



Request for proposal:
Broadcast distribution
2022-2024

VERSION 1.0 / 4 JANUARY 2022

1. Introduction

World Archery is the international governing body for the sport of archery. Its mission is to promote and regulate archery worldwide, developing the sport with over 160 member associations through international events, development initiatives and marketing and endorsed by the International Olympic Committee, International Paralympic Committee and International World Games Association, among others.

Among its competitions and championships is the Hyundai Archery World Cup – held in five venues each year around the world – and world championships.

World Archery is a forward-thinking and innovative organisation and therefore wants to work in partnership with a selected company to set a new media standard in the sport, bringing the world of archery to life across channels in more effective, fresh, engaging and dynamic ways. We want to invigorate and grow the sport, developing a more contemporary face, wider appeal and inspire greater participation.

World Archery invites interested Companies to tender for the news and programme distribution of the Hyundai Archery World Cup from 2022 to 2024, plus world championships during that period and other world ranking events.

1.1 Goals

Video of World Archery events is used to attract members of the public to the sport, showcase international events to the sport's fans and provide exposure for the organisation's sponsors.

World Archery is seeking to increase its exposure across all media globally and seeks a distribution partner (the company) that can introduce and promote archery via live, news and highlight content across the widest possible range of outlets.

World Archery already has existing agreements in some territories that will be shared with interested parties under NDA. The wish is to increase this uptake for 2022 and beyond

Key territories for growth are

- Malaysia, Indonesia and SEA
- India and Indian subcontinent
- USA
- Australia/Oceania
- UK
- South Africa

Securing reach in territories without an existing deal will be prioritised over immediate revenue, which remains the key driver in maturing regions.

2. Events

For broadcast purposes, events are organised into a three-tier system, with the highest tier (one star) including all events on the Hyundai Archery World Cup circuit and the World Archery Championships, the middle tier (two star) including continental championships and secondary world championships, and the bottom tier (three star) including world ranking events.

- World Archery is fully responsible for the production and distribution (via satellite or fibre) of one-star events.
- World Archery is responsible for the distribution (via IP) of two-star events and coordinates production.
- World Archery is the exclusive rightsholder of three-star events, responsible only for distributing news content.

There is an average of five one-star events, three two-star events and 10-12 three-star events per year.

2.1 Calendar

The calendar of one- and two-star events in 2022 is as follows:

Hyundai Archery World Cup stage 1	1 star	Antalya, Turkey	13-24 April
Hyundai Archery World Cup stage 2	1 star	Gwangju, Korea	21-22 May
Hyundai Archery World Cup stage 3	1 star	Paris, France	25-26 June
Hyundai Archery World Cup stage 4	1 star	Medellin, Colombia	23-24 July
Hyundai Archery World Cup Final	1 star	TBC	September
European Championships	2 star	Munich, Germany	11-12 June
World Archery Field Championships	2 star	Yankton, USA	8-9 October
Pan American Championships	2 star	Santiago, Chile	5-6 Nov

Each one and two-star events include approximately 10 hours of live broadcast, split into four sessions, two per day on the weekend.

The draft transmission list for 2022 is available here for reference:

<https://archy.re/TX2022>

3. Output

The following information is subject to change.

Type	One star	Two star	Three star
Live (satellite)	10 hours 4 sessions		
Live (IP)	10 hours 4 sessions	10 hours 4 sessions	
Live (VOD)	Clipped content Session +2 hours	Clipped content Session +2 hours	Clipped content Session +2 hours
Highlights	2 x 26 minutes Event +4 days	2 x 26 minutes Event +4 days	
News	4 x 5 minutes Session +1 hour	4 x 5 minutes Session +1 hour	1 x 5 minutes Event +2 hours
Features and clips on request	4 x 5 minutes Available	2 x 5 minutes Available	

Live coverage is distributed as a world feed with English graphics, ambient sound and English commentary on separate audio tracks.

Highlights are delivered complete with English graphics and both international and English commentary versions.

News items are distributed with English graphics, no commentary and accompanying log sheet.

World Archery is open to exploring non-event-based content formats.

4. Proposal requirements

World Archery is requesting a proposal that covers the following.

A – Programme sales and relationships with rightsholders

- The negotiation and contracting of World Archery live and highlights programming rights to a wide range of territories with the aim of increasing uptake beyond World Archery’s existing agreements, increasing revenue and value to sponsors.
- Managing rightsholder relations, overseeing communications, and supplying programming schedules and delivery details.

Any response should include:

- Details of company’s experience with other sports or events including key metrics.
- Strategy to increase programme uptake, sponsor value or generate financial growth, particularly in key markets.
- Innovations in format or distribution delivery methods.
- The complete costs for:
 - o Implementation of the strategy.
 - o On-going rightsholder relationship management.
 - o Contracting of new rightsholders.

B – News and targeted content distribution

- Strategy for increase in up-take of news, on-demand and clip content across linear and digital channels, including communication plan with outlets and agencies.
- Distribution of news clips whenever available.
- Provision of general advisories and direct communications during events.
- News uptake reporting and progression measuring.

Any response should include:

- Examples of company’s experience with other sports or events including key metrics.
- Strategy to increase news uptake, including details of plans and resources.
- The complete costs for:
 - o Implementation of the strategy.
 - o On-going distribution of news and clips.
 - o News contact research.

C – Innovation

- Identify areas of growth for World Archery and the sport, then develop a measurable strategy to take advantage of potential markets.
- Identify areas of opportunity in content formats and distribution methods.
- Identify targets ahead and related to the Paris 2024 Olympic Games.
- Identify areas of opportunity for World Archery as a:
 - o Host broadcaster
 - o Rights properties owner
 - o Rightsholder (of non-owned events)

5. Proposal details

5.1 Financial

The proposal must be submitted in **Swiss Francs (CHF)**.

5.2 Performance

World Archery will work with the appointed company to set key performance indicators. These will be agreed no more than one month after appointment and will be reviewed monthly.

5.3 Ownership and rights

World Archery remains the owner of all copyright and other intellectual property rights in all documentation, programming and all other material produced by or on behalf of World Archery by the company for the purposes of performing its obligations including, without limitation, all recorded materials, formats, scripts, designs, treatments and the benefit of any third party clearances or permissions.

All content produced by the company must be provided to World Archery with licences fully cleared by the company (at its cost) for the exploitation by or with the approval of World Archery throughout the world in any all media in perpetuity.

5.4 Deadline and proposal delivery

The deadline for delivery of a proposal is 5pm CET on Tuesday 25 January 2022.

Reponses are to be delivered by email to:

- **Chris Wells**, cwells@archery.sport
World Archery head of communications
- **Denis Harvey**, धारवेय@leadingedgetv.co.nz
Broadcast consultant

5.5 Evaluation

Each proposal will be given due consideration. World Archery reserves the right to request a meeting (remote) for clarification or to aid in decision making.

Responses will be evaluated on the following criteria:

- Detail provided against proposal requirements
- Alignment and understanding of World Archery
- Company, key experience and cultural fit
- Innovation and creativity
- Cost and value

5.6 Questions

Should be directed to the contacts in 5.4.