

GSI Event Study

Liebherr 2017 World Table Tennis Championships

Düsseldorf, Germany

29 May – 5 June 2017



GSI Event Study

Liebherr 2017 World Table Tennis Championships

Düsseldorf, Germany

This Event Study is subject to copyright agreements. No part of this Event Study may be reproduced distributed or transmitted in any form or by any means or stored in any retrieval system of any nature without prior written permission. Application for permission for use of copyright material shall be made to Sportcal Global Communications Ltd ("Sportcal").

Sportcal has prepared this Event Study using reasonable skill care and diligence for the sole and confidential use of the International Table Tennis Federation ("ITTF") for the purposes set out in the Event Study and Sportcal does not assume or accept or owe any responsibility or duty of care to any other person. Any use that a third party makes of this Event Study or reliance thereon or any decision made based on it, is the responsibility of such third party.

The Event Study reflects Sportcal's best judgement in the light of the information available at the time of its preparation. Sportcal has relied upon the completeness accuracy and fair presentation of all the information data advice opinion or representations (the "Information") obtained from public sources and from ITTF and the Local Organising Committee of the Liebherr 2017 World Table Tennis Championships ("LOC"). The findings in the Event Study are conditional upon such completeness accuracy and fair presentation of the Information. All figures quoted as \$ are in US dollars.

PUBLISHED MAY 2018

BY SPORTCAL GLOBAL COMMUNICATIONS LTD

Author

Andrew Horsewood

Research and editorial support

Ezéchiél Abatan, Edward Frain, Krzysztof Kropielnicki, Tim Rollason, Colin Stewart

Market research

Sportcal India, Sport MR

Images

DCSE, DTTB, © Getty images, ITTF

Data provided by:





Executive Summary

Executive Summary

Liebherr 2017 World Table Tennis Championships

<i>Date</i>	<i>City, Nation</i>
29 May – 5 June 2017	Düsseldorf, Germany

<i>Venues</i>	<i>Organiser</i>
Messe Düsseldorf	Deutscher Tischtennis Bund (DTTB)

<i>Event Frequency</i>	<i>Owner</i>
Every two years	International Table Tennis Federation (ITTF)

The German city of Düsseldorf hosted the Liebherr 2017 World Table Tennis Championships (2017 WTTC) between 29 May and 5 June 2017.

It was the first time that Düsseldorf had hosted a form of the world table tennis championships, while it was the seventh time that a German city had hosted an edition of the event.

The event was held in Messe Düsseldorf, a trade fair ground, across two playing halls that were purposely-designed just for 2017 WTTC.

The attendance during the eight days of 2017 WTTC was around 58,000, of which the ticketed attendance was 53,505. There were 17,088 unique spectators.

About 91% of spectators travelled from outside Düsseldorf to attend the event, the majority of whom came from other parts of Germany. Overseas spectators comprised 5% of all spectators.

The direct economic impact of the event for the city of Düsseldorf was estimated to be \$15.87 million.

It was calculated that there were 15,607 unique visitor spectators who generated a tourism spend of \$8 million.

In total, 596 athletes competed at 2017 WTTC, and were supported by 290 team officials.

The event was televised by 25 broadcasters across 111 territories on five continents during the eight days of competition, combining to show over 668 hours of live television coverage.

A total of 628 members of accredited media covered the championships, while 350 volunteers supported the running of the competition.

Key Statistics

ECONOMIC

Total attendance	c.58,000
Ticketed	53,505
Tickets sold	51,258
Non-ticketed	c.4,500
Direct economic impact	\$15.87m

TOURISM

Origin of spectators

Düsseldorf	9%
Germany & < 2 hours	33%
Germany & > 2 hours	53%
Overseas	5%

EVENT EXPERIENCE

Positive experience

All spectators	87%
Overseas spectators	93%

MEDIA

TV broadcasters	25
TV nations	111
TV continental reach	5

SOCIAL MEDIA

Posts	378
Likes / Favourites	398,195
New followers	15,873

SPONSORSHIP

Sponsors	17
----------	----

SPORTING

Athletes	596
Male / Female	330 / 266
Overseas / Domestic	582 / 14
Competing nations	107

SOCIAL

Volunteers	350
Domestic	95%

Executive Summary

Liebherr 2017 World Table Tennis Championships

TOURISM

- Around 91% of respondents to the GSI Tourism Survey came from outside Düsseldorf. German spectators from outside Düsseldorf accounted for 86% of all spectators, while 5% were overseas
- It is estimated that 15,607 unique visitors came to Düsseldorf for 2017 WTTC, of which around 5,700 were first-time visitors to the city
- Over 86% of spectator visitors to Düsseldorf rated the city highly, with 62% likely to visit it again, and 75% likely to recommend it to others
- The economic spend from 2017 WTTC by non-local spectators was \$7.97 million. International spectators accounted for \$1.01 million
- It was calculated that spectators, both Düsseldorf residents and visitors to the city, spent more at the venue (53%) than in the city (45%), with 2% of spend occurring in the rest of Germany
- There were 8,328 visitors who stayed in paid accommodation in the city of Düsseldorf. They generated 30,964 bed nights, spending \$2.57 million on accommodation
- Accredited persons contributed \$1.15 million, while members of the media were estimated to have spent \$0.62 million, with volunteers spending \$0.07 million

EVENT EXPERIENCE

- The vast majority of respondents (87%) and international respondents (93%) thought that 2017 WTTC was either very good or good

Origin of spectators

Düsseldorf	9%
Germany & < 2 hours	33%
Germany & > 2 hours	53%
Overseas	5%

Spectator rating of Düsseldorf

Overall rating of city as a place to visit	86%
Likelihood to visit again	62%
Likelihood to recommend	75%

Spectator tourism impact

Unique visitors	15,607
First-time visitors	c.5,700
Visitor spend	\$7.97m
Germans from outside Düsseldorf	\$6.96m
Overseas	\$1.01m
Bed nights	30,964

Overall experience – Positive experience

All spectators	87%
Overseas spectators	93%

Executive Summary

Liebherr 2017 World Table Tennis Championships

MEDIA

- A total of 29 television and internet broadcasters were analysed in the media section, who combined to show live, delayed and repeat coverage of 2017 WTTC in 118 countries across five continents
- These broadcasters aired over 945 hours of coverage, with live action comprising over 88% of all coverage
- There were 25 television broadcasters that showed at least one of live, delayed, repeated or highlights coverage of 2017 WTTC in 111 nations across five continents
- Total TV coverage amounted to 775 hours and ten seconds across 671 transmissions
- Live TV coverage was shown by 23 TV broadcasters for a total of 668 hours, 7 minutes and 57 seconds over 555 transmissions
- Domestic live coverage of the event on German television was 2 hours and 25 minutes across three transmissions
- Analysis of live internet streaming information was available for broadcasters across nine territories, totalling almost 171 hours
- itTV, the ITTF's own streaming channel, had 500,803 different IP addresses use its platform during the eight days of competition, combining for over four million views
- A total of 157 videos were posted on YouTube during the eight days of 2017 WTTC, accruing 1,495,881 views. Videos posted on the final day of competition (5 June) received the most views and watch time
- There were 628 members of accredited media hailing from 37 nations

Broadcasters*

TV and Internet broadcasters	29
TV broadcasters	25
Live TV broadcasters	23
Broadcaster nations	118
TV Nations	111
Continental reach	5

Number of hours by type of broadcaster (hh:mm:ss)*

TV broadcasters	775:00:10
Internet broadcasters	170:57:00
TOTAL	945:57:10

Number of hours broadcast by coverage (hh:mm:ss)*

Live	839:04:57
Delayed/Repeat	101:57:13
Highlights	04:55:00
TOTAL	945:57:10

YouTube activity

Videos published	157
Views	1,495,881
Total watch time (hh:mm)	55,107:37

Accredited media by type

Print Press	237
TV	233
Photographers	148
National Federations	10
TOTAL	628

* Live, delayed, repeat, highlights

Executive Summary

Liebherr 2017 World Table Tennis Championships

SOCIAL MEDIA

- Seven official social media accounts were measured by Sportcal during 2017 WTTC
- The seven accounts combined to record 378 posts, which generated 398,195 likes and reactions from users
- There were 15,873 new followers across the seven accounts
- The three ITTF accounts were the most active, combining to create 314 posts, which was 81% of all posts during the eight days of competition

SPONSORSHIP

- There were 17 partners for 2017 WTTC:
 - 1x title sponsor
 - 4x main sponsors
 - 3x equipment sponsors
 - 9x official partners
- Liebherr was the title sponsor, and had the most exposure and activation presence of all sponsors at 2017 WTTC
- Sponsorship recognition among spectators varied among the eight biggest sponsors. Liebherr had a strong recognition score, achieving a 91% rate of recognition
- Five sponsors in total scored better than the average recognition of sponsors (36%) at sporting events

Social media activity – all accounts

Posts	378
Likes/Reactions	398,195
New followers	15,873
Average increase in followers	2.1%

Social media activity – ITTF

Facebook posts	49
Twitter posts	159
Instagram posts	106
TOTAL	314

Partners

Title sponsor	1
Main sponsor	4
Equipment sponsor	3
Official partner	9
TOTAL	17

Executive Summary

Liebherr 2017 World Table Tennis Championships

SPORTING

- 2017 WTTC featured 596 athletes from 107 nations
- The number of nations present in Düsseldorf accounted for 48.2% of the ITTF's national member associations
- This was a 10.3% increase on the 97 nations that were represented in 2015 WTTC and 2016 WTTC
- The total number of athletes at 2017 WTTC was a 14.0% increase on 2015 WTTC, but an 11.3% decline on 2016 WTTC
- Europe provided 43.5% of all athletes, followed by Asia with 32.6%. Oceania provided the lowest number of athletes with 11 (1.8%)
- Female athletes accounted for 44.6% of all athletes, bettering the 42.8% at 2015 WTTC but less than the 46.0% at 2016 WTTC
- China won the most medals during the competition, including providing the gold medallists in four of the five disciplines
- There were a total of 290 team officials present at 2017 WTTC

SOCIAL

- There were 350 volunteers, of which 95% were from Germany
- Social participation initiatives were held both before and during the event, for both adults and children. This included a world record attempt for table tennis being played on the longest consecutive line of tables, as well as the launch of TTX
- During the eight days of competition, school engagement days were organised for 2,100 schoolchildren from in and around Düsseldorf
- Education programmes, including Athlete Career Programme workshops for athletes and officials, as well as the 15th ITTF Sports Science Congress, were held by the ITTF

Sporting

Athletes – total	596
Male / Female	330 / 266
Overseas / Domestic	582 / 14
Continental reach	6
Competing nations	107
Officials – Team	290

Athlete gender and continental breakdown

Continent	M	F	Total
Africa	24	17	41
Asia	110	88	198
Europe	139	116	255
North America	27	23	50
Oceania	7	4	11
South America	23	18	41
TOTAL	330	266	596

Social

Volunteers	350
Domestic	95%
Children attending school engagement days during 2017 WTTC	2,100

Executive Summary

Liebherr 2017 World Table Tennis Championships

LEGACY

- 2017 WTTC presented an opportunity to expand on previous successful world table tennis championships by trying new concepts to engage with fans, enhancing the experience both for spectators on-site and viewers via media platforms
 - Survey results justified the greater focus on making 2017 WTTC more than just a sports competition
 - Record coverage and viewing figures for a world table tennis championships across media and social media platforms
- The objectives of the DTTB and the city of Düsseldorf were mainly achieved.
 - Since the vast majority of spectators were German, there was maximum opportunity to engage with them
 - Tourism spend in the city was higher than the initial investment of the city, even if mainly by German spectators
- The success of the event can encourage new cities to bid to host the event, whether traditional sports cities or not
- There was a strong emphasis on increasing knowledge share among host cities from both the ITTF and the DTTB
- The continued success of Chinese players will ensure strong support of the sport in China, which is a bonus for some stakeholders (e.g. cities, sponsors), but can make the competition predictable and detract some spectators and viewers
- 2017 WTTC helped Germany to 8th position in Sportcal's Global Sports Nations Index
- 2017 WTTC scored enough points by itself to lift Düsseldorf into the top 150 cities in Sportcal's Global Sports Cities Index
- A big focus on table tennis-related social engagement initiatives during 2017 WTTC will help the sport to identify with current and future generations in Germany

Legacy

- Another successful world table tennis championships, building on lessons learnt from previous editions
- New concepts tried to engage with both spectators on-site and viewers via media platforms
- Predominantly German spectators on-site proves that table tennis remains an important sport in the country
- 87% of spectators at venue rated 2017 WTTC as a positive experience
- Record viewing figures on media and social media platforms
- Strong performance from China continues to draw in Chinese audiences
- Tourism spend by visitors to Düsseldorf was more than the total cost spent by the DTTB
- \$5.61 million was spent on accommodation in the city
- Düsseldorf provided a blueprint for cities that do not traditionally host major sports events
- Schools programme attracted over 2,100 schoolchildren
- Equipment used during 2017 WTTC recycled to table tennis clubs across Germany



SPORTCAL GLOBAL COMMUNICATIONS LTD.

gsi@sportcal.com | www.sportcal.com

London Office

Allington House
25 High Street
Wimbledon Village
London
SW19 5DX
United Kingdom

*Tel: +44 (0) 20 8944 8786
Fax: +44 (0) 20 8944 8740*

Switzerland Office

Maison du Sport
International
Avenue de Rhodanie 54
1007 Lausanne
Switzerland

*Tel: +41 (0) 21 310 0740
Fax: +41 (0) 21 310 0741*

USA Office

441 Lexington Ave
3rd floor
New York, NY
10017
USA

Tel: + 001 646 625 7368

Registered in England and Wales.