

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

A close-up photograph of a white handball with black hexagonal panels. A hand is visible on the left, holding the ball. The IHF logo, a stylized 'V' with three lines extending upwards, is printed on one of the panels.

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%

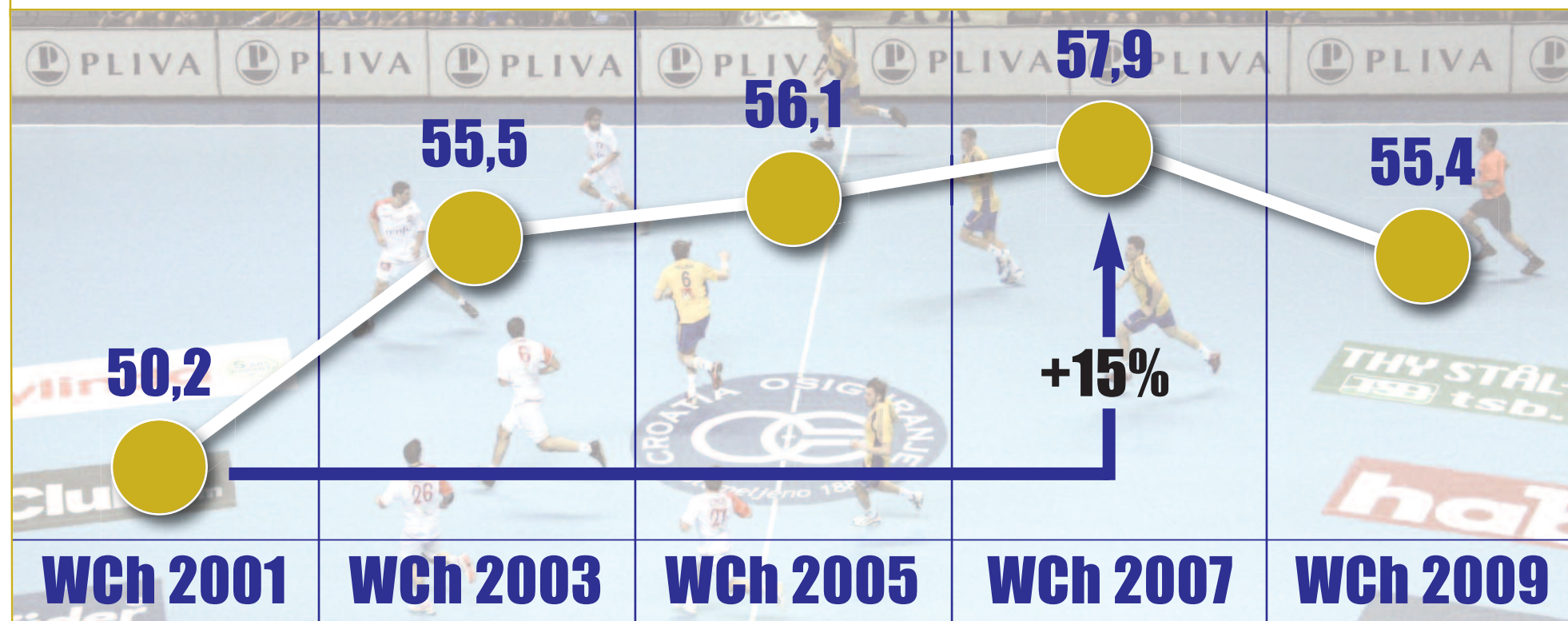
ENTERTAINING 38%

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

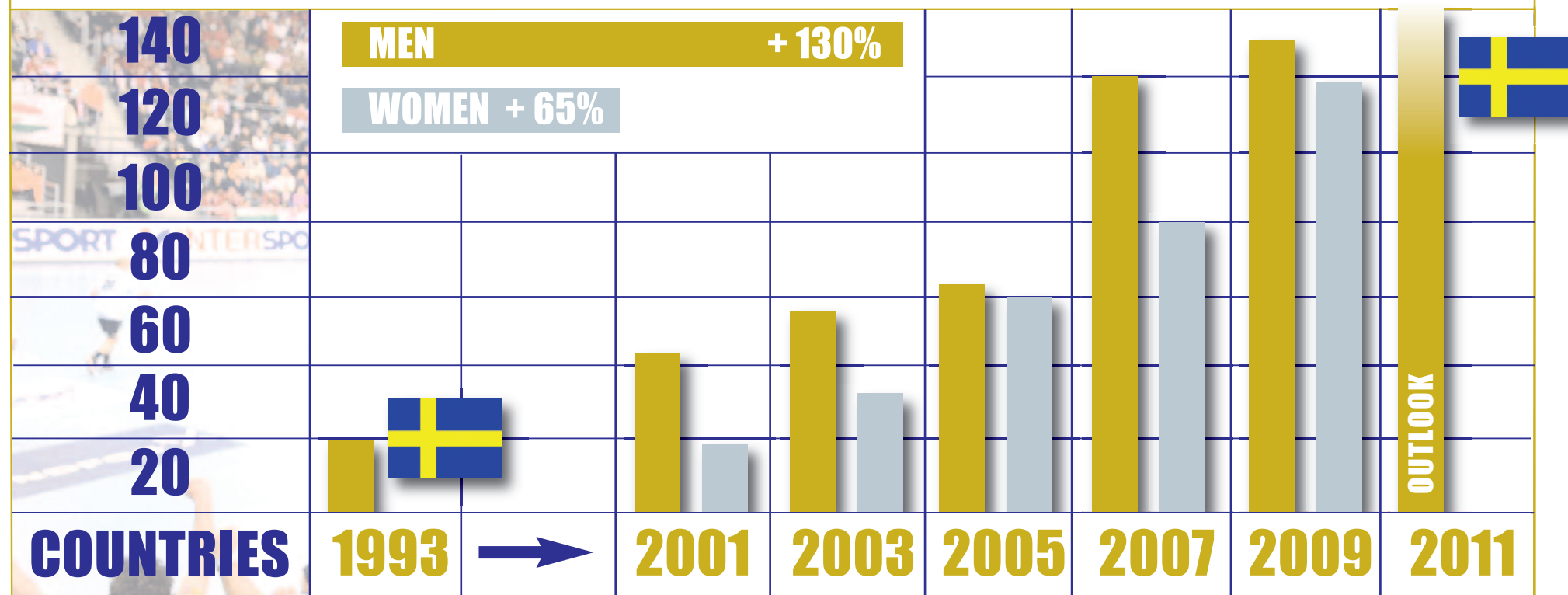
HANDBALL ON TV



**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?**