



EXECUTIVE SUMMARY OFFICIAL REVIEW ENHANCING BADMINTON'S FUTURE

INTRODUCTION

The Badminton World Federation is determined to be innovative, cutting-edge and forward thinking in its efforts to further modernise and develop badminton and to continue building on our sport's success and significant growth in the past eight years.

The BWF is proposing a package of progressive enhancements to galvanise badminton and increase its competitiveness in a sports-entertainment world which is continually innovating ways to present and promote elite sports events.

BWF wants to attract a more extensive global fan-base to badminton with a particular focus on youth. We want to inspire fans with thrilling matches, world-class sports presentation and engage them, showcasing our superstars as sports personalities. It is our intention to implement substantial innovations by 2020 – and to continue evolving badminton into the future.

Ultimately, our goal is to enhance the position of badminton in an increasingly saturated global sports market; solidifying it as a premier sports-entertainment product.

This journey has been underway for some time, and the recent launch of the HSBC BWF World Tour is another platform to roll out more of these upgrades and enhancements.

TRANSFORMING ELITE BADMINTON

The BWF Council has endorsed a package of initiatives which aims to build significant value for badminton. Some of these have already been introduced and others are on the way. Our main focus is to optimise the presentation of badminton at the highest level. BWF has a strategic and 360-degree approach that covers these elements:

- Enriching fan experience – attracting new fans.
- Raising the profiles of our stars and emerging talent.
- Increasing commercial value of our sport.
- Strengthening our global recognition as a cutting-edge sport.
- Enhancing the quality of our broadcast product.
- Innovating our competition rules.

Changing the scoring system with specific focus on elite international tournaments is an essential part of this strategic, multi-dimensional plan to innovate our competition rules.

RATIONALE FOR CHANGE:

- The length of matches at elite level has increased dramatically over the last two Olympic cycles.
- Unexciting phases in a range of matches.

- Greater physical and mental stress for the top players.
- Need to further enhance rally-point scoring.

KEY OBJECTIVES:

- Building suspense quicker – more intensity in matches.
- Increasing the excitement in matches.
- Shortening the length of matches (to optimise television broadcasts).

KEY CONSIDERATIONS AT THE BWF AGM:

The BWF Council will formally propose changes to the technical regulations to address the following points:

- A new and enhanced scoring system to increase the excitement of the sport at the top level and to shorten the length of matches – based on best of 5 games to 11.
- A reduction in on-court coaching – introducing time-out options for players.
- A service-law change with a fixed height for serves to improve the quality and consistency of service judging.

The proposal and its rationale are explained in detail in the special edition of **Shuttle World – Enhancing Badminton's Future**.