



Badminton Live

**New tournament app
focused on
European players**



Badminton Live

New App from Badminton Europe for iPhone and Android

- **Latest news, photos and video**
- **Livestream and livescore**
- **Updates on the players you want to follow**
- **Order of Play, Draws and results**
- **The user will sign up with Facebook or mail account**

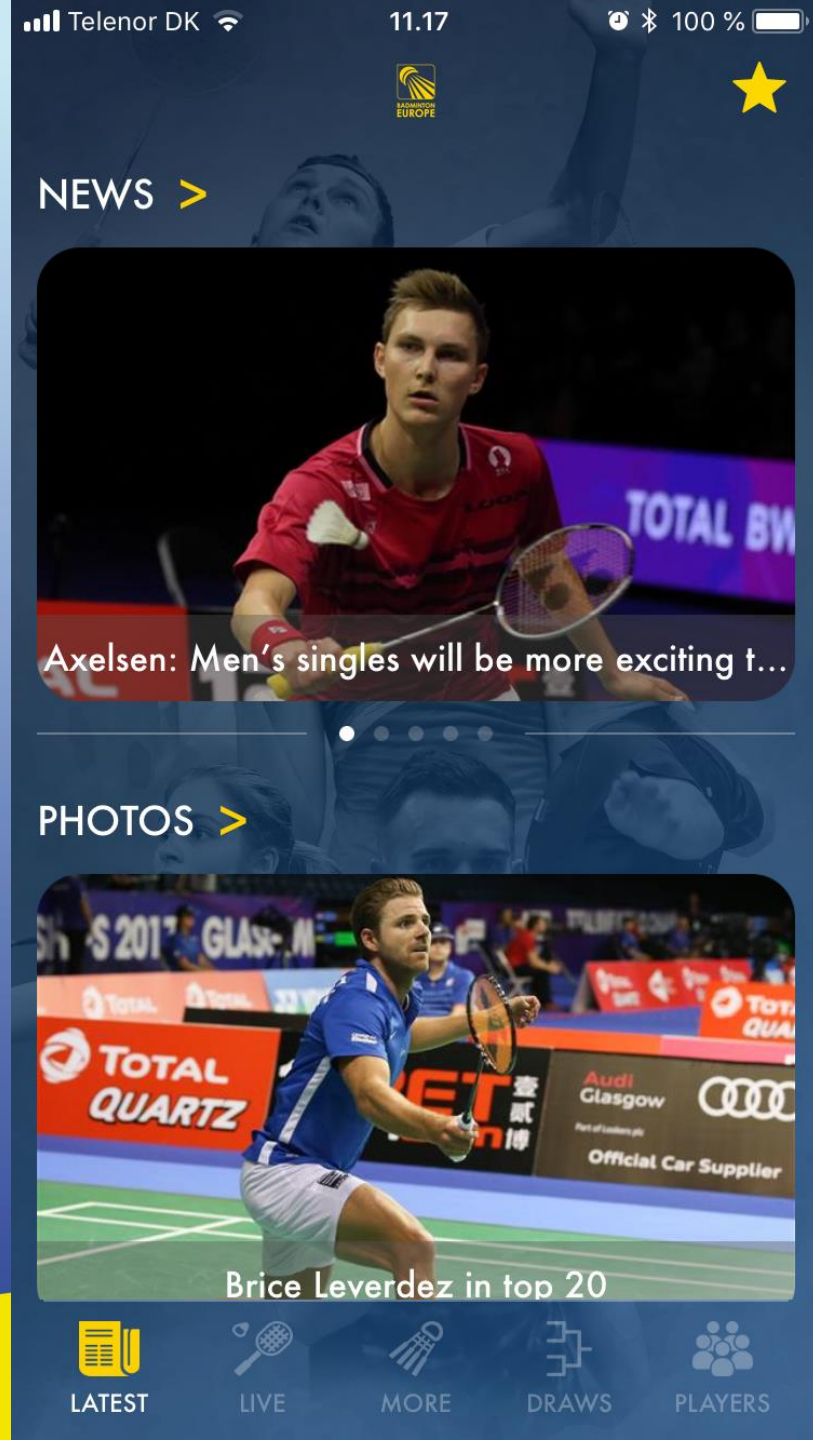
Push notifications

BEC can send push notifications to the users:

- **News**
- **Results from favourite players**
- **Generic push if BEC finds necessary**

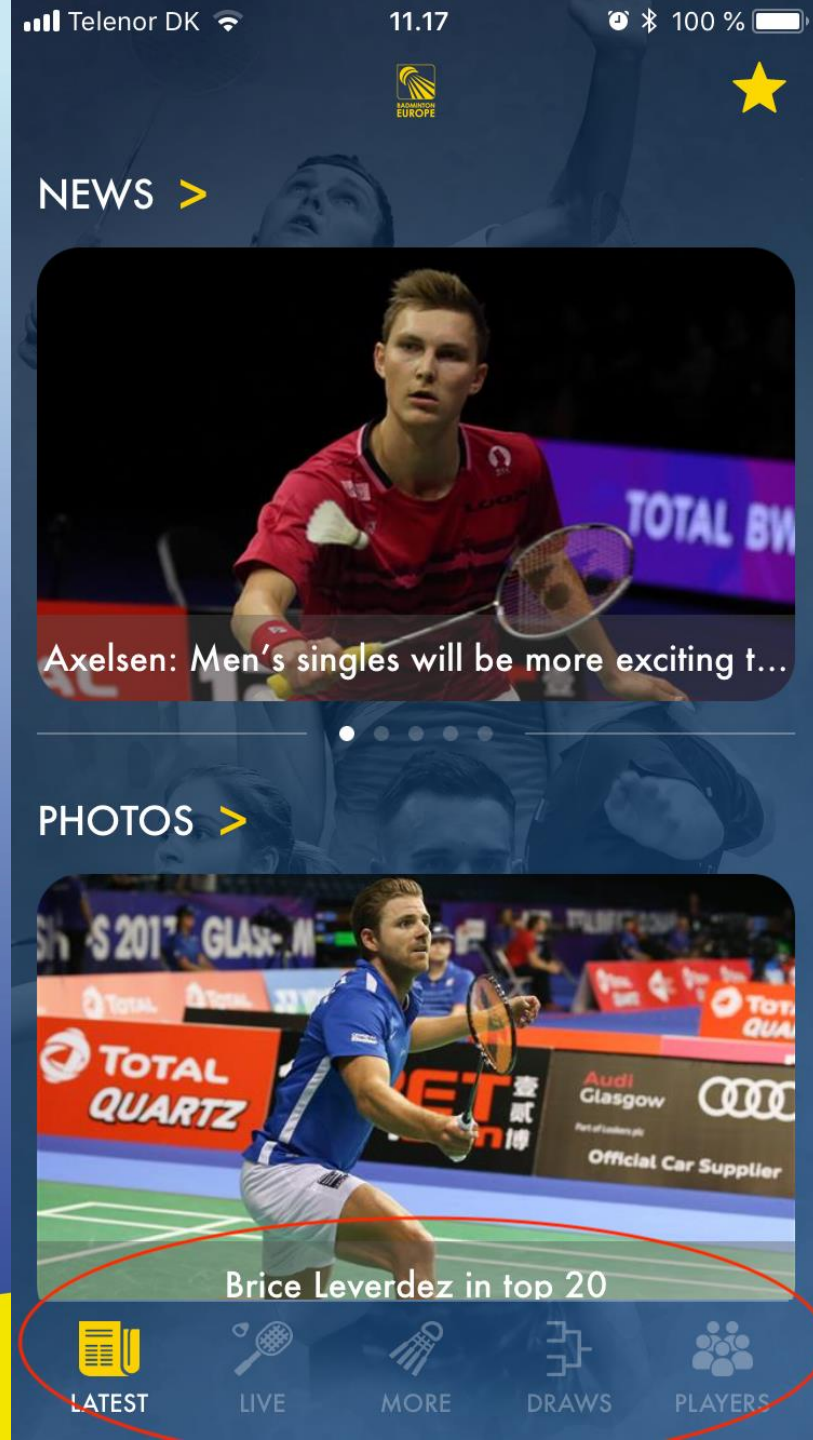
Start page

- Latest news from Badminton Europe
- Latest photos from ongoing tournaments



Easy navigation:

- Latest
- Live
- More
- Draws
- Players





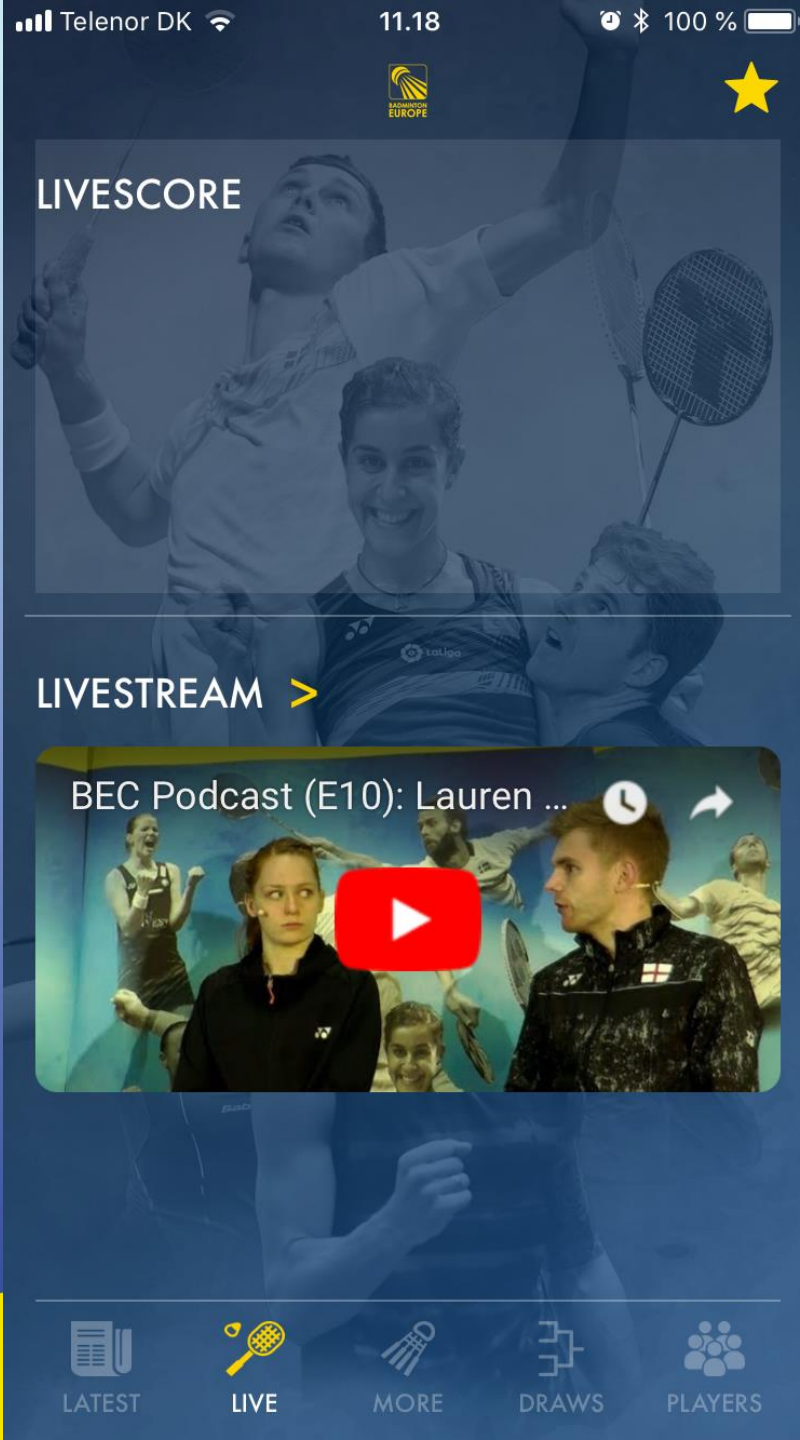
Live

➤ Livescore

-Events produced by BEC and potentially BWF Tour

➤ Livestream

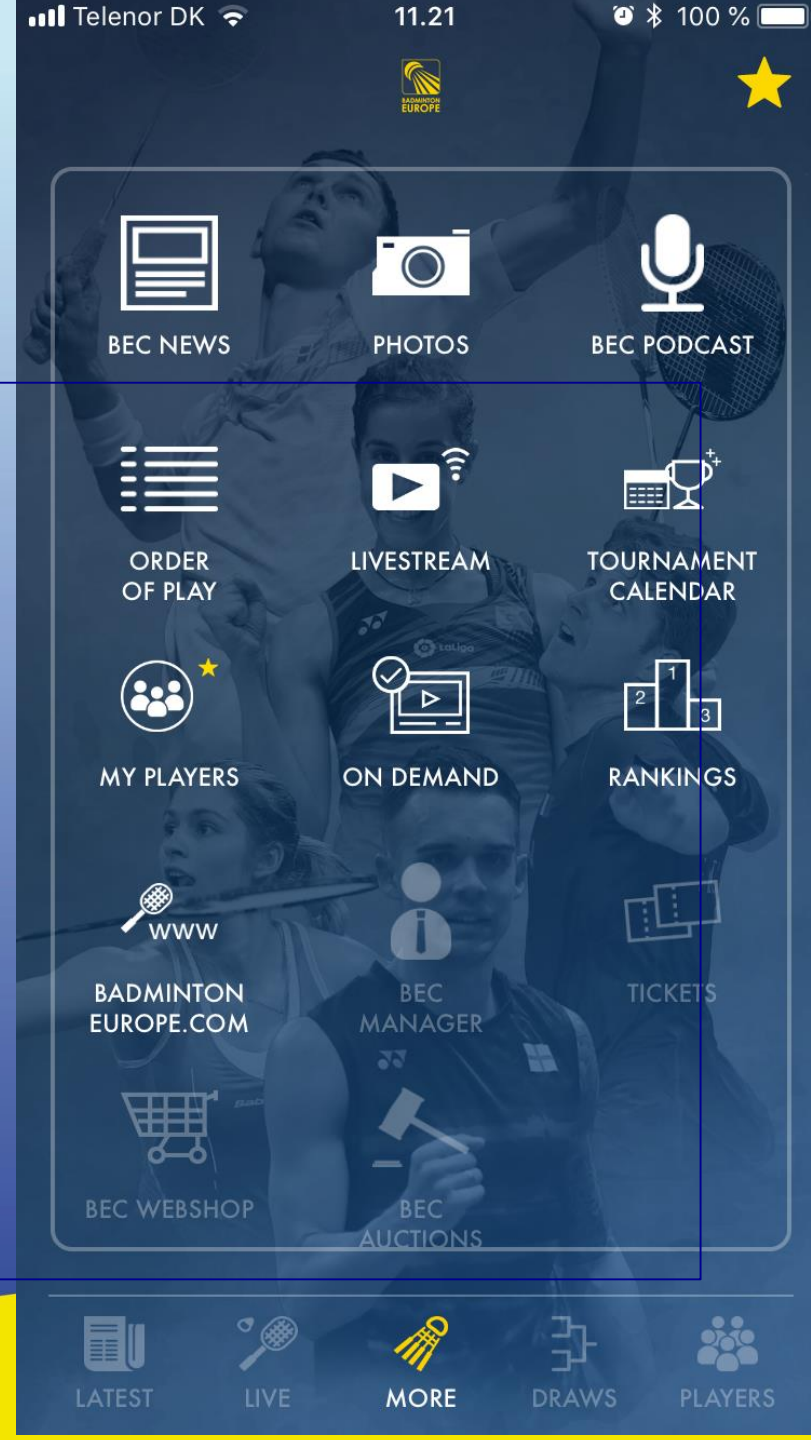
-Mainly BEC Circuit and potentially European Championships



Access to:

- **BEC News**
- **Photos**
- **BEC Podcast**
- **Order of Play**
- **Livestream**
- **Tournament Calendar**
- **My Players**
- **On Demand**
- **Rankings**
- www.badmintoneurope.com

More to come at a later stage



➤ Latest news from
www.badminton europe.com

Telenor DK 11.18 100 %

[Back](#) **BEC NEWS** ★



Axelsen: Men's singles will be more exciting than before
10 Apr 2018



Seedings for Huelva are here
06 Apr 2018



Countdown to BEC Congress 2018
03 Apr 2018



Høyer: All for our players
28 Mar 2018

 **LATEST**

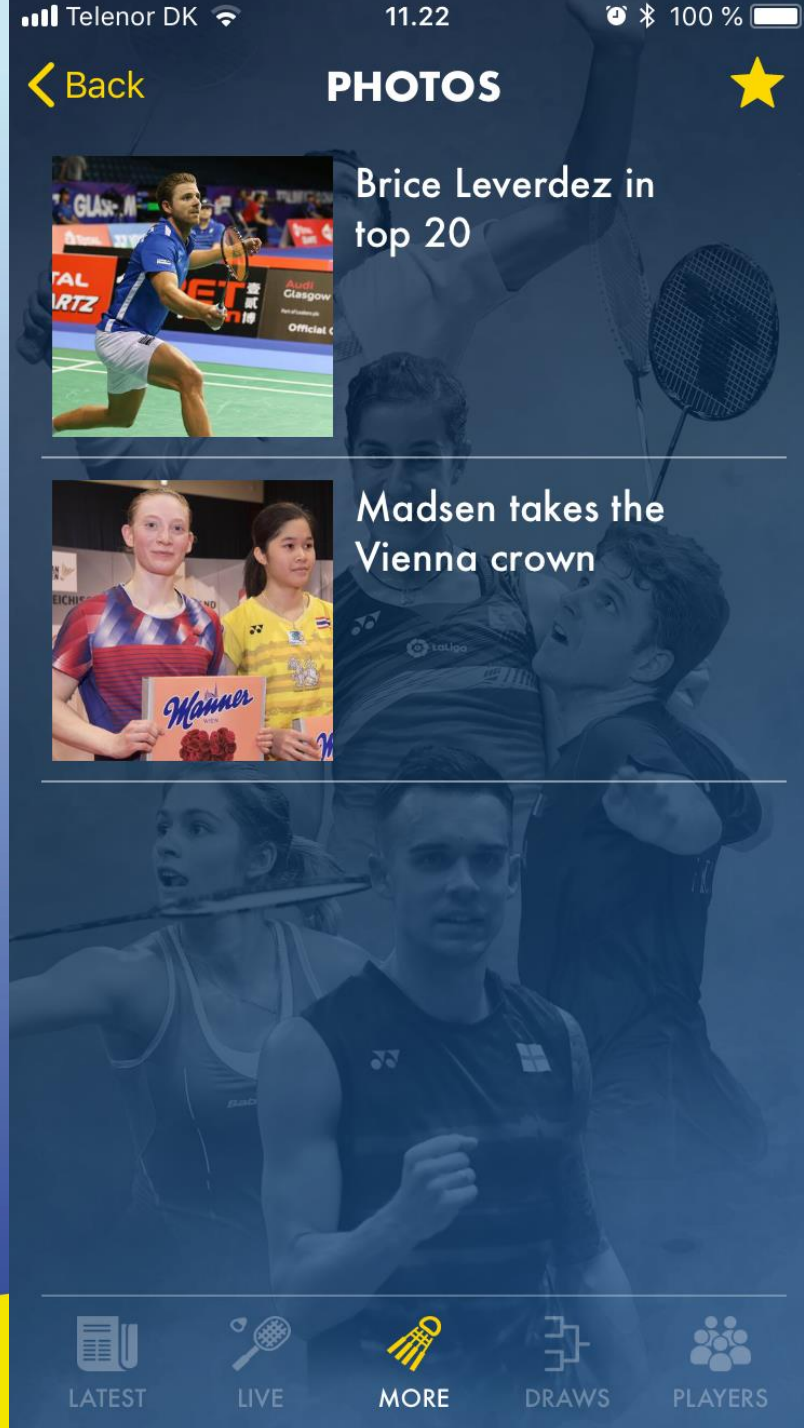
 **LIVE**

 **MORE**

 **DRAWS**

 **PLAYERS**

- Latest photo gallery from tournaments





BEC Podcast

- Latest podcast published by Badminton Europe

Telenor DK 11.23 100 %

Back **BEC PODCAST** ★

 BEC Podcast (E13):
Anders Antonsen -
Being the Next
One

 BEC Podcast (E12):
Brice Leverdez - It's
hard to stand
alone

 BEC Podcast (E10):
Lauren Smith &
Marcus Ellis -
British funding

LATEST LIVE MORE DRAWS PLAYERS

Order of Play

- Order of Play from the ongoing BEC or BWF event will be shown here.
- User can choose between tournaments, courts and dates
- You can here also access player profiles

Telenor DK 11.24 100 %

< Back **ORDER OF PLAY** ★

Thailand Masters 2018: Main Location 1: 09 Jan 2018

 Durkin, Vitalij (6)	17:00 15 21 16 21	 Kersaudy, Bastian
 Vislova, Nina (6)		 Palermo, Lea
 Eidestedt, Richard	17:40 21 19 18 21 17 21	 Saputra, Yantoni Edy

TOURNAMENT COURT DATES

LATEST LIVE MORE DRAWS PLAYERS



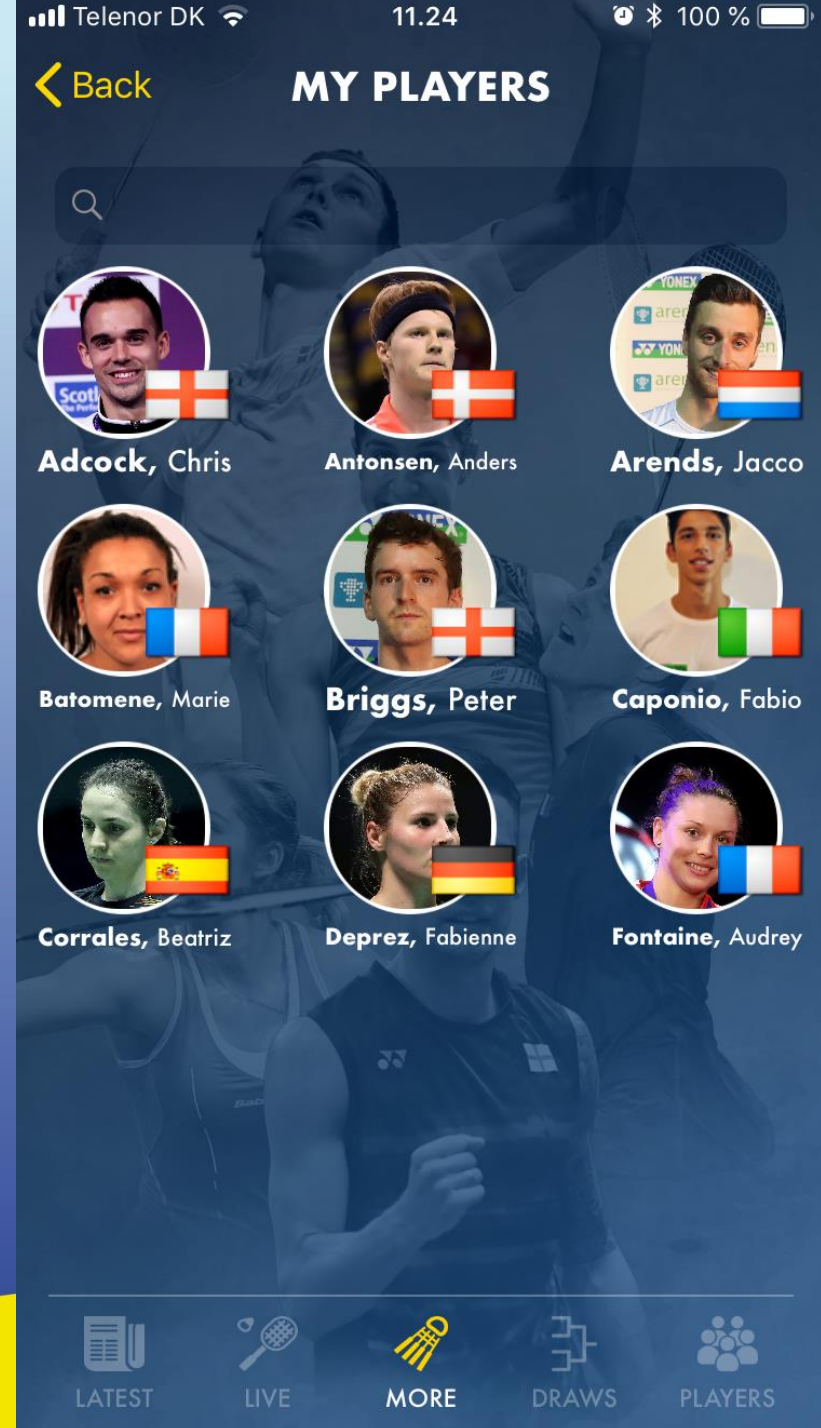
Tournament Calendar

- All BWF and BEC tournaments will be published
- You can find the results from each tournament
- You can here also enter player profiles



My players

- Here you find your favourite players
- You will get a push notification when your favourite players has finished a match
- Here you also find player profiles





On Demand

- Here you find the last 10-15 playlists from the BEC YouTube Channel
- You can find old matches, clips, etc.



Rankings

- Here you find the European and World Ranking of all five categories

Telenor DK 07.58 88 %

< Back RANKINGS ★

EUROPEAN RANKING WORLD RANKING

RANK	COUNTRY	PLAYER	POINTS
1	DEN	Viktor AXELSEN	77130
2	IND	KIDAMBI Srikanth	76895
3	KOR	SON Wan Ho	75950
4	CHN	CHEN Long	75916
5	CHN	SHI Yuqi	72743
6	MAS	LEE Chong Wei	72524

MEN'S SINGLES

LATEST LIVE MORE DRAWS PLAYERS

Draw

- Here you find the latest draws from BWF and BEC tournaments



The screenshot shows the BWF app interface for the Thailand Masters 2018. At the top, the status bar shows 'Telenor DK', '11.25', and '100 %' battery. The app header includes the BWF logo, a yellow star, and the tournament title 'THAILAND MASTERS 2018'. Below the header is a navigation bar with tabs for 'R32', 'R16', 'QF', 'SF', and 'Final'. The 'R32' tab is selected, and the match type 'Mixed doubles R32' is displayed. The draw list shows three matches:

- Eidestedt, R.** vs **Nistad, C.** (winning) vs **Islami, M.** (losing)
- bye** vs **Chan, P. (5)** vs **Goh, L. (5)**
- Bandaso, M.** vs **Maio, J.** vs **Hogstrom, A.**

Each match is represented by a semi-transparent box with a white line separating the winners from the losers. To the right of the draw list is a vertical navigation bar with a yellow double arrow button. At the bottom, there are two buttons: 'TOURNAMENTS' and 'MIXED DOUBLES'. The 'MIXED DOUBLES' button is highlighted. Below these buttons is a navigation bar with five icons: 'LATEST', 'LIVE', 'MORE', 'DRAWS', and 'PLAYERS'. The 'DRAWS' icon is highlighted.



Players

- Here you find the player profiles of all the European players participating in BEC and/or BWF tournaments



Why the app

- Because users today are moving towards receiving information from mobile devices
- To promote European players
- To have users sign up so that we can communicate with them – push information



Launch

- We are currently in the testing phase
- We aim to launch before the European Championships in Huelva this month
- Still a few issues around data from BWF tournaments that we need to have clarified before we can launch



Promotion

- Once we are launching we hope you would all help to promote the app via your communication channels
- We will come back with graphics and further information you can use



Thank you

