Global Sports Impact Event Study

WTF World Taekwondo Grand Prix Final 2015



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Sports Market Intelligence

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Data provided by:

WORLD TAEKWONDO FEDERATION

WORLD TAEKWONDO GP MEXICO CITY 2015

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The Financial and Sponsorship sections have been removed from this version of the study.

Overview

Overview

Event Summary

Date: 5 – 6 December 2015
City: Mexico City
Nation: Mexico
Venue: Sala de Armas, Magdalena Mixihuca
Owner: World Taekwondo Federation (WTF)
Organiser: Mexican Taekwondo Federation (Federación Méxicana de Taekwondo)
Frequency: Every year

The WTF World Taekwondo Grand Prix Series 2015 culminated in Mexico City, Mexico on 5 – 6 December.

It was the second consecutive year that the season-ending event of the Grand Prix series was held in Mexico, after Queretaro played host to the 2014 edition.

An estimated 6,500 people were in attendance over the weekend, with 146 national and international accredited media present.

A total of 17 hours of coverage was broadcast on domestic broadcasters while international live coverage spanned 87 nations.

In addition to the WTF World Taekwondo Grand Prix Final, Mexico City also hosted the second edition of the annual WTF Gala Awards (7 December) and the seventh edition of the WTF World Cup Taekwondo Team Championships (8 – 9 December).

The event budget (including the Gala Awards and World Cup Taekwondo Team Championships) was $648,648, of which $600,000 was funded by the Mexican government.

Economic	
Attendance - Total	6,500
Ticketed Attendace	1,600
Non-Ticketed Attendance	4,900
Venues	1
Sporting	
Athletes - Total	64
Male / Female	32 / 32
Domestic / Overseas	6 / 58
Continental Reach	5
Competing Nations	28
Media	
TV Continental Reach	6
TV Nations	87
Incl. Magazine / News	Worldwide
Broadcasters	16
Incl. Magazine / News	-
Accredited Media	146
Social	
Volunteers	78

Overview

WTF World Taekwondo Grand Prix Series

Inaugurated in 2013, the WTF World Taekwondo Grand Prix Series was created to establish a regular, global circuit of events in which the top athletes would compete, in the lead up to the 2016 summer Olympic Games in Rio de Janeiro, Brazil.

The first event was held in Manchester, UK in December 2013 where the top 32 ranked athletes in the eight Olympic weight categories competed.

The structure of the WTF World Taekwondo Grand Prix Series was then defined as the following for 2014 & 2015:

- Three legs throughout the year in which the top 32 ranked athletes compete.
- A season-ending final event, where the top eight athletes of each division compete.

In 2016, only one event at the end of the year will take place due to the Olympic Games that summer.

Including the series' finals, event hosting has been heavily Euro-centric, with five of the nine Grand Prix events (55.6%) being held in Europe.

Manchester has hosted a Grand Prix Series event each year since its inception, while Mexico has hosted both the series-ending finals to date.

Most times hosted:

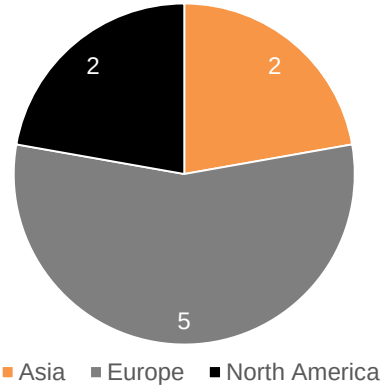
Legs:

3 – United Kingdom

Finals:

2 - Mexico

Continental hosting distribution



WTF World Taekwondo Grand Prix Series: Past Hosts

Year	City	Nation	Continent
2013	Manchester	United Kingdom	Europe
2014 (1)	Suzhou	China	Asia
2014 (2)	Astana	Kazakhstan	Asia
2014 (3)	Manchester	United Kingdom	Europe
2014 (Final)	Queretaro	Mexico	North America
2015 (1)	Moscow	Russia	Europe
2015 (2)	Samsun	Turkey	Europe
2015 (3)	Manchester	United Kingdom	Europe
2015 (Final)	Mexico City	Mexico	North America

Overview

Previous edition

Date: 3 – 4 December 2014
City: Queretaro
Nation: Mexico
Venue: Queretaro Convention Center
Organiser: Mexican Taekwondo Federation (Federación Méxicana de Taekwondo)

The 2014 edition of the WTF World Taekwondo Grand Prix Final was held in Queretaro, Mexico.

The top eight athletes in each Olympic weight division were represented by 27 competing nations from five continents.

The total number of TV hours produced domestically numbered 18, while international coverage spanned 95 territories.

Like in 2015, additional events were also held alongside the 2014 Grand Prix Final. The 2014 edition of the WTF World Cup Taekwondo Team Championships were held a few days after the final, as was the inaugural edition of the WTF Gala Awards.





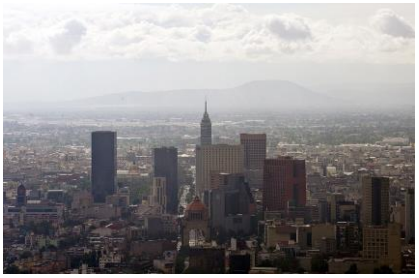
Economic	
Attendance - Total	-
Ticketed Attendace	-
Non-Ticketed Attendance	-
Venues	1
Sporting	
Athletes - Total	64
Male / Female	32 / 32
Domestic / Overseas	9 / 55
Continental Reach	5
Competing Nations	27
Media	
TV Continental Reach	6
TV Nations	95
Incl. Magazine / News	Worldwide
Broadcasters	8
Incl. Magazine / News	-
Accredited Media	73
Social	
Volunteers	54

Overview

Host profile

Mexico City

Size:	1,485 km^2
Population:	8,918,653 (2015)
Cities Index*:	136th (2015)
Bio:	Mexico's capital city is situated in central Mexico and is the country's largest city, with a population estimated at close to nine million.



Mexico

Size:	1,964,380 km^2
Population:	125,385,833 (2014)
GDP per capita:	$17,108 (2014)
GDP growth:	2.25% (2014)
Nations Index*:	28th (2015)
Bio:	Covering nearly two million square kilometres, Mexico is one of the largest nations in the Americas.



**More information on Sportcal Global Sports Nations and Cities Indices can be found at www.sportcal.com/impact*

Selected world championships hosted in Mexico: 2010 - 2015

Year	Sport	Event	City
2010	Taekwondo	8th WTF World Junior Taekwondo Championships	Tijuana
2010	Badminton	BWF World Junior Championships	Guadalajara
2010	Athletics	24th IAAF World Cup of Race Walking	Chihuahua
2011	Soccer	FIFA U-17 World Cup	Various
2013	Taekwondo	WTF World Taekwondo Championships	Puebla
2014	Para-Cycling	UCI Para-Cycling Track World Championships	Aguascalientes
2014	Gymnastics	FIG Aerobic Gymnastics World Championships	Cancun
2014	Taekwondo	WTF World Cup Taekwondo Team Championships	Queretaro
2015	Wakeboard	IWWF Wakeboard World Championships	Cancun
2015	Waterski	IWWF Water Ski World Championship	Chapala
2015	Taekwondo	WTF World Cup Taekwondo Team Championships	Mexico City

Overview

Host profile | *continued*

Taekwondo is one of three sports (the others being archery and diving) targeted by the Mexican government with the aim to increase the quality of the athlete pool in Mexico and, by hosting events in these sports, increase the international awareness of Mexico as a sports hosting nation.

In addition to the WTF World Taekwondo Grand Prix Finals and WTF World Cup Taekwondo Team Championships in 2014 and 2015, notable events in the WTF calendar since 2010 include the world championships in 2013 and the Pan American qualification tournament for the London 2012 Olympic Games.

Mexico also hosts various international annual opens, such as the Mexico Open. The nation has also hosted the Pan American Open Championships.

Select WTF events held in Mexico:

2010 Youth Olympic Games World Qualification Tournament
3 – 4 March
Tijuana

8th WTF World Junior Taekwondo Championships 2010
6 – 9 March
Tijuana

17th Pan American Taekwondo Championships 2010
9 – 10 December
Monterrey

WTF Pan American Qualification Tournament for London 2012
18 – 20 November
Queretaro

WTF World Taekwondo Championships 2013
15 – 21 July
Puebla

9th WTF World Taekwondo Poomsae Championships 2014
30 October – 2 November
Aguascalientes

Economic

Economic

Venue

Sala de Armas, Magdalena Mixhuca

Capacity: 5,000 (general capacity)

Type : Permanent

Admission type: Non-ticketed & ticketed



The WTF World Taekwondo Grand Prix Final 2015 was held in the Sala de Armas, within the Magdalena Mixhuca sports complex.



The Magdalena Mixhuca complex hosted some events of the 1968 summer Olympic Games. The fencing competition at these games was held in the Sala de Armas.

The minimum capacity requirement for the WTF World Taekwondo Grand Prix Final is 3,000 seats.

The capacity of the Sala de Armas stands at 5,000, although this was slightly reduced due to the configuration of the WTF World Taekwondo Grand Prix Final 2015.



The exact capacity for the event is unknown.

With four event sessions (one morning and one afternoon session per day) the cumulative capacity for the event was approximately 20,000.

Economic

Attendance

The cumulative total attendance of the event was estimated at 6,500 (3,250 per day).

The attendance figures include athletes, coaches, team delegates and officials.

Estimated attendance

Saturday	Morning session	500
	Afternoon session	2,750
Sunday	Morning session	500
	Afternoon session	2,750
	Total	6,500

Cumulative attendance breakdown

Ticketed	1,600
Non-Ticketed	4,400
VIP	500
Total	6,500

Organisers estimated that 500 spectators were in attendance on both morning sessions and that a total 2,750 spectators were in attendance each day for the afternoon and evening session.

Of this 2,750, VIPs counted for 250. Ticketed spectators numbered 800. The remaining 1,700 were unticketed spectators consisting mainly of invited guests (such as local school children).

The morning sessions of each day were free-access while the combined afternoon and evening session was ticketed. The afternoon and evening session included the finals of the competitions, which resulted in a higher attendance in comparison to the morning session.



Economic

Ticketing

It is estimated that approximately 800 tickets were sold for each day of the event, resulting in 1,600 total tickets sold.

A combined weekend ticket was unavailable for purchase (i.e. a ticket only permitted admission to that particular day).

The total number of tickets available was 10,000 – meaning that total tickets sold represented 16 % of total tickets available.

Unique Visitors

Organisers estimate that of the 3,000 cumulative non-VIP attendance on the Saturday, around 50% also attended the Sunday – that is approximately 1,500 spectators attended both days of the event.

This therefore indicates that there were 1,500 unique visitors on each day, totalling the 3,000 non-VIP attendance of each day.

The 250 VIP guests were in attendance for both days.

Tickets sold

Total	1,600
Saturday	800
Sunday	800

Percentage of tickets sold

Saturday	
Sold	800
Available	5,000
%	8
Sunday	
Sold	800
Available	5,000
%	8
Total	
Sold	1,600
Available	10,000
%	16

Visitors

Repeat visitors (attended both days)	1,750
VIP	250
Non-VIP	1,500
Unique visitors (attended one day only)	3,000
Saturday	1,500
Sunday	1,500

Economic

Bed nights

Analysis by Sportcal found that the WTF World Taekwondo Grand Prix Final 2015 contributed an estimated 1,492 bed nights to the local economy over the course of the event. Additional events (the WTF Gala Awards and WTF World Cup Taekwondo Team Championships) contributed a further 1,167 bed nights, resulting in a total impact of 2,659 bed nights.

The bed nights analysis multiplies the number of overseas visitors in each category by the average length of stay, estimated by Sportcal from analysis of similar international sporting events.

Some of the bed nights attributed to the groups “WTF Staff” and “Media” were paid for by either the LOC or WTF, or a combination of both.

Due to lack of usable data, spectators were excluded from the analysis. It is likely that spectators may have created additional bed nights, therefore adding to the total bed nights listed in the tables.

It is expected that many of the same visitors were in attendance for all three of the events, but without accurate data tracking, this cannot be verified.

Economic

Bed nights tables

World Taekwondo Grand Prix Final bed nights

	Quantity	Average length of stay	Bed nights
Athletes	58	5	290
Family / Friends[1]	29	5	145
Officials (Team)[2]	125	5	625
Officials (Technical)[2]	47	3	141
Volunteers[1]	8	3	24
WTF Staff	30	5	150
Media	39	3	117
		Total	1,492

WTF Gala Awards & WTF World Cup Taekwondo Team Championships bed nights

	Quantity	Average length of stay	Bed nights
Athletes[1]	77	4	308
Family / Friends[1]	39	4	156
Officials (Team)	88	4	352
Officials (Technical)	30	3	90
Volunteers[1]	8	3	24
WTF Staff	30	4	120
Media	39	3	117
		Total	1,167

Total bed nights

Athletes	598
Family / Friends	301
Officials (Team)	977
Officials (Technical)	231
Volunteers	48
WTF Staff	270
Media	234
Grand total	2,659

[1]Estimate for the overseas visitors of these groups based on Sportcal analysis of similar international sporting events

[2]Includes both domestic and overseas visitors, as the breakdown was not available

Media

Media

Television | *International*

Broadcasters in 87 potential territories picked up live-feed coverage of the WTF World Taekwondo Grand Prix Final 2015. A total of nine hours of TV were produced from the international live feed.

In addition to the live feed broadcasters, news clip rights were picked up worldwide.

Compared to 2014, the overall coverage reach of the WTF World Taekwondo Grand Prix Final 2015 decreased by eight nations.

In 2014, coverage was picked up by eight broadcasters and spanned 95 potential territories (compared to 87 in 2015).

Live feed broadcasters: summary

Broadcasters	16
TV Nations (potential)	87
Continental reach	6
TV hours produced (international live feed)	9

Broadcasters (live feed)

Broadcaster	Territories
Pan-Regional	
MVS	Mexico & others
TDN	Central America
Claro Sport	Mexico & others
TVC	Mexico & others
TyC	South America
MCS	France, Portugal, Belgium, Switzerland, Luxembourg, Israel & Sub-Saharan Africa
National	
CCTV+	China
ATN	Afghanistan
TVB	Hong Kong
EMTV	Papua New Guinea
Esporte Interativo	Brazil
SBS	Korea
IRIB	Iran
NTV+	Russia
ESPN 3	USA
Sportdeutschland.tv	Germany (Internet platform)

Broadcasters (news)

Broadcaster	Territory
ZDF	Germany
News clip Service (TV)	Worldwide - 100 broadcasters, online & TV, including: Canada (Rogers), 10 (Australia) Al Jazeera (ME)
Ready to air Sport News (online)	Worldwide - clients include: Al Jazeera, Bild, Marca, Prisa, MSN, Yahoo UK, Australia, Indonesia, Honk Kong, across Africa via SABC, Fox Africa
26-min Sports Bulletin	Singapore, Vietnam, MENA via Al Jazeera, Malaysia, Norway, Thailand
Online VOD Sports service	Australia; Hungary; Italy; Japan; Malaysia; New Zealand; Portugal; Romania; Spain; Sweden; Turkey; UK; United States

Media

Television | *Domestic*

Domestic coverage of the WTF World Taekwondo Grand Prix Final 2015 was picked up by four domestic broadcasters: Claro Sport, MVS, TDN and TVC.

A total of 17 hours of coverage was produced in the domestic live feed, which covered the entire event. The international feed covered action from the semi-finals onwards only.

In 2014, there were 18 TV hours produced.

Domestic broadcasters: summary	
Broadcasters	4
TV Hours produced	17

Media

YouTube

A total of 41 videos were published on the World Taekwondo Federation's YouTube account in the extended period analysed (28 November – 13 December).

Of the 41 videos published, seven were livestreams (five for the WTF World Taekwondo Grand Prix Final and two for the WTF World Cup Taekwondo Team Championships).

During the two days of competition on 5 & 6 December, the only videos posted were the five livestreams of the event.

The first day had three streams active (two preliminary round streams and one stream for the semi-finals and finals) and the second day had two streams active (one preliminary round stream and one for the semi-finals and finals).

The most active periods on YouTube were the immediate days after the WTF World Taekwondo Grand Prix Final 2015.

A total of 35 videos were uploaded between 7 – 9 December, mainly consisting of athlete interviews from the weekend.

Sportcal gathered views, thumbs up, thumbs down and comments statistics on 11 February 2016. By this date, total views for the 41 videos accumulated to 187,964.

Of the total views, 60.1% came from the event period itself on 5 & 6 December. These five live streams gathered 114,590 views by 11 February 2016.

YouTube summary

(28 November - 13 December)*	
Videos published	41
Views	187,964
Thumbs Up	1,324
Thumbs Down	81
Comments	58

(5 - 6 December)*	
Videos published	5
Views	114,590
Thumbs Up	558
Thumbs Down	65
Comments	21

** Views, thumbs up/down and comments as of 11 February 2016*

Media

YouTube | *continued*

Demographic

The most views across all of the YouTube content were from Mexico in the period analysed.

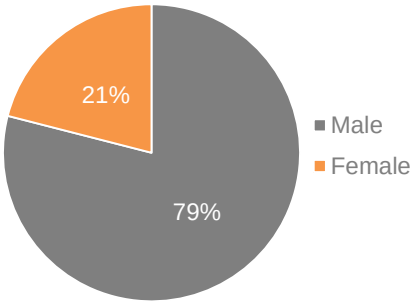
Views from Mexico totalled 41,296. The US had with the second-highest total views at 29,219.

There was then a gulf between the top two and third place, Brazil, which had 15,935 views.

According to data from YouTube, the demographic of users that viewed videos was overwhelmingly male.

Male viewers represented 79 % of the viewers during the period analysed.

YouTube - Audience by gender

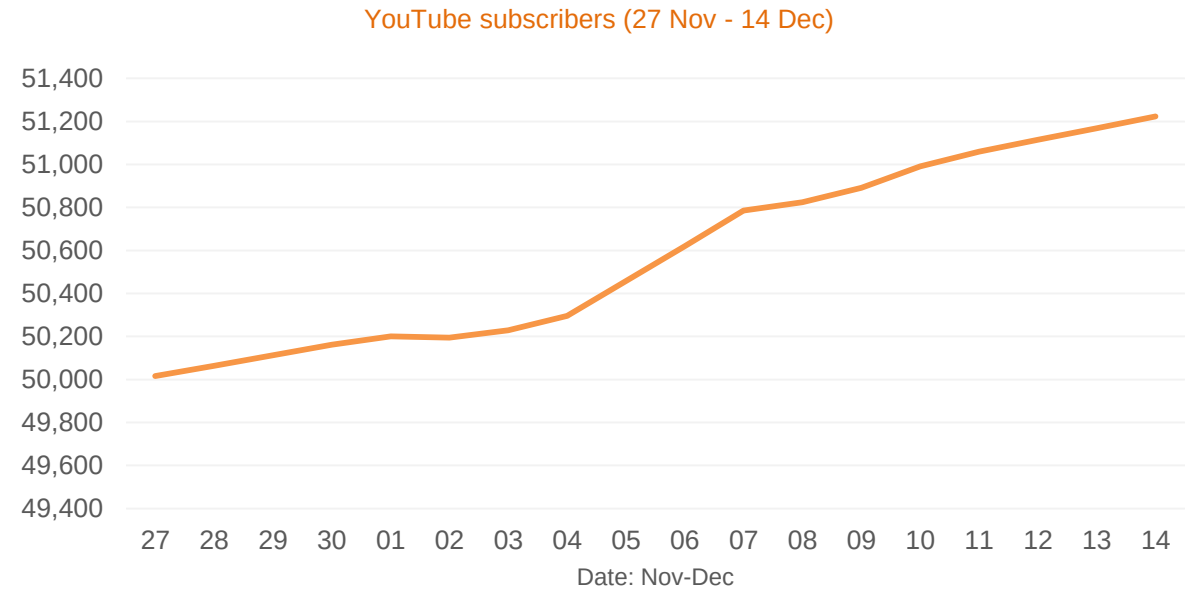


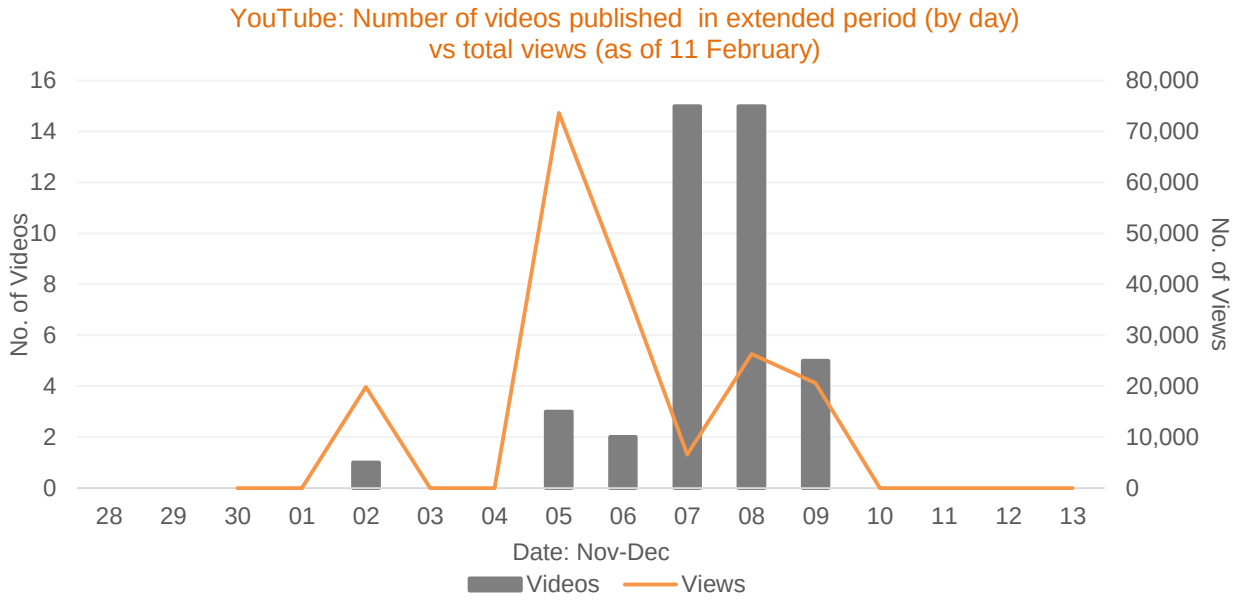
YouTube Audience by Nation - Top 10

Country	Continent	Views
Mexico	North America	41,296
USA	North America	29,219
Brazil	South America	15,935
Russia	Europe	15,922
Indonesia	Asia	13,590
Turkey	Europe	11,640
United Kingdom	Europe	11,457
Morocco	Africa	8,573
South Korea	Asia	8,463
Spain	Europe	7,948

Media

YouTube | *continued*





Media

Accredited Media

There were 146 accredited media present at the WTF World Taekwondo Grand Prix Final 2015, 107 (73.3%) of these comprising local accredited media and photographers.

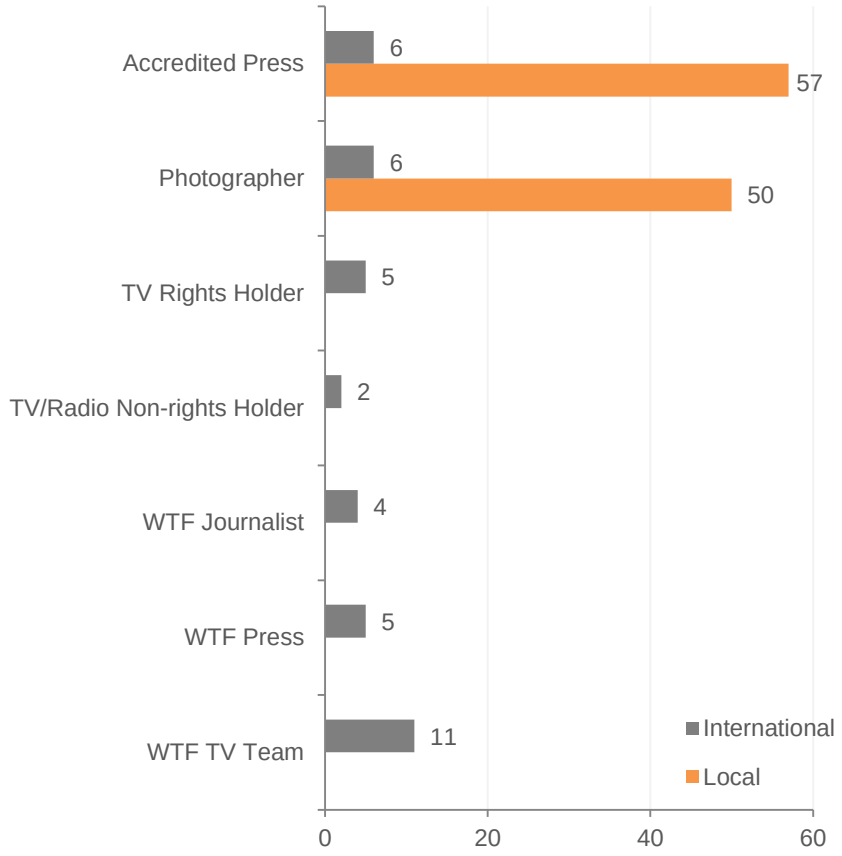
The number of accredited media present at the 2015 Final was double the number of 2014. The rise was primarily apportioned to the number of photographers rising to 56 in 2015 compared to just four in 2014.

In 2014, a total of 73 accredited media were present, with 53 (72.6%) being local accredited media.

Comparison of accredited media

	2014	2015
Accredited Media	62	63
Photographer	4	56
TV Rights Holder	2	5
TV/Radio Non-rights Holder	0	2
WTF Journalist	0	4
WTF Press	1	5
WTF TV Team	4	11
Total	73	146

Accredited media breakdown (2015)



Social Media

Social Media

Summary

Sportcal tracked social media activity on Twitter and Facebook from the extended period covering 28 November and 13 December.

Sportcal gathered retweets, likes and comments statistics 48 hours after posts' publication.

The analysis shows that pre-event social media activity is minimal, with activity peaking in the days of the event and the immediate week after.

Tracking for Instagram commenced post-event on 7 December through 13 December.

The most popular tweet in the period analysed came on 1 December 2015, which garnered 12 retweets and 17 likes.

On Facebook, the most popular post on 6 December collected 3,673 likes and 27 comments.

Of the three accounts monitored, Instagram was the most active with 194 posts.

In the period analysed, the general trend of followers (page likes for Facebook) showed some increase. Twitter followers rose 1.72% and Facebook page likes grew 0.99%.

As WTF's newest social media account, Instagram's growth - even in a reduced window of analysis - is much larger than the well-established accounts (Twitter, Facebook). Instagram followers rose 51.2% in the period analysed.

Social media summary

28 Nov – 13 Dec	
Twitter	
Posts	23
Retweets	128
Likes	210
Facebook	
Posts	87
Likes	62,358
Comments	227
Instagram**	
Posts	194
Likes	285
Comments	6

**statistics gathered 48 hours after posts' publication. **Instagram analysis covers 7-13 Dec only*

Percentage rise of followers

Twitter	1.7
Facebook	0.99
Instagram*	51.2

**Instagram analysis covers 7-13 Dec only*

Social Media

Twitter | *@WorldTaekwondo1*

Followers pre-event (4 December): 16,603

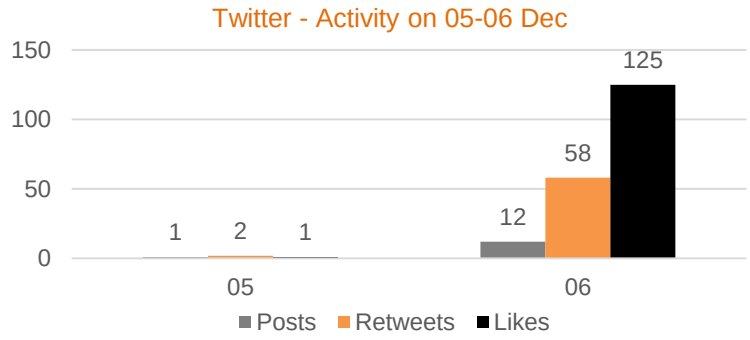
Followers post-event (7 December): 16,672

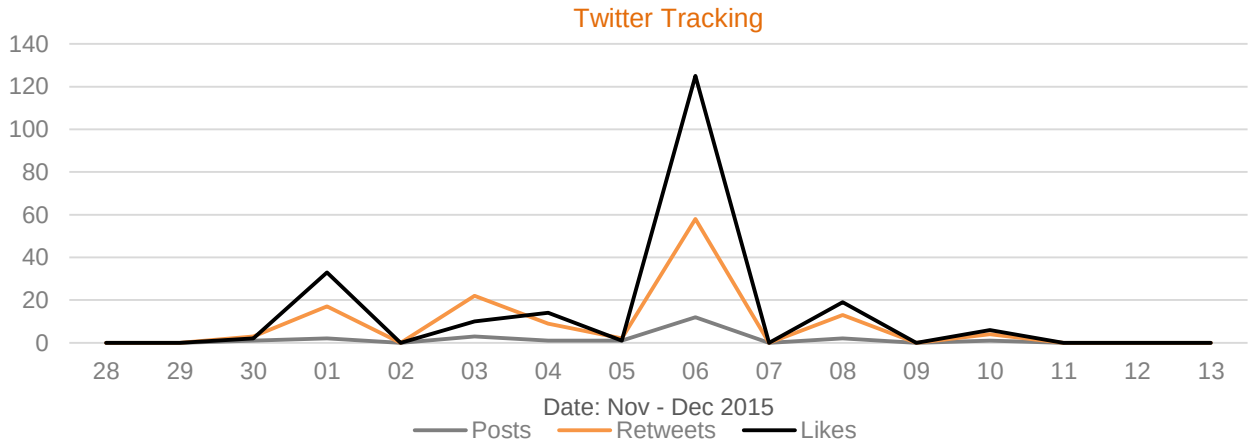
On the days of the event (5-6 December), the World Taekwondo Federation's Twitter account posted 13 tweets, which gathered 60 retweets and 126 likes.

5 – 6 December Summary

	Total	Daily avg.
Tweets	13	6.5
Retweets	60	30
Likes	126	63
New followers	69	34.5
	(0.42% increase)	

New followers (the difference between followers on the day before the event and the day after) totalled 69.





Social Media

Facebook | *www.facebook.com/WorldTaekwondo1*

Followers pre-event (4 December): 351,289

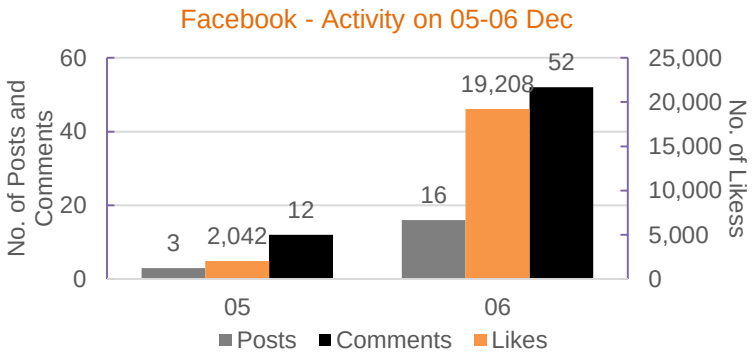
Followers post-event (7 December): 352,155

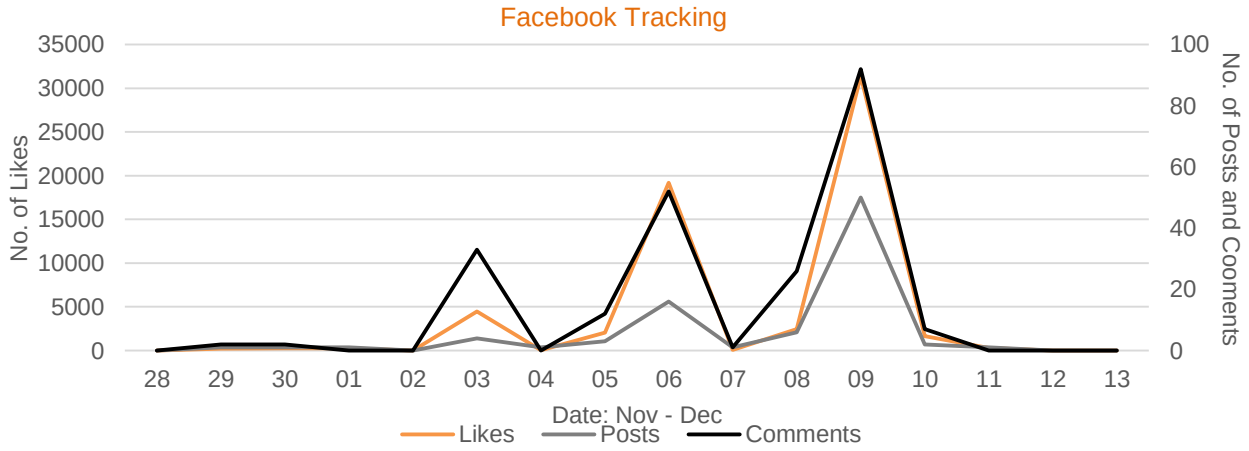
On the days of the event (5-6 December), the WTF's Facebook account posted 19 updates which gathered 21,250 likes and 64 comments.

5 – 6 December Summary

	Total	Daily avg.
Posts	19	9.5
Likes	21,250	10,625
Comments	64	32
New followers	866	433
	(0.25% increase)	

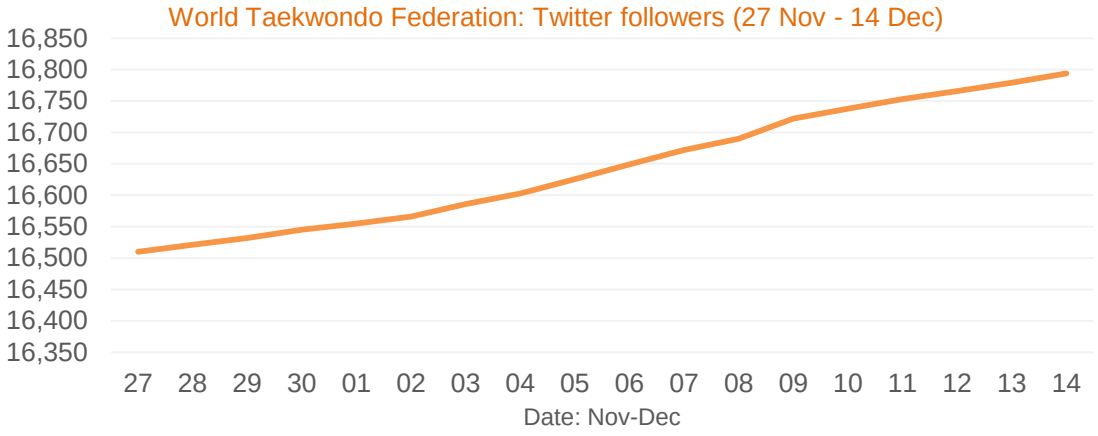
New followers (the difference between followers on the day before the event and the day after) totalled 866.

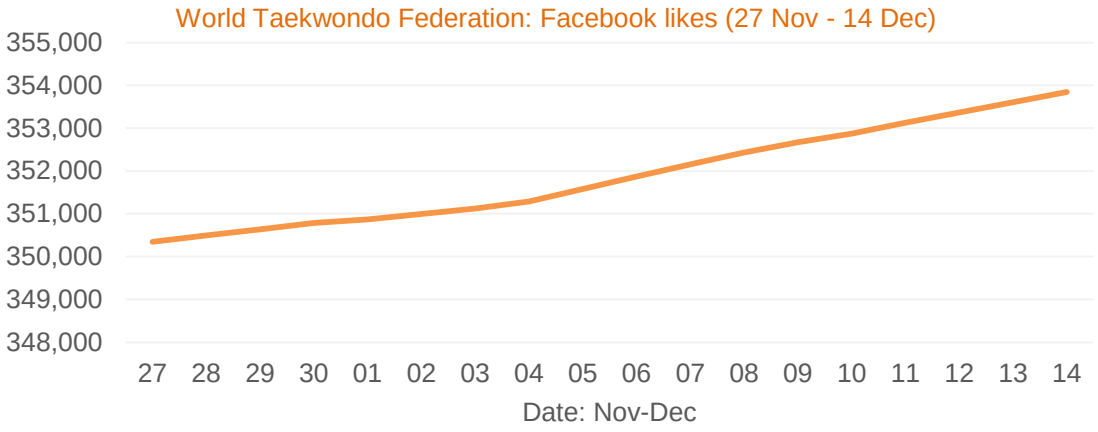


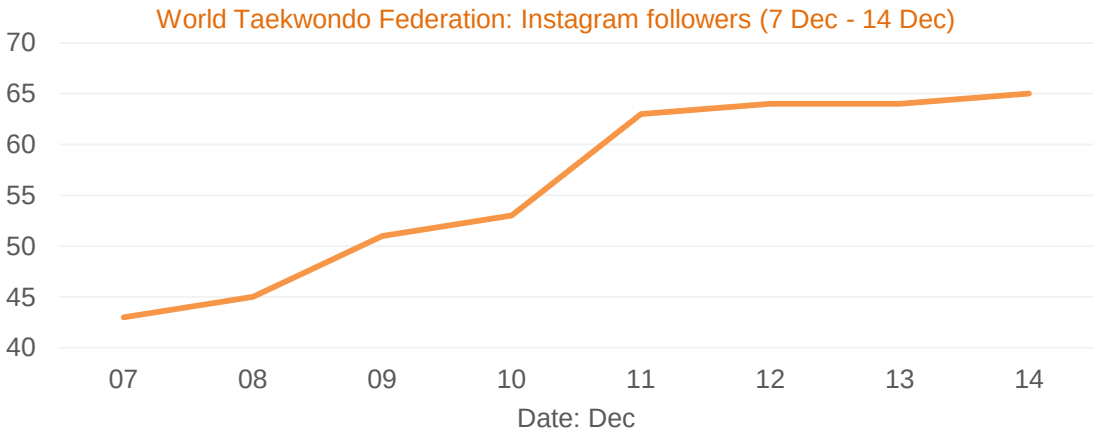


Social Media

Followers







Sporting

Sporting

Athletes

The WTF World Taekwondo Grand Prix Final 2015 welcomed the top eight athletes in eight weight categories (four male and four female), with the exception of the men's -80 kilogram division, in which world number one Mahdi Khodabakhshi from Iran withdrew with injury.

The men's -80 kilogram division was thus represented by the eight athletes ranked second to ninth.

The majority of athletes who featured in the 2015 final also qualified for the final in 2014, with a total of 47 athletes making their second appearance in the end-of-year finals.

In 2015, 28 nations are represented in the finals compared to 27 in 2014.

This increase in one is caused by the aforementioned withdrawal of the top seed in the men's -80 kilogram division, leading to the world number nine from Ivory Coast stepping in as a replacement, the first time he – and the Ivory Coast – qualified for the finals.

Domestic athletes fall in 2015

Host nation Mexico qualified six athletes for this year's final, representing 9.4% of the total 64 athletes.

Only Korea qualified more athletes, with seven.

Compared to last year's final, Mexico's representation has been reduced by three.

Of the nations which featured in the 2014 final, only six nations increased the number of qualifying athletes. China leads the way by increasing the athletes represented from 1 to 4. The other five nations (Belgium, Chinese Taipei, Great Britain, Thailand and Uzbekistan) increase their representation by one athlete.

Number of athletes by nation (2014 v 2015)

Nation	2014	2015	+/-
Argentina	1	1	0
Azerbaijan	1	1	0
Belgium	1	2	1
Brazil	2	1	-1
China	1	4	3
Chinese Taipei	1	2	1
Croatia	2	2	0
Egypt	3	1	-2
France	6	5	-1
Gabon	-	1	1
Germany	3	3	0
Great Britain	3	4	1
Iran	4	4	0
Isle of Man	1	-	-1
Italy	1	-	-1
Ivory Coast	-	1	1
Japan	1	1	0
Korea	7	7	0
Mexico	9	6	-3
Moldova	-	1	1
Netherlands	1	1	0
Portugal	1	1	0
Russia	4	3	-1
Serbia	1	1	0
Spain	3	2	-1
Sweden	2	2	0
Thailand	1	2	1
Turkey	2	2	0
USA	1	1	0
Uzbekistan	1	2	1
Total	64	64	-

Sporting

Athletes | *continued*

Europe and Asia dominate finals representation

European athletes lead the way in qualifying for the finals, with 29 athletes representing European nations – nearly half (45.3%) of the total 64.

Asia closely follows with 23 qualified athletes. The two continents combined represent 81.3% of the total athletes.

North America only qualified seven athletes, while Africa and South America qualified three and two, respectively.

Oceania did not qualify any athletes.

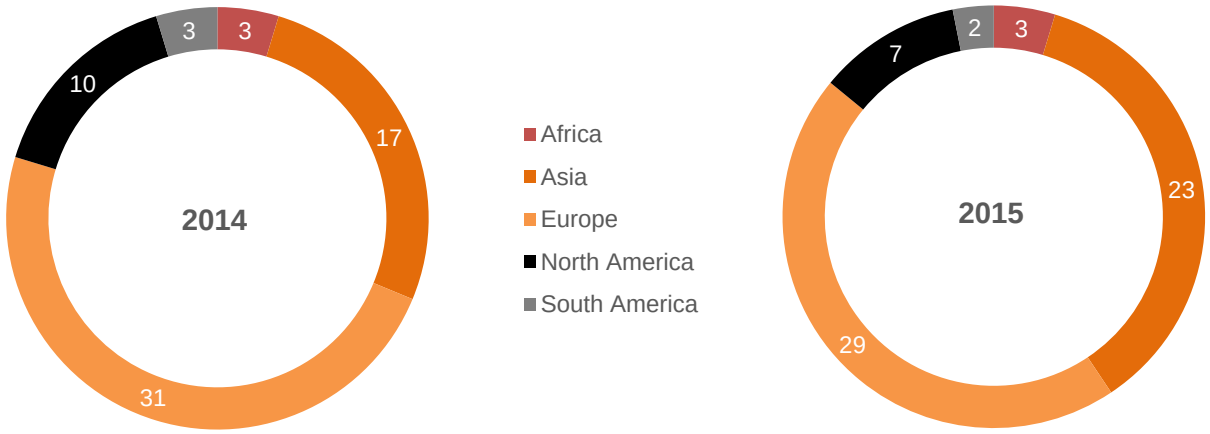
Compared to 2014, the continents of North America, Europe and South America are less represented in 2015.

Asia's presence increases by 35.3%, with 23 athletes representing Asian countries in 2015 compared to 17 in 2014.

The representation of Oceania and Africa remains the same.

Europe's and Asia's dominance is also evident last year, with a total 48 athletes representing these two continents (31 and 17, respectively).

Number of athletes by continent
(2014 v 2015)



Sporting

Athletes | *continued*

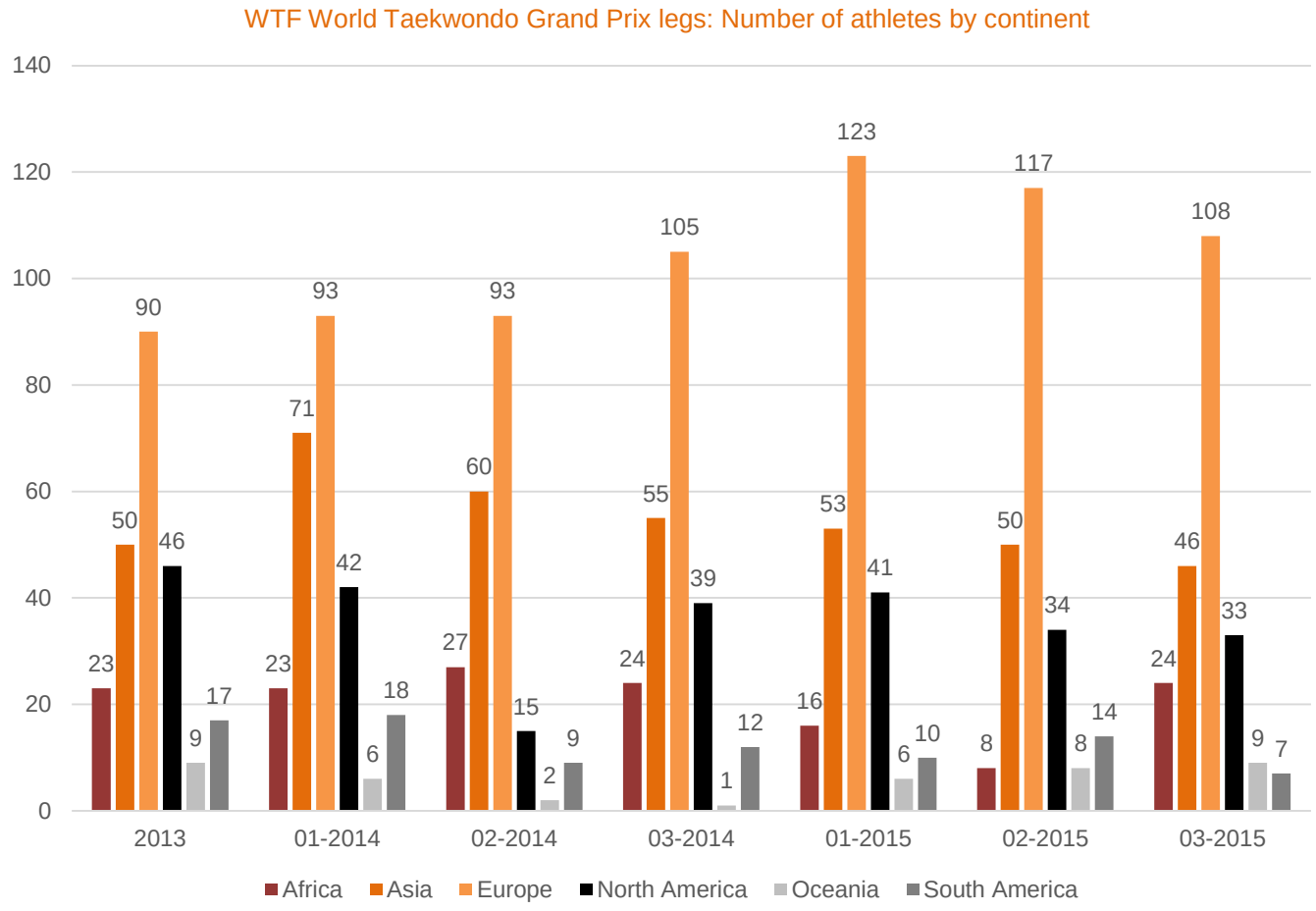
Europe representation also dominates legs

Europe also dominates the legs of the WTF World Taekwondo Grand Prix Series.

Throughout the seven legs which have occurred since the series' inception (one in 2013, three in 2014 and 2015, respectively), the proportion of European athletes represented is much larger than any other continent.

Europe's dominance was highlighted in September 2015, at the second leg of the 2015 series (in Samsun, Turkey), where European athletes accounted for over half the total athletes. On this occasion, 117 of the 231 athletes were European.

Across all seven legs, the representation of each continent remains fairly stable.

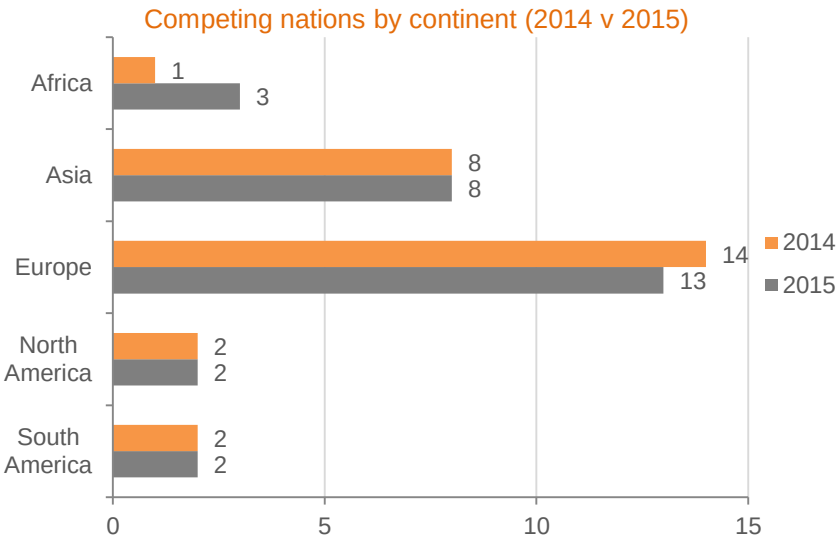


Sporting

Nations

The 64 finalists of the WTF World Taekwondo Grand Prix Series represent 28 competing nations with athlete Cheick Sallah Cisse marking his and Ivory Coast's respective debuts at the 2015 season-ending event.

With Ivory Coast's late entry, there were three African nations represented. In 2014 only one African nation was represented when Egypt was the sole African nation with three athletes to qualify.



Oceanian nations are yet to qualify for the year-end finals.

In addition to the Ivory Coast, Gabon and Moldova make their debuts at the end-of-year finals, also qualifying one athlete each. In the case of Moldova, its representative Aaron Cook (men's -80 kilogram) competed in last year's final under the Isle of Man flag.

With the highest number of athletes qualified European countries also lead the way with 13 European countries represented out of the total 28, followed by Asian nations (eight). Last year, over half the nations represented in the final (14 out of 27) were from Europe.

Competing nations 2015: split by continent
Africa
Egypt, Gabon, Ivory Coast
Asia
Azerbaijan, China, Chinese Taipei, Iran, Japan, Korea, Thailand Uzbekistan
Europe
Belgium, Croatia, France, Germany, Great Britain, Moldova, Netherlands, Portugal, Russia Serbia, Spain, Sweden, Turkey
North America
Mexico, USA
South America
Argentina, Brazil

Sporting

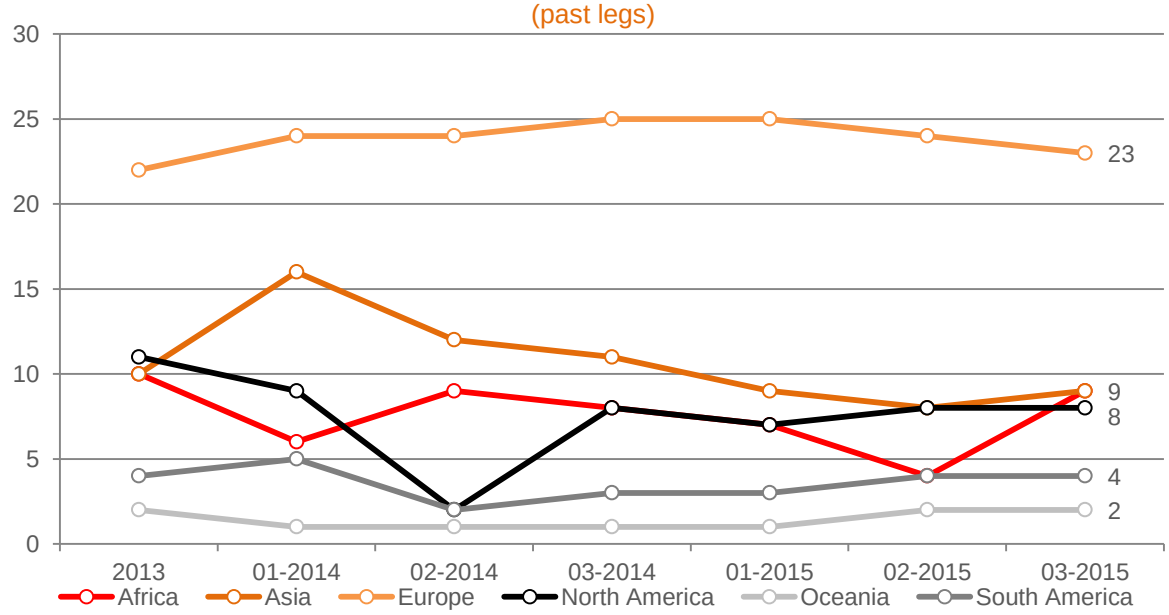
Nations | *continued*

Competing nations by continent (past legs)

Analysis of the past seven legs (excluding WTF World Taekwondo Grand Prix Finals) shows the European dominance in the series as a whole. On average, 23.9 European nations are represented at each leg of the WTF World Taekwondo Grand Prix series, over double of any other continents' average across the seven legs analysed.

The most number of nations ever represented was during the first leg of the 2014 series (Suzhou, China) where 61 nations were represented.

WTF World Taekwondo Grand Prix Series: Competing nations by continent (past legs)



World Taekwondo Grand Prix Series: Competing nations by continent (past legs)

	2013	01-2014	02-2014	03-2014	01-2015	02-2015	03-2015
Africa	10	6	9	8	7	4	9
Asia	10	16	12	11	9	8	9
Europe	22	24	24	25	25	24	23
North America	11	9	2	8	7	8	8
Oceania	2	1	1	1	1	2	2
South America	4	5	2	3	3	4	4
Total	59	61	50	56	52	50	55

Sporting

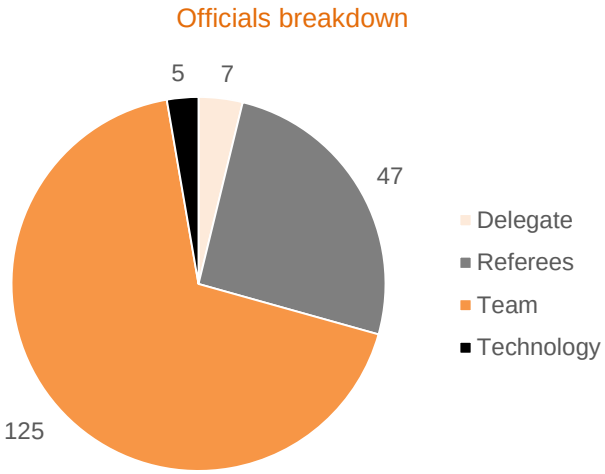
Officials

Accredited officials at the WTF World Taekwondo Grand Prix 2015 totalled 184, of which the majority were team officials (e.g. coaches, doctors, trainers etc.).

A total 47 referees were used to oversee the event, while five officials were used to oversee the technology aspect of the event (i.e. video replays and electronic protection scoring system).

Seven delegates were accredited to the event.

With 64 taekwondo athletes in attendance, the 125 team officials means that – on average – the ratio of team officials (coaches, doctors, trainers etc.) to athletes on is close to 2:1.



Sporting

Performance

China won three medals in total, topping the medal table by virtue of most gold medals won (two). France, Iran and Mexico also won three medals.

Home-nation Mexico failed to win any gold medals, winning two silvers and one bronze.

Compared to last year's Grand Prix Final in Queretaro, the number of medal-winning nations increased by one. Host-nation Mexico improved its medal haul from one to three.

In 2014, Iran topped the medal table with all four of its male athletes winning a medal (one gold, one silver and two bronzes). Russia followed in second place with two golds and one bronze and Korea placed third with one gold, one silver and one bronze.

Medals by nation

Nation	G	S	B	Total
China	2		1	3
Korea	2			2
France	1	2		3
Iran	1	1	1	3
Great Britain	1		1	2
Egypt	1			1
Mexico		2	1	3
Spain		1		1
Turkey		1		1
Moldova		1		1
Netherlands			1	1
Thailand			1	1
Uzbekistan			1	1
Belgium			1	1

Medals overview by nation (2014 v 2015)

Queretaro 2014								Mexico City 2015							
Nation	Female			Male			Total	Nation	Female			Male			Total
	G	S	B	G	S	B			G	S	B	G	S	B	
Korea				1	1	1	3	Korea				2			2
China								China	2		1				3
Russia			1	2			3	Russia							
Iran				1	1	2	4	Iran				1	1	1	3
Great Britain	1						1	Great Britain			1	1			2
France		1	2				3	France	1	1			1		3
Netherlands	1						1	Netherlands			1				1
Sweden	1						1	Sweden							
Croatia	1						1	Croatia							
Egypt								Egypt	1						1
Spain		2			1		3	Spain		1					1
Mexico		1					1	Mexico		1			1	1	3
Uzbekistan					1		1	Uzbekistan						1	1
Turkey								Turkey		1					1
Japan			1				1	Japan							
Moldova								Moldova					1		1
Argentina						1	1	Argentina							
Thailand								Thailand			1				1
Belgium								Belgium						1	1

Sporting

Performance | *continued*

Olympic qualification (as of 29 December 2015)

The WTF World Taekwondo Grand Prix Final 2015 was the last Olympic ranking competition of the year. The top six ranked athletes at the end of the 2015 Olympic rankings earn their respective nation one quota place for that division at the 2016 Olympic Games.

Each nation can qualify a maximum of four male and four female athletes through the 2015 year-end WTF Olympic Rankings – with a maximum of one athlete per category. Taking into account the results of the World Taekwondo Grand Prix Final 2015 and its effect on the year-end rankings, the following nations have secured the following berths for the Olympic Games:

Number of places qualified for Rio 2016 by nation from 2016 year-end rankings

Nation	No. of quota places	Divisions
Korea	5	M-58, M-68, M+80; F-49, F-67
France	4	M+80; F-49, F-67, F+67
Mexico	4	M-58, M-68; F-49, F+67
Great Britain	3	M-80; F-57, F+67
Iran	3	M-58, M-80, M+80
Russia	3	M-68, M-80; F-67
Belgium	2	M-58, M-68
China	2	F-49, F+67
Croatia	2	F-49, F-57
Germany	2	M-58, M-80
Spain	2	M-68; F-57
Sweden	2	F-57, F-67
Turkey	2	M-68; F-67
Azerbaijan	1	M+80
Chinese Taipei	1	F-67
Ivory Coast	1	M-80
Egypt	1	F-57
Gabon	1	M+80
Japan	1	F-57
Moldova	1	M-80
Portugal	1	M-58
Serbia	1	F+67
Thailand	1	F-49
USA	1	F+67
Uzbekistan	1	M+80

Sporting

Athlete list

Athlete list for WTF World Taekwondo Grand Prix Final 2015

Male

M-58kg		M-68kg	
Farzan Ashourzadeh Fallah	Iran	Alexey Denisenko	Russia
Tae-Hun Kim	Korea	Dae-Hoon Lee	Korea
Rui Braganca	Portugal	Jaouad Achab	Belgium
Levent Tuncat	Germany	Servet Tazegul	Turkey
Cesar Rodriguez	Mexico	Saul Gutierrez	Mexico
Tae-Moon Cha	Korea	Joel Gonzalez Bonilla	Spain
Si Mohamed Ketbi	Mexico	Behnam Asbaghikhanghah	Iran
Lucas Guzman	Brazil	Hun Kim	South Korea
M-80kg		**M+80kg**	
Aaron Cook	Moldova	Dmitriy Shokin	Uzbekistan
Albert Gaun	Russia	Jasur Baykuziyev	Uzbekistan
Lutalo Muhammad	Great Britain	Radik Isaev	Azerbaijan
Masoud Hajizavareh	Iran	Anthony Obame	Gabon
Damon Sansum	Great Britain	Dong-Min Cha	Korea
Tahir Guelec	Germany	Sajjad Mardani	Iran
Rene Lizarraga	Mexico	Volker Wodzich	Germany
Cheick Sallah Cisse	Ivory Coast	M'bar N'Diaye	France

Female

F-49kg		F-57kg	
Lucija Zaninovic	Croatia	Jade Jones	Great Britain
Jingyu Wu	China	Eva Calvo Gomez	Spain
Chanatip Sonkham	Thailand	Mayu Hamada	Japan
Iris Tang Sing	Brazil	Hedaya Malak	Egypt
Yasmina Aziez	France	Yun-wen Huang	Chinese Taipei
Panipak Wongpattanakit	Thailand	Nikita Glasnovic	Sweden
So-hui Kim	Korea	Ana Zaninovic	Croatia
Itzel Manjarrez	Mexico	Floriane Liborio	France
F-67kg		**F+67kg**	
Haby Niare	France	Milica Mandic	Serbia
Elin Johansson	Sweden	Bianca Walkden	Great Britain
Chia Chia Chuang	Chinese Taipei	Gwladys Epangue	France
Hyeri Oh	Korea	Jackie Galloway	USA
Anastasia Baryshnikova	Russia	Briseida Acosta	Mexico
Hua Zhang	China	Reshmie Oogink	Netherlands
Nur Tatar	Turkey	Shuyin Zheng	China
Yun Fei Guo	China	Maria Espinoza	Mexico

** name indicates debut at WTF World Taekwondo Grand Prix Final*

Sporting

Full list of medallists

Medallists for WTF World Taekwondo Grand Prix Final 2015

Male

M-58kg			M-68kg		
1	Tae-Hun Kim	Korea	1	Dae-Hoon Lee	Korea
2	Farzan Ashourzadeh Fallah	Iran	2	Saul Gutierrez	Mexico
3	Cesar Rodriguez	Mexico	3	Jaouad Achab	Belgium
M-80kg			**M+80kg**		
1	Lutalo Muhammad	Great Britain	1	Sajjad Mardani	Iran
2	Aaron Cook	Moldova	2	M'bar N'Diaye	France
3	Masoud Hajizavareh	Iran	3	Jasur Baykuziyev	Uzbekistan

Female

F-49kg			F-57kg		
1	Jingyu Wu	China	1	Hedaya Malak	Egypt
2	Yasmina Aziez	France	2	Eva Calvo Gomez	Spain
3	Panipak Wongpattanakit	Thailand	3	Jade Jones	Great Britain
F-67kg			**F+67kg**		
1	Haby Niare	France	1	Shuyin Zheng	China
2	Nur Tatar	Turkey	2	Maria Espinoza	Mexico
3	Hua Zhang	China	3	Reshmie Oogink	Netherlands

Social

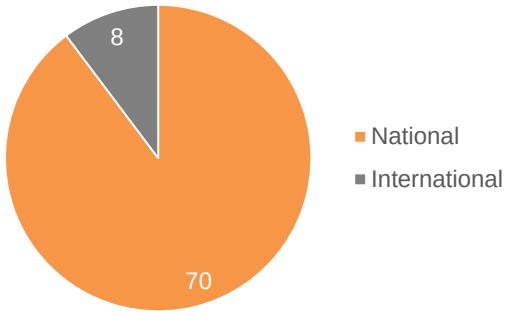
Social

Volunteers

A total of 78 volunteers were utilised in the running of the WTF World Taekwondo Grand Prix Final 2015.

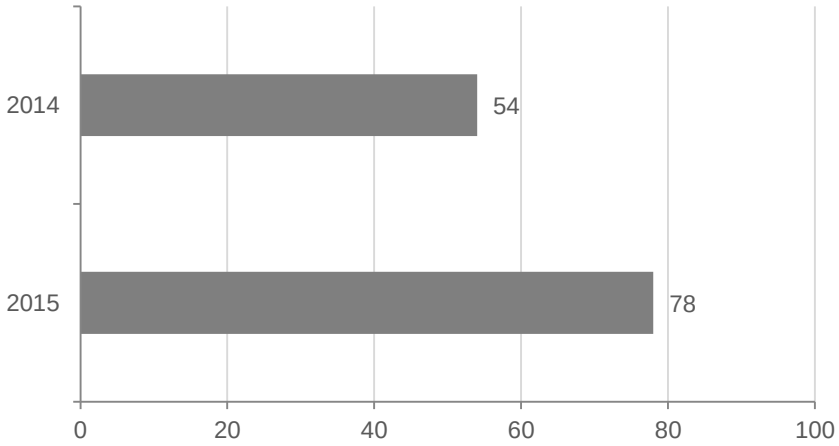
Of the total number, 70 volunteers were Mexican. The remaining eight volunteers were of overseas nationalities.

Breakdown of volunteers



Compared to 2014, volunteer numbers have risen. A total of 54 were used in the 2014 final.

Volunteers comparison - 2014 v 2015



Volunteers overview

Category	No.
Total	78
National	70
International	8
Volunteer Nations	6

Nationalities of volunteers:

Colombia
Dominican Republic
Guatemala
Mexico
Spain
Ukraine

WTF Gala Awards 2015

WTF Gala Awards 2015

Summary

On Monday 7 December, the second edition of the annual WTF Gala Awards took place.

Held in Mexico's national theatre in Mexico City, the event awarded numerous titles across different categories such as: Athletes of the year, Referees of the year and, new for 2015, the best kick of the year.

Most, if not all, the attendees from the World Taekwondo Grand Prix Final from the weekend were in attendance – further increasing the impact of the three events held in Mexico City during the week.





Venue:

National Theatre of Mexico
(Teatro Nacional de México)

List of award winners

Male Player of the Year
Dae-Hoon Lee (KOR)
Female Player of the Year
Jingyu Wu (CHN)
Coach of the Year
Gulsa Alonso (EGY)
Best Kick of the Year
Aaron Cook (MDA)
Member National Association of the Year
Russia
Male Referee of the Year
Tarik Benradi (MOR)
Female Referee of the Year
Kalay Suddai (THA)
Outstanding Contribution Awards
Mexican Taekwondo Federation
Jordanian Taekwondo Federation

WTF World Cup Taekwondo Team Championships 2015

WTF World Cup Taekwondo Team Championships 2015

Summary





On 8 – 9 December, the annual WTF World Cup Taekwondo Team Championships took place, utilising the same venue as the WTF World Taekwondo Grand Prix Final.

The event, which takes on a tag-team tournament format, invites the top seven ranked men's and women's national team but invited teams are not obliged to participate. In addition to the invited teams, the host nation is also invited to participate.

Competing nations

Male	Female
Iran	Korea
Russia	Chinese Taipei
Uzbekistan	China
Korea	Russia
Belgium	USA
Azerbaijan	Ivory Coast
USA	Mexico (host)
Mexico (host)	-

The men's competition attracted eight male national teams totalling 48 athletes. On the female competition, seven nations were represented with athletes numbering 41.

Across the men's and women's competition, a total of 11 unique nations were represented.

Many of the attendees of the Grand Prix Final were also in attendance at the WTF World Cup Taekwondo Team Championships. For example, many of the top athletes in the Grand Prix Final also competed in the World Cup Taekwondo Team Championships. The same notion applies to the team coaches & officials, the referees and so forth.

China won gold in the female category while Azerbaijan won the men's category.

Winning nations

	Male
1	Azerbaijan
2	Iran
3	Russia
3	Korea
	Female
1	China
2	Mexico
3	Chinese Taipei
3	Korea

Comparative Data Analysis

Comparative Data Analysis

Overview

After considering all summer Olympic sport disciplines,15 world series final events were identified as comparable events to the WTF World Taekwondo Grand Prix Final in 2015.

When ranking the number of athletes in attendance, the WTF World Taekwondo Grand Prix Final in 2015 ranked seventh out of 16. In terms of the number of competing nations represented, the WTF World Taekwondo Grand Prix Final ranked joint-fourth.

Comparative data overview & ranking

	WTF World Taekwondo Grand Prix Final 2015	Rank / 16
Athletes	64	7th
Nations	28	=4th

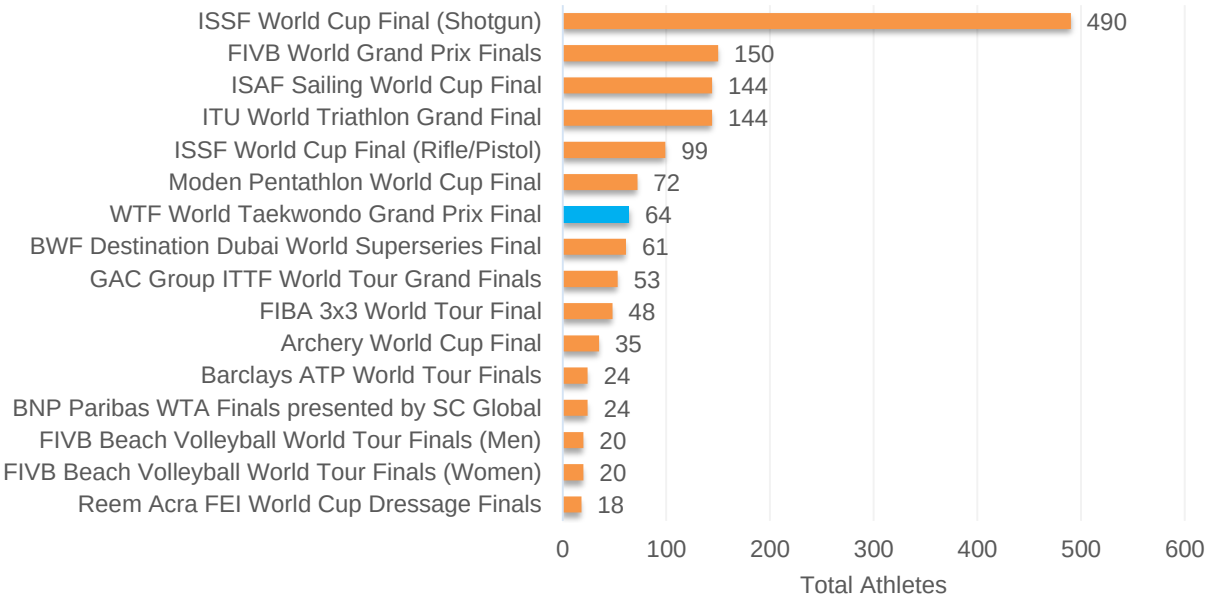
Comparable world series final events in 2015 to the WTF World Taekwondo Grand Prix Final

Sport	Event	City	Nation
Archery	Archery World Cup Final	Mexico City	Mexico
Badminton	BWF Destination Dubai World Superseries Final	Dubai	United Arab Emirates
Basketball	FIBA 3x3 World Tour Final	Abu Dhabi	United Arab Emirates
Beach Volleyball	FIVB Beach Volleyball World Tour Finals (Men)	Fort Lauderdale	USA
Beach Volleyball	FIVB Beach Volleyball World Tour Finals (Women)	Fort Lauderdale	USA
Equestrian	Reem Acra FEI World Cup Dressage Finals	Las Vegas	USA
Modern Pentathlon	Moden Pentathlon World Cup Final	Minsk	Belarus
Sailing	ISAF Sailing World Cup Final	Abu Dhabi	United Arab Emirates
Shooting	ISSF World Cup Final (Rifle/Pistol)	Munich	Germany
Shooting	ISSF World Cup Final (Shotgun)	Nicosia	Cyprus
Table Tennis	GAC Group ITTF World Tour Grand Finals	Lisbon	Portugal
Tennis	Barclays ATP World Tour Finals	London	United Kingdom
Tennis	BNP Paribas WTA Finals presented by SC Global	Singapore	Singapore
Triathlon	ITU World Triathlon Grand Final	Chicago	USA
Volleyball	FIVB World Grand Prix Finals	Omaha	USA

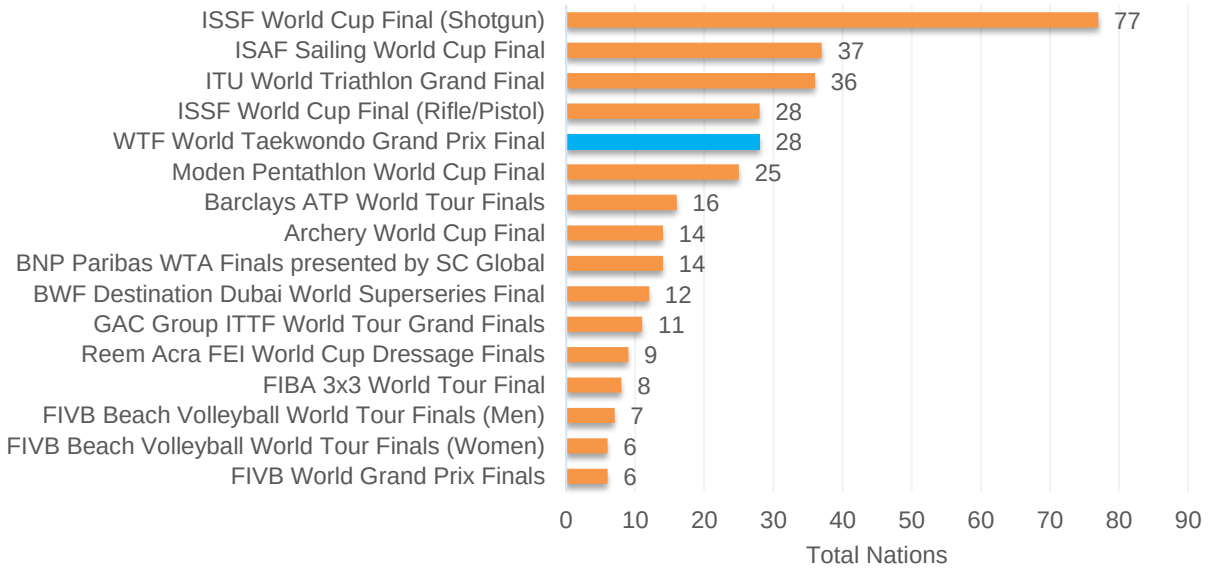
Comparative Data Analysis

Comparative Data Charts

Number of athletes at comparable world series finals events in 2015



Competing nations at comparable world series finals events in 2015



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