



# WAKO

## POST-EVENT REPORT

*March 2014*



# SUMMARY



1. Event: Key Facts
2. IFs Post-Event Evaluation Survey
3. Event: Media Coverage & Exposure





**SAINT PETERSBURG, 2013**  
**SPORTACCORD  
WORLD  
COMBAT  
GAMES**

**EVENT:  
KEY FACTS**

# 2013 WORLD COMBAT GAMES



- The World's Largest Combat Sports and Martial Arts Multi-Sport Event
- In Cooperation with the International Sports Federations
- The Perfect Bridge Between Elite Sport and Community Engagement
- Promoting the Values of Respect, Self-Control and Determination



AIKIDO



JUDO



KARATE



KUNGFU



WRESTLING



TAEKWONDO



WUSHU



SAMBO



JUDO



JUDO



KENDO



KICKBOXING



FENCING



MARTIAL ARTS



SAMBO

# SPORTS COMPETITION



- **15** Combat Sports & Martial Arts:
  - Aikido, Boxing, Fencing, Judo, Ju-Jitsu, Karate, Kendo, Kickboxing, Muay Thai, Sambo, Savate, Sumo, Taekwondo, Wrestling, Wushu
  
- **5** Olympic sports, **10** non-Olympic sports
  
- **33** Disciplines, **1** Demonstration Sport
  
- **135** Categories including **50** Women Categories
  
- **473** Total Medals Distributed including **135** Gold Medals



# SPORTS COMPETITION



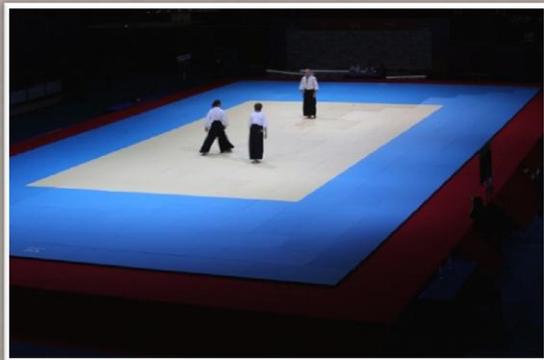
- **2,600+** Participants from **108** Countries:
  - **1,350** Athletes from **94** Countries including Olympic / World Champions & Medallists
  - **650** IFs Officials (ITOs, Executive Representatives)
  - **600+** Team Officials (Coaches, Doctors)



# SPORTS COMPETITION



- **3** Sports Competition Venues
- **6** Fields of Play
- **2** Official Training Venues
- **30,000** Spectators



# EVENT OPERATIONS



- **2,800** Working Staff Locally
- **1,050** Volunteers
- **950** VIPs Hosted during the Event
- **270** Journalists from **29** Countries on-site



# EVENT OPERATIONS

- **2,800** Participants and Guests accommodated in **6** Official Hotels
- **200+** Vehicles used on average per day for Transportation
- **8,000+** Badges delivered on-site for the Event



# OPENING CEREMONY



- **315** Participating Athletes and Performers
- **4,000** Spectators
- Showing Various Sports
- Featuring **15** Sports' Ambassadors



# CULTURAL PROGRAMME



- **Ambassador Programme:** Sports' Ambassadors promoted the Event and their sport in the media and participated in local social activities
- **Demonstrations / Animations at the Venues:** Youth Masterclass, Entertainment, Exhibition Booth, Autograph Signing Sessions



- **Local Community Projects / Events:**
  - Children's Postcard Drawing Contest (**6,000** Participants from **300** schools)
  - Official Mascots' Arrival Festival (**1,000** participants)
  - Official Mascots' Sand Sculpture (**500,000** persons visited the exhibition)
  - Public morning exercises at the Palace Square (**500+** participants)
- **International Exhibition** «Martial Arts and Combat Sports in the world today» was organized at Lenexpo Convention Center, and showcased cultural diversity of Combat Sports and Martial Arts



- **International Social Forum:** the Event brought together governmental, community and Federations' representatives in order to highlight the important social role played by Combat Sports and Martial Arts in modern society (**200** Attendees)
- **SportAccord Integrity E-Learning Programme:** SportAccord developed an E-Learning platform to educate athletes about the dangers of betting and match fixing. All athletes of the 2013 World Combat Games were required to participate in this specialized programme either online or on-site



*Mr. Wilfried Lemke, UN Special Adviser on Sport for Development and Peace, speaking at the International Forum*



A photograph of two kickboxers in a ring. The fighter in the foreground is wearing red gear, including a red helmet and red gloves. The fighter in the background is wearing blue gear, including a blue helmet and blue gloves. They are in a physical struggle, with the red fighter appearing to be in a defensive or being struck position. The background is dark, and the ring ropes are visible. A person is partially visible on the left side of the frame, holding a camera.

**IFs POST-EVENT  
EVALUATION  
SURVEY**

# EXECUTIVE SUMMARY

## GENERAL

- The IFs rated the Event **6.7 (out of 10)** on average. The general perception of the quality of the Event has been impacted negatively by the logistics issues relating to visa, transportation and accommodation



- The IFs liked most about the Event the visual identity & branding, the video material and the atmosphere. However, they highlighted on the negative side the logistics issues, the lack of communication from the LOC, the time-consuming registration process and the lack of spectators in some venues



## EVENT PREPARATIONS

- The majority of the IFs were satisfied with the quality and frequency of the Coordination Meetings and Inspection Visits. However, they emphasized that the final outcome should remain consistent with information shared during these meetings (logistics, branding,..)



## SPORTS COMPETITIONS

- The majority of the IFs were satisfied with the organization of their competition (format, schedule, sports' presentation, technology, awarding ceremonies) and were able to bring their best athletes



- Key suggestions include increasing the quotas of athletes for each sport and scheduling the dates of the next edition in coordination with the IFs to avoid conflict with IFs' major Championships



## SPORTS VENUES

- The majority of the IFs were satisfied with the quality of their competition venues (facilities, fields of play, sport equipment). However, set up timing, signage and access zones need to be improved for the next edition



- While the branding/visual identity contributed to creating a good atmosphere at the venues, about half of the IFs think that the spectators' attendance was average pointing out the lack of local promotion and initiatives



## REGISTRATION, VISA & FLIGHT

- The majority of the IFs were not satisfied with the registration, visa application and flight booking processes. The onerous bureaucracy and multiple delivery delays of visa and flight tickets put in jeopardy the athletes' participation for some IFs



- The IFs suggest improving the Management System, simplifying the procedures and anticipating earlier delivery of visas and flight tickets



## SERVICES

- The majority of the IFs were satisfied with the quality of the hotels, the catering at the hotels, the airport transfer, the support of the volunteers and the quality of the VVIP programme



- However, many IFs experienced long waiting times during check-in at the hotels resulting also in delays to collect the accreditations. Additional issues included supply of catering at the venues and local transportation



## CEREMONIES & SPECIAL EVENTS

- The majority of the IFs were satisfied with the quality of the organization of the Forum and the Gala. However, about half of the IFs think that the quality of the Opening Ceremony was average



## MEDIA, BROADCAST & DIGITAL



- The majority of the IFs were satisfied with the quality of the video content and the multimedia coverage of the Event (TV, web streaming, official Event website, social media). However, some IFs believe that the promotion of individual sports could be optimized



## SUGGESTIONS FOR THE FUTURE

- The preferred months to stage the next edition of the World Combat Games are August-October
- Improving communication processes between LOC-IFs-SportAccord, and boosting external promotion of the World Combat Games to the public should be prioritized by SportAccord for the next edition





**EVENT:  
MEDIA COVERAGE  
& EXPOSURE**

# PROMOTION / PR IN RUSSIA



## Print:

- Special Editions in Local Media (Sport-Express: **60,000** copies; Izvestiya: **80,000**; Argumenty i fakty 3 editions: **390,000**; Metro 4 editions: **1,480,000**; My region 6 editions: **1,260,000**)



# PROMOTION / PR IN RUSSIA



## Outdoor Advertising:

- February-October: Permanent Display in St-Petersburg Airport
- August-October: **140** monthly Displays in express train at Moscow airports
- February: **150** Displays «The City is Waiting» in St-Petersburg
- June-August: **300-400** monthly Displays in St-Petersburg & Moscow
- July-August: **150** Displays in public transportation in Moscow
- September-October: **400-600** monthly Displays in St-Petersburg, **70** monthly Displays in Moscow



## Radio / Audio:

- **105** Spots in June-August and **670** in September-October (Russkoe Radio, Piter FM, Monte-Carlo, Maximum, DFM)
- September-October: **1,370** monthly Spots in metro in St-Petersburg

## TV:

- July-August: **930** spot announcements on TVTs channels (Moscow)
- September 1-October 18: **711** spot announcements (5-15'') at Pervy channel (1st channel), Pyaty Kanal (5th channel), as well as at the channels included in VGTRK (National TV)



# PROMOTION / PR WORLDWIDE



## Print:

- Promotions in specialized magazines dedicated to combat sports and martial arts: for example, Fighter Only (UK, USA, Canada), Black Belt, Ring, Taekwondo Times (USA), Martial Arts Illustrated, Train Hard High Easy (UK), Blitz (Australia)

## Digital:

- Video Trailers («less than 3 months to go», «3 weeks to go», etc...) distributed on Youtube
- Banners on all participating International Sports Federations' websites
- E-newsletter in August-October (sent daily during the Event) distributed to **3,500** contacts (specialized media,...)
- Facebook campaigns in August-October (contests,...)

3 weeks to go! - 2013 World Combat Games



World Combat Games - Less than 3 months to go!



# PROMOTION / PR WORLDWIDE



## ■ TV:

- World Combat Games TV Magazine Show:
  - 26' Monthly Magazine (December 2012-October 2013)
  - Distributed across World Combat Games TV Partners and World Combat Games Youtube Channel
  - Featured World and Continental Championships, World Combat Games Qualification Events, Athlete Interviews



World Of Combat Games EP1305



World Of Combat Games EP1304



World Of Combat Games EP1303



World Of Combat Games EP1302



SportAccord Promo



World Of Combat Games EP1301



World Of Combat Sports Promo



China Boxing Feature 03

The 2013 World Combat Games generated about **2,550 articles** in press and internet worldwide



**Sélectionnée pour les Jeux mondiaux de combat**

Caen - 16 Octobre 2013

Sports de combat. Licenciée du Caen étudiant club, Coralie Lebredonchel participera aux Championnats du monde, dans la catégorie sambo. Ils se dérouleront du 18 au 26 octobre, à Saint-Petersbourg, en Russie.

La silhouette sportive et musclée. Toie pétillante et le sourire facile, Coralie Lebredonchel, étudiante sportive de haut niveau, a décroché sa qualification pour les deuxièmes Jeux mondiaux de combat qui auront lieu en Russie, à Saint-Petersbourg, du 18 au 26 octobre. En véritable « porte-drapeau » du Paysan à l'étranger, elle fera à elle seule 75 ans dans la rattrapée des 180 km rattrapés en...

**Combat, баяня. На трех аренах Питера проходит крупнейший на планете форум единоборств**

Советский Спорт

О Всемирных играх боевых искусств – World Combat Games в английском варианте – в Петербурге начали говорить задолго до их начала: еще весной в городе появились рекламные плакаты и анонсы в метро. Готовились и городские власти. Причем им пришлось уходить от серьезных проблем буквально в последний момент: ради Игр ускорили и успели закончить строительство нового дворца спорта на Крестовском острове.

**ВИДЕОПРИВЕТ ОТ ПРЕЗИДЕНТА**

Спорткомплекс «Арена», который находится буквально в нескольких десятках метров от стройки «Зенит-Арены», был открыт чуть больше месяца назад. На нем едва успели провести тестовые старты.

Под церемонию открытия организаторы задействовали Ледовый – благо календарь КХЛ отправил хоккейный СКА в выездное турне. А вот, например, баскетбольному «Спартаку» повезло несколько меньше. Для питерских красно-белых не осталось свободных площадок, и домашний матч Еврокубка «спартаковцы» вынуждены будут провести в Люберцах.

**Judô brasileiro fatura bronze no World Combat Games**

20 de outubro de 2013 | 14h 56

Notícia

Enviar Recomendar Compartilhar Tweet

AE - Agência Estado

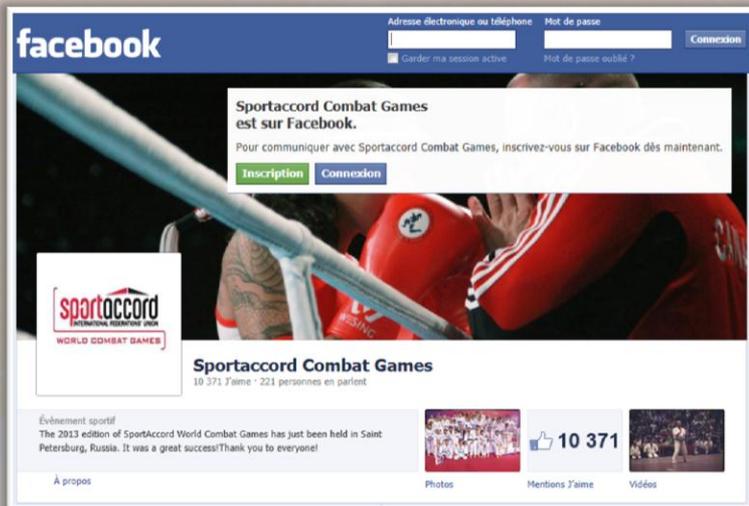
Assim como aconteceu no dia anterior com as mulheres, a seleção brasileira masculina de judô subiu ao pódio do World Combat Games, competição que reúne 1.300 atletas competindo em 15 diferentes esportes de combate, neste domingo, em São Petersburgo, na Rússia. Enquanto a equipe feminina conquistou a medalha de prata, os homens ficaram com o bronze.



- **135,000** unique visitors
- **183,000** visits
- **506,000** page views
- Top page: schedule and results **162,000** page views



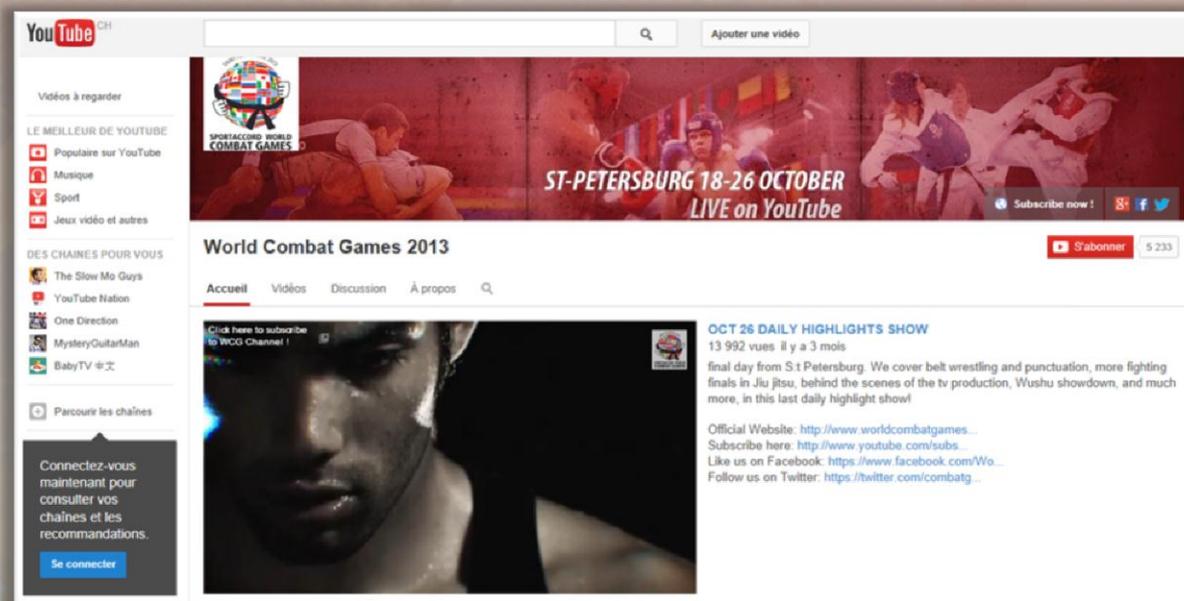
- **+150%** likes, **10,000** likes
- **2,000** shares of content



\* Data period: Official Website Oct 18-26; Facebook Oct 1-29



- **90** videos/clips uploaded
- Live coverage available worldwide
- **310,000** video views
- **1,426,000** minutes of content watched



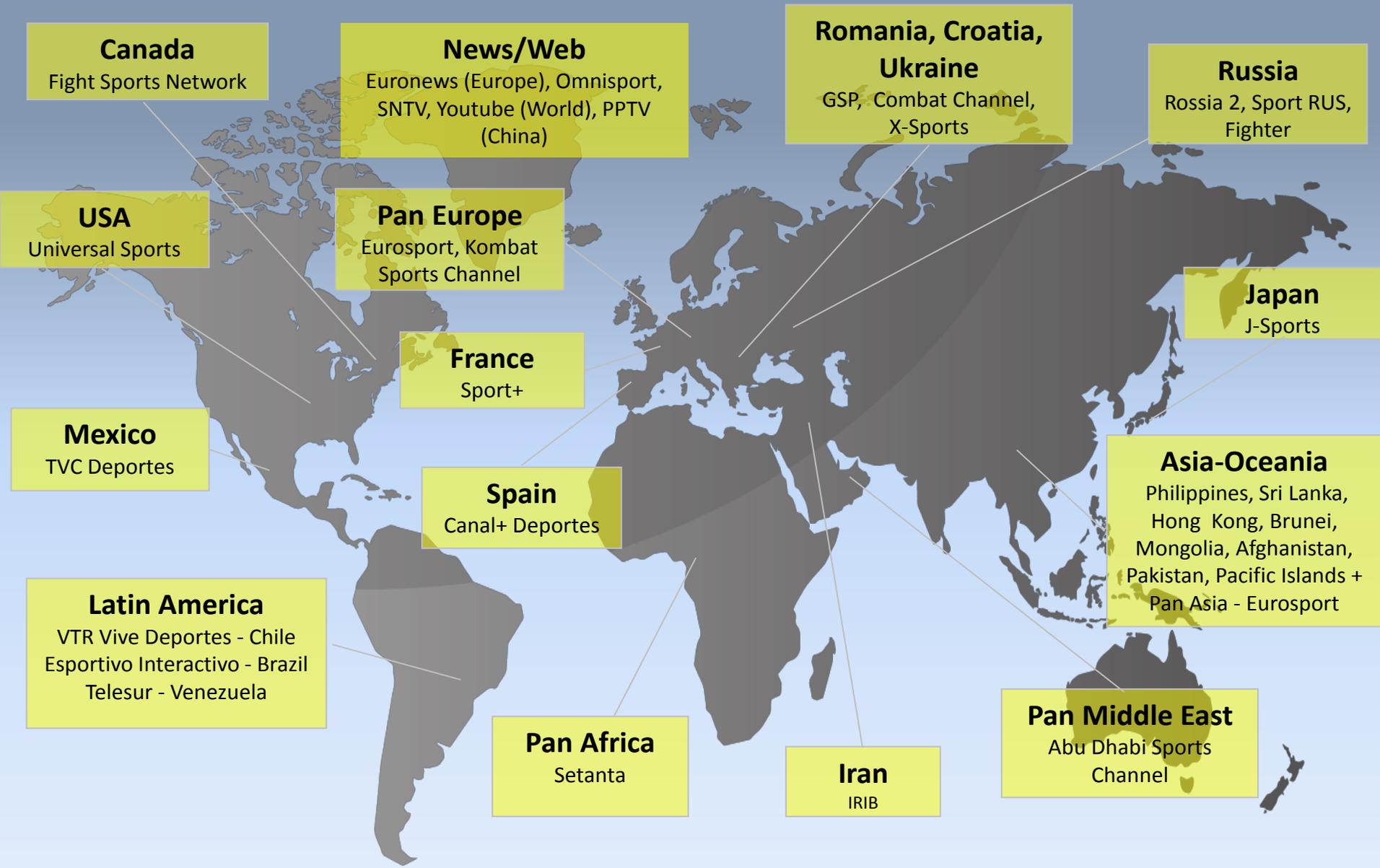
# TV & DIGITAL DISTRIBUTION



- **100+** Hours of Content Produced
- **5** HD Production Points
- Live Content (World Feeds), Daily Highlights (26'), News Clip, Event Highlights (52')
- **30** International Media Platforms covering the Event
- News Coverage in over **150** Territories (Euronews, SNTV, Omnisport)
- Live Broadcast in over **100** Territories
- Extensive Web Streaming Worldwide (live, highlights) on World Combat Games' Youtube Channel and in China on PPTV (local Youtube)



# TV & DIGITAL DISTRIBUTION



# TV & DIGITAL DISTRIBUTION



Region	Country	Broadcaster	TV HH	Delivery
North America	USA	Universal Sports	40,000,000	Cable & IPTV
North America	Canada	Fight Sports Network	2,300,000	Cable & Satellite
Central America	Mexico	TVC Deportes	2,300,000	Cable & Satellite
Latin America	Brazil	Esportivo Interactivo	11,000,000	IPTV & cable
Latin America	Venezuela	Telesur	3,000,000	Terrestrial, Cable & IPTV
Latin America	Chile	Vive Deportes	2,500,000	Cable & IPTV
Europe	Russia	VGTRK	24,525,621	Terrestrial, Cable & Satellite
Europe	Romania	GSP Romania	350,000	Cable & Satellite
Europe	Spain	Canal+ Deportes	2,000,000	Satellite
Europe	France	Sport+	3'600'000	Cable & Satellite
Europe	Croatia	Combat Channel	410,000	Cable & Satellite
Europe	Ukraine	X-Sports Ukraine	1,300,000	Cable & Satellite



# TV & DIGITAL DISTRIBUTION



Region	Country	Broadcaster	TV HH	Delivery
Asia	Iran	IRIB	17,900,438	Terrestrial
Asia	Brunei	ASTRO	32,000	Cable & Satellite
Asia	Afghanistan	Ariana TV	2,350'000	Cable & Satellite
Asia	Mongolia	Mongolian National Broadcasting Company	600,000	Cable & Satellite
Asia	Sri Lanka	CSN	1.400,000	Terrestrial, Cable & Satellite
Asia	Hong Kong	TVB	2,500,000	Terrestrial
Asia	Philippines	Solar	800,000	Cable & Satellite
Asia	Japan	J-Sports	8,000,000	Cable, Satellite & IPTV
Oceania	Tonga	Mai TV	122,474	Terrestrial, Cable & Satellite
Oceania	Fiji	Digi TV	260,000	Terrestrial, Cable & Satellite



# TV & DIGITAL DISTRIBUTION



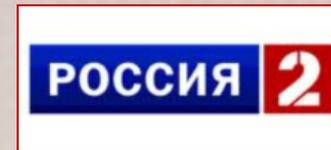
Region	Country	Broadcaster	TV HH	Delivery
Middle East	Pan Middle East	Abu Dhabi Sports Channel	18,341,570	Cable & Satellite
Africa	Pan Africa	Setanta Sports	25,000,000 (est.)	Cable & satellite
Europe	Pan Europe – ex France	Eurosport, Eurosport 2	60,000,000	Cable & Satellite
Europe	Pan Europe	Kombat Sports Channel	10,000,000	Cable & Satellite
Asia	Pan Asia	Eurosport Asia-Pacific	18 territories	Cable & Satellite
Worldwide	Omnisport	Multiple	90 territories	All forms
Europe	Euronews	Multiple	40,000,000	Cable & Satellite
Worldwide	Worldwide	SNTV	90 territories	All forms
Worldwide	Worldwide	World Combat Games Youtube channel	N/A	Web
Asia	China	PPTV	29,000,000	Web



# TV EXPOSURE\*



In 11 Selected Territories, the 2013 World Combat Games generated **662 hours** of Broadcasting Time and reached **1.5 billion** Event Contacts



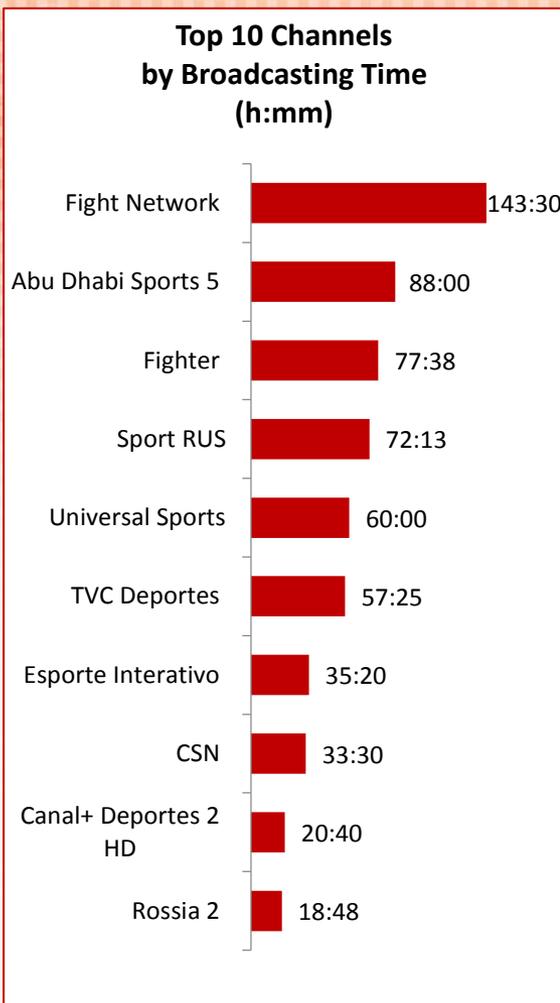


# TV EXPOSURE BY CHANNEL\*



- The Highest Broadcasting Time for a Single Channel in total (**20%**): Fight Sport Network, Canada = **143 Hours**

- The Largest Media Impact for a Single Channel in total (**24%**): Rossia 2, Russia = **372 million** Event Contacts

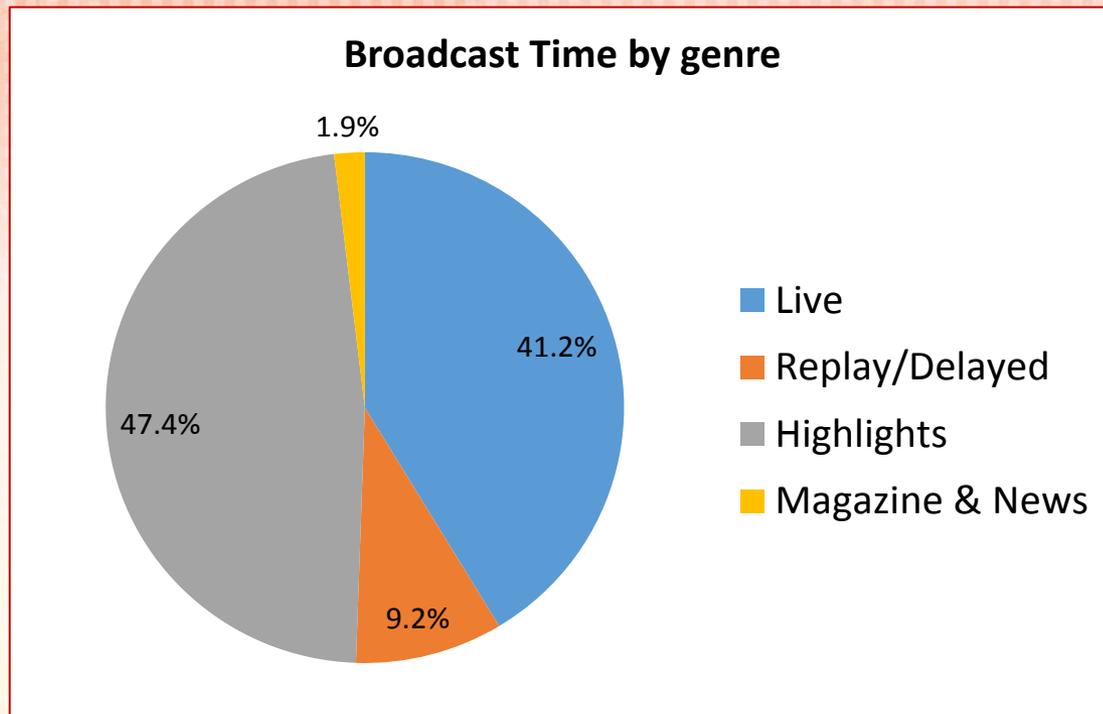


\* Repucom World Combat Games 2013 – TV Coverage Analysis in 11 selected territories (USA, Canada, Russia, Brazil, Japan, Mexico, Pan Asia, Pan Europe, Pan Middle East, Spain, Sri Lanka) - Oct-Nov 2013

# TV EXPOSURE BY GENRE\*



Live coverage had a Share of **41%** of the overall Broadcasting Time due to significant Live Coverage in Territories such as Russia, Mexico, Middle East and Brazil



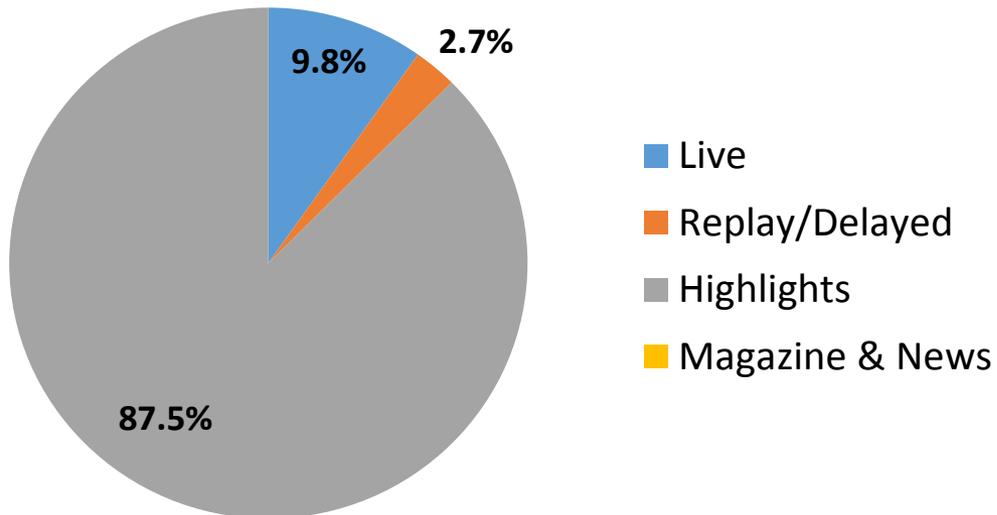
\* Repucom World Combat Games 2013 – TV Coverage Analysis in 11 selected territories (USA, Canada, Russia, Brazil, Japan, Mexico, Pan Asia, Pan Europe, Pan Middle East, Spain, Sri Lanka) - Oct-Nov 2013

# TV EXPOSURE FOR KICKBOXING\*



In 11 Selected Territories, Kickboxing generated **10h11'53"** of Broadcasting Time and reached **8,70 million** Event Contacts

**Broadcasting Time by Genre**



- Highlights represented **87%** of Kickboxing's total Broadcasting Time
- Among all the Sports, Kickboxing is **7th** in terms of Total Broadcasting Time