



# 2024 Ordinary Congress

Virtual

16 November 2024

**21. Specific proposals to an existing agenda item from the member federations, the Council or the Executive Committee**

# Indoor rowing

# The World of Indoor Rowing



# Introduction



# It's no longer just for 'classic' rowers

# The most effective exercise machine

# The family is growing

20 - 25 Million Rowers  
150+ Manufacturers

 **concept 2**<sup>®</sup>

**hydrow**<sup>®</sup>

 **PELOTON**

**TECHNOGYM**<sup>®</sup>

The Wellness Company



WATERROWER | NOHRD

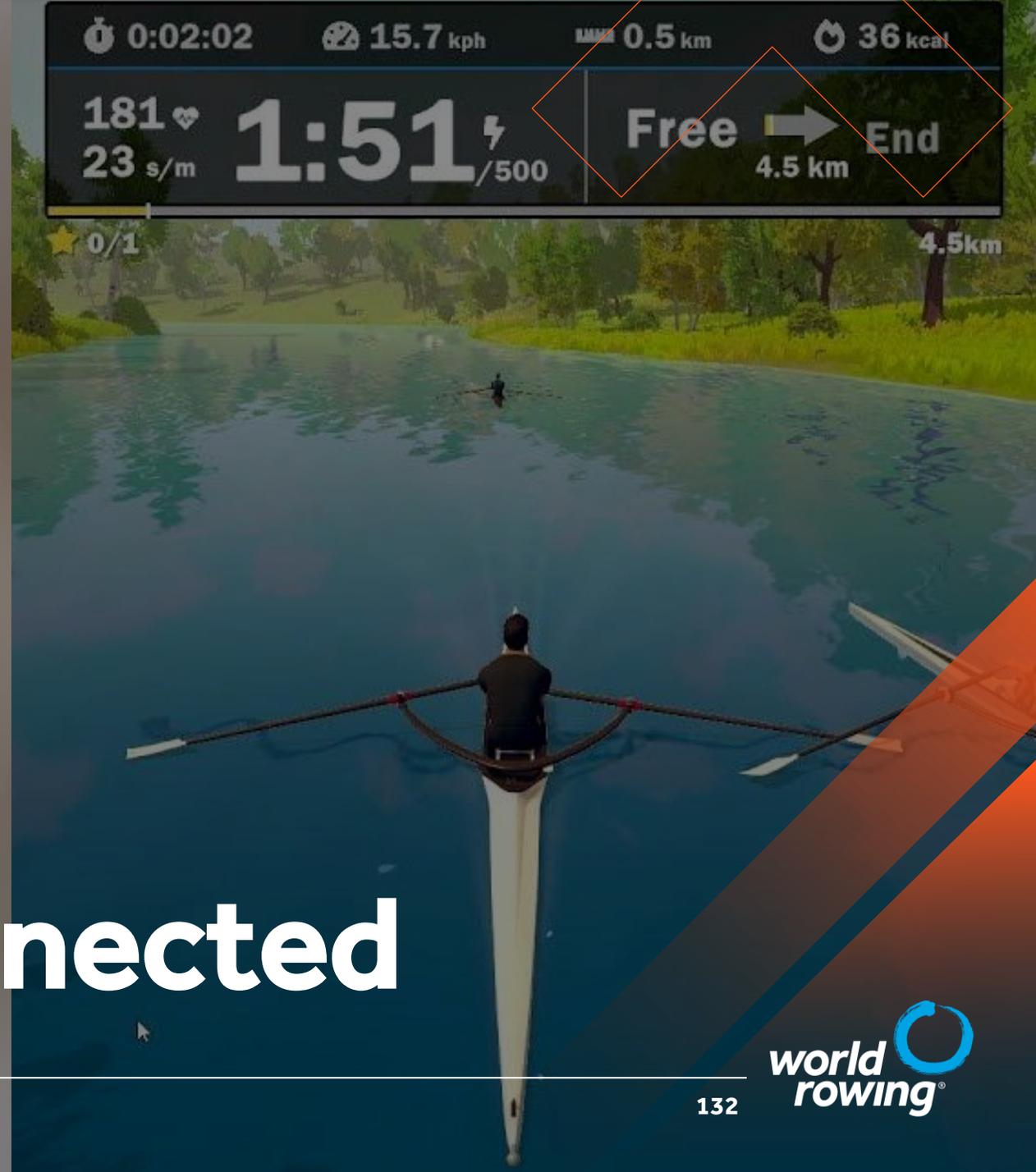


 **echelon**<sup>™</sup>

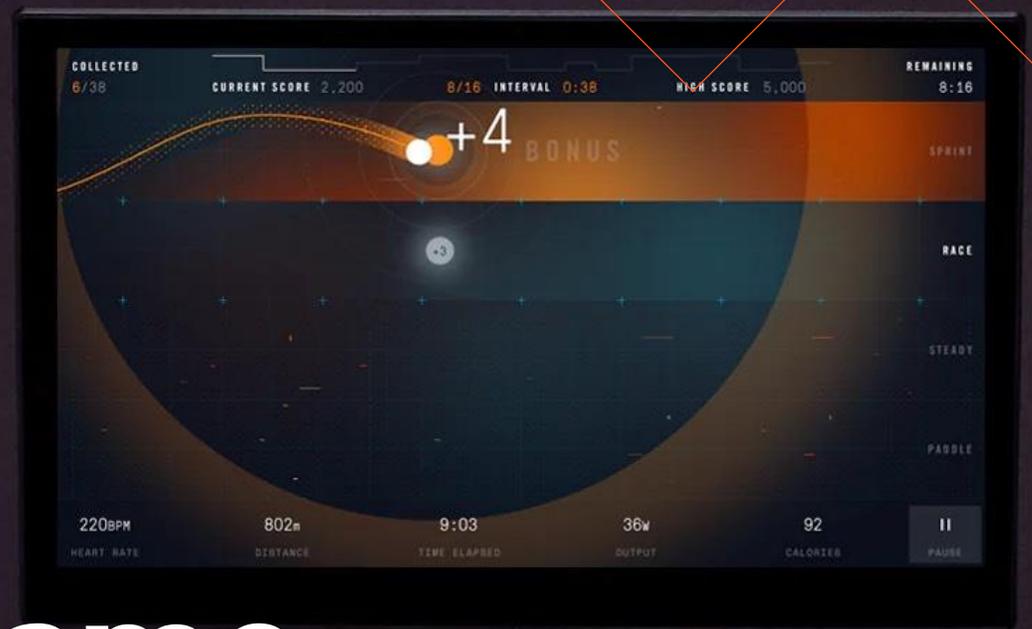
**RP3** TRUE ROWING  
EXPERIENCE



- Total 651
- RowTheDista... + 27m  
M • 40s
  - BananaSplits + 14m
  - BestinROW + 2m  
M • 30s • Boston, MA
  - 300 **Stevensuperl...** 10,258m  
On track for
  - HereIRowAgain - 5m  
F • Nova Scotia
  - AllAbOARd - 25m  
F • Mississauga



# It's connected



It's a game

An aerial view of a rowing competition on an indoor rowing machine. The rowers are arranged in three rows on a dark floor. Each machine has a small sign with a number and a country code. The text "It's a competition" is overlaid in the center in a large, white, sans-serif font. The background is dark with blue lighting accents.

# It's a competition



# It's a community

# Events

# Current Events

- World Rowing Indoor Championships
- European Rowing Indoor Championships
- World Rowing Virtual Indoor Sprints

# WRICH 2025

- **Virtual Only**
- **Qualification begins 15th November to 20th January**
- **2 Weekends of Racing**
  - **15th & 16th Feb - 500m & Endurance Relays**
  - **22nd & 23rd - 2000m & Sprint Relays**
- **4 Rounds of Racing**
  - **Round 1: World Open Heats**
  - **Round 2: Continental Knockout Heats - Top 150 per continental time zone + 10 per age category**
  - **Round 3: Semi Finals - Top 50**
  - **Round 4: Finals - Top 20**
- **Round 3 & 4 broadcast live**

# In-Person / Hybrid / Virtual

- In person is important
- Virtual is important
- Hybrid is complex and limiting

# Entries Numbers

	WRICH	Virtual Challenge
2016		3,900
2017		4,950
2018	2500 (Alexandria)	7,900
2019	700 (Long Beach)	6,200
2020	2100 (Paris)	7,900
2021	1000 (Virtual)	5,400
2022	Cancelled	3,400
2023	1600 (Toronto) (Hybrid)	6,250
2024	2100 (Prague) (Hybrid)	7,000

Average: 1,667

Average: 5,800

# In-Person & Virtual

- **In person offers opportunity for community to compete and come together.**
  - **Economic impact to host cities**
- **Virtual offers opportunity to everyone to compete and take part**
  - **Sustainable and cost effective for competitors**

# Versa Challenge

## World Rowing Championships – New Competition Format

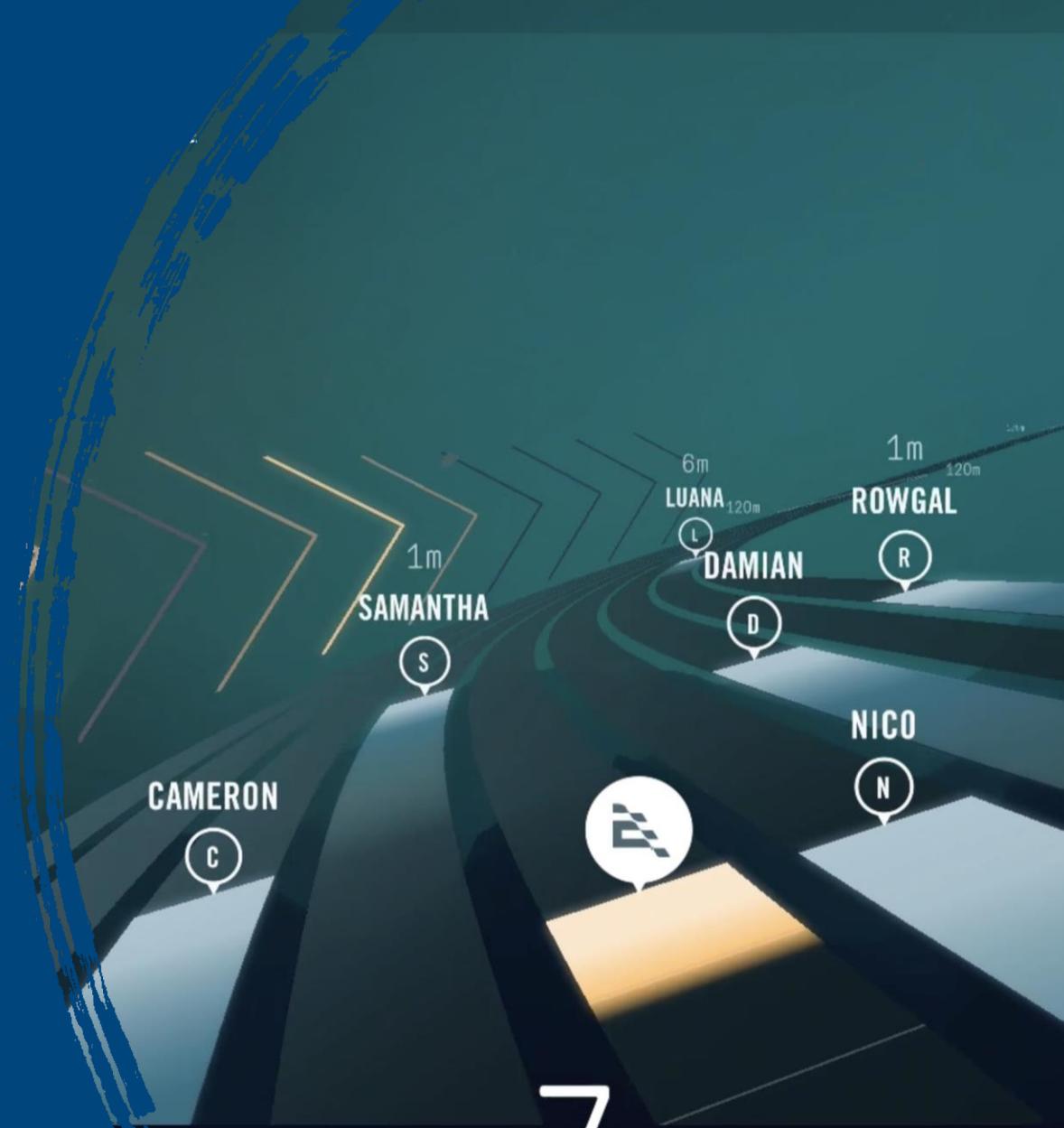
- 12 Men
- 12 Women
- 2 Days of Competition
- 5 different Challenges/Events
- Winners of the 5<sup>th</sup> Event is crowned the WR VERSA Champion



# New Virtual Series 2025

- **Several Months of Virtual Racing**
- **1 Race Distance / Time / Calories per Month**
- **During each Month Races can be done in own time**
- **Winners for each monthly Race**
- **Overall Winner(s) for all monthly Races**

# Esports



# What is Esports?



**A virtual game with physical activity**

**A simulated sport**

**A game**



# Olympic Esports Games

**IOC enters a new era with the creation of Olympic Esports Games – first Games in 2025 in Saudi Arabia**

# World Rowing's Approach



- We've officially submitted a proposal for inclusion.
- Versa format of racing, multiple challenges
- Heat, Semi-final, Final
- Potential Events: Individual Men and Women, Team (1 man, 1 woman)
- Potential NOCs: 32+

# World Rowing's Partners

Hardware Partner



Graphics Partner

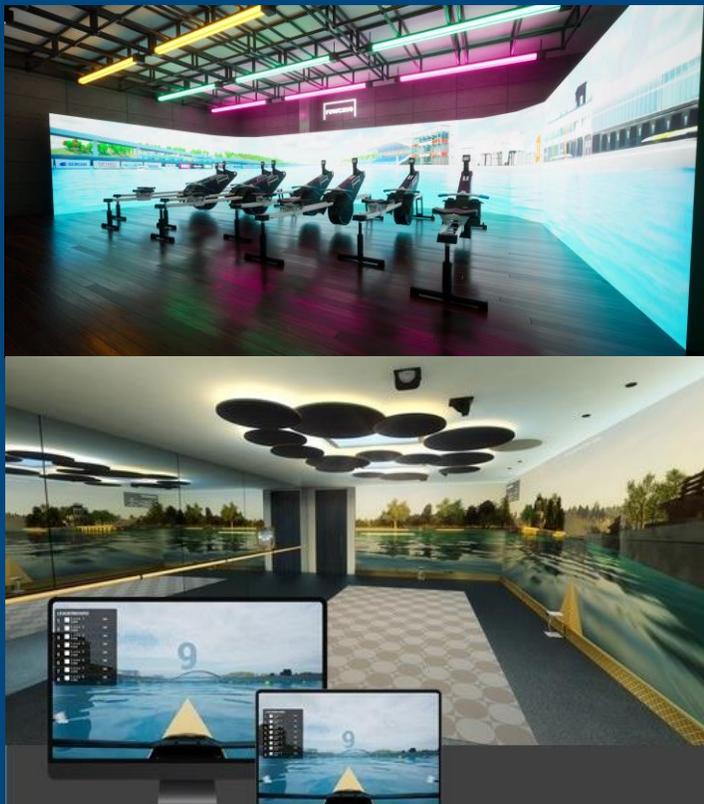


# Next steps

- **Decision by IOC on Sports Program**
- **If Rowing is included:**
  - **Qualification Pathway via Virtual Series**
  - **Continental Qualification opportunities**

# How you can use Esports

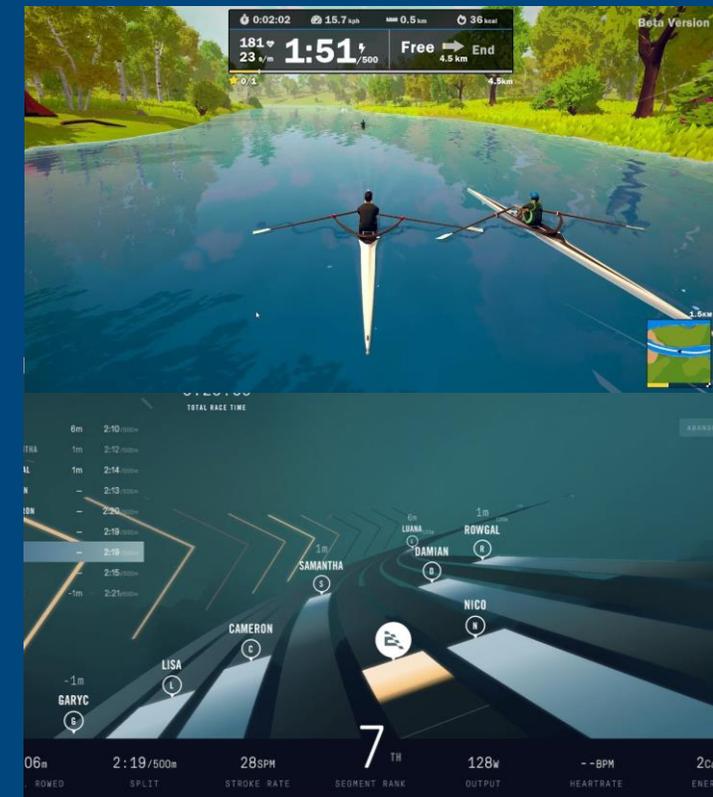
## Activation



## Community



## Competition



world rowing

EXR

rowcave

world rowing



EXR  
IMMERSIVE INDOOR ROWING

rowcave

world rowing  
EXR  
rowcave



Rank	Team
1	Christa
2	Team 9
3	Yusuke



world rowing

# Partnerships





- **New & enlarged Partnership**
- **5 Years: 2024 - 2028**

**Core Objectives:**

- **Promoting Discipline & Brand**
- **Improving WRICH & Sports Presentation**
- **Digital Content Production**
- **Strategic Business Development**



**JAPAN SPORT**  
COUNCIL  
日本スポーツ振興センター



[Watch the video](#)

## “From High Performance, to Life Performance”

### Core Objectives:

- Engage & promote
- Joint Research related to the field of Virtual Sports

## “From High Performance, to Life Performance”



Sports Day Festival Images provide by and copyright of Japan Sports Council



## “From High Performance, to Life Performance”



Paris 2024, TEAM JAPAN HOUSE. Images provide by and copyright of Japan Sports Council

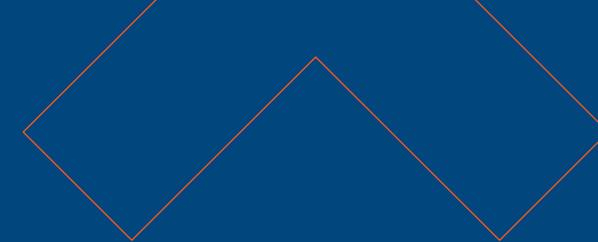


## The World's Biggest 3D Rowing Community

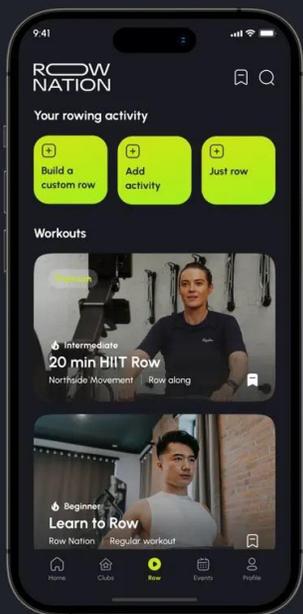


# Member Federations Activities



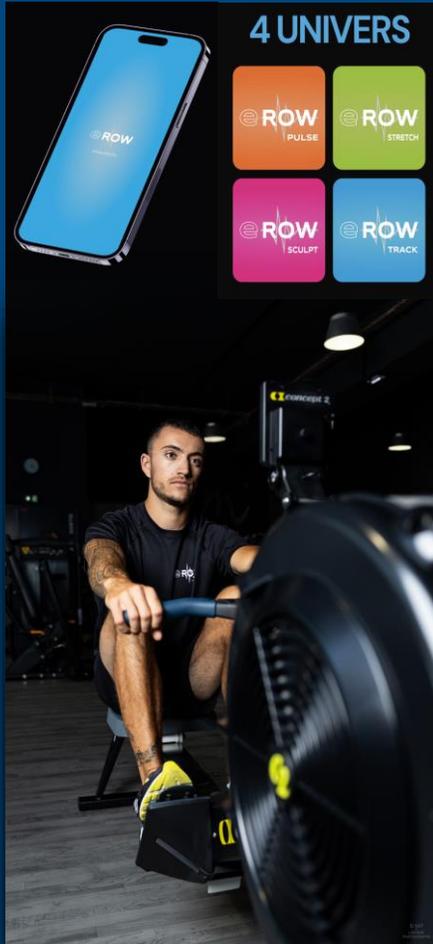


Find great workouts  
For all fitness levels



### Row Nation:

- download numbers have tripled since June
- 70% of use by 18-50yrs demographic
- successfully ran the virtual Australian Indoor Rowing Championships via the platform, which even included 4 entrants from Casey Research Station in Antarctica
- We have already seen engagement with the esport community, demonstrating the opportunity for demographic diversity



- a lot of very creative rowing sessions available based on a fitness and rowing mix with 4 universes
- The target is the individual rowers who have an access to a rowing machine (fitness club, personal rowing machine, rowing club, hôtel, ...)
- App available on Google Play and Apple Store. Freemium and Premium(120€/year)
- Website : <https://e-row.fr/>



- Rowing adventure is a new video-game animation compatible with the PM5 Row-Erg Concept 2
- This video-game animation has been developed in partnership with Sporty Peppers corporation
- This videogame is the support of a lot of indoor rowing animations in schools, universities, conventions and exhibitions.
- The game adds fun to the rowing experience



January 2023 we launched Inside Indoor, an innovative new platform aimed at engaging indoor rowers - in every gym, at home, and in clubs across the country.

Still in its infancy, Inside Indoor is continuing to break into the existing indoor rowing community and become a recognised name in the fitness market. Since its inception, the user base has more than trebled.

# 2025 and beyond



# 2025 and beyond

- **Rules update**
- **Attribution of 2026 WRICH**
- **Member Federation Survey**
- **Machine & Coach Excellence Program**

# **INDOOR ROWING**

[Watch the video](#)

2024 World Rowing Ordinary Congress

