



WORLD GAMES ATHLETES HEROES

"Sport needs heroes. They are what draw crowds to the game, what excites the TV viewers," observes Sue Harvey, President of the International Orienteering Federation.

"Sport cannot be making enough of its personalities and heroes or the pressures, challenges, highs and lows of their preparation," Alain Pascoe, Chairman of Fast Track, suggests in an earlier FORUM article 'Catching Up With Reality TV' (Issue 4, October 2003). Even though TV is singled out in continuation, the approach to up the profile of The World Games further is holistic applies to all media.



Getting The World Games – and consequently the 30+ sports – exposed through the media could well be considered the pending assignment for the hosts as well as for the International World Games Association and the International Federations. The quadrennial intervals and the notoriously low levels of exposure for the majority of the sports on the program make it a challenge to rally column space and airtime which correspond to the magnitude of the event.

Uniting elite athletic contests under a single and identifiable umbrella is merely the first step towards a higher profile. Ensuring the proper technical conduct of all these contests is paramount to establish credibility. But more efforts are required if the 30+ sports of The World Games are to reach critical mass in their appeal to the mass media. By July 14, 2005!

International TV Past & Future

The World Games have had their share of international television exposure in the past. In terms of format and quantity, the coverage coming out of the 1997 and 2001 editions was a blend of live and highlights programming – of news and short features – amounting to a combined total of over 50 hours. Going back further would not serve any purpose. Sports television has changed all too radically since 1993. But looking ahead is advisable: sports television is changing again! The World Games 1997 and 2001 were adequately exposed on international television. Video news releases, live coverage, daily highlights packages and some event highlights were produced by renowned specialists.

Two public broadcasters (YLE for Lahti, NHK for Akita) produced the coverage on the sports of the official and the invitational programs first and foremost for their territories. They then made their footage available for the full range of international output: news, live and highlights. In both cases, TWI, the television arm of the International Management Group, undertook to produce this output and distribute it to broadcasters around the globe. TWI is

an independent producer, packager and distributor of sports programming, has 70 branch offices in 30 countries, and reports an annual sales volume of 5,000 h.

North America, a key market for a sporting event such as The World Games, was out of reach for Lahti and Akita, and the international coverage was carried less prominently elsewhere in 2001 than in 1997.

Much of the international coverage coming out of Lahti and Akita seemed to amplify some of the shortfalls the editions experienced on site, with the public in attendance: above all, the unfamiliarity with – even misconception of – certain sports.

With the exception of the opening ceremonies' broadcasts, the coverage hardly succeeded in transmitting the core values of The World Games: *The World Games provide the unique setting for thousands of athletes from different sports and countries to join in a celebration of unity and friendship across all boundaries.*

Last but not least, the international coverage of The World Games 1997 and 2001 failed to draw on the foremost asset: *3,000 top-level athletes are the focal point of the premier sporting contest staged jointly by the host city, by the IWGA and the International Federations. The athletes' exploits and their collective*

experience at the event mark the essence of The World Games.

There is no reason to assume that 2005 Duisburg – regardless of how successful The World Games in Germany will be by most other standards – will remedy any of the above deficiencies. Unless ...

Unless the International Sports Federations commit to provide considerably more support to the organizers, assisting them in their efforts to enhance the television appeal of each and every sport on the program further.

Richard Bunn, the European Broadcasting Union's former Controller of Sport and now a consultant through rbi network, suggests the following:

"The sports must be comprehensible and athletes with personalities need to be developed to appeal to the public, particularly the young. Television interest is limited at the moment, but opportunities would exist to generate greater involvement if the product were more attractive."

WORLD GAMES WORKSHOP

On May 19, the International World Games Association held the first World Games Workshop at the Auditorium of the Olympic Museum in Lausanne, Switzerland. The Member Federations had as many as three delegates attend the briefing sessions covering the full range of issues concerning the successful conduct of the upcoming edition of The World Games. The accreditation procedures, the soliciting of support from the NOCs, and the anti-doping measures were first on the agenda. But considerable emphasis was also put on what is expected from all the International Federations with sports on the program to ensure an improved media profile for 2005 Duisburg. The following serves as a reminder.

SPORTS OF THE WORLD GAMES EXPOSED!

Korfball's Example

CONCISE DESCRIPTIONS OF THE SPORT WRITTEN TO CONSISTENT PATTERNS AND WITH REFERENCES TO

HISTORY

EQUIPMENT

FIELD OF PLAY

FOR EACH DISCIPLINE / EVENT

OBJECT

ABRIDGED RULES

RECORDS

GLOSSARY

QUALITY IMAGERY

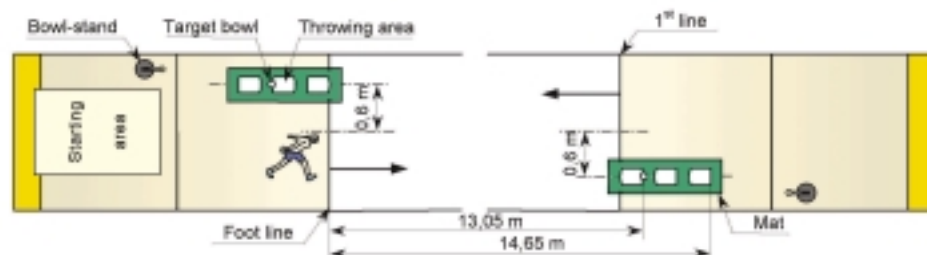


The throwing of bowls counts certainly among the oldest of all sporting gestures: from ancient Greece, where it was practiced first, it was brought to northern Italy and southern France by the Romans. Despite its popularity throughout the Middle Ages, it was not until the beginning of the 20th century that diverse rules began to emerge and govern three different 'games of bowls': Boule Lyonnaise, Pétanque and Raffle.

The bowls are either made of metal - small (diameter of 8 cm, 800 grams) in size for Pétanque and bigger for Boule - or of a synthetic material for Raffle. All three sports share that a considerably smaller bowl - the but, the jack or 'cochonnet' - is used as the target, and some fundamentals in terms of the throwing techniques.

The *terrain*, sport bowls' field of play, is flat, smooth and clearly marked for Boule and Raffle, while for Pétanque it tends to be less defined, shorter and more uneven.

MEN'S SHUTTLE THROW



Without stopping, the athletes cover more than 1,000 metres in 5 minutes, whilst throwing at 6 targets placed on 2 mats. Only a fair hit allows a player to progress from one target to the next, starting with the nearest target (at 13,05 metres) to the farthest (at 17,05 metres).

World Record : **PASIN Ilenia (ITA)**
42 touched bowls, 19/05/2002, Annone Veneto (ITA)

But, jack, 'cochonnet', piglet = target bowl

Top quality photographs depicting the essence of the sport(s), discipline(s) or event(s), with typical action, with recognizable athletes or teams, with atmosphere at a high-profile competition
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JPEG, TIFF, BMP, etc. LARGE & HIGH RESOLUTION !!!



The idea was born down under: the women's national soccer team from Australia was first to resort to use properly exposed nudity as a marketing tool for sports. 12 'Matildas' hired a photographer, stripped down for the shooting of a series of portraits – one per month: January through December – and sold thousands of calendars in 2000. "Why would the Matildas appear in a nude calendar? The answer is a complex mix of personal affirmation, team camaraderie and a desire to promote the image of women's soccer as being powerful yet graceful; modern yet timeless. In other words – feminine," the CEO of Australia Women's Soccer said at the time.

Many more sportswomen (and sportsmen as well) have since followed suit in other parts of the world. Most recently: **Mady Tims (NED)**, the captain of the Dutch National Korfbal Team which won the 2003 World Championships. "In our national association's quarterly it was often suggested that we do the same as the Matildas and publish a nude korfbal calendar to rid our sport of its stuffy image", says Tims. Being the team captain, she decided to assume her responsibility and to "really show korfbal" – to PLAYBOY magazine. The August issue of the Dutch edition of PLAYBOY magazine declares korfbal to be "the most sexy sport of the Netherlands" and uses the nude shoot with Tims to illustrate further.

WORLD GAMES WORKSHOP

INFORMATION ON ALL ATHLETES



ACCREDITATION

Information essential to the organizers: Simone Niggli-Luder (SUI), orienteering athlete, born 09/01/1978

Information essential to the media: 5-time World Champion, 15-time Swiss Champion, #1 IOF World Ranking, biologist, part-time model, 2003 Swiss Sportswoman of the Year

PRIOR TO ACCREDITATION

Names of a few athletes who could be persuaded to collaborate in the promotional efforts (ITV, statement, appearance, endorsement, etc.) for 2005 Duisburg:

Biographical information, quotes, photographs

Competition/training calendar

Contact details, assistance in establishing contact

INFORMATION REGARDING THE BROADCASTING OF A SPORT

SPORT

CONTENDERS

BROADCASTERS

COMMENTS

BACKGROUND

Bowling
Ten Pin

USA, GBR,
CAN, PHI,
AUS, MAS,
NED, FIN,
NOR, TPE

ESPN (USA), Fox Sports (USA), BSkyB (GBR), J Sky Sport (JPN), 7TV (RUS), Viasat Sport (Scandinavia), Super Sport (RSA), ESPN Star Sports (Asia), Astro Supersport (Asia)



While far from the consistent exposure on main U.S. networks during its boom days – in the 70s and 80s – professional bowling (PBA, PWBA) continues to garner significant airtime in the USA (ESPN, ESPN 2, Fox Sports). Bowling is regularly included in the programming of ESPN Star Sports in Asia. UK-based Matchroom Sport produces and distributes coverage on select events (World Ten Pin Masters, AMF World Cup, etc.).

RATINGS AND AUDIENCES

Eurosport's television ratings for the 2003 Indoor Hockey World Cup, held in Leipzig, Germany, have shown the event to garner large audiences.

A total of 20 million viewers watched 13 hours broadcast on Eurosport, with ten matches aired live. Peak viewing audience reached 889'000 viewers during the opening Poland vs. USA match, with the average live viewing figure for the whole tournament at 601'000. Germany and Poland, Eurosport's two strongest markets, showed particular interest, with more than 4 million viewers tuning in from Germany, and more than 1.5 million watching from Poland. The average audience, calculated across several of Eurosport's key territories, showed a strong bias towards young males according to Eurosport's research.

QUALITY FOOTAGE

Broadcast quality footage depicting the essence of the sport(s), discipline(s) or event(s), with typical action, with recognizable athletes or teams, with atmosphere at a high-profile competition. Free of all rights: name/likeness, reproduction and dissemination for promotional use in the context of The World Games 2005

Digital Betacam, Betacam SP, DV, DVC PRO!!!