



Request for proposal:
Broadcast graphics (design)
2024

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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 150 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.

The federation is responsible for organising the Hyundai Archery World Cup, Hyundai World Archery Championships and several other major tournaments, as well as developing expertise in countries worldwide, particularly in the areas of television production and digital distribution.

This is realised through the implementation of a partial remote production model, in which all archery content flows through a singular control room, where graphics and commentary are added to contribution feeds before being distributed.

World Archery invites interested companies to submit a proposal to redesign the broadcast and digital graphic package used on archery events worldwide.

1.1 Background

World Archery developed its current broadcast graphics packaged internally in 2016, wholly based on historic iterations created for multisport events.

World Archery implemented its remote production model in 2020, delinking graphics from on-site productions, and drastically increasing the number of hours and events being fully or partially produced by the federation.

World Archery rated as the second most engaging sport on digital platforms during the Tokyo 2020 Olympic Games and has enjoyed unprecedented success generating revenues from social and online sources.

The current graphics package:

- Is not optimised for digital consumption (1:1 ratio or other).
- Does not remove barriers of understanding for the viewer.
- Does not link with the other visual properties owned by the federation.
- Has not been updated to take advantage of changes in the rules, including mandatory alternate uniform colours, to better engage the viewing public.

1.2 Mission

To deliver a unified and innovative visual experience that not only helps a viewer to understand the sport but adds rich value to the remote spectator experience, and extends across live graphics, broadcast edit assets and digital assets.

This project is an exciting opportunity to evolve the identity of an important Olympic sport.

2. Graphics requirements

For the purposes of this process, graphics are split into live graphics and asset graphics. The live graphics will be integrated into a live graphics delivery system, while the asset graphics will exist only as edit files or templates for use in post-production software.

The listed templates are examples of what is currently being used, should not be used as a direct list of tasks and any final offering can include additional designs.

The design of the graphics should assess the visual identity of **archery+**, which is the OTT platform and production brand of World Archery, the target insignia and three colours, and act as a unifying element across all aspects of the sport's content. Development of the archery+ brand is encouraged.

(See appendix A for the archery+ identity.)

2.1 Live graphics

Completely replace the live scoring graphics used at World Archery events.

The template library of the current system is [available in this document](#), however the goal is not to replace the offering template by template, but to assess requirement from the ground up, simplifying the use and spectator experience, test options and deliver a flexible but consistent catalogue of live elements.

The design proposal must cater for:

- Recurve and compound rule sets.
- Individual, mixed team and team matches in target archery.

Particular focus must be put on:

- Ensuring key information fits within a 1:1 frame to better activate digital opportunity, with secondary information outside the 1:1 frame.
- Modern standards in viewing devices and minimising the intrusiveness of graphical elements.
- Modernising the graphical interpretation of the sport and the two rule sets, which should be displayed in an alternative format.*
- Making a visual link between the graphic and the athlete using uniform colour.
- Integrating new data formats that add to the drama, tension and storytelling.
- Better integrated visual assets in a way that is easy to use.
- Flexibility of use for multiple levels of event and production – ie templates might exist in multiple iterations, where the first iteration is simple with only basic data provided (arrow scores), and a later iteration may be complex (timing or more).

*For example: If athlete A has shot 8 arrows and athlete B has shot 9 arrows, how can the score display to help a spectator understand the drama of the sport.

2.2 Asset graphics

Completely replace the edit files used for highlights and news, including but not limited to:

- Bumpers and wipes.
- Titles.
- Athlete introductions (1-, 4-, 8-athlete versions).
- Athlete feature card.
- Set/end identifier.
- Venue locator/explainer.
- Lower thirds for interview.
- Event title.
- Competition title.

Completely replace the edit files used for digital, including but not limited to:

- Call to action (OTT).
- End bumper.
- Thumbnail templates. (still)
- Countdown
- Animated segment titles.
- Series titles.

3. Design process

The intention of this project is to redefine how archery is displayed as a broadcast sport, using readily available data sources (current) and focus groups to make informed decisions on the optimum presentation on screen.

Any proposal should not be limited to replacing the current catalogue of templates.

Any proposal should consider the following process:

1. Research phase (understanding the current issues)
2. Base specification phase (defining a draft catalogue of templates)
3. Testing phase (evidence-based decision-making)
4. Refinement phase
5. Asset delivery phase

It is not necessary for the company to deliver the direct development of the technical graphics provision (although possible), but will be required to work alongside the technical provider to implement the live graphics templates.

4. Submissions

Any proposal must include at least the information contained in sections A and B, while section C is optional. If a company is selected only to deliver sections A and B, World Archery will separately appoint a technical provider to deliver section C.

Any proposal must include a minimum cost and expected delivery, with clear additional rates for overrun or additional work.

Any proposal should not exceed 10 pages A4.

A – Research and design

- A proposal to lead the investigation of requirement, including how to collect input from a variety of stakeholders (specific and anonymous).
- A proposal for initial consultations and testing draft designs to explore new ways to graphically interpret the sport.
- A proposal for timelines, key individuals and the minimum commitment of resource at each phase of the process.
- An indication of the expected design direction.
- Examples of similar work delivered for other clients.

B – Assets

- A proposal for the format of delivery of assets.
- A style and defined use guide with examples, as well as the template files.
- A commitment to deliver ownership of assets in perpetuity.

- Examples of similar work delivered for other clients.

C – Technical delivery (optional)

- A proposal for the technical solution to deliver live graphics to broadcast.
- Any technical solution must operate as a standalone system and be capable of interpreting data delivered as a standardised feed.
- An understanding of the challenges in delivering data from a venue to a remote production base (particularly for timing) and a suggestion of solutions.
- An understanding of new technology available in the live graphics space.
- Examples of similar work delivered for other clients.

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 2pm CET on Friday 15 December 2023.

Responses are to be delivered by email to:

- **Chris Wells**, cwells@archery.sport
World Archery head of communications

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. World Archery reserves the right not to appoint a company for any reason.

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.

Appendix A – archery+ identity

