Chair’s Report
Marketing Committee

Etienne Thobois
Chair - Marketing Committee
Key Objectives

- **Partnerships:** Maintain, Maximise, Expand.
- **Revenue:** Develop new revenue models.
- **Brand:** Develop Brand “Badminton” globally.
Commercial Partnerships

Infront Sports & Media continued to efficiently manage all media and commercial rights partnerships.

The relationships has been extended to the end of 2026.
Partnership with HSBC extended for an extra year to align the extension of the HSBC BWF World Tour hosting cycle until the end of 2022.
Title sponsorship relationship with **TotalEnergies** was renewed across the Major Championships until 2025.

Including the BWF World Championships, BWF Thomas & Uber Cup Finals, and BWF Sudirman Cup Finals.
Equipment Suppliers

- Official Equipment Supplier relationships awarded to:
  - **Yonex** for World Championships.
  - **VICTOR** for Team Championships
Tokyo 2020

Olympic Broadcasting

- 556M viewers
- 39M average viewers
- 220 countries / territories
Tokyo 2020

Paralympics Broadcasting

- 209M viewers
- 65 countries / territories
Badminton4U has landed!

- Successfully launch of the BWF App at the TotalEnergies BWF Sudirman Cup Finals 2021.
- Designed for a worldwide audience, Badminton4U showcases the very best badminton content and is initially offered in English and Chinese (simplified).
BWF TV helps fans connect and share their love of badminton and aims to bring the sport onto a global stage.

+2M BWF TV Channel subscribers
Implementation of the second round of the ‘i am badminton’ Integrity Campaign and Ambassador Programme.

Member Associations from each Continental Confederation taking part.
Acknowledgements

Marketing Committee

- Etienne Thobois – Chair
- Rudy Roedyanto – Deputy Chair
- Odette Assembe
- Engoulou Himanta Biswa Sarma
- Robbert de Kock
- Kenny Goh
- Kim Jong Soo
- Rukhshona Narzulloeva
- Nigel Skelt