



# EUROPEAN SPORTS

## CHAMPIONSHIPS

# ETU CONGRESS

January 16th 2016





# THE CONCEPT





# An Exciting New Multi-Sport Championship

---



**EUROPEAN SPORTS**  
CHAMPIONSHIPS

## Top Quality Multi-Sport Championships:

- Combines existing official European Championships
- Limited to top sports
- Staged every 4 years from 2018
- Centrally coordinated with the sports Federations delivering the sport





# Bringing Together The European Championships

## Current



Individual  
Championships

- Coordinate schedule
- Centralised TV output
- Central brand
- Cultural festival

## 2018



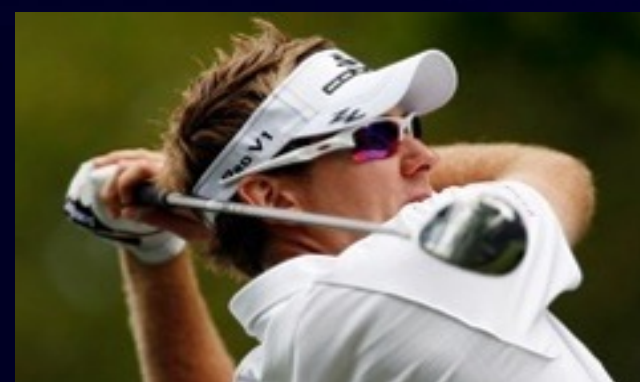
Collective  
Championships





# Sports Programme 2018

---



- 7 Sports confirmed
- 12 Competition Days (4 on WE)
- 4,500 Athletes
- 9,200 Volunteers
- 12 Venues
- Mass participation events
- At least 250 hours of Host Broadcaster Programming
- 850 million cumulative European TV





# Dual Host Cities

BERLIN x 1 Sport



GLASGOW x 6 Sports





# Europe Wide Terrestrial TV Coverage Via The EBU

**EBU**

OPERATING EUROVISION AND EURORADIO

ARD<sup>1</sup>

NOS

Vrt

RTÉ

yle

SRG SSR

svt

DR

ZDF

1 2 3 4 5 6  
francetélévisions

Rai

tve

NRK

BBC

РОССИЯ 1

ORF



[illegible]



# Triathlon competition programme for 2018

---

ETU Triathlon competition programme for Glasgow to include:

- Individual men's standard distance EC
- Individual women's standard distance EC
- Mixed Relay EC
- Age Group sprint distance EC
- Locally themed sprint/super sprint distance races





# World Class Facilities - Strathclyde Country Park





# RECENT PROGRESS





# The New Name & Brand Identity

---



EUROPEAN  
CHAMPIONSHIPS  
GLASGOW / BERLIN 2018





## Master Logo



## City Specific Logo

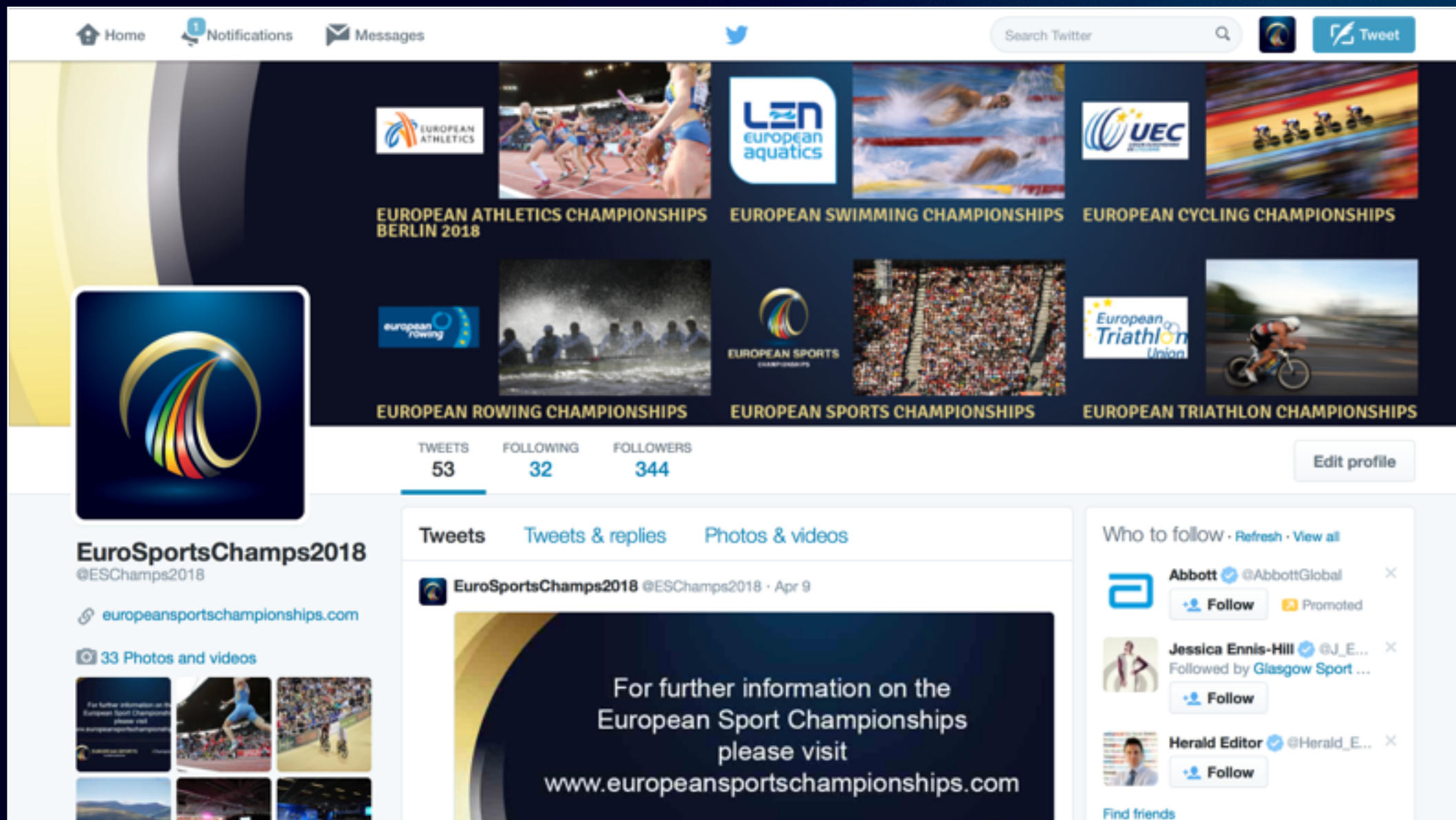


## Event Specific Logo

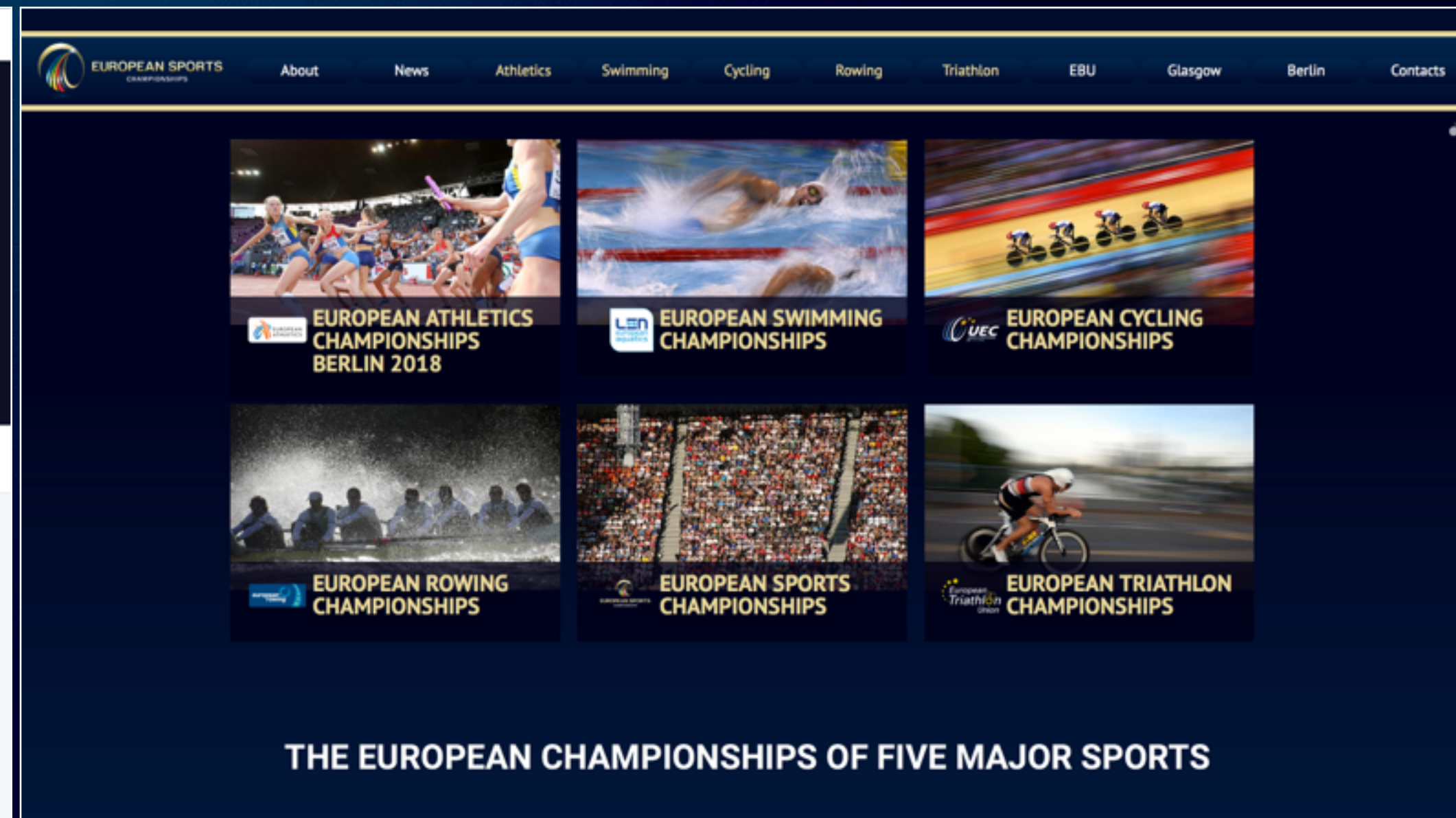




# Communications - New Brochure Website For Feb.



Twitter:  
ESChamps2018



Website:  
[www.europeansportchampionships.com](http://www.europeansportchampionships.com)





# 2018 Sports, Dates & Governance Now Agreed

---

- 1st 2018 EC Board meeting held last October
- 7 sports now agreed and signed up - no further additions for 2018
- August 1st - 12th 2018 dates signed off
- 2018 EC's Governance structure agreed between all partners
- Communications Working Group established to drive profile





# 2016 Workstreams/Priorities

---

- New brand sign off & announcement in February
- Potential public launch event in April
- Digital media strategy to be agreed
- Finalise detailed schedule/timetable of events for each sport
- Conclude all long form agreements
- Identify integration measures between all sports
- Agree approach to appointing 2022 host & sports to be included







WHY?





# Why The Concept Works For Triathlon

---

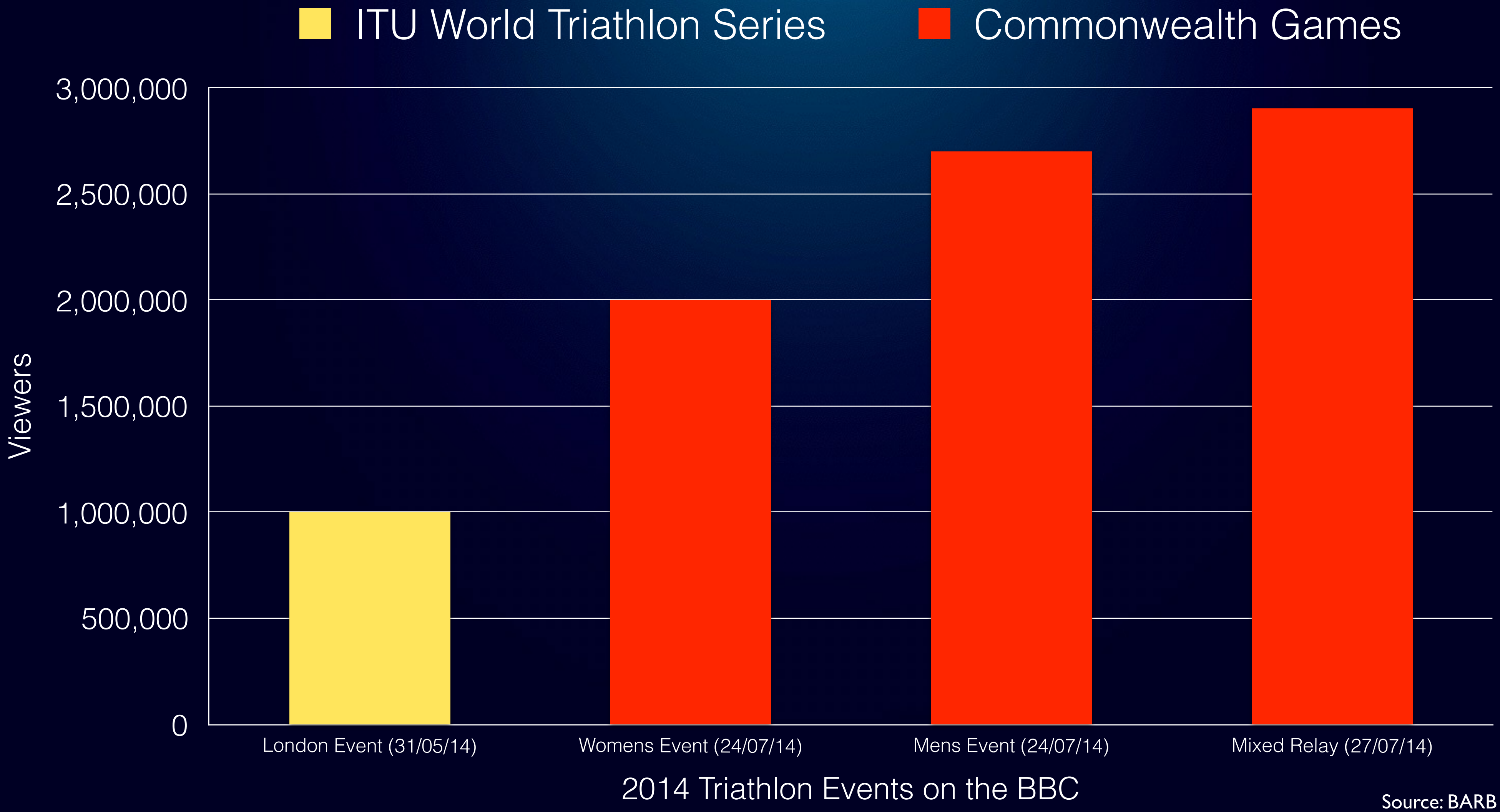
- Increase profile and exposure via free-to-air broadcasters
- Raise the status of the European Championships
- Increased hosting and broadcast fees
- Develop a sustainable format for long term economic security
- Create sporting heroes to inspire even greater participation

‘The whole is greater than the sum of its parts’





# The Power of Aggregation - BBC Audiences (2014)







# EUROPEAN SPORTS CHAMPIONSHIPS

Website: [www.europeansportschampionships.com](http://www.europeansportschampionships.com)

Twitter: ESChamps2018

Copyright © 2011-2015 European Sports Championships Management Sàrl, Nyon. All rights reserved.  
This material and its content are the property of European Sports Championships Management Sàrl, Nyon. No part may be reproduced by any means or any form  
without the prior written permission of European Sports Championship Management Sàrl.

