UWW Departments Activity Reports
2018-2020
(Presented on 15 December 2020 to all NFs during the UWW Conference in Belgrade & Online)
Sports Department Activity Report 2018-2020
1. Sports Department Structure

Jean-Daniel Rey
Sports Director

Tristan Morard
Sports Coordinator

Ramil Ahmadov
Senior Competition Manager

Yauheniya Menhel
Competition Manager

Nikolaos Leon
Call Room & Security Manager

Associated Styles Office (ASO)

Sport Presentation
External Company

IT Department

Development Department

Communication Department
2. Sport Présentation

- First step in Paris 2017
- Important efforts made the following years
- Focus on the entertainment in the venue
- Adding new services for the public - results and brackets available on the big screen
- Quality of the footage and TV shots
- Lighting for the finals
- Presentation of the athletes (Walk-in)
- Precise scripts for the award ceremonies (Music - Announcements - Lights)
- Trying to have a consistency across our main events by providing such service to the Organizers.
3. Sport Events and Format

- Inclusion of a two-day format for our main events
- Reduce risk for the athletes by having the weigh-in in the morning of the competition
- New tool for the draw
- Blockchain Technology
- Improvement of the Registration process
- Improvement of the Accreditation system
- 3D Drawing « ready to use » for the Organizers
- Ranking Series Beach Wrestling World Series
4. Collaboration with the other Entities
Development Department Progress Report 2018-2020
Major Milestones

• 200 activities organized by UWW including the Educator courses
  • 60 International renowned Coaches and Referees deliver national courses through a common and unified development programme

• Direct assistance to 1255 athletes and coaches

• 50% of UWW income redistributed through the Technical Assistance programme

• UWW Academy launched in 2020

• Series of webinars and virtual education programme
Areas of activity

1. Athletes
2. Coaches
3. Refererees
4. Women and Diversity
5. Training centers
6. Partnership with IOC, OS, UN, NOCs..
• 46 training and competition mats

• Nike and suples donated a considerable number of their apparel

• Since 2017, UWW awards wrestling members for initiatives, programmes, concrete actions to promote gender equality and women in the sport of wrestling.

• UWW Wins the Dubai Sport Award in 2018
WOMEN GROWTH
2018 to 2019

Women's participants at UWW Referee course

- Africa
- Asia
- Europe
- Oceania
- Pan America

Comparison of 2018 and 2019
PARTICIPATION 2018 to 2019

2018 Coaches 217  Referees 470
2019 Coaches 672  Referees 543
2021 Key areas of activities

- TECHNICAL ASSISTANCE ROAD TO TOKYO 2021
- REFEREES AND COACHES EDUCATORS COURSES
- GENDER DIVERSITY AND EQUALITY
- REGIONAL DEVELOPMENT TOURNAMENTS
Regional Development Tournaments 2020-2021

Potential regions:

- West, East, Central and South Africa “MRI in 2020”
- Central and South America
- Middle East and South East Asia “South East Festival Thailand - 18-24 April 2020”
- Oceania «2021»
- Europe - «MLT, SPA, POR, SMR, BEL, NED, IRE, GBR, DEN»

Regional tournaments/competitions shall include all categories or at least one of each:

- Schoolboys
- Cadet
- Junior
- Senior only for Africa
General Affairs
Activity report 2018-2020
Overview of the department’s activities

**Governance & General Administration**
- Organisation of Bureau, EC, Congress meetings & follow-up on all decisions with the support of UWW departments

**Legal & Disciplinary**
- Legal & disciplinary matters (rules & regulations, prosecution of disciplinary cases, coordination w. the Disciplinary Chamber & Legal commission)

**Anti-doping**
- Definition of the UWW Anti-doping program & overseeing its delivery by ITA

**Medical**
- Coordination of the medical commission work (competitions assignments, studies & research, other medical matters)
**Governance**

**2019 - 2020**: ASOIF’s 3rd review of International Federations’ governance

UWW ranked 2nd among top IFs in group A2

5 areas assessed:

1. Transparency
2. Integrity
3. Democracy
4. Development & Solidarity
5. Checks & Balances / Controlling
Governance

• **Term limits** approved for Bureau members (age limited to 75) and for the UWW President (maximum 2 terms of 6 years).

  → These are statutory changes that will be submitted to the Congress for approval.

• **New policies/guidelines** introduced
  
  • *Policy for Candidates & Campaigning for UWW Elected Positions*
  
  • Sustainability policy & guidelines for organizers
  
  • Reporting mechanism for any integrity breaches
  
  • Policy to safeguard athletes from abuse/harassment
  
  • *Guidelines for the Recognition of Third-Party Events*
Governance

- More detailed & transparent information on UWW Website on various aspects such as: Finance, structure and functioning of the organization, disciplinary matters & decisions, biography and terms of elected members, etc.
**Legal & Disciplinary**

**Disciplinary Cases**

- From January 2019 to date, **13 disciplinary cases** prosecuted and referred to the UWW Disciplinary Chamber (27 for the same period in 2017 - 2018)

- The violations concerned mainly:
  - Assaults and impropriety against opponents or referees
  - Misbehaviour / breach to code of conduct and integrity

These violations and related sanctions were imposed against 7 athletes and 6 coaches

**Legal affairs**

- The proceedings **v. the Ringerliga** (not recognized league in Germany) are still pending and a decision is expected on 22 December 2020. UWW is represented in this case by the German law Firm **Lentze & Stopper**.
  - Draft of “Guidelines for the Recognition of Third-party Events”

- Revision of the **UWW Constitution** amendments to rules & regulations where applicable
Anti-doping

1st January 2019: agreement signed with ITA to run a part of the anti-doping program

Testing (total tests conducted by UWW)

<table>
<thead>
<tr>
<th>Year</th>
<th>In-competition</th>
<th>Out-of-competition</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>744</td>
<td>235 (269 attempts)</td>
</tr>
<tr>
<td>2020</td>
<td>205</td>
<td>209 (229 attempts)</td>
</tr>
</tbody>
</table>

Anti-doping Rules Violations

- **2019:** 17 violations (16 in-comp. / 1 out-of-comp.)
- **2020:** 5 violations (all in-comp.)
Anti-doping

Therapeutic Use Exemptions

The UWW Therapeutic Use Exemption Committee reviewed:

- 2019: 16 (7 approved, 6 denied, 3 recognized)
- 2020: 3 (1 approved, 2 pending)

Education

- Outreach program during events (in collaboration with National Anti-doping Organizations)
- E-learning, with WADA’s platform ADeL (“Anti-doping e-Learning”)
- Training during More than Medals camps (in collaboration with Dev. Dpt and NADOs)
- Material and links available on UWW Academy
Anti-doping

New World Anti-doping Code & UWW AD Rules to enter in force on 1st January 2021

Examples of major changes:

• 1 new violation introduced to protect those who report (art. 2.11 “Acts by an Athlete or Other Person to Discourage or Retaliate Against Reporting to Authorities”)
  ➔ Anyone to tries to stop anyone else to report may be sanctioned

• List of Prohibited Substances: “Substances of abuse”
  ➔ Abused of outside of a sport context (Cocaine, THC, other “recreational drugs”). Reduced sanction if proof of consumption out-of-competition and unrelated to sport activity
Anti-doping

New World Anti-doping Code & UWW AD Rules to enter in force on 1st January 2021

Examples of major changes:

• Operational independence for 1st instance panels
  ➔ UWW signed agreement with the CAS Anti-doping Division for Hearings in first instance

• New International Standard for Education (“ISE”): more efforts required from all stakeholders to educate athletes and athletes support personnel
Medical

• Assignments of doctors in UWW competitions & injury surveillance

• 24-26 October 2019: “World Wrestling Medicine Conference”
  → 65 participants / 35 countries / 22 presentations, 16 courses and 1 on-the-mat workshop.

• Medical, Prevention & Anti-doping Commission meeting on 2019 in Budapest.
  → Several topics discussed (for instance, anti-doping, specific risks and injuries in Beach Wrestling, dangerous holds and moves in wrestling, hygiene protocols, injury surveillance, tasks & duties of the official doctor, etc.)
Medical

• IOC International Federations’ Medical Commission Chairpersons meeting (10-11 March 2020, Monaco)
  → “Referees can prevent injuries in Wrestling. An experience from the 2018 Youth Olympic Games”

• 2020: Medical Commission & Scientific Commission consulted on guidelines and protocols to resume Wrestling during COVID-19
Defense Soap Partnership

GLOBAL SUPPLIER IN SOAP, BODY WIPES AND ANTI-BACTERIAL SKIN CLEANSERS CATEGORY

2 YEAR DEAL 2019-2020

EXTENDED FOR ??

ANTI-BACTERIAL PRODUCTS PROVIDER FOR EVENTS IN 2019 & 2020

ATTRACTIVE NF DEALS FACILITATED THROUGH UWW (CANADA)

ACTIVATIONS – DEFENSE PLEDGE
Nike Wrestling Partnership

GLOBAL PARTNER IN APPAREL CATEGORY

4 YEAR DEAL 2017-2020

EXTENDED FOR 2021-2024??

UNIFORM PROVIDER FOR BUDAPEST 2018 & NUR-SULTAN 2019

ATTRACTIVE NF DEALS FACILITATED THROUGH UWW (ACADEMY IN HUNGARY)

ACTIVATIONS – WE WILL WRESTLE AGAIN
Suples Partnership

GLOBAL SUPPLIER IN SPECIALIZED TRAINING EQUIPMENT CATEGORY

2 YEAR DEAL 2018-2020 (EXTENDED)

EXTENDED FOR ??

UWW & SUPLES LEGACY INCENTIVE FOR HOST CITIES AND NFS

VIK SUPPORT FROM UWW FOR NFS AND TRAINING CENTERS

ACTIVATIONS – SUPLES CORNER
Taishan Partnership

GLOBAL SUPPLIER IN WRESTLING MATS CATEGORY

6 YEAR DEAL 2019-2024 (EXTENDED)

ESTABLISHED INTERNATIONAL MAT DISTRIBUTION PROGRAM FOR DEVELOPING COUNTRIES
FB, IG, Twitter & YT Followers

TOTAL FOLLOWERS

1.523 mio
<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>39,720</td>
<td>+8.2%</td>
</tr>
<tr>
<td>Instagram</td>
<td>250,478</td>
<td>+108.52%</td>
</tr>
<tr>
<td>Twitter</td>
<td>22,838</td>
<td>+16.99%</td>
</tr>
<tr>
<td>YouTube</td>
<td>218,100</td>
<td>+54.38%</td>
</tr>
<tr>
<td><strong>In Total</strong></td>
<td><strong>531,136</strong></td>
<td><strong>+53.60%</strong></td>
</tr>
</tbody>
</table>

* 2 years period from November 1st 2018 to October 31st 2020
**Social Media Performance**

SUCCESSFUL ONGOING PAST CAMPAIGNS:

- BIG MOVE MONDAY
- THROWBACK THURSDAY
- UWWBEST
- SUNDAY SMILES
- THANKS, COACH!
2018 Olympic Sports Social Media Ranking

2019 International Sports Federations Social Media Ranking

Most Active Olympic Sports Federations on Instagram

<table>
<thead>
<tr>
<th>Federation</th>
<th>Posts Per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Rugby</td>
<td>5.94</td>
</tr>
<tr>
<td>International Table Tennis Federation ITTF</td>
<td>2.95</td>
</tr>
<tr>
<td>Olympic Wrestling</td>
<td>2.80</td>
</tr>
<tr>
<td>International Ice Hockey Federation IIHF</td>
<td>2.80</td>
</tr>
<tr>
<td>FIBA</td>
<td>2.46</td>
</tr>
<tr>
<td>Olympic Channel</td>
<td>1.97</td>
</tr>
<tr>
<td>FIBA Standing</td>
<td>1.18</td>
</tr>
<tr>
<td>International Volleyball Federation FIVB</td>
<td>1.18</td>
</tr>
<tr>
<td>The Olympic Games</td>
<td>1.18</td>
</tr>
<tr>
<td>IAAF</td>
<td>0.51</td>
</tr>
</tbody>
</table>

Most Engaged Olympic Sports Federations on Instagram

<table>
<thead>
<tr>
<th>Federation</th>
<th>Interaction Rate / Total Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Rugby</td>
<td>19,139,264 / 960 / 155</td>
</tr>
<tr>
<td>World Wrestling</td>
<td>17,340,034 / 100 / 16</td>
</tr>
<tr>
<td>IAAF</td>
<td>6,339,297 / 30 / 20</td>
</tr>
<tr>
<td>International Judo Federation</td>
<td>7,303,476 / 100 / 16</td>
</tr>
<tr>
<td>Olympic Wrestling</td>
<td>2,099,524 / 100 / 16</td>
</tr>
</tbody>
</table>

The 10th most viewed video is a clip from the Cuban wrestling documentary shared by @UnitedWorldWrestling with 527,127 views asking its followers "What wrestling nations should we visit next? Comment below!

Among the 10 most followed accounts, the International Judo Federation (@judoGallery) has doubled its followers since January 1, 2018. The International Judo Federation (@judoGallery), Olympic Wrestling (@UnitedWorldWrestling) and the @OlympicChannel all have witnessed a follower growth of more than 50 percent.

Most Posts Per Day on Instagram:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Federation</th>
<th>Account Name/Username</th>
<th>Total Posts</th>
<th>Posts Per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FIVB</td>
<td>FIVBVolleyballWorld</td>
<td>2,358</td>
<td>6.05</td>
</tr>
<tr>
<td>2</td>
<td>ITTF</td>
<td>@itttworld</td>
<td>2,376</td>
<td>6.01</td>
</tr>
<tr>
<td>3</td>
<td>World Rugby</td>
<td>@worldrugby</td>
<td>1,970</td>
<td>4.38</td>
</tr>
<tr>
<td>4</td>
<td>IIHF</td>
<td>@ihlhockey</td>
<td>1,923</td>
<td>4.45</td>
</tr>
<tr>
<td>5</td>
<td>Olympic Wrestling</td>
<td>@unitedworldwrestling</td>
<td>1,485</td>
<td>4.07</td>
</tr>
<tr>
<td>6</td>
<td>Badminton World Federation</td>
<td>@bwOfficial</td>
<td>1,366</td>
<td>3.74</td>
</tr>
<tr>
<td>7</td>
<td>World Athletics</td>
<td>@worldathletics</td>
<td>1,193</td>
<td>3.37</td>
</tr>
<tr>
<td>8</td>
<td>International Judo Federation</td>
<td>@judoGallery</td>
<td>1,057</td>
<td>2.9</td>
</tr>
<tr>
<td>9</td>
<td>FIBA</td>
<td>@fibba</td>
<td>1,038</td>
<td>2.85</td>
</tr>
<tr>
<td>10</td>
<td>FINA</td>
<td>@finanationalteam</td>
<td>887</td>
<td>2.44</td>
</tr>
</tbody>
</table>

Highest Follower Growth on Instagram:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Federation</th>
<th>Account Name/Username</th>
<th>Absolute</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FIVB</td>
<td>FIVBVolleyballWorld</td>
<td>357,039</td>
<td>70.6%</td>
</tr>
<tr>
<td>2</td>
<td>FIBA</td>
<td>@fibba</td>
<td>340,393</td>
<td>43.2%</td>
</tr>
<tr>
<td>3</td>
<td>World Rugby</td>
<td>@worldrugby</td>
<td>239,171</td>
<td>23%</td>
</tr>
<tr>
<td>4</td>
<td>Badminton World Federation</td>
<td>@bwOfficial</td>
<td>233,105</td>
<td>540.7%</td>
</tr>
<tr>
<td>5</td>
<td>World Athletics</td>
<td>@worldathletics</td>
<td>197,487</td>
<td>71.2%</td>
</tr>
<tr>
<td>6</td>
<td>UCI</td>
<td>@uci_cycling</td>
<td>151,938</td>
<td>27.9%</td>
</tr>
<tr>
<td>7</td>
<td>Olympic Wrestling</td>
<td>@unitedworldwrestling</td>
<td>127,491</td>
<td>44.7%</td>
</tr>
<tr>
<td>8</td>
<td>UCI Mountain Bike</td>
<td>@uci_mountainbike</td>
<td>107,285</td>
<td>37.6%</td>
</tr>
<tr>
<td>9</td>
<td>International Judo Federation</td>
<td>@judoGallery</td>
<td>95,953</td>
<td>24.6%</td>
</tr>
<tr>
<td>10</td>
<td>FINA</td>
<td>@finanationalteam</td>
<td>94,362</td>
<td>65.9%</td>
</tr>
</tbody>
</table>
#SPORT ON SOCIAL
League Table 2020
Report & Analysis

<table>
<thead>
<tr>
<th>INTERNATIONAL FEDERATION</th>
<th>2020</th>
<th>2019</th>
<th>CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Rugby</td>
<td>2</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>FIBA International Basketball</td>
<td>2</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>FIVB International Volleyball</td>
<td>6</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>World Athletics</td>
<td>4</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>FIFA International Federation</td>
<td>5</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>BWF Badminton World Federation</td>
<td>6</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>UWW United World Wrestling</td>
<td>7</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>AIBA International Boxing</td>
<td>8</td>
<td>33</td>
<td>25</td>
</tr>
<tr>
<td>FINA International Swimming</td>
<td>9</td>
<td>15</td>
<td>6</td>
</tr>
<tr>
<td>ITTF International Table Tennis</td>
<td>10</td>
<td>10</td>
<td>0</td>
</tr>
</tbody>
</table>
UWW Performance during Covid-19*

7.4% FOLLOWERS GROWTH, RANK 10

6.71% TOTAL ENGAGEMENT, RANK 6

3 VIDEOS IN THE TOP 15 MOST VIEWED VIDEOS ACROSS ALL FEDERATIONS

*Compared with other IFs, March 1st – Oct 31st
UWW Performance during Covid-19

Δ March 1 – Oct 31 Engagement*

- No 5, +4 ranks
- No 6, +2 ranks
- No 9, +3 ranks

Total Engagement No 6, +2 ranks

* Compared with other IFs
UWW Performance
during Covid-19

NEW CAMPAIGNS LAUNCHED:
▪ UWWLIVE
▪ WE WILL WRESTLE AGAIN
▪ STAY STRONG, STAY AT HOME
▪ FANTASY WRESTLING
▪ TOP100
▪ MOMENTS IN HISTORY
▪ ICONIC PERFORMANCE
▪ SIGNATURE MOVE
▪ HUGE UPSET
▪ TOP 5 & TOP 10 VIDEOS
▪ DEFENSE PLEDGE
▪ WALLPAPER WEDNESDAY
▪ TOP TEN TUESDAY
▪ GUESS WHO?
▪ WRESTLING WE MISS YOU
▪ PROMOTION OF WRESTLER’S IG
▪ UWW QUIZ
▪ NF ROUNDUP
▪ PROMOTION OF WEBINARS
▪ QUOTES
Media Rights Partnerships

FloSports
4 YEARS PARTNERSHIP

Sporty Solutionz
6 YEARS PARTNERSHIP

NTV
1-YEAR EXTENSION of PARTNERSHIP

Eurosport
1 YEAR EXTENSION of PARTNERSHIP
TV Audience

TOTAL TV AUDIENCE GROWTH (2019 vs 2018)
90%

GLOBAL TV AUDIENCE (VIEWERS)
300,000,000

MARKETS WITH TV COVERAGE GLOBALLY
More than 60
Summary

• What we achieved
  • Cloud Platform Migration
  • Academy / Webinars
  • Blockchain draw
  • Multi-cam Replay on most events
  • Security and Stability of our services

• What we are working on
  • Single Sign On (SSO)
  • Major Athena / Arena Updates
  • 0 Paper competitions
  • Database Ownership and Player’s Profiles

• What is coming next
  • 4K Videos
  • 360 cameras & 4D replay solutions
  • Athena for NF’s
  • E-sport
What we achieved

• Cloud Platform Migration
  • Since 2018 : SharePoint and Office365

• Academy platform (with the Development Department)
  • Athena / Arena Webinars

• Blockchain Draws
  • Saving a lot of time on each event
  • Being completely transparent

• Multicam replay
  • 2 cams minimum on every event in 2021
  • 4 cams on big events

• Security and Stability of our services
  • Athena has achieved an UpTime of 99.8% in the last 4 years
What we are working on

• Single-Sign On (SSO)
• Major Athena / Arena Updates
  • Arena 7 years old | New sports added | New competition formats
  • Athena 5 years old | UX Improvement | New features

• 0 Paper competitions
  • Improve UX for users (coach and athletes also)
  • News scoreboard Touch Interface
  • Possibly an app to get all results and information

• Database Ownership and Player’s Profiles
  • Since 2018
  • All data back exclusively to UWW
  • Recovering and building the best dataset possible
What is coming next

• 4K Videos
  • Belgrade is streamed in Full HD
  • 4K Videos will become the new standard

• 360 cameras & 4D replay and 3D cams
  • 4D Replay (up to 28 cams around the mat)
  • 3D Cameras (Could assist Referees in the future)
  • 360 Cameras for VR use

• Athena for NF’s
  • Contacted by a couple of NF’s for 2 years
  • Licenses, Registrations and Competitions managed by the National Federation using the same tools as United World Wrestling

• E-Sports
  • New opportunities
  • Wrestling Video Games