The Digital Revolution
In the office
Electronic data processing replaces manual paperwork.
The Digital Revolution
The Future Technology
The Digital Revolution
Control over the ancillary new media rights
Websites contribute to the overall communication platform of a Federation.
The Digital Revolution
Field of Play
The Digital Revolution
FIBA Organizer
The Digital Revolution
e-Coaching
The Digital Revolution Technology for Championships
The Digital Revolution

Fan characteristics

DOWNLOAD

CREATIVITY

URGENT!
The Digital Revolution
Zoom into user behavior and interest
FIBA communicates with basketball fans through its own community website myFiba.com
The Digital Revolution
An expensive exercise for IFs?
The Digital Revolution
Fan behavior
The Digital Revolution
Commercial Opportunities
The Digital Revolution is an Opportunity for Sport to reach the “young” generations
The Digital Revolution requires cooperation between all stakeholders.
The Digital Revolution is More than Internet
It is about business processes and change management
The Digital Technology in Itself is not the Objective Key is the strategy
The Digital Revolution is not About Revenues (only)
The Digital Revolution is not About Revenues
(but hopefully there will be many cherries and cakes)
Thank You!