



Play the Game
Idan Development Forum
Aarhus, Denmark
27/10/2015

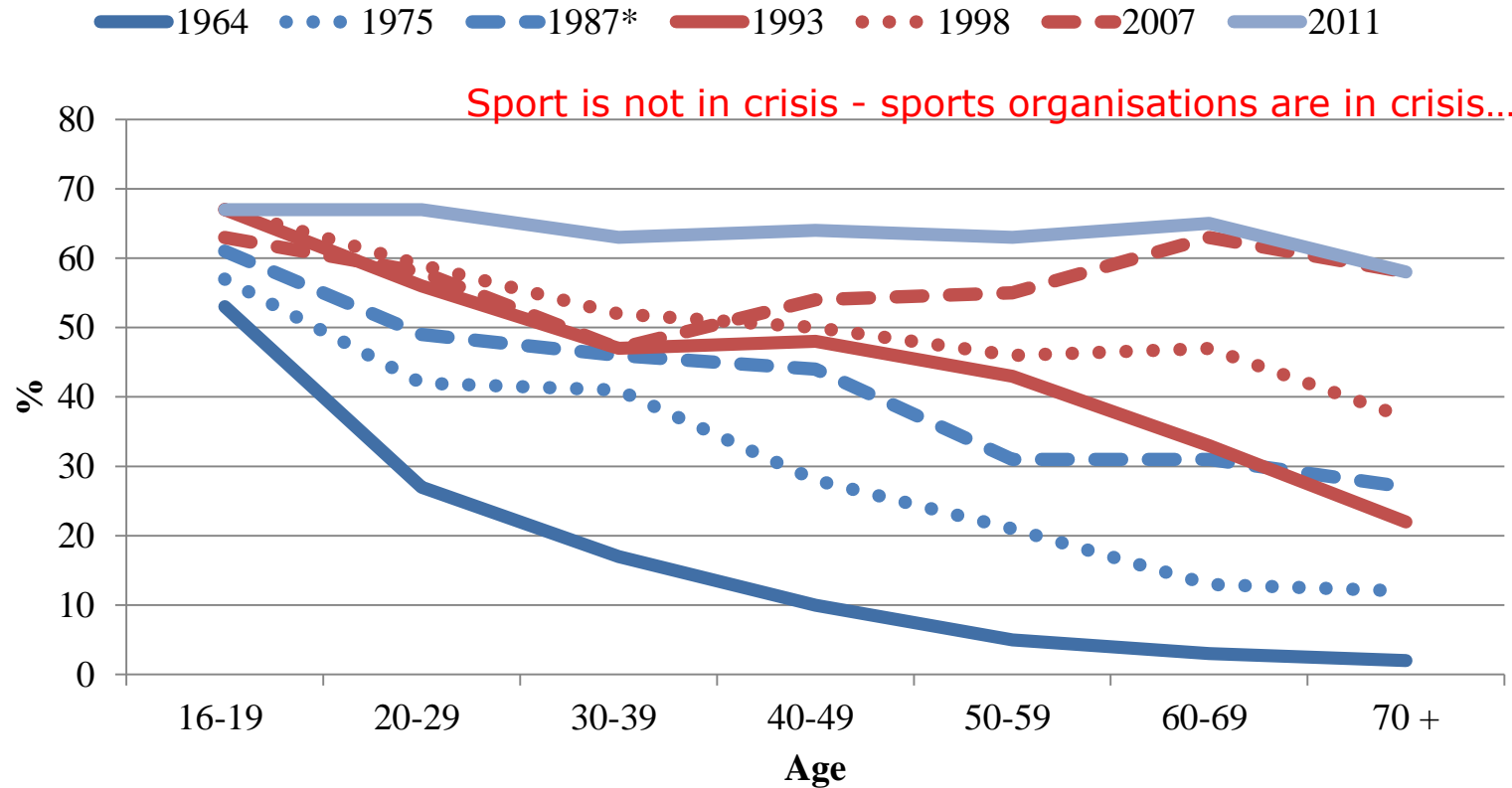
Director
Henrik H. Brandt
henrik.brandt@idan.dk



THE BIGGEST REVOLUTION IN SPORT?

Has the power balance changed?

A SILENT REVOLUTION IS HAPPENING IN SPORT AND RECREATIONAL ACTIVITIES...



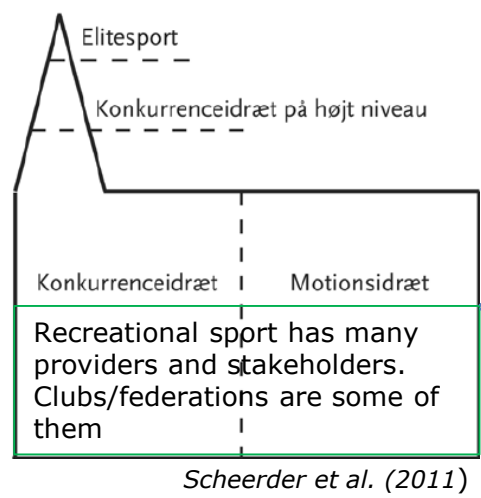
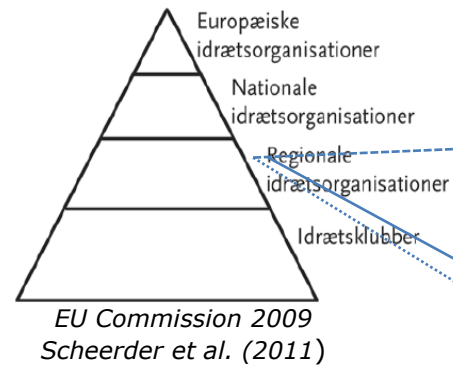
*Data from 1987 only contains adults aged 16-74 leading to a relatively high participation rate among the age group 70+.

The figure shows the share of adult people in Denmark who regularly take part in sport or recreational physical activity (sport eller motion)

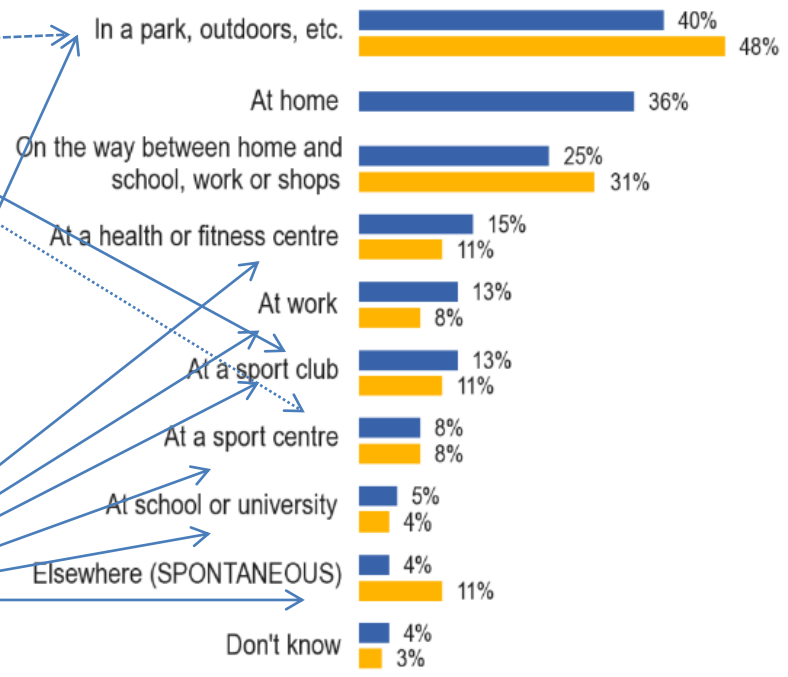


SPORTS CLUBS AND GOVERNING BODIES HAVE LESS MARKET SHARE THAN THEY WOULD LIKE TO ADMIT

The pyramid model is most important for (some) children and elite sport. The church model better reflects the reality of sport and physical activity among the whole population



QD7. Earlier you said you engage in sport or other physical activity, vigorous or not. Where do you engage in sport or physical activity?



■ 2013 (EB80.2 Nov.-Dec.)
■ 2009 (EB72.3 Oct.)

EU28

Eurobarometer, sport and physical activity, adults (2014)

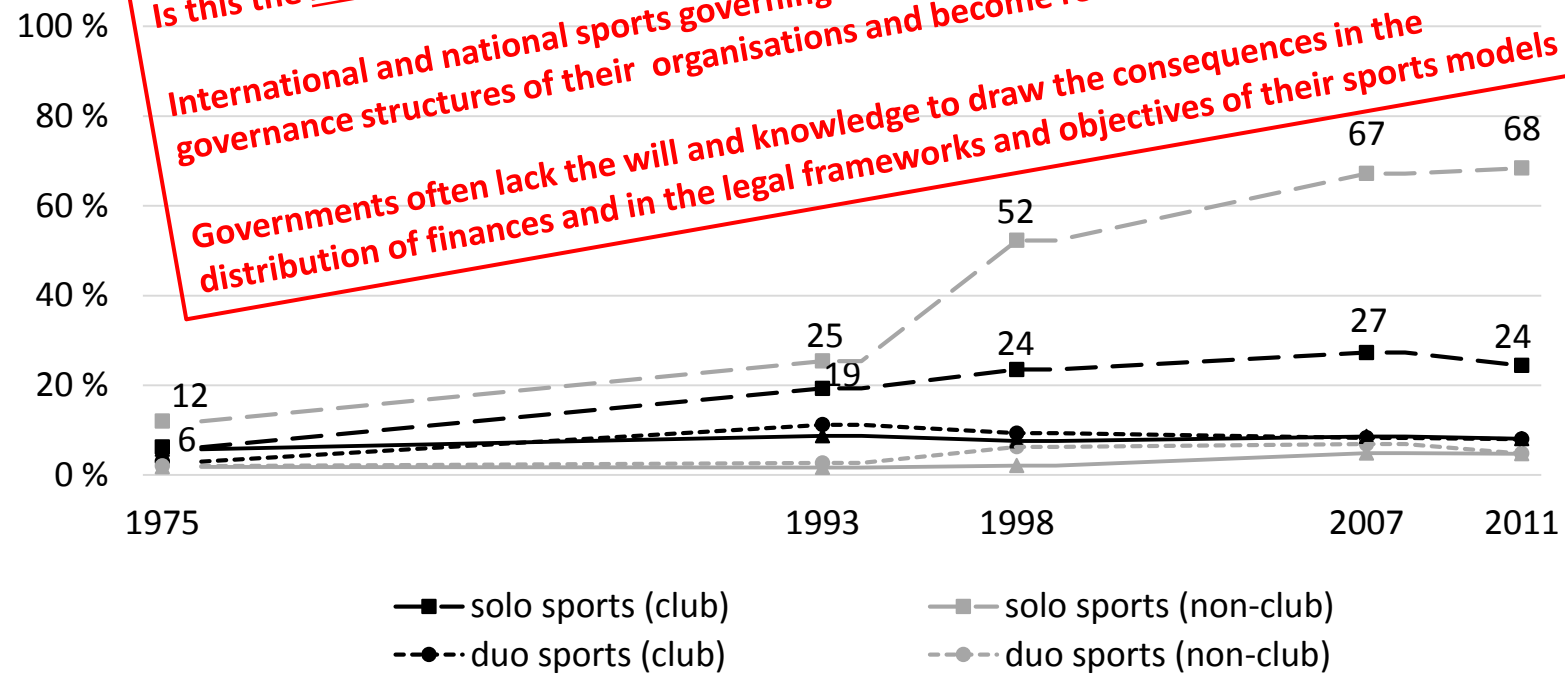


(ORGANISED) SPORT IS STRUGGLING TO BE PART OF THE REVOLUTION...

**Talking about good governance in sport..
 Is this the real scandal? (without sports journalists paying attention)**

International and national sports governing bodies often lack will and ability to reform the governance structures of their organisations and become relevant for new target groups

Governments often lack the will and knowledge to draw the consequences in the distribution of finances and in the legal frameworks and objectives of their sports models



The figure shows the evolution of active participation in solo, duo and team sports: club versus non-club organised settings (1975-2011), percentages of adult population, in Denmark. Pilgaard, 2015 (Further elaborated from: Laub, 2013; Pilgaard, 2012).

IS A NEW REVOLUTION IN SPORT ON ITS WAY FROM AN UNEXPECTED ANGLE?



These people might still stay in power in their organisations. But will their organisations stay in power?



Scheerder et al. (2011)

Uber: The world's largest taxi company, owns no vehicles.

Facebook: The world's most popular media owner, creates no content.

Alibaba: The most valuable retailer, has no inventory.

Airbnb: The world's largest accommodation provider, owns no real estate.

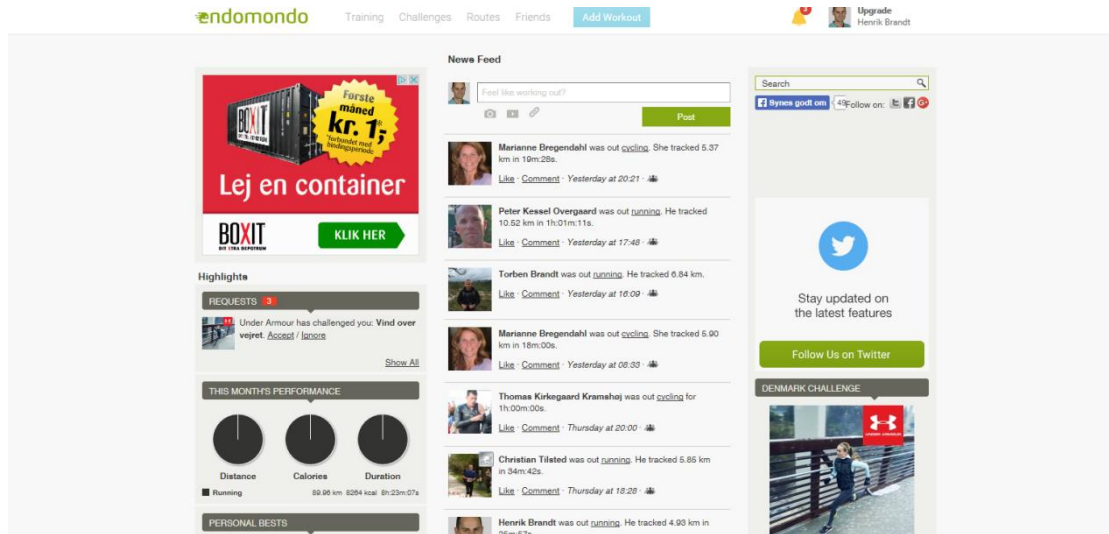
Something interesting is happening.
TOM GOODWIN

tp@int
digital solutions

WetpaintMENA



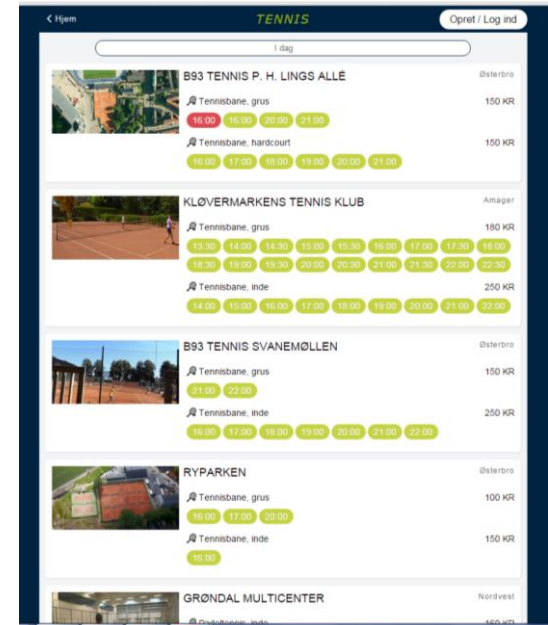
WILL WE NEED SPORTS ORGANISATIONS TO... ... GET ACCESS TO FACILITIES AND COMMUNITIES?



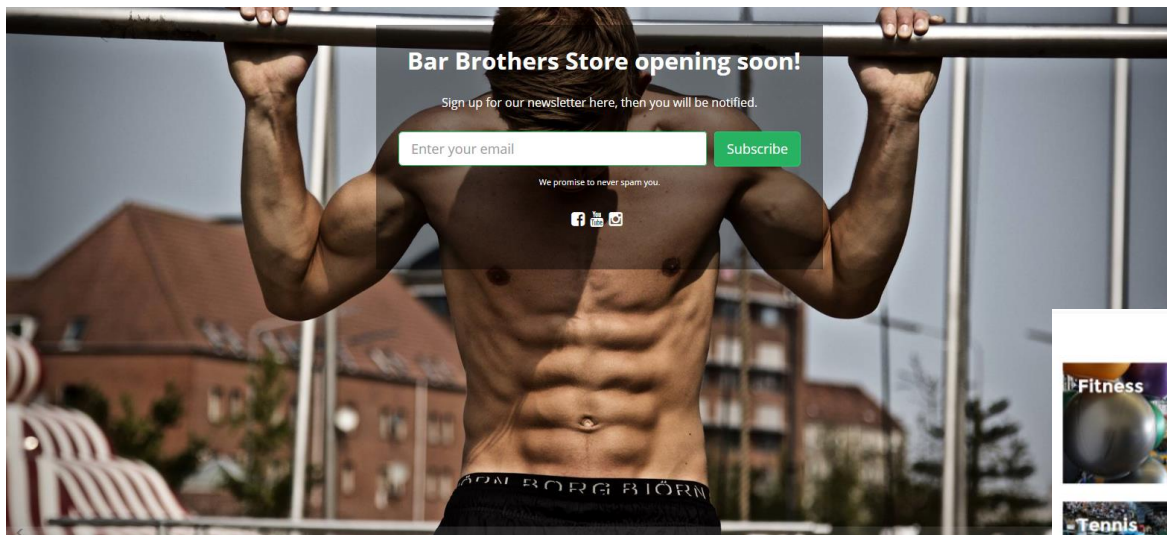
www.endomondo.com
Measuring your performance, sharing your objectives and experiences with your friends

www.wannasport.dk

Booking a free pitch, hall etc.
Finding someone to play with



WILL WE NEED SPORTS ORGANISATIONS TO... ... CERTIFY, ORGANISE, SELL AND BUY TRAINING?



Bar Brothers Store opening soon!

Sign up for our newsletter here, then you will be notified.

Subscribe

We promise to never spam you.



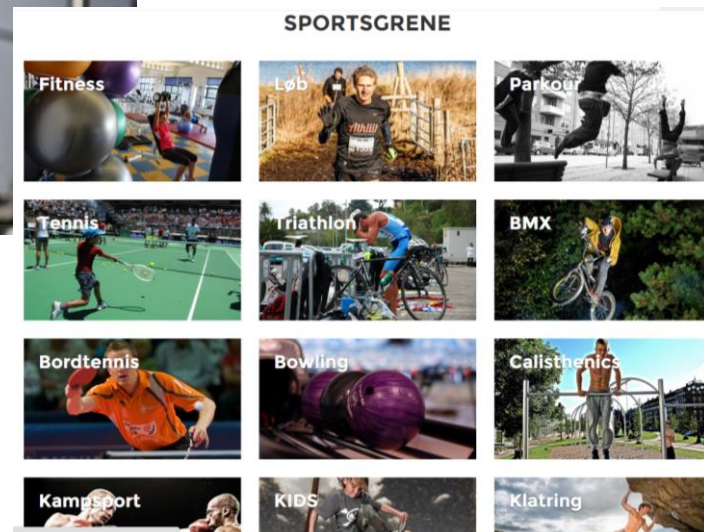
www.athliit.com

Offering your services as an instructor.
Hiring and reviewing the best instructors in the sport.
When you want, where you want, when you want.

www.barbrothers.dk

Christian Nielsen, 18 years...

16 million downloads on Youtube
Instruction, personal training
Online coaching
Shop



WILL WE NEED SPORTS ORGANISATIONS TO... ... ORGANISE TEAM SPORT AND TOURNAMENTS?

- Online Kalender**
Få styr på dit holds kalender, se alle tilmeldinger til kampe, træninger og andre aktiviteter.
- Gratis tilmeldingsystem til alle sportsgrene**
Hent tilmeldingsystem og opkrævning af forsinket.
- Spilleroversigt**
Online styring af spillere og trænere, deres profiler, adresser og telefonnumre.
- Statistik**
Før statistik over spillernes mål, gule eller røde kort og se hvilke spillere der har spillet flest kampe.
- Klubfunktionen på Holdsport.dk**
Med klub funktionen kan du samle flere hold under en klub.
- Trænere kan på Holdsport.dk sende gratis sms'er til spillerne på holdet. Enten til spillere som er tilmeldt eller afmeldt til en aktivitet.**
- Dit klubhus på Holdsport.dk**
Se hvordan du kommer i gang med vores hjælpevideoer på Youtube.
- Hummel spillesæt**
Køb billige spillesæt til fodbold og håndbold.
- Holdsport shop**
Besøg Holdsport-shoppen og spar op til 50 %.
- Opret gratis hjemmeside til dit hold eller klub**

HOLDSPORT HAR OVER 219.530 BRUGERE
Det er Danmarks største sociale sportsmedie med 25.132 hold og 3.906 klubber

www.holdsport.dk
2010: 30.000 users
2015: 219.000 users

www.goalsplc.co.uk

"Our Goals-Cam technology is now being rolled out across the business and will soon be live on our new website. This technology records game highlights from two different angles and makes the resulting 20 second highlights clips available to players for download or for sharing across social media."

The screenshot shows the Goals website interface with the following sections:

- Navigation:** Home, About, Centres, Book Pitch, Leagues, Kids, Corporate, Functions, Tournaments.
- Hero Section:** "ENTER THE MACMILLAN 5-A-SIDE CUP" with a "£25 PER TEAM SPONSORSHIP TO MACMILLAN" offer and "ENTER TODAY!" button. Contact: "CALL 0800 127 8900 goalsfootball.co.uk".
- LEAGUE RESULTS:** "Choose your local centre and league for up to the minute results." Includes dropdowns for Centre* and League* and a "View Results" button.
- BOOK A PITCH:** "Win New Balance Boots This Week." Includes dropdowns for Centre, Pitch type, and a "Search" button.
- TOURNAMENTS:** "To find a list of up and coming tournaments, choose your nearest Centre and click Search." Includes a dropdown for Centre* and a "Search" button.
- 5-A-SIDE JUST GOT EASIER:** "The new 5-A-SIDE Goals App." Includes a "GET THE APP" button.
- FACEBOOK:** "#HappyFriday to one of the greatest ever footballers, Pele! #Goalsoccer #ASKingOff #5aside" and "FLASHBACK FRIDAY Have a look at some of Pele's greatest goals! #Goalsoccer #FlashbackFriday #ASKingOff #5aside http://go.ly/3D3v".
- TWITTER:** "#Goalsoccer", "#HappyFriday to @Maurizio and @Gonzalez again. @Wynnyrooney? #Goalsoccer #ASKingOff #5aside pl. twitter.com/pljclivn" and "Goals Soccer Centres @goals_soccer".
- Other content:** "GAME ON" banner, "FACT First Premier League goal? Brian Deane", "NEWS" section with a photo of a player, and "SAY BALLS TO CANCER!" banner.

WILL WE NEED SPORTS ORGANISATIONS TO... ... INSPIRE AND EDUCATE COACHES?



www.technicafootball.com

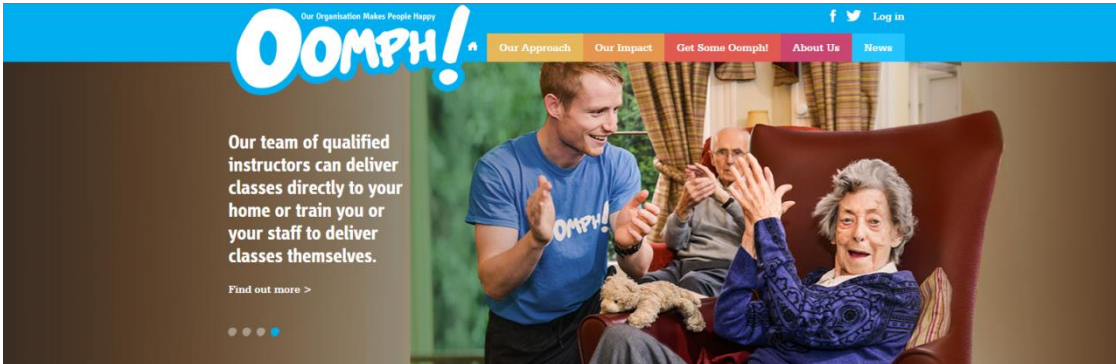
www.fodboldinspirator.dk

SAMARBEJDSPARTNERE

Fodboldinspirator fungerer som din personlige fodboldtræner og eksterne fodboldcoach. Sammen planlægger vi den konkrete handlingsplan til din udvikling.

<p>Individuel træning Til spilleren der vil lidt mere</p>	<p>Holdtræning Til holdet der vil opnå resultater</p>	<p>Målmandstræning Fordi målmænd er den vigtigste</p>	<p>Individuelle træningsprogrammer Til spilleren der vil forbedre sig</p>
---	---	---	---

WILL WE NEED SPORTS ORGANISATIONS TO... ... OFFER TAILOR-MADE AND SOCIAL TRAINING?



www.running26.dk
 Training, advise and events for
 companies and individuals

www.oomph-welness.com

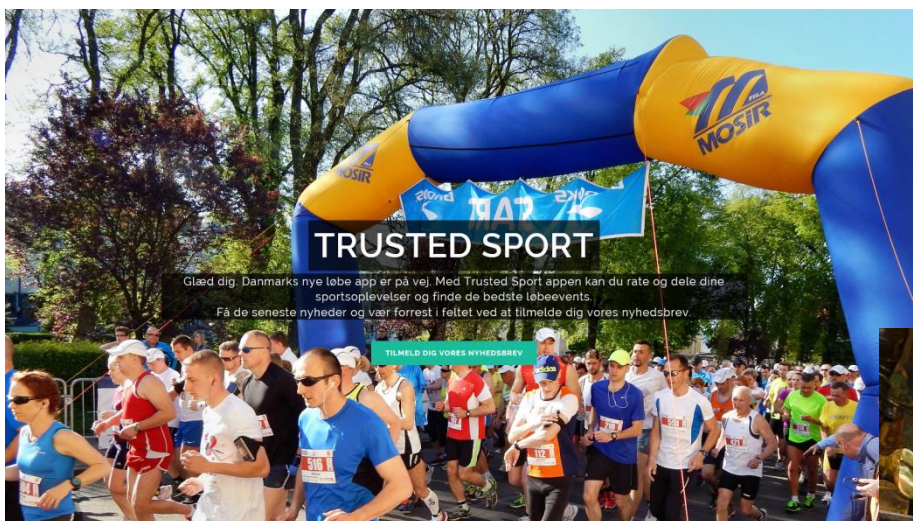
Started in 2011
 More than 600 care homes in UK
 Training
 Training of staff as instructors
 Documentation of impact



Ydelser



WILL WE NEED SPORTS ORGANISATIONS TO... ...CERTIFY, RATE, DEVELOP OR ORGANISE EVENTS?



www.trustedsport.com

Find, rate, review and share your event experiences. A user driven certification system of events...

www.golazo.com (and many more)
Event organising and development
Hospitality, production
Training and testing
Huge international databases of participants.



Antwerpen Urban Trail

GLOBAL SPORT: REFORM OR REVOLUTION?

Why the current scandals are far from the only reason for the need of reform:

- A lack of true commitment to the grassroots and participants
- A lack of will to engage with other stakeholders than clubs and federations
- A lack of representation of youth and women
- A habit of seeking legitimacy and funding from politicians - and not from members/customers
- A lack of ability to engage with new trends and new life style patterns in a system of monopolies
- A lack of innovation, efficiency, and creativity that goes with flawed internal structures

.. is the perfect environment for new, innovative, communication-minded, and committed entrepreneurs who are committed to their product and their case, and dependant on their members/customers (just like some governing bodies used to be 100 years ago)!

Global sport: Reform or revolution?

The question is whether many sports organisations are about to become so marginalized and unimportant for the actual provision of sport and events that the question becomes irrelevant?

... and what if governments one day started supporting innovation as much as structures?





Play the Game
Idan Development Forum
Aarhus, Denmark
27/10/2015

Director
Henrik H. Brandt
henrik.brandt@idan.dk

**Thank you for your
attention!**



THE BIGGEST REVOLUTION IN SPORT?

Has the power balance changed?