BWF WORLD COACHING CONFERENCE 2023
COPENHAGEN DENMARK
24 - 25 AUGUST 2023
AirBadminton as a competitive sport

Ian Wright
25 August 2023
<table>
<thead>
<tr>
<th>Region</th>
<th>Estimated fan base*</th>
<th>Avg. level of participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eastern Europe</td>
<td>10.0 M</td>
<td>8.0%</td>
</tr>
<tr>
<td>Western Europe</td>
<td>16.0 M</td>
<td>8.6%</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>275.3 M</td>
<td>17.1%</td>
</tr>
<tr>
<td>North America</td>
<td>22.3 M</td>
<td>8.9%</td>
</tr>
<tr>
<td>South America</td>
<td>10.0 M</td>
<td>5.2%</td>
</tr>
<tr>
<td>Middle East</td>
<td>1.6 M</td>
<td>5.9%</td>
</tr>
<tr>
<td>Africa</td>
<td>3.7 M</td>
<td>5.3%</td>
</tr>
</tbody>
</table>
WHY AIRBADMINTON?

MANY COUNTRIES AND LOCAL SPORTS INSTITUTIONS FACE INFRASTRUCTURE CHALLENGES

The aim of AirBadminton is to provide opportunities for people of all ages and abilities to play badminton anywhere, anytime

Giving every child a chance to play for life
WHY AIRBADMINTON?

To make cost efficient courts available in beach, park and street environments.

Create demand for more courts to be provided in public areas for pleasure, exercise and competitions.
Must be played with the same rackets
- Durable and affordable
- Resistant to side winds up to 12km/hour
- Similar trajectory and acoustics to a traditional indoor shuttle.
- Similar weight and speed to a existing indoor shuttlecocks
- Offers flight quality which supports a game with variety of strokes similar to badminton
VISION / OBJECTIVES

- Increased Accessibility
- Increased Enjoyment
- Transfer of players to indoor environment
- Increased volume of players
- Growth of the sport
- Competition structure
- Olympic dream!
THE GAME

Create new concepts and perception of the game, with the potential for a new, highly attractive form of competitive badminton.
AIRBADMINTON
COMPETITION

The competitive version of AirBadminton is played on sand.
PLAYING FORMATS

DOUBLES

TRIPLES

MIXED TEAM
Differences:

- Players are not allowed to hit two consecutive returns.
- The player must allow another member of the team to take the next return.
THANK YOU