

# Global Sports Impact Event Study

AIBA World Boxing Championships 2017

Hamburg, Germany

25 Aug – 2 Sep 2017

**sportcal**  
Sports Market Intelligence



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# Executive Summary

# Executive Summary

## AIBA World Boxing Championships 2017

<b>Date:</b>	25 August – 2 September 2017
<b>City:</b>	Hamburg
<b>Nation:</b>	Germany
<b>Owner:</b>	AIBA (International Boxing Association)
<b>Organisers:</b>	Hamburg 2017 local organising committee
<b>Frequency:</b>	Every two years



Hamburg 2017 was the 19<sup>th</sup> AIBA World Boxing Championships and the third to take place in Germany following previous championships in Munich (1982) and Berlin (1995).

In total, 13,708 tickets were distributed across the eight days of competition which showcased 233 bouts. Additionally, several cultural and educational events were hosted by way of the opening ceremony, coaching and medical seminars, competition rest day programme of activities and the AIBA Fan Zone.

Global television coverage was achieved with deals secured with 20 broadcasters covering 89 nations. This was supplemented by online coverage via the Olympic Channel and Facebook in nations which did not have a television broadcast deal in place. Domestic coverage was streamed live online via sportdeutschland.tv, the online sports station of the German Olympic Committee (DOSB).

AIBA and the LOC each secured three sponsors for the event which also provided equipment and marketing exposure for the event.

With athletes representing 75 nations, there were more nations present compared to the previous edition in Doha, Qatar in 2015 (69).

The 'Year of Africa' programme was at the heart of the social and educational initiatives within the AIBA Fan Zone. Educational initiatives, such as an R&J seminar and AIBA Cutman certification course, also proved highly successful.

### Key Statistics

#### Economic

Total Attendance	15,082
Ticketed	13,708
Non-ticketed	1,374

#### Tourism

Bed nights - Total	14,795
Accredited persons	10,954
Spectators	3,841

#### Media

TV broadcasters	20
TV nations	89
TV continental reach	4

#### Social Media

Posts	301
Engagements	57,383
New followers	28,659

#### Sponsorship

AIBA partners	3
LOC partners	3

#### Sporting

Athletes – Total	243
Male / Female	243 / 0
Overseas / Domestic	233 / 10
Competing nations	75

#### Social

Volunteers	194
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# Executive Summary

## Impact | Chapter summaries

### Economic

The total attendance at the AIBA World Boxing Championships 2017 has been estimated at 15,082. Hamburg's Sporthalle had a cumulative capacity of 29,806 for the eight days of competition, with a capacity of 3,500 for the preliminaries and quarter-finals and 4,102 after ringside seating was installed for the semi-finals and finals.

The LOC achieved ticket sales of 4,508, with 9,200 complimentary tickets distributed to guests, local boxing clubs, school children and other social programmes.

### Tourism

Accredited event participants contributed an estimated \$1.72 million (€1.45 million) in visitor spend to the local economy. Spectators contributed an estimated \$1.29 million (€1.09 million) in visitor spend.

14,795 bed nights were generated with spectators contributing close to 4,000 and accredited persons producing almost 11,000 bed nights.

The total tourism impact generated by the event has been estimated at \$3.01 million (€2.54 million).

### Media

IMG distributed international broadcast rights to 20 TV broadcasters covering 89 nations and territories across four continents.

Media monitoring conducted by Nielsen Sports states that 450 broadcasts aired by 35 channels resulted in a cumulative television audience of 8.88 million. These broadcasts resulted in 1.225 million event impressions, measured at 30 seconds viewing time per person.

Broadcasts totalled 1,073 hours of event-specific coverage with 848 hours of actual competition coverage. Live coverage accounted for 54% of the total broadcast time with delayed coverage making up 43% and highlights 2%.

### Economic highlights

Venues	1
Total capacity	3,500 / 4,102
Cumulative capacity	29,806
Attendance – Total	15,082
Ticketed (purchased)	4,508
Ticketed (complimentary)	9,200
Accredited	1,374
Operating budget	\$5.65m

### Tourism highlights

Visitors – Total	2,123
Spectators	1,149
Accredited	974
Bed nights – Total	14,795
Spectators	3,841
Accredited	10,954
Visitor spend	\$3.01m

### Media highlights

TV Broadcasters	20
TV Nations	89
TV continental reach	4
<i>Live, delayed, highlights only</i>	
Broadcast time (hrs)	1,073
Broadcast audience	8.88m
Accredited media	171

# Executive Summary

## Impact | Chapter summaries continued

### Social Media

AIBA's communications and social media strategy aimed to uphold the global image of boxing amidst political unrest within the federation. The strategy aimed to maintain focus on the athletes and the competition as opposed to other goings on, highlighting the time and sacrifice athletes make to achieve the highest level within the sport.

Ambitious targets were set as part of the social media strategy. A target of attracting 10-20,000 additional Facebook page followers was exceeded (25,491) and a target of breaking the 20,000-follower mark with its Twitter account was also exceeded (20,467). Both targets were met following successful social media campaigns involving athletes, sponsors and competition incentives.

Across all of AIBA's social media accounts on Instagram, Facebook and Twitter, a total of 301 posts were made which gathered 52,792 likes/favourites, 3,154 shares/retweets and 28,659 new followers.

### Sponsorship

Attracting global commercial partners was one of AIBA's core objectives for 2017. This was achieved following agreements with adidas, the global sportswear brand, and Borgward, the automotive manufacturer.

AIBA's official licensee, SportCom, the French sports equipment provider, supplied the competition rings and training venue equipment free of charge to the LOC. adidas supplied the competition gloves as well as uniforms for AIBA Officials, LOC staff and volunteers.

The LOC secured three domestic partners: BoxSport, H-Hotels and Teamsportreisen.

### Facebook

[@AIBA.Boxing](#)

### Twitter

[@AIBA\\_Boxing](#)

### Instagram

[@aiba\\_official](#)

### Social media highlights - all AIBA accounts

Posts	301
Likes / Favourites	52,792
Shares / Retweets	3,154
Comments	1,437
New followers	28,659
% increase in followers	15%

### Sponsorship highlights

AIBA partners	3
Domestic partners	3

# Executive Summary

## Impact | Chapter summaries continued

### Sporting

Following continental qualification tournaments earlier in the year, 243 athletes competed at the AIBA World Boxing Championships 2017.

Germany took up its full quota of 10 athletes, one for every weight category, whilst 233 athletes travelled from overseas. All six continents were represented at the event by the 75 competing nations. This equalled 37.3% of AIBA's recognised membership.

There were 65 technical officials at the event; 30 international and national technical officials (ITOs and NTOs), and 35 referees and judges (R&Js).

Cuba was the most successful nation at the competition, winning seven medals, five of them gold.

### Social

The local organising committee recruited 194 volunteers to assist in the planning and delivery of the event.

Through its 'Year of Africa' programme, AIBA engaged with athletes, officials, spectators, local school children and boxing clubs by organising an AIBA Fan Zone at the event venue.

The interactive educational and participation fan zone showcased the work that has been taking place on the African continent throughout 2017. The fan zone also included training sessions, a give-it-a-go commentary experience and sponsor activations from event partners.

### Legacy

The LOC failed to establish a dedicated legacy programme. However, athletes were made to feel very welcome by the local community and were invited to train at local boxing clubs in the city which allowed the boxing community to forge new relationships.

AIBA donated boxing equipment to local boxing clubs following the conclusion of the event which was gratefully received by the community.

### Sporting highlights

Total athletes	243
Male	243
Female	0
Domestic	10
Overseas	233
Competing nations	75
Continental reach	6
Competing nations / member nations	37.3%
Team officials	227
Technical officials	65
ITO / NTO	20 / 10
R&J	35
Anti-doping samples	51

### Social highlights

Total volunteers	194
R&J seminar participants	35
AIBA Cutman certification course participants	31



# Overview

## Overview

### AIBA World Boxing Championships | Event History

The AIBA World Boxing Championships is the largest global boxing competition in the world. The inaugural edition was held in Havana, Cuba in 1974 and subsequently took place every four years until 1986. The competition cycle was then amended to every two years from 1989.

AIBA removed men's headguards for the first time since their introduction in 1984 at the 2013 championships in Almaty, Kazakhstan. The move was made following the presentation of medical findings from both AIBA's medical commission and independent research published in the British Journal of Sports Medicine, which supported the removal. More than 30,000 bouts were studied as part of the research.

Following the 2013 championships, the AIBA Congress voted to end the open-entry format and introduce qualification quotas. This made the event more manageable for host cities and increased the commercial potential of the event with the best athletes in the sport competing following qualification.

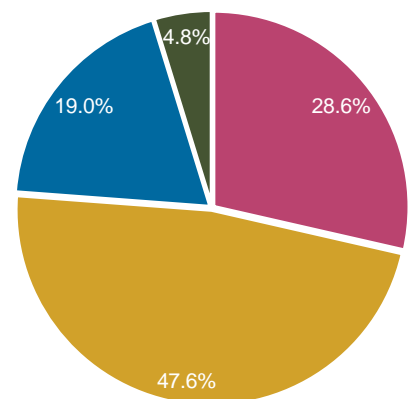
In recent years the championships have been hosted primarily in Eastern Europe and the Middle East, making Hamburg 2017 an important step-change, returning to Western Europe for the first time since Milan 2009.

Future editions of the championships were awarded to Sochi, Russia (2019) and New Delhi, India (2021) in July 2017. These two championships secured AIBA its target hosting fee of CHF 4 million per event, CHF 8 million in total.

#### AIBA World Boxing Championships history

Edition	Year	City	Nation
1st	1974	Havana	Cuba
2nd	1978	Belgrade	Yugoslavia
3rd	1982	Munich	West Germany
4th	1986	Reno	United States
5th	1989	Moscow	Soviet Union
6th	1991	Sydney	Australia
7th	1993	Tampere	Finland
8th	1995	Berlin	Germany
9th	1997	Budapest	Hungary
10th	1999	Houston	United States
11th	2001	Belfast	United Kingdom
12th	2003	Bangkok	Thailand
13th	2005	Mianyang	China
14th	2007	Chicago	United States
15th	2009	Milan	Italy
16th	2011	Baku	Azerbaijan
17th	2013	Almaty	Kazakhstan
18th	2015	Doha	Qatar
19th	2017	Hamburg	Germany
20th	2019	Sochi	Russia
21st	2021	New Delhi	India

#### Continental hosting pattern, 1974-2021



■ Asia ■ Europe ■ North America ■ Oceania

# Overview

## AIBA World Boxing Championships | Event Format

The AIBA World Boxing Championships brings together the world's best boxers who compete across 10 weight categories.

The championships take on a knock-out format whereby boxers progress to the next round with each victory, whilst the loser of a bout is eliminated from the competition. There is one gold, one silver and two bronze medals for each weight category. Losers of semi-final bouts do not box-off for third place.

The schedule at Hamburg 2017 saw preliminary rounds during the first five days of competition with one afternoon session and one evening session. Following a rest day, the semi-finals and finals took place on days seven to nine with one evening session per day.

### Olympic boxing weight classes

Weight	Category
49kg	Light flyweight
52kg	Flyweight
56kg	Bantamweight
60kg	Lightweight
64kg	Light welterweight
69kg	Welterweight
75kg	Middleweight
81kg	Light heavyweight
91kg	Heavyweight
91+kg	Super heavyweight

### AIBA World Boxing Championships 2017 – Official competition schedule

Date	Session	Start Time	Phase	Weight Category (kg)										Total
				Men										
				46-49	52	56	60	64	69	75	81	91	+91	
FRI 25 AUG	1	A 14:00	Preliminaries	1		3		2		2		1		9
	1	B 14:00	Preliminaries	2		3		2		2		1		10
	2	A 19:00	Preliminaries	2		3		2		3		1		11
	2	B 19:00	Preliminaries	2		3		2		2		2		11
SAT 26 AUG	3	A 14:00	Preliminaries		2		2		2		2		1	9
	3	B 14:00	Preliminaries		2		2		2		2		1	9
	4	A 19:00	Preliminaries		2		3		3		2		2	12
	4	B 19:00	Preliminaries		3		2		3		2		2	12
SUN 27 AUG	5	A 15:00	Preliminaries	2		2		2		2		2		10
	5	B 15:00	Preliminaries	2		2		2		2		2		10
	6	A 19:00	Preliminaries	2		2		2		2		2		10
	6	B 19:00	Preliminaries	2		2		2		2		2		10
MON 28 AUG	7	A 15:00	Preliminaries		2		2		2		2		2	10
	7	B 15:00	Preliminaries		2		2		2		2		2	10
	8	A 19:00	Preliminaries		2		2		2		2		2	10
	8	B 19:00	Preliminaries		2		2		2		2		2	10
TUE 29 AUG	9	A 15:00	Quarterfinals	2		2		2		2		2		10
	9	B 15:00	Quarterfinals	2		2		2		2		2		10
	10	A 19:00	Quarterfinals		2		2		2		2		2	10
	10	B 19:00	Quarterfinals		2		2		2		2		2	10
THU 31 AUG	11	A 18:00	Semifinals	2		2		2		2		2		10
FRI 1 SEP	12	A 18:00	Semifinals		2		2		2		2		2	10
SAT 2 SEP	13	A 18:00	Finals	1	1	1	1	1	1	1	1	1	1	10
	Total Number of Bouts			22	24	27	24	23	25	24	23	20	21	233
	Number of Boxers			23	25	28	25	24	26	25	24	21	22	243

## Overview

### AIBA World Boxing Championships | Previous editions

#### AIBA World Boxing Championships 2015

**Date:** 5 – 18 October 2015

**Location:** Doha, Qatar



Following continental confederation qualification events (as well as the Baku 2015 European Games), 257 athletes from 69 nations contested the AIBA World Boxing Championships 2015 in Doha, Qatar.

Television coverage was aired by 17 broadcasters reaching 112 nations and territories on all six continents. 203 members of the media were accredited for the event.

Approximately 500 volunteers contributed towards the delivery of the event. It is estimated that 50,000 spectators were in attendance throughout the competition.

#### Economic

Attendance - Total	50,000
Venues	1

#### Sporting

Athletes - Total	257
Male / Female	257 / 0
Competing Nations	69

#### Media

TV Continental Reach	6
TV Nations	112
Broadcasters	17
Accredited Media	203

#### Social

Volunteers	500
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#### AIBA World Boxing Championships 2013

**Date:** 14 – 26 October 2013

**Location:** Almaty, Kazakhstan



The AIBA World Boxing Championships 2013 took place in Almaty, Kazakhstan and was the last championships to take place with an open entry format. The 457 athletes from 100 nations competed over 13 days of competition.

Television coverage reached 110 nations and territories via 28 broadcasters whilst 306 accredited media attended the event.

The LOC utilised 264 volunteers to deliver the event which attracted 8,300 spectators over the course of the championships.

The event was the first senior competition where athletes no longer wore headguards.

#### Economic

Attendance - Total	8,300
Venues	1

#### Sporting

Athletes - Total	457
Male / Female	457 / 0
Competing Nations	100

#### Media

TV Continental Reach	6
TV Nations	110
Broadcasters	28
Accredited Media	306

#### Social

Volunteers	264
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## Overview

### Host profile | Hamburg, Germany

#### Hamburg

Size:	755.2 km <sup>2</sup>
Population:	1,770,000 (2015)
Cities Index*:	146 <sup>th</sup> (2017)
Bio:	The Free and Hanseatic City of Hamburg is the second-largest city in Germany by population. It is considered the economic and cultural centre of Northern Germany and has a rich history as a global trading port.



# Hamburg

*Free and Hanseatic City of Hamburg*

#### Germany

Size:	357,380 km <sup>2</sup>
Population:	82,667,675 (2016)
GDP per capita (PPP):	\$41,936 (2016)
GDP growth:	1.9% (2016)
Nations Index*:	7 <sup>th</sup> (2017)
Bio:	Germany is located in Western Europe with land borders to nine countries. It is the 2nd most populous nation in Europe.



*Germany national flag*

*\*More information on Sportcal  
Global Sports Nations and Cities*

#### Selected events hosted in Germany 2014-2017

Year	Sport	Event	City
2014	Karate	World Karate Championships 2014	Bremen
2015	Modern Pentathlon	World Modern Pentathlon Championships 2015	Berlin
2015	Gymnastics - Rhythmic	Rhythmic Gymnastics World Championship 2015	Stuttgart
2016	Luge	Luge World Championships - Artificial Track 2016	Königssee
2017	Bobsleigh	Bobsleigh & Skeleton World Championships 2017	Königssee
2017	Ice Hockey	IIHF World Championships 2017	Cologne
2017	Table Tennis	World Table Tennis Championships 2017	Düsseldorf
2017	Fencing	Fencing World Championships 2017	Leipzig
2017	Volleyball	Swatch Beach Volleyball FIVB World Tour Finals	Hamburg
2017	Boxing	AIBA World Boxing Championships 2017	Hamburg
2017	Handball	Women's World Handball Championships 2017	Various

# Overview

## Venue | Competition

Competition took place at Hamburg's Sporthalle, a 4,102-seater multifunctional venue.

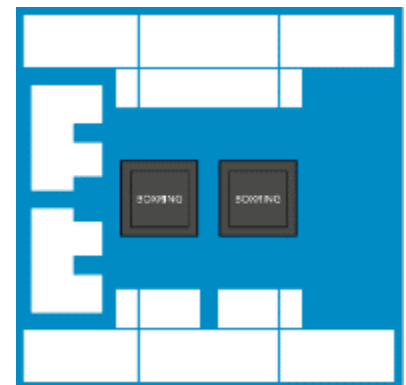
Preliminary rounds took place in two competition rings with spectator seating positioned on three sides of the field of play.

The venue was transitioned during the competition rest day to a one-ring field of play with adjustable tiered spectator seating surrounding the ring. Ringside floor seating was also installed, a first at an AIBA competition. This transition was planned by the LOC to become a means of additional revenue from premium seating and was approved by AIBA, as it was in line with the federation's objectives of making the event an even more appealing product commercially.

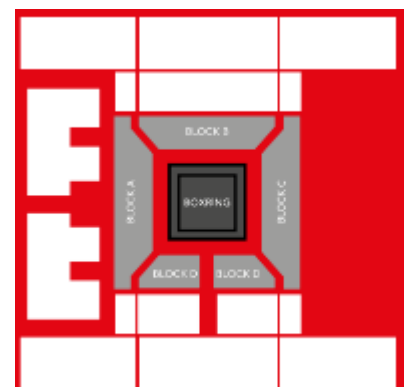
### Hamburg Sporthalle, key facts

Venue type	Existing
Constructed	1968
Renovated	2006
Capacity - Cumulative	29,806
Capacity – Days 1-5	3,500
Capacity – Days 7-9	4,102
Distance to athlete hotels	7.5km

### Field of play plan



*Preliminaries and quarter-finals*



*Semi-finals and finals*





# Overview

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## Venue | *Non-competition*

### Training venue

The event training venue was located on the same premises as the competition venue. An indoor athletics track was converted into a training area which teams could book to use throughout the event.

The pre-competition warm-up area was also located in the same building and was connected to the competition venue by corridors.

Anecdotal evidence suggests that the training venue was well used during the preliminary days of competition. Thereafter, some teams accepted invitations from local boxing gyms to train and share knowledge and experience.



### Daily Weigh-ins

Weigh-ins and medical checks took place each morning at the Hyperion Hotel, the main designated hotel for athletes and team officials. Weighing scales were available to athletes to check their weight throughout their stay.



### Opening Ceremony and Competition Draw






The Opening Ceremony and competition draw both took place in Hamburg's City Hall. This is discussed in the Social Impact chapter.

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# Stakeholders

# Stakeholders

## Key stakeholders | Overview

Stakeholder	Relationship	Description	
AIBA (International Boxing Association)	Event Owner	International governing body for the sport of boxing	
Hamburg 2017	Local Organising Committee	Event organisers of the AIBA World Boxing Championships 2017	
Deutscher-Boxen Verband (DBV)	National Federation	German federation for boxing	
Free and Hanseatic City of Hamburg	Host City	Host city of the AIBA World Boxing Championships 2017	
Federal Ministry of the Interior	Government Ministry	Key stakeholder and funding partner of the AIBA World Boxing Championships 2017	 Bundesministerium des Innern

# Stakeholders

## Key stakeholders | AIBA (International Boxing Association)

AIBA is the international governing body of boxing. It is based in Switzerland and governs all rules and regulations relating to all forms of the sport. AIBA is the owner of the AIBA World Boxing Championships which takes place every two years.

One of the key priorities of AIBA is to showcase, develop and promote the sport of boxing globally. This is being accomplished by working with key partners to achieve shared goals.

AIBA also aims to strengthen the sport's commercial position. This is to be achieved by attracting and servicing global sponsors which share the spirit and values of AIBA and the Olympic movement. In Hamburg, AIBA secured key partnerships with two global sponsors, Borgward and adidas, and partnered with IMG which distributed the international television rights to the event.

Television broadcast was key to providing sponsors with global exposure. There was a focus on brand logo placement in order to maximise this exposure. There is potential in future to use digital LED advertising boards in order to push sponsor exposure further, both for in-venue and broadcast audiences.

Additionally, there are ongoing discussions to amend uniform guidelines to allow athletes to better represent their nation by wearing their colours, which would also provide greater entertainment and broadcast value.

Hamburg 2017 used ringside seating for the first time at an AIBA event. This was implemented during the semi-finals and finals and was planned to bring greater value to spectators. However, the tickets were priced inappropriately, and it is believed that the focus of the LOC turned to generating revenue as opposed to adding value to the event.

An AIBA Fan Zone was set up at the event using AIBA's 'Year of Africa' truck in order to engage with participants and spectators. This showcased the progress being made in the development of the sport across the African continent.

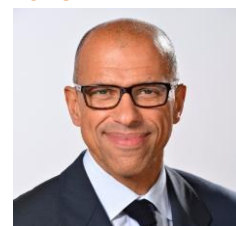
Recent political tensions regarding AIBA governance created a difficult context for the LOC and AIBA staff operating on-site. However, the event itself was not impacted. Athletes were provided with the best possible conditions and remained the focus, resulting in a very high standard of competition.



### Key Objectives

- Showcase, develop and promote the sport of boxing globally
- Provide the best possible environment for top level boxers to perform
- Work with partners to ensure all stakeholders have a good understanding of what AIBA is trying to achieve
- Ensure a boxing legacy for host cities which deliver boxing events
- Strengthen the sport's commercial position by attracting global sponsors and providing good promotion
- Provide educational and development opportunities to the boxing community globally

### Interviews



**Mr William Louis-Marie**  
Executive Director



**Mr Philippe Tuccelli**  
Sport and Development Director

# Stakeholders

## Key stakeholders | DBV



Deutscher Boxsport-Verband (DBV) is the German member national federation recognised by AIBA.

The federation bid for the AIBA World Boxing Championships with

the support of the Free and Hanseatic City of Hamburg and the German Interior Ministry.

Hamburg has a rich boxing history and is home to the Rio 2016 bronze medallist Artem Harutyunyan. The DBV believes Harutyunyan's success has and will continue to inspire Germans to take up the sport of boxing.

The federation believes that hosting the AIBA World Boxing Championships will also inspire more to participate in boxing both recreationally and competitively.

### Key Objectives

- Increase participation in boxing clubs across Hamburg and Germany
- Improve national boxing network to raise profile of the sport in Hamburg and across other key cities



**Jürgen Kyas**

President, Hamburg 2017

President, German Boxing Federation

#### Source:

Excerpts from interviews with local media

## Key stakeholders | Hamburg 2017 LOC

The Hamburg 2017 local organising committee was formed to plan and deliver the 2017 AIBA World Boxing Championships.



The LOC contracted Schillinger & Pankratz GmbH to assist in the planning and delivery of the event.

DBV staff were recruited to lead on different aspects of delivery alongside Schillinger & Pankratz, utilising their knowledge and experience of the local area and requirements in hosting boxing competitions.

The slogan "Pure Boxing" was adopted by the DBV and LOC to emphasise their attitude to planning and delivering the event. The desire was to present authentic Olympic boxing with the focus of the world being on the athletes and coaches.

### Key Objectives

- Showcase the sport of boxing to the people of Hamburg and to the world
- Generate a people-focussed event using good imagery and social media initiatives to generate interest in the event and the sport



**Michael Müller**

CEO, Hamburg 2017

Sport Director, German Boxing Federation

#### Source:

Excerpts from interviews with local media

# Stakeholders

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## Key stakeholders | *Free and Hanseatic City of Hamburg*

The DBV submitted its bid to host the AIBA World Boxing Championships with the support of the Free and Hanseatic City of Hamburg and the German Interior Ministry.

The bid was originally a precursor for a potential Hamburg 2024 Olympic Games which later never materialised due to a lack of public support. Having promised to take the hosting of the event seriously at the bid presentation in Doha, Qatar in 2015 - the bid team continued to take the event seriously and aimed to deliver to the highest standards possible for AIBA.

Following budget reviews, the total cost of the event is believed to have been in the region of five million euros.

Christoph Holstein, state councillor of the department of home affairs and sport, is a firm believer in the impact which sports events can bring to the city.

Hamburg has a long-standing boxing tradition, and amateur boxing in particular has a solid footing in Hamburg. The DBV was founded in Hamburg in 1912 and by 1928, had 3,200 members from 56 boxing clubs in the city.

Benefits of hosting major sports events are recognised as being able to bring an increased awareness for the sport, an increase in participation and positive promotion for the city.

Boxing is seen as a sport which can unite communities and tackle societal issues. The integration of refugees in to German society has been challenging and widely reported worldwide. The efforts of the boxing community in Hamburg have been greatly appreciated and have been recognised with a number of awards over recent years.

It was hoped that participants and visitors would take the time to explore the city and what it has to offer. Hamburg prides itself on its history as a harbour city and a port of the world.



# Hamburg

### Key Objectives

- Deliver a world class championship as promised to AIBA during the bid process
- Use the power of sport to bring communities together and break down barriers created by societal issues
- Welcome the world to the Free and Hanseatic City of Hamburg



**Christoph Holstein**

State Councillor of the Department of Home Affairs and Sport

### Source:

Excerpts from interviews with local media





# Economic

## Economic

### Economic | Attendance | Overview

The total attendance; ticketed, non-ticketed and accredited, across the eight days of competition at Hamburg 2017 is estimated at 15,082.

Unique attendance was not recorded and therefore the attendance has been calculated based upon ticketing data provided by the LOC.

The accredited attendance at the event was 1,374 and includes all participants, media, staff, contractors, VIP's, guests and volunteers.

The largest spectator attendance was recorded on the final day of competition in which all 10 category finals took place. More than 4,000 tickets were distributed for the finals, reaching 98.8% of the venues total capacity.

During the preliminary stages, ticket sales were reported as being low. This was due in part to the competition taking place during the day, midweek, when many potential spectators would have been at work or in education.

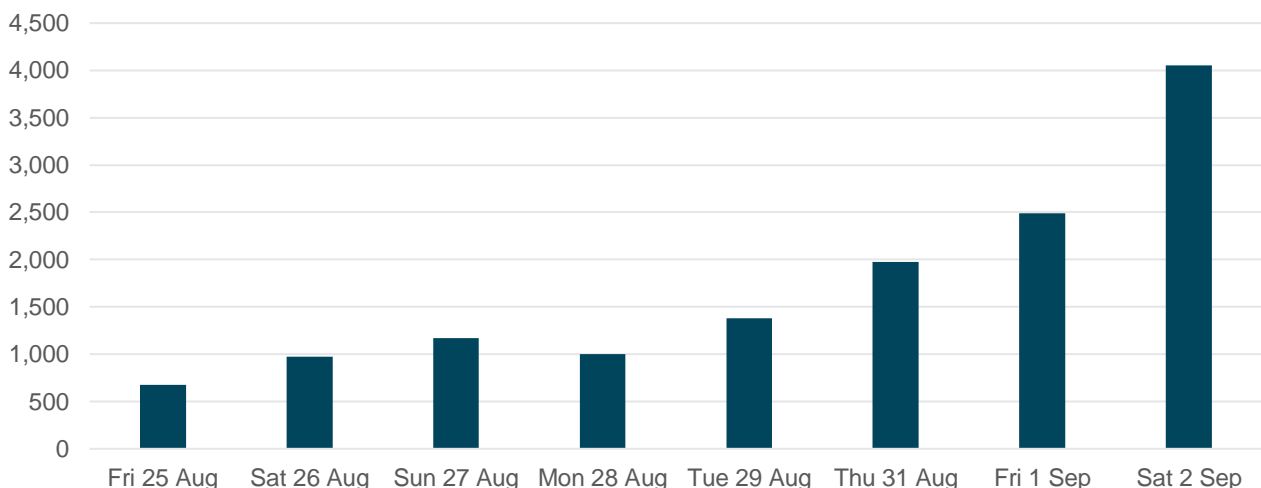
#### Attendance breakdown

Ticketed	13,708
Sold	4,508
Complimentary	9,200
Accredited	1,374
<b>TOTAL</b>	<b>15,082</b>

#### Total ticketed attendance breakdown by day

Fri 25 Aug	676
Sat 26 Aug	972
Sun 27 Aug	1,168
Mon 28 Aug	1,000
Tue 29 Aug	1,377
Thu 31 Aug	1,976
Fri 1 Sep	2,487
Sat 2 Sep	4,052
<b>TOTAL</b>	<b>13,708</b>

#### Ticketed attendance by day



## Economic

### Economic | Attendance | Ticketing

The LOC contracted Ticketmaster.de to handle all online and on-site ticket sales for the event. 13,708 tickets were distributed in total. Ticket sales totalled 4,508, with an additional 9,200 tickets distributed free of charge to guests, local boxing clubs and school children.

Sportcal observed a high proportion of spectators purchasing tickets at the venue. Of the 4,508 tickets sold, 1,871 were sold online and therefore could be geotracked. 2,637 tickets were sold on-site.

Season tickets, providing access to all days of competition, did not prove popular with 26 sold and 327 provided free of charge.

German ticket holders accounted for 90.8% of online ticket sales. It is assumed that the vast majority of on-site ticket buyers lived locally.

Total ticket sales revenue was not disclosed by the LOC. It is believed that ticket sales were lower than anticipated. This is corroborated by anecdotal evidence and observations made by Sportcal's on-site team.

Ticket prices at Hamburg 2017 ranged between €5-10 for concession and youth tickets, €10-15 for adult tickets, and €100-500 for ringside seating tickets during the semi-finals and finals on days seven to nine. A season ticket for all eight competition days was available for €70.

Public transport to and from the competition venue was not included in the price of the ticket as is the case at many major sporting events.

#### Online ticket sales by continent

Africa	0
Asia	10
Europe	1,858
North America	3
Oceania	0
South America	0
<b>TOTAL</b>	<b>1,871</b>

#### Online ticket sales by nation

Germany	1,699
Netherlands	45
England	28
Switzerland	19
Belgium	13
Denmark	13
Ireland	12
Ukraine	11
Slovakia	10
Kazakhstan	9
Poland	4
Canada	3
Russia	3
France	1
Chinese Taipei	1
<b>TOTAL</b>	<b>1,871</b>

#### Breakdown of ticket prices at Hamburg 2017

Category	Day 1	Day 2	Day 3	Day 4	Day 5	Day 7	Day 8	Day 9	All-Session Pass
Adult	€10	€10	€10	€10	€10	€15	€15	€15	€70
Concession / Youth	€5	€5	€5	€5	€5	€10	€10	€10	€70
Ringside seating	—	—	—	—	—	€100-300	€100-300	€100-500	—

NB: competition rest day on Day 6

Sportcal noted a significant price reduction for ringside seating online at ticketmaster.de during the early stages of competition



# Tourism

# Tourism

## Tourism / Overview

The analysis in this section looks at the tourism impact generated by accredited persons who came from outside the city of Hamburg to attend the AIBA World Boxing Championships 2017.

The tourism impact generated by accredited persons at Hamburg 2017 has been calculated based on the accreditation system used by AIBA and known spending information. The analysis of visitor spend focusses on both in-venue spending and the direct spend within the city of Hamburg coming from out with the city, i.e. not already paid for by the LOC.

Data from the LOC's arrivals and departures records has been used to analyse the occupied hotels, average length of stay and associated room rates.

In total, it is estimated that the AIBA World Boxing Championships 2017 generated a direct visitor spend of \$3 million (€2.54 million) for the city of Hamburg. This incorporates spend on accommodation, food, drink and miscellaneous spend on public transport, tourist attractions and 'other' spend.

### Breakdown of tourism spend at Hamburg 2017 – by group

Spend by category	Number of visitors	Total spend (€)	Total spend (\$)
Spectators	4,422 (of 13,708)	€1,090,405	\$1,293,427
Accredited persons at Hamburg 2017	862 (of 1,137)	€1,447,303	\$1,716,776
<b>TOTAL</b>	<b>5,284</b> (of 14,845)	<b>€2,537,708</b>	<b>\$3,010,203</b>

Spend figures provided in Euros. Conversion rate used for 02/09/2017 (last day of event): €1: \$1.18619.

Totals may not sum as individual figures have been rounded.

All numerical values and figures in this section based on the figure of 13,708 tickets distributed.

# Tourism

## Tourism Analysis | Spectators

A total of 13,708 tickets were distributed for Hamburg 2017. Of that total, 4,508 were sold and 9,200 were provided free of charge.

Of the 13,708 tickets distributed, it is estimated that 74% of tickets were distributed or sold to residents of the city of Hamburg. It is estimated that 17% of tickets were purchased or provided to German citizens from out with the city of Hamburg whilst the remaining 9% went to international visitors.

Following on-site observations and analysis of previous event data, it is estimated that 4,422 unique spectators attended Hamburg 2017, based upon 3.1 tickets being used per person.

### Number of tickets purchased and spectators

	Total	Hamburg	Germany, outside Hamburg	International	Visitors to Hamburg
Percentage of tickets	100%	74%	17%	9%	26%
No of tickets	13,708	10,144	2,330	1,234	3,564
No of tickets per person	3.1	3.1	2.8	3.9	3.1
<b>No of people attended</b>	<b>4,422</b>	<b>3,272</b>	<b>832</b>	<b>316</b>	<b>1,149</b>

Figures may not sum as individual figures have been rounded.

Percentage of tickets by spectator origin estimated based upon on-site observations and qualitative evidence.

No. of tickets per person estimated based upon on-site observations and previous tourism data of similar events hosted in Germany.



# Tourism

## Tourism Analysis | Spectators | In venue

### Spectator spend

#### Breakdown of estimated spectator spend in Hamburg Sporthalle

	Total	Hamburg	Germany, outside Hamburg	International	Visitors to Hamburg
No. of people eating at venue	2,648	1,559	874	215	1,089
Avg. spend per person per day	€ 20.66	€ 22.26	€ 17.86	€ 21.79	€ 18.36
<b>Spend on eating at venue</b>	<b>€ 169,529</b>	<b>€ 107,553</b>	<b>€ 43,685</b>	<b>€ 18,292</b>	<b>€ 61,977</b>
No. of people drinking at venue	2,243	1,170	872	202	1,074
Avg. spend per person per day	€ 11.27	€ 10.97	€ 12.14	€ 11.28	€ 11.58
<b>Spend on drinking at venue</b>	<b>€ 78,407</b>	<b>€ 39,766</b>	<b>€ 29,631</b>	<b>€ 8,901</b>	<b>€ 38,532</b>
No. of people with miscellaneous spend	3,276	2,651	450	175	625
Avg. spend per person per day	€ 18.99	€ 25.81	€ 33.93	€ 30.77	€ 32.90
<b>Spend on miscellaneous</b>	<b>€ 192,859</b>	<b>€ 129,109</b>	<b>€ 42,750</b>	<b>€ 21,000</b>	<b>€ 63,750</b>
<b>TOTAL SPEND (€)</b>	<b>€ 440,795</b>	<b>€ 276,428</b>	<b>€ 116,067</b>	<b>€ 48,192</b>	<b>€ 164,259</b>
<b>TOTAL SPEND (\$)</b>	<b>\$522,866</b>	<b>\$327,896</b>	<b>\$137,677</b>	<b>\$57,165</b>	<b>\$194,842</b>

Spend figures provided in Euros. Conversion rate used for 02/09/2017 (last day of event): €1: \$1.18619.

Miscellaneous spend includes public transport to venue, merchandise and 'other' venue-related spend.

Totals may not add up to as individual figures have been rounded up.

# Tourism

## Tourism Analysis | Spectators | In city

### Spectator spend in the city of Hamburg

Breakdown of estimated spectator spend in the city of Hamburg (spectators from out with city)

	Total	Hamburg	Germany, outside Hamburg	International	Visitors to Hamburg
No of people in paid accommodation	993	-	737	255	993
Av length of stay	3.9	-	3.5	5.0	3.9
Average spend per night per person	€ 88.41	-	€ 90.00	€ 85.00	€ 88.41
<b>Spend on paid accommodation in city</b>	<b>€ 339,594</b>	<b>-</b>	<b>€ 232,230</b>	<b>€ 108,531</b>	<b>€ 339,594</b>
No. of people eating in city	611	-	459	152	611
Avg. spend per person per day	€ 21.41	-	€ 20.00	€ 25.00	€ 21.41
<b>Spend on eating in city</b>	<b>€ 63,670</b>	<b>-</b>	<b>€ 41,297</b>	<b>€ 22,757</b>	<b>€ 63,670</b>
No. of people drinking in city	576	-	425	152	576
Avg. spend per person per day	€ 11.92	-	€ 12.00	€ 11.67	€ 11.92
<b>Spend on drinking in city</b>	<b>€ 33,457</b>	<b>-</b>	<b>€ 22,936</b>	<b>€ 10,620</b>	<b>€ 33,457</b>
No. of people with miscellaneous spend	615	-	413	202	615
Avg. spend per person per day	€ 71.05	-	€ 30.44	€ 121.50	€ 71.05
<b>Spend on miscellaneous</b>	<b>€ 212,888</b>	<b>-</b>	<b>€ 56,581</b>	<b>€ 147,465</b>	<b>€ 212,888</b>
<b>TOTAL SPEND (€)</b>	<b>€ 649,610</b>	<b>-</b>	<b>€ 353,044</b>	<b>€ 289,373</b>	<b>€ 649,610</b>
<b>TOTAL SPEND (\$)</b>	<b>\$770,561</b>	<b>-</b>	<b>\$418,777</b>	<b>\$343,251</b>	<b>\$770,561</b>

Spend figures provided in Euros. Conversion rate used for 02/09/2017 (last day of event): €1: \$1.18619.

Miscellaneous spend includes public transport, tourist attractions and 'other' spend.

Totals may not sum as individual figures have been rounded.

# Tourism

## Tourism Analysis | Accredited persons

An estimated 974 accredited persons were accommodated for an average of 11.2 nights in Hamburg for the AIBA World Boxing Championships 2017. This generated 10,954 bed nights for the city.

The data captures all accredited persons which stayed in the designated hotels organised by the local organising committee and has been further analysed by Sportcal.

AIBA's member federations covered the accommodation costs for athletes, team officials, national federation representatives and support staff. The LOC paid for the accommodation of all other client groups, except for certain VIPs and broadcast production staff whereby the cost was borne by the end client.

### Breakdown of accredited persons spend at Hamburg 2017 by group

Group	Visitors	Avg. stay (nights)	Bed nights	Avg. spend per day per person (€)	Total Spend (€)	Total Spend (\$)
Accredited Media, RH, NRH	35	6.6	233	€ 236.32	€ 63,214	\$ 74,984
AIBA Staff	17	11.1	189	€ 135.52	€ 27,954	\$ 33,158
Athletes	243	11.9	2,892	€ 99.19	€ 310,919	\$ 368,808
Broadcast Production	41	9.0	369	€ 131.27	€ 53,820	\$ 63,841
LOC, Contractors, Volunteers	150	14.0	2,100	€ 146.00	€ 328,500	\$ 389,663
NF Staff, Support Staff	107	11.9	1,269	€ 99.17	€ 136,464	\$ 161,872
Team Officials	227	11.9	2,701	€ 99.19	€ 290,447	\$ 344,525
Technical Officials	54	11.8	638	€ 139.36	€ 96,490	\$ 114,455
VIPs, Guests, Observers	100	5.6	563	€ 210.47	€ 139,497	\$ 165,469
<b>TOTAL</b>	<b>974</b>	<b>11.2</b>	<b>10,954</b>	<b>€ 121.34</b>	<b>€ 1,447,303</b>	<b>\$ 1,716,776</b>

Spend figures provided in Euros. Conversion rate used for 02/09/2017 (last day of event): €1: \$1.18619.

Avg. spend per person per day considers accommodation, food, drink and miscellaneous spend.

Totals may not sum as individual figures have been rounded.



# Media

# Media

## Media | Overview

Coverage of Hamburg 2017 during the eight competition days was shown around the world via numerous platforms, including television, online streaming, Facebook, and electronic and traditional print.

Analytics was obtained on the coverage of 15 of the 20 television broadcasters which aired coverage to 89 territories around the world.

More than 1,073 hours of coverage was aired on television, led by Sportklub, which aired 37% of the total across its Sportklub 3, Sportklub 4 and Sportklub HD channels. 54% of all coverage was aired live, with 44% aired on delay and 2% as highlights.

Domestic television coverage was limited to two broadcasters: Sky Sports News and ZDF, airing 47 hours of coverage in total. Domestic fans could also access coverage via the [www.boxing2017.com](http://www.boxing2017.com) website and the German national Olympic committee's [www.sportdeutschland.tv](http://www.sportdeutschland.tv).

Fans without a television deal in their territory were able to watch live coverage of the event via AIBA's Facebook page which livestreamed all bouts during the competition.

YouTube coverage of the competition focused on content of short duration, including highlights, behind the scenes footage and athlete profiles, to complement the live, delayed and repeated coverage shown on other platforms.

Analysis of AIBA and the LOC's website activity during the competition period is also included in this section. There was strong online engagement with the event from within Germany as well as across key markets in Asia and Europe.

A total of 171 accredited media were present at Hamburg 2017, coming from at least 15 nations.

### Source

Television media monitoring was conducted by Nielsen Sports.

### Key objectives, AIBA:

- Improve standard of broadcast from Doha to an international standard
- Utilise new lighting which has made the competition more appealing on television
- Enhance direction and production of content to modernise coverage of the sport
- Provide good broadcast coverage to sponsors and partners

### Number of hours broadcast by coverage (hh:mm:ss)\*

Live	580
Delayed/Repeat	472
Highlights	21
<b>TOTAL*</b>	<b>1,073</b>

### Number of hours by broadcast by type of broadcasters (hh:mm:ss)\*

TV broadcasters	1,073
Internet broadcasters	unknown
<b>TOTAL*</b>	<b>1,073</b>

\* Live, delayed, repeat, highlights

### Accredited Media

Total number	171
Nations represented	15

## Media

### Media | *Media Rights Distribution and Production*

#### Media rights distribution

IMG, the international sports and entertainment agency, was announced as AIBA's worldwide media rights distributor in January 2017.

Under the terms of the agreement, IMG were to distribute more than 30 hours of live content from the AIBA World Boxing Championships in Hamburg, as well as the continental championships and the franchise-based World Series of Boxing.

IMG has a long-running partnership with AIBA having previously sold international broadcast rights for the AIBA Professional Boxing and World Series of Boxing qualification tournament for the 2016 Olympic Games. Before that, IMG also held a 25-per-cent stake in the World Series of Boxing from 2008-2011.

IMG used two satellites to broadcast the global feed from Hamburg 2017.



#### Production

TV Skyline, the German service provider for television and broadcasting, was appointed by the local organising committee as the host broadcaster for the AIBA World Boxing Championships 2017. The company was founded in 1991 and is known for its bespoke broadcasting solutions, namely its in-house manufactured cameras and tracking systems, integrating the latest technology into its offering.

Skyline was responsible for producing 40-45 hours of live coverage with a further 15 hours of additional non-live action angles, used by rightsholders for various broadcast content.

The host broadcast team in Hamburg was made up from 77 staff working across a number of roles. There were 10 venue cameramen, 15 field of play cameramen, 28 technicians, 14 outside broadcast staff, seven TV producers, two electronic news gathering crew and one unilateral commentator.



#### Host broadcaster personnel, Hamburg 2017

Role	
Cameraman	10
ENG crew	2
FOP Cameraman	15
OB Staff	14
Technician	28
TV Producer	7
Unilateral commentator	1
<b>TOTAL</b>	<b>77</b>



# Media

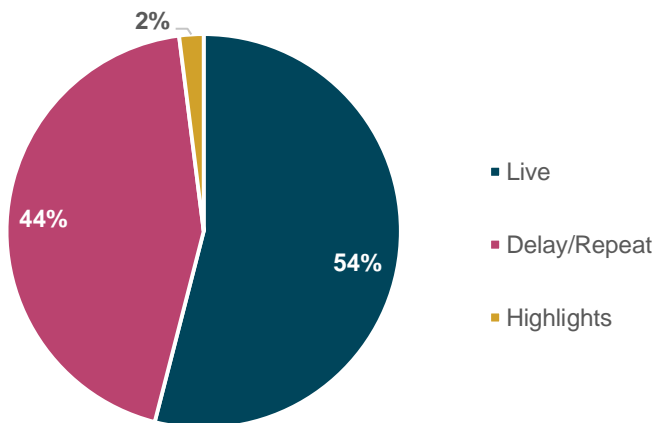
## Television | Overview

A total of 20 broadcasters showed live, delayed/repeat and highlights coverage of Hamburg 2017 to viewers across 89 territories in four continents.

Media monitoring was conducted by Nielsen Sports for 15 of the 20 rights holding broadcasters. During the competition days of Hamburg 2017, a total of 1,073 hours of live, delayed, repeated and highlights coverage was aired by 35 channels from 450 transmissions.

The 580 hours of live coverage accounted for 54% whilst 472 hours were aired on delay/repeat (44%) and 21 hours as highlights (2%).

### TV broadcast by coverage type



### Source

Television media monitoring was conducted by Nielsen Sports. Markets analysed in accordance with brief received from AIBA.

### TV broadcast reach

(Live, delayed, highlights only)

Broadcasters	20
Channels	35
Transmissions	450
TV nations	89
TV continental reach	4

### TV nations by continent

(Live, delayed, highlights only)

Africa	51
Asia	16
Europe	21
North America	1
Oceania	0
South America	0
<b>TOTAL</b>	<b>89</b>

## Media

### Television | Broadcast

TV broadcasters breakdown during Hamburg 2017: Live, delayed, repeat, highlights only

Territory	Broadcaster	Channel	Access	Type of coverage
Belarus	Belarus TV	Belarus 5	Free-to-air	Live/Delay
Bosnia & Herzegovina	SportKlub	SK 1 SRB SK 2 SRB SK 3 SRB SK 4 SRB SK 5 SRB SK HD	Pay-TV	Live/Delay
Bulgaria	MTEL	n/a	Pay-TV	Live/Delay
Croatia	SportKlub	SK 1 HR SK 2 HR SK 3 HR SK 4 HR SK 5 HR SK HD HR	Pay-TV	Live/Delay
Cuba	ICRT	Tele Rebelde	Free-to-air	Live/Delay
Georgia	Silknet	n/a	Pay-TV	Live/Delay
Germany	Sky Sport News ZDF	Sky Sport News ZDF	Free-to-air Free-to-air	Live/Delay Highlights
Greece	COSMOTE	Cosmote Sport5 Cosmote Sport6	Pay-TV	Live/Delay Highlights
Ireland	BBC	BBC Red Button BBC Sport Online	Free-to-air Online	Live/Delay Highlights
Japan	Perform	DAZN	Pay-TV	Live/Delay
Kazakhstan	KazSport	QAZSport	Free-to-air	Live/Delay
Macedonia	SportKlub	SK 1 SRB SK 2 SRB SK 3 SRB SK 4 SRB SK 5 SRB SK HD	Pay-TV	Live/Delay
Middle East, North Africa*	OSN	OSN Sports 1 OSN Sports 2	Pay-TV	Live/Delay
Montenegro	SportKlub	SK 1 SRB SK 2 SRB SK 3 SRB SK 4 SRB SK 5 SRB SK HD	Pay-TV	Live/Delay
Poland	Polsat	n/a	Free-to-air/ Pay-TV	Live/Delay
Russia	Telesport	Match Boets Match TV Match Arena	Free-to-air	Live/Delay

## Media

### Television | Broadcast

TV broadcasters breakdown during Hamburg 2017: Live, delayed, repeat, highlights only

Territory	Broadcaster	Channel	Access	Type of coverage
Serbia	SportKlub	SK 1 SRB SK 2 SRB SK 3 SRB SK 4 SRB SK 5 SRB SK HD	Pay-TV	Live/Delay
Spain	Mediapro	Gol	Pay-TV	Live/Delay Highlights
Slovenia	SportKlub	SK 2 SLO SK 3 SLO SK 4 SLO SK 6 SLO SportKlub SLO	Pay-TV	Live/Delay
Sub-Saharan Africa, France, Portugal	SFR/Altice	SFR Sport 2	Pay-TV	Live/Delay
Sweden, Denmark, Norway, Finland	Viasat	n/a	Pay-TV	Live/Delay
Ukraine	2+2 Channel Ukraine UNIAN	2+2 UNIAN	Free-to-air	Live/Delay Highlights
United Kingdom	BBC	BBC Red Button BBC Sport Online	Free-to-air Online	Live/Delay Highlights
Uzbekistan	Saran	n/a	Pay-TV	Live/Delay

\*Middle East and North African territories include: Afghanistan, Algeria, Bahrain, Chad, Djibouti, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Qatar, Saudi Arabia, Somalia, South Sudan, Sudan, Syria, Tunisia, United Arab Emirates, Yemen.

\*\*Sub-Saharan African territories include: Angola, Benin, Burkina Faso, Botswana, Burundi, Cameroon, Cape Verde, Chad, Congo, Djibouti, DR Congo, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea Bissau, Guinea Conakry, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mozambique, Niger, Nigeria, Central African Republic, Rwanda, Sao Tome, Senegal, Seychelles, Sierra Leone, Somalia, South Sudan, Sudan, Swaziland, Tanzania, Togo, Uganda, Zambia, Zimbabwe.

## Media

### Television | *Broadcast hours*

TV broadcast hours by channel during Hamburg 2017: Live, delayed, repeat, highlights only

Territory	Broadcaster	Channel	Total broadcast hours
Belarus	Belarus TV	Belarus 5	10:58:00
Bosnia & Herzegovina	SportKlub	SK 1 SRB	10:35:00
		SK 2 SRB	11:35:00
		SK 3 SRB	37:49:59
		SK 4 SRB	27:25:00
		SK 5 SRB	04:30:00
		SK HD	34:05:00
Croatia	SportKlub	SK 1 HR	11:45:00
		SK 2 HR	11:05:00
		SK 3 HR	37:34:59
		SK 4 HR	27:25:00
		SK 5 HR	04:30:00
		SK HD HR	34:05:00
Cuba	ICRT	Tele Rebelde	18:00:00
Germany	Sky Sport News	Sky Sport News	00:32:03
	ZDF	ZDF	00:15:14
Greece	COSMOTE	Cosmote Sport5	57:19:59
		Cosmote Sport6	05:00:00
Ireland	BBC	BBC Red Button	14:15:00
Japan	Perform	DAZN*	21:00:00
Kazakhstan	KazSport	QAZSport	27:39:59
Macedonia	SportKlub	SK 1 SRB	10:35:00
		SK 2 SRB	11:35:00
		SK 3 SRB	37:49:59
		SK 4 SRB	27:25:00
		SK 5 SRB	04:30:00
		SK HD	34:05:00
Middle East, North Africa	OSN	OSN Sports 1	04:00:00
		OSN Sports 2	05:00:00
Montenegro	SportKlub	SK 1 SRB	10:35:00
		SK 2 SRB	11:35:00
		SK 3 SRB	37:49:59
		SK 4 SRB	27:25:00
		SK 5 SRB	04:30:00
		SK HD	34:05:00
Russia	Telesport	Match Boets	46:04:59
		Match TV	01:59:14
		Match Arena	36:49:59

## Media

### Television | Broadcast hours

TV broadcast hours by channel during Hamburg 2017: Live, delayed, repeat, highlights only

Territory	Broadcaster	Channel	Total broadcast hours
Serbia	SportKlub	SK 1 SRB	10:35:00
		SK 2 SRB	11:35:00
		SK 3 SRB	37:49:59
		SK 4 SRB	27:25:00
		SK 5 SRB	04:30:00
		SK HD	34:05:00
Slovenia	SportKlub	SK 2 SLO	26:30:55
		SK 3 SLO	27:38:39
		SK 4 SLO	22:15:00
		SK 6 SLO	03:00:00
		Sportklub SLO	24:00:12
Spain	Mediapro	Gol	15:35:08
Sub-Saharan Africa, France, Portugal	SFR/Altice	SFR Sport 2	25:45:00
Ukraine	2+2 Channel Ukraine UNIAN	2+2	25:41:33
		UNIAN	09:22:42
United Kingdom	BBC	BBC Red Button	14:15:00
		BBC Sport Online	
TOTAL			1,073:23:31

\*Subscribers and audience data for the OTT platform DAZN are not publicly available. Nielsen Sports conservatively estimated data based on the web traffic of dazn.com. Actual audiences will vary.

### Non-measured rightsholding broadcasters

Territory	Broadcaster
Bulgaria	MTEL
Georgia	Silknet
Poland	Polsat
Sweden, Denmark, Norway, Finland	Viasat
Uzbekistan	Saran

## Media

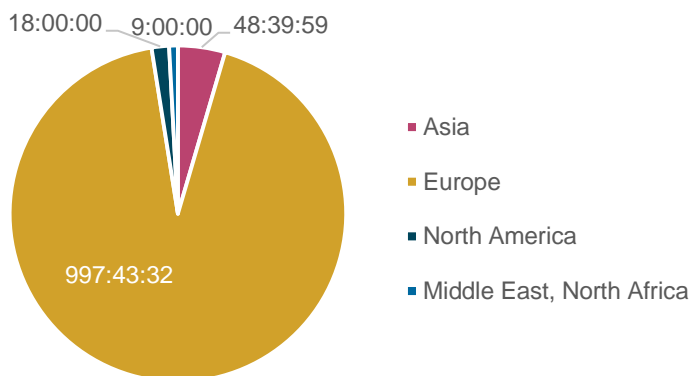
### Television | Broadcast | Hours | All programming

According to media monitoring conducted by Nielsen Sports, Hamburg 2017 was broadcast as live, delayed, repeat and highlights coverage for a total of 1,073 hours across all channels.

By territory, Croatia received the greatest amount of coverage with 126 hours aired by SportKlub Croatia channels 1-5 plus its high-definition channel.

By channel, SportKlub 3 Serbia, broadcast in Bosnia and Herzegovina, Macedonia, Montenegro and Serbia, aired the greatest amount of coverage with 151 hours aired cumulatively across the four territories.

#### TV broadcast hours by region – ALL programming



#### TV broadcast hours by stage of competition – ALL programming

Competition day	Number of transmissions	Duration (hh:mm:ss)
Preliminaries	176	454:52:50
Quarter Finals	116	248:26:50
Semi Finals	76	149:02:53
Finals	82	221:00:51
<b>TOTAL</b>	<b>450</b>	<b>1,073:23:24</b>

Total duration may not sum due to rounding

#### TV broadcast hours – overview

##### ALL monitored programming

TV broadcasters	15 (of 20)
TV hours (hh:mm:ss)	1,073:23:31
Transmissions	450

#### TV broadcast hours

##### ALL monitored programming by territory

Croatia	126:24:59
Montenegro	125:59:59
Serbia	125:59:59
Bosnia and Herzegovina	125:59:59
Macedonia	125:59:59
Slovenia	103:24:46
Russia	84:54:12
Greece	62:19:59
Ukraine	35:04:15
Kazakhstan	27:39:59
France	25:45:00
Japan	21:00:00
Cuba	18:00:00
Spain	15:35:08
United Kingdom	14:15:00
Ireland	14:15:00
Belarus	10:58:00
Middle East, North Africa	09:00:00
Germany	00:47:17
<b>TOTAL</b>	<b>1,073:23:31</b>

## Media

### Internet Streaming | Facebook

AIBA opted to use its Facebook page to livestream the competition in Hamburg.

The Facebook Livestream was available in all nations and territories for which a television deal was not in place. Individual television broadcasters aired coverage via their own online platforms.

Coverage was aired on every day of competition with streams available for both ring A and ring B during the preliminary stages.





## Media

### YouTube | Video analysis

AIBA opted to deliver content from Hamburg 2017 via its Facebook page and therefore there was no activity on AIBA's YouTube channel during the competition period. Analysis of video content via Facebook can be found in the Social Media chapter of this study.

**AIBA YouTube channel  
subscribers**  
Start (24 Aug 2017) 20,475  
End (03 Sept 2017) 20,849

	25 Aug–02 Sept	Day average
Videos	0	0
Views	0	0
New subscribers (by 03 Sept)	374 (2% increase)	41.6

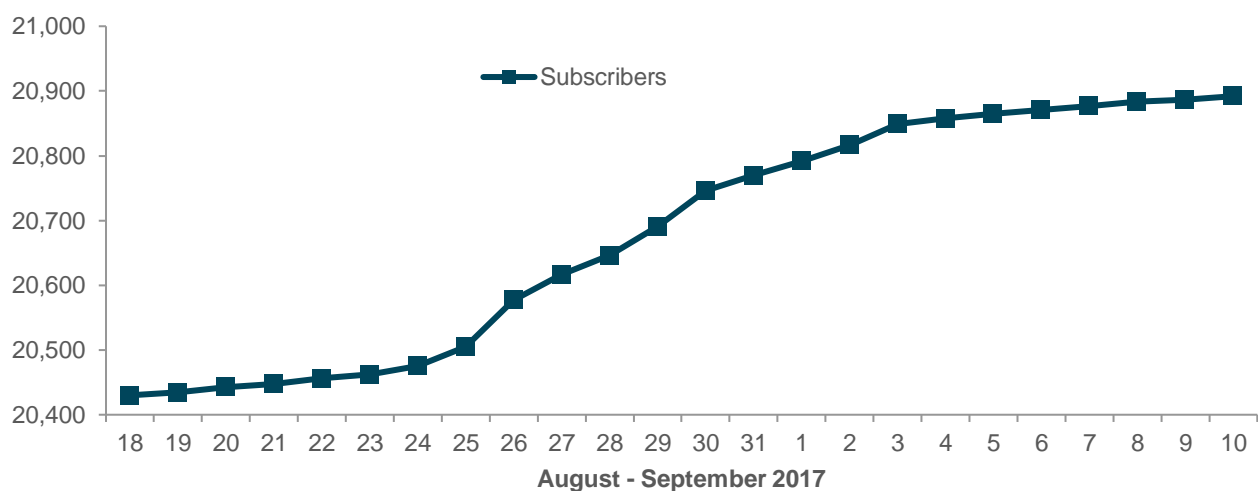
#### AIBA YouTube activity: event period by day (25 Aug – 02 Sept 2017)

There were no videos posted during this period

#### AIBA YouTube activity: extended period by day (18 Aug – 10 Sept 2017)

There were no videos posted during this period

#### AIBA YouTube subscribers: extended period by day (18 Aug – 10 September 2017)

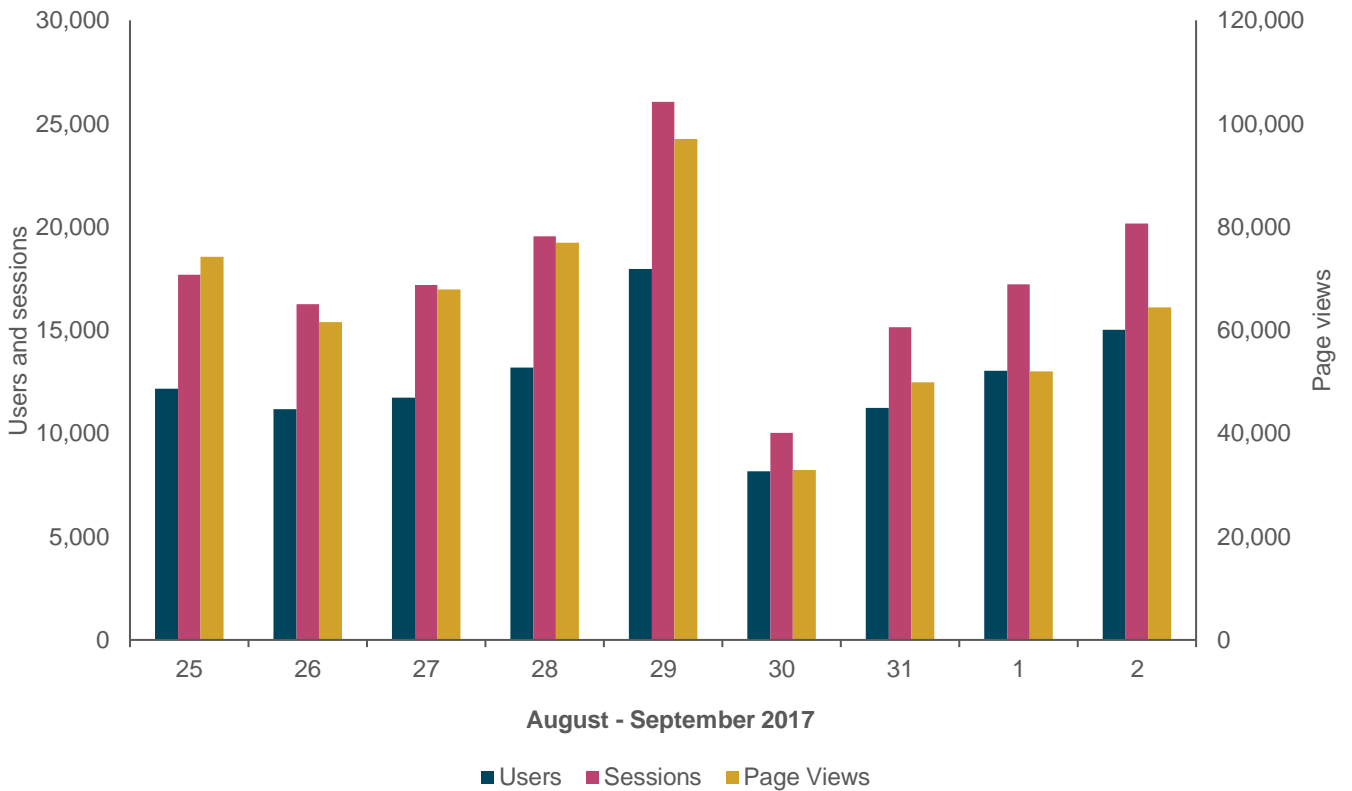


## Media

### Online | Website | AIBA | Event period

	25 Aug– 02 Sept	Day average
Users	113,681	12,631
Sessions	159,324	17,703
Page views	576,949	64,105

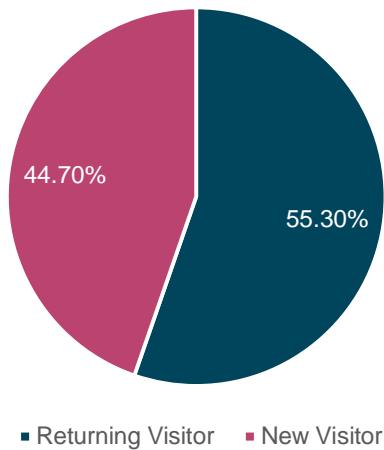
AIBA website activity: event period by day (25 Aug – 02 Sept 2017)



## Media

### Online | Website | AIBA | Extended period

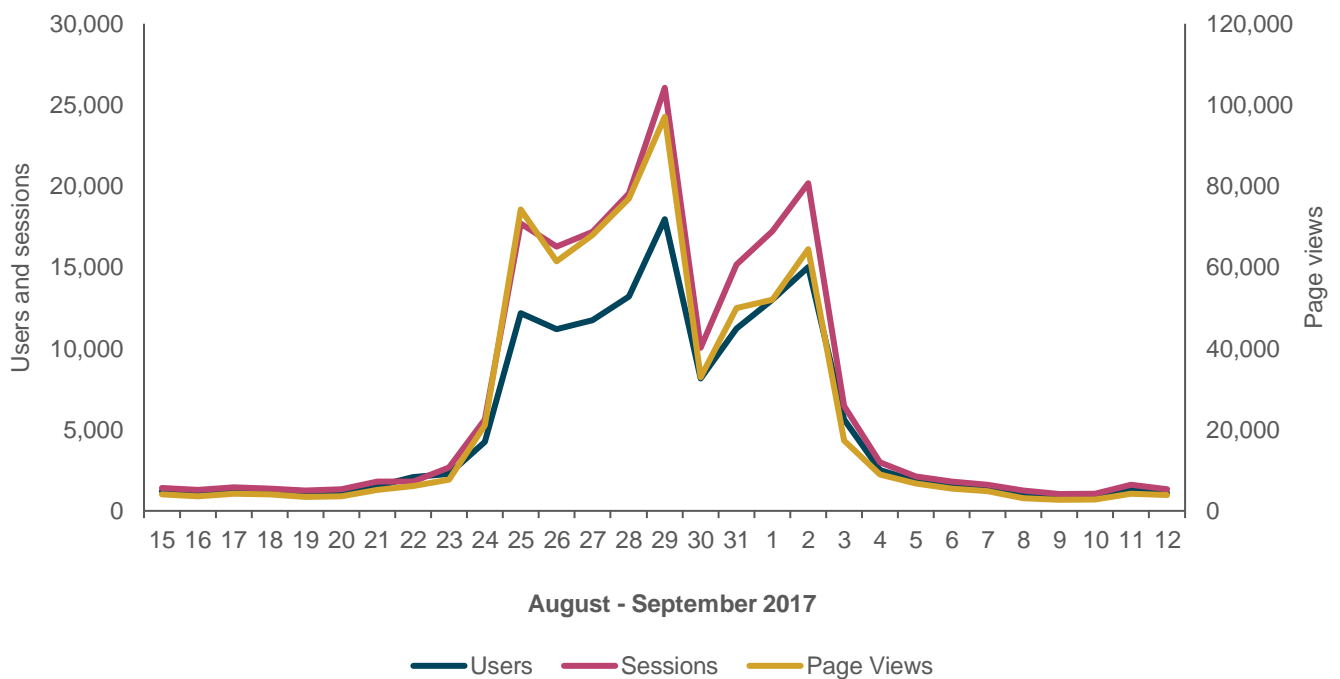
AIBA website visitor by type (15 Aug – 12 Sept 2017)



AIBA website session origin, top 10

Rank	Origin	%
1	Germany	9.62%
2	Uzbekistan	7.65%
3	United Kingdom	7.49%
4	India	6.76%
5	USA	6.59%
6	Kazakhstan	4.98%
7	Mongolia	4.15%
8	Russia	4.10%
9	Ireland	3.20%
10	Ukraine	2.52%

AIBA website activity: extended period by day (15 Aug – 12 Sept 2017)

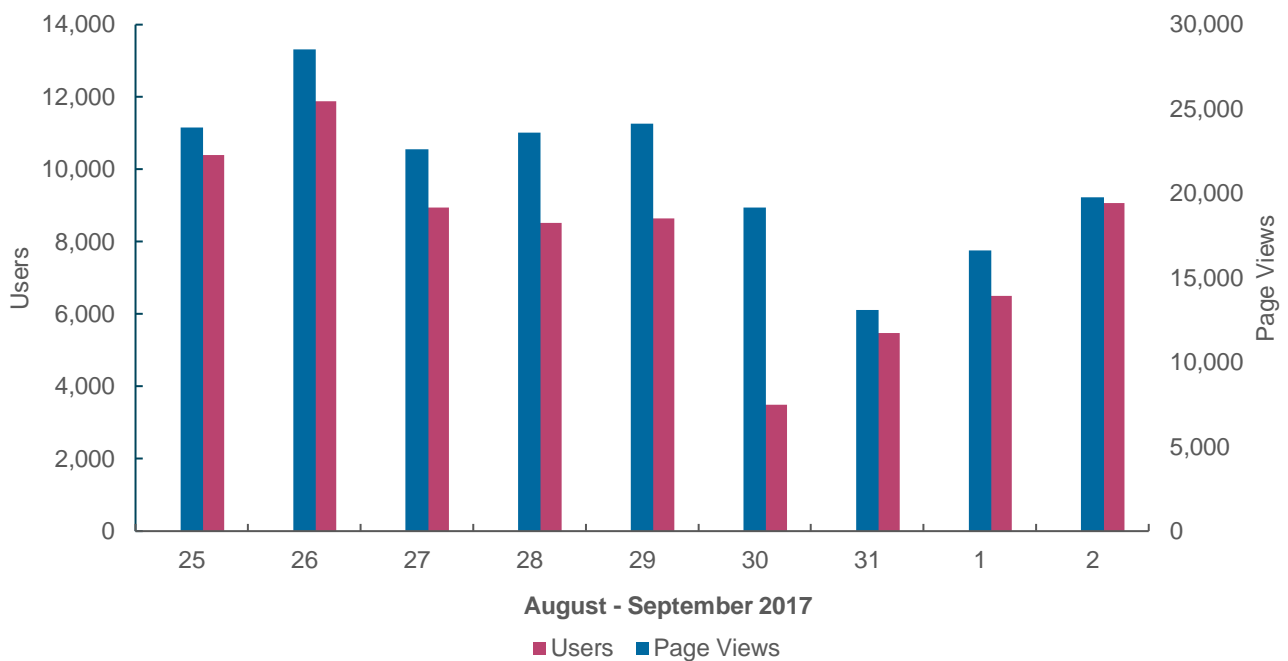


## Media

### Online | Website | Hamburg 2017 | Event period

	25 Aug– 02 Sept	Day average
Users	72,943	8,105
Sessions	n/a	n/a
Page views	191,468	21,274

AIBA website activity: event period by day (25 Aug – 02 Sept 2017)



# Media

## Accredited media

There were 171 media personnel accredited in Hamburg which was made up of rights holders, non-rights holders, photographers, journalists, production and host broadcast staff.

According to AIBA's accreditation system, further analysed by Sportcal, it is estimated that there were 67 overseas accredited media at the event.

There were representatives from four rights holders on-site in Hamburg: ICRT, IMG, Olympic Channel and Sky Sport News.

Other media outlets present in Hamburg included BBC Sport, Kazsport, Match TV and Russia-24.

The Kazakhstan Boxing Federation, Russian Boxing Federation and USA Boxing each had media representatives present at the event.

The accredited media are known to have represented at least 15 different nations from three continents.

### Accredited media overview

Domestic	104
Overseas	67
<b>TOTAL</b>	<b>171</b>

### Accredited media by type

Host Broadcaster	77
Rights Holder	9
Non-Rights Holder	9
Accredited Media	76
<i>Journalist</i>	60
<i>Photographer</i>	16
<b>TOTAL</b>	<b>171</b>

### Accredited media by nationality

Austria	Europe
Azerbaijan	Europe
Belgium	Europe
Cuba	North America
Czech Republic	Europe
France	Europe
Germany	Europe
India	Asia
Ireland	Europe
Italy	Europe
Kazakhstan	Asia
Netherlands	Europe
Russia	Europe
United Kingdom	Europe
USA	North America



# Social Media

# Social Media

## Overview

Sportcal measured three official AIBA social media accounts which related to the AIBA World Boxing Championships 2017; Facebook, Twitter and Instagram. Combined over the nine-day period of the competition, these accounts recorded 301 posts, 52,792 likes and 1,437 comments from users. The 28,659 new followers equated to a 15% increase since the start of the competition.

### Facebook

The AIBA Facebook account recorded 20,234 likes, 2,424 shares and 973 comments from 90 posts during the competition. New followers grew by 25,491 to reach 178,927, registering a growth of 17%, the highest increase across all social media accounts.

### Twitter

During the event, the AIBA twitter page recorded 155 posts, with 730 retweets, 1,840 favourites and 204 comments. New followers grew by 1,348 reaching 20,467, registering a growth of 7%.

### Instagram

The AIBA Instagram page recorded a total of 56 posts with 30,718 likes and 260 comments. New followers for the account grew by 1,820, reaching 21,741 followers in total, with a growth of 9%.

### Summary

AIBA's communication department set ambitious targets for Hamburg 2017 as part of its social media strategy. A target of attracting between 10-20 thousand additional Facebook page followers was exceeded (25,491) and a target of breaking the 20,000-follower mark on its Twitter account was also exceeded (20,467).

Social media activity involved a daily 'Highlight of the day' video which attracted more than 30,000 views daily. A video of a surprise visit for a young Scottish boxer involving former World and Olympic champion Wladimir Klitschko in Hamburg went viral, attracting more than 100,000 views and 1,000 engagements on Facebook.

### Accounts analysed

Facebook

[@AIBA.Boxing](#)

Twitter

[@AIBA\\_Boxing](#)

Instagram

[@aiba\\_official](#)

### Social media overview - all accounts

Posts	301
Likes / Favourites	52,792
Shares / Retweets	3,154
Comments	1,437
New followers	28,659
% increase in followers	15%

### Footnotes

*Twitter, Facebook and Instagram activity was measured 48 hours after post publication.*

*A 25-day span was used to measure the wider trend of social media activity, which measures seven days before and after the event as well as the event period*



## Social Media



### Facebook | @AIBA.Boxing

#### @AIBA.Boxing Page likes

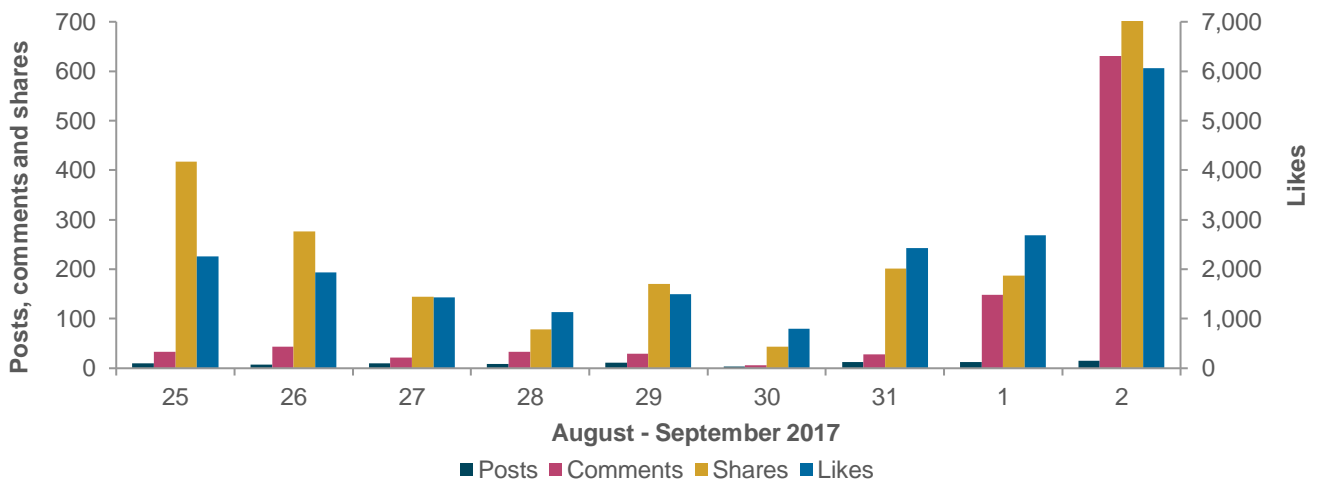
Start (24 Aug 2017) 153,436

End (03 Sept 2017) 178,927

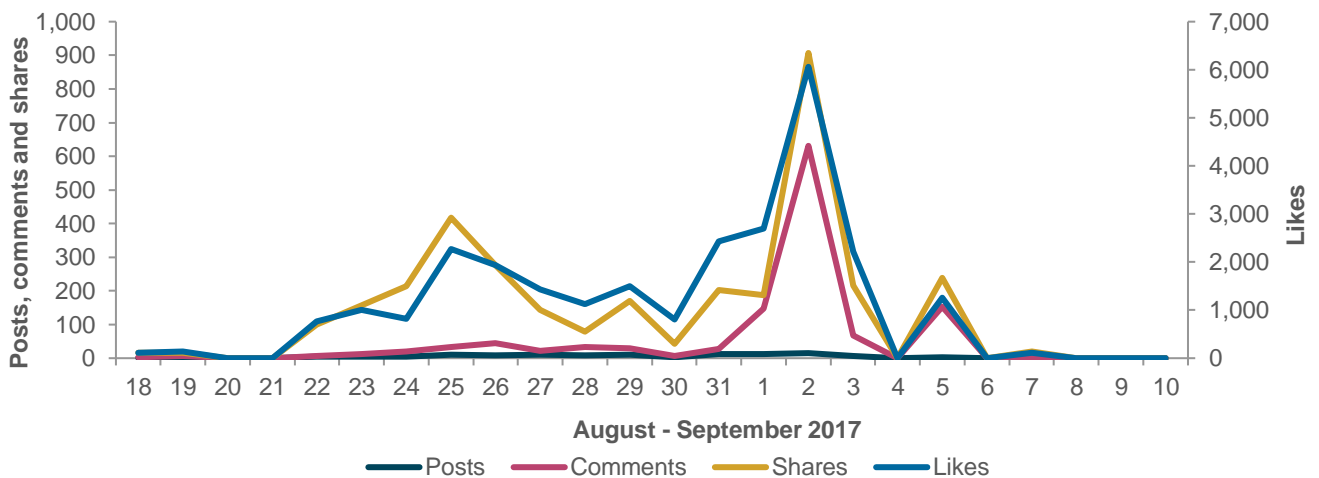
#### AIBA Facebook activity summary: event period

	Event date range	Day average
Posts	90	10
Likes / Interactions	20,234	2,248
Shares	2,424	269
Comments	973	108
New page likes (by 09 Feb)	25,491 (17% increase)	2,832

#### Facebook activity: event period by day (25 Aug – 02 Sept 2017)



#### Facebook activity: extended period by day (18 Aug – 10 Sept 2017)



## Social Media



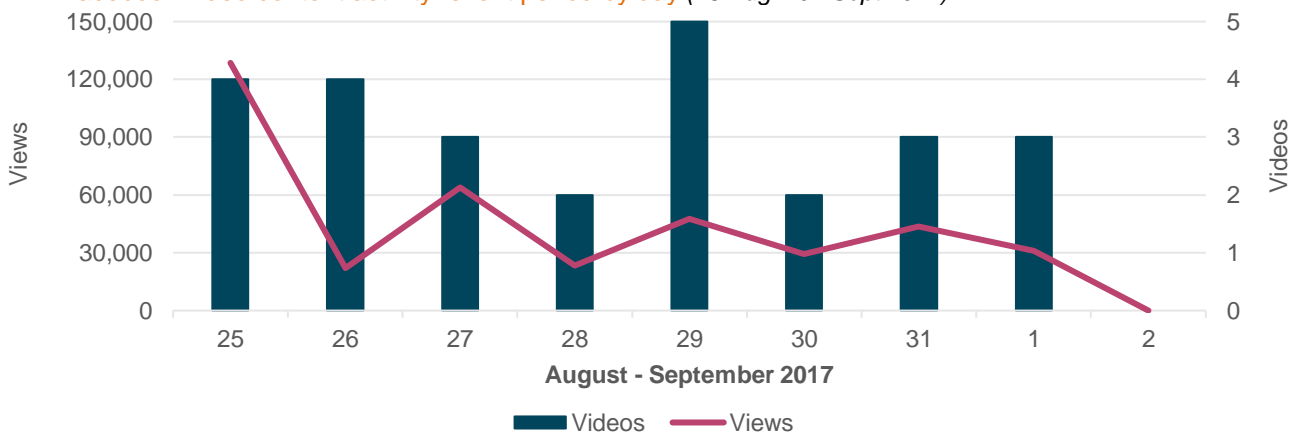
### Facebook | @AIBA.Boxing | Video analysis

AIBA opted to use its Facebook account to drive video content as opposed to other platforms such as YouTube. AIBA posted daily highlights videos, Borgward #MomentOfTheDay clips and behind the scenes footage throughout the event. In total, 26 videos were posted which collectively attracted 389,407 views and averaged 43,267 views per day.

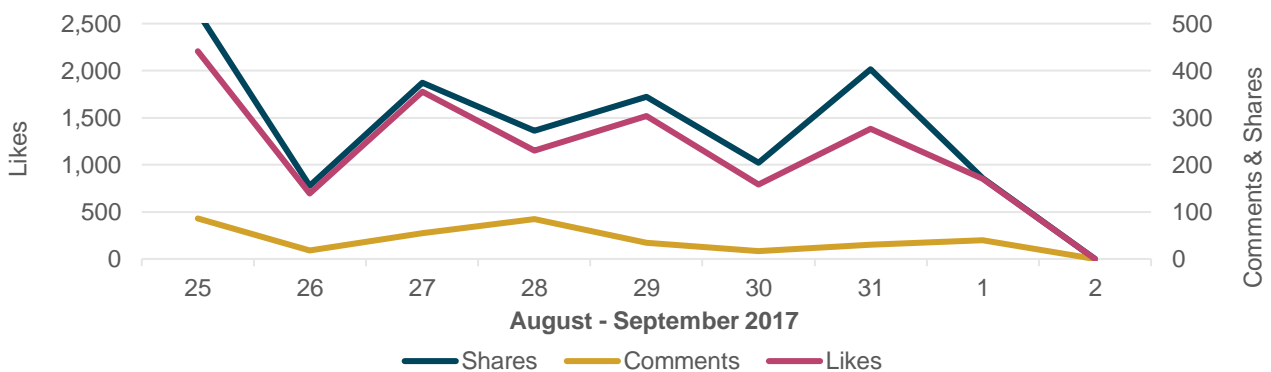
#### AIBA Facebook video content summary

	25 Aug–02 Sept	Day average
Videos	26	2.9
Views	389,407	43,267
Likes	10,362	1,151
Shares	2,451	272
Comments	365	40.6

#### AIBA Facebook video content activity: event period by day (25 Aug – 02 Sept 2017)



#### AIBA Facebook video content engagement: event period by day (25 Aug – 02 Sept 2017)



# Social Media



## Twitter | @AIBA\_Boxing

**@AIBA\_Boxing followers**

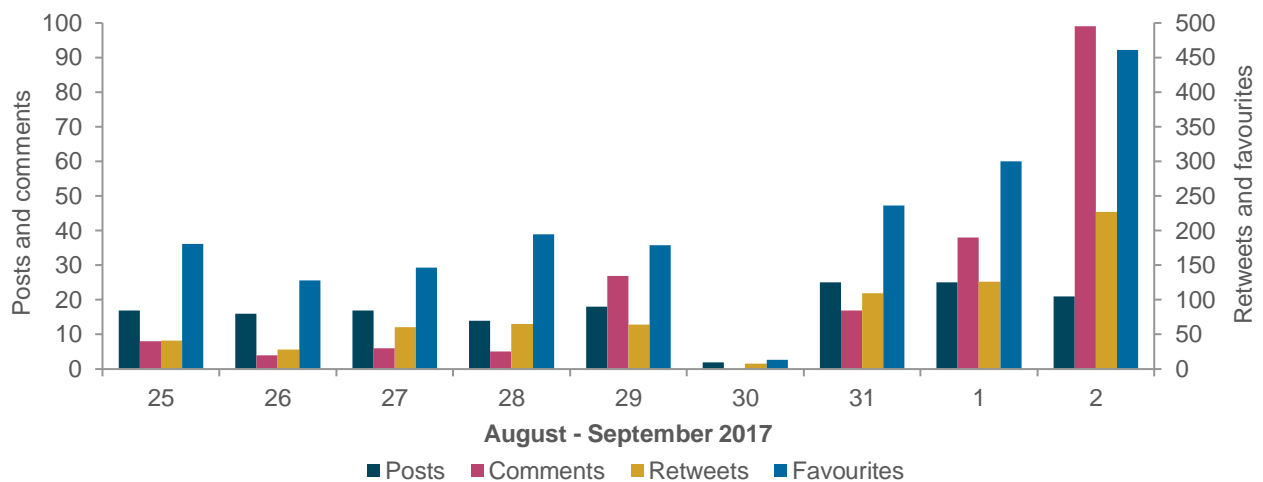
**Start (24 Aug 2017) 19,119**

**End (03 Sept 2017) 20,467**

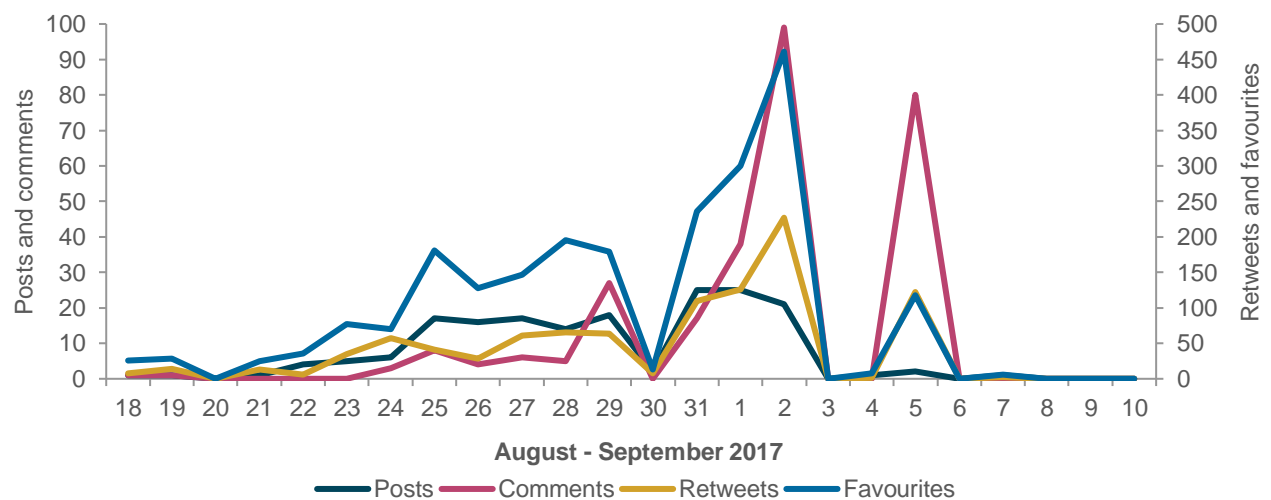
### AIBA Twitter activity summary: event period

	25 Aug–02 Sept	Day average
Posts	155	17.2
Favourites	1,840	204.4
Retweets	730	81.1
Comments	204	22.7
New followers (by 03 Sept)	1,348 (7% increase)	149.8

### Twitter activity: event period by day (25 Aug – 02 Sept 2017)



### Twitter activity: extended period by day (18 Aug – 10 Sept 2017)



## Social Media



Instagram | @aiba\_official

@aiba\_official page likes

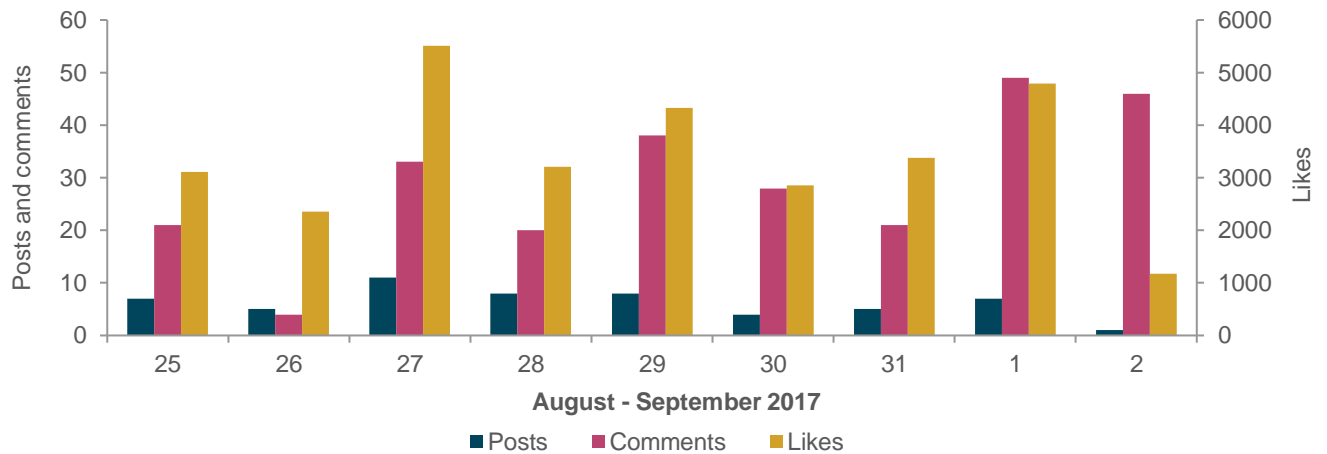
Start (24 Aug 2017) 19,921

End (03 Sept 2017) 21,741

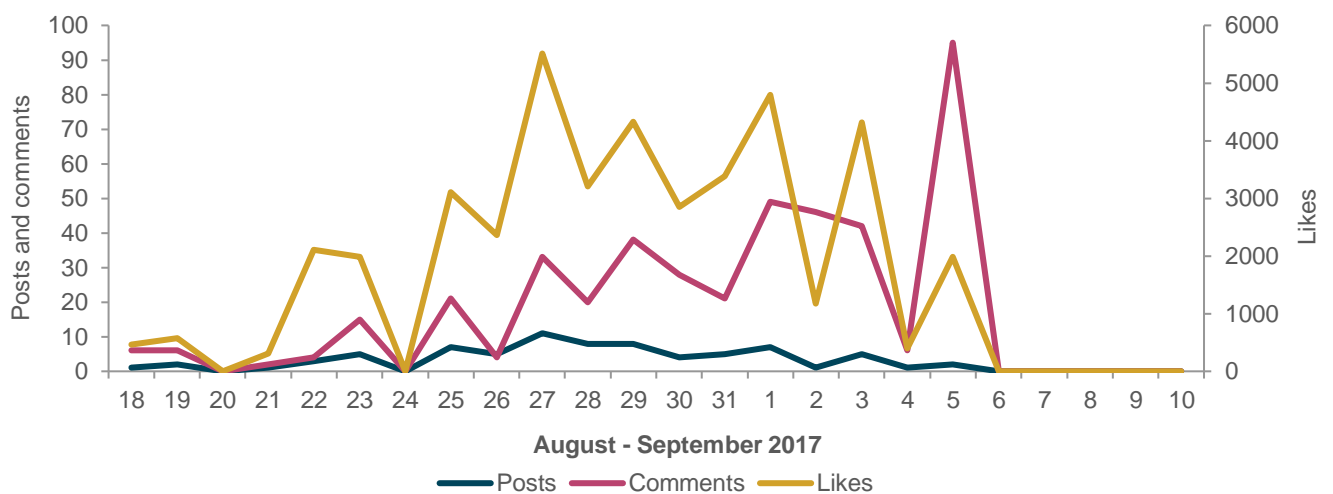
AIBA Instagram activity summary: event period

	25 Aug–02 Sept	Day average
Posts	56	6.2
Likes	30,718	3,413.1
Comments	260	28.9
New page likes (by 03 Sept)	1,820 (9% increase)	202.2

Instagram activity: event period by day (25 Aug – 02 Sept 2017)



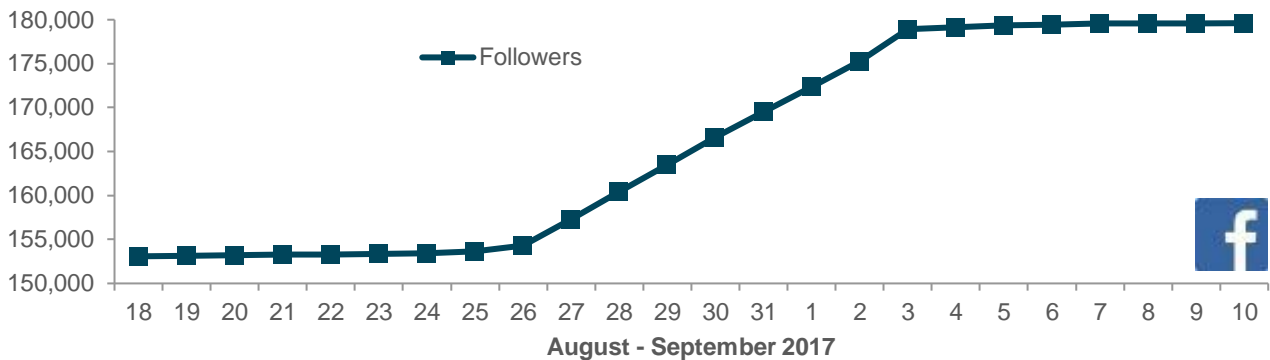
Instagram activity: extended period by day (18 Aug – 10 Sept 2017)



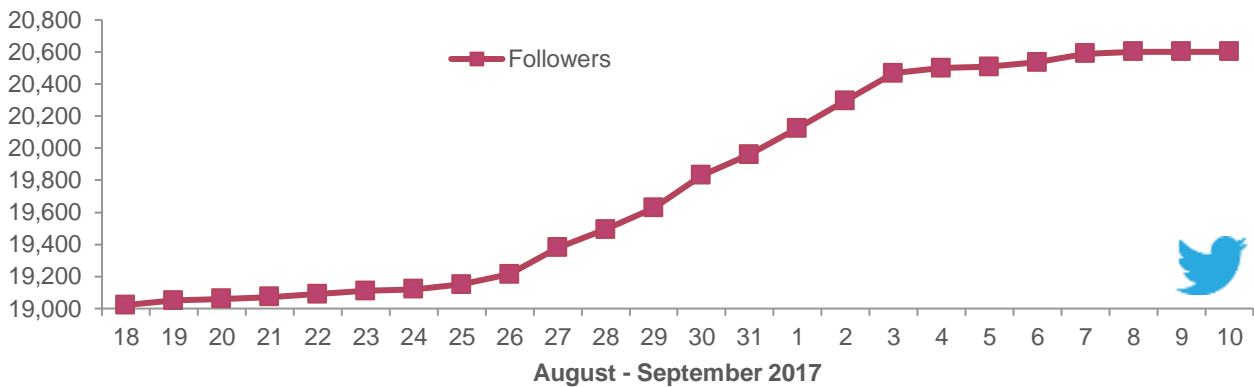
## Social Media

### Followers | AIBA social media accounts

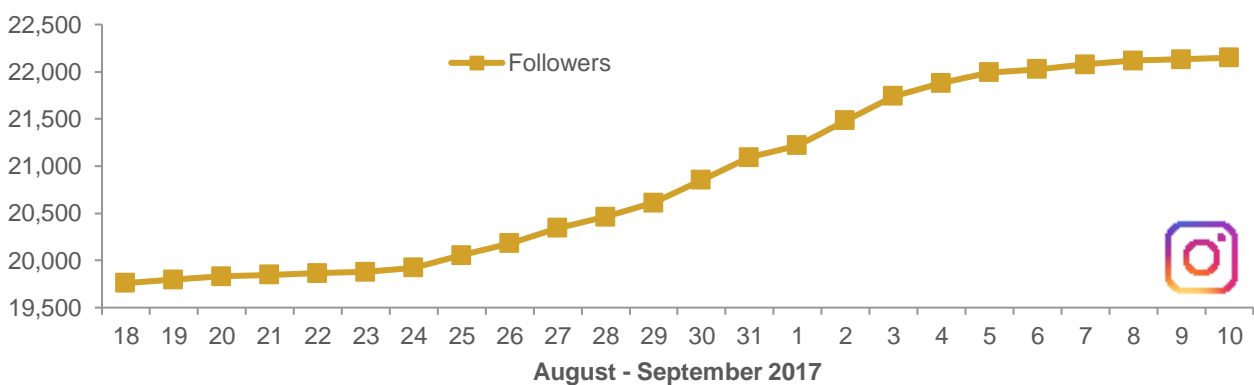
Facebook followers: extended period by day (18 Aug – 10 Sept 2017)



Twitter followers: extended period by day (18 Aug – 10 Sept 2017)



Instagram followers: extended period by day (18 Aug – 10 Sept 2017)





# Sponsorship

# Sponsorship

## Overview

Hamburg 2017 was supported by six partners in total consisting of three international partners signed by top AIBA executives and three national partners signed up by the local organising committee.

Each of the competition partners was from a different sector. The sectors of the brands included athletic (clothing & accessories), cars, hotels & resorts, magazine, sports equipment and travel agencies & operators.

### International partners by sector

Borgward	Cars	Main sponsor
adidas	Athletic apparel	Official partner
SportCom	Sports Equipment	Official supplier

### Partners breakdown by type

International partners	3
National partners	3
TOTAL	6

### National partners by sector

Boxsport	Magazine	National print media partner
H-Hotels.com	Hotels & resorts	Official hotel partner
Teamsportreisen	Travel agencies & operators	Official travel agency



## Sponsorship

### Branding

All of the partners were afforded plenty of branding opportunities by AIBA and the Local Organising Committee at the competition venue and on official documentation.

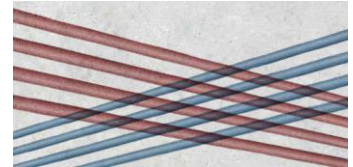
The logos of the official partners were displayed on consistent branding designs. These were presented on a slightly grey background with red and blue stripes representing boxing ropes in the colours of the two boxing corners.

The logos were visible in numerous locations inside the competition venue and around the field of play, including: the ring canvas; the ring corners; the barriers around the field of play; the wall divider in between ring A and ring B; the screen next to the athlete tunnel; the large wall below the AIBA balcony and the backdrop for the interview zone.

In addition to this, the branding was displayed on official documentation such as the official draw booklet; the ticketing booklet; official media accreditation; tickets; daily schedules; competition draws; visitor car parking tickets and on the walls of the media centre.

The consistent branding application throughout the venue ensured brands received a presence all the way through the event from start to finish. The branding on the ring and around the field of play also allowed plenty of TV exposure for the sponsors.

The event branding was also used to showcase the logos of four organisations that helped to ensure Hamburg 2017 went ahead. Alongside the official partners the logos of the following organisations received exposure: AIBA; German Boxing Federation (Deutscher Boxsport-Verband); Federal Ministry of the Interior (Bundesministerium des Innern); Free and Hanseatic City of Hamburg.



*Event branding backdrop*



**Hamburg**





## Sponsorship

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### International Partner | Main Sponsor | Borgward

Borgward is a Germany-based automotive manufacturer employing more than 2,500 people. The brand was originally founded in 1921 and was operational up until the early 1960s when it was the third largest automobile manufacturer in West Germany with 23,000 employees. In 1960, Borgward encountered a series of cash flow problems and in 1962, following the death of founder Carl F.W. Borgward, the company ceased operations. Borgward was then revived in 2006 by Christian Borgward, grandson of the founder, who formed Borgward Group AG. Following significant investment by the Foton Motor Group, the Chinese automotive company, Borgward launched its first car in China in June 2016.



After the relaunch in China, Borgward expanded west to the Middle East in July 2017. In accordance with this roadmap, the company will continue to move west and enter the European market. The brand aims to deliver 800,000 models per year by 2020, before doubling production to 1.6 million annually by 2025. A production facility in Bremen, the brand's original home from the 1920's, is scheduled to open in 2018 in an effort to achieve this.

Borgward and AIBA announced its main sponsor partnership in June 2017, two months prior to the start of the event. As part of the agreement, Borgward provided significant financial support and supplied 16 SUVs for AIBA executives to use throughout event. The vehicles were used to transport executives around the city of Hamburg, to and from their hotels to the Sporthalle. AIBA staff were also afforded the opportunity to commute in these cars from Switzerland to Germany prior to the start of Hamburg 2017.

The key objectives for Borgward as the main sponsor of Hamburg 2017 were:

1. To sponsor an event with the Olympic spirit values
2. To present its new generation of cars, the SUV models Borgward BX7 and the Borgward BX5
3. To increase brand visibility to a worldwide audience

**“Boxing embodies many of the values that our company represents, and the AIBA World Championships is the biggest boxing tournament in the world. The association is an excellent opportunity for us, and Borgward looks forward to helping AIBA, the German Boxing Federation and the city of Hamburg to hold an exceptional experience.”**

#### Tom Anliker

Vice President Marketing, Sales and Services  
Borgward

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## Sponsorship

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### International Partner | Main Sponsor | Borgward

AIBA represents Olympic boxing and for Borgward it was important to be associated with an event with the shared values of the Olympic spirit. The Olympic spirit embodies many of the values that Borgward aims to represent and as such the brand saw this partnership as an opportunity to promote those values. The most important values identified by Borgward were friendship, solidarity, fair play, inspiration and motivation.



The automotive brand felt there was a shared synergy between the ambitions of young boxers trying to become world champions and the brand itself trying to rebuild its reputation, with both aiming to establish themselves on the global stage in their respective fields. Borgward used the partnership with Hamburg 2017 to showcase its new car models, the BX7 and BX5. Hamburg 2017 provided an international stage for both to be displayed.

Borgward was able to display one car on the field of play in the competition area and one in the car park next to the fan zone. The car parked on the field of play was a prominent feature inside the venue for spectators. However, the activation in the car park did not receive the coverage that Borgward would have hoped for given the late arrival of the AIBA Year of Africa truck to the fan zone.

Hamburg 2017 was an opportunity for Borgward to showcase its brand primarily in the German market and also on the international stage through the broadcasting coverage afforded to a world championships. The increase in brand visibility was helped by the substantial branding made available to each of the partners, with Borgward's logo appearing throughout the competition on-site and on the broadcasting coverage.

One of AIBA's social media objectives was to afford Borgward a wide variety of branded content. As such, and as the main sponsor, Borgward received regular coverage across the AIBA social media accounts. A daily highlight from the competition coverage was released as the 'Borgward Moment of the Day' and the brand's logo was featured in the corner of the 'Fan Pic of the Day'. In addition, AIBA followers were also asked to vote for the 'Borgward Boxer of the 2017 World Championships'.

**“Like the new generation of potential World and Olympic champions, Borgward is a newcomer with huge ambitions, too. We both have the same goals in mind: To be successful, to enter the global stage and, maybe, to write history.”**

**Ulrich Walker**  
CEO  
Borgward

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## Sponsorship

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### International Partner | Official Partner | adidas

adidas Double-D is the official adidas licensee for combat sports. As combat sport specialists it specialises in equipment for a range of sports including boxing, Brazilian jiu jitsu, judo, karate, kickboxing, mixed-martial arts and taekwondo. In addition to AIBA, the brand has partnerships in place with the International Judo Federation; European Judo Union; World Karate Federation; World Taekwondo and the International Taekwondo Federation.



#### ADIDAS

Interview

Michael Arndt

adidas Licensee, Double-D

adidas Double-D was already an official licensee of AIBA prior to Hamburg 2017 which gave the brand approved equipment status. Having official licensee status enabled adidas Double-D to bid to become an official partner of the event. As part of the deal, adidas provided financial support and supplied the competition with gloves, hand wraps and uniforms for the competing athletes, volunteers and AIBA officials.

adidas Double-D has a distribution network for its equipment covering over 180 countries. In each country there is an official distribution partner that is used to distribute equipment. SPORTART3, the official distribution partner of adidas Double-D for Germany, Austria and Switzerland had an official presence at Hamburg 2017 with a merchandise area within the competition venue.

The key objectives for adidas Double-D as an official partner of Hamburg 2017 were:

1. To interact with the athletes and coaches to gain feedback on equipment
2. Gain brand exposure through televised coverage of the competition
3. Sell merchandise to spectators at its merchandise zone through SPORTART3
4. Promote its partnership globally through its official online social media platforms

**“adidas is delighted to join the AIBA Family in promoting boxing and be part of a tournament with the importance of the World Championships. This agreement represents more than just the provision of equipment. We want to celebrate boxing and support its development, using sophisticated digital channels and extensive reach to offer the sport’s fans an enriched experience in Hamburg and, ultimately, help more people discover boxing now and throughout the Tokyo 2020 Olympic cycle.”**

**Cedric Dermée**

President

adidas Double-D

## Sponsorship

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### International Partner | Official Partner | adidas

adidas Double-D created an adidas zone consisting of a training area and a lounge area. The zone was situated in the gym adjacent to the Sporthalle. adidas Double-D was pleased with the support AIBA provided them in promoting this zone to the national federations. Prior to the event, AIBA invited the national teams to visit the adidas zone and informed them of the location.



The training area was built for the competing boxers to train outside of competition and the lounge area was intended to be used by adidas Double-D to talk with the athletes and coaches. The brand brought a wide selection of boxing footwear to the competition which it intended to give to the boxers for free, providing the boxers tested them out and provided feedback. However, in the first few days of competition adidas Double-D was not pleased with the interaction they achieved due to the lack of footfall in the gym. Very few boxers trained in the gym adjacent to the Sporthalle and instead chose to train in local gyms and locations nearer to the athlete hotels.

On day five of the competition, adidas Double-D moved the lounge area of the adidas zone to the concourse inside the Sporthalle. Following the move the brand was happy with the uptake in footfall as it allowed greater interaction with both the athletes and coaches alike, who spent much of their time in the venue watching fellow team mates.

It was important for adidas Double-D to sponsor an event with global televised coverage as this increased brand exposure. The brand was pleased that large broadcasters were there to cover the event, particularly ZDF, the German public-service broadcaster, who dedicated a lot of coverage to Artem Harutyunyan, the German Light Welterweight Olympic bronze medallist who is an official adidas athlete.

adidas Double-D was pleased that AIBA allowed SPORTART3, the official adidas distributor, to assemble a merchandise zone on the concourse of the Sporthalle. adidas Double-D felt it was important to be inside the venue where it could interact with spectators and sell merchandise. In addition to the merchandise zone, there was a boxing speed challenge for spectators to attempt. This activation gave spectators a chance to win adidas equipment and appeared popular with younger spectators.

adidas Double-D promoted the Hamburg 2017 partnership through its own social media accounts and those of its official distributors. However, it was not promoted on adidas' main social media accounts. This meant the partnership did not receive the maximum coverage it could have, given it was promoted on accounts with tens of thousands of followers and not millions.

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## Sponsorship

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### International Partner | Official Supplier | SportCom

SportCom, the France-based company founded in 2003, is a professional equipment and materials manufacturer for combat sports. In addition to manufacturing and supplying sports equipment, the brand also helps with the installation of the equipment.



The brand specialises in boxing rings, punching bag rails and brackets, cross-training stations and floor solutions, providing all services to its customers – from the pre-sales consulting and design to the installation.

Much like adidas Double-D, SportCom was already an official AIBA licensee before Hamburg 2017, giving it approved equipment status at AIBA events.

The key objectives for SportCom as an official supplier of Hamburg 2017 were:

1. To reconnect with AIBA to build a relationship for future events
2. To demonstrate expertise at a showpiece event
3. To provide top quality products and specialist assistance

For SportCom, the event was part of its international development strategy to move forward and accomplish new goals. The brand wanted to use the event as a spring-board with AIBA to help secure partnerships for future events.

SportCom saw the World Championships as an opportunity to showcase its products and demonstrate its expertise on a global stage. Two competition rings were used for the event and foldable rings used in the training area. Overall SportCom was pleased with the presentation of the rings both in the competition venue and training venue.

SportCom approached Hamburg 2017 as a good networking opportunity. The event presented the chance for SportCom to build positive relationships with the national boxing federations in an effort to generate new business.

SportCom provided a team of six employees for the event who assisted Hamburg 2017 with ring assembly, ring dismantling and ring rearranging when the event switched from the two-ring to one-ring format for the semi-finals. SportCom felt it was important to have a presence on the ground at the event to help the local organising committee feel secure during the transition phase and to provide the event with specialist assistance.

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#### SPORTCOM

##### Interview

Jean René Savary CEO,  
SportCom

## Sponsorship

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### Sponsors | *National partners*

#### BOXSPORT

Boxsport is a German magazine publication with a specific focus on the sport of boxing. It is a monthly magazine covering the latest news, stories and events in boxing.

As the national print media partner, Boxsport ran a twenty-page spread in its September 2017 edition previewing Hamburg 2017. Within the magazine there were interviews with Henry Maske, a German former professional boxer, and with Artem Harutyunyan, the German Light Welterweight Olympic bronze medallist and Hamburg-local. The magazine included analysis and facts on the history of the World Championships and details of how to buy tickets.

#### BOXSPORT



#### H-Hotels.com

H-Hotels.com is a Germany-based hotel group operating across Germany, Austria and Switzerland.

As the official hotel partner of Hamburg 2017, the Hyperion Hotel, the brand's 4-star hotel in Hamburg, was at the heart of the athlete village just 8km from the competition venue. The Hyperion was used as the location for the daily weigh-ins and the main accreditation centre. In addition, the hotel group provided catering services for Hamburg 2017, providing meals to the athletes and coaches at the Hyperion, the referees and judges in the competition venue and for the media in the media centre. A total number of 1,750 meals were provided across the event during lunch and dinner.

#### H-HOTELS.COM



**H-Hotels.com**

#### TEAMSPORTREISEN

TR Teamsportreisen is a German sports event travel agency specialising in the organisation and deliverance of sports travel packages.

The travel brand agreed a partnership as the official travel agency of the local organising committee. As part of this, TR Teamsportreisen assisted athletes and coaches with their accommodation bookings at the designated athlete hotels and ensured bus transfers ran regularly from the hotels to the competition venue at the Sporthalle.

#### TEAMSPORTREISEN





# Sporting

# Sporting

## Sporting | Overview

Hamburg 2017 featured 243 athletes representing 75 nations from all six continents.

The number of competing nations at Hamburg 2017 represents just over 37.3% of AIBA's 201 recognised member national federations. During the qualification period for Hamburg 2017, 60.6% of AIBA's membership participated.

Host nation Germany took up all ten of its quota places whilst the remaining 233 athletes travelled from overseas to Hamburg.

Europe provided 35.8% of all athletes, followed by Asia with 24.3%. Oceania provided the lowest number of athletes at 4.9%.

Cuba topped the medals table having secured five gold medals and two silver. Uzbekistan placed second and Kazakhstan third.

227 team officials were present in Hamburg alongside 107 national federation representatives, 65 technical officials, and 168 VIPs, guests and observers.

There were 51 samples collected for anti-doping testing. Samples were collected during the quarter-final, semi-final and finals stages of competition.

### Athletes summary

Athletes - Total	243
Male	243
Female	0
Domestic	10
Overseas	233
Continental Reach	6
Competing Nations	75

### Team officials

1-Star Coach	33
2-Star Coach	16
3-Star Coach	90
Medical	49
Team Manager	39
<b>TOTAL</b>	<b>227</b>

### National federation representatives

National Federation	57
National Federation Guest	9
Administrative Staff	19
National Coach	14
Additional Medical Staff	8
<b>TOTAL</b>	<b>107</b>

### Technical officials by type

Supervisor	1
ITO	19
NTO	10
R&J	35
<b>TOTAL</b>	<b>65</b>

### VIPs, guests and observers

AIBA VIP	55
AIBA Guest	37
DBV VIP	52
DBV Guest	13
Observer	11
<b>TOTAL</b>	<b>168</b>



## Sporting

### Nations | *Competing Nations*

There were 75 competing nations at Hamburg 2017.

The 75 nations represented a six-nation (8.7%) increase compared to the 2015 edition in Doha, Qatar.

Hamburg 2017 marked the second world championships in which a “closed” qualification system was used.

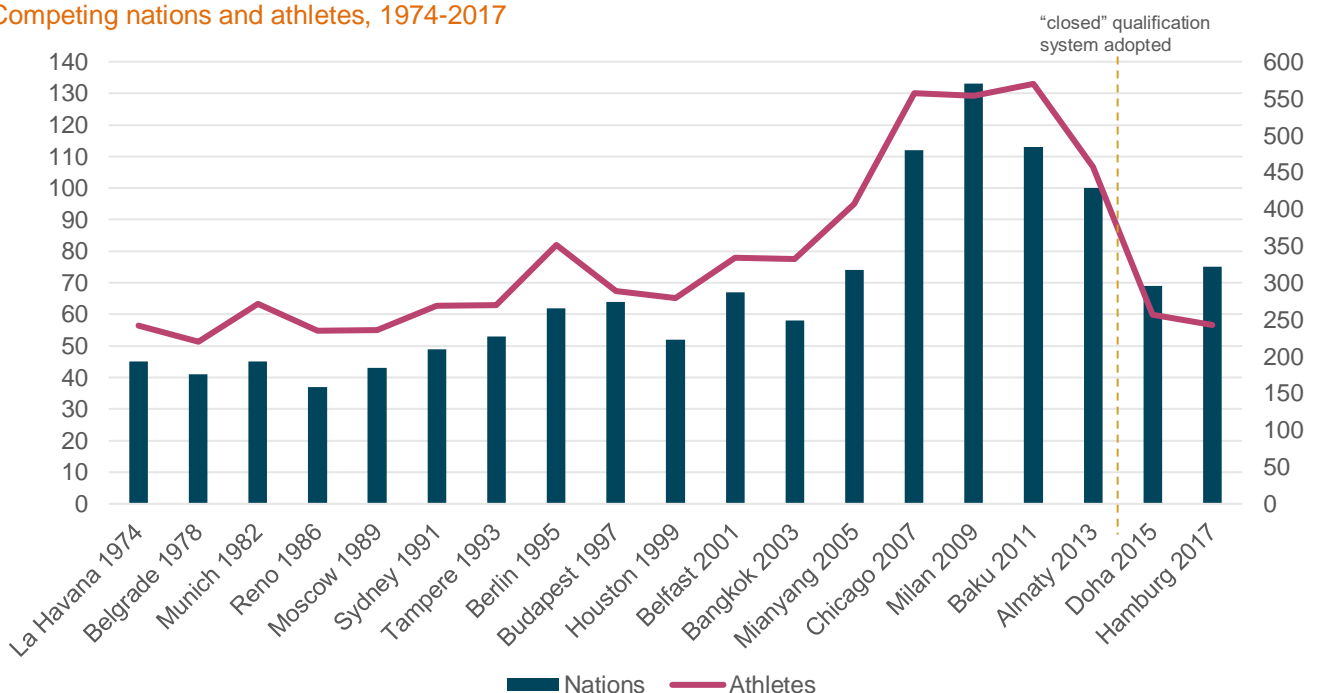
The increase in the number of nations appearing at Hamburg 2017 can be largely attributed to the qualification process. This provided 260 quota places, determined solely by the results of the five continental championships, which took place in the first half of 2017.

Furthermore, there was a record of 12 African nations competing in Hamburg, compared to seven in Doha.

#### Competing nations and athletes, 1974-2017

Championships	Nations	Athletes
La Havana 1974	45	242
Belgrade 1978	41	220
Munich 1982	45	271
Reno 1986	37	235
Moscow 1989	43	236
Sydney 1991	49	233
Tampere 1993	53	270
Berlin 1995	62	351
Budapest 1997	64	289
Houston 1999	52	243
Belfast 2001	67	334
Bangkok 2003	58	332
Mianyang 2005	74	407
Chicago 2007	112	557
Milan 2009	133	554
Baku 2011	113	570
Almaty 2013	100	457
Doha 2015	69	257
Hamburg 2017	75	243

#### Competing nations and athletes, 1974-2017



## Sporting

### Nations | *By continent*

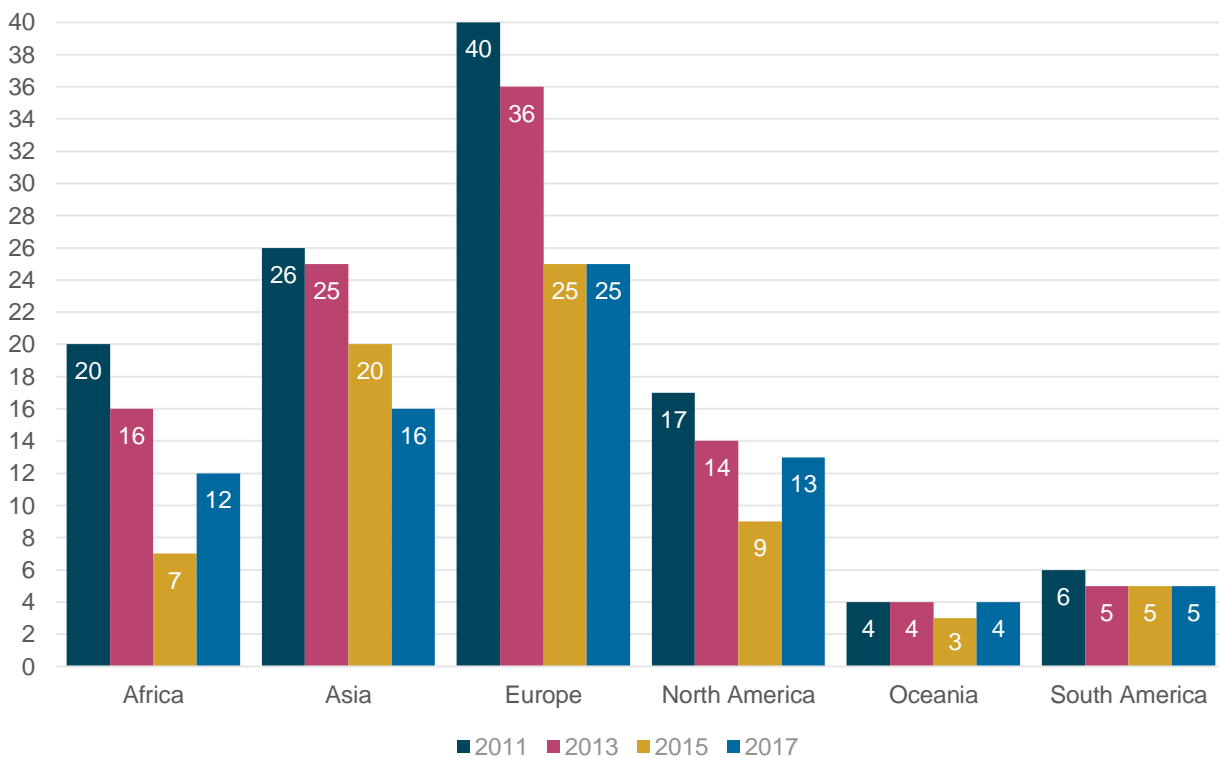
Europe was the most widely represented continent at Hamburg 2017 with 25 nations taking part (33.3%). Asia was represented by 16 nations (21.3%) whilst North America had 13 competing nations (17.3%), Africa, 12 (16%), Oceania, four (5.3%) and South America, five (6.7%).

There was an increase in the number of competing nations from Africa (71.4%) and North America (44.4%) compared to Doha. There was a 20% decrease in the number of nations representing Asia at Hamburg 2017 compared to the previous edition.

#### Competing nations at Hamburg 2017 by continent

Africa	12	16.0%
Asia	16	21.3%
Europe	25	33.3%
North America	13	17.3%
Oceania	4	5.3%
South America	5	6.7%
<b>TOTAL</b>	<b>75</b>	<b>100%</b>

#### Competing nations by continent, 2011-2017

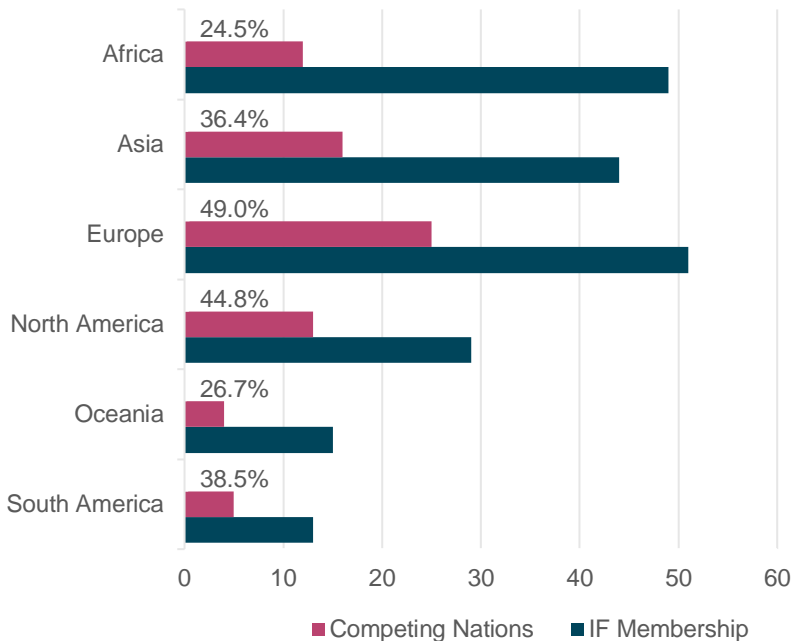


*NB. Entries to AIBA World Boxing Championships have been capped since 2015. A set number of quota places are available to each confederation and athletes can qualify via continental championships and other AIBA events. This explains the large decrease in competing nations by continent between 2013 and 2015.*

## Sporting

### Nations | *Eligible member national federations*

#### Competing nations versus AIBA member national federations



Compared to the total number of AIBA member national federations (201) at the time of competition; Europe had the highest proportion represented (49%), while Africa had the lowest (24.5%). However, this is a vast improvement on 2015 in which only 16.3% of African member federations were represented.

Indonesia and Iran, both Asia, originally qualified athletes via the ASBC Asian Boxing Championships however did not take up quota places at Hamburg 2017.

A total of ten nations failed to attend having confirmed registration due to a variety of reasons out with the control of the LOC and AIBA.

Two nations qualified for an AIBA World Boxing Championships for the first time: Congo and Namibia. Unfortunately, both nations did not participate despite qualification due to financial and national governance issues.

#### AIBA MNFs competing at Hamburg 2017

Continent	Nations	%
Africa	12	24.5%
Asia	16	36.4%
Europe	25	49.0%
North America	13	44.8%
Oceania	4	26.7%
South America	5	38.5%
<b>TOTAL</b>	<b>75</b>	<b>37.3%</b>

#### Nations qualifying for their first AIBA World Boxing Championships

Continent	Nation
Africa	Congo
Africa	Namibia

#### Nations invited having not qualified via continental championships

Continent	Nation
Africa	Madagascar
Asia	Chinese Taipei
Europe	Greece
North America	Honduras
North America	Jamaica
North America	Panama

#### Nations failing to attend having confirmed registration

Continent	Nation
Africa	Congo
Africa	DR Congo
Africa	Madagascar
Africa	Namibia
Asia	Syria
Europe	Romania
North America	Jamaica
Oceania	Fiji
Oceania	Papua New Guinea
Oceania	Samoa

## Sporting

### Athletes | *Competing athletes*

There were 243 athletes competing across 10 weight categories at Hamburg 2017.

The 243 athletes represented decrease of 14 athletes (8.6%) decrease compared to the 2015 edition in Doha, Qatar. However, 75 nations were represented in Hamburg, compared to 69 in Doha.

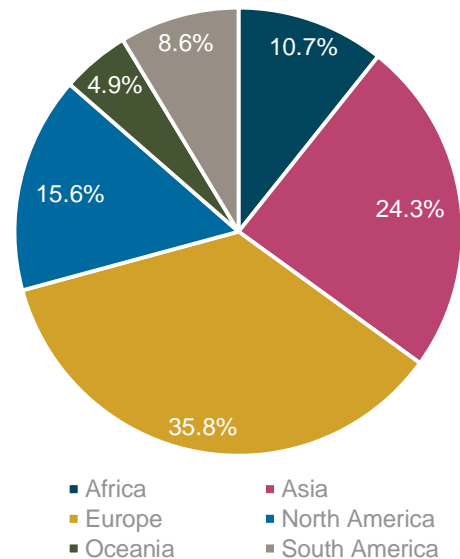
Since 2015, the championships have adopted a closed competition structure following a vote by the AIBA Congress. By restricting the number of athletes competing at the AIBA World Boxing Championships, the tournament has become more manageable for hosts to organise and enhances the competitiveness of the championships as only the world's best manage to qualify.

During the 2017 continental championships qualification process, 731 male athletes from 122 nations competed. This is an increase on the 651 athletes from 114 nations which participated in qualifying for the 2015 championships. This highlights the growing size, scale and importance of the five confederation's own continental competitions.

#### Athletes by weight category

Weight	Category	Entries
49kg	Light flyweight	23
52kg	Flyweight	25
56kg	Bantamweight	28
60kg	Lightweight	25
64kg	Light welterweight	24
69kg	Welterweight	26
75kg	Middleweight	25
81kg	Light heavyweight	24
91kg	Heavyweight	21
91+kg	Super heavyweight	22
<b>TOTAL</b>		<b>243</b>

#### Athletes by continent



# Sporting

## Athletes | By continent

### Athletes from Africa (26)

Country	Athletes
Algeria	3
Angola	3
Botswana	1
Cameroon	2

Country	Athletes
Cape Verde	1
Egypt	4
Kenya	3
Mauritius	3

Country	Athletes
Morocco	1
Tunisia	1
Uganda	2
Zambia	2

### Athletes from Asia (59)

Country	Athletes
China	5
Chinese Taipei	1
India	8
Israel	2
Japan	3

Country	Athletes
Jordan	2
Kazakhstan	10
Korea	5
Kyrgyzstan	1
Mongolia	4

Country	Athletes
Pakistan	1
Philippines	2
Sri Lanka	1
Tajikistan	2
Turkmenistan	2
Uzbekistan	10

### Athletes from Europe (87)

Country	Athletes
Armenia	2
Azerbaijan	4
Belarus	3
Bulgaria	2
Croatia	1
Denmark	2
England	9
France	2

Country	Athletes
Georgia	2
Germany	10
Greece	1
Hungary	3
Ireland	5
Italy	7
Lithuania	1
Moldova	2

Country	Athletes
Netherlands	3
Norway	1
Poland	2
Russia	9
Scotland	3
Slovakia	1
Spain	2
Turkey	2
Ukraine	8

### Athletes from North America (38)

Country	Athletes
Barbados	1
Canada	1
Costa Rica	3
Cuba	9

Country	Athletes
Dominican Republic	4
Guatemala	2
Honduras	1
Mexico	3

Country	Athletes
Nicaragua	3
Panama	1
Puerto Rico	4
Trinidad & Tobago	1
USA	5

### Athletes from Oceania (12)

Country	Athletes
Australia	9
Nauru	1

Country	Athletes
New Zealand	1

Country	Athletes
Vanuatu	1

### Athletes from South America (21)

Country	Athletes
Argentina	3
Brazil	5

Country	Athletes
Colombia	7
Ecuador	2

Country	Athletes
Venezuela	4

# Sporting

## Performance

There were 10 weight categories contested at Hamburg 2017.

Cuba dominated the event winning five of the 10 gold medals on offer and seven in total.

Uzbekistan, which lost three gold medal bouts to Cuban opponents, finished second with six medals whilst Kazakhstan finished third also with six medals but one fewer silver.

Six nations won gold medals overall.

In total, 20 nations received at least one medal, 26.7% of all competing nations.

Abass Baraou, Germany's welterweight entry, won the home nation's only medals, achieving bronze.

Rio 2016 light welterweight Olympic medallist and Hamburg favourite Artem Harutyunyan was eliminated in his quarter final bout. He was, however, awarded AIBA's Fair Play award.

### Medals table, Hamburg 2017

Rank	Nation	G	S	B	Total
1	Cuba	5	2		7
2	Uzbekistan	1	3	2	6
3	Kazakhstan	1	2	3	6
4	Azerbaijan	1		1	2
= 5	France	1			1
= 5	Ukraine	1			1
7	United States		1	2	3
8	Russian Federation		1	1	2
9	Ireland		1		1
= 10	Armenia			1	1
= 10	Australia			1	1
= 10	Cameroon			1	1
= 10	Colombia			1	1
= 10	Ecuador			1	1
= 10	England			1	1
= 10	Georgia			1	1
= 10	Germany			1	1
= 10	India			1	1
= 10	South Korea			1	1
= 10	Mongolia			1	1
<b>TOTAL</b>		<b>10</b>	<b>10</b>	<b>20</b>	<b>40</b>

### Medallists at Hamburg 2017

Weight Category	Gold	Silver	Bronze	Bronze
49kg Light flyweight	ARGILAGOS Joahnys CUB	DUSMATOV Hasanboy UZB	YERZHAN Zhomart KAZ	MARTINEZ RIVAS Yurberjen COL
52kg Flyweight	VEITIA Yosbany CUB	LATIPOV Jasurbek UZB	GALANOV Tamir RUS	KIM Inkyu KOR
56kg Bantamweight	YERALIYEV Kairat KAZ	RAGAN Duke USA	McGRAIL Peter ENG	BIDHURI Gaurav IND
60kg Lightweight	OUMIHA Sofiane FRA	ALVAREZ ESTRADA Lazaro CUB	DORJNYAMBUU Otgonalai MGL	ERANOSYAN Otar GEO
64kg Light welterweight	CRUZ GOMEZ Andy CUB	KHOLDAROV Ikboljon UZB	BACHKOV Hovhannes ARM	ROJAS Freudis USA
69kg Welterweight	GIYASOV Shakhram UZB	IGLESIAS Roniel CUB	ZHUSSUPOV Abilaikhan KAZ	BARAOU Abass GER
75kg Middleweight	KHYZHNIK Oleksandr UKR	AMANKUL Abilkhan KAZ	ISLEY Troy USA	SHAKHSUVARLY Kamran AZE
81kg Light heavyweight	LA CRUZ Julio CUB	WARD Joseph IRL	MINA CAICEDO Carlos ECU	MELIKUZIEV Bektemir UZB
91kg Heavyweight	SAVON Erislandy CUB	TISHCHENKO Evgeny RUS	LEVIT Vassiliy KAZ	TURSUNOV Sanjar UZB
91+kg Super heavyweight	MAJIDOV Mahammadrasul AZE	KUNKABAYEV Kamshybek KAZ	GOODALL Joseph AUS	ARSENE Fokou CMR

## Sporting

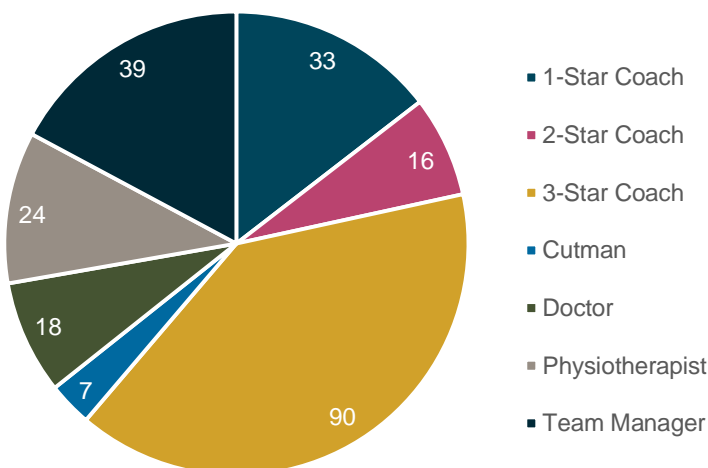
### Officials | Team

There was a total of 227 individuals whose primary role was as a team official. This included 39 team managers, 139 coaches and 49 medical support staff.

Of the 227 officials, 38.3% hailed from Europe (87), 26.9% from Asia (61), 13.7% from Africa (31), 11.9% from North America (27), 6.2% from South America (14) and 3.1% from Oceania (7).

By comparison, the total number of team officials at the AIBA World Boxing Championships in 2015 was 253.

#### Team officials breakdown by type, Hamburg 2017



#### Team officials by continent

Africa	31
Asia	61
Europe	87
North America	27
Oceania	7
South America	14
<b>TOTAL</b>	<b>227</b>

#### Nations with most team officials (6+)

India	Asia	10
Uzbekistan	Asia	9
England	Europe	9
Ukraine	Europe	9
Kazakhstan	Asia	8
Russia	Europe	8
Italy	Europe	7
Algeria	Africa	6
Azerbaijan	Europe	6
Ireland	Europe	6
Cuba	North America	6

### 3.03

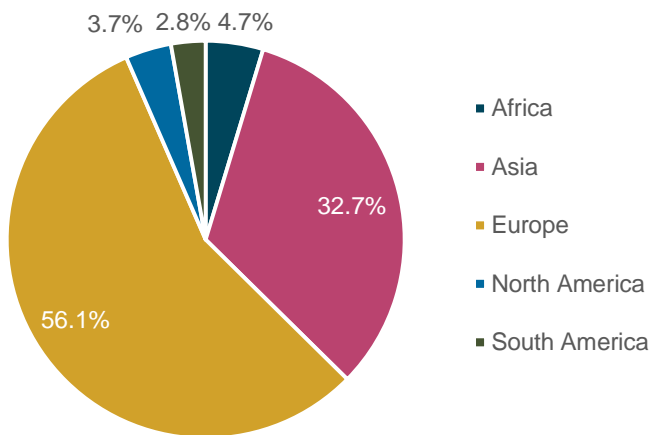
Average number of team officials per competing nation

## Sporting

### Officials | *National Federation*

There was a total of 107 national federation representatives in Hamburg for the AIBA World Boxing Championships. They represented 37 members of AIBA's national federations.

National federation representatives breakdown by continent, Hamburg 2017



National federation representatives by continent, Hamburg 2017

Africa	5
Asia	35
Europe	60
North America	4
Oceania	0
South America	3
<b>TOTAL</b>	<b>107</b>

National federation representatives

Additional Medical Staff	8
Administrative Staff	19
Board Member	12
Board Member Guest	3
Executive Director	7
Member	23
National Coach	14
President	15
President Guest	6
<b>TOTAL</b>	<b>107</b>

Nations with most representatives

Mongolia	Asia	10
Russia	Europe	10
England	Europe	8
Ukraine	Asia	7
Kazakhstan	Asia	5
Uzbekistan	Asia	5
Azerbaijan	Europe	4
USA	North America	4



# Sporting

## Officials | *VIPs, guests and observers*

There were 168 VIPs, guests and observers invited to the AIBA World Boxing Championships in Hamburg.

AIBA invited 55 VIPs, including 21 representatives of the federation’s sponsors, whilst the German Boxing Federation invited 52. There were also 50 invited guests and 11 observers at the event.

### VIPs, guests and observers

AIBA VIP	55
AIBA Guest	37
DBV VIP	52
DBV Guest	13
Observer	11
<b>TOTAL</b>	<b>168</b>



## Sporting

### Officials | *Technical*

There was a total of 65 technical officials in attendance at the event. This included 20 International Technical Officials (ITO), 10 National Technical Officials and 35 referees and judges (R&J).

The 35 R&Js were representative of all six continents and the majority came from Europe (18). There were two female R&Js.

The 30 technical officials consisted of a supervisor, four deputy supervisors, two draw commissioners, four R&J evaluators, an equipment manager, an R&J coordinator, five ringside doctors, two cutmen and a back of house manager as well as supporting national officials from Germany. There were six female officials.

#### Technical officials by type

Supervisor	1
ITO	19
NTO	10
R&J	35
<b>TOTAL</b>	<b>65</b>

#### Referees and Judges by continent

Africa	2
Asia	7
Europe	18
North America	5
Oceania	2
South America	1
<b>TOTAL</b>	<b>35</b>



# Sporting

## Anti-doping

AIBA ensured a strict anti-doping policy was enforced at the championships and conformed to the World Anti-Doping Agency (WADA) code.

More than 50 samples were collected via urine tests during the competition.

All 20 finalists were tested in addition to 21 athletes during the quarter-final stage and 10 during the semi-final stage.

Six doping control officers and 20 chaperones managed the anti-doping operation without any obstacles. A representative of NADA was present as an observer to monitor the operations of the sample collection.

### Anti-doping initiatives

The organising committee arranged for an educational stand to be positioned in the main spectator concourse which offered advice and guidance on anti-doping in sport.

The initiative, translated to “Together Against Doping”, distributed leaflets and provided interactive screens containing information.

### Anti-doping in Hamburg 2017

Samples collected	51
Type of test	Urine
ESA-specific analyses	21
hGG-specific analyses	10
GnRH-specific analyses	1

### Anti-doping by stage in competition

Samples collected	51
Quarter-finals	21
Semi-finals	10
Finals	20
Nations tested	26





# Social

## Social

### Social | *Volunteers*

Hamburg 2017 aimed to recruit upwards of 200 volunteers to assist in the planning and delivery of the world championships. AIBA advised the LOC that a minimum of 150 would be required.

The LOC faced issues with volunteer recruitment and retention. Accreditations were printed for 194 volunteers. Of this number, only 80 competition venue volunteers attended their allocated shifts. This resulted in a number of issues for the LOC and AIBA. For example, there was a lack of access control volunteers throughout the venue and a lack of volunteers to escort athletes to the field of play. Volunteers were reassigned to fill critical roles, leaving a shortfall in other areas.

The volunteers were recruited via local boxing clubs as well as the Hamburg 2024 Olympic and Paralympic Games volunteer pool, which was established soon after Hamburg launched its 2024 bid. The pool is now used for events in the city and acts as a legacy of the bid.

The majority of volunteers were from Germany. There were three international volunteers. They came from Belgium, France and the Netherlands. There was a near even split between male and female volunteers.

#### Volunteer appointments by functional area, Hamburg 2017

Functional Area	Volunteers
Field of play	35
Sport	17
Media	5
VIP	2
Generic	107
Driver	28
<b>TOTAL</b>	<b>194</b>





## Social

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### **Social** | *Opening ceremony and competition draw*

The AIBA World Boxing Championships 2017 opening ceremony and competition draw took place in Hamburg's City Hall. The venue provided a grand backdrop for the event. Participants were provided with access around the building to take in Hamburg's unique history and culture.

A local opera singer performed at the opening ceremony and local children carried the flags of each participating nation in a parade. Throughout the opening ceremony, a number of promotional videos were shown on a big screen highlighting what the city has to offer its visitors.

Following the opening ceremony, invited guests attended a welcome dinner at the Elbphilharmonie, a newly constructed concert hall and entertainment venue to which the city aims to attract the world's largest productions. The building has become a recognisable landmark on Hamburg's skyline.



## Social

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### **Social** | *Educational programmes*

A number of educational initiatives were implemented by AIBA in Hamburg. These initiatives are part of the organisation's objective to educate and grow the number of athletes and officials participating in the sport.

#### **AIBA Team Cutman Certification Course**

The AIBA Team Cutman Certification Course was attended by 39 participants from 24 National Federations in total. Following the success of the first two-day course, which was attended by 26 participants, a second course was organised immediately afterwards which was attended by a further 13 participants. Attendees sat a written exam and completed a three-hour practical exam. This followed practical sessions which included training in the techniques of professional hand-wrapping, now a mandatory requirement at all AIBA competitions.



#### **Referees and Judges (R&J) Seminars**

Ahead of the competition in Hamburg, all 35 referees and judges attended the R&J seminars. Hamburg 2017 marked the first world championships since the newly approved AIBA Technical Rules were introduced in April 2017. Following a review of the Rio 2016 Olympic Games boxing competition, all five judges' score cards are now used to determine the winner of a bout (as opposed to three of five previously). Officials are selected via a randomised computer system instead of being hand-picked by international technical officials.

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## Social

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### Social | *Spectator engagement*

The fan zone activities in Hamburg 2017 had four main sections, including a commentator box providing a unique chance for the fans to comment their favourite matches, AIBA Year of Africa Truck housing a mobile boxing gym and Bogward car exhibition, Sportcom Inflatable Ring.

The first two sections served the purpose of engaging with the local community particularly the youth population to feel the thrill of boxing from a first-hand experience. 4 boxing groups including the German Youth National Team who happened to train in a city nearby Hamburg, the Hamburg Boxing Academy that shelters many of the youngsters from humble backgrounds. These boxing groups were invited to utilize the boxing facility provided at the fan zone and watch some top-class boxing matches in the venue.





## Social

### Social | Spectator engagement continued

Between sessions, spectators were shown detailed educational videos explaining the rules of boxing and how bouts are officiated. This provided spectators of little boxing knowledge the opportunity to better understand the athletes' tactics and performances.

The organising committee branded the event well. They included a number of educational advertising boards throughout the competition venue and spectator concourse. These were used to educate the public on the history of the event and the success of athletes to have competed since the first edition in 1974.

Sponsor activations also provided spectators with entertainment during session breaks. adidas Double-D set up an interactive area for athletes and spectators to take part in a boxing speed test. This was widely praised by spectators and was particularly popular among younger visitors.



Medallienstand der Herren bei den Weltmeisterschaften.

Platz	Land	Gold	Silber	Bronze	Gesamt
1	Kuba	11	22	10	43
2	Russland (inkl. Olympische Athleten)	10	11	10	31
3	USA	10	9	10	29
4	Kasachstan	10	10	10	30
5	Belgien	8	9	10	27
6	Rumänien	8	9	10	27
7	Japan	8	9	10	27
8	Ukraine	8	10	10	28
9	Ungarn	8	10	10	28
10	Frankreich	8	10	10	28
11	Deutschland (inkl. OLYMP. Athleten)	8	10	10	28
12	Frankreich	8	10	10	28
13	Frankreich	8	10	10	28
14	China	8	10	10	28
15	China	8	10	10	28
16	China	8	10	10	28
17	China	8	10	10	28
18	China	8	10	10	28
19	China	8	10	10	28
20	China	8	10	10	28
21	China	8	10	10	28





# Legacy

# Legacy

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## Legacy | AIBA

For AIBA, a sporting legacy was possible due to the enlarged quota of athletes. This gave more nations a chance to qualify, specifically compared to 2015. AIBA wanted to and knew that they could host more nations than in Doha 2015. This was made possible thanks to the better planning of the continental championships and the time afforded for recovery between the continental and world championships. It ensured athletes were in peak physical condition. The welfare of the athletes is a key priority for the governing body.

The qualification and attendance of a large number of boxers from Africa was a success following a period of investment in the development of the sport on the continent. However, due to local governance and funding issues, a small number of qualified boxers did not make it to Hamburg. Reasons for this included changes of leadership within NOC's and the withdrawal of athlete funding. This is an issue which AIBA is seeking to address by empowering member federations and athletes to be able to compete irrespective of localised issues.

In March 2017, AIBA launched its 'Year of Africa' programme which has provided a range of educational initiatives across the African continent. The programme is believed to have reached more than 750,000 people via 12 regional hubs and is hoped to initiate a 250-per-cent increase in the number of certified coaches, referees, judges and technical officials. In total, almost 5,000 certified course places have been offered throughout 2017.

The programme was fronted by the 'AIBA Truck' which travelled the continent. The truck transformed into a boxing ring and training facility at each of its stopping points. It arrived in Hamburg for the world championships and formed the centre piece of the AIBA Fan Zone located outside of the competition venue.

### Key Objectives

- Showcase, develop and promote the sport of boxing globally
- Provide the best possible environment for top level boxers to perform
- Work with partners to ensure all stakeholders have a good understanding of what AIBA is trying to achieve
- Ensure a boxing legacy for host cities which deliver boxing events
- Strengthen the sport's commercial position by attracting global sponsors and providing good promotion
- Provide educational and development opportunities to the boxing community globally

# Legacy

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## Legacy | Hamburg 2017 and DBV

There was good engagement with local boxing clubs throughout the city. The local boxing community was very welcoming, and several teams received invitations to train at local gyms. This brought together athletes, coaches and officials from across the world who exchanged skills, knowledge and experience whilst in Hamburg.

As stated in the Social chapter, the volunteer pool for the event will continue to be a legacy of the 2024 Olympic and Paralympic Games bid. Event organisers can call upon a pool of volunteers who registered interest in volunteering during the bid.

It is believed that due to Hamburg's failed 2024 Olympic and Paralympic Games bid and a subsequent cut to the event's funding, areas such as legacy were no longer considered a priority by the organisers. Instead, the focus was on delivering an athlete-centred event which showcased the best of boxing to Germany and to the world, meeting the LOC's objectives and event slogan of delivering "Pure Boxing".

While the DBV had high expectations for a strong performance from its athletes – both from a sporting standpoint and from a commercial standpoint – only one medal was won, a bronze in the welterweight category.

AIBA recognised the commitment of the German Boxing Association and local boxing clubs in Hamburg which seized the opportunity of having the AIBA World Boxing Championships taking place in their home city Hamburg to motivate young boxers and strengthen the relationships within the local community.

AIBA has also donated boxing equipment to the city boxing community as part of the legacy of the AIBA World Boxing Championships in Hamburg.

### Key Objectives

- Increase participation in boxing clubs across Hamburg and Germany
- Improve national boxing network to raise profile of the sport in Hamburg and across other key cities
- Showcase the sport of boxing to the people of Hamburg and to the world
- Generate a people-focussed event using good imagery and social media initiatives to generate interest in the event and the sport

# Legacy

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## Legacy | *Sports Nation and Sports City legacy*

Germany is currently ranked 7<sup>th</sup> in Sportcal's Global Sports Nations Index, with 38 scoring events counting towards its position in the index. Hamburg 2017 was one of seven events that took place in 2017, and was the 4<sup>th</sup> highest scoring event of the year.

While over half of these events had taken place before the start of Hamburg 2017, Germany has already acquired the hosting rights for several major championships in the future – these include the Artistic Gymnastics World Championships 2019, the IHF Men's World Handball Championship 2019 (to be co-hosted with Denmark) and the FIS Nordic World Ski Championships 2021.

Given the difficulties faced by the organising committee in planning and delivering Hamburg 2017, it is unlikely that a future German bid for AIBA events will come soon.

Hamburg is currently ranked in 146<sup>th</sup> position in Sportcal's Global Sports Cities Index, with only two scoring events at the time of publication (April 2017) – Hamburg 2017 and the IHF Men's World Handball Championship 2019. The city has also hosted the ITU Triathlon Mixed Relay World Championships in a multi-year agreement since 2013 and regularly hosts golf, tennis, equestrian and sailing events.

While Hamburg was considered a strong bid to host the AIBA World Boxing Championships during the evaluation phase in 2015, it is clear that the failed 2024 Olympic Games bid has had a severe impact upon the size and scale of the event. The city has a strong boxing culture and according to the DBV, hosting the AIBA World Boxing Championships will undoubtedly have strengthened local interest in the sport. The opportunity to maximise the potential benefits for the sport within the city and in Germany as a whole was ultimately missed due to a lack of funding, resource and prioritisation of legacy projects.

### Key Objectives

- Deliver a world class championship as promised to AIBA during the bid process
- Use the power of sport to bring communities together and break down barriers created by societal issues
- Welcome the world to the Free and Hanseatic City of Hamburg

# Comparative Data Analysis

## Comparative Data Analysis

### Overview

The findings from this study were compared to data from other Olympic sport world championships held in 2017, across five key indicators.

#### Comparative data overview of the AIBA World Boxing Championships 2017

Indicator	AIBA World Boxing Championships 2017	Rank against World Championships held in 2017
Attendance	15,082	21 <sup>st</sup>
Athletes	243	23 <sup>rd</sup>
Competing Nations	75	10 <sup>th</sup>
Accredited Media	171	12 <sup>th</sup>
Volunteers	194	19 <sup>th</sup>

A total of 26 world championships in Olympic sports were identified to conduct comparative analysis against the AIBA World Boxing Championships 2017.

The indicators available for comparison are: attendance, athletes, competing nations, accredited media and volunteers. Where data was unavailable, an estimate has been produced by Sportcal to provide a more complete picture and has been highlighted within each comparison.

The data was compiled as part of the 2018 edition of Sportcal's Global Sports Impact (GSI) Report.

## Comparative Data Analysis

### Attendance

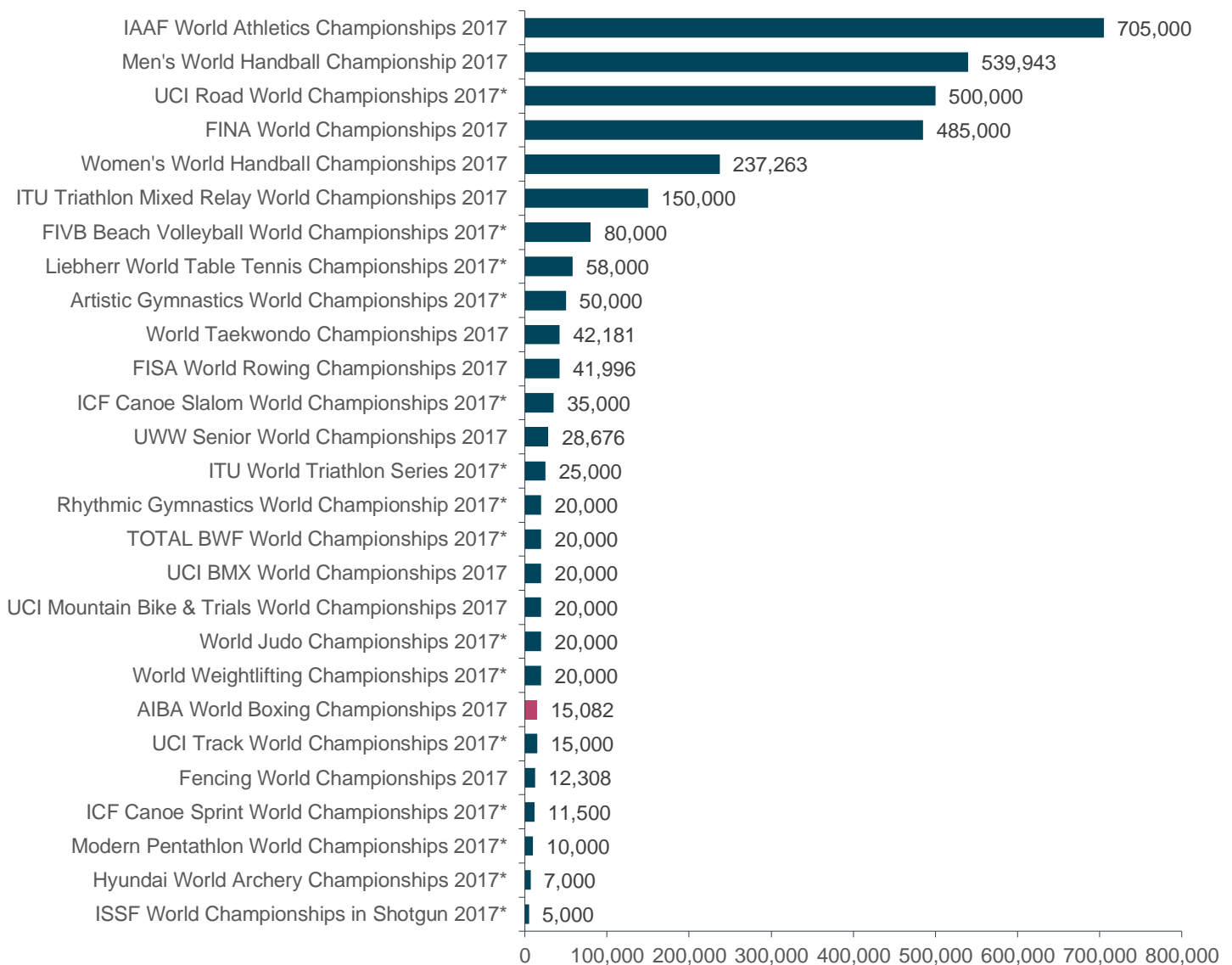
#### *Hamburg 2017 versus other Olympic sport world championships held in 2017*

AIBA World Boxing Championships 2017

Rank

**15,082****21**/27 events

#### Attendance Chart



\* Estimated figures



## Comparative Data Analysis

### Athletes

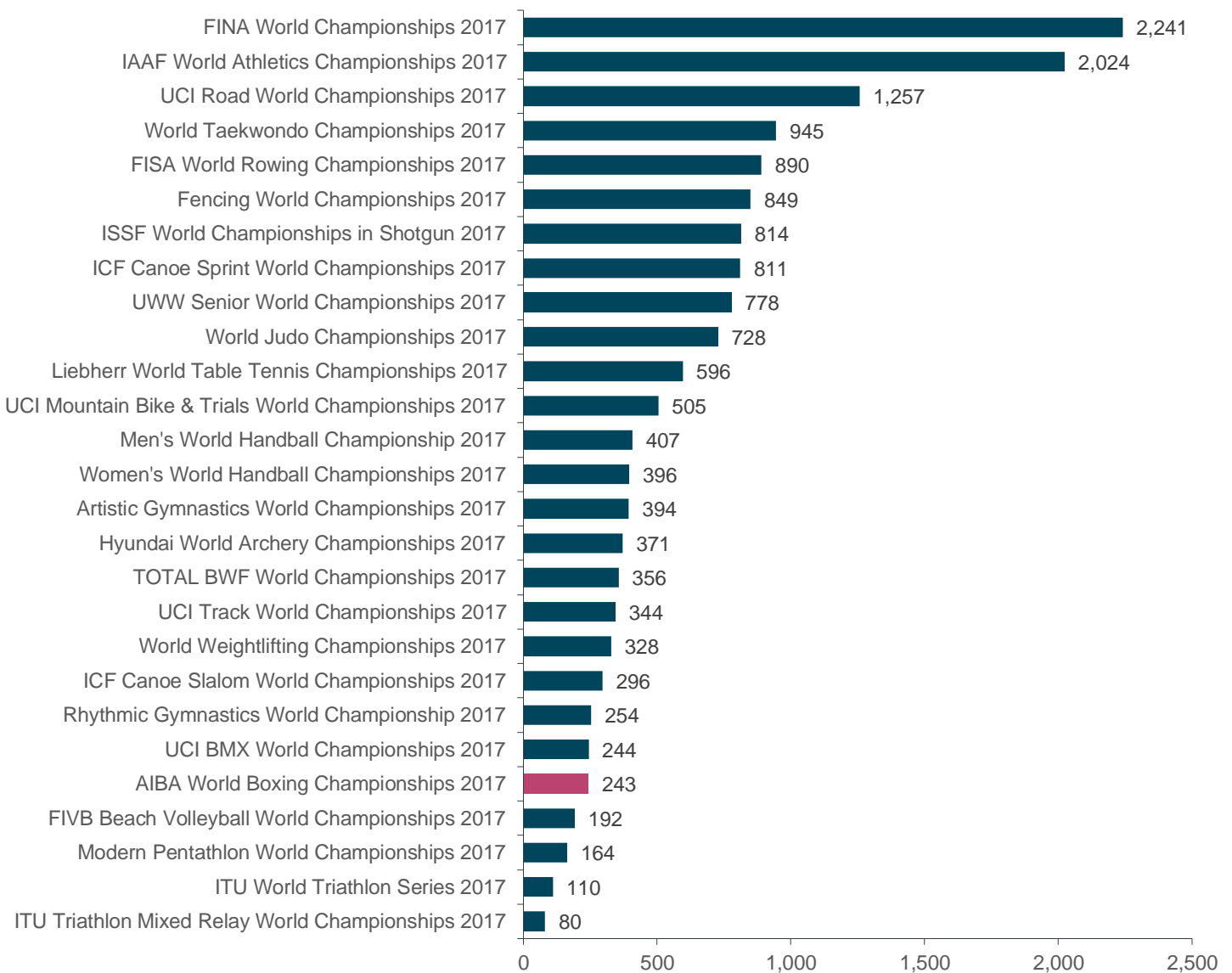
#### *Hamburg 2017 versus other Olympic sport world championships held in 2017*

AIBA World Boxing Championships 2017

Rank

**243****23**/27events

**Athletes Chart**



*When the five continental championships are considered, the qualification process for the AIBA World Boxing Championships 2017 saw 731 athletes representing 122 nations compete in total.*

## Comparative Data Analysis

### Competing Nations

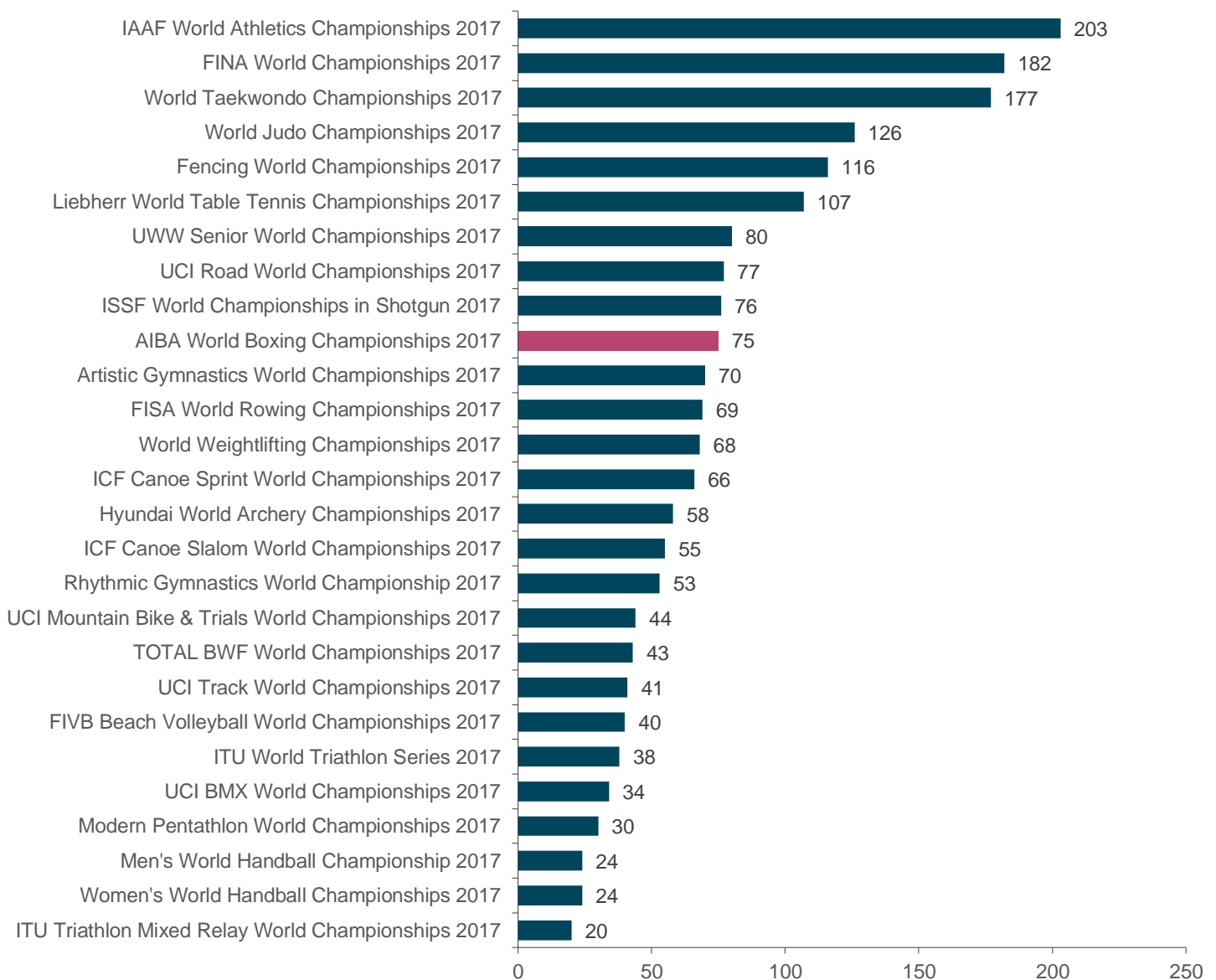
#### *Hamburg 2017 versus other Olympic sport world championships held in 2017*

AIBA World Boxing Championships 2017

Rank

**76****10/27** events

#### Competing Nations Chart



When the five continental championships are considered, the qualification process for the AIBA World Boxing Championships 2017 saw 731 athletes representing 122 nations compete in total.

## Comparative Data Analysis

### Accredited Media

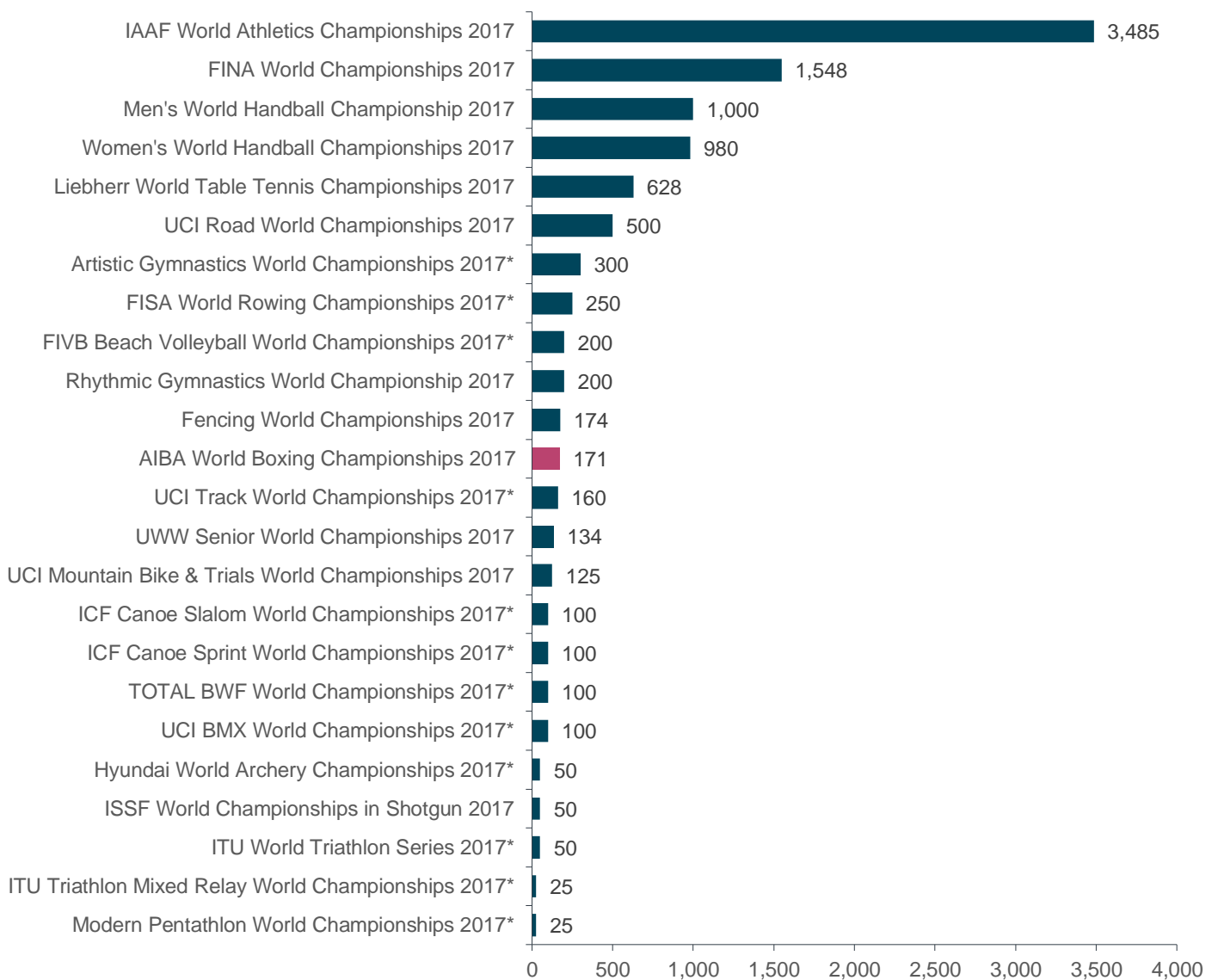
#### *Hamburg 2017 versus other Olympic sport world championships held in 2017*

AIBA World Boxing Championships 2017

Rank

**171****12/27** events

#### Accredited Media Chart



\* Estimated figures

## Comparative Data Analysis

### Volunteers

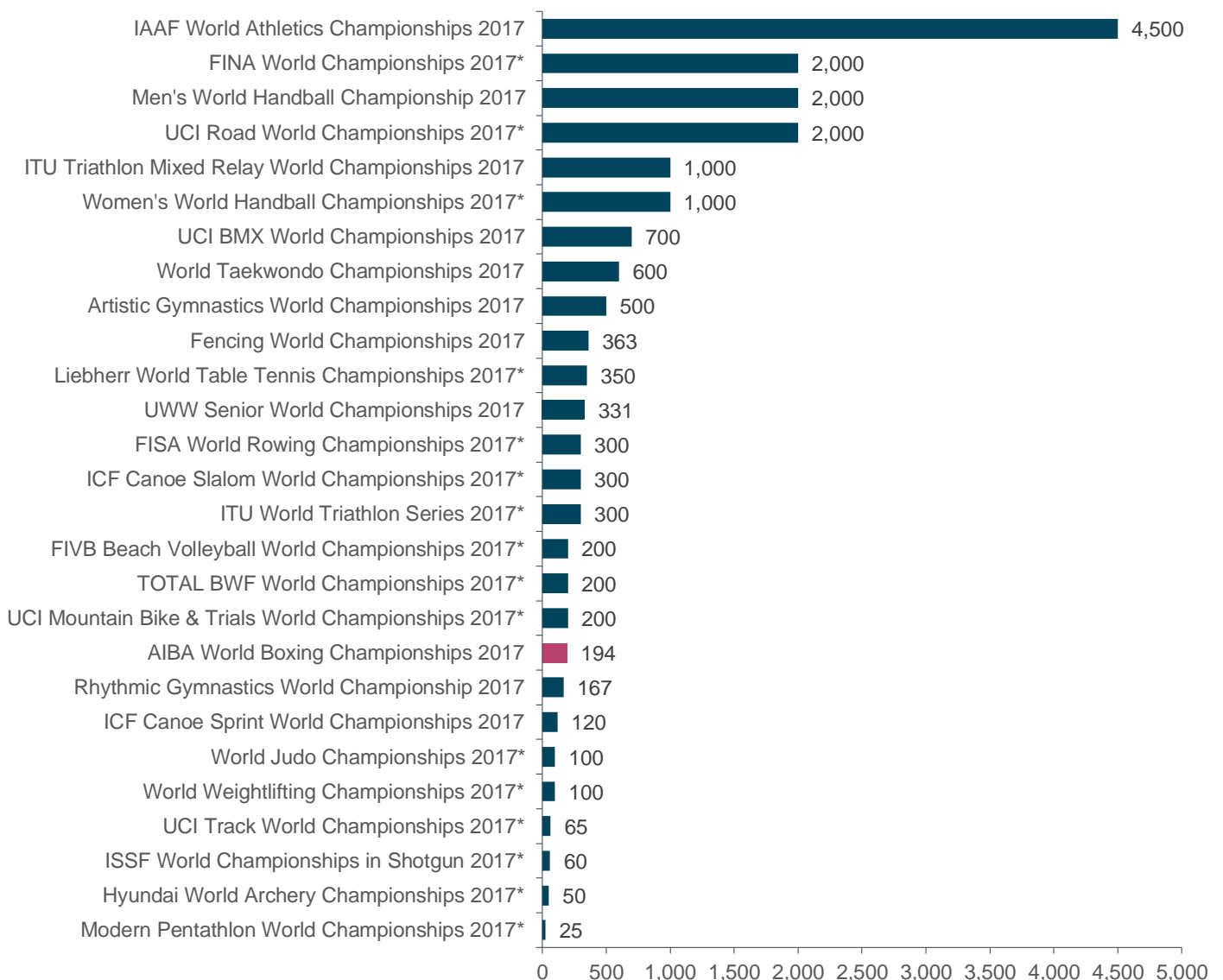
#### *Hamburg 2017 versus other Olympic sport world championships held in 2017*

AIBA World Boxing Championships 2017

Rank

**194****19/27** events

**Volunteers Chart**



\* Estimated figures

## Comparative Data Analysis

### List of comparison events

#### World Championships in 2017

Sport	Event	City	Nation
Archery	Hyundai World Archery Championships 2017	Mexico City	Mexico
Athletics	IAAF World Athletics Championships 2017	London	United Kingdom
Badminton	TOTAL BWF World Championships 2017	Glasgow	United Kingdom
Beach volleyball	FIVB Beach Volleyball World Championships 2017	Vienna	Austria
Boxing	AIBA World Boxing Championships 2017	Hamburg	Germany
Canoeing	ICF Canoe Slalom World Championships 2017	Pau	France
Canoeing	ICF Canoe Sprint World Championships 2017	Racice	Czech Republic
Cycling - BMX	UCI BMX World Championships 2017	Rock Hill	USA
Cycling - mountain bike	UCI Mountain Bike & Trials World Championships 2017	Cairns	Australia
Cycling - road	UCI Road World Championships 2017	Bergen	Norway
Cycling - track	UCI Track World Championships 2017	Hong Kong	Hong Kong
Fencing	Fencing World Championships 2017	Leipzig	Germany
Gymnastics - artistic	Artistic Gymnastics World Championships 2017	Montreal	Canada
Gymnastics - rhythmic	Rhythmic Gymnastics World Championship 2017	Pesaro	Italy
Handball	Men's World Handball Championship 2017	Various	France
Handball	Women's World Handball Championships 2017	Various	Germany
Judo	World Judo Championships 2017	Budapest	Hungary
Modern pentathlon	Modern Pentathlon World Championships 2017	Cairo	Egypt
Rowing	FISA World Rowing Championships 2017	Sarasota	USA
Shooting	ISSF World Championships in Shotgun 2017	Moscow	Russia
Swimming	FINA World Championships 2017	Budapest	Hungary
Table tennis	Liebherr World Table Tennis Championships 2017	Düsseldorf	Germany
Taekwondo	World Taekwondo Championships 2017	Muju	Korea
Triathlon	ITU Triathlon Mixed Relay World Championships 2017	Hamburg	Germany
Triathlon	ITU World Triathlon Series 2017	Rotterdam	Netherlands
Weightlifting	World Weightlifting Championships 2017	Anaheim	USA
Wrestling	UWW Senior World Championships 2017	Paris	France

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