

# THE MOMENT

IS COMING 2018.



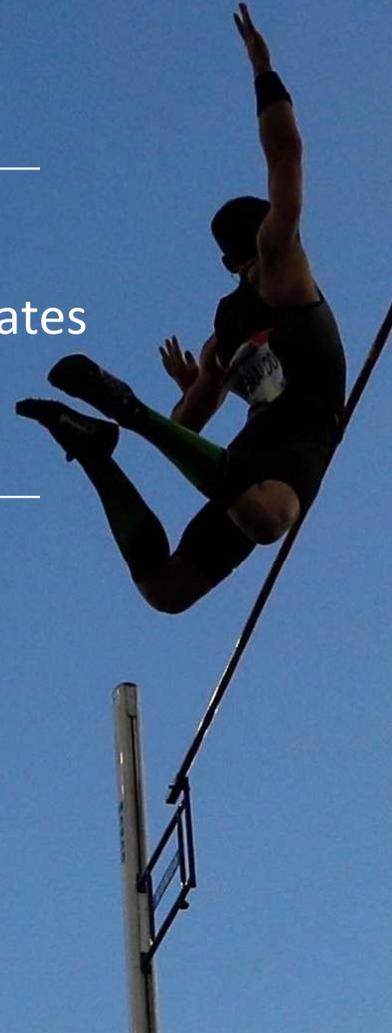
  
EUROPEAN  
CHAMPIONSHIPS  
GLASGOW / BERLIN 2018

# THE VISION

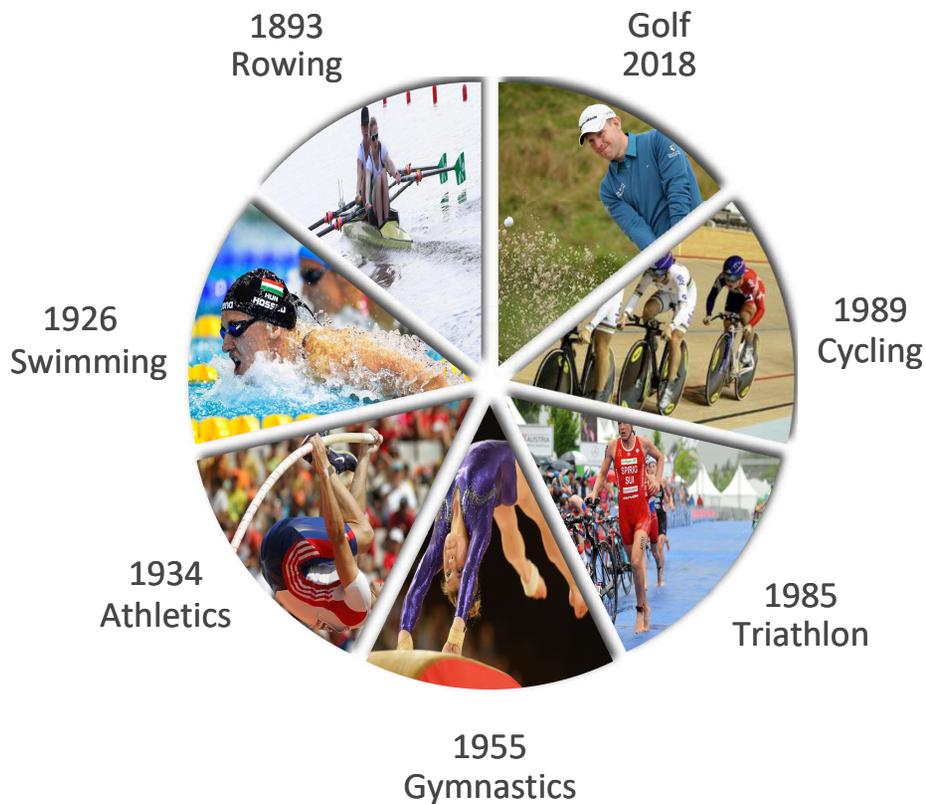
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*“To create a must watch and must attend experience that elevates the status of the Champions of Europe”*

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# New Multi-sport Championships



7 Major Sports  
United Into One Event



Builds on long history and  
tradition with new approach

# New Multi-sport Championships



7 Sports

13 European Champs

Best Athletes

14,000 Participants

188 medal events

11 competition days

0.7 Million Spectators

1.03 billion TV viewers



# What's in it for Rowing?



- More opportunities over more days to show more rowing on more platforms to more people
- 2 days of televised A finals (normally 1) and 2 days of televised preliminary rounds (normally not televised) all to a high quality standard (host produced by World Rowing Productions)
- Digital and video content available for federations to promote the sport to their audiences and to recruit new audiences
- Coverage by media groups that would not normally cover Rowing

# Pan European Engagement



More nations winning medals increase media coverage and fan engagement

		GOLD	SILVER	BRONZE
1	Great Britain	36	20	20
2	France	23	21	14
3	Russia	20	24	24
4	Germany	16	13	18
5	Italy	12	8	17
6	Netherlands	8	13	7
7	Switzerland	7	6	3
8	Ukraine	6	10	8
9	Poland	6	7	8
10	Hungary	6	6	7
11	Denmark	6	2	3
12	Spain	5	8	10
13	Sweden	4	9	1
14	Belarus	3	0	4
15	Croatia	3	0	1
16	Belgium	2	3	2
17	Czech Republic	2	2	2

		GOLD	SILVER	BRONZE
18	Serbia	2	2	1
19	Greece	1	4	1
20	Lithuania	1	2	3
21	Romania	1	1	2
22	Finland	1	0	2
23	Austria	1	0	1
24	Slovakia	0	3	0
25	Estonia	0	2	0
26	Faroe Islands	0	2	0
27	Norway	0	1	3
28	Armenia	0	1	0
29	Azerbaijan	0	1	0
30	Slovenia	0	0	3
31	Ireland	0	0	1
32	Israel	0	0	1
33	Portugal	0	0	1
34	Turkey	0	0	1

# MEDIA COVERAGE DETAILS

- / 250 hours of host broadcaster coverage
- / Over 2,500 hours of coverage on free to air public networks plus digital, print and news – inside and outside Europe
- / Over 1 Billion people will watch the event
- / 3,500 members of the media expected to attend



# EXTENSIVE MEDIA EXPOSURE



## / Free to Air Public Channels

- Extensive daily live highlights and news coverage
- Combines high audiences with public service remit

## / Thematic Channels

- Pan European - Eurosport
- National - EBU member sports channels

## / Digital Media

- Live coverage of all events on digital platforms

# FREE TO AIR COVERAGE



## / Major markets:

- United Kingdom: BBC
- Germany: ARD/ZDF
- France: France TV
- Italy: RAI
- Spain: TVE

## / Nordics

- Denmark: DR – TV2
- Finland: YLE
- Norway: NRK
- Sweden: SVT – TV4

## / Northern Europe:

- Estonia: EER
- Iceland: RUV
- Ireland: RTE
- Latvia: LT
- Lithuania: LT

## / Central Europe:

- Belgium: VRT – RTBF
- Hungary: MTVA
- Netherlands: NOS
- Poland: TVP
- Switzerland: SSR SRG
- Austria: ORF

## / Eastern/Southern Europe:

- Croatia: HRT
- Greece: ERT
- Portugal: RTP
- Serbia: RTS
- Slovenia: RTVS
- Slovakia: RTVS
- Poland: TVP
- Turkey: TRT
- Russia: MatchTV
- Romania: ROTVR
- Belarus: BTRC
- Israel: TSC
- Cyprus: CBC

# Digital Assets for you: The Media Hub



- All federations and athletes are encouraged to promote their participation
- Special access for National Federations with unique content and tools
- **The Media Hub** provides attractive, easy-to-use digital assets which can be downloaded and used on websites and social media platforms:
  - Videos, press releases, stories – also rowing specific (provided by FISA/Quattro Media)
  - Social Network Banners & Headings (twitter, Facebook...)
  - Create your Rowing EC2018 Picture to post on your social media
  - Use picture frame generator with EC 2018 Rowing Branding

**Register to access by emailing:**  
[david.owen@european Championships.com](mailto:david.owen@european Championships.com)

## Reminders – Operational Issues



- Team accreditation deadline is **29 June** via the Online Event Management System
- Radio frequencies must be registered in advance via the OC (Hatty Rogers)
- Lunch numbers to be sent to OC (Hatty Rogers)