



ENHANCING BADMINTON'S FUTURE

GROWTH

Significant growth (2010-2018)



UPGRADING OUR SPORT

We must keep improving badminton - excitement and engagement



CHALLENGES

1. Longer matches
2. Longer breaks between points
3. Greater physical / mental stress on players = more injuries

SOLUTIONS

1. Enhanced scoring system
2. Less on-court coaching
3. More efficient court management

PROPOSAL - SCORING SYSTEM



Enhanced scoring system for all BWF-sanctioned World Ranking tournaments (The BWF World Junior Championships will be the only junior event included)*

3 rd BWF World Superseries Cycle
Enhanced Broadcasts: <ul style="list-style-type: none"> Super Slow-Motion Camera 16:9 HD Stats in graphics Virtual graphics
Development of successful Streaming Platforms
On-court Projections
Governance Award for BWF
2014 – 2017 Superseries III
Shuttle Time
Increase in Household Reach
Hawk-Eye Technology (IRS) Implementation
Media Training for Players
Upgraded Agency Partners
Outdoor Shuttlecock Development

NOW
Launch of HSBC BWF World Tour Concept
Increase TV Distribution Footprint
Communicating Development Programmes
New Sports Presentation Concept Implementation
2018 Innovation Implementation
New Levels of Prize Money, Sports Presentation and TV Production in 26 Events
Enhancing Digital Strategy
AGM considering New Laws: <ul style="list-style-type: none"> Scoring Coaching Time-outs Service Rules rules
Semi-Professional Referees

May – Olympic Qualifying Period starts
Star Creation - Player Programme: <ul style="list-style-type: none"> Media Training Language Training Career Programme
BWF as Digital Front - runner
2019 Olympic Qualifying Period Starts
January – Paralympic Qualifying Period starts
Revamped Major Events Bidding Concepts
Outdoor Badminton Concepts

Preparation of Tour II Cycle Concept
Digital / Virtual A-Boards
E-sports Concept
2020 and Beyond
New TV Production Technology, 4D, etc.
Entourage Concept

