



# 1. Opening and Welcome



## 2. EHF Report

### 2. EHF Report

Report by the President

Jean Brihault





## 3. Competition Matters

### 3.1. Younger Age Category Events - Report

Younger Age Category Events

2016 - 2019

Leopold Kalin



### 3.1. Younger Age Category Events - Report

#### ❖ M18 and M20 in 2016

- |                                     |                              |
|-------------------------------------|------------------------------|
| ▪ <i>M18 EURO 2016 CRO:</i>         | <i>11-21 August 2016</i>     |
| ▪ <i>M18 Championship 2016 BUL:</i> | <i>14-21 August 2016</i>     |
| ▪ <i>M18 Championship 2016 GEO:</i> | <i>15-21 August 2016</i>     |
| ▪ <i>M18 Championship 2016 LTU:</i> | <i>15-21 August 2016</i>     |
| ▪ <i>M20 EURO 2016 DEN:</i>         | <i>28 Jul.- 07 Aug. 2016</i> |



### 3.1. Younger Age Category Events - Report

#### ❖ Application Procedures for W17 and W19 in 2017

- |                                                         |                                  |
|---------------------------------------------------------|----------------------------------|
| ▪ <i>Application (host bids) and team registration:</i> | <i>10 Nov.2015 – 22 Jan.2016</i> |
| ▪ <i>Evaluation of bids/inspections:</i>                | <i>February 2016</i>             |
| ▪ <i>Awarding of Events by EXEC:</i>                    | <i>March 2016</i>                |
| ▪ <i>2017 W19 EURO:</i>                                 | <i>27 July – 06 August 2017</i>  |
| ▪ <i>2017 W17 EURO:</i>                                 | <i>10 – 20 August 2017</i>       |
| ▪ <i>2017 W17 Championship:</i>                         | <i>14 – 20 August2017</i>        |




### 3.1. Younger Age Category Events - Report

#### ❖ Further qualification for M18 and M20

- *M18 EURO 2016 CRO:*

1 <sup>st</sup> – 12 <sup>th</sup>	to	MU19 WCh 2017
1 <sup>st</sup> – 13 <sup>th</sup>	to	M18 EURO 2018
1 <sup>st</sup> – 13 <sup>th</sup>	to	M20 EURO 2018
14 <sup>th</sup> – 16 <sup>th</sup>	to	M18 Championship 2018
14 <sup>th</sup> – 16 <sup>th</sup>	to	M20 Championship 2018
  
- *M18 Championships 2016:  
(in BUL/GEO/LTU)*

1st	to	M18 EURO 2018 & M20 EURO 2018
-----	----	-------------------------------
  
- *M20 EURO 2016 DEN:*

1 <sup>st</sup> – 12 <sup>th</sup>	to	MU21 WCh 2017
------------------------------------	----	---------------
  
- Overview  YAC Overview



### 3.2. Men's EHF EURO 2020 Qualifications – Information Exchange

## Qualification Systems for an EHF EURO

with 24 Teams

Markus Glaser



### 3.2. Men's EHF EURO 2020 Qualifications – Information Exchange

#### ❖ History – Development – Overview

- POR 1994 via SWE 2002 to SWE/AUT/NOR 2020
- Discussion – Decision – Development

#### ❖ Status Quo

- Number of registrations 2002 - 2018
- Qualification phase 1 first implemented in 2012
- Awarding best 3<sup>rd</sup> ranked team (for 2014 and for 2016)

#### ❖ Targets

- To increase the number of participants
- Quality management of the brand “Qualification”
- Steady improvement



### 3.2. Men's EHF EURO 2020 Qualifications – Information Exchange

#### ❖ Model 1 (10 x 4)

- Based on 44 registrations
- 4 direct qualifiers (defending champion and the 3 best ranked teams from 2018 CRO)
- 10 groups of 4 teams each
- 1<sup>st</sup> and 2<sup>nd</sup> ranked teams qualify

#### ❖ Advantages

- Easy to understand and easy to play
- Easy to implement into the calendar
- All teams included in direct qualification

#### ❖ Disadvantages

- Home and away matches / round robin system for all
- Too many matches expected with a big goal difference
- No chance to reduce standards



## 3.2. Men's EHF EURO 2020 Qualifications – Information Exchange

### Model 2 – Part One

#### ❖ Qualification phase 1 and phase 2 with 8 x 4

- Based on 44 registrations
- 4 direct qualifiers (def. champion and the 3 best ranked teams from 2018 CRO)
- Qualification phase 1
- Qualification phase 2 with 8 groups of 4 teams each
- 1<sup>st</sup> and 2<sup>nd</sup> ranked teams qualify
- Play-off for 3<sup>rd</sup> ranked teams

#### ❖ Timeline

- Q1 in November 2016, May and June 2017
- Q2 in April and November 2018, April 2019
- Play-off for 3<sup>rd</sup> ranked teams in June 2019



## 3.2. Men's EHF EURO 2020 Qualifications – Information Exchange

### Model 2 – Part Two

#### ❖ Consequences

- Optimised implementation in the calendar
- Q1: home and away matches, balanced matches, achievable standards
- Play-off matches for 3<sup>rd</sup> ranked teams
- Most participating National Teams finish their activities already in April (except the 8 play-off teams)
- Alternative: Four best 3<sup>rd</sup> ranked teams determined by calculation



## 3.2. Men's EHF EURO 2020 Qualifications – Information Exchange

### Model 3 – Part One

#### ❖ Emerging Nations Tournament and qualification 8x4

- 44 (or more) registrations
- 4 direct qualifiers (defending champion and the 3 best ranked teams from 2018 CRO)
- Emerging Nations Tournament (up to 12 teams or more)
- Qualification phase 2 with 8 groups of 4 teams each
- 1<sup>st</sup> and 2<sup>nd</sup> ranked teams qualify
- Play-off round 3<sup>rd</sup> ranked teams

#### ❖ Timeline

- Emerging Nations Tournament in June 2017
- Q 2 in April and Nov. 2018, April 2019
- Play-off round 3<sup>rd</sup> ranked teams in June 2019



## 3.2. Men's EHF EURO 2020 Qualifications – Information Exchange

### Model 3 – Part Two

#### ❖ Consequences

- Optimised implementation in the calendar
- Emerging Nations Tournament:
  - Increased number of participants
  - Possible increase in number of matches
  - Balanced (equal level) matches
  - Achievable standards
  - Option for financial support
- Play-off matches for 3<sup>rd</sup> ranked teams
- Alternative: Four best 3<sup>rd</sup> ranked teams determined by calculation





### 3.3. Compensation for Referees and Delegates

- ❖ Introduction AUT
- ❖ Discussion
- ❖ Further procedure



### 3.4. Men's 20 EHF EURO 2016 - Qualification Draw

- ❖ Introduction – Peter Sichelschmidt
- ❖ Draw





# Coffee Break

## 3.5. Women's U20 World Championship - Qualification Europe - Draw

- ❖ Introduction – Peter Sichelschmidt
- ❖ Draw





## 4. Handball and its Market Position

### 4.1. Presentation

Report by the Secretary General

Michael Wiederer



## 4.1. Presentation

### ❖ EHF Commercial Partnerships and Contracts

- Media
- Advertising
- Equipment
- New business fields



## 4.1. Presentation

### ❖ EHF Partners and historical development

- CWL / Kirch / Infront
- adidas → Select, other equipment partners
- Sport Court / Gerflor
- Others
  - Goals (Nijha / SportTransfer)
  - Glue (Dip n' Grip / SportAdd)
- EHF Marketing GmbH



## 4.1. Presentation

### ❖ EHF Partnerships - duration

- Infront Sports & Media AG (until 2020)
  - Media
  - Advertising
- Select (until 2020)
- Gerflor (until 2016 – to be prolonged)
- Other partners
- EHF EURO Organisers (until 2020)



## 4.1. Presentation

### ❖ EHF Marketing GmbH

- Basis
- Activities: club competitions
- Finances: 80% Clubs – 20% EHF
- Partnerships
  - Sponsor Service / SportFive / ...
  - Other agreements
- 10 Years: increase of income Clubs (1,2 → 5,3)/EHF (1,0 → 2,2)



## 4.1. Presentation

### ❖ EHF Commercial Partnerships - duration

- MP & Silva for media rights (until 2020)
- VELUX (until 2020)
- Jack & Jones (until 2016 – to be prolonged)
- Other partners (UNIQA, etc.)
- FINAL4 partners
  - Cologne (until 2020)
  - Budapest (until 2016 – to be prolonged)



## 4.1. Presentation

### ❖ Current situation

- EHF 2016 - 2020
- EHFM 2016 – 2020
- Analysis
- Preparing the future



## 4.1. Presentation

### ❖ Analysis and activities

- European Handball Study – Global MMK
- Branding initiative
- Set up of standards
- Building up competence



## 4.1. Presentation

### ❖ Some facts from experience

- Brand study - Repucom
- Rational vs. Emotional
- Fragmentation of TV channels
- Advertising stand alone
- Sport information in Social Media
- Sport industry player



## 4.1. Presentation

### ❖ Proactive strategy

- To be a **fan** product
- To be a **media** product
- To be a **partner** product
- 2021 will come in 2017
- To work on/for more business fields
- Sport facility construction
- Management of big data



## 4.1. Presentation

### ❖ Next steps

- Media conference on the future
  - TV
  - New media / Social media
  - EHFTV.com
- Communication Strategy
  - Communication report – Head of EHF Media
  - IT report – Head of IT
  - Digital Media Report - Digital Manager





4.1. Presentation

# Information on Digital Media

Henry Blunck



## DIGITAL MEDIA REPORT

Report by Henry M. Blunck

## Agenda

- 1. Approach**
- 2. Websites**
- 3. Social Media**
- 4. ehfTV.com**



## 1. Approach

- Inform and report across all EHF activities
- Entertain the audience
- Engage with existing fans
- Reach out to new fans and increase the audience
- Create sponsoring value and develop sponsoring opportunities



## 2. Websites

### 2015 Monthly Average



- 250.000 User
- 500.000 Sessions
- 2.000.000 Page Impression
- 3:30 Min Average Time Spent



Evaluation period: 01/2015 – 10/2015



## 2. Websites

### Project “Home of Handball”



## 2. Websites

### Project “Home of Handball”



- Usability
- Cross Promotion
- Marketing
- Monetization



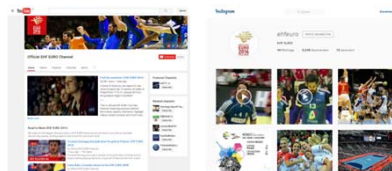
## 3. Social Media

### Three Pillar Strategy

#### EHF



#### EHF EURO








#### EHF Champions League



### 3. Social Media

## 5 Main Channels

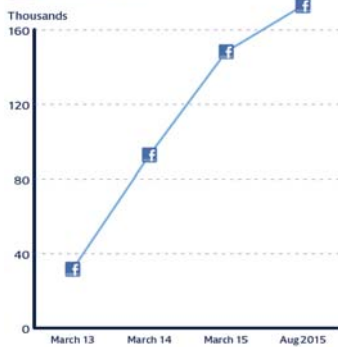
Channel	Fans	Reach in Oct. 2015
 Facebook	230.000	22.000.000
 Twitter	50.000	2.600.000
 YouTube	45.000	600.000
 Instagram	24.000	65.000
 Snapchat	---	---



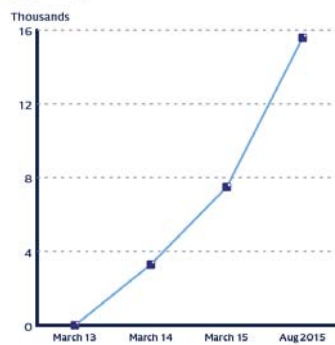
### 3. Social Media

## Development

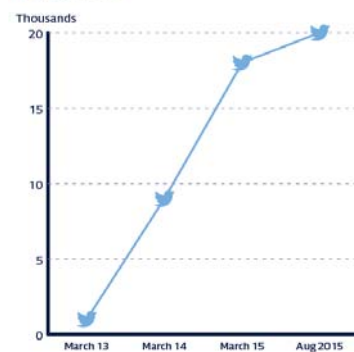
 Facebook fans



 Instagram followers



 Followers



### 3. Social Media

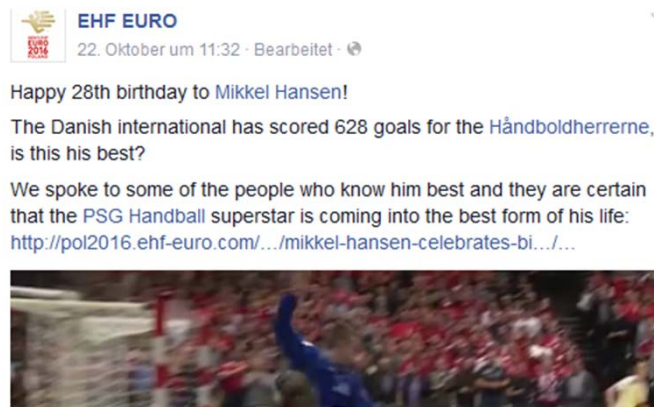
## Engaging Fans

- Developing the conversation
- Creating engaging content
- Viral campaigns
- Real time interaction



### 3. Social Media

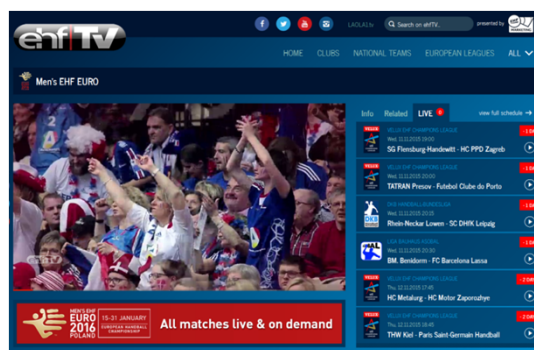
## Engaging Fans



4. ehfTV.com

### EHF's Premium Video Platform

- Matches live and on demand
- Highlights and features
- Attracts +270.000 fans per week
- Will present all matches of the Men's EHF EURO 2016



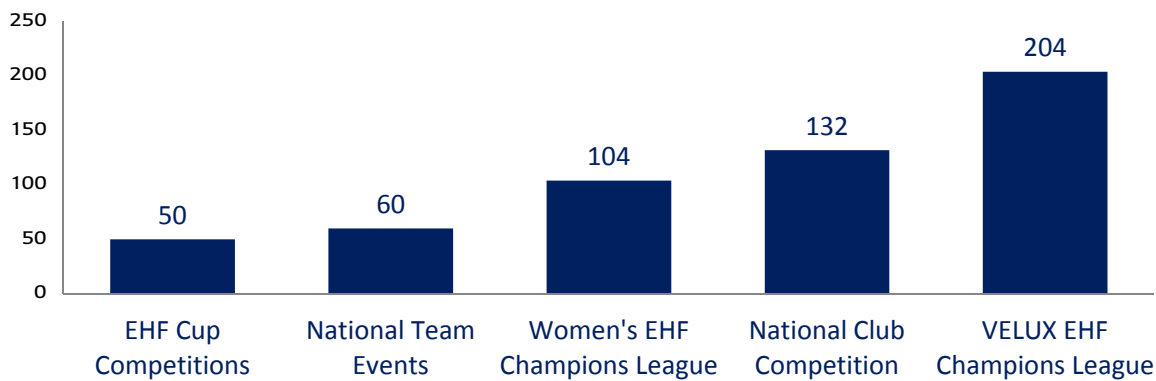
4. ehfTV.com

### Competitions in Season 2015/2016



4. ehfTV.com

### Live Events in 2015/2016

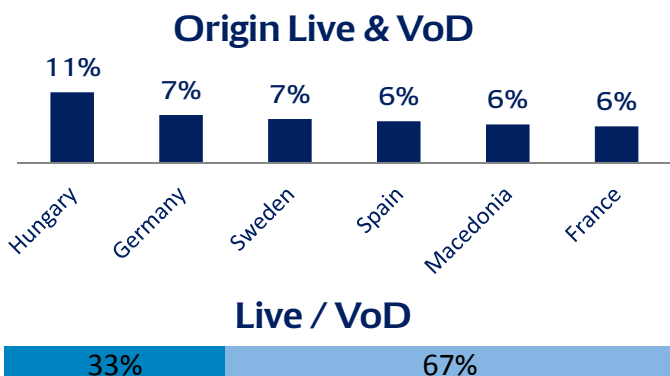


Estimated live events in the season 2015/2016



4. ehfTV.com

### Usage Overview



#### Live Viewing

1. Spain
2. Sweden
3. Hungary
4. Germany
5. Poland
6. Romania
7. Norway
8. Brazil
9. Russia
10. Netherlands

Taken from 09/2015 & 10/2015





4. ehfTV.com

**Estimated Use in 2015/2016**

- 540 Live Events
- 4.7 Mio. Sessions
- 1.6 Mio. Unique User Live
- 34 Mio. Page Impression
- 14:30 Min Average Time Spent



Calculation based on 09/2015 & 10/2015



4. ehfTV.com

**Development**

**2014/2015**

- +37% Live Events
- +6% Page Visits
- - 6% Page Impressions
- +31% Live-User

Compared to 2013/14

**2015/2016**

- +39% Live Events\*
- +21% Page Visits\*\*
- +13% Page Impressions\*\*
- +22% Live-User \*\*

Compared to 2014/15; \*estimated; \*\*based on data from 09/2015



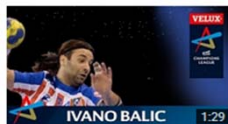
4. ehfTV.com

### Increasing the Reach



4. ehfTV.com

### Increasing the Reach



## 4. ehfTV.com

### Increasing the Reach



## 4. ehfTV.com

### Increasing the Reach



4. ehfTV.com

## Increasing the Reach



More than 3.000.000 users reached

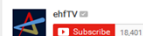


4. ehfTV.com

## Increasing the Reach



THW Kiel's Rune Dahmke spins and scores



65,577



## 4. ehfTV.com

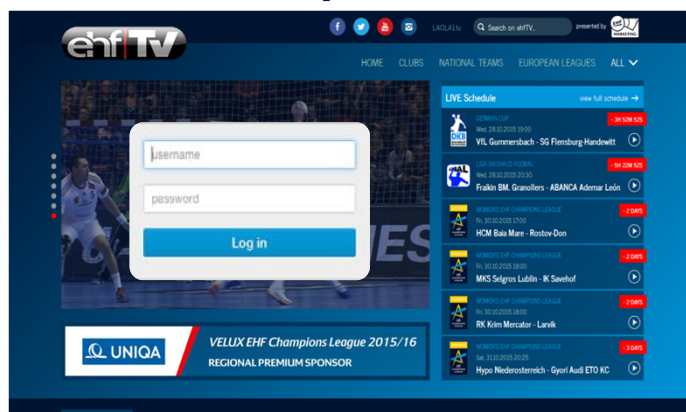
## Sponsoring Value (to be generated)

Pre-Roll Live	CPM	Value
290.000	€ 65,00	€ 18.850
Pre-Roll VoD	CPM	Value
480.000	€ 45,00	€ 21.600
Presenter, Banner	CPM	Value
890.000	€ 25,00	€ 22.250
		Total Value
		€ 62.700



## 4. ehfTV.com

## Possible Next Steps - ehfTV Premium



#### 4. ehfTV.com

### Possible Next Steps – ehfTV Premium

- Implement value-adding features such as multi-cam tools
- Increase the user experience
- Establish ehfTV as 2nd Screen solution



#### Digital Media Report

**THANK YOU**

## 4.1. Presentation

### Conclusion - Let's....

- ✓ Define the media/marketing strategy
- ✓ Develop a master plan
- ✓ Prepare it as of 2016
- ✓ Implement it on all levels

**....for European handball**



## 4.2. Discussion and Follow-up

### Your input is welcome...

- During the Conference of Presidents
- Today, during informal contacts
- Afterwards through written communication

**....to be continued at the Conference for Secretaries General**

**THANK YOU!**





## 5. EHF EURO 2016 POL

Presentation by POL Organising Committee







## 6. Further Items

### 6. Further Items

- ◆ *EHF Information on coming events*
- ◆ *Honouring organisers of EHF events*
- ◆ *Signing - Rinck Convention*
- ◆ *Signing - Smart Programme*
- ◆ *Signing - Foster Programme*





## 7. Summary and Closing

