

## WORLD BOWLING MARKETING REPORT JULY 1<sup>ST</sup> 2019

### Introduction

This report focuses on the key areas of World Bowling marketing delivery - social media, broadcast platforms, event delivery, sponsorship and external communications.

### Social Media

Since 2015, the social media strategy has been to provide unique and quality content to project the professional image of the sport. Vital to this strategy is quality images and video content captured at World Bowling organized events.

Growth has been seen across all social platforms with the largest growth occurring in 2017 during the Combined World Championships where focus was placed on a strategy to provide live online content to social.

Numbers will continue to grow throughout 2019 with the focus being on the World Bowling Women's Championship (WBWC), Senior Championships (WSnrC) and the World Bowling Tour events taking place in Sweden, Thailand and Kuwait.

Although active on Twitter, the platform does not provide historical data for free but as of today World Bowling has 7,476 Followers.

Key markets across all platforms continue to be North America, Asia, Scandinavia, the UK and Germany.

<b>FACEBOOK</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Likes	6980	8056	17938	21989
Followers	N/A	7992	27992	33224
Page Views (monthly)	634	680	1388	8995
Video Views (Monthly)	1793	2050	14357	376683
Highest rating users - 1	USA	USA	USA	USA
Highest rating users – 2	UK	UK	Malaysia	Malaysia
Highest rating users - 3	Australia	Australia	UK	UK

<b>INSTAGRAM</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Followers	1173	1467	4466	9556
Likes on most popular post	129	251	427	625

<b>YOUTUBE</b>	<b>Aug-16</b>	<b>Jan-17</b>	<b>Mar-18</b>	<b>Mar-19</b>
Subscribers	664	679	5241	9748
Subscribers by region - 1	USA	USA	USA	USA
Subscribers by region - 2	Japan	Japan	Puerto Rico	South Korea
Subscribers by region - 3	South Korea	South Korea	South Korea	Sweden

### **Worldbowling.sport**

<b>Year</b>	<b>Unique Visitors</b>	<b>Visits</b>	<b>Page Views</b>
2019	81,005	140,942	768,570
2018	390,246	567,059	2,276,102
2017	376,185	540,774	3,484,834
2016	176,364	281,571	838,016
2015	108,772	195,435	757,305
2014	82,176	205,339	863,013

The World Bowling website figures see an increase from year to year and we predict that 2019 will follow this trend after the WBWC and WSnrC.

World Bowling will in coming weeks launch a new OTT Platform on worldbowling.sport that will house all video content produced from World Bowling events that have not been sold to outside territories. Worldbowling.sport will replace World Bowling's youtube channel and the World Bowling website will become the new home of the federation's video content.

Federations will also have the opportunity to broadcast their own events on this platform and share in the revenues generated from each event. Federations will not need a high quality production broadcast to do this. If federations have sold the local rights to their tournaments, they can choose to broadcast to all other territories on the platform to increase exposure and gain revenues from the advertising profits.

### **Broadcast of World Bowling Events**

Since 2017 World Bowling has focused on producing World Championships events for broadcast purposes. The aim has been to provide greater global visibility for the sport as well as begin another revenue stream that will grow in success through continuity.

The World Bowling Championships in 2017 were produced by Galvanised Media and sold by Reddentes Sports to three broadcasters in three territories.

The World Bowling Men's Championships (WMC) were produced by ICable and sold by Reddentes Sports to 17 broadcasters across 15 territories.

The World Junior Bowling Championships (WJBC) were produced by Bowling Promotions and given to 10 broadcasters across 10 territories.

The World Bowling Women’s Championships will be produced by Tupelo Raycom and distributed by Reddentes in Asian territories and by a Broadcast Consultant for America, South America, Europe, Africa and Oceania.

An example of the World Bowling Championship media rights sales sheet is shown below:



**29 COUNTRIES 200 ATHLETES AND COUNTING...**

Australia	Germany	Mongolia	Sweden
Bulgaria	Guam	New Zealand	Chinese Taipei
Canada	Hong Kong, China	Poland	Thailand
Colombia	Israel	Puerto Rico	Ukraine
Denmark	Japan	Russia	USA
England	Korea	Saudi Arabia	
Finland	Malaysia	Singapore	
France	Mexico	Spain	

**5 CATEGORIES**

Singles | Doubles | Triples | Team (Bow) | Masters

**EVENTS 2019-2021**

Event	Date	Location	Participants (Men and Women)	Broadcast Hours
Women's World Bowling Championships	2019	Las Vegas	200 Bowlers	14
World Bowling Tour Finals	2019	Las Vegas	12 (see schedule on inside)	9
World Bowling Championships	2020	Las Vegas	120 (see schedule on inside)	24
World Bowling Tour Finals	2020	Las Vegas	12 (see schedule on inside)	9
Singles World Bowling Championships	2020	Las Vegas	240 (120 bowlers 120 male)	36
World Bowling Championships	2021	Las Vegas	240 (120 bowlers 120 male)	36
World Bowling Tour Finals	2021	Las Vegas	12 (see schedule on inside)	9
World Bowling Championships	2021	Las Vegas	240 (120 bowlers 120 male)	36

**SCHEDULE THURSDAY AUGUST 29**

Time Slot	Time GMT	Event
12:00	05:00	World Bowling Tour Finals
12:30	05:30	Singles Semi-Final one
13:00	06:00	Singles Semi-Final two
13:30	06:30	Singles Final
14:00	07:00	World Commentary and Interview
15:15	08:15	Doubles Semi-Final one
15:45	08:45	Doubles Semi-Final two
16:15	09:15	Doubles Final
16:45	09:45	World Commentary and Interview
18:00	11:00	The Sports Book One
18:30	11:30	The Sports Book Two
19:15	11:15	The Final
21:00	14:00	World Commentary and Interview
21:15	14:15	CIF with look ahead to tomorrow

**FRIDAY AUGUST 30**

Time Slot	Time GMT	Event
12:00	05:00	World Bowling Tour Finals
12:30	05:30	Team Semi-Final one
13:00	06:00	Team Semi-Final two
13:30	06:30	Team Final
14:00	07:00	World Commentary and Interview
15:15	08:15	Masters Semi-Final one
15:45	08:45	Masters Semi-Final two
16:15	09:15	Masters Final
16:45	09:45	World Commentary and Interview
18:00	11:00	CIF with look ahead to World Bowling Tour Final

**TECHNICAL PARAMETERS & AUDIO CONFIGURATION**

Technical Parameters	Audio Configuration
Resolution: 4K UHD	CH-1: Stereo English mix
Soundtrack: 5.1 M/C	CH-2: Stereo English mix
Frame Rate: 23.976 FPS	CH-3: Stereo International sound
Codec: H.264	CH-4: Stereo English mix
Audio: AAC-LC	CH-5: Stereo International sound
Color: BT.709	CH-6: Stereo International sound
Video: 1080i	CH-7: Stereo International sound
Compression: MPEG-4 AVC	CH-8: Stereo International sound

**MAKING WORLD BOWLING TRULY GLOBAL**

- World Bowling is the governing body for the sport of ten pin and para bowling globally, and we make the team for a program.
- World Bowling is the biggest participation sports in the world.
- We deliver products for athletes, coaches, fans and others with a cultural broadcast strategy in every market.
- The Women's World Bowling Championships is a new event for World Bowling.
- A gender equal sport accessible to all.

### Branding

The online presence of World Bowling assets and events focuses on building a recognizable social brand that advertises the sport in a modern, athletic and youthful way whilst promoting the center of our sport, the athlete.

The in house event branding aims to maximise the World Bowling brand and the event brand to both become a recognizable and valued product. The branding will enhance the professionalism of the event for viewers and give ample and valuable opportunities for sponsors and outside partners.

Moving forward, all World Championships branding for the next cycle will follow a continued scheme.

Examples of World Championship branding are shown below:



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### Sports Presentation

It has become increasingly relevant for World Bowling competitions to transform into live entertainment events with meticulously planned event protocol. World Bowling has engaged with professional event companies to transform this area of the World Championships and produce an exciting and professionally managed event that maintains on schedule, appears professional and enjoyable to TV viewers and where possible entertains large live audiences.

### Sponsorship

Since 2017, World Bowling Marketing has worked to make the World Bowling brand and World Bowling Championship events a commercially viable market product that is attractive to sponsors outside the bowling industry. Key to this development has been increasing the visibility for potential sponsors through a healthy fan base on social platforms as well as the broadcast of these products on major platforms.

### Written Media Releases

In 2018, 10 press releases were sent out from World Bowling and to date in 2019, five releases have been published.

Coverage of World Bowling Championship events is well received by international media and the interest is growing in new markets. This success is dependent on the level of promotion of the host organisers as well as individual team media representatives.



[www.worldbowling.org](http://www.worldbowling.org)

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The focus in recent years has been to increase social coverage of the sport as to tailor news towards a younger demographic and to align the sport with newer trends in news consumption. Moving forward World Bowling will focus on providing more news tailored towards international media interest whilst maintaining the interest of current fans.