting facts (“History”)
- Re-Tweeting European Top Players
- Linking to our news from website
- RT Member Associations
- Events Countdown



➤ Facebook Page



**SATURDAY, 12 APRIL 2014
IN DUBLIN, IRELAND**

BEC Best European Player Awards '13

*FOLLOW THE AWARDS GALA
LIVE ON OUR YOUTUBE CHANNEL*

Badminton Europe
★★★★★
(296 Bewertungen)
30.753 „Gefällt mir“-Angaben
3.365 sprechen darüber · 48 Personen waren hier

Seiteninfo aktualisieren ✓ Gefällt dir ✓ Abonniert

Organisation
This is the official Facebook site of Badminton Europe Confederation (BEC). We invite you to join the European badminton Community. #badminton

Info Fotos „Gefällt mir“-Angaben Veranstaltungen Videos

Höhepunkte

Status Foto/Video Angebot, Veranstaltung +

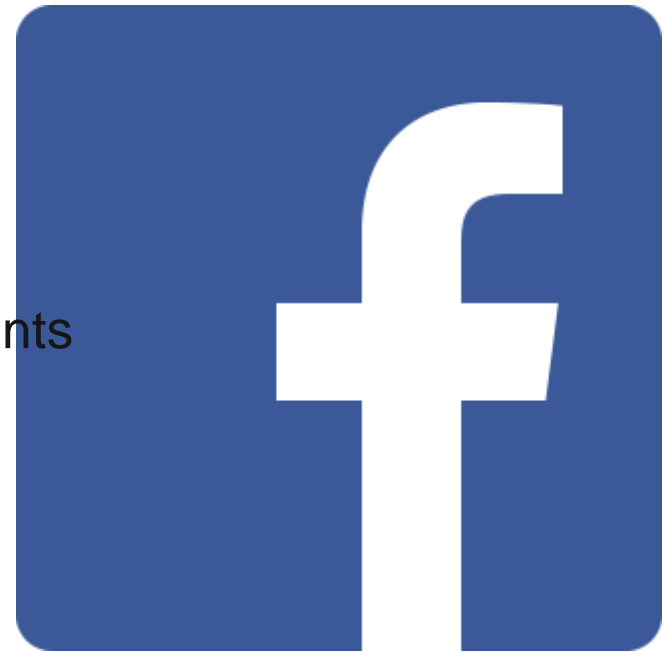
Was war heute los?

Badminton Europe hat einen Link geteilt.

175 Freunden
gefällt Badminton Europe

+166

- 31.000 Fans (Goal 2016: 50.000)
- Daily posts at events
- Daily photos from our events or BWF events
- Photo gallery from our agency BP
- Basic information
- Interesting facts (“History”)
- Linking to our news from website
- Countdown
- Fan engagements



➤ BEC Online Magazine



➤ 10.000 readers per issue (Goal 2016: 20.000)

- 4 issues per year
- Events reports
- Exclusive interviews
- Portraits
- Fantastic & exclusive photos
- Printed versions at events

INTERVIEW

Peter Gade: I enjoy my new life

More than a year after his retirement, Peter Gade now lives a very different life. Between an ambitious project to spot Denmark's new talents and a new role as an ambassador for Danish companies in Asia, the Dane has new challenges. And he loves it. He spoke with Raphael Sachet for Badminton Europe.

BY RAPHAEL SACHET

Raphael Sachet is a multi-talented reporter, photographer and fan of badminton who has been covering up with ideas on how to develop the sport in Europe. Raphael has been a professional writer since 1999 and has contributed to many badminton-related magazines and newspapers as well as other magazines and associations such as Amnesty International.

How do you find your new life as a reporter?
Peter Gade: I find it very good, actually. I am very happy with my new life. I have different projects that are really interesting for me, both as a coach for a team of young players, and as an ambassador for Danish companies in Asia. But I am really pleased about the way things turned out and in a way, I can enjoy my life more now, can do more things than I couldn't do when I was a player – but I have absolutely no regrets about that.

What is the coaching project about?
Gade: This is something I've been doing right after my retirement, six years or so ago, together with Jim Lagarias – we focus on and train under 10-year-old players. This is a very ambitious project and I am really happy to be part of it, as I feel I can use things to show I didn't want to get mixed right away with the national team – actually I want to be ready every day for 10 years and I want to be a kind of role player.

This is perfect as it is the kind of thing I want to do. I feel it is really a good project, to try to find out who is ready for the sport, and who isn't. And there are some good players coming up – we just need more. I feel it is very good coaching them on a daily basis, not in competition, so it gives me a bit of time to do other things.

You have started also doing things outside badminton.
Gade: Yes. And this is another thing I'm really happy about as this is all new to me. Basically, I act as an ambassador for Danish companies who are interested in Asia – China, but also Indonesia, Malaysia, Philippines and Vietnam. I am working with them as a consultant and I use badminton as a link to open doors to these new countries. Some big companies are well established in Asia, some are trying to enter the market and I try to adapt the way I can help them. And I am really surprised that my image in some countries is not fading and that my popularity here is a surprise to the sport. It's a new world for me and I'm really excited about the experience over. I was saying earlier to the way it could turn out, never considered myself as a businessman, really. I think that the companies I chose to work with – very carefully as I want to make sure I show their value before committing – may the fact that my image as a badminton player is one of someone who does things properly in a professional way. And somehow, this is other the image given by countries of badminton in Asia and I'm glad I can contribute to that. And I still have a lot to learn but, hopefully, this is something that can develop in the future.

How do you look back at your career?
Gade: I am really happy that I did all I could and I was a player. There are no regrets, no bitterness. Today, I can watch badminton on TV or go to the stadium and watch my friends play, and know it is not bad feeling for me as a spectator. It is not the feeling I am



Peter Gade

11
BADMINTON EUROPE



➤ 2014 European Men's & Women's Team Championships

- QF, SF and Finals live
- 52 markets reached
- Europe: 63 Million homes
- Asia: 7 Million homes
- Total broadcasting time: 45 hours



- Finals live in USA
- 58 Million homes reached
- 6 hours live
- 45 hours replay
- Total broadcasting time: 51 hours



TV AT EUROPEAN CHAMPIONSHIPS

- 2014 European Championships in Kazan, Russia
- Estimated TV time for the event: 100 hours
- 110+ Million homes will be reached
- The event will be shown in:

China (Hunan TV)
Denmark (TV3)
USA (Universal Sports)
Russia (RTR)
Malaysia (Astro)
Singapore (Starhub)
Spain (TVE Teledporte)

***Negotiations still going on**

