

MEMBERS' FORUM



**MAGYAR
TOLLASLABDA
SZÖVETSÉG**



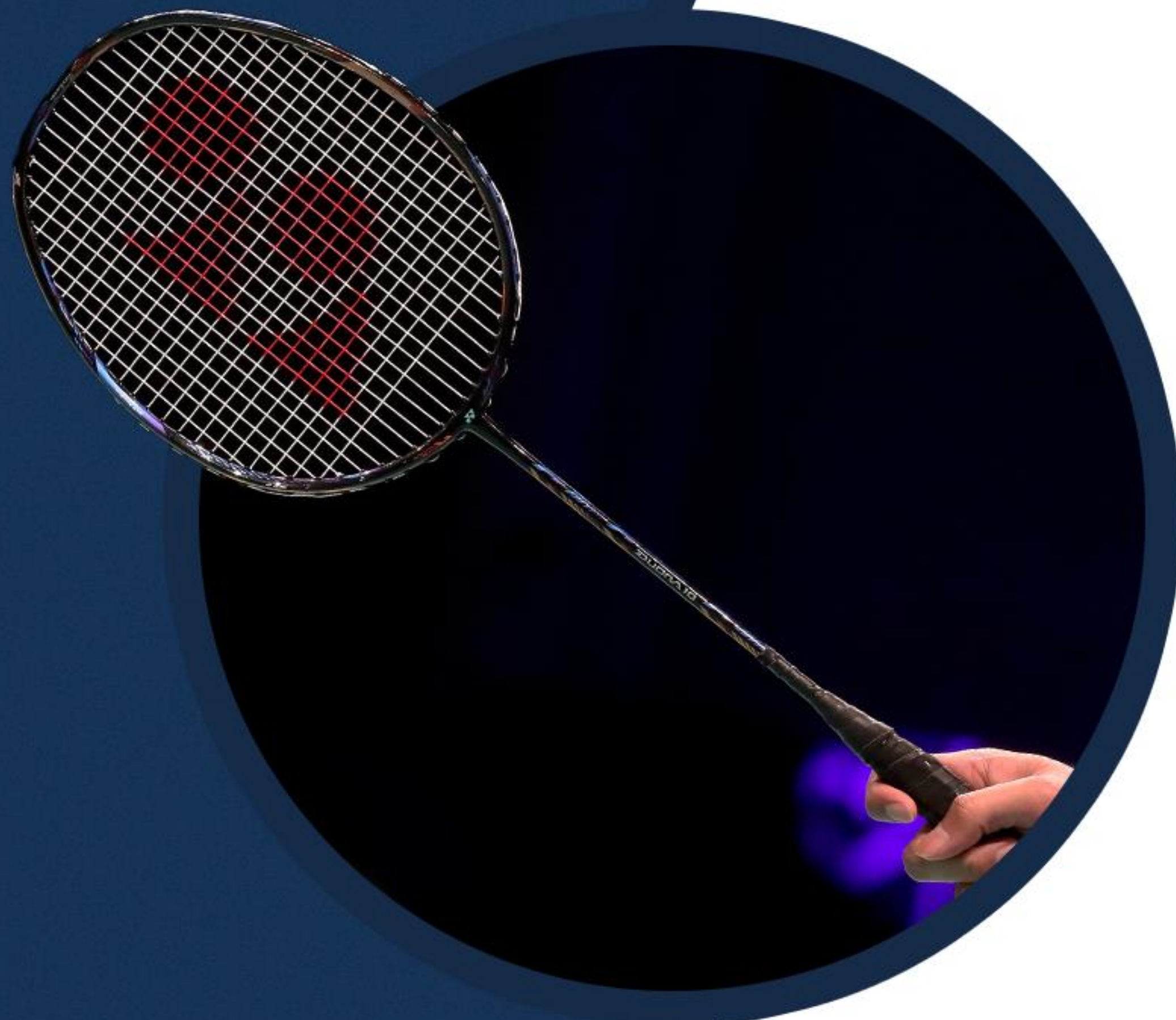
**BADMINTON
EUROPE**

WE LIVE BADMINTON

2024 BEC CONGRESS

BUDAPEST, HUNGARY

24 - 25 MAY 2024



**Strategic Plan
2025-2028**

Business

COMMUNICATION – CORE OBJECTIVES

- To promote the sport of badminton in Europe.
 - Our Social Media and Website are important communication tools
 - Needs to provide more quality than quantity news
 - Fan base oriented
 - Next to this is our OTT streaming platform and live app to develop further
- Improve the image of BEC and Badminton
 - By increasing the visibility and popularity of European badminton players and tournaments
- The long-term objective
 - To increase the number of sports fans that follow and

COMMUNICATION – FOCUS KPI's FOR 2028

- New website launched by 2025
 - 1 million unique website visitors by 2028
 - 500.000 users in central database by 2028
 - 500.000 followers on facebook with a reach of 15 million by 2028
 - 200.000 followers on Instagram with a reach of 10 million by 2028



COMMUNICATION - KPI's

- Ensure that the first page of the website is fan focused and data driven
- On-site coverage of all major events played in Europe
- Create and provide engaging video content
- Ensure consistency in the news flow on social media channels
- Provide live content, in particular from tournaments, on social media channels
- Have minimum 100 live streaming days on www.badminton europe.tv
- Improve features on www.badminton europe.tv like commentary and use of stats
- Promote key European players to positively influence the image of badminton (Star Creation)
- Ensure that we are present and relevant on trending communication platforms
- Cooperate with Member Associations to facilitate organic fan base growth on social media platforms.

COMMERCIAL - CORE OBJECTIVES

- Commercial in this context is understood as income generating activities.
 - Mainly data partnership, media rights and sponsorships which includes rights fees for European Championships.
 - Increasing the number of individuals we can communicate with
 - Find ways to monetize on our digital assets
- The long-term objective in commercial is
 - To add additional income streams (digital and new partners) as well as generating additional income from existing income streams

COMMERCIAL - PRIMAY FOCUS 2025-2028

- Increase the value of current partnerships as well as attracting new partners
- Increase income from rights and sponsorships to 1.5 million euro by 2028

COMMERCIAL – STRATEGIES KPI's

- Deliver on the contract with the BEC Data partner
- Deliver on, and where possible improve on, current Equipment partnerships
- Enter into new relationships/sponsorships, in particular with partners, who will help popularize badminton
- Digital monetization, including adding a premium element to the OTT Streaming Platform
- In cooperation with Badminton Asia explore the possibilities to reintroduce Europe vs Asia as a commercial event