

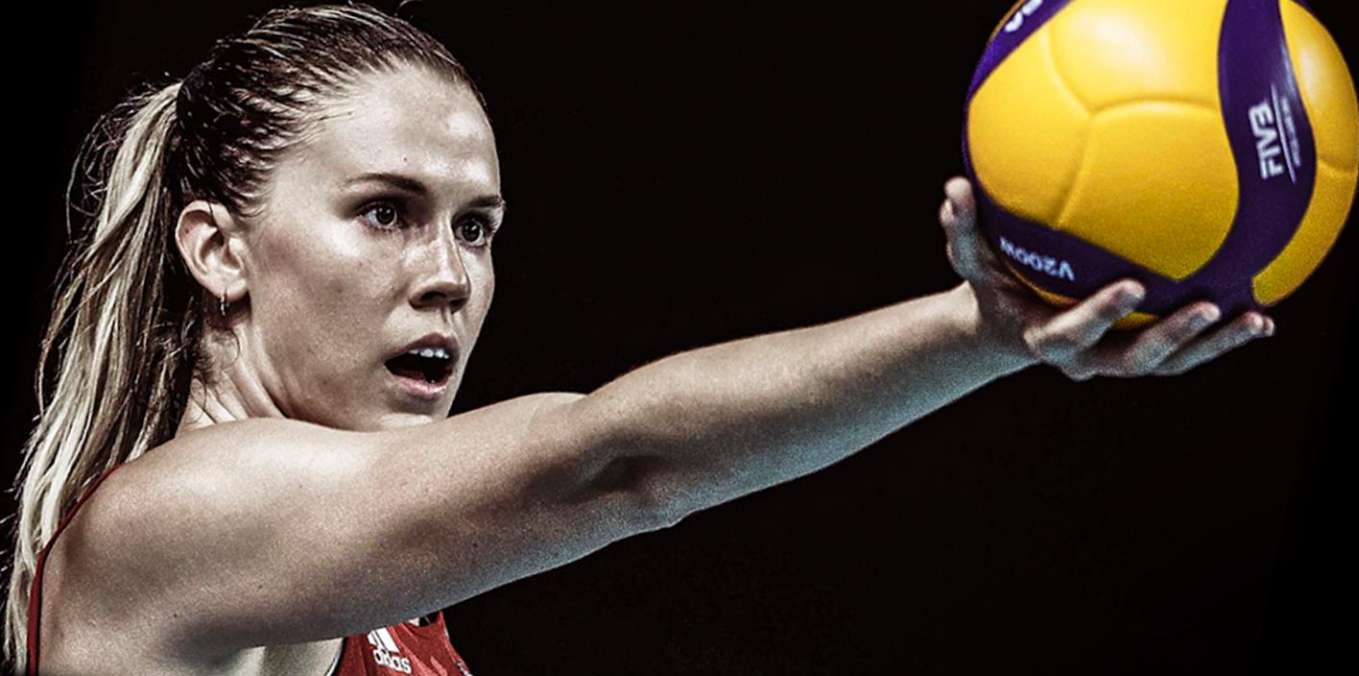


Volleyball
World™

Become A Volleyball World Partner

EXTRAORDINARY CONNECTIONS

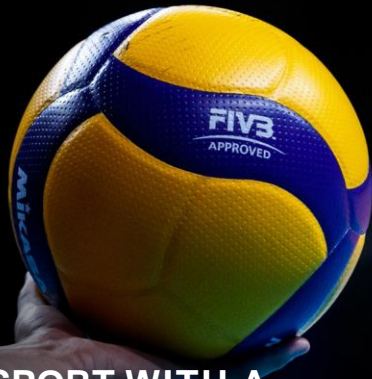
ON AND OFF THE COURT



PARTNER WITH ONE
OF THE **FASTEST
GROWING**, MOST
EXCITING,
DIVERSE AND
GENDER EQUAL
BRANDS IN SPORT

SOURCES: NIELSEN REPORT





**TOP 3 GLOBAL SPORT WITH A
UNIQUE OFFERING CAPABLE OF
DELIVERING THE ENTIRE SPORT**



**SHOWCASING THE WORLD'S
PREMIER VOLLEYBALL
TOURNAMENTS**

VBTV

**VOLLEYBALL WORLD
BEACH
PRO TOUR**

**DOHA
QATAR
THE FINALS**

The best of the best in the world of beach volleyball will get together in Doha to battle it out and you can watch all the drama unfold on VBTV!

WATCH LIVE

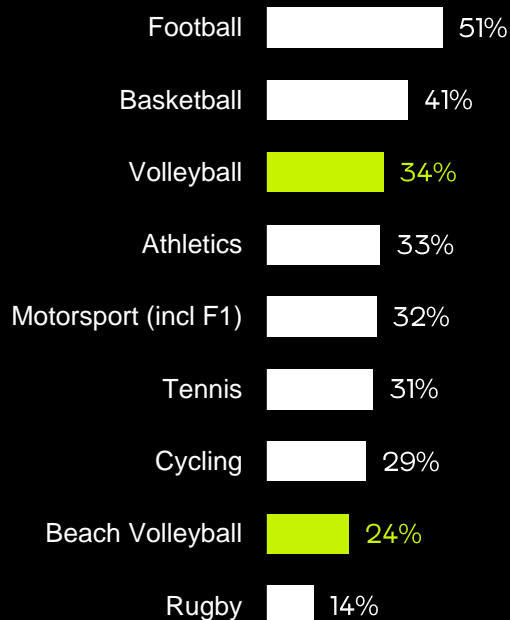
**TV PROMINENCE TRANSLATING
INTO AN INNOVATIVE DIGITAL
APPROACH AND OTT OFFERING**

**SPORT LEADER IN EQUALITY
WITHIN THE SPORT AND ACROSS
THE FAN BASE**

ONE OF THE TOP GLOBAL SPORTS

INTEREST IN SPORTS

VOLLEYBALL IS # 3RD MOST POPULAR



SIZE OF FIVB FANBASE

BASED ON INTERESTED RESPONDENTS ASKED

674M

OVERALL INTEREST IN
VOLLEYBALL

42% OF VOLLEYBALL FANS
ALSO PLAY REGULARY

690M

EQUIVALENT INTEREST IN
BASKETBALL

522M

EQUIVALENT INTEREST IN
TENNIS

SOURCE: NIELSEN Nielsen Fan Insights November 2022. Sample Size – 1,000 representative (urban) respondents aged 16–69 years per country.
Question – Please tell us how interested you are in each of the following sports – in terms of whether you attend events, watch that sport on TV, follow it online, listen to the radio or read about it in newspapers or magazines. Presentation of results top 2 box on a 5-point scale.
Please note that this data has been proportionated. Countries weighted relatively based on population size.



WHO WE ARE

CENTRALIZED RIGHTS PACKAGE

BUILDING A 365-DAY CONTENT CALENDAR BY AGGREGATING VOLLEYBALL RIGHTS

VOLLEYBALL WORLD

INDOOR

ANNUAL



EVERY 2 YEARS



BEACH

ANNUAL



EVERY 2 YEARS



LEAGUES



WOMENS ITALIAN LEAGUE



MENS ITALIAN LEAGUE



BIG 10 VOLLEYBALL



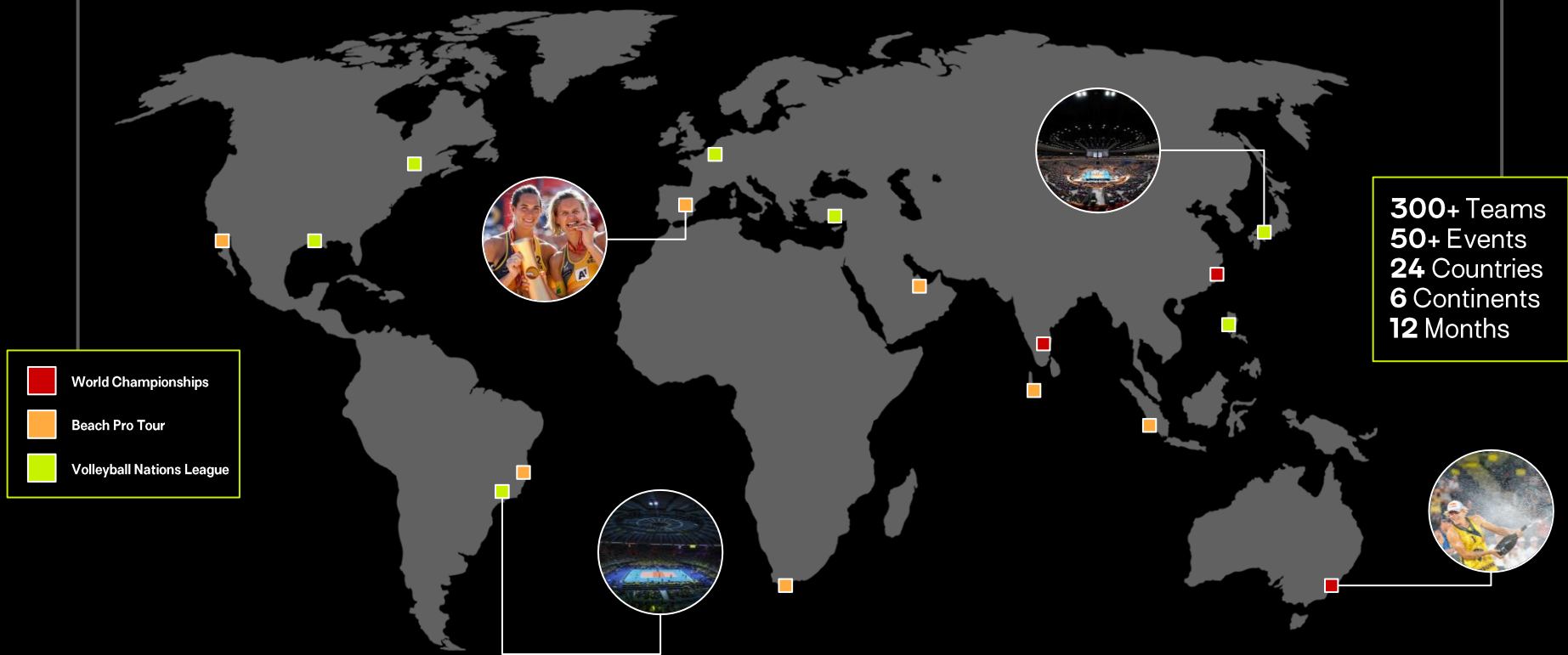
INDIAN PRIME VOLLEYBALL



ASIAN VOLLEYBALL CONFED.



A GLOBAL NETWORK OF VOLLEYBALL WORLD EVENTS



-  World Championships
-  Beach Pro Tour
-  Volleyball Nations League

300+ Teams
50+ Events
24 Countries
6 Continents
12 Months



WE ARE TRULY GENDER EQUAL

EQUAL JERSEY INITIATIVE LAUNCHED IN 2021

World Equal Jersey campaign invites the volleyball community, from players to fans and from stakeholders to sponsors, to champion gender equality



“”

VOLLEYBALL WORLD IS PROUD TO BE A LEADING ADVOCATE FOR PROMOTING GENDER EQUALITY IN SPORT.

GENDER EQUALITY AND INCLUSIVITY ARE IN VOLLEYBALL'S DNA AND WE WILL ALWAYS REFUSE TO ACCEPT THE STATUS QUO.

— FINN TAYLOR

—VOLLEYBALL WORLD CEO

ALL PRIZE MONEY ARE EQUAL FOR MEN AND WOMEN

48%

OF VOLLEYBALL AND BEACH VOLLEYBALL FANS ARE FEMALE

SAME ATTENDANCE IN MEN AND WOMEN'S VARIANT, EQUIVALENT BROADCASTING TIME AND AUDIENCE

79%

OF VOLLEYBALL FANS ARE INTERESTED IN WOMEN'S VOLLEYBALL (VS 76% IN TENNIS, 38% IN FOOTBALL)

SOURCE: Nielsen Fan Insights March 2022.
Sample Size: 1,000 representative (urban) respondents aged 16-69 years per country



PRIME TIME SUPREMACY

FOR A GLOBAL AUDIENCE

POPULAR VIEWING

3RD

FAVOURITE SPORT ON TV*

ABOVE TENNIS, ATHLETICS,
GYMNASTICS AND F1

A SIZEABLE AUDIENCE

646M

UNIQUE TV VIEWERS

ACTIVITY DURING THE PAST 12
MONTHS



9 OUT OF TOP 10 2021 TV
ADCASTS IN **THAILAND**
WEBRORE VNL.

14.2M UNIQUE REACH IN
POLAND DURING VNL 2023

4M AVG. AUDIENCE IN **ITALY**
DURING MEN WORLD
CHAMPIONSHIP FINAL

230M UNIQUE REACH
IN **CHINA** DURING VNL 2022



More than **100,000 PAID SUBSCRIBERS** GROWING
80% YoY SPANNING 6 CONTINENTS

SOURCES: NIELSEN

*Question: Which sports do you most like to watch on television? Base: 12,000 representative (urban) respondents aged 16-69 years.



WE HAVE **A HUGE GLOBAL SOCIAL AUDIENCE** OF 18M+ ACTIVE USERS THAT WE CAN HELP YOU TO REACH!

4 BILLION

SOCIAL IMPRESSIONS IN 2023 ALONE

290M+

TOTAL ENGAGEMENTS IN 2023

GREATER ENGAGEMENT RATE THAN ATP & DP WORLD TOUR

37.2M

YOUTUBE HOURS WATCHED IN 2023

64%

DIGITAL ENGAGEMENTS DISPLAY POSITIVE SENTIMENT

GREATER POSITIVITY SCORES THAN NFL (64%) AND F1 (55%)



FACEBOOK

7.5M



INSTAGRAM

3.8M



YOUTUBE

3M



TIKTOK

3.1M



抖音






WEIBO, WECHAT & DOUYIN






600K



BENCHMARKING

COMPETITOR ANALYSIS

ORGANISATION	VIDEO VIEWS
 Volleyball World	1.1BN
 Bundesliga	980M
 Serie A	817M
 ATP Tour	784M
 DP World Tour	506M

ORGANISATION	VIDEO ENGAGEMENTS
 Volleyball World	32M
 ATP Tour	21M
 FIBA	10M
 World Rugby	7M
 Formula E	4.5M



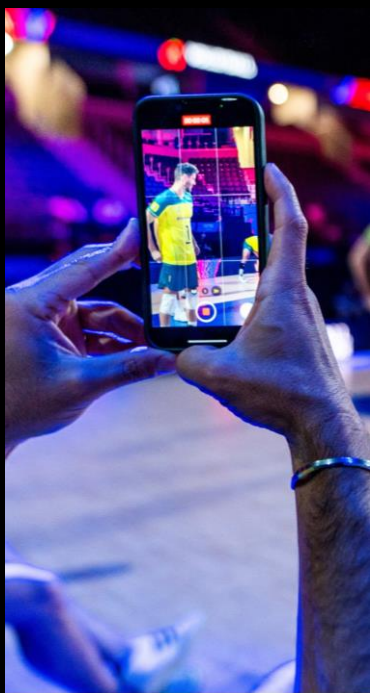
BESPOKE PARTNERSHIP OPPORTUNITIES

PARTNER WITH
VOLLEYBALL WORLD
ACROSS MULTIPLE
CHANNELS

EVENTS



DIGITAL & SOCIAL MEDIA



ACTIVATION & BRANDING



BROADCAST



HOSPITALITY





THANK YOU

commercial@volleyball.world