



BADMINTON EUROPE

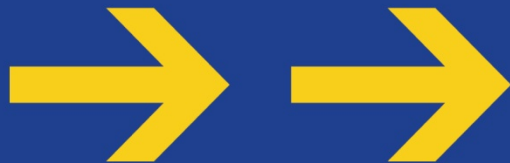
DEVELOPMENT AND
ADMINISTRATION SEMINAR

BEING AN ASSET FOR A SPONSOR
Poul-Erik Høyer





Being an asset for a sponsor

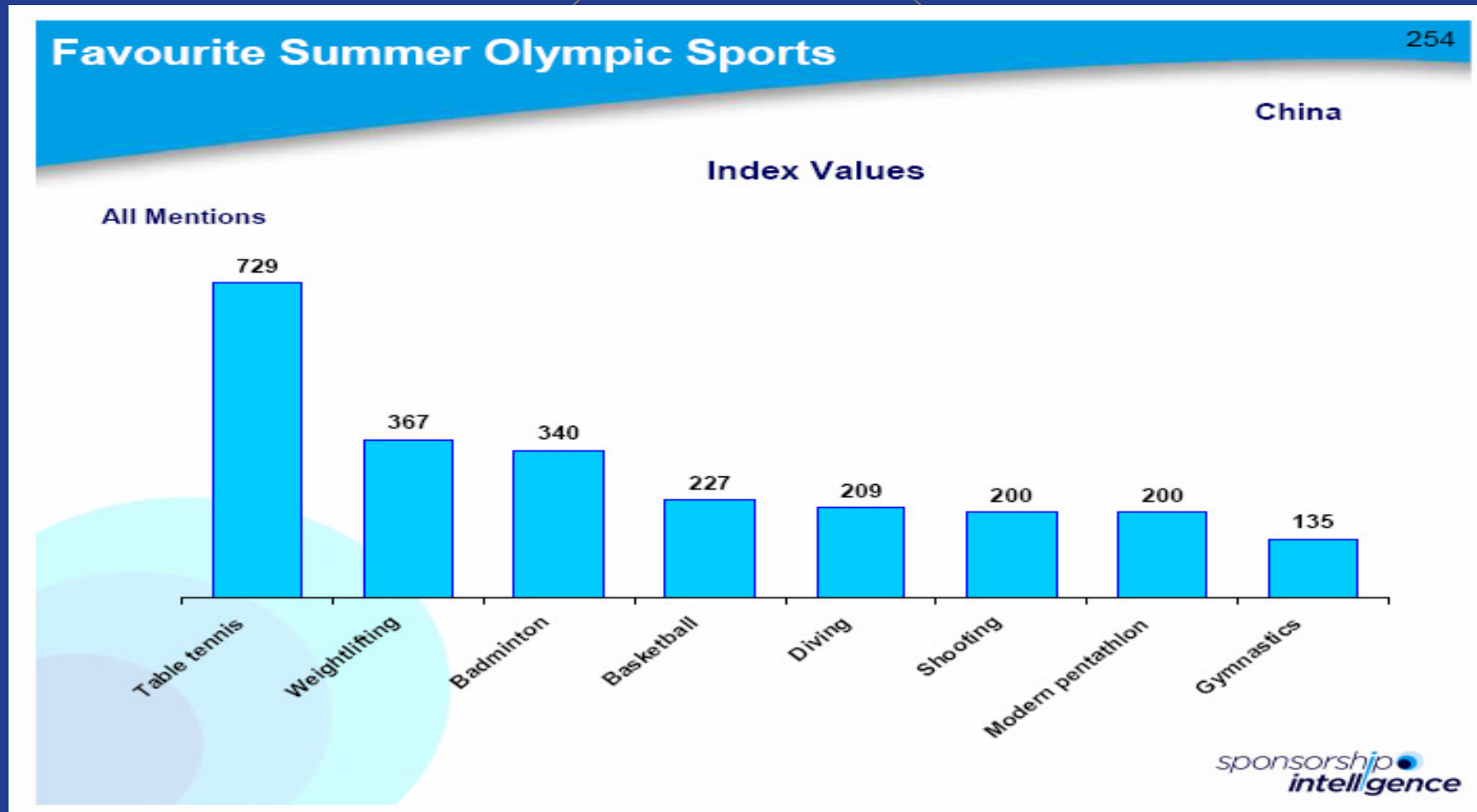


Badminton in Denmark
Badminton in China
Badminton in India
International TV coverage
Case: Grundfos in Asia

Badminton Europe

- Badminton in Denmark:
- Badminton is played by 7% of Danish people
- Badminton is winning most medals for Denmark of all sports
- Badminton has a great support from the Danish people
- Badminton in Denmark is the most popular sport for people with a higher than average income
- Badminton in Denmark is 1 of 4 sports that is guaranteed TV-coverage

Badminton in China



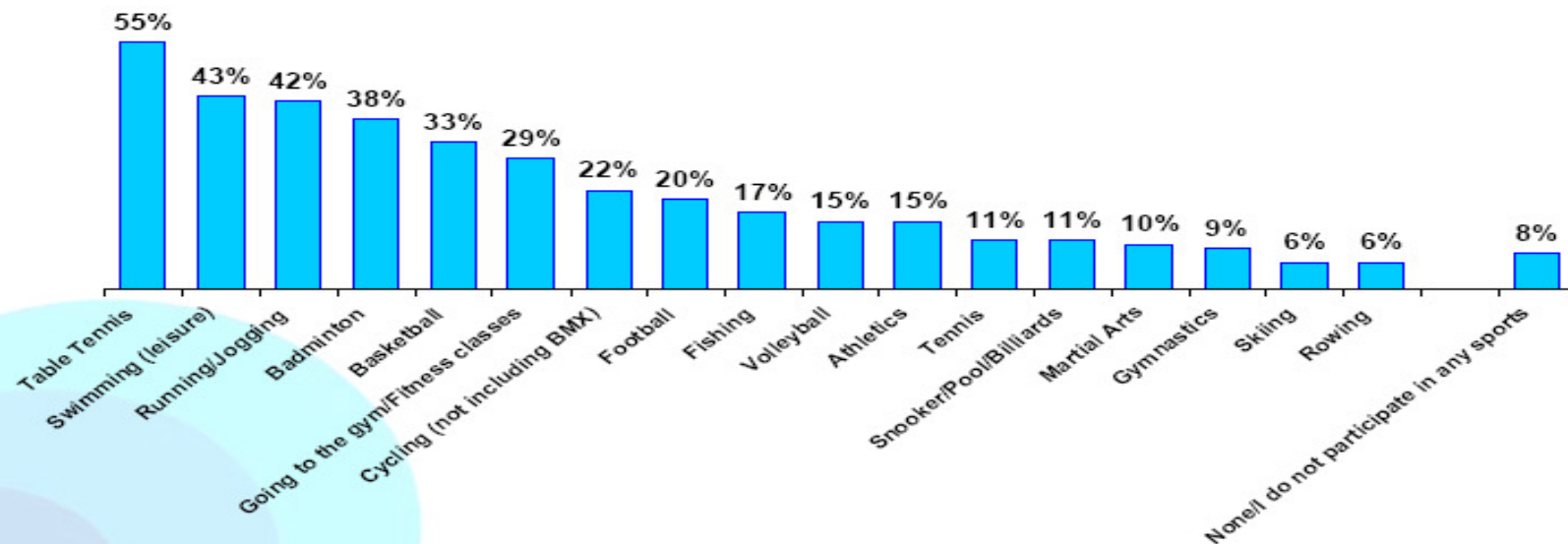
Badminton in China

Participation in Sport

96

China

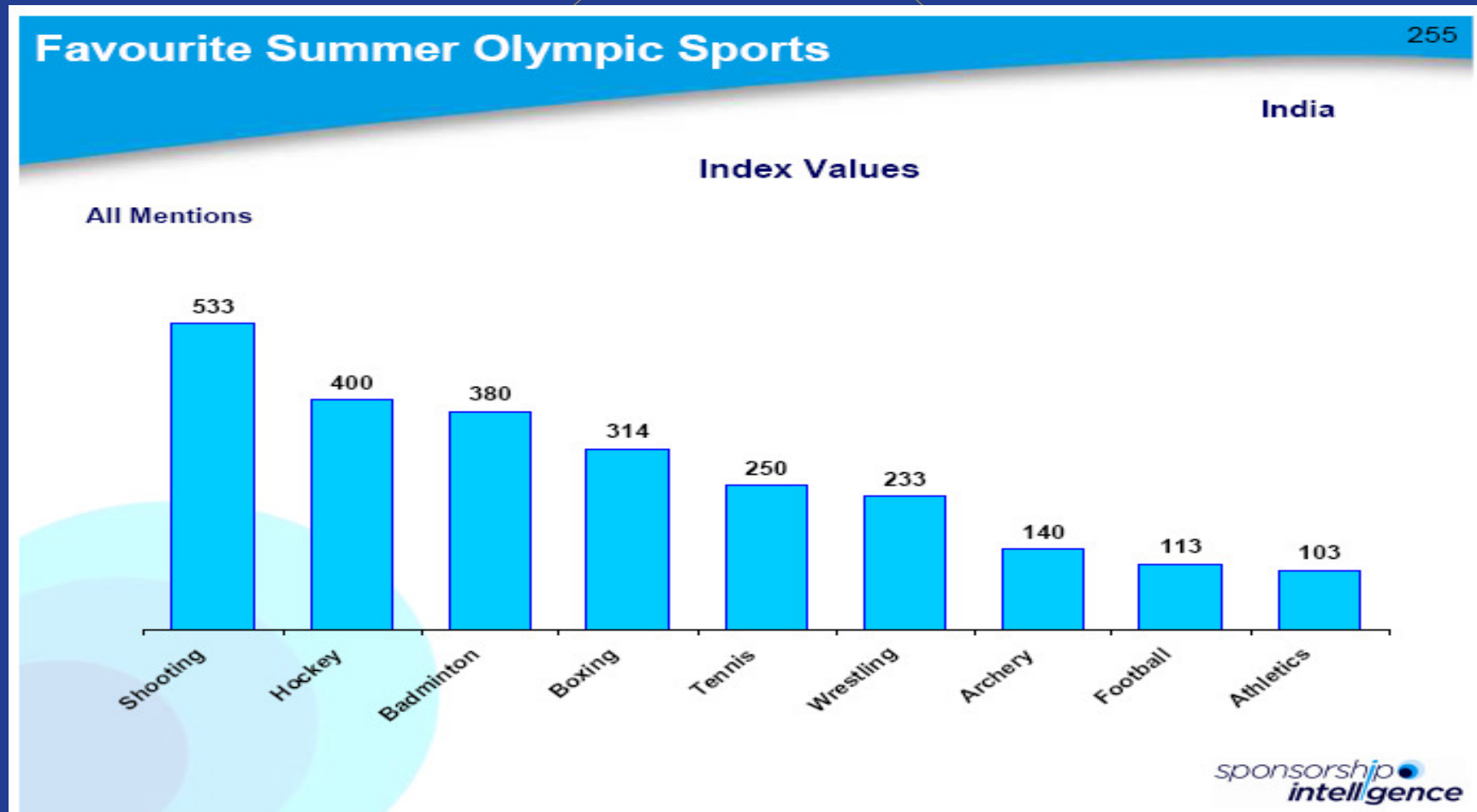
Q. From the list below please indicate which, if any, of the following sports or activities you currently play or take part in.



Note: Sports mentioned by 6% or more of the sample have been reported above

sponsorship
intelligence

Badminton in India



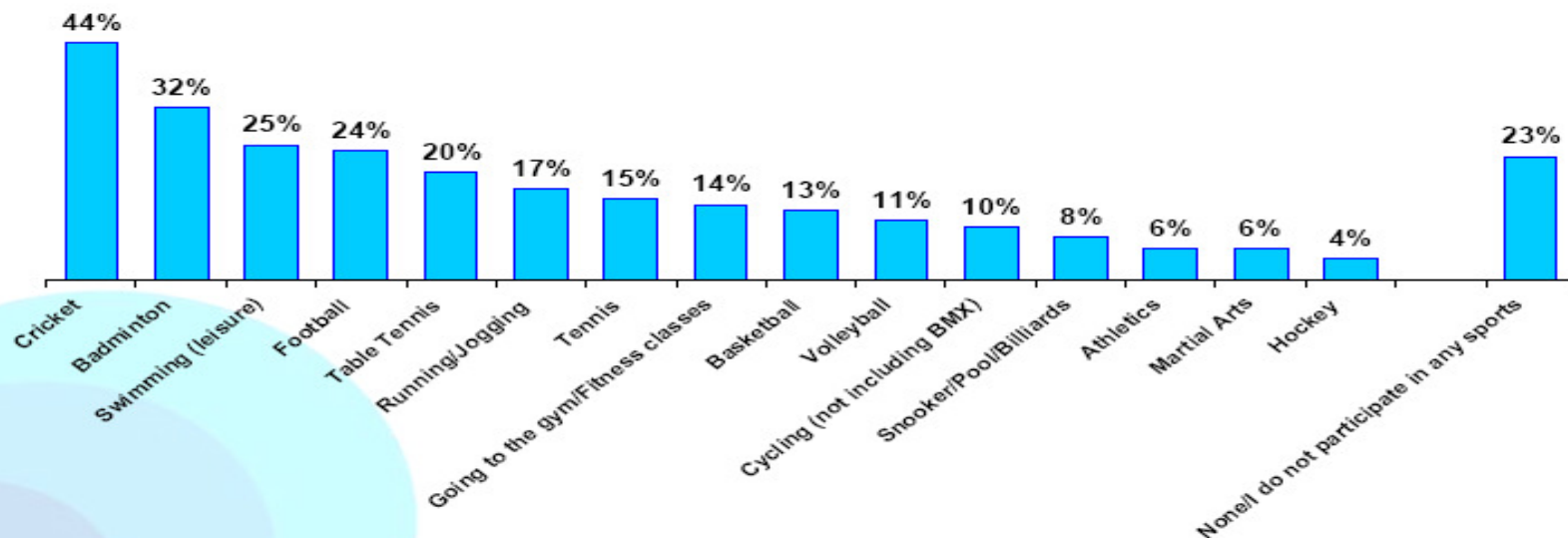
Badminton in India

Participation in Sport

97

India

Q. From the list below please indicate which, if any, of the following sports or activities you currently play or take part in.



Note: Sports mentioned by 4% or more of the sample have been reported above

sponsorship
intelligence

International TV-coverage Denmark Open 2008

Broadcaster	Matches	Market	Household Reach
Live			
Astro	5 Finals	Malaysia	5 000 000
PCCW	5 Semi, 5 Finals	Hong Kong	1 000 000
NEO	5 Semi, 5 Finals	India	15 000 000
Sportklub	5 Finals	Slovenia	500 000
Astro	5 Finals	Indonesia	490 000
ABS CBN	5 Semi, 5 Finals	Philippines	750 000
NTV	5 Finals	Russia	600 000
CCTV	5 Finals	China	110 000 000
RTM	5 Finals	Malaysia	5 000 000
Tape			
Sportplus,	26 min Highlight	France / North Africa	3 300 000
ESPN STAR	26 min Highlight	Pan-Asia	173 000 000
SBS	5 finals	Korea	4 200 000
J Sports	5 Semi, 5 Finals	Japan	3 100 000
Starhub	5 Finals	Singapore	520 000
VAC	5 Finals	Vietnam	750 000
SERIM	5 Semi, 5 Finals	Korea	3 500 000
WCSN	5 Finals	USA	42 000 000
<u>Web / Internet streaming</u>			
World of Badminton		WWW blocked in exclusive TV countries	

Transmission from All England

Territory	Station	Description	Hours
Indonesia	Astro	Live OF's, SF's and Finals	16 Hours
Malaysia	RTM	QF's, SF's and Finals	16 Hours
Malaysia	Astro	QF's, SF's and Finals	16 Hours
Brunei	Astro	QF's, SF's and Finals	16 Hours
Hong Kong	Hong Kong Cable	SF's and Finals	10 1/2 Hours
Singapore	Star Hub	SF's and Finals	10 1/2 Hours
Philippines	Solar Entertainment	Finals on Tape	5 1/2 Hours
China	Madison Communications	News, live quarters, semis and finals	16 Hours
Thailand	UBC	QF's, SF's and Finals	16 Hours
Japan	Jsky	SF's and Finals	12 1/2 Hours
Denmark	TV2	SF's and Finals	10 1/2 Hours
United Kingdom	BBC	45 Minutes Highlights	45 Minutes Highlights
United Kingdom	Sky Sports	Live quarters, semis and finals + repeat finals	16 Hours
India	FETV	Finals on Tape	5 1/2 Hours
Russia	NTV Plus	Live quarters, semis and finals + repeat finals	16 Hours
Algeria	ART	Finals on Tape	5 1/2 Hours
Bahrain	ART	Finals on Tape	5 1/2 Hours
Gaza Strip	ART	Finals on Tape	5 1/2 Hours
Egypt	ART	Finals on Tape	5 1/2 Hours
Iran	ART	Finals on Tape	5 1/2 Hours
Iraq	ART	Finals on Tape	5 1/2 Hours
Jordan	ART	Finals on Tape	5 1/2 Hours
Saudi Arabia	ART	Finals on Tape	5 1/2 Hours
Kuwait	ART	Finals on Tape	5 1/2 Hours
Lebanon	ART	Finals on Tape	5 1/2 Hours
Morocco	ART	Finals on Tape	5 1/2 Hours
Oman	ART	Finals on Tape	5 1/2 Hours
Palestine	ART	Finals on Tape	5 1/2 Hours
Qatar	ART	Finals on Tape	5 1/2 Hours
Syria	ART	Finals on Tape	5 1/2 Hours
Tunisia	ART	Finals on Tape	5 1/2 Hours
West Bank	ART	Finals on Tape	5 1/2 Hours
Yemen	ART	Finals on Tape	5 1/2 Hours
Libya	ART	Finals on Tape	5 1/2 Hours
United Arab Emirates	ART	Finals on Tape	5 1/2 Hours
Sudan	ART	Finals on Tape	5 1/2 Hours
Chad	ART	Finals on Tape	5 1/2 Hours
Somalia	ART	Finals on Tape	5 1/2 Hours
Djibouti	ART	Finals on Tape	5 1/2 Hours
Mauritania	ART	Finals on Tape	5 1/2 Hours

Badminton Sponsorship



Grundfos case, Asia

Merchandise

Post cards



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