

30 SEPTEMBER 2010 • HERZOGENAURACH



IHF FORUM

LOOKING BACK...



1 1ST RULES MODIFICATIONS IN 1997

- Quick throw-off is the basis of modern high-speed handball
- New and creative techniques
- Mutable game tactics are advancing

2 WCh EVENTS

- Handball in big arenas

3 HANDBALL IN THE MEDIA (ON TV) ALL AROUND THE WORLD

OBJECTIVES



GAME DEVELOPMENT

HANDBALL ON TV

HANDBALL AND ITS PARTNERS

CONCEPTS • STRATEGIES • INNOVATIVE SOLUTIONS

SUBJECT 1

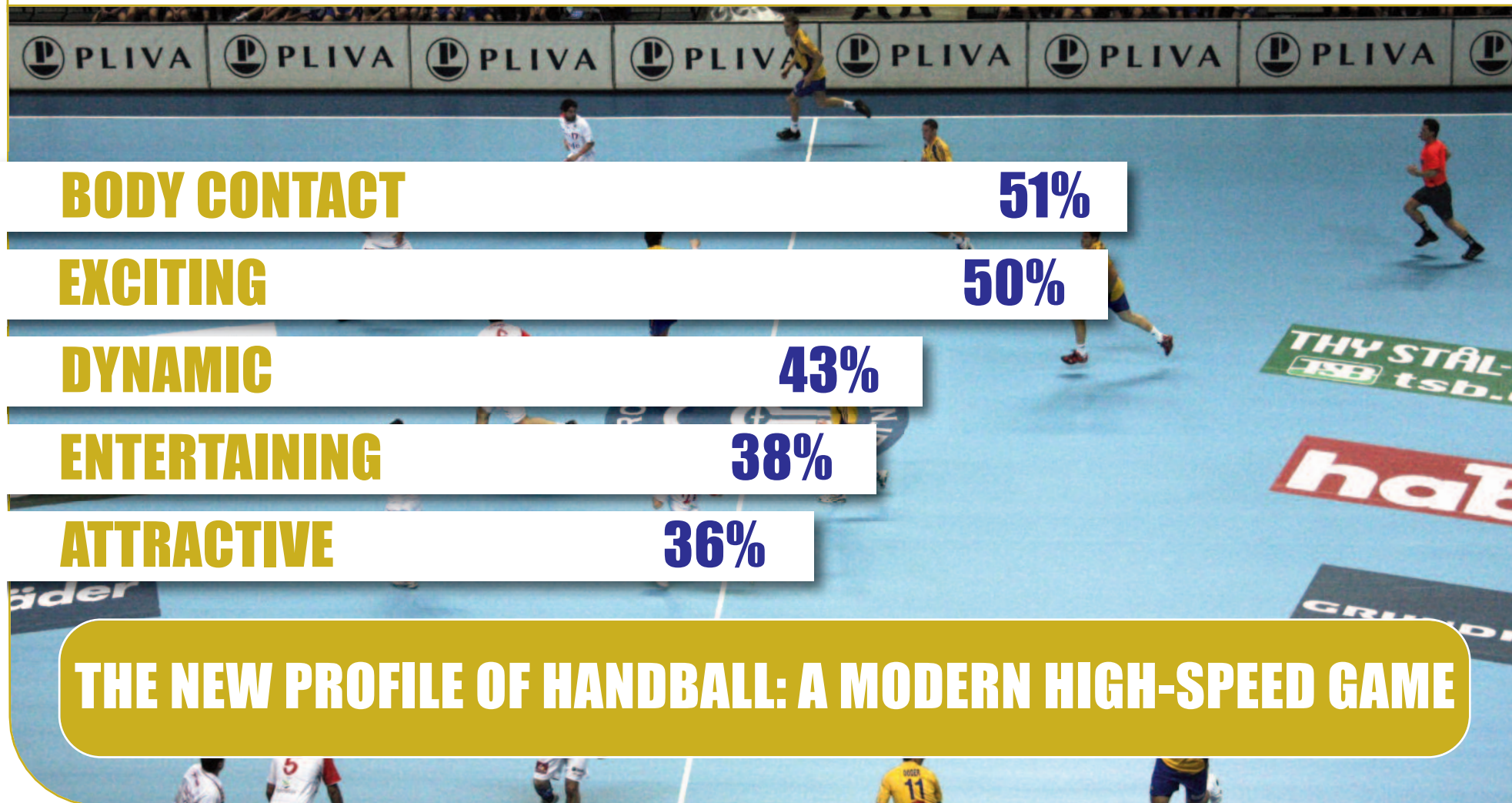
GAME STRUCTURE AND GAME DEVELOPMENT



IN WHICH DIRECTION SHALL THE GAME PROGRESS?



THE PROFILE: HANDBALL IS ...



BODY CONTACT 51%

EXCITING 50%

DYNAMIC 43%

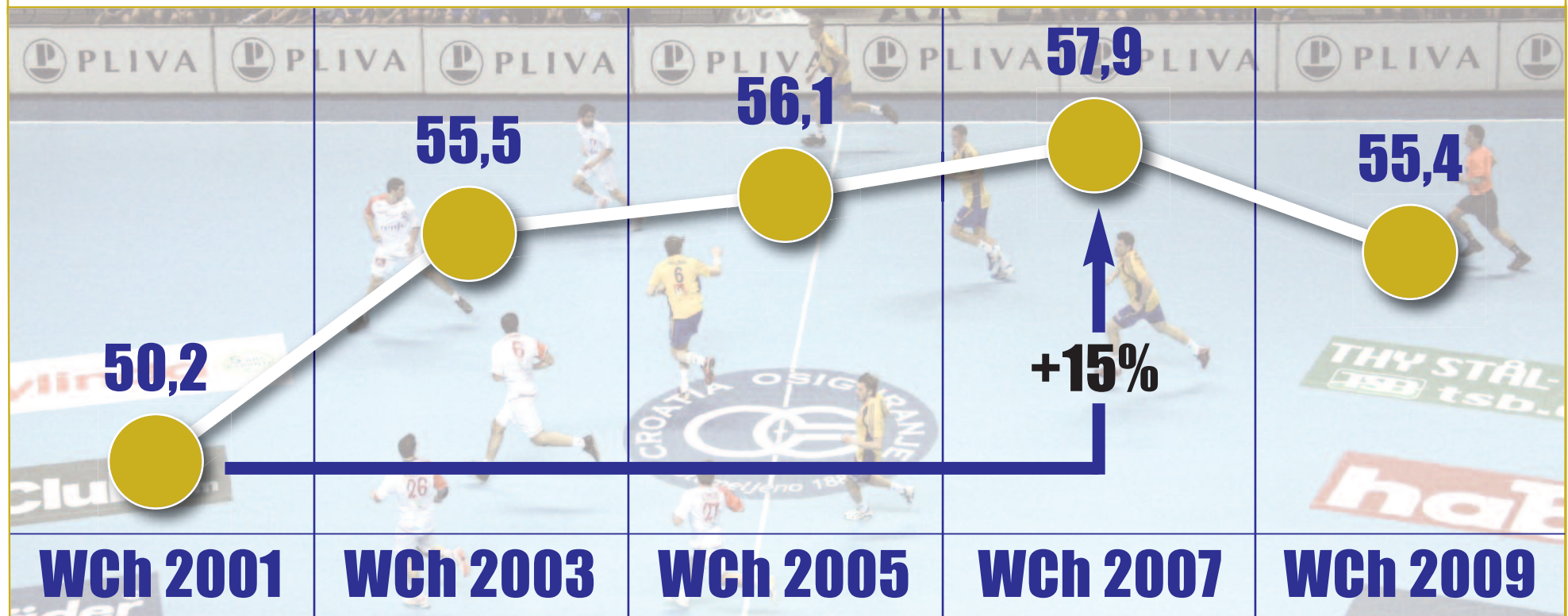
ENTERTAINING 38%

ATTRACTIVE 36%

THE NEW PROFILE OF HANDBALL: A MODERN HIGH-SPEED GAME



NUMBER OF GOALS PER MATCH (MEN)



FLOOD OF GOALS: ARE ATTACK AND DEFENSE STILL WELL-BALANCED?

SOME IDEAS FOR GAME AND REFEREE DEVELOPMENT



- **SPECTATORS:** promote the goalkeeper play
 - ▶ smaller goals
- **MATCH OBSERVATION:** greater number of referees
- **RULES CHANGES:**
 - ▶ 3rd team time-out
 - ▶ playing time: 4 quarters
 - ▶ players on the field (only 5)

WHAT MAKES HANDBALL INTERESTING FOR SPECTATORS?

SOME IDEAS FOR GAME AND REFEREE DEVELOPMENT



SPECIAL BALL COATING

SPECIAL CLOTHING

NON-SLIPPERY COURT

NON-SLIPPERY SHOES

INNOVATIVE EQUIPMENT TO FURTHER DEVELOP THE GAME

SUBJECT 2

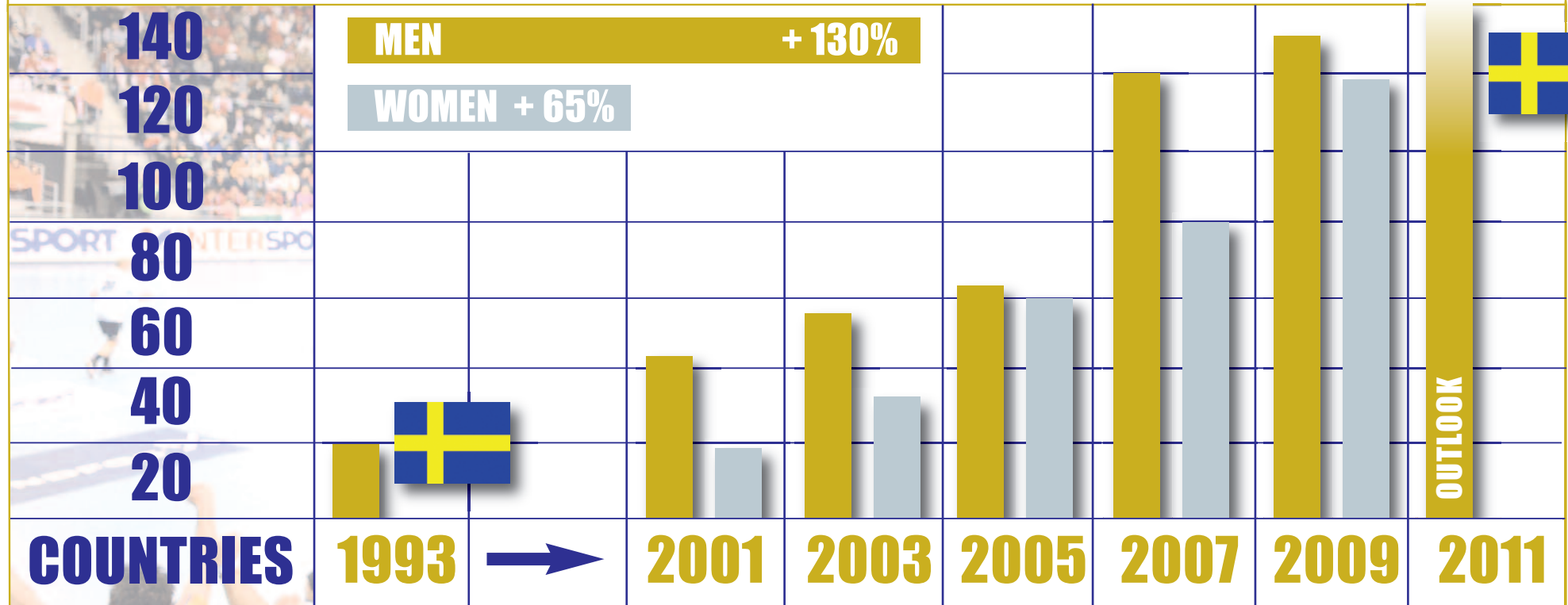
HANDBALL ON TV



**THE PRODUCT IS EXCELLENT.
HOW TO SELL IT IN A BETTER WAY?**



GROWING NUMBER OF COUNTRIES THAT PROVIDE TV COVERAGE



TV COVERAGE OF THE IHF WORLD CHAMPIONSHIPS ALL AROUND THE WORLD



THE IHF PROPOSES



- **TRAINING COURSES** for TV commentators and presenters
- **TV COVERAGE:**
 - ▶ 3D analyses
 - ▶ info trailers
- **STRUCTURE OF THE GAME:** make use of game interruptions
- **NEW CONCEPT:** "ALL-STAR Team", ceremonies

WHAT WOULD BE SUITABLE FOR HANDBALL FROM THE TV EXPERTS' POINT OF VIEW?



„SELLING“ THE TOP STARS



POSTNOVA (RUS)



RIEGELHUTH (NOR)



OMEYER (FRA)



DUVNJAK (CRO)

HANDBALL TOP STARS ARE THE HALLMARK OF THIS SPORT!

SUBJECT ③

HANDBALL AND ITS PARTNERS



WHAT ARE THEIR REQUIREMENTS?



IHF EVENTS

ATMOSPHERE

EXPERIENCE

EMOTIONS

EXCITEMENT

WHAT IS THEIR OPINION ABOUT THE EVENT PRESENTATION?

IHF PARTNERS

- WHAT ARE THEIR REQUIREMENTS?



- Position compared to other sporting events?
- TV coverage?
- Marketing of the top stars?
- Handball - an attractive sport?
- Game structure?
- Image of handball?

**COMMUNICATE THE MODERN PROFILE OF HANDBALL -
OPTIONS AND NEW IDEAS?**