



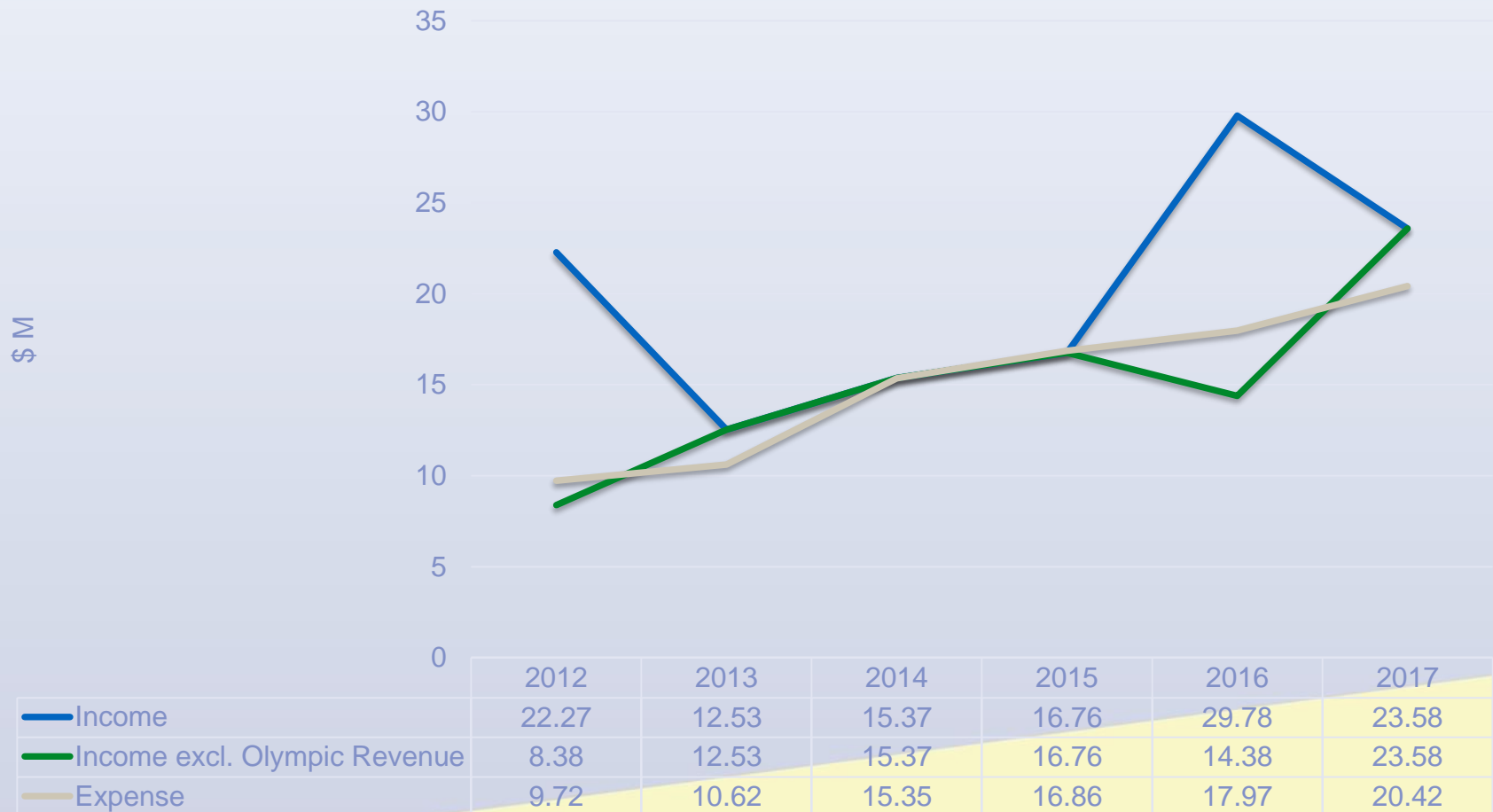
BWF

EXECUTIVE SUMMARY
OFFICIAL REVIEW
ENHANCING BADMINTON'S FUTURE

Enhancing Badminton's Future

Some statistics

BWF Income / Expenditure



Prize Money Evolution

Superseries	2009	2010	2011	2012	2014	2017
Yearly Total	3,400,000	3,700,000	5,050,000	5,250,000	6,825,000	7,675,000

*Units in USD



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Popularity of Badminton

Denmark

China

India

Thailand

Malaysia

*South
Korea*

Singapore

France

Indonesia

UK



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BWF strategy

- *Innovating competition rules*
- *Enriching fan experience*
- *Raising the profile of our stars and players*
- *Increasing the commercial value*
- *Strengthening the profile of badminton*
- *Enhancing the broadcast product*



Enhancing Badminton's Future

The three proposals that will be voted on at the BWF AGM in May 2018

Enhanced scoring system

- To increase excitement and shorten the length of matches

Reduced on-court coaching

- And introduction of time-out options

Experimental service law (Fixed height)

- To improve the quality and consistency of service judging

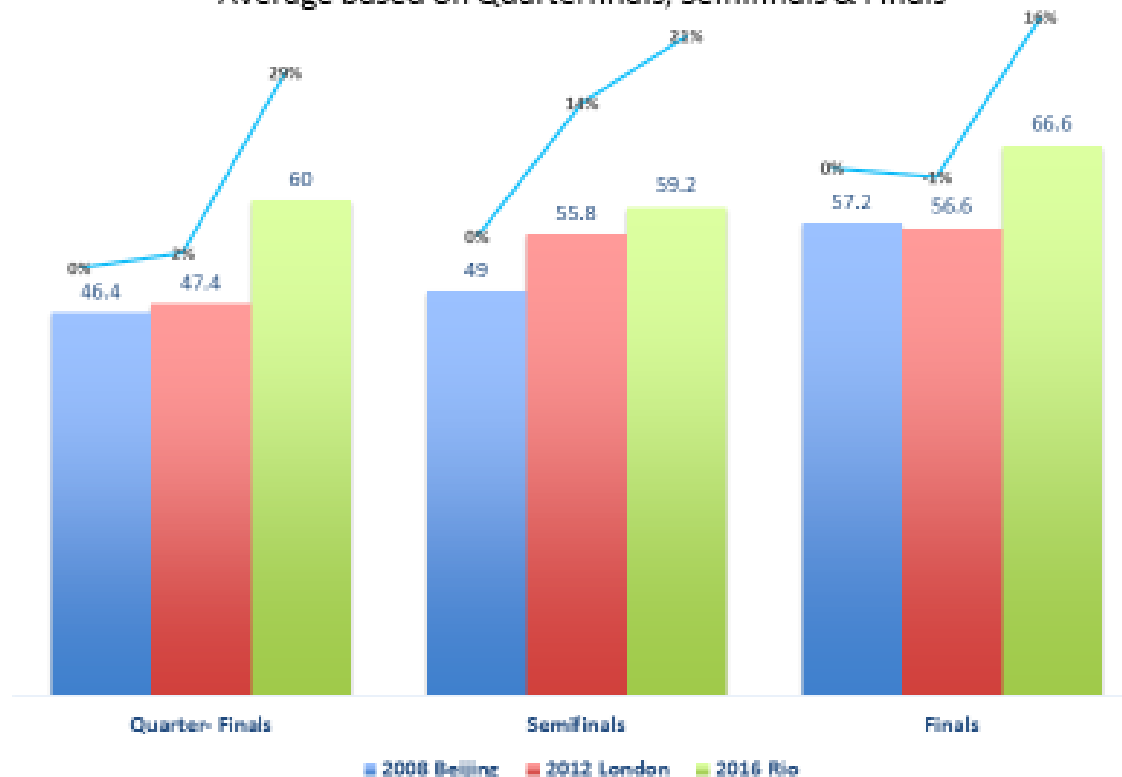
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– Why?

Olympic Statistics 2008 – 2016 – Match Length

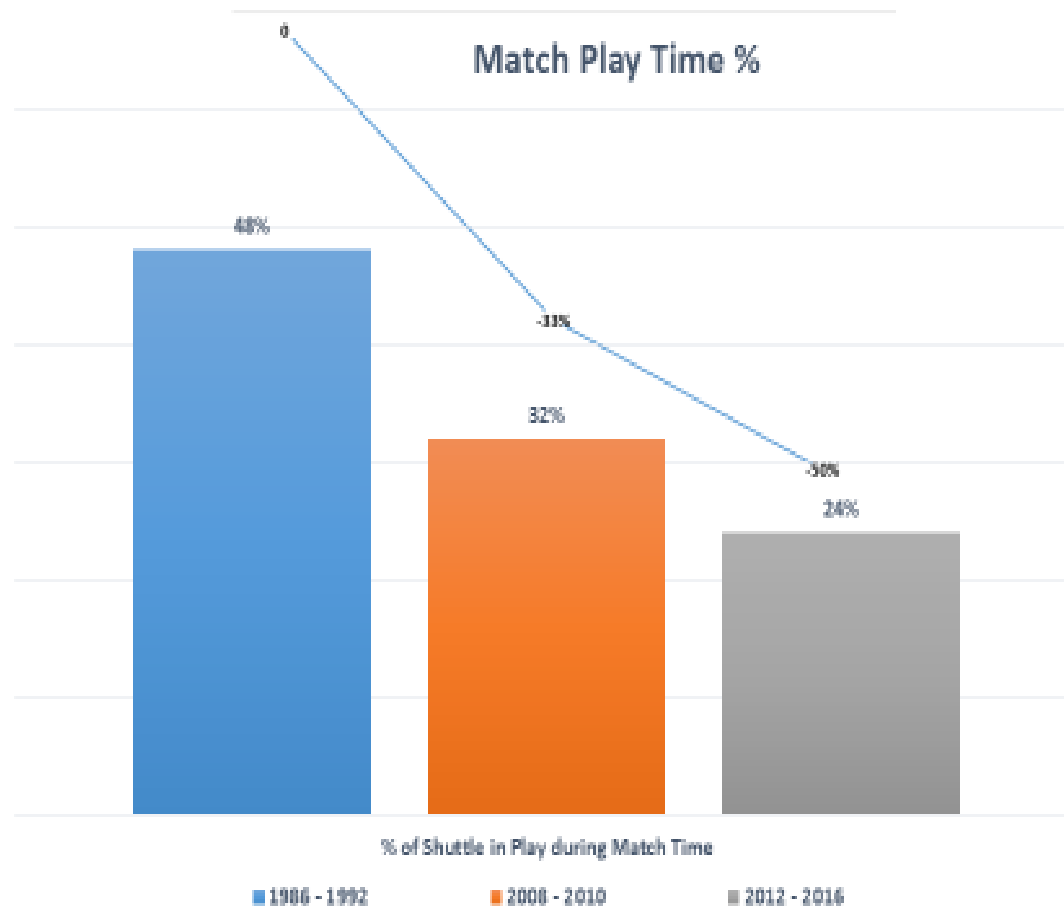
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Average based on Quarterfinals, Semifinals & Finals



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– Why?



Key Findings

The key findings of the research are as follows:

- 1. Match-winning probabilities in the trial system are practically identical to those in the current system •**
Match-winning probabilities for the trial scoring system (5 × 11) only differ at most by about 3 percentage points, only slightly favoring the weaker player.
- 2. In the trial system, game-winning probabilities are fairly high for weaker players even outside the range where match outcomes are almost certain. •** Game-winning probabilities are affected more severely due to the shorter games in the trial system, but at match level this is countered by the increased number of games. • Due to the shorter and increased number of games in the trial scoring system, a weaker player has a good chance of winning at least one game.
- 3. The length of the match is shorter under the trial system,** particularly in uneven matches. • The longest matches under the trial system (5 games) are about average length of that in the current scoring system. • In uneven matches, games typically end quicker, and often end in three games, thus limiting the number of points to the weaker player. Under the current system the weaker player is likely to score more points simply due to the longer games
- 4. Setting, as in the current system favors the stronger player but as with the current system when the players are equal in strength (level), setting has no influence.**

Key Findings

5. **In the current system, when the first player reaches 11 points, he will have more than 75% chance of winning the game even with players of equal strengths hence already making the outcome of the game quite certain statistically.** • This is even more pronounced when players are unevenly matched, where the stronger player is likely to be even more ahead giving him about a 90% chance of winning the game. • When reaching the endgame this effect becomes stronger under the current system, but is much less likely under the trial system. • Thus, even midway through the game under the current system there is a good chance that the outcome is already determined.
6. **Under the proposed system it is quite likely for the losing player to win a game even if he eventually does not win the match.**

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Present situation



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Challenges & proposed solutions

CHALLENGES

1. Longer matches
2. Longer breaks between points
3. Greater physical / mental stress on players = more injuries

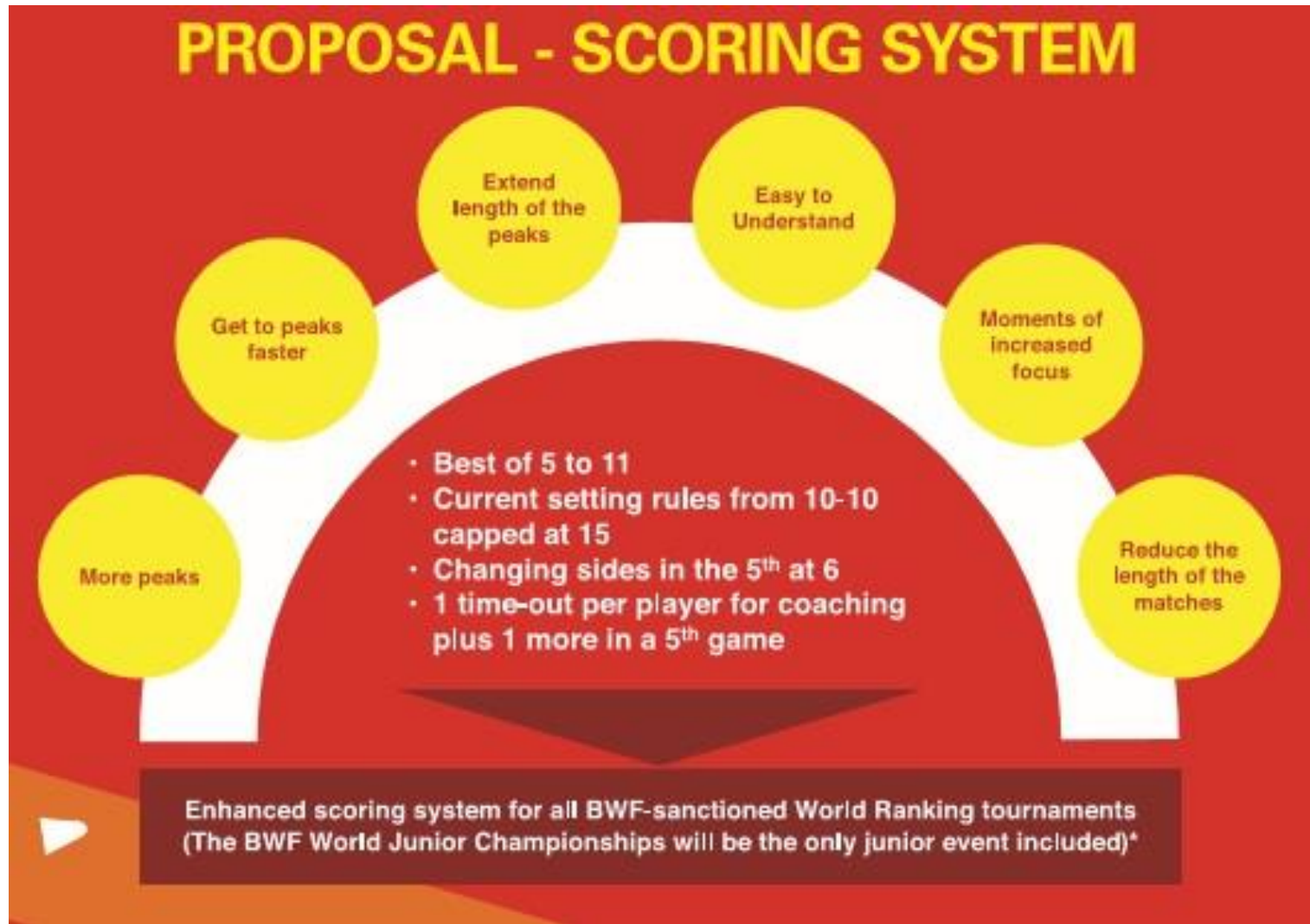
SOLUTIONS

1. Enhanced scoring system
2. Less on-court coaching
3. More efficient court management



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Proposal 1 in detail





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A reminder: these are the proposals that you will vote on at the BWF AGM in May 2018

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