

The Digital Revolution

Patrick Baumann









The Digital Revolution
The Future Technology



The Digital Revolution

Control over the ancillary
new media rights



Websites contribute to the overall communication platform of a Federation







The Digital Revolution FIBA Organizer





The Digital Revolution

Technology for Championships



Fan characteristics



The Digital Revolution

Zoom into user behavior and interest



FIBA communicates with basketball fans through its own community website myFiba.com

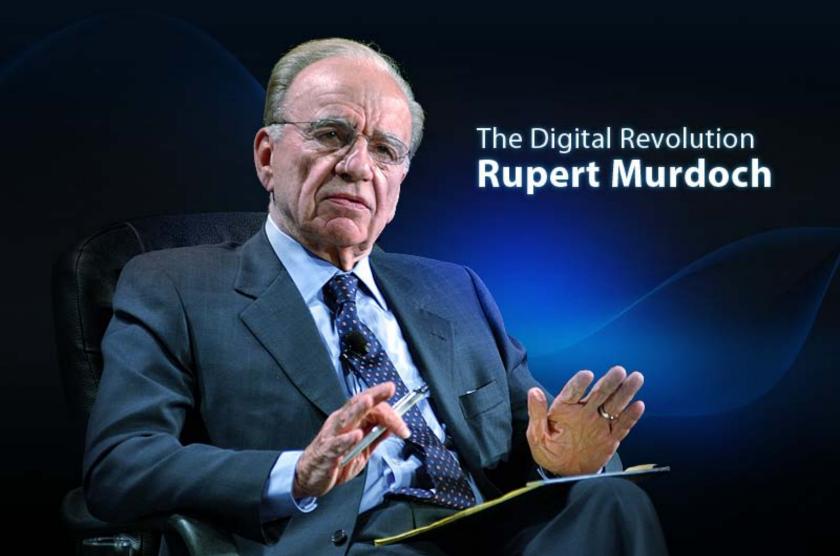


The Digital Revolution

An expensive exercise for IFs?



The Digital Revolution Fan behavior





The Digital Revolution

Commercial Opportunities

The Digital Revolution is an Opportunity for Sport

to reach the "young" generations

The Digital Revolution requires cooperation between all stakeholders

The Digital Revolution is More than Internet It is about business processes and change management

The Digital Technology in Itself is not the Objective Key is the strategy

The Digital Revolution is not About Revenues (only)





