



Peter Sanderson, European Athletics Content Manager



THE ROAD TO ROME

WHAT DO YOU THINK WAS THE GREATEST SPORTING
MOMENT OF MY LIFE?



?



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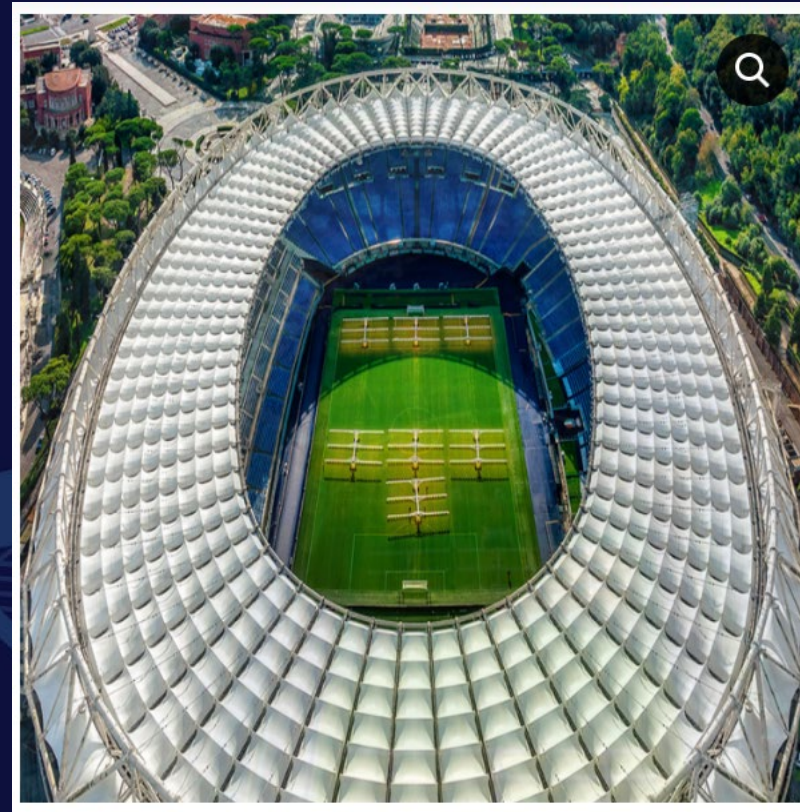
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THE GREATEST SPORTING MOMENT OF MY LIFE



19th JULY 2004, ATHENS, GREECE

WHAT IS THE ROAD TO ROME FOR YOUR ATHLETES?



WHAT WILL THE FANS WANT TO SEE FROM YOUR ATHLETES?

What is the road to Rome and Paris for your athletes?



Dream Big?



Same road everyone else takes?

CAN FANS GET TO KNOW YOUR ATHLETES FROM YOUR SOCIAL MEDIA?

WHAT IS THE BEST THING ABOUT YOUR ATHLETES?



YOUR ATHLETES MAKE THE EVENT SPECIAL
EVERY ATHLETE HAS A STORY – YOU JUST TO FIND
IT AND TELL IT WELL



YOU ARE PART OF THE EUROPEAN ATHLETICS JIGSAW



WE LOVE YOUR ATHLETES

YOUR ATHLETES
+
GOOD STORYTELLING
+
**EUROPEAN
CHAMPIONSHIPS/
OLYMPICS**
=
**SOCIAL MEDIA
DREAM**

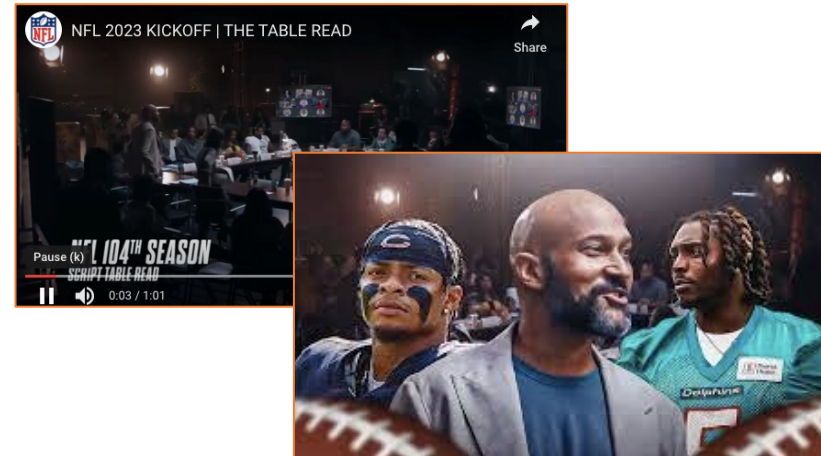
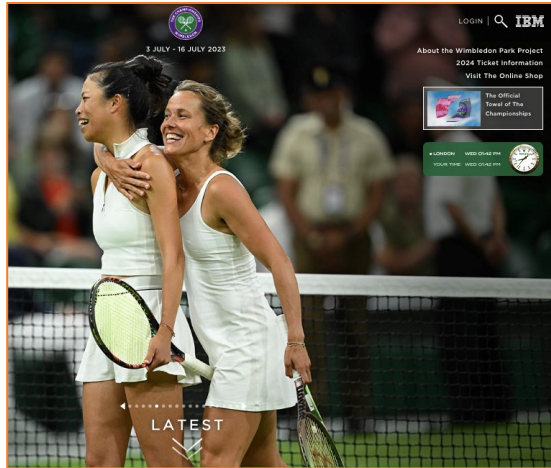


Content

Making great content – and the tools to scale it

Fan Engagement

Sport's biggest brands are its best content creators



Making content



Content buckets



	BAU (results, ad hoc, daily)	Campaign	Event	Viral / broad-interest
TYPE	Informational	Mobilising	Informational/ celebratory	Wow / unique / funny
AUDIENCE	Avid	All (global)	Avid/eventer/casual	New
GOAL	Sustain base	Expand brand/audience	Report/champion	Attract
EMPHASIS	20%	30%	30%	20%

Making content

Content buckets

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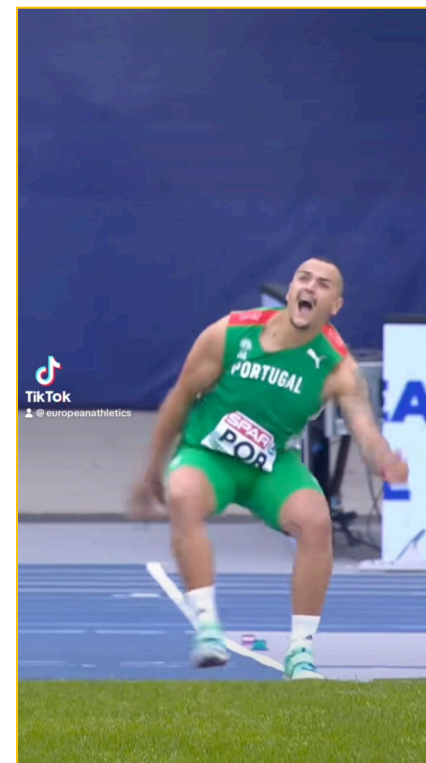
The stuff nobody else has: unique, USP content that has mass appeal

Making content

'Viral' moments – view and engagement generators



Relay exchange - Ireland
European Athletics TikTok
19.3m views
European Athletics Instagram
10.4m plays



Javelin throw styles
European Athletics TikTok
12.9m views
European Athletics Instagram
11.4m plays

Why 'viral' matters

= audience growth like no other strand



'Salmon dive', Munich '22
European Athletics YouTube
6,047 subscribers
#2 growth on YT across 2023



Luckenemper wins, Munich '22
European Athletics YouTube
12,845 subscribers
#1 growth on YT across 2023

Content making tools - 2024

Scaling content in 2024



Content making tools - 2024

Scaling content in 2024



Finalised designs

Making content

Content buckets



BAU (results, ad hoc, daily)



Campaign



Event

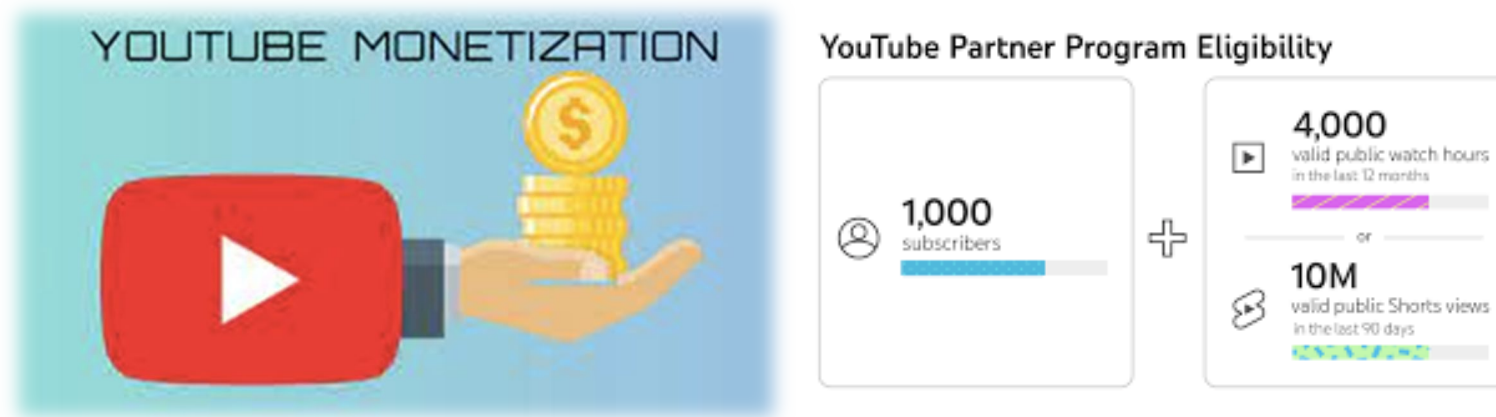


Viral / broad-interest

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Making content

On-platform monetisation



Cost centre



Revenue stream

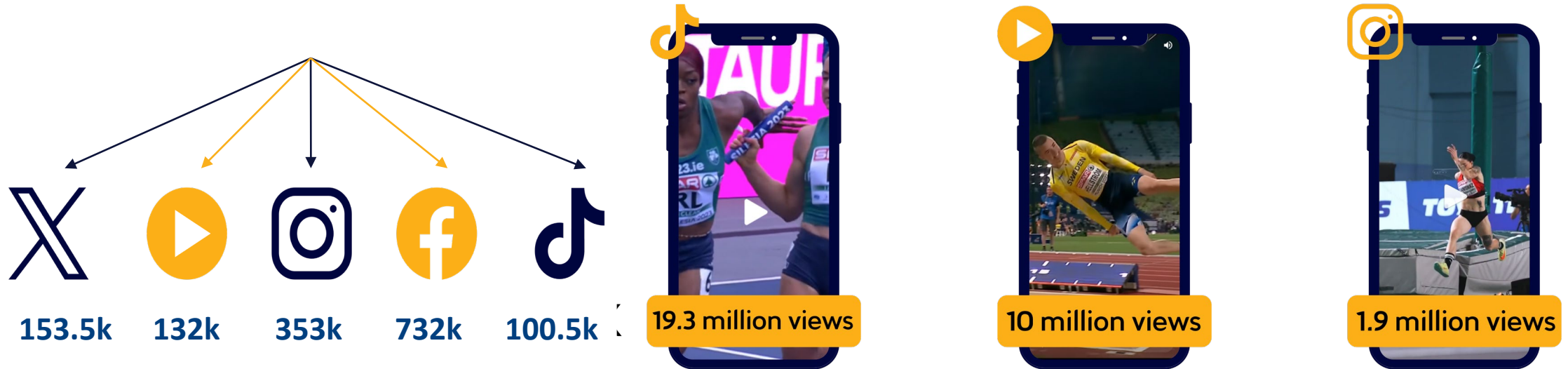


European Athletics

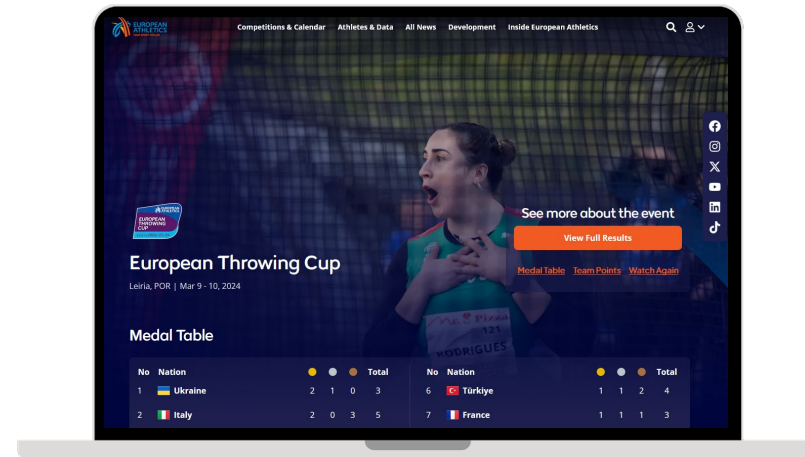
2024-2025 Content monetisation roadmap

State of play

Social Media & EA Website Impact, 2023/24



Over **1.47** million
subscribers/followers on
EA social channels
(99.8k added since November '23)



Over **2** million page views on EA.com

State of play








Comparing federations

Though European Athletics is growing rapidly in digital audience (1.47million), we are far behind federation competitors.

We are a sleeping giant: low-hanging fruit, and new/emerging audience is there at huge scale

But to catch, and keep pace with the likes of World Badminton, UCI Cycling –even Teqball! – we need strategy, investment and planning.

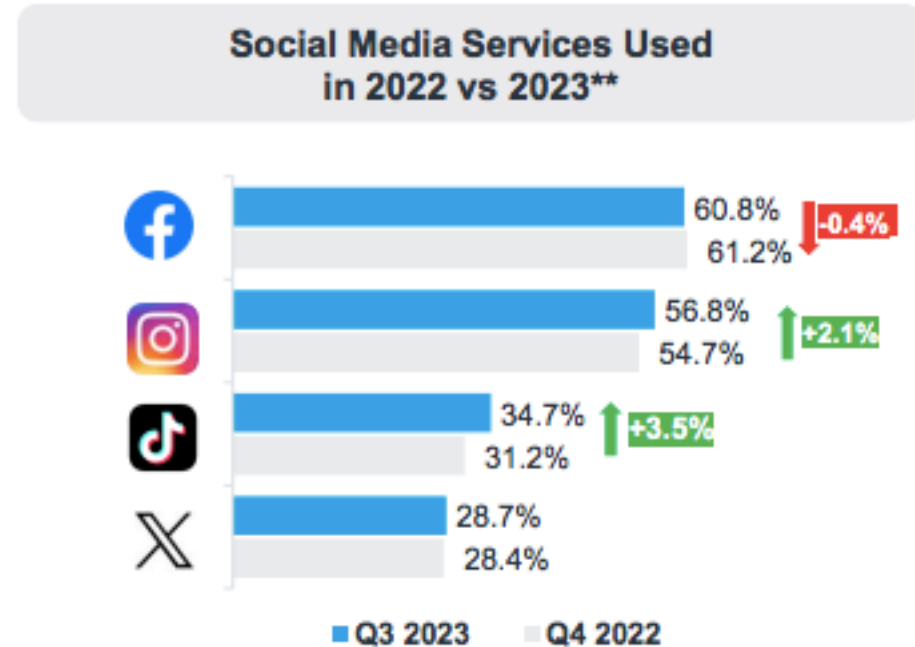
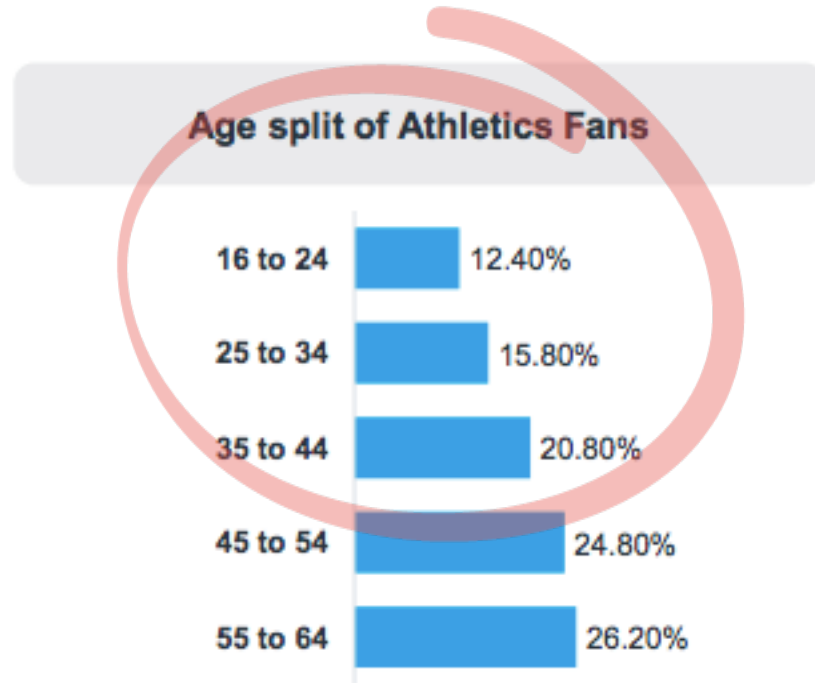
This is **exactly** what we are doing!

Rank		Federation	Followers	Growth %
1		International Cricket Council	106'519'541	16%
2		FIFA	56'836'902	11%
3		International Basketball Federation	21'869'824	41%
4		Volleyball World	15'825'447	27%
5		World Athletics	11'983'040	20%
6		World Rugby	9'708'855	27%
+3 7		International Teqball Federation	8'232'904	142%
-1 8		Badminton World Federation	7'416'086	20%
-1 9		International Cycling Union	5'044'330	17%
-1 10		International Automobile Federation	4'583'948	23%

Source: BCW Sports, 01.01.24

Benchmarking - IRIS

Ageing audience



- A central focal point: create the next generation of young athletics fans, since our audience is ageing
- This is where TikTok, Instagram and YouTube Shorts become so vital to grow awareness and interest

Content is king

An integrated social campaign

Championing the passion, power and commitment of athletes, coaches and fans – at all levels

#IgniteTheFire

Bespoke social content
(videos, graphics)

Content opportunities
for partners and
sponsors

New website functionality:

- improved UX
- better live experience
- SSO/membership
- Potential for 'premium'

Development of
European Athletics
app – year-round
content offering w/
personalisation

New leads campaigns:
capture data through
promotion of app



Illuminate - Official Song



Official Song – Illuminate by Grace Davies



ABBAY ROAD STUDIOS

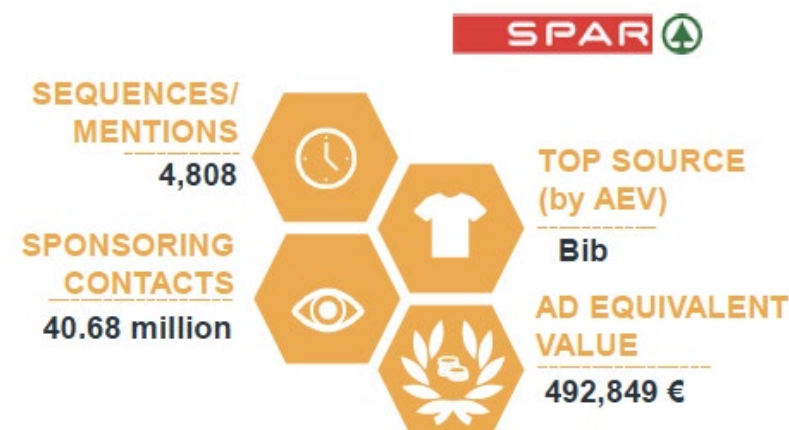
Creating and measuring sponsor value

Tracking partner activation

As we evolve our sponsored content opportunities, we need to measure the **actual commercial value** of the assets we deploy.

This value is measured on an 'equivalent media buy' basis – and shows just how valuable content can be for partners

The potential is enormous for new and existing partners: €millions more value to unlock



Creating and measuring sponsor value

Where next?

With digital content, the available inventory is almost limitless.

There is so much content real estate yet to be used – content strands, social shows, more design, more animation, podcast, other audio...

Our focus will continue to design formats and shows that might have long-term commercial potential.





Breakout sessions
Group work

Breakout

Content and monetization strategy hackathon

You are the comms and strategy team for your federation

Your goal is to grow your audience, and grow your revenue. You have limited rights – video archive and photos, mainly – and a medium budget.

Develop three key strategic pillars and associated activations, that will bring your federation into a stronger place in the next two years.

Consider:

Focal platforms

What will you do with your digital archive rights

How you will build stars and name recognition

Major content outputs

How potential sponsors could be involved

Thank you!