

Global Sports Impact Event Study

World Archery Championships 2015



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

Overview

Event Summary

Date: 27 July – 02 August 2015
Location: Copenhagen, Denmark
Owner: World Archery
Organiser: Archery Denmark
Frequency: Every two years

The World Archery Championships 2015 were held in Copenhagen, Denmark, and featured a record number of participants (590) from more nations than ever before (92), bettering the previous participation high set in Turin in 2011.

The event took place across two venues in the city, with the finals held in front of Christiansborg Palace, the Danish parliament building, in a temporary venue with a peak capacity of 1,336.

The estimated cumulative attendance of the event was 7,360. All four sessions of the finals weekend were sold out, whilst the preliminary venue was non-ticketed.

A total of 32 hours coverage was broadcast on domestic broadcaster TV2, with live, highlights and delayed coverage reaching 12 broadcasters across a potential 90 TV nations, spanning five continents. Including magazine and news programming, TV coverage reached a potential 170 nations across 31 broadcasters.

The championships had a total cost of approximately XXX, and recorded a XXX profit for the organisers Archery Denmark. Overseas visitors contributed an estimated 13,300 bed nights to the Copenhagen economy.

'Try Archery' initiatives around the event reached an estimated 2,400-2,800 people. A schools programme, the 'Schools World Championships', reached 275 pupils after the event. A total of 202 volunteers helped run the championships.

A two-day Congress preceded the championships, with 215 delegates, board members, staff and guests present.



ECONOMIC

Attendance - Total	7,360
Ticketed Attendance	3,482
Non-Ticketed Attendance	3,878
Venues	2

SPORTING

Athletes - Total	590
Male / Female	334 / 256
Overseas / Domestic	578 / 12
Continental Reach	6
Competing Nations	92

MEDIA

TV Continental Reach	5
TV Nations*	90
Incl. Magazine / News	170
Broadcasters*	12
Incl. Magazine / News	31
Accredited Media	69

SOCIAL

Volunteers	202
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*Live, delayed and highlights only.



Overview

World Archery Championships

The inaugural World Archery Championships was held in Lviv, then part of Poland (now Ukraine), in 1931.

Since then, 48 editions have taken place, with the 49th edition in 2017 already awarded to Mexico City, Mexico.

Of all events 1931-2017, the championships have been held in Europe four times out of five (79.5%, 39 occasions). Five events (10%) have taken place in North America, followed by three in Asia and two in Oceania. Neither Africa nor South America has ever hosted the World Archery Championships.

In total, 37 cities from 21 nations have hosted the World Archery Championships. Of these cities, Brussels (Belgium), London (UK), Oslo (Norway) and Prague (Czech Republic) have each hosted the event three times.

Copenhagen hosted the World Archery Championships on one previous occasion, in 1950.

Taking into account the 10 most recent editions 1999-2017, Europe's hosting dominance is still prevalent, hosting on 60% of occasions.

World Archery Championships, 1999-2017

Edition	Year	City	Nation	Continent
40th	1999	Riom	France	Europe
41st	2001	Beijing	China	Asia
42nd	2003	New York	USA	North America
43rd	2005	Madrid	Spain	Europe
44th	2007	Leipzig	Germany	Europe
45th	2009	Ulsan	South Korea	Asia
46th	2011	Turin	Italy	Europe
47th	2013	Belek	Turkey	Europe
48th	2015	Copenhagen	Denmark	Europe
49th	2017	Mexico City	Mexico	North America

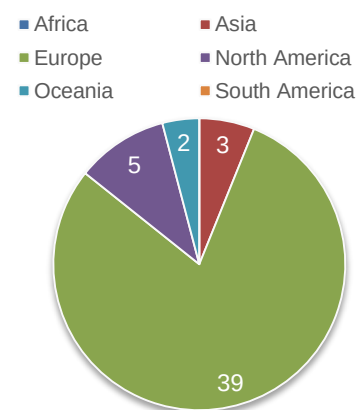
Most times hosted

4 - France, Poland, Sweden, UK

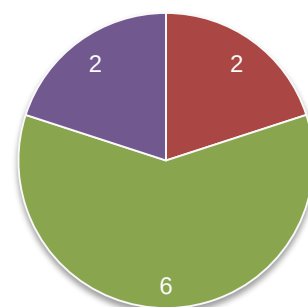
3 – Belgium, Czech Republic, Germany, USA

2 – Denmark, & 7 other nations

Continental hosting distribution, 1931-2017



1999-2017



Years since last World Archery Championships (as of 2015)

Africa	n/a
Asia	6
Europe	0
North America	12
Oceania	28
South America	n/a

Overview

Past editions

Last two editions of the World Archery Championships:

World Archery Championships 2013

City: Belek

Nation: Turkey

Venues

Preliminary: Papillon Sports Center

Finals: Belek Beach (2,000)



ECONOMIC

Attendance - Total	3,000
Ticketed Attendance	-
Non-Ticketed Attendance	3,000
Venues	2

SPORTING

Athletes - Total	441
Male / Female	248 / 193
Overseas / Domestic	429 / 12
Continental Reach	6
Competing Nations	69

MEDIA

TV Nations	-
Incl. Magazine / News	125
Broadcasters	-
Incl. Magazine / News	35
Accredited Media	26

SOCIAL

Volunteers	70
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World Archery Championships 2011

City: Turin

Nation: Italy

Venues

Preliminary: Palazzina di Stupinigi.

Finals: Piazza Castello Palace (3,000)



ECONOMIC

Attendance - Total	8,500
Ticketed Attendance	6,500
Non-Ticketed Attendance	2,000
Venues	2

SPORTING

Athletes - Total	562
Male / Female	331 / 231
Overseas / Domestic	550 / 12
Continental Reach	6
Competing Nations	84

MEDIA

TV Nations	-
Incl. Magazine / News	100
Broadcasters	-
Incl. Magazine / News	70
Accredited Media	65

SOCIAL

Volunteers	400
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Overview

Host | Profile

Copenhagen

Size: 86.2km²

Population: 1,246,611 (2014)

Cities Index*: 7th (2015)

Bio: Copenhagen is located in the east of Denmark. It is the historic capital of the country, and the largest city in terms of area and population. The city with the next-highest population is Aarhus (259,754).



Denmark

Size: 42,916km²

Population: 5,627,235 (2014)

Nations Index*: 14th (2015)

Bio: Denmark is part of the Scandinavia region in Northern Europe. It has a land connection to Germany, and is a close neighbour to Sweden. It is the 29th most-populated nation in Europe.

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

Selected world championships in Denmark, 2011-2020

Year	Sport	Event	City
2011	Curling	Capital One World Women's Curling Championship	Esbjerg
2011	Cycling - Road	UCI Road World Championships	Copenhagen
2014	Athletics	IAAF/AL-Bank World Half Marathon Championships	Copenhagen
2014	Badminton	Li-Ning BWF World Championships	Copenhagen
2015	Handball	Women's World Handball Championships	Various
2015	Trampoline	Trampoline and Tumbling World Championships	Odense
2018	Ice Hockey	IIHF World Championships	Copenhagen & Herning
2018	Sailing	ISAF Sailing World Championships	Aarhus
2019	Handball	Men's World Handball Championship	Various
2019	Curling	World Women's Curling Championship	Esbjerg
2020	Soccer	Euro 2020 - four matches	Copenhagen

Overview

Host | Events

Hosted in Denmark: World championships in 2014

IAAF/AL-Bank World Half Marathon Championships 2014

City: Copenhagen

Venue: Street circuit



Li-Ning BWF World Championships 2014

City: Copenhagen

Venue: Ballerup Super Arena (6,000)



ECONOMIC

Attendance - Total	200,000
Ticketed Attendance	0
Non-Ticketed Attendance	200,000
Venues	1

SPORTING

Athletes - Total	223
Male / Female	128 / 95
Overseas / Domestic	213 / 10
Mass Participation	30,000
Continental Reach	6
Competing Nations	56

MEDIA

TV Continental Reach	2
TV Nations	3
Broadcasters	3
Accredited Media	30

SOCIAL

Volunteers	1,500
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ECONOMIC

Attendance - Total	40,719
Ticketed Attendance	-
Non-Ticketed Attendance	-
Venues	1

SPORTING

Athletes - Total	347
Male / Female	186 / 161
Overseas / Domestic	327 / 20
Continental Reach	6
Competing Nations	43

MEDIA

TV Continental Reach	-
TV Nations	15
Broadcasters	-
Accredited Media	102

SOCIAL

Volunteers	510
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Economic

Economic

Venues

Sundby Park

Images from preliminary rounds



Economic

Venues | *Continued*

Sundby Park

Event phase: Preliminary rounds

Capacity: 140 in spectator stand, plus standing areas

Type: Non-ticketed

The World Archery Championships in 2015 followed the same format as the last three championships, with a qualification venue hosting the preliminary rounds of the event (typically the first 4-5 days), followed by a separate finals venue staging the medal matches in each discipline.

At Copenhagen 2015, the qualification rounds were hosted at Sundby Park. The venue was less than 15 minutes' drive from Copenhagen international airport. Whilst Sundby Park was not a long distance from the official championship hotels, teams did have to rely on shuttle buses for their transit to the venue.

The venue had 80 shooting lanes, and 60 practice lanes. On one side of the shooting field, there was a 'show lane', set apart from the other lanes, with a scoreboard, announcements, a big screen for spectators and basic TV production.

In each round of the preliminaries, a match would be selected to take place on the show lane. Behind the show lane was a spectator stand with room for around 140 people. Due to the positioning of the technical tent and the marquee covering the other lanes, it was difficult to view the show lane from any area other than the spectator stand.

Sundby Park also featured an exhibitor area, with around 10 different suppliers exhibiting from temporary marquees. In addition to exhibitors, marquees were used for the Try Archery participation area, World Archery merchandise and Copenhagen 2015 merchandise stands. Media accreditation and the competition technical areas were also housed using temporary marquees.

Permanent facilities housed the media room, World Archery office and canteen for event staff and volunteers. There was only one catering tent for spectators.

Access to Sundby Park was open, and there was no recording of the number of people going in and out of the park at any time.

Economic

Venues | *Continued*

Christiansborg Palace

Images from finals weekend



Economic

Venues | Continued

Christiansborg Palace

Capacity: 1,104 (Saturday), 1,336 (Sunday)

Type: Ticketed & Non-ticketed

Christiansborg Palace was the finals venue for the championships, hosting the medal matches in all disciplines on the last two days of competition. Christiansborg Palace is the home of the Danish parliament in the centre of Copenhagen, and was easily accessible by public transport.

The venue was a mixture of ticketed and non-ticketed seating. All seating was temporary. On both days of the finals, 300 seats were reserved for team members from the nations competing in that session of the finals, plus additional teams as capacity allowed. Other types of seating were general allocation (ticketed) and VIP (invited guests).

The capacity of the venue was increased by 232 (192 general seating, 40 VIP) for the Sunday of the championships, due to the targets being moved back for the longer-distance recurve competition. On the Saturday, the space not occupied by the additional stand was used as a free standing spectator area for passers-by.

The venue perimeter was very close to the temporary seating, therefore all concession stands and toilets were placed outside the perimeter, except for VIPs.

The finals venue was served by two big screens, one of which was placed outside of the event perimeter. This screen was viewable to passers-by; therefore the event had an increased reach to members of the public in a busy area for pedestrians and road traffic.

There was no fan zone or merchandising at Christiansborg Palace. A 'Try Archery' participation tent was placed on Højbro Plads, around 200m from the venue on the corner of a busy shopping street.

Practice lanes for the finals venue were placed a short walk away, inside the palace grounds.

Christiansborg Palace: Capacity breakdown

	Sat 1st Aug	Sun 2nd Aug
Ticketed spectators	704	896
Team athletes and officials	300	300
VIP	100	140
TOTAL	1,104	1,336

Economic

Attendance

Total Cumulative Attendance

The estimated cumulative total attendance of Copenhagen 2015 is 7,360.

Copenhagen 2015: Total cumulative attendance

Day	Date	Venue	Session	Attendance
Mon	27th Jul	Sundby Park		2,500*
Tue	28th Jul	Sundby Park		
Wed	29th Jul	Sundby Park		
Thu	30th Jul	Sundby Park		
Fri	31st Jul	Sundby Park		
Sat	1st Aug	Christiansborg Palace	AM	1,094
		Christiansborg Palace	PM	1,094
Sun	2nd Aug	Christiansborg Palace	AM	1,336
		Christiansborg Palace	PM	1,336
TOTAL				7,360

*Estimate

The true figure for total attendance is impossible to determine.

Sundby Park was an open, non-ticketed venue, and spectators were not counted as they entered the park, or the spectator stand. A figure of 2,500 for the first five days was put forward by the organising committee, using photographs and anecdotal evidence.

As well as estimating attendance at Sundby Park, this cumulative attendance figure will count the following spectator types more than once:

- Athletes and team officials that attended multiple sessions as a spectator across preliminary and finals competitions.
- Finals weekend ticket holders that also attended non-ticketed sessions at Sundby Park.
- VIPs are double-counted, as VIP tickets covered two sessions. VIPs that attended both days are counted four times.
- Ticket holders for the finals weekend that had weekend tickets (587) and more than one session ticket (unknown).

Copenhagen 2015:

Cumulative session attendance breakdown

Ticketed	3,482
Non-VIP	3,022
VIP	460
Non-ticketed	3,878
Athletes / officials	1,378
Other / unknown	2,500
TOTAL	7,360

VIP attendance

Sat 1 Aug	90
Sun 2 Aug	140
TOTAL	230

Economic

Attendance | Continued

According to past championship data compiled by World Archery, the total attendance at Copenhagen 2015 was the fourth highest of the last five editions.

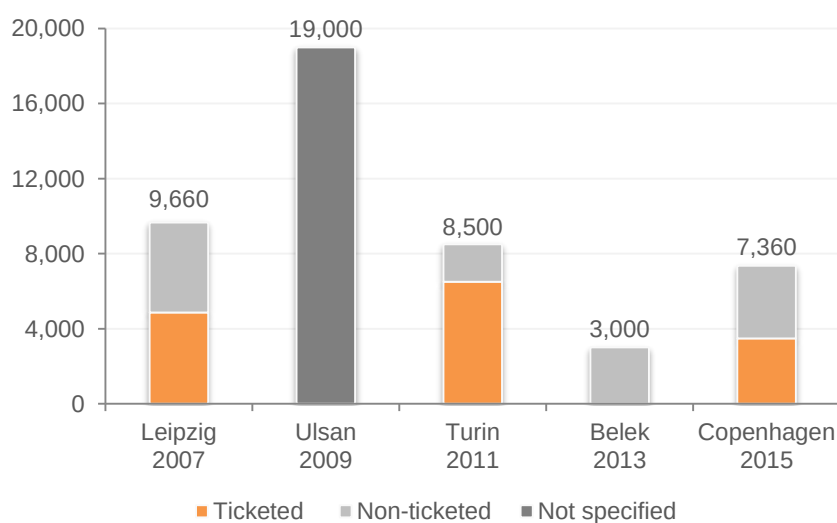
It was 145% greater than the last World Archery Championships in 2013 in Belek, Turkey. However, it was still 11,640 less than the highest event attendance of the last five years, at Ulsan 2009.

Copenhagen 2015 had a higher ticketed attendance than the last world championships (Belek 2013 was a wholly non-ticketed event), but had a lower ticketed attendance than Leipzig 2007 and Turin 2011; albeit, fewer tickets were available for Copenhagen.

47.3% of the total attendance at Copenhagen 2015 comprised ticketed spectators. The highest percentage of ticketed spectators out of the last five editions was at Turin 2011, where the proportion was 76.5%.

Ticketed and non-ticketed attendance breakdown was not available for Ulsan 2009.

Ticketed and non-ticketed attendance, 2007 – 2015



Attendance breakdown, 2007 - 2015

Leipzig 2007

Total Attendance	9,660
Ticketed	4,860
Non-ticketed	4,800
% Ticketed	50.3%

Ulsan 2009

Total Attendance	19,000
Ticketed	-
Non-ticketed	-
% Ticketed	-

Turin 2011

Total Attendance	8,500
Ticketed	6,500
Non-ticketed	2,000
% Ticketed	76.5%

Belek 2013

Total Attendance	3,000
Ticketed	0
Non-ticketed	3,000
% Ticketed	0%

Copenhagen 2015

Total Attendance	7,360
Ticketed	3,482
Non-ticketed	3,878
% Ticketed	47.3%

Economic

Attendance | *Continued*

Unique attendance

The unique attendance for the finals weekend at Christiansborg Palace can be estimated at 1,589, not including the number of athletes and team officials present.

Athletes and team officials were mostly situated in the 300-capacity stand behind the competing archers.

This unique attendance figure also does not take into account ticket holder that may have bought tickets for more than one session, but did not purchase a weekend ticket.

The unique attendance across the entire event is impossible to quantify, as there was no official measurement of attendance at the preliminaries venue at Sundby Park.

The estimated unique attendance does not take into account no-shows, due to lack of data on the type of tickets that no-shows held.

No-shows

Across the finals weekend, 8.8% of ticket holders did not attend the event. This breaks down as 178 ticket holders, 7% (57) ticket holders on Saturday 1 August, and 10% (121) of ticket holders on Sunday 2 August.

The reasoning for the higher number of ticket holders vacant on Sunday 2 August is that no domestic athletes qualified for the finals competition on that day, although a Denmark v Mexico special team match was organised for the end of the day's programme to generate interest and encourage domestic ticket holders to stay until the end of the day.

Vacant seats from no-shows were taken up by athletes and team officials, as overflow for those who could not get into the 300-capacity stand which had been allocated to them.

Copenhagen 2015:

Unique attendance (finals weekend only)

Weekend ticket holders	587
Single-session ticket holders	852
VIPs*	150
TOTAL	1,589

**230 total VIPs. Number of VIPs at both Saturday and Sunday events estimated at 40.*

No-show ticket holders (approximate)

Sat 1 Aug	7%	57
Sun 2 Aug	10%	121
TOTAL	8.8%	178

Economic

Ticketing

A total of 1,439 tickets (out of 1,439 available) were sold for the finals weekend at Christiansborg Palace, marking a sell-out.

This comprised 587 weekend tickets, covering all four sessions, and 852 single-session tickets.

There were 234 session tickets sold for Saturday (117 per session) and 618 for Sunday (309 per session). The capacity for ticketed spectators was increased by 192 between the Saturday and Sunday events.

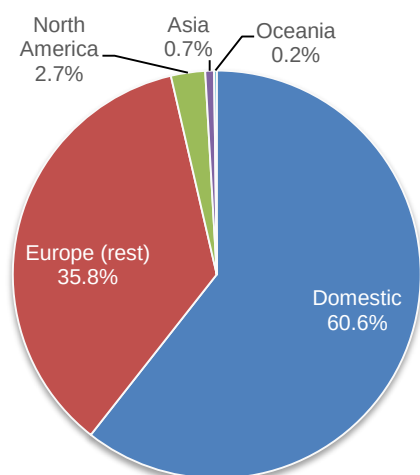
A total of 60.6% of ticket holders were from host nation Denmark. The event therefore had an overseas ticketed attendance of 567, 39.4% of the total.

The nations with the second- and third-highest number of tickets holders were Sweden (192, 13.3%) and Germany (124, 8.6%) respectively, the two closest nations to Copenhagen geographically.

Ticket holders from Europe made up 96.4% of the total.

Ticket holders from outside Europe came from USA (37), Japan (9), Australia (3), Canada (2), Mexico (2) and Saudi Arabia (1).

Ticket holders by region



Copenhagen 2015:

Ticket breakdown

	Sat 1st Aug	Sun 2nd Aug
Weekend	587	587
Session	234	618
TOTAL	821	1,205

Ticket holders by nation

Nation	Ticket Holders
Australia	3
Austria	2
Belgium	13
Canada	2
Czech Republic	5
Denmark	872
Finland	6
France	15
Germany	124
Italy	2
Japan	9
Luxembourg	7
Malta	1
Mexico	2
Norway	29
Poland	2
Saudi Arabia	1
Slovakia	3
Sweden	192
Switzerland	6
The Netherlands	57
Turkey	2
Ukraine	1
United Kingdom	46
USA	37
TOTAL	1,439

Economic

Visitors

Sport Event Denmark visitor analysis

The Copenhagen 2015 organising committee managed the official accommodation bookings for team athletes and officials via a dedicated staff member.

Of bookings that went through the LOC for the two official hotels, this totalled 10,569 bed nights. 62% of this was attributed to athletes.

These bed night figures do not take into account any bed nights which were not booked through the LOC, including some athletes and team officials who decided upon other accommodation, including flat rental.

It also does not include family members, or spectators. If these were included, it is likely that the average length of stay would be lower as analysis of other events by Sportcal indicates that these groups stay at events for less time on average.

The average spend per day figures provided are calculated annually by VisitDenmark, with the data calculated via surveys of international visitors. The figures include expenditure on accommodation.

Visitor spend surveys specific to the World Archery Championships were not conducted, therefore these figures must be regarded as estimates.

Congress visitors

Sport Event Denmark's figures find that congress delegates typically record a higher average spend than other types of visitor, at an average of €412 per day.

There was a total attendance of 215 at the World Archery Congress, that preceded the championships (24-25 July). Of the 156 team delegates, 41 (26.3%) stayed for the championships. Some congress delegates became team managers.

Copenhagen 2015:

Bed nights booked through LOC

Athletes	6,602
Officials	3,690
Volunteers	277
TOTAL	10,569

Average spend per day

	€
Athletes	191
Officials	262
Media	266
Spectators	191
Congress visitors	412

Figures provided by Sport Event Denmark.

World Archery Congress summary

Attendance breakdown

Executive board members	15
Delegates	156
Guests	29
World Archery staff	15
TOTAL	215

Voting delegates

Delegates	89
Proxies	16
TOTAL	102

Economic

Visitors | *Continued*

Sportcal bed nights and visitor spend analysis

Analysis by Sportcal has found that an estimated 2,137 overseas visitors came to Copenhagen for the 2015 World Archery Championships. This resulted in 13,302 bed nights, with a combined visitor spend of around \$3.27 million (€2.98 million).

For full visitors, average length of stay, bed nights and spend breakdown, please see table overleaf.

Sportcal's bed nights and spend projections took into account athletes, spectators, family/friends, organisers, officials, media, volunteers and congress delegates. In each of these visitor categories, only the overseas visitors were included in the analysis.

The analysis, which multiplies the number of visitors in each category by average length of stay, found a lower number of bed nights attributed to athletes, compared to the bookings recorded through the LOC. This may be because of bookings made by athletes on behalf of family and friends who also stayed in the official hotels, which in this analysis have been separated.

The only accommodation expense for the LOC was for non-local volunteers, for whom a total of 277 bed nights were booked. Only overseas volunteers' bed nights were considered in the Sportcal bed nights analysis.

The accommodation expenses for the World Archery staff (15), executive board members (15) and invited guests (29) were paid for by World Archery.

Domestic visitors

This study only examined the impact from overseas visitors. Danish visitors from outside Copenhagen may have contributed additional bed nights and spend.

Economic

Visitors | Continued

Sportcal bed nights and visitor spend analysis

	Quantity	Average length of stay (Days)	Bed nights	Average spend per day €	Total spend €	Total spend \$
Athletes (Overseas)	578	10	5,780	191	1,103,980	1,212,517
Spectators (Overseas Ticketed)	567	3	1,701	191	324,891	356,832
Family / Friends	395	3	1,185	191	226,335	248,587
Organisers (World Archery team)	15	10	150	262	39,300	43,164
Officials (Overseas)	343	10	3,430	262	898,660	987,011
Media (Overseas)	36	3	108	266	28,728	31,552
Volunteers (Overseas)	13	7	91	50	4,550	4,997
Congress delegates, exec board, guests (left after Congress)	149	3	447	412	184,164	202,270
Congress delegates (stayed for event)	41	10	410	412	168,920	185,527
TOTALS	2,137	6.22	13,302	223.99	2,979,528	3,272,457

Average length of stay based on Sportcal analysis of visitation across multiple sporting events.

Number of family/friends estimated at 0.5 persons per athlete.

Overseas volunteers' accommodation and food spend was largely paid for by the organising committee, therefore this visitor group has a lower daily spend value.

Average spend figures provided in Euros. Conversion rates used for 02/08/2015 (last day of event): €1 =US\$ 1.0983140152

Media

Media

Television | *International*

Summary

A total of 32 hours were produced from Copenhagen 2015. This breaks down as 21 hours of coverage from the preliminary rounds (seven hours per day, Tuesday to Thursday), and 11 hours of coverage from the finals weekend (5.5 hours per day).

Coverage from the preliminary round was only televised by domestic broadcaster TV2 Sport, with the coverage available in all other territories worldwide via World Archery's YouTube channel (World Archery TV).

Live, delayed or highlights coverage of the finals sessions was shown by 12 broadcasters, across a potential reach of 90 TV nations in five continents. However, analysis has not been done for this study to determine the amount of coverage that was broadcast in each of these nations, nor take up of highlights coverage from rights held by EBU, IEC in Sport and Reuters Television.

Eurosport, Eurosport Asia-Pacific, Shanghai TV (China), SBS Sports (Korea), Sport TV (Turkey) and TRT (Turkey) broadcast live or delayed coverage to each session of the finals, in addition to domestic broadcaster TV2. Claro (Latin America), NTV (Japan), NOS (Netherlands) took coverage from the second session on Sunday 2 August, while TV Romania and NTU (Ukraine) took highlights rights.

Highlights rights were also held by European Broadcasting Union, Lagardere Sports (Swedish office - formerly named IEC in Sports) and Reuters Television.

There was no live, delayed or highlights coverage shown in Africa.

Including magazine and news coverage, the potential TV nations rises to 170, across at least of 31 broadcasters. The true number of broadcasters may be higher, as the distribution of news rights from news agencies to broadcasters was not examined.

Copenhagen 2015:

TV hours produced by day

Day	Date	TV hours
Mon	27th Jul	0
Tue	28th Jul	7
Wed	29th Jul	7
Thu	30th Jul	7
Fri	31st Jul	0
Sat	1st Aug	5.5
Sun	2nd Aug	5.5
TOTAL		32

TV broadcast reach

(Live, delayed, highlights only)

Broadcasters	12
TV nations (potential)	90
TV continental reach	5

TV broadcast extended reach

(Live, delayed, highlights, magazine, news)

Broadcasters	31
TV nations (potential)	170
TV continental reach	6

Media

Television | *International continued*

Copenhagen 2015 finals: International live, delayed and highlights broadcasters and rights holders

				Sat 1 Aug		Sun 2 Aug	
Territory	Broadcaster / rights holder	Access	Rights Type	AM	PM	AM	PM
Pan-regional							
Asia, Pacific	Eurosport Asia-Pacific	Pay-TV	Live, Delayed, Highlights	✓	✓	✓	✓
Europe	Eurosport	Pay-TV	Live, Delayed, Highlights	✓	✓	✓	✓
Latin America	América Móvil (Claro)	Pay-TV	Live				✓
Europe	European Broadcast Union	n/a	Highlights				
Worldwide	Lagardere Sports (IEC in Sport)	n/a	Highlights				
Worldwide	Reuters Television	n/a	Highlights				
National							
China	Shanghai TV	Free-to-air	Live	✓	✓	✓	✓
Denmark	TV2 Denmark	Free-to-air	Live	✓	✓	✓	✓
Japan	NTV (Nippon Television Network Corp)	Free-to-air	Live				✓
Korea	SBS Sports	Free-to-air	Live	✓	✓	✓	✓
Netherlands	NOS Television	Free-to-air	Live				✓
Romania	TV Romania	Free-to-air	Highlights				
Turkey	Sport TV	Free-to-air	Live		✓		✓
Turkey	Turkish Radio and Television Corporation	Free-to-air	Live	✓	✓	✓	✓
Ukraine	NTU (Natsionalna Telekompanya Ukrainy)	Free-to-air	Highlights				

Details of live, delayed and highlights broadcasters that televised the championships was gathered by World Archery following the event.

This does not include coverage in magazine programmes and news broadcasts, which are addressed separately in this study.

Media

Television | *International continued*

Eurosport and Eurosport Asia-Pacific

In Europe, a total of four hours of delayed coverage of the championships was shown on Eurosport 2, with one 26-minute highlights programme broadcast on Eurosport 1.

These broadcasts were simulcast on Eurosport player, the pan-regional broadcaster's online viewing platform.

Eurosport broadcasts across Europe had a total audience reach of 1.24 million.

Across Asia-Pacific, the channel broadcast two hours of delayed coverage, and 12h45 of repeated coverage. Six 26-minute highlight shows were also aired.

Eurosport channel profiles

Channel	Homes (millions)	Nations	Region
Eurosport 1	131	59	Europe
Eurosport 2	60	47	Europe
Eurosport News	10	37	Worldwide
Eurosport Asia-Pacific	6	17	Asia-Pacific

Source: Eurosport 2014

Eurosport coverage overview

Length (hours, minutes)	
Eurosport 1	
Live	0
Delayed	0
Highlights	0h26
Eurosport 2	
Live	0
Delayed	4h
Highlights	0
Eurosport Asia-Pacific	
Live	0
Delayed	2h
Highlights	6 x 0h26
Repeats	12h45
TOTAL	18h45

Audience reach

Europe	1,244,000
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Online

Event simulcast on Eurosport Player.

Source: Eurosport

Media

Television | *International continued*

News access

A total of 21 broadcasters and agencies acquired news access rights to World Archery Championships 2015.

Copenhagen 2015: News access rights holders

Company nation	Rights holder	Sat 01/08	Sun 02/08
World Feed			
France	Eurosport		✓
Romania	Televiziunea Romana	✓	✓
Switzerland	European Broadcasting Union	✓	✓
Switzerland	Union Européenne Football Association	✓	
Portugal	Sport TV Portugal	✓	✓
Greece	Hellenic Radio and Television	✓	✓
Ukraine	Natsionalna Telekompanya Ukrainy	✓	✓
World Link			
Russia	ANO "Tv-Novosti"	✓	✓
Sweden	IEC in Sport	✓	✓
Serbia	FoNet News Agency	✓	✓
Vietnam	VTC Digital Television	✓	✓
United Kingdom	Sunset and Vine		✓
United Kingdom	Reuters television Ltd		✓
United Kingdom	Pro Active Television	✓	
Colombia	Radio Cadena Nacional	✓	✓
Austria	Oesterreichischer Rundfunk		✓
France	Canal +	✓	✓
Australia	Broken Arrow Media	✓	✓
Agencies			
	EBU	✓	✓
	RTS	✓	✓
	SNTV	✓	✓

Media

Television | *International continued*

Magazine programming

A 15-minute highlights segment from Copenhagen 2015 was aired following the championships on international magazine programme Sports Unlimited.

Sports Unlimited is shown by 18 broadcasters. It boasts a total of over 240 million homes that receive the programme, and estimates a potential worldwide audience of more than 600 million, based on an average of 2.5 viewers per home.

Sports Unlimited reach

Broadcasters	18
Worldwide homes	240m
Worldwide audience (potential)	600m

Distribution and worldwide homes and audience reach supplied by Sports Unlimited.

'Sports Unlimited' distribution

Territory	Broadcaster	Homes reach (millions)
Australia	Fox Sports	6+
Canada	Shaw	6+
Central / South America (English & Spanish)	Fox Sports Latin America	20+
France	MCS SAS	8+
Israel	Ananey/Ego TV*	6+
Japan	Sky Perfect**	10+
Malaysia	Measat	4+
Middle East	Al Jazeera Sport	12+
Middle East		
Malaysia		
India	ESPN Star TV*	70+
China		
Korea		
Hong Kong		
Mongolia	Sky C&C**	3+
New Zealand	TVNZ**	8+
Pan Africa	SuperSports**	24+
Pan Asia	Edge**	6+
Poland	Sportklub*	8+
Portugal	Sport TV*	6+
Thailand	ITV Media**	3+
UK	Sky Sports	10+
USA	Fox Sports World	30+

*Aired under programme name 'Sports Max'

**Aired as 'Action Sports World'

Media

Television | Domestic

Danish free-to-air commercial broadcaster TV2 was the host broadcaster and the domestic broadcaster of Copenhagen 2015. Across six days of coverage, on two channels, it achieved a cumulative domestic TV audience of 402,000.

TV2's dedicated sports channel, TV2 Sport (pay-TV), carried seven hours per day of live coverage from Sundby Park, on the Tuesday, Wednesday and Thursday of the championships. The coverage of the finals at Christiansborg Palace were carried on TV2's main channel (free-to-air), showing 5.5 hours per day on the Saturday and Sunday. During the finals weekend, TV coverage was augmented with shots from a helicopter camera.

The highest domestic viewing figures were achieved on Saturday afternoon (97,000), coinciding with when Danish archer Stephan Hansen won men's compound gold. The highest viewing share (28.2%) was achieved in the morning session of the same day, when Danish men's compound team won bronze. The finals sessions attracted an average of 83,750 viewers.

The preliminary rounds were on TV2 Sport, the pay-TV sports channel created in January 2015. TV2 Sport attracted a high of 20,000 viewers for Wednesday's programming, and an average of 17,666 viewers across its three live sessions. Re-runs of the preliminary rounds were shown on Friday, with 14,000 viewers.

Copenhagen 2015: Number of cameras

Sundby Park	6
Christiansborg Palace (including helicopter)	13

Copenhagen 2015: Domestic TV audience and share

Day	Date	Session	Broadcaster	Access	Audience	Share
Mon	27th Jul		-	-	-	-
Tue	28th Jul		TV2 Sport	Pay-TV	14,000	-
Wed	29th Jul		TV2 Sport	Pay-TV	20,000	-
Thu	30th Jul		TV2 Sport	Pay-TV	19,000	-
Fri	31st Jul		TV2 Sport	Pay-TV	14,000	-
Sat	1st Aug	AM	TV2	Free-to-air	94,000	28.2%
		PM	TV2	Free-to-air	97,000	22.5%
Sun	2nd Aug	AM	TV2	Free-to-air	53,000	13.0%
		PM	TV2	Free-to-air	91,000	15.7%
TOTAL					402,000	

Media

Television/Radio | Domestic

The following additional features on domestic television and radio were recorded:

Television

- Thu 23 Jul: TV2's 'Good Morning Denmark' featured an eight-minute interview with Danish archer Stephan Hansen.
- Sun 26: World Archery Championships featured in four-minute report on DR1 evening news programme.
- Mon-Tue 27-28: TV2 News reported hourly updates live from the competition field at Sundby Park.
- Sat 1 Aug: TV2 and Ekstrabladet (newspaper) send out breaking news of Stephan Hansen's men's compound gold medal.
- Throughout: Various segments on TV2, TV2 News and DR1 news programmes, approximately 15-20. Results ran on live news ticker on TV2 News.
Local branches of TV2 reported on progress of Danish archers from their region.

Radio

- Sun 26 Jul: DR P4 featured a seven-minute segment with Danish archer Casper Lauridsen, and interview with Mads Bang Aaen, event director. The show has an audience of around 300,000.
- Wed 29: Live radio coverage of event on DR P4.
- Sat 1 Aug: DR P1 morning radio show features 12-minute interview segment with Stephan Hansen and Mads Bang Aaen.
- Sat-Sun 1-2: DR P3 radio-program 'LIGA' transmitted live from the finals at Christiansborg Palace.
- Throughout: Multiple mentions in news and sport bulletins across Danish radio stations.



Danish compound men's team interviewed by TV2 after winning bronze.

Media

Online | World Archery

One week before the start of Copenhagen 2015, World Archery launched its new website, which was restructured to be more user friendly and content driven.

One of the key outcomes was that the website can now be accessed and viewed more easily across different devices; upon launching the site, World Archery noted that the split of desktop-mobile usage went from 80:20, to 50:50.

Over the week of the championships, the World Archery website recorded 400,442 page views, and was accessed by 73,639 users. Taking into account the week before and after the championships, this rises to 623,238 page views by 120,419 users.

Web traffic peaked on the first day of the event (Monday 27 July) at 110,121 page views, 54.8% higher than the second highest recorded total, 71,131 page views on Tuesday 28 July.

Totals are not comparable to previous World Archery website data, due to previous usage of different analytics software.

Copenhagen 2015:

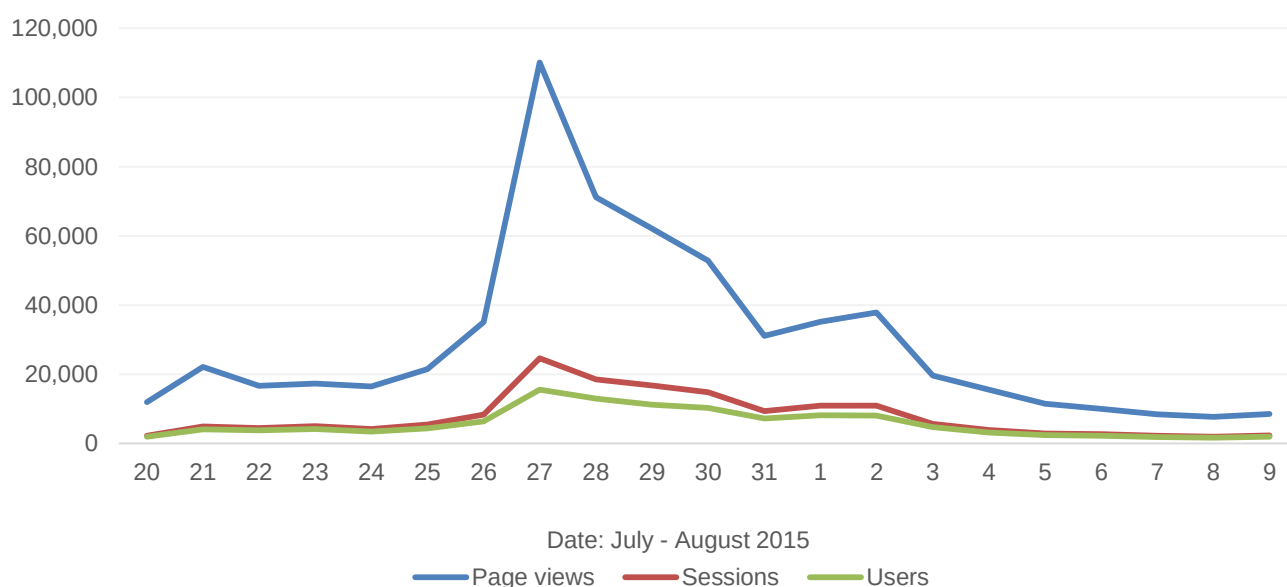
World Archery website statistics
for week of event
(27 Jul – 2 Aug 2015)

Page views	400,442
Sessions	106,101
Users	73,639

World Archery website statistics
for three-week event span
(20 Jul – 9 Aug 2015)

Page views	623,238
Sessions	162,721
Users	120,419

Copenhagen 2015: World Archery website (www.worldarchery.org) page views, sessions and users (20 Jul – 9 Aug 2015)



Media

Online | Copenhagen 2015

The Copenhagen 2015 event website was launched in 2014 and remained active until 2 August 2015, the final day of the championships.

The website featured news articles in both Danish and English, as well as information on the event, program, host city and ticketing.

The only daily monitoring by the LOC was for the number of page views on the website; other figures refer to the 18-day period 20 July to 6 August.

This period comprised 19,168 unique visitors, recording 88,162 page views across 30,997 sessions (2.84 page views per session). Users spent 2 minutes 53 seconds on the website per average.

Peak number of sessions was reached on the first day of competition, 27 July, when 4,000 sessions were recorded. In total, 23,100 sessions were recorded over the seven days of competition.

Following the event the number of page views declined quickly, from 1,000 on the day after competition ended (3 August) to just 150 three days later (6 August).

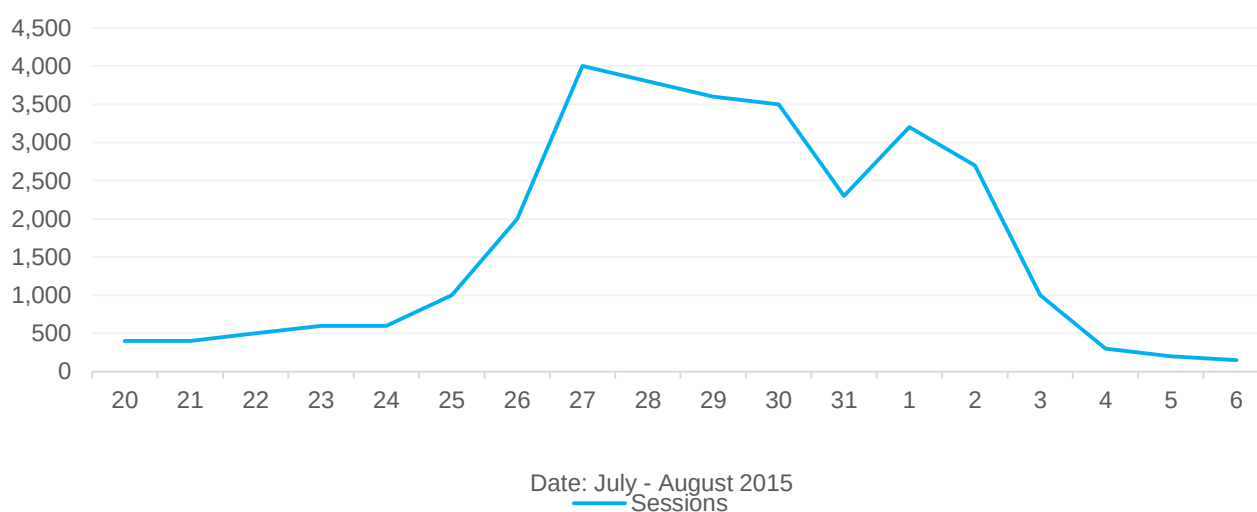
Copenhagen 2015:
Event website statistics for week
of event
(27 Jul – 2 Aug 2015)

Sessions	23,100
----------	--------

**Event website statistics for 18-
day event span**
(20 Jul – 6 Aug 2015)

Page views	88,162
Sessions	30,997
Unique users	19,168
Page views per session	2.84
Average session duration	2m53s

Copenhagen 2015: Event website (www.archerycopenhagen.com) page views, sessions and users
(20 Jul – 6 Aug 2015)



Media

Online | YouTube

World Archery's YouTube account released 22 videos over the seven days of the championships, and a further two videos on the day after.

Over the event period, the number of subscribers to World Archery's YouTube channel grew by 632 to 59,802.

Sportcal analysed the number of views gathered by these videos by 17 August, two weeks after the event. Sportcal found that the total number of views was 210,021. The most-viewed video was the live session of the Recurve Individual Finals on 2 August, with a total 33,219 views.

19 of the 22 videos were live stream sessions. The number of views for live stream sessions grew over the period of the event. The four live streams from the finals weekend garnered the most views.

There were very few videos on the World Archery channel before the championships, with just four videos on 24-25th July being released in the two weeks leading up to the event. These videos were each regarding the World Archery Congress, therefore there was no sport-specific content released on the channel in the lead up to the event.

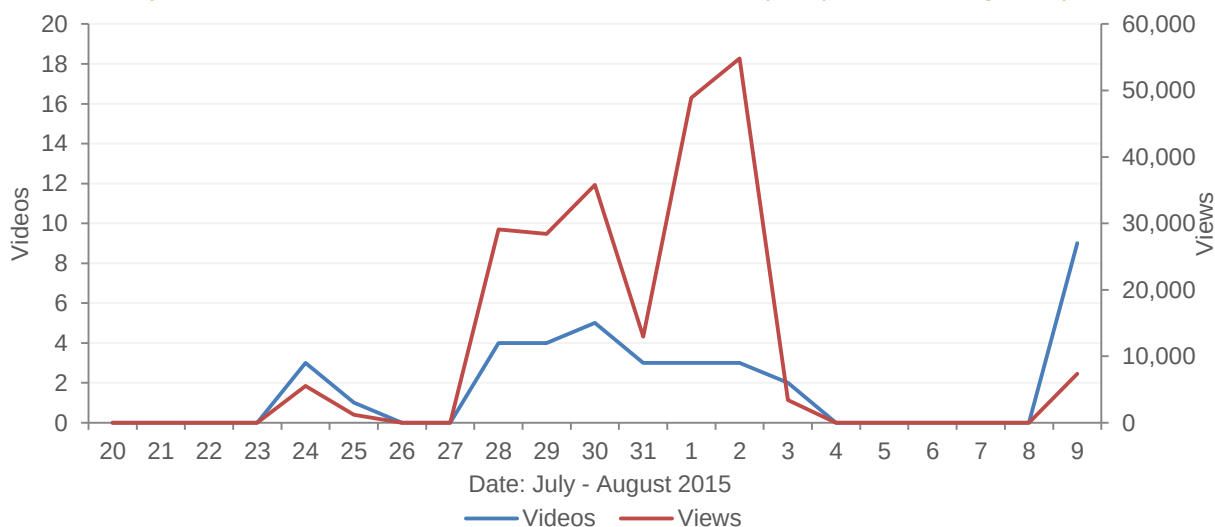
World Archery YouTube activity for week of event (27 Jul – 2 Aug 2015)

Videos	22
<i>Which gathered:</i>	
Views	210,021
Thumbs up	1,100
Thumbs down	40
Comments	82
New subscribers	632
Subscriber peak	59,802

All statistics gathered on 17 August, two weeks after end of event.

New followers calculated by difference between followers on first day of event, and day after event (27 Jul - 3 Aug)

World Archery: YouTube channel videos and views, three-week span (20 Jul – 9 Aug 2015)



Media

Online | YouTube continued

Over the week of Copenhagen 2015, the total number of views to all World Archery videos on its YouTube channel was 245,068, while the total between 20 July and 7 August (almost three-week span of event) was 456,571.

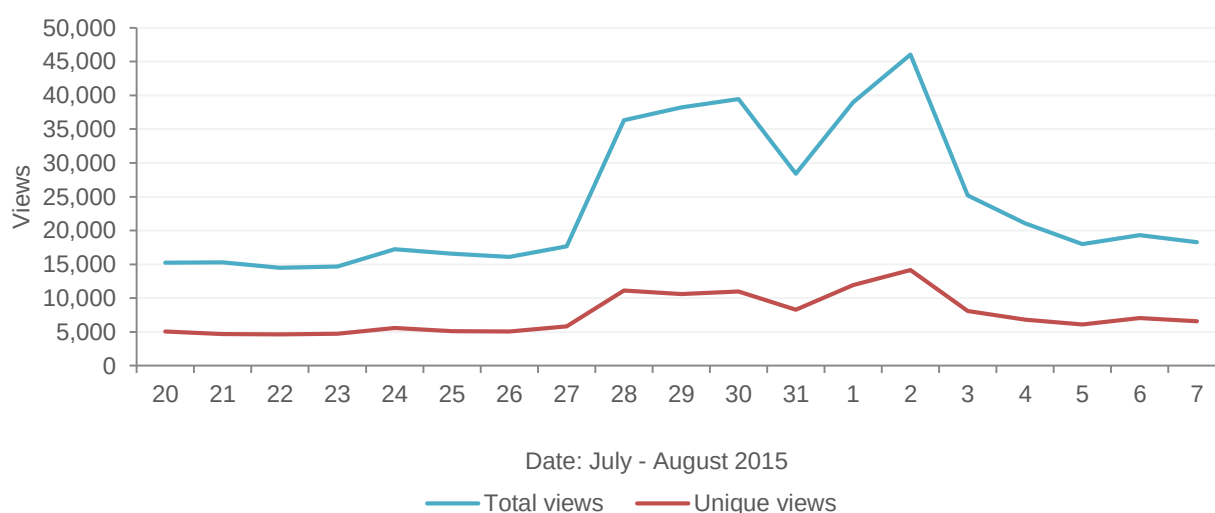
Over the event period, videos were accessed by 72,879 'daily unique viewers'. Removing users that accessed videos on more than one day, 54,838 unique viewers were recorded over the seven days of the event.

The highest number of views was recorded on the final day of competition, Sunday 2 August (46,022), which aligned with the Recurve Individual Finals live session being the most-viewed video over the event period. This day also recorded the highest number of unique viewers (14,155).

World Archery YouTube channel views for all videos (20 Jul – 7 Aug 2015)

	Date	Views	Unique
Mon	20 Jul	15,253	5,050
Tue	21 Jul	15,273	4,706
Wed	22 Jul	14,494	4,644
Thu	23 Jul	14,692	4,736
Fri	24 Jul	17,257	5,574
Sat	25 Jul	16,548	5,089
Sun	26 Jul	16,105	5,084
Mon	27 Jul	17,653	5,817
Tue	28 Jul	36,345	11,114
Wed	29 Jul	38,194	10,592
Thu	30 Jul	39,456	11,005
Fri	31 Jul	28,413	8,265
Sat	1 Aug	38,985	11,931
Sun	2 Aug	46,022	14,155
Mon	3 Aug	25,204	8,087
Tue	4 Aug	21,052	6,835
Wed	5 Aug	18,014	6,102
Thu	6 Aug	19,327	7,065
Fri	7 Aug	18,284	6,592
TOTAL – 27 Jul – 2 Aug		245,068	54,838
TOTAL – 20 Jul – 9 Aug		456,571	n/a

World Archery YouTube channel views for all videos (20 Jul – 7 Aug 2015)



Media

Online | YouTube continued

Geographic distribution

Over the extended 19-day event period (20 July to 7 August), almost half of views on the World Archery YouTube channel were from Europe, at 47.9%.

However, USA was the leading nation in YouTube views, recording 82,674, over three times as many as the next nation, Germany, which recorded 24,614 views.

World Archery YouTube audience by nation – top five

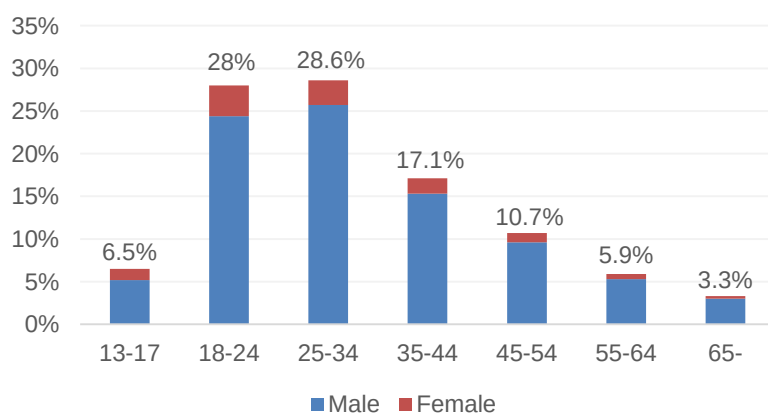
	Country	Continent	Views
1	USA	North America	82,674
2	Germany	Europe	24,614
3	United Kingdom	Europe	23,974
4	France	Europe	23,675
5	Japan	Asia	20,295

Demographic by age and gender

According to data from YouTube, the demographic of the users that viewed World Archery videos between 20 July and 7 August was overwhelmingly male (88.5%).

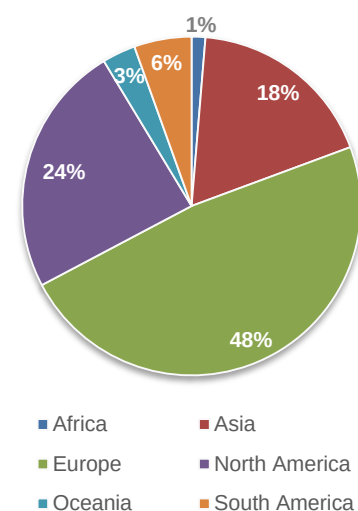
56.6% of viewers were aged between 18 and 35.

World Archery YouTube audience by age and gender



Demographic data collated for 20 July – 9 August, three-week span of event.

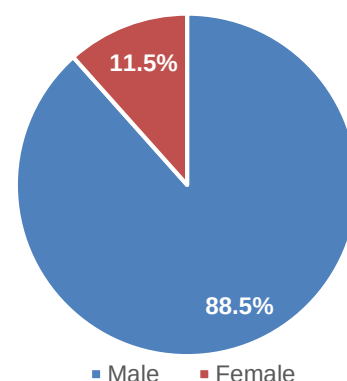
World Archery YouTube audience by continent



Nation	Views	%
Africa	5,984	1.3%
Asia	82,152	18.0%
Europe	218,193	47.9%
North America	109,605	24.1%
Oceania	14,473	3.2%
South America	24,981	5.5%

Figures may not total.

World Archery YouTube audience by gender

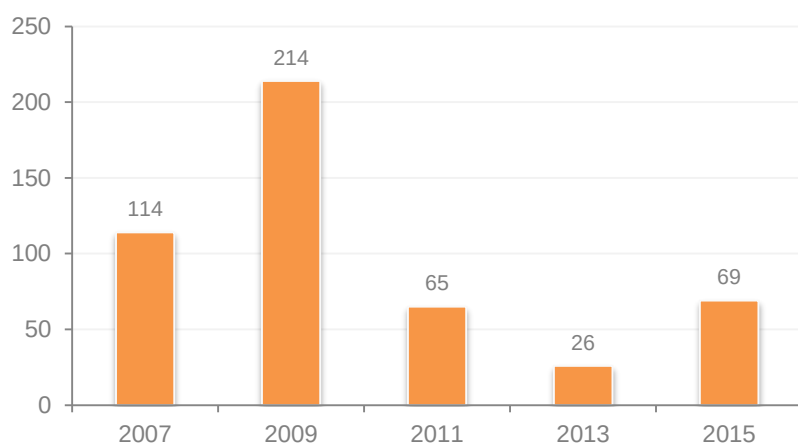


Media

Accredited Media

There were 69 accredited media present at Copenhagen 2015, with 36 (52.2%) of these coming from overseas.

Accredited media, 2007-2015



This is more than double the number of accredited media that attended in 2013, which was 26 (16 international).

The highest number of accredited media over the last five editions was recorded at 214 in 2009, when Ulsan in South Korea, a strong archery market, hosted the event.

In 2015, accredited media came from 15 different nations, representing 16.3% of the total number of competing nations.

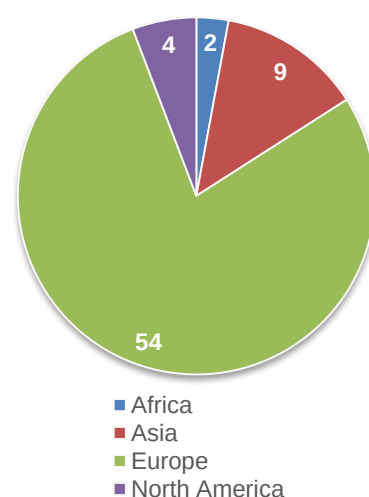
Unsurprisingly due to the location of Copenhagen, the majority of accredited media were from Europe, numbering 54 (78.3%). Asia was the next most-represented continent with nine (13%), coming from South Korea (4), China (3), Bangladesh (1) and Japan (1).

Copenhagen 2015:

Accredited media by nation

Nation	Acc. media
Bangladesh	1
China	3
Czech Republic	2
Denmark	33
France	2
Germany	5
Italy	1
Japan	1
Nigeria	2
Norway	2
Poland	2
South Korea	4
Sweden	2
UK	5
USA	4
TOTAL	69

Accredited media by continent



Media

Domestic Press

A total of 619 articles on the World Archery Championships were distributed in the local press over 18 days, from 20 July to 6 August, according to analysis by Sport Event Denmark.

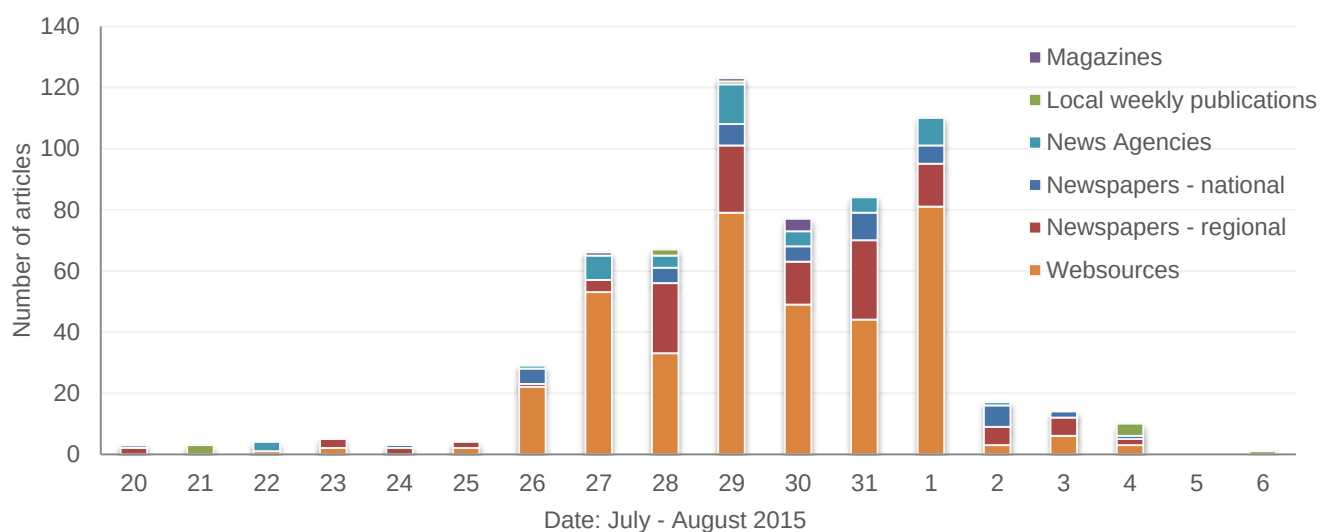
Over half of these, 378 (61.1%) were via web sources. Regional newspapers recorded the next-highest number of articles, at 127 (20.5%).

The daily number of articles peaked on Wednesday 29 August (123), the day that Danish favourite and medal-hope Maja Jager lost in the recurve women's competition, meaning that she would not compete in the finals.

The second-highest number of articles was recorded on Saturday 1 August, the first day of finals, when the Danish men's compound team won bronze, and Stephan Hansen won men's individual compound gold.

The number of articles on the final day of competition (Sunday 2 August) was the lowest of the competition (17), which was 12 less than the previous Sunday, the day before the competition began.

Copenhagen 2015: Domestic articles by day and media type (20 Jul – 6 Aug 2015)



Copenhagen 2015:

Domestic articles by media type

Media type	Articles
Newspapers - national	48
Newspapers - regional	127
Local weekly publications	11
Magazines	6
News agencies	49
Web sources	378
TOTAL	619

Domestic articles by day

	Date	No.	Date	No.
Mon	20 Jul	2	27 Jul	66
Tue	21 Jul	3	28 Jul	67
Wed	22 Jul	4	29 Jul	123
Thu	23 Jul	5	30 Jul	77
Fri	24 Jul	3	31 Jul	84
Sat	25 Jul	4	1 Aug	110
Sun	26 Jul	29	2 Aug	17
	Date	No.		
Mon	3 Aug	14		
Tue	4 Aug	10		
Wed	5 Aug	0		
Thu	6 Aug	1		

Social Media

Social Media

Overview

Twitter

The World Archery Twitter account activity peaked on Sunday 2 August, when 75 posts generated 413 retweets and 346 favourites.

The most number of posts on any day of the event was made the day before, on Saturday 1 August, where 80 posts were created, but this generated a lower response at 324 retweets and 334 favourites.

Over the course of the championships, World Archery gained 246 new followers, peaking at 20,652 on the day after the event. In the week following the event, much of the Twitter momentum was lost, with only two posts made in the seven days following the event.

Copenhagen 2015 did not have an event-specific Twitter account. This was not required as for the first time in the history of the world championships, the World Archery account generated automatic tweets based on results.

Archery Denmark was also active on its Twitter account, but the follower base was low (peaking at 60), therefore the impact of the tweets was limited.

Facebook

The World Archery Facebook page released 52 posts over the course of the event, peaking at 11 posts on Saturday 1 August.

The day that gathered the most number of likes to posts was Friday 31 July. The following post generated 4,049 likes within 48 hours:

[“Bookmark this weekend’s LIVE streams from the finals of the 2015 World Archery Championships in Copenhagen NOW! #WAC2015”](#)

Facebook activity for the World Archery Championships 2015 event account terminated on the day after the event, Monday 3 August. An opportunity here was lost as the page had gathered 4,051 page likes, more than three times the number of likes on the Archery Denmark page (1,257).

Activity on the World Archery Championships 2015 and Archery Denmark Facebook pages unsurprisingly peaked on Saturday 1 August (7 posts, 1,149 likes; 12 posts, 1,333 likes, respectively), when Danish archers competed in the finals of the compound competition, winning one bronze and one gold.

Social media section: General notes

Twitter & Facebook – All statistics gathered 48 hours after post publication. New followers calculated by difference between followers on first day of event, and day after event (27 July - 3 August).

Social Media

Twitter | World Archery

@WorldArchery followers

Start (27 Jul 2015) **20,406**End (3 Aug 2015) **20,762**

World Archery Twitter activity: week of event summary (27 Jul – 2 Aug 2015)



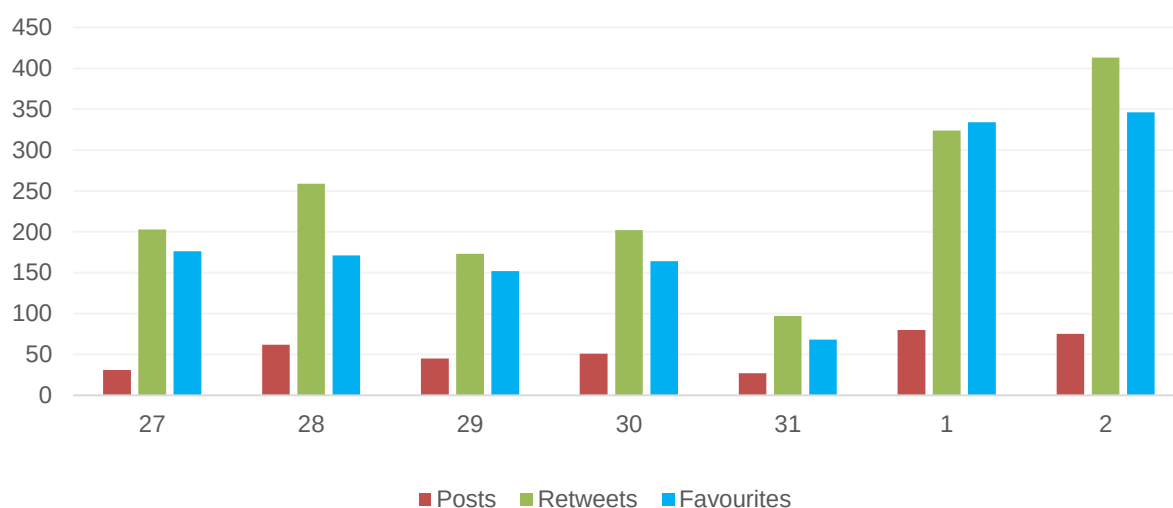
@WorldArchery

371 posts

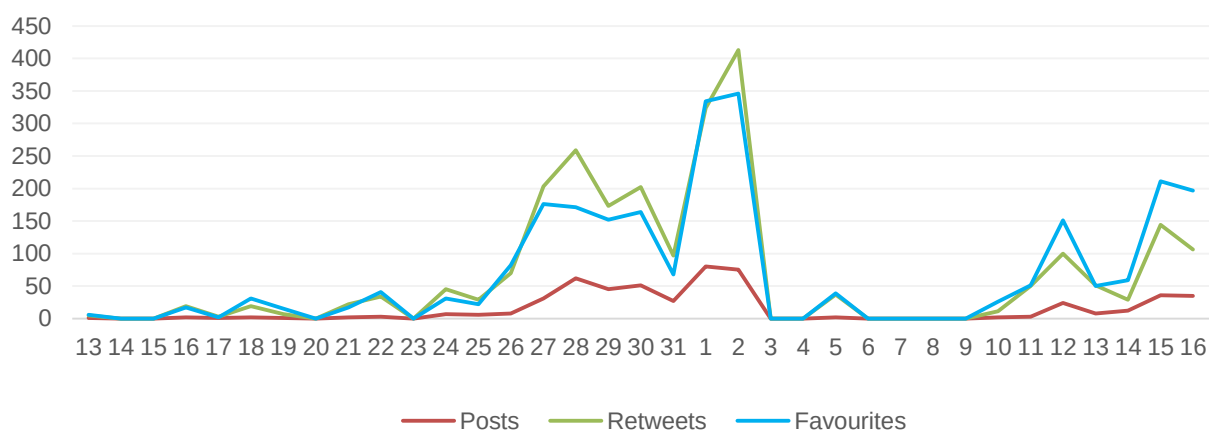
Which gathered:

1,671 retweets**1,411** favourites**108** comments**246** new followers

World Archery Twitter activity: week of event by day (27 Jul – 2 Aug 2015)



World Archery Twitter activity: five-week span by day (13 Jul – 16 Aug 2015)



Social Media

Twitter | Archery Denmark

@Blueskydning followers

Start (27 Jul 2015) **55**

End (3 Aug 2015) **60**

Archery Denmark Twitter activity: week of event summary (27 Jul – 2 Aug 2015)



@Blueskydning

34 posts

Which gathered:

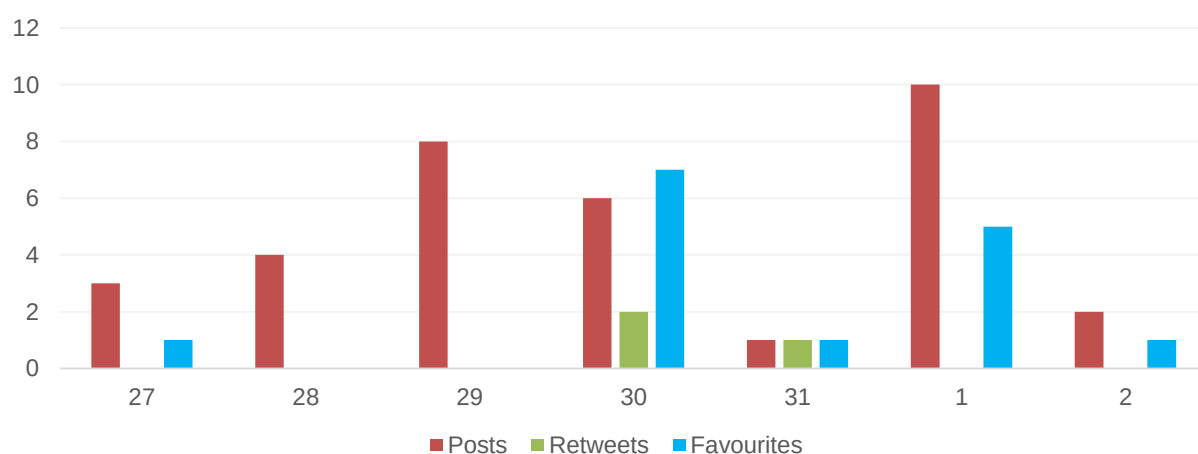
3 retweets

15 favourites

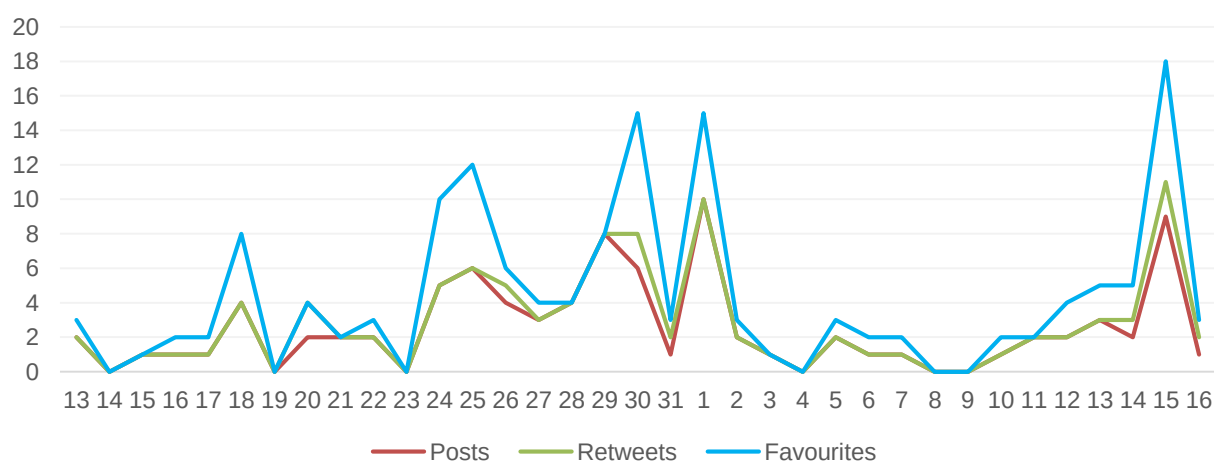
1 comment

5 new followers

Archery Denmark Twitter activity: week of event by day (27 Jul – 2 Aug 2015)



Archery Denmark Twitter activity: five-week span by day (13 Jul – 16 Aug 2015)



Social Media

Facebook | World Archery

World Archery page likes

Start (27 Jul 2015) **115,223**End (3 Aug 2015) **115,958**

World Archery Facebook activity: week of event summary (27 Jul – 2 Aug 2015)



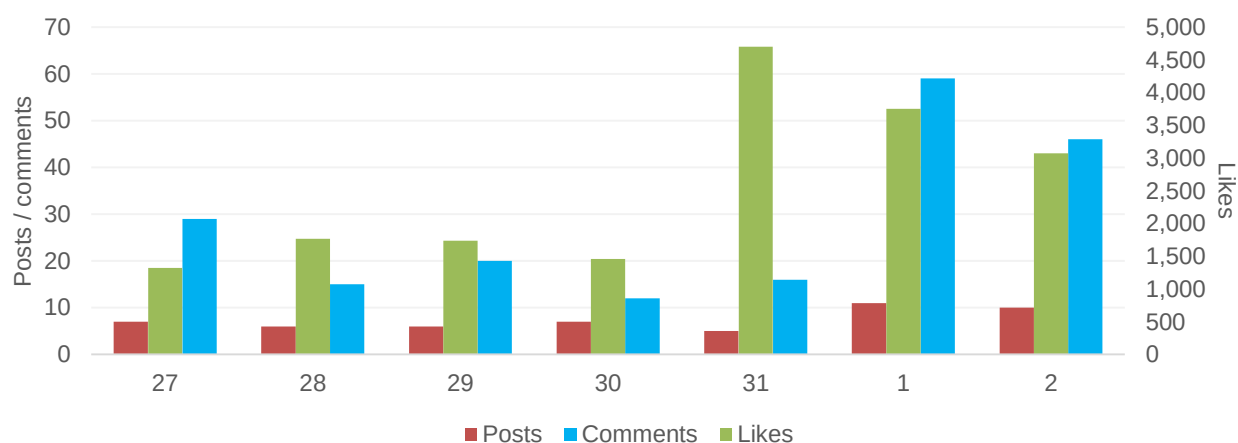
World Archery

52 posts

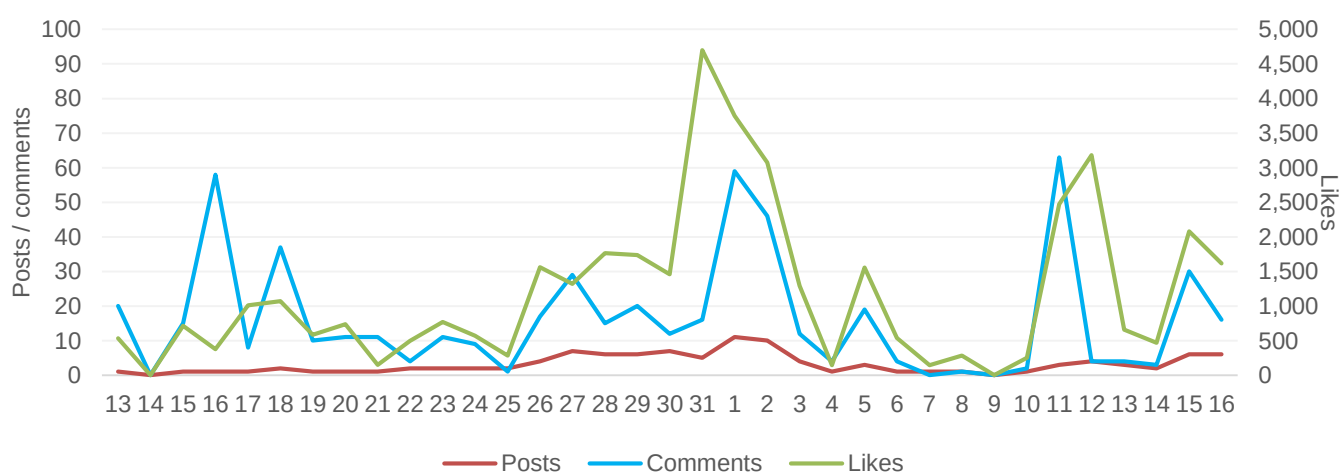
Which gathered:

17,802 likes**197** comments**735** new page likes

World Archery Facebook activity: week of event by day (27 Jul – 2 Aug 2015)



World Archery Facebook activity: five-week span by day (13 Jul – 16 Aug 2015)



Social Media

Facebook | Copenhagen 2015

Copenhagen 2015 page likes

Start (27 Jul 2015) **3,732**End (3 Aug 2015) **4,051**

Copenhagen 2015 Facebook activity: week of event summary (27 Jul – 2 Aug 2015)



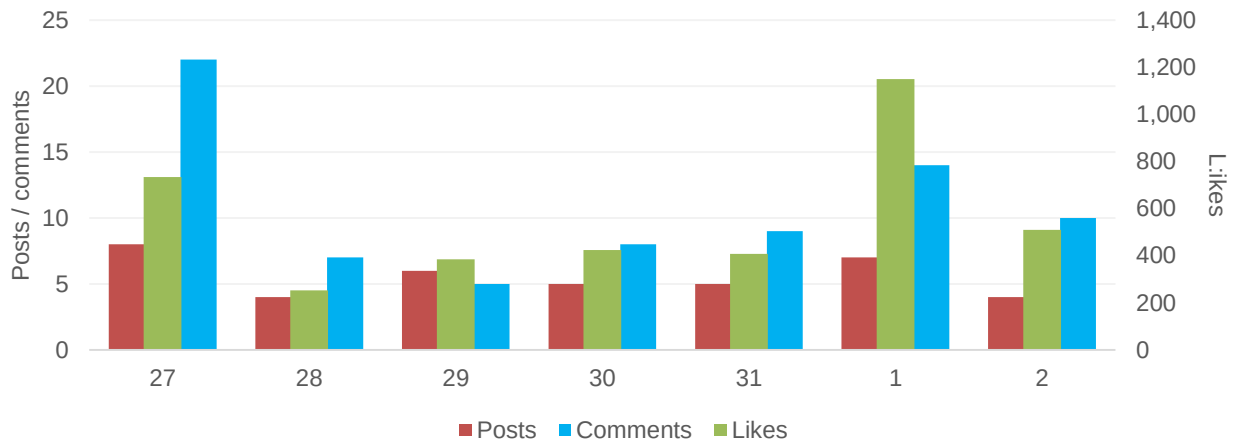
Copenhagen 2015

39 posts

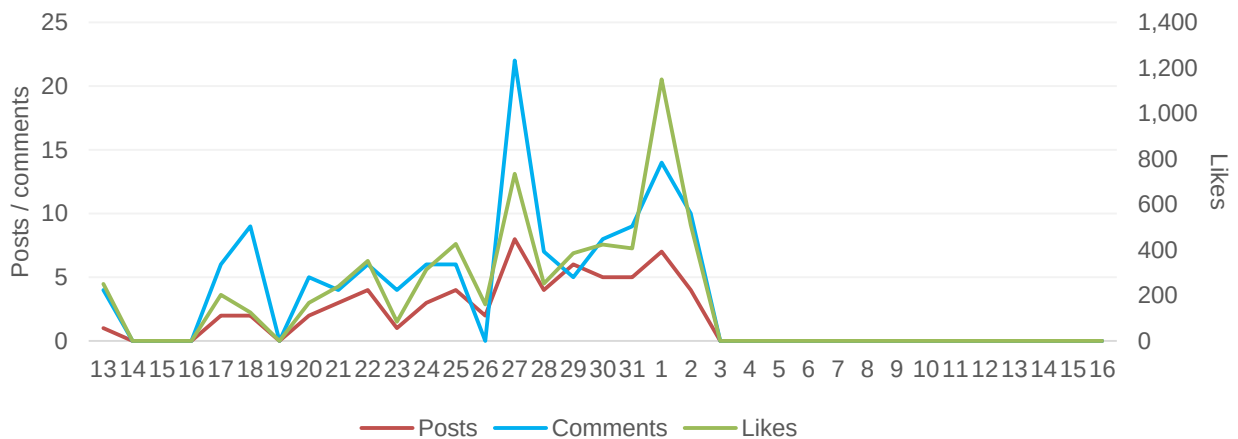
Which gathered:

3,860 likes**75** comments**319** new page likes

Copenhagen 2015 Facebook activity: week of event by day (27 Jul – 2 Aug 2015)



Copenhagen 2015 Facebook activity: five-week span by day (13 Jul – 16 Aug 2015)



Social Media

Twitter | *Archery Denmark*

Archery Denmark page likes

Start (27 Jul 2015) **1,181**

End (3 Aug 2015) **1,257**

Archery Denmark Facebook activity: week of event summary (27 Jul – 2 Aug 2015)



Archery Denmark

41 posts

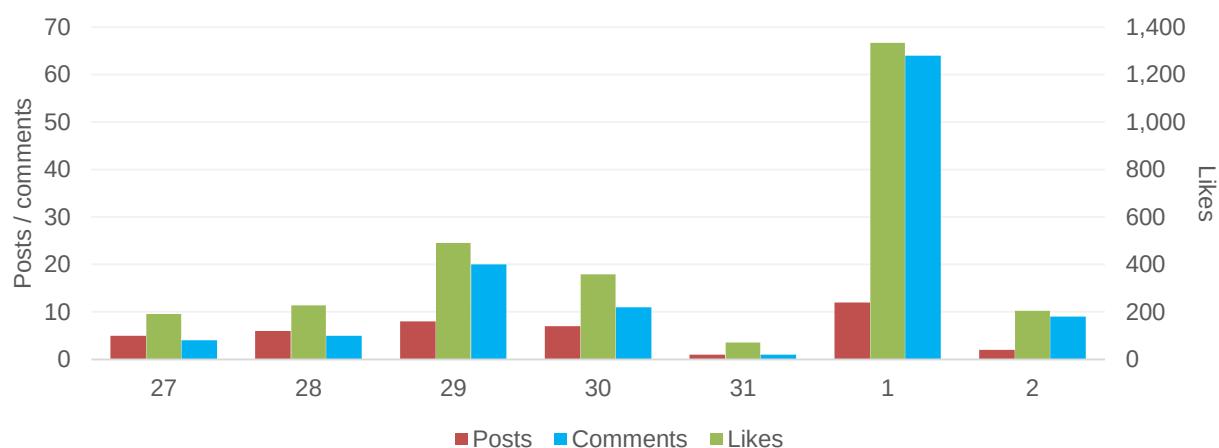
Which gathered:

2,877 likes

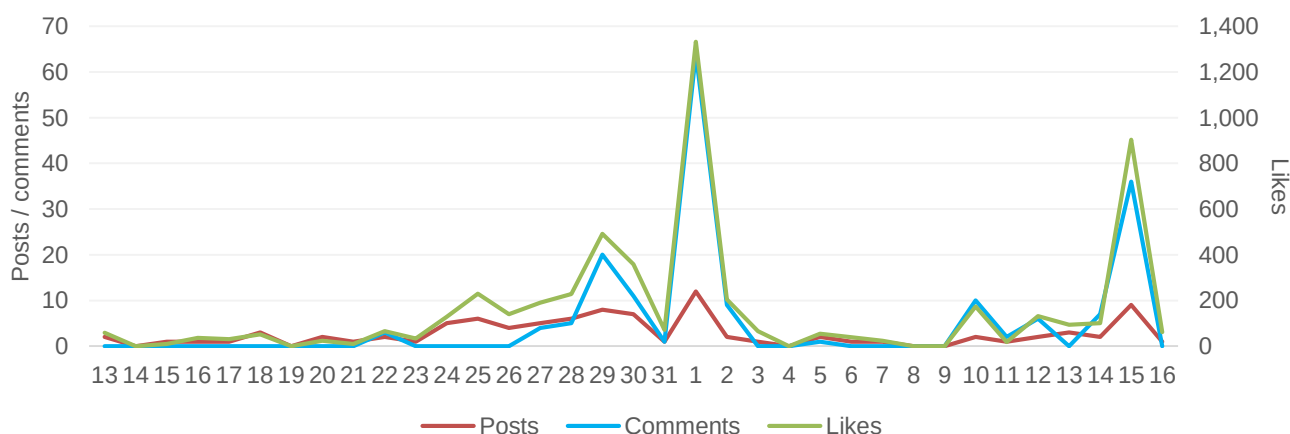
114 comments

76 new page likes

Archery Denmark Facebook activity: week of event by day (27 Jul – 2 Aug 2015)



Archery Denmark Facebook activity: five-week span by day (13 Jul – 16 Aug 2015)



Social Media

Instagram

Over the course of the championships, the World Archery Instagram account (which grew to 4,561 followers by the end of the event) released just six posts, which gathered a total of 2,405 likes and 31 comments.

Meanwhile, the event's dedicated Instagram account, Archerycopenhagen2015, was far more active. Over the course of its activity it released 47 posts, but its' followership peaked at only 140, just 3% of the number of followers World Archery had at the time.

Analysis of the Archerycopenhagen2015 Instagram activity by day is not available as Sportcal was not aware of the account at the time of the event.

An opportunity was missed here, to collaborate with the archerycopenhagen2015 content creators but use World Archery's Instagram account which had a greater reach. This would have achieved a greater social media reach on Instagram.

World Archery Instagram activity: week of event summary (27 Jul – 2 Aug 2015)



WorldArchery

6 posts

Which gathered:

2,405 likes

31 comments

258 new followers

4,561 peak followers

Archerycopenhagen2015 Instagram activity total (all activity from account)



**Archerycopenhagen
2015**

47 posts

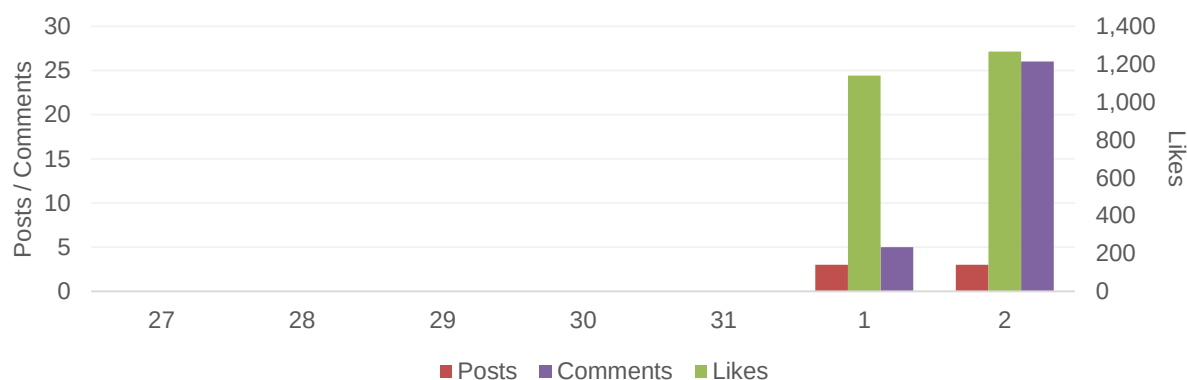
Which gathered:

977 likes

10 comments

140 peak followers

World Archery Instagram activity: week of event by day (27 Jul – 2 Aug 2015)



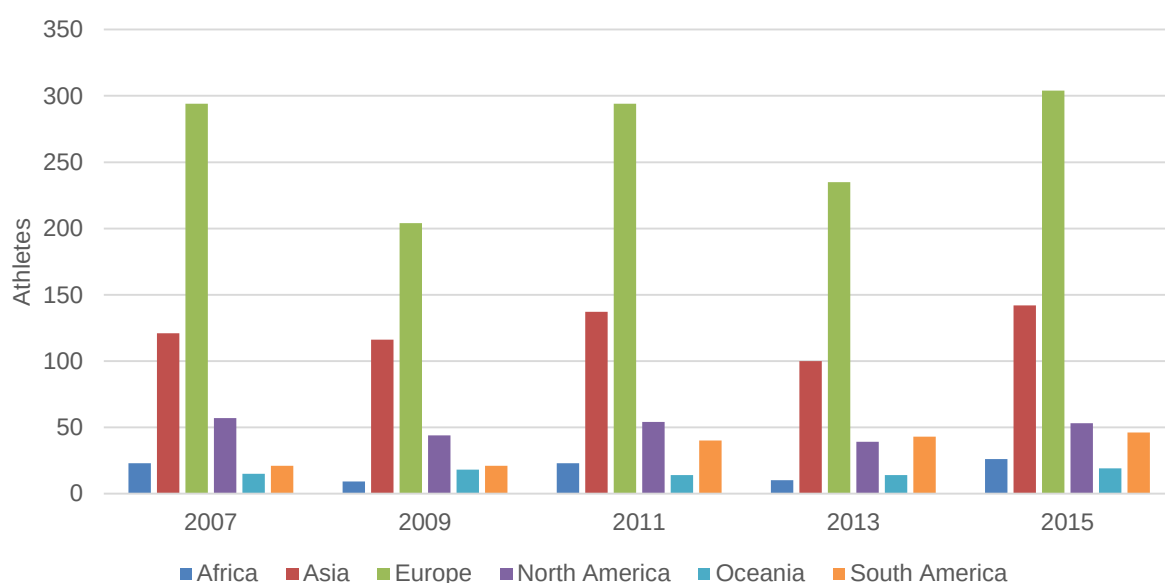
Sporting

Sporting

Athletes

Copenhagen 2015 was the largest World Archery Championships to date, featuring 590 athletes, 5% more than the previous highest edition, Turin 2011.

Number of athletes by continent, 2007-2015



	2007	2009	2011	2013	2015
Africa	23	9	23	10	26
Asia	121	116	137	100	142
Europe	294	204	294	235	304
North America	57	44	54	39	53
Oceania	15	18	14	14	19
South America	21	21	40	43	46
TOTAL	531	412	562	441	590

The total number of athletes and competing nations at the World Archery Championships oscillates, due to the events in pre-summer Olympic years acting as Olympic qualification events, while those in post-summer Olympic years do not.

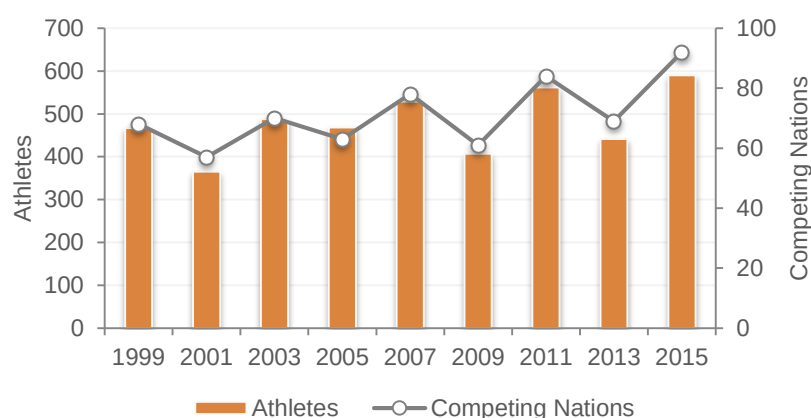
This oscillation in participation levels is less evident across Oceania and South America; over the last five editions of the championships, the number of athletes participating from South America has stayed the same or increased edition-to-edition, while the number of athletes from Oceania has also remained relatively stable.

Sporting

Athletes | Continued

The number of competing nations at Copenhagen 2015 (92) was also a record, beating the previous best of 84 at Turin 2011 by 9.5%.

Total athletes and competing nations, 1999-2015



Seven nations took part in the championships for the first time: Bolivia, Fiji, Kyrgyzstan, Malawi, Uganda, United Arab Emirates and the Virgin Islands.

Over the last five editions of the World Archery Championships (2007-2015), 102 different nations have entered athletes into the event.

Over half of athletes from Europe in 2015

Of the total number of athletes, 51.5% came from Europe. This is a lower proportion than in 2013, when 53.3% of athletes came from European nations.

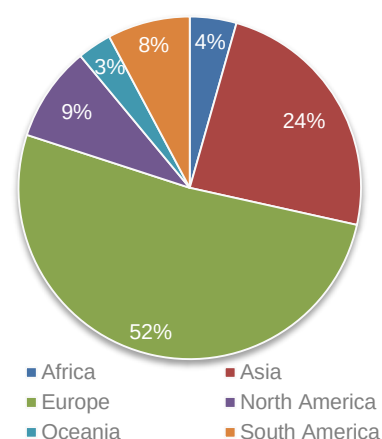
Asian athletes made up the second-largest proportion, at 24.1%. Understandably, the highest proportion of Asian athletes recorded in the last five editions of the championships was at Ulsan in 2009, where they made up 28.2% of the field.

It is important to note that of all championships reviewed for this study (last 10 events, 1997-2015), each championships had athlete representation from every continent.

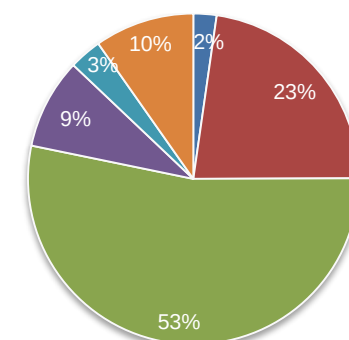
Nations participating at their first World Archery Championships in 2015

Bolivia	South America
Fiji	Oceania
Kyrgyzstan	Asia
Malawi	Africa
Uganda	Africa
United Arab Emirates	Asia
Virgin Islands	North America

Athletes by continent, Copenhagen 2015



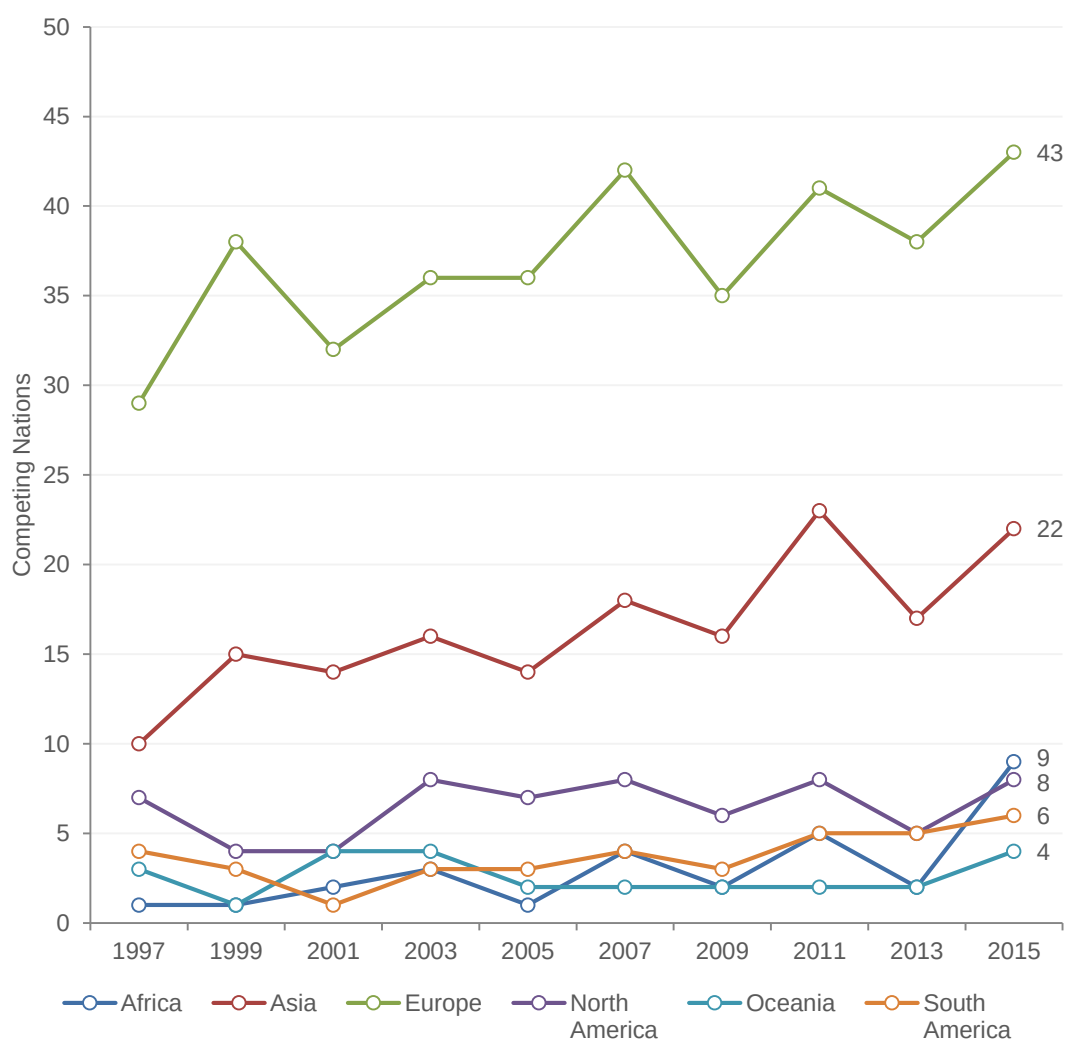
Belek 2013



Sporting

Nations

Competing nations by continent, 1997-2015



	1997	1999	2001	2003	2005	2007	2009	2011	2013	2015
Africa	1	1	2	3	1	4	2	5	2	9
Asia	10	15	14	16	14	18	16	23	17	22
Europe	29	38	32	36	36	42	35	41	38	43
North America	7	4	4	8	7	8	6	8	5	8
Oceania	3	1	4	4	2	2	2	2	2	4
South America	4	3	1	3	3	4	3	5	5	6
Continental Reach	6	6	6	6	6	6	6	6	6	6
TOTAL	54	62	57	70	63	78	64	84	69	92

Sporting

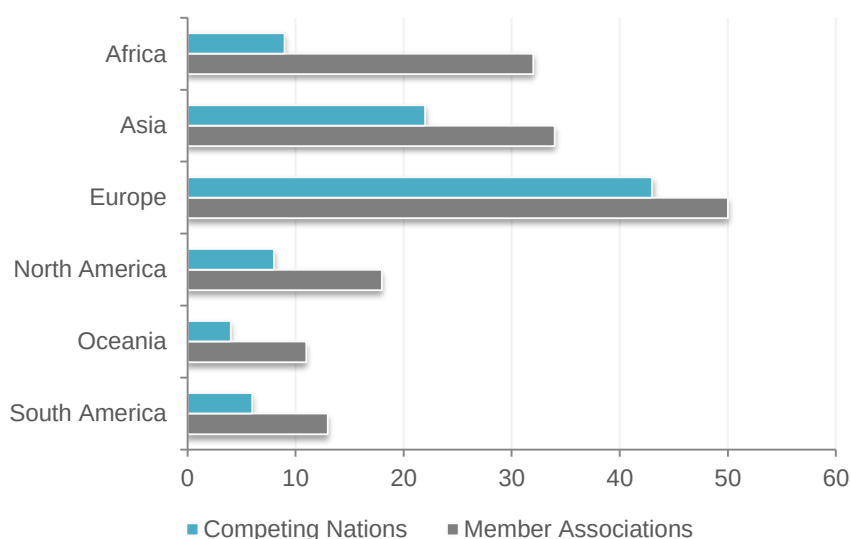
Nations | Continued

Of all member associations of World Archery, 58.2% competed at the World Archery Championships in 2015.

The continent with the highest percentage of member associations competing was Europe (43 nations, 86%), where just seven member associations did not take part.

Africa had the lowest percentage of members participating, at 28.1%.

Copenhagen 2015: Competing nations by member associations



	2015	MNAs	%
Africa	9	32	28.1%
Asia	22	34	64.7%
Europe	43	50	86.0%
North America	8	18	44.4%
Oceania	4	11	36.4%
South America	6	13	46.2%
TOTAL	92	158	58.2%

Copenhagen 2015:

Average team size by continent

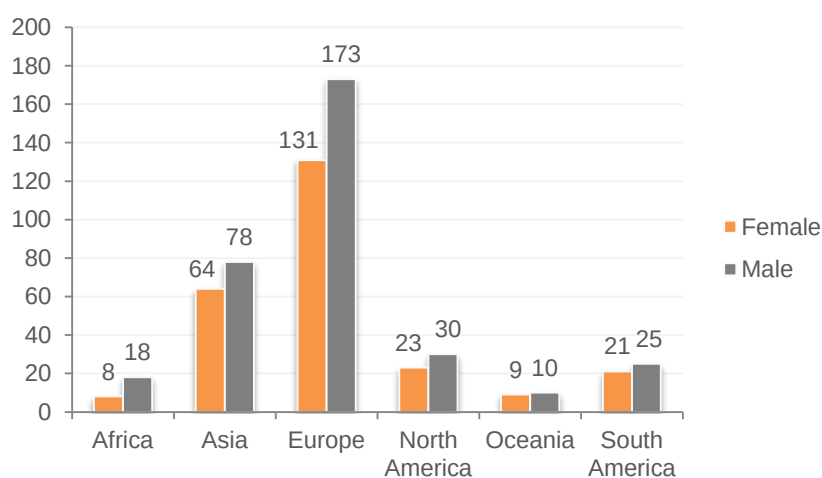
Continent	Av. team size
Africa	2.9
Asia	6.5
Europe	7.1
North America	6.6
Oceania	4.8
South America	7.7
Overall	6.4

Sporting

Gender

Copenhagen 2015 was marginally less gender-balanced than 2013, but the World Archery Championships overall shows a developing gender parity over the last five editions.

Copenhagen 2015: Athletes by continent and gender



Of the 590 athletes at Copenhagen 2015, 334 (56.6%) were male and 256 (43.4%) were female.

Gender equality analysis, 2007-2015

	Male	Female
2007	58.8%	41.2%
2009	55.8%	44.2%
2011	58.9%	41.1%
2013	56.2%	43.8%
2015	56.6%	43.4%

Of the six continents sending athletes to the championships, Oceania had the smallest gender disparity, sending 10 male athletes and nine female athletes.

The largest gender imbalance in percentage terms came from Africa, where just 30.8% of athletes were female.

Gender equality analysis by continent, 2007-2015

Africa

	Male	Female
2007	60.9%	39.1%
2009	55.6%	44.4%
2011	56.5%	43.5%
2013	60.0%	40.0%
2015	69.2%	30.8%

Asia

	Male	Female
2007	52.9%	47.1%
2009	56.0%	44.0%
2011	59.1%	40.9%
2013	54.0%	46.0%
2015	54.9%	45.1%

Europe

	Male	Female
2007	62.6%	37.4%
2009	56.4%	43.6%
2011	60.2%	39.8%
2013	59.1%	40.9%
2015	56.9%	43.1%

North America

	Male	Female
2007	57.9%	42.1%
2009	54.5%	45.5%
2011	59.3%	40.7%
2013	51.3%	48.7%
2015	56.6%	43.4%

Oceania

	Male	Female
2007	53.3%	46.7%
2009	55.6%	44.4%
2011	57.1%	42.9%
2013	50.0%	50.0%
2015	52.6%	47.4%

South America

	Male	Female
2007	42.9%	57.1%
2009	52.4%	47.6%
2011	50.0%	50.0%
2013	51.2%	48.8%
2015	54.3%	45.7%

Sporting

Overseas Athletes / Officials

Overseas athletes

For the last five editions, the home nation has fulfilled its full quota of 12 athletes. Therefore the percentage of overseas athletes as a proportion of all athletes is consistently between 97% and 98%.

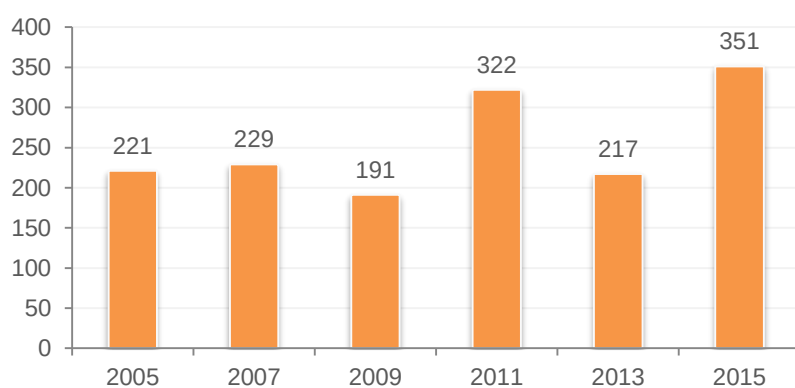
Overseas athletes, 2007-2015

	2007	2009	2011	2013	2015
Overseas	519	400	550	429	578
Domestic	12	12	12	12	12
Overseas %	97.7%	97.1%	97.9%	97.3%	98.0%

Team officials

Copenhagen 2015 registered the highest number of team officials in the history of the World Archery Championships, at 351, 0.59 team officials per athlete. The next highest total number of officials, recorded at Turin 2011, was 322, which works out at 0.57 team officials per athlete.

Team officials, 2005-2015



In 2015, the nation which brought the most officials was South Korea (14, 1.17 per athlete), followed by USA (11), Bangladesh, Chinese Taipei and Turkey (10).

Five nations with athletes at Copenhagen 2015 did not bring any officials: Bolivia, Tajikistan, Israel, Cuba and Zimbabwe.

Copenhagen 2015:

Top 10 nations by team officials

	Nation	Total	Per Athlete
1	South Korea	14	1.17
2	USA	11	0.92
=3	Bangladesh	10	1.11
=3	Chinese Taipei	10	1.67
=3	Turkey	10	0.83
=6	India	9	0.75
=6	Germany	9	0.75
=6	UK	9	0.75
=6	Mexico	9	0.75
=10	Brazil	8	0.67

3.82

Average number of team officials per nation

Sporting

Performance

Asia leads the medal tables

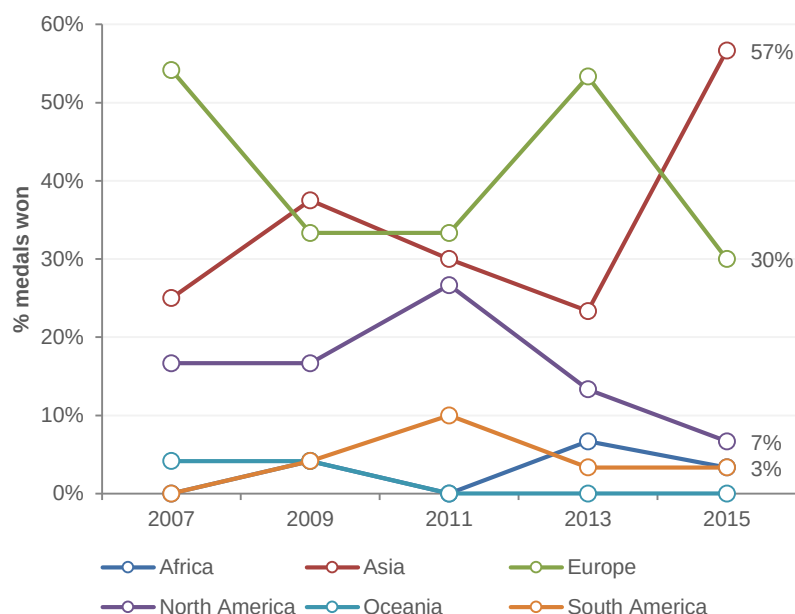
South Korea dominated the medals table in Copenhagen, winning six out of the 10 available gold medals.

This resulted in Asia leading the continental medals table. Asia won 57 per cent (17) of all available medals, one more than Europe achieved in 2013 (16). In 2015, Europe took 9 medals, 30% of the total available.

North America continued its medal-winning decline, winning just two silver medals, compared to winning eight medals in 2011.

Meanwhile, no athletes from Oceania have won a medal at the World Archery Championships since 2009.

Percentage of medals won by continent, 2007-2015



Copenhagen 2015:

Medals table

Nation		G	S	B	T
1	South Korea	6	0	3	9
2	Denmark	1	0	1	2
3	Iran	1	0	0	1
=3	Russia	1	0	0	1
=3	Ukraine	1	0	0	1
6	Chinese Taipei	0	2	1	3
=7	India	0	2	0	2
=7	Netherlands	0	2	0	2
=9	France	0	1	0	1
=9	Italy	0	1	0	1
=11	Canada	0	1	0	1
=11	USA	0	1	0	1
=13	South Africa	0	0	1	1
=13	China	0	0	1	1
=13	Japan	0	0	1	1
=13	UK	0	0	1	1
=13	Colombia	0	0	1	1

Copenhagen 2015:

Continental medals table

Continent		G	S	B	T
1	Asia	7	4	6	17
2	Europe	3	4	2	9
3	North America	0	2	0	2
=4	Africa	0	0	1	1
=4	South America	0	0	1	1
6	Oceania	0	0	0	0

Sporting

Performance | *Continued*

Asia had the best ratio of athletes to number of medals won, winning one medal for every 8.4 athletes.

The figures for Asia are boosted by virtue of South Korea dominating the medal table, winning 9 medals between their 12 athletes, at 1.5 athletes per medal.

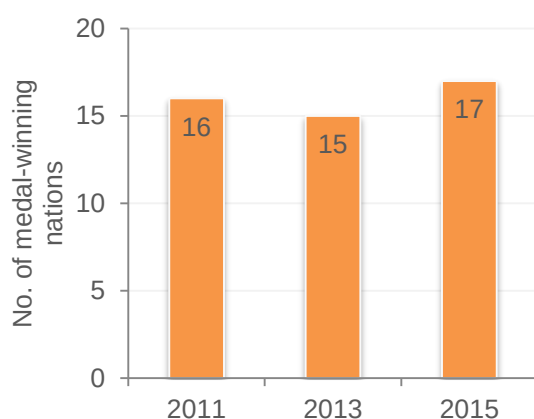
The next most successful continent by number of athletes entered is Africa, at one medal for every 26 athletes, followed by North America at one medal to every 26.5 athletes.

Record number of medal-winning nations

Since the addition of mixed team disciplines in 2011, which brought the total number of medals available at the World Archery Championships to 30, the number of medal-winning nations has been fairly consistent.

Copenhagen 2015 saw the previous record of 16 different medal-winning nations (2011) beaten by one, with 17 nations winning medals.

Number of medal winning nations, 2007-2015



Copenhagen 2015:

Number of athletes per medal by continent

Continent	Athletes per medal
Africa	26
Asia	8.4
Europe	33.8
North America	26.5
Oceania	n/a
South America	46
Overall	19.7

Sporting

Performance | Domestic

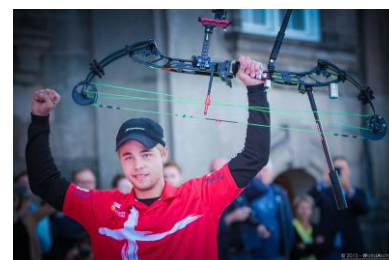
Before the event began, Danish medal hopes were focused on Maja Jager, the reigning world champion in women's recurve.

However, Jager was subject to a shock defeat in just the second round of the competition, losing 2:6 to Karla Hinojosa of Mexico.

Meanwhile, Stephan Hansen, aged 20, won the men's compound competition, achieving Denmark's sole gold medal at the championships.

He held his nerve in the qualification rounds at Sundby Park, winning back-to-back matches on the show lane in front of his home crowd.

Hansen was also part of the Danish men's trio that won team compound bronze.



Home advantage

Denmark won one fewer medal in 2015, compared to the last world championship, defying the recent trend of hosts equalling or bettering their medal success at the previous event.

South Korea and Italy each improved on their total medal tally from the event previous when they hosted the competition, although Italy's hosting in 2011 coincided with the introduction of mixed team disciplines, with 6 more medals available.

Domestic medal performance analysis, 2007-2015

	Previous event				Home event				Difference Total medals
	G	S	B	T	G	S	B	T	
Denmark 2015	2	0	1	3	1	0	1	2	-1
Turkey 2013	0	0	0	0	0	0	0	0	0
Italy 2011*	0	0	1	1	2	0	1	3	+2
South Korea 2009	3	1	0	4	4	3	0	7	+3
Germany 2007	0	0	0	0	0	0	0	0	0

*Fewer medals available at previous event (2009)

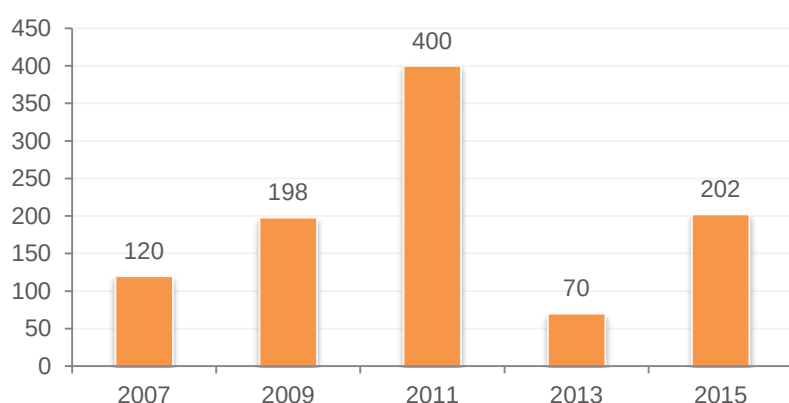
Social

Social

Volunteers

There were 202 volunteers involved in the running of Copenhagen 2015, consisting of 126 volunteers from the Copenhagen region, 63 from elsewhere in Denmark, and 13 from overseas.

Total volunteers, 2007-2015

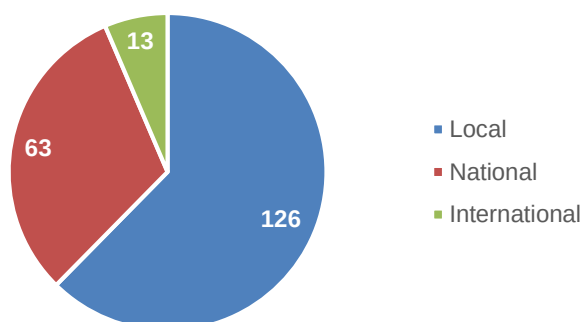


The total of 202 volunteers at Copenhagen 2015 is around the mean average for the previous four World Archery Championships (197).

Around 40 volunteers situated from outside Copenhagen were given hotel accommodation by the organising committee. Their stay amounted to 277 bed nights.

Volunteers fulfilled a wide variety of roles and were integral to the running of the event.

Copenhagen 2015: Volunteers by region



Copenhagen 2015:

Volunteers by gender

Male	100
Female	102
TOTAL	202

Volunteers by age

Youngest	11
Oldest	77
Average age	38

Accommodation booked for volunteers

Bed nights	277
------------	-----

Social

Volunteers | *Continued*

The contribution of volunteers in the delivery of sporting events is an integral, often invaluable and in the case of the World Archery Championships in 2015, an essential factor in the delivery of the event.

Copenhagen and Denmark have a strong sports volunteering heritage. In 2014 alone, over 2,000 volunteers were mobilised for the two world championships held in Copenhagen, the Li-Ning BWF World Championships (510) and IAAF/AL-Bank World Half Marathon Championships (1,500).

The volunteers for the World Archery Championships were drawn from the Archery Denmark volunteers network, CPH volunteers (the city volunteers network for Copenhagen), and Sport Event Denmark's own database of volunteers, including 'super volunteers' who annually support the delivery of major sporting events in Denmark.

The social legacy of volunteering from the World Archery Championships won't just be in the benefits the event has given to the volunteers themselves, but also the knowledge and expertise that can then be passed on from the volunteers to their local archery clubs, occupations or communities.

Volunteers were utilised in all aspects of the event, including event security. Paid security professionals were only used to guard event premises at night time. All daytime security was conducted by the volunteers.

The oldest volunteer was 77 years old, whilst the youngest volunteer was just 11 years old.



Volunteers manage field access at Sundby Park.

Social

Participation

Approximately 2,400-2,800 people participated in 'Try Archery' initiatives at the World Archery Championships 2015, across two venues in Sundby Park and Højbro Plads (100m from finals venue).

'Try Archery' participation numbers

Mon*	Tues*	Weds*	Thurs*	Fri	Sat	Sun
300 - 400	300 - 400	300 - 400	300 - 400	n/a	800	400

*estimates

Each Try Archery tent was run by a local archery club. The Try Archery tent in Sundby Park was active throughout the first four days of the championships, and used two targets. The number of people who participated was not recorded, but was estimated by the organisers at 300-400 per day.

Anecdotal evidence detailed that the youngest participant was just two years old, whilst the oldest participant was in his seventies.

For the finals weekend, a larger tent with three targets was erected in Højbro Plads, which is adjacent to Copenhagen's biggest shopping street. Participants totalled 1,200 over two days.

The Try Archery tent in Højbro Plads was also surrounded by promotion for the organising local archery club, the Archery Denmark, and a live video feed of the championships themselves.

The Try Archery attraction at Sundby Park had an information desk, but less visible promotion.

Try Archery – Sundby Park



Try Archery – Højbro Plads



Social

Schools Programme

Following the World Archery Championships, Archery Denmark ran a 'Schools World Championship' across seven schools in Copenhagen, in co-operation with the City of Copenhagen.

'Introductory sessions' were given to 11 classes of 11-13 year olds, each for 3.5 hours. In total, 275 pupils and 20 teachers participated in the sessions.

At the end of each introductory session there was a qualification round, which determined which pupils advanced to the finals day. The finals day was seven hours long, with 80 pupils qualified. A further 95 pupils spectated on the finals day.

The schools programme was regarded by organisers as a success, reaching 275 pupils across a total of 45.5 hours.

Copenhagen 2015:

Schools World Championship

Schools	7
Classes	11

Participants

Teachers	20
Pupils	275

Finals

Archers	80
Spectators	95

Hours

Intro sessions (each)	3.5
Intro sessions (total)	38.5
Finals	7
TOTAL	45.5



Images from 'Schools World Championships' finals. Courtesy of Archery Denmark.

Legacy

Legacy

Event legacies

Facility legacy

The World Archery Championships took place at two temporary venues, with temporary practice areas; therefore there is no permanent facility legacy in Copenhagen from the World Archery Championships.

Equipment legacy

The majority of sporting and technical equipment used at Copenhagen 2015 was the property of World Archery, and after the championships was retained by World Archery.

Event banners were one resource from the championships which was able to be passed on to local archery clubs. Much of the temporary fencing used for the championships was adorned with branded banners, such as the banner pictured below, paid for by the organising committee.

By passing these banners on to local archery clubs, local clubs could retain a sense of pride from their nation hosting the championships. Recycling the banners also reduces the environmental impact of the event, since the banners do not need to be disposed.

Approximately 60% of the banners used were distributed to local clubs. It is intended that other pieces of equipment paid for by the organising committee will also be redistributed to the clubs.



Banner used to cover temporary fencing at Copenhagen 2015.

Participation legacy

The participation legacy from the World Archery Championships is not yet known.

Data for new registrants to Danish archery clubs in 2015 will be available in February 2016.

Key Data Comparison

Comparative Data Analysis

Overview

World championships in Denmark, 2009-2015

	World Archery Championships 2015	Rank /10
Attendance	7,360	8 th
Athletes	590	4 th
Nations	92	2 nd
Accredited Media	69	8 th
Volunteers	202	6 th

World championships in summer Olympic disciplines, most recent edition 2013-2015*

	World Archery Championships 2015	Rank /35
Attendance	7,360	29 th
Athletes	590	17 th
Nations	92	9 th
Accredited Media	69	34 th
Volunteers	202	26 th

*35 world championship-level events identified between 2013 and 2015 for comparison, covering all summer Olympic sporting disciplines for Rio 2016 except golf.

Data gathered by Sportcal Research, as part of the GSI project. Last updated October 2015.

Comparative Data Analysis

Total Attendance

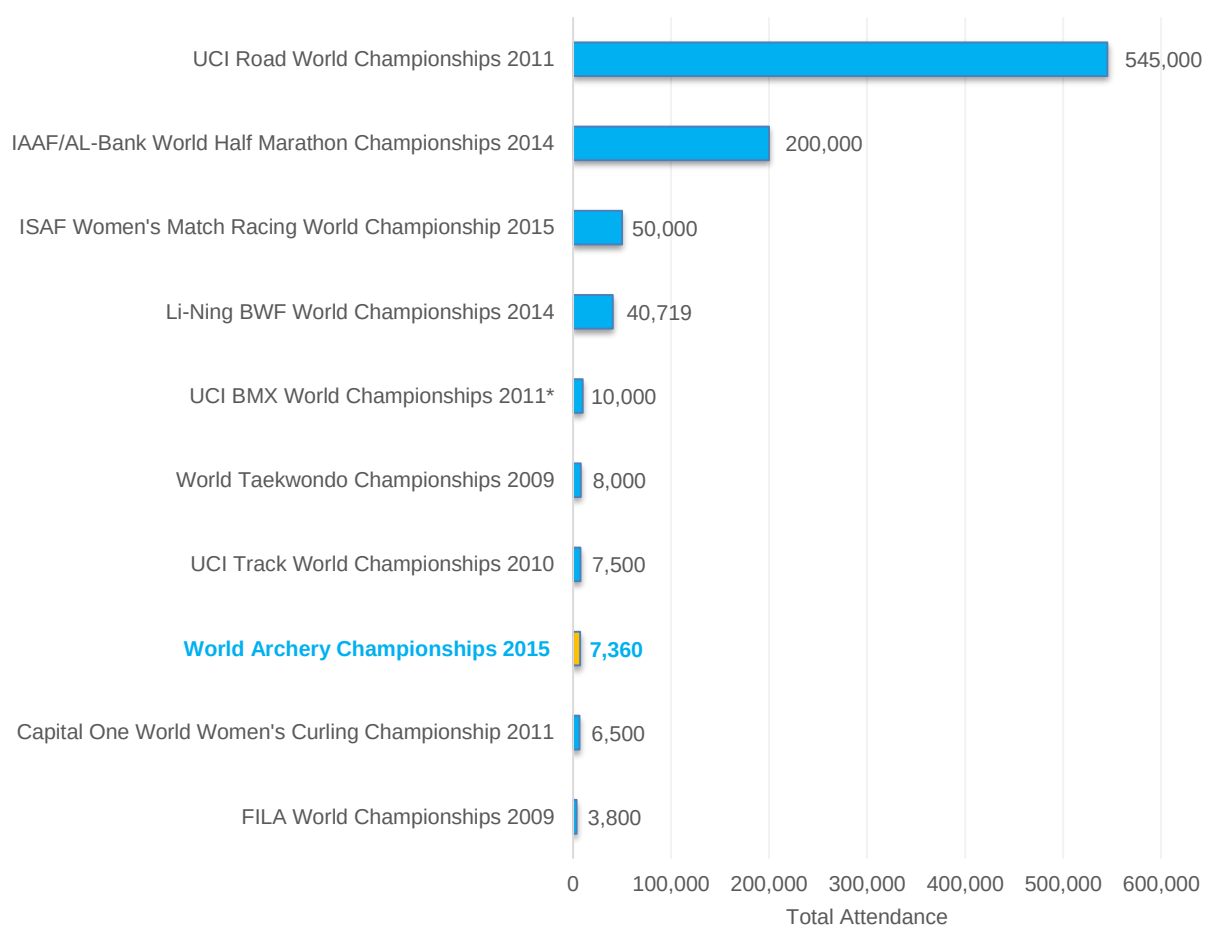
World championships in Denmark, 2009-2015

World Archery Championships 2015

7,360

Rank

8/10 events



**Data estimated based on previous editions of event.*

Comparative Data Analysis

Total Attendance

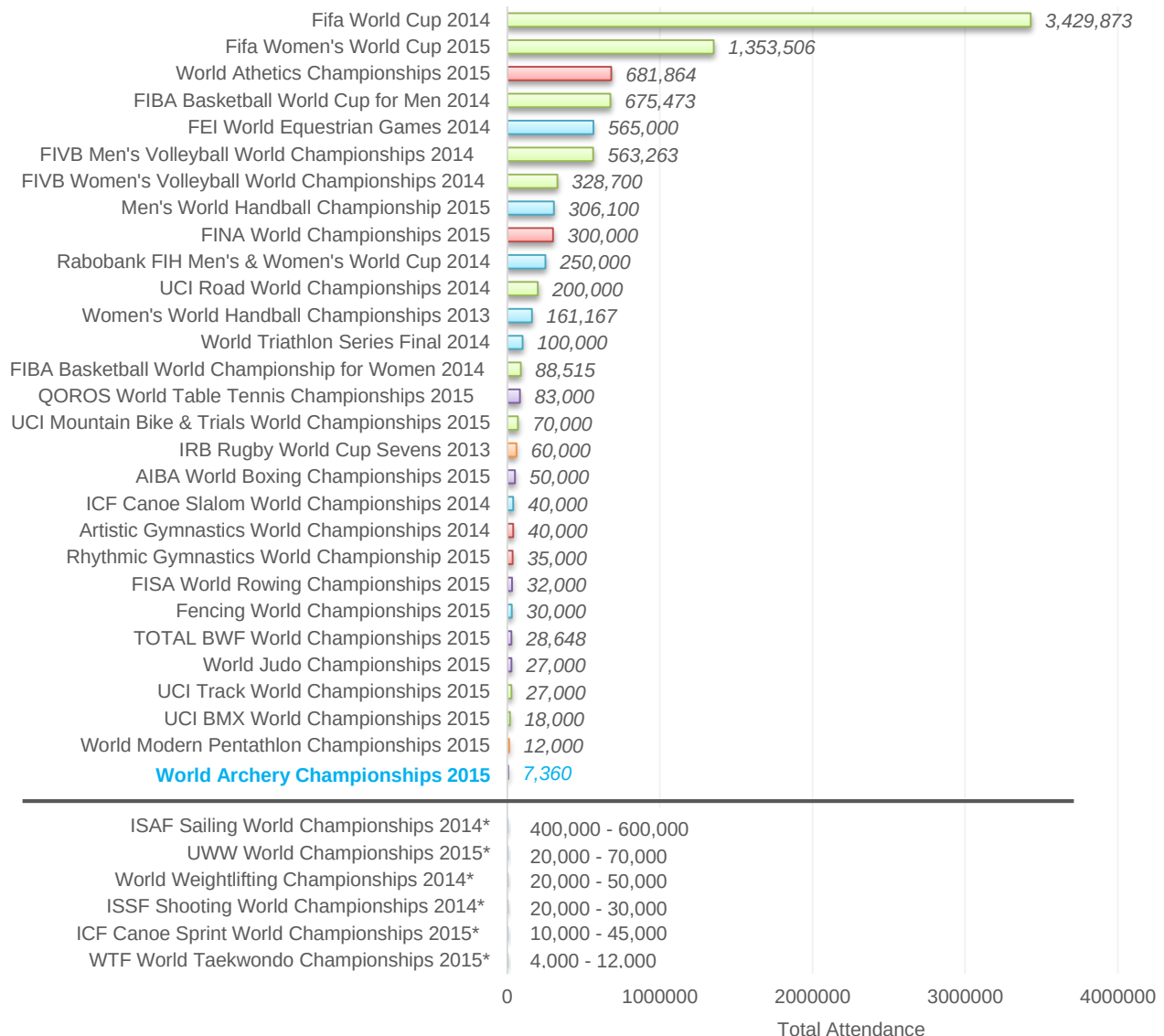
World championships in summer Olympic disciplines, most recent edition, 2013-2015

World Archery Championships 2015

7,360

Rank

29/35 events



IOC summer Olympic revenue classification:

■ E ■ D ■ C ■ B ■ A

*Data estimated based on previous editions of event.

Events selected as of October 2015 and data collected to end of March 2016 for those events.

Comparative Data Analysis

Total Athletes

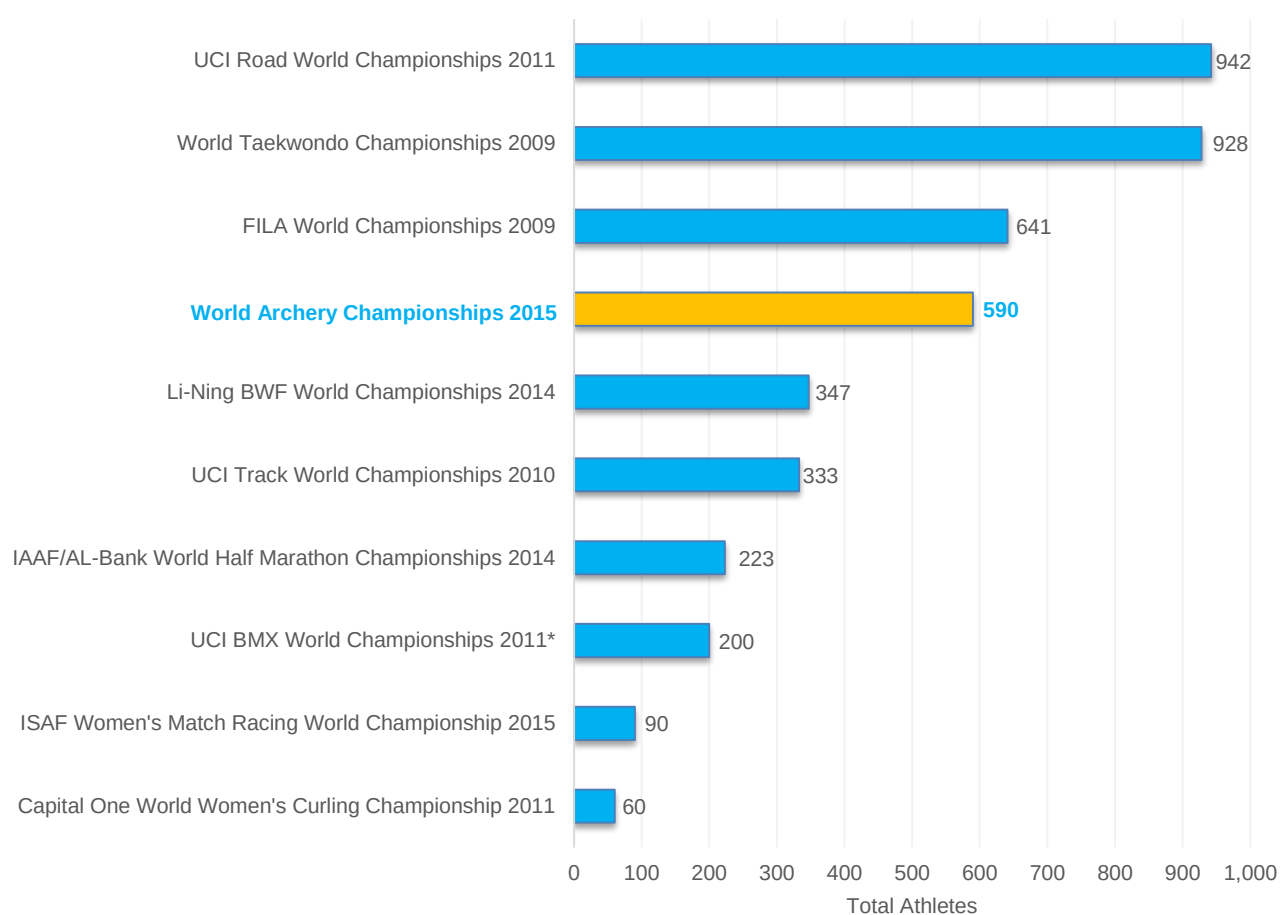
World championships in Denmark, 2009-2015

World Archery Championships 2015

590

Rank

4/10 events



**Data estimated based on previous editions of event.*

Comparative Data Analysis

Total Athletes

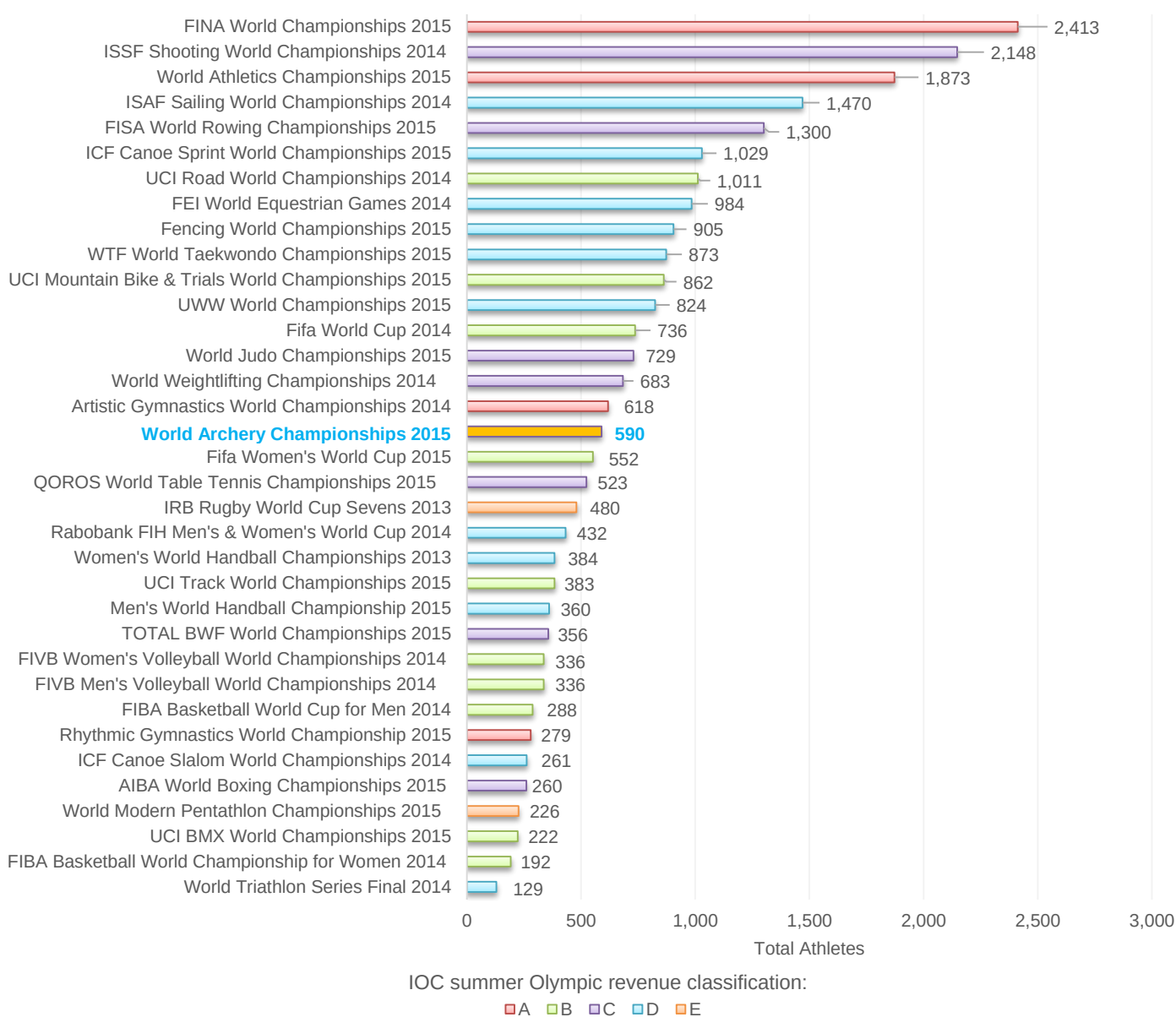
World championships in summer Olympic disciplines, most recent edition, 2013-2015

World Archery Championships 2015

590

Rank

17 / 35 events



*Data estimated based on previous editions of event.

Events selected as of October 2015 and data collected to end of March 2016 for those events.

Comparative Data Analysis

Competing Nations

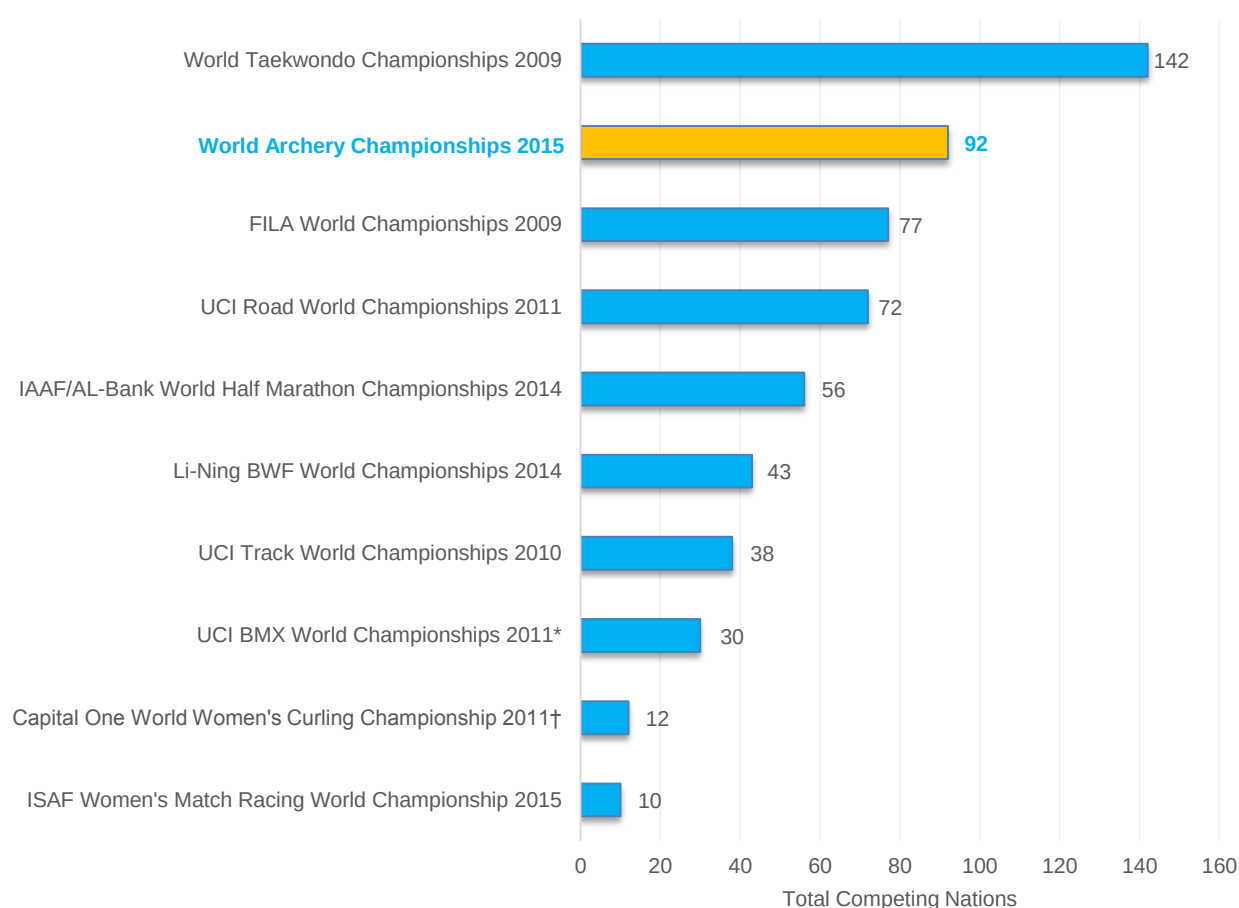
World championships in Denmark, 2009-2015

World Archery Championships 2015

92

Rank

2/10 events



*Data estimated based on previous editions of event.

†Number of competing nations is bound by tournament qualification format.

Comparative Data Analysis

Competing Nations

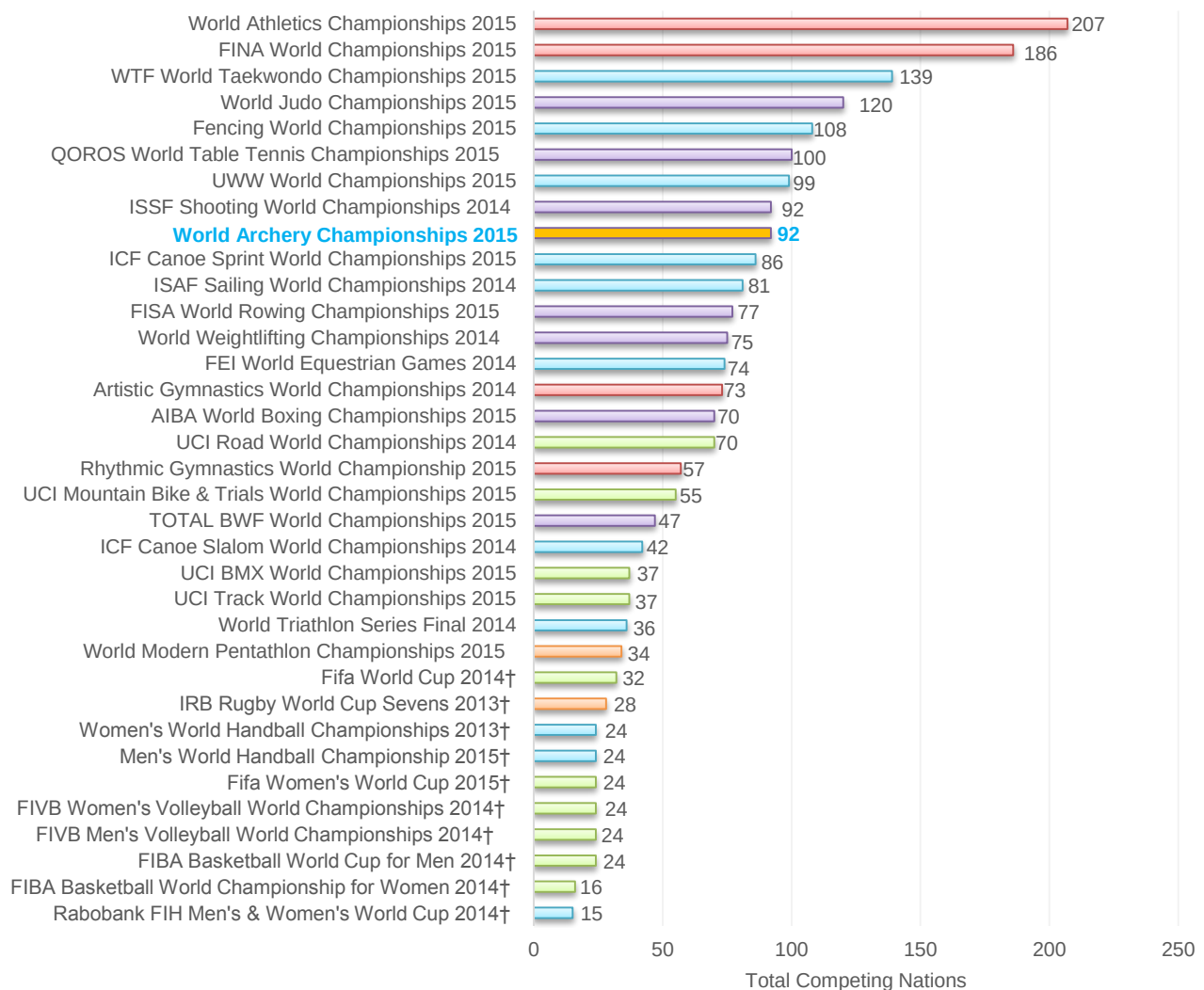
World championships in summer Olympic disciplines, most recent edition, 2013-2015

World Archery Championships 2015

92

Rank

9/35 events



IOC summer Olympic revenue classification:

■ A ■ B ■ C ■ D ■ E

*Data estimated based on previous editions of event.

†Number of competing nations is bound by tournament qualification format.

Events selected as of October 2015 and data collected to end of March 2016 for those events.

Comparative Data Analysis

Accredited Media

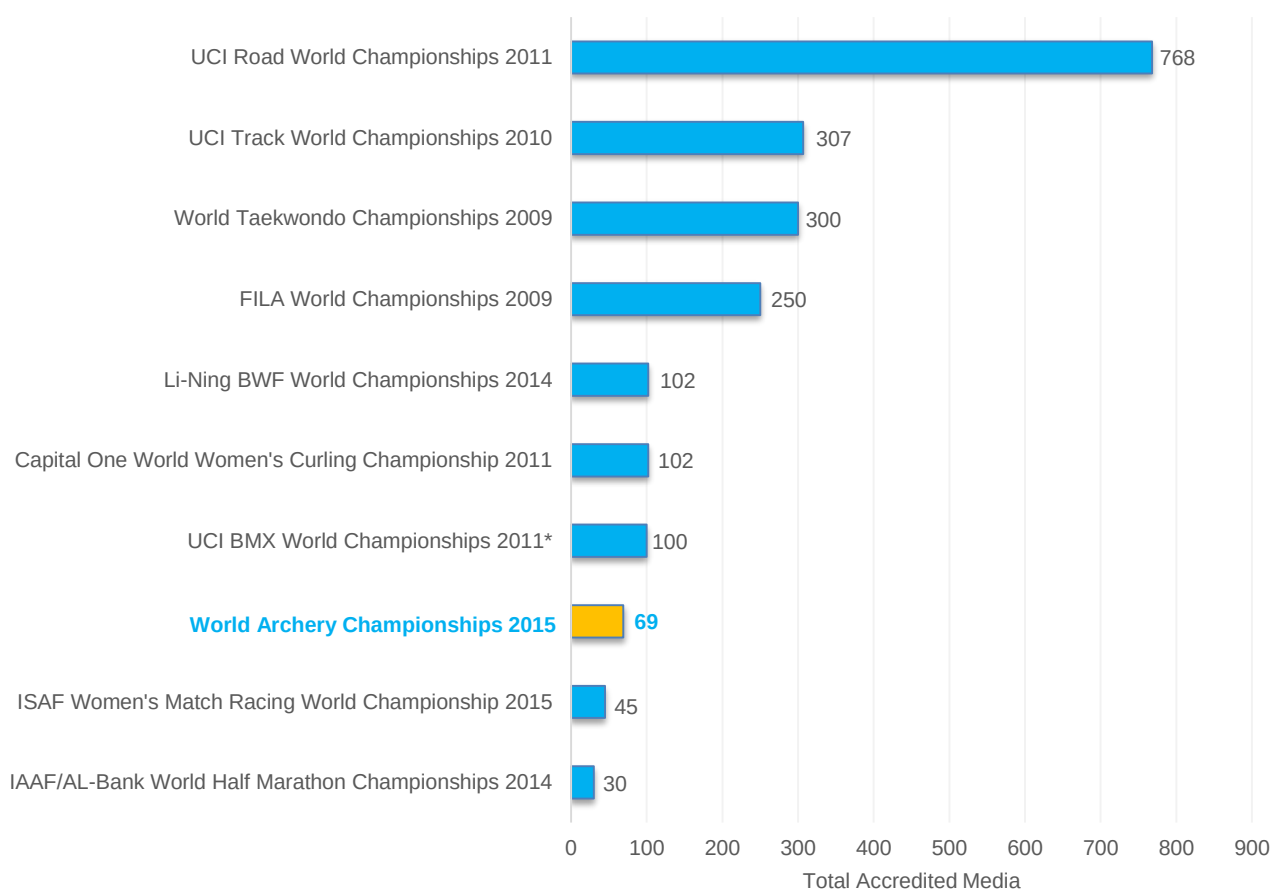
World championships in Denmark, 2009-2015

World Archery Championships 2015

69

Rank

8/10 events



**Data estimated based on previous editions of event.*

Comparative Data Analysis

Accredited Media

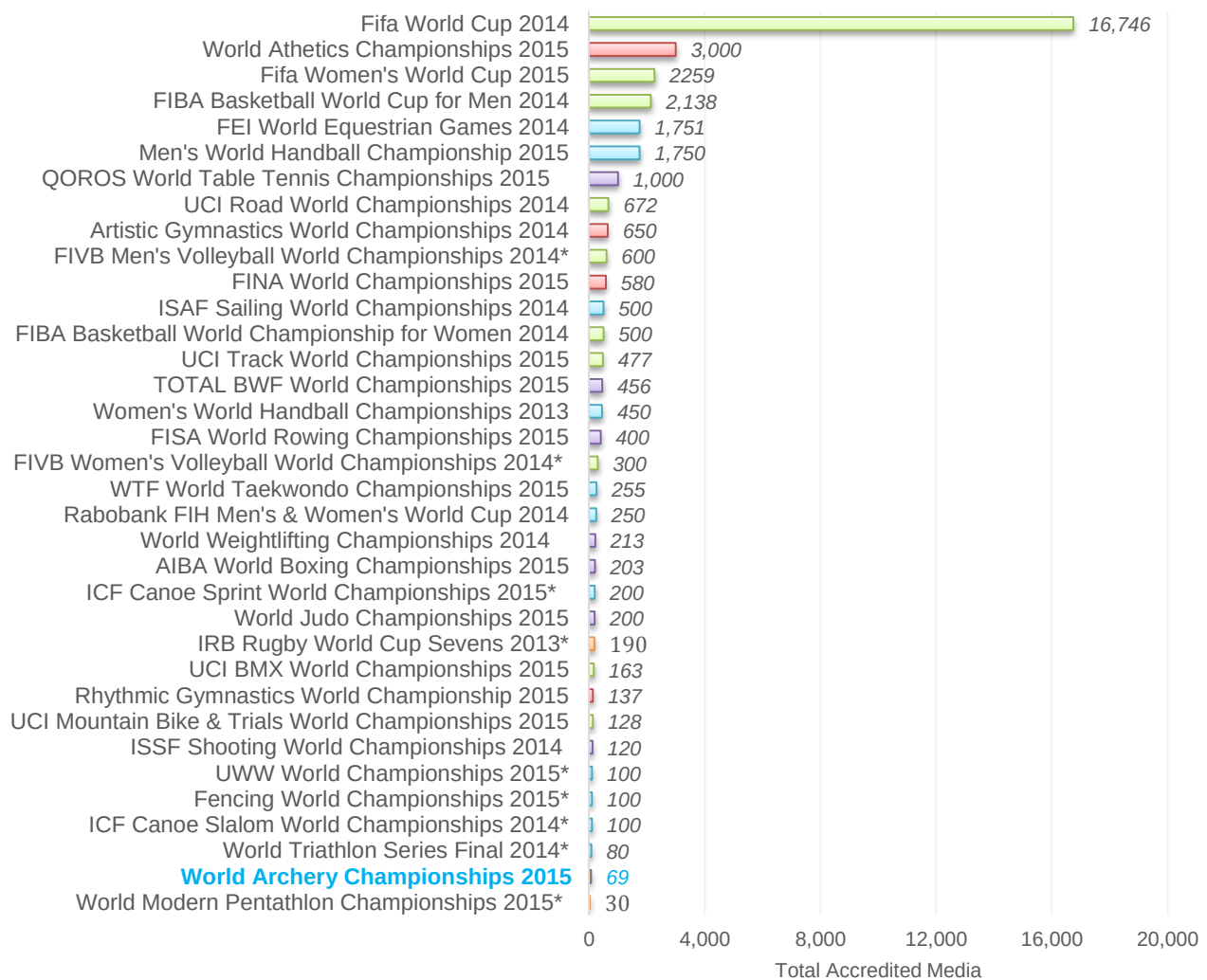
World championships in summer Olympic disciplines, most recent edition, 2013-2015

World Archery Championships 2015

69

Rank

34/35 events



*Data estimated based on previous editions of event.

Events selected as of October 2015 and data collected to end of March 2016 for those events.

Comparative Data Analysis

Volunteers

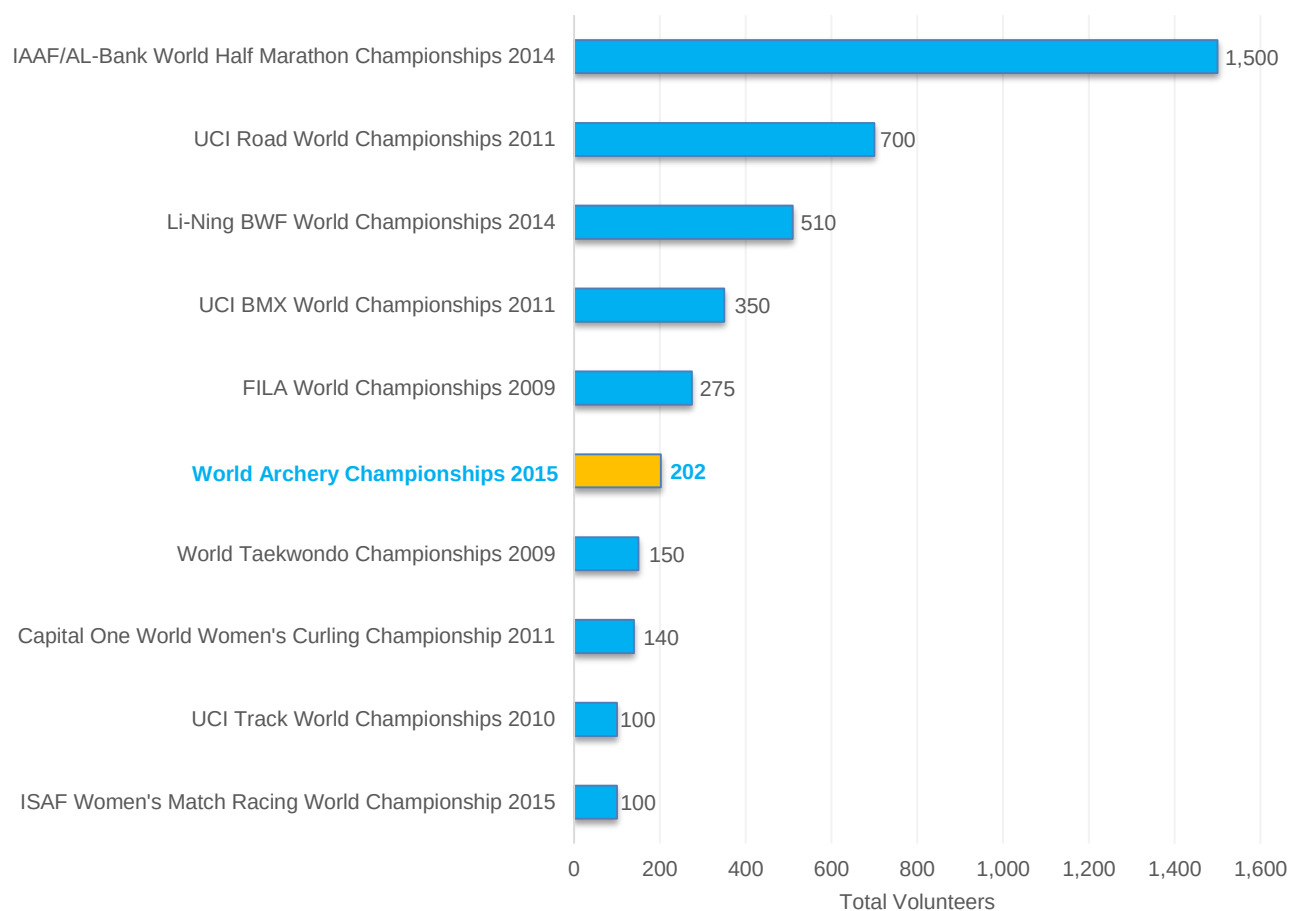
World championships in Denmark, 2009-2015

World Archery Championships 2015

202

Rank

6/10 events



**Data estimated from previous editions of event.*

Comparative Data Analysis

Volunteers

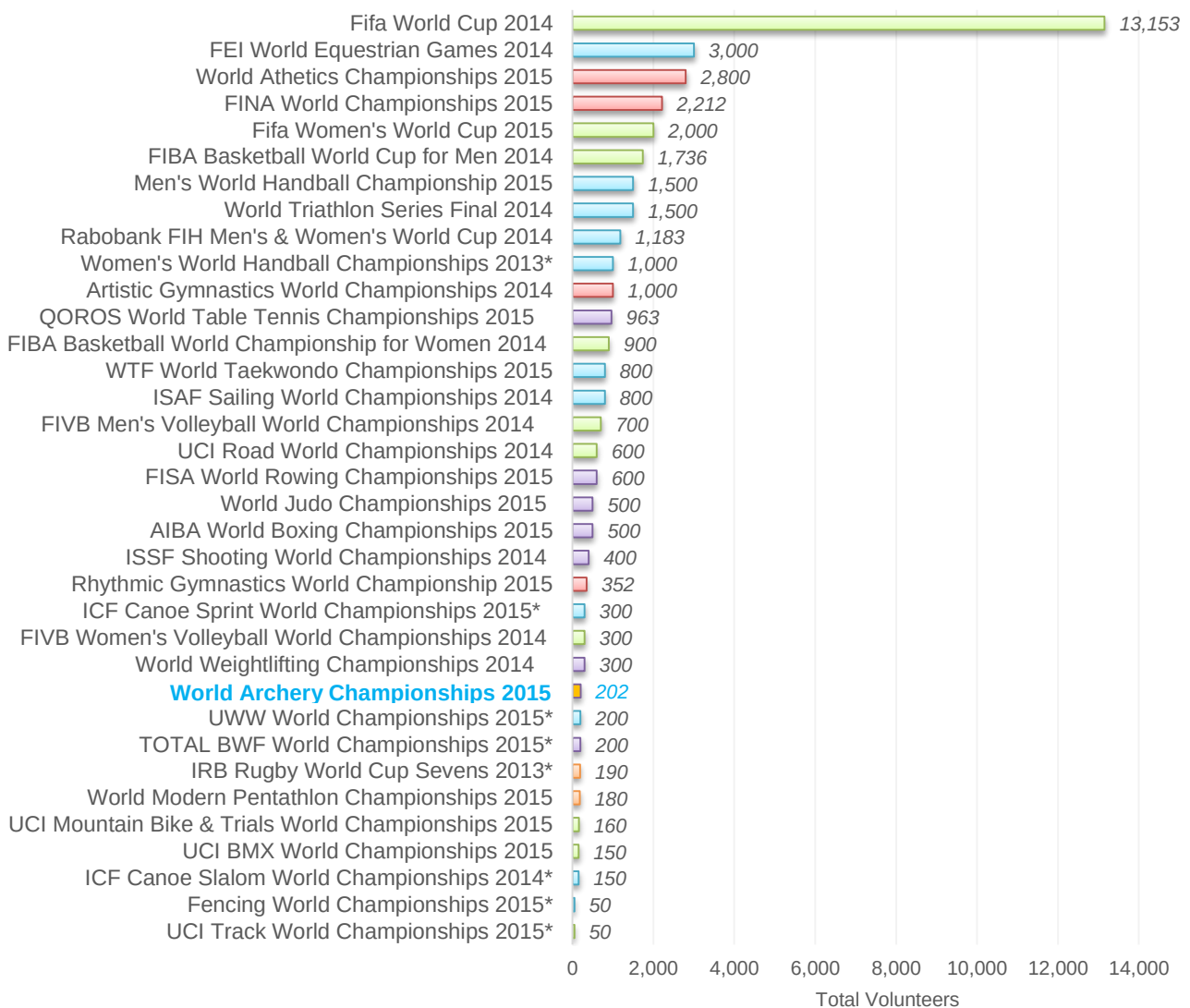
World championships in summer Olympic disciplines, most recent edition, 2013-2015

World Archery Championships 2015

202

Rank

26/35 events



IOC summer Olympic revenue classification:

■ E ■ D ■ C ■ B ■ A

*Data estimated based on previous editions of event.

Events selected as of October 2015 and data collected to end of March 2016 for those events.

Sportcal Global Communications Ltd.

gsi@sportcal.com
www.sportcal.com

Allington House
25 High Street
Wimbledon Village
London SW19 5DX
United Kingdom
Tel: +44 (0) 20 8944 8786

Maison du Sport International
Avenue de Rhodanie 54
1007 Lausanne
Switzerland
Tel: +41 (0) 21 310 0740

Registered in England and Wales.

