



HOST CITY IMPACT STUDY

ASSESSMENT OF THE ECONOMIC, SOCIAL
AND ENVIRONMENTAL IMPACT OF FIBA
EUROBASKET 2022 ON THE HOST CITIES



FIBA

We Are Basketball





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FIBA EUROBASKET 2022. HOST CITY IMPACT STUDY.
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FOREWORDS



DEAR BASKETBALL FRIENDS,

I believe I speak on behalf of many when I say that FIBA EuroBasket 2022 will long live in our memories. The 41st edition of the competition was a resounding success on and off the court and has set a new standard for the future.

At FIBA Europe, we are committed to growing and delivering the best possible product to all stakeholders and we are proud that the 2022 event marked another significant qualitative leap organizationally.

The proven multi-host concept has once again been at the heart to the successful delivery of the event, with the four hosts – Czech Republic, Georgia, Italy and Germany – working hand in hand to deliver at the highest possible level.

The Host Cities of Prague, Milan, Tbilisi, Cologne and Berlin showed their passion and brought the noise for the duration of the tournament. And so did the brightest European stars, who only underlined the importance of FIBA EuroBasket with their presence.

The follow-on effects in these cities and across the four host countries will be felt for years to come, elevating the popularity of basketball and creating a legacy for the development of the sport.

Of course, as one FIBA EuroBasket cycle ends, another one begins, and after this resounding success in 2022, we are setting only higher standards and aiming only higher to grow the tournament on and off the court even further. I am confident that the future holds even greater achievements!

Best regards,

Turgay Demirel
FIBA Europe President



DEAR BASKETBALL FRIENDS,

We had to wait five long years for FIBA EuroBasket 2022, but the wait proved well worth it with what we can now unequivocally call the most successful event in the history of the competition.

Taking the FIBA EuroBasket to the next level organizationally and growing it as a product has been at the heart of the key decisions that have been taken in recent years.

After the successful introduction of the multi-host concept in 2015, we took the next step to cement the premium status of our flagship by embarking on a new direction with a four-year cycle.

At that time, no one could have predicted a global pandemic of this magnitude, but we took all necessary steps together with the four Hosts to ensure the event goes ahead and is a resounding success – albeit a year later than planned in 2022. It was amazing to see fans flocking from all over Europe to take in the FIBA EuroBasket experience, support their national teams and see the many

European superstars in action in Czech Republic, Georgia, Italy and Germany. The success of FIBA EuroBasket 2022 extended far beyond Prague, Milan, Tbilisi, Cologne and Berlin with groundbreaking numbers recorded on FIBA's digital platforms and the event broadcasted to a truly global audience.

As we look ahead, we are determined to keep pushing in the same direction and continue building on this incredible momentum with the next event in Cyprus, Finland, Poland and Latvia.

See you at FIBA EuroBasket 2025!

Kamil Novak
FIBA Executive Director Europe



We have a long term focus on working with fans and we had a huge success in terms of attendance at FIBA EuroBasket, finishing second out of the four Host Countries in overall attendance in the main groups and at the Czechia - Serbia game we recorded a historic record in attendance for basketball, which has long lagged behind the most popular sports of hockey and football in terms of spectator numbers.

In addition, we already have information from the clubs that after the FIBA EuroBasket the clubs for the youngest children were filled with young basketball players who want to follow in the footsteps of Satoransky, Vesely and co. and who were missing in the clubs after the covid years.

In terms of sustainability, I am glad that we were able to use the best sports hall in the Czechia, the O2 Arena in Prague, which complemented the whole atmosphere in a dignified way and we did not have to spend money on building new sports venues. In addition, we used the complete woven branding of the hall to create shopping bags instead of other waste, which are available to fans at the fan shop so they can have a special moment of the championship. I think this is one of the most significant sustainability projects within FIBA EuroBasket.

Miroslav Jansta
President of the Czech Basketball Federation

The allocation of one of the FIBA EuroBasket's groups to the Czechia was a great success for the basketball community in our country and for our country as a whole. As the Czech Basketball Federation, we have been trying to bring basketball events with more or less international scope to the Czechia for a long time and FIBA EuroBasket 2022 was one of our goals.

Part of the preparations included a long-term campaign to attract people to basketball, both as fans and as players, especially young people. The popularity of basketball in Czechia has been growing in recent years, especially thanks to the success of the men's national team, and I think we are doing a good job of translating that success to expanding the fan base and recruiting young kids into basketball clubs.

THE LEGACY

The Czech Basketball Federation has been working for a long time to organize elite international basketball events in all categories. This is one of our priorities in our efforts to attract new fans to basketball in the form of parents and their children, who can get interested in basketball at such events and start playing it themselves in clubs. The popularity of basketball in Czechia has been growing rapidly in recent years thanks to the success of the men's national team, which has followed almost seamlessly on the heels of a strong period for the women's national team. During this time, several youth European championships, youth European challengers, the U19 Men's World Championship, FIBA Women's EuroBasket and most recently one of the FIBA EuroBasket Men's preliminary groups have been organized. The effort to host these tournaments raises awareness of the sport in general and of basketball throughout Czechia, as

selected cities across the country take turns in hosting. The continuity created has helped us to keep a large number of children involved in the sport even after the pandemic, when it was not possible to play sports in collectives in Czechia and at the same time, after the European Championship in September, we are registering a great interest in basketball in clubs that organize training sessions for young children and beginners. The continuous effort for championships during the pandemic, when international tournaments were not held, was combined with the project I'll Come Back Better (Vrátím se lepší), when well-known Czech basketball players gave children basketball and purely sport and fun exercises. Thanks to all these projects, basketball is one of the growing sports in Czechia, despite the growing number of sports and other interests.



basketball, the National Team's successful competition at FIBA EuroBasket for the fifth time in a row. It should be noted that the year of hosting EuroBasket symbolically coincided with the 100th anniversary of Georgian Basketball. Despite all the difficulties and challenges caused by pandemics, thanks to special recommendation and assistance given by the Georgian government, the new Tbilisi Arena with capacity of 10000 people was built especially for the European Championship. Newly build modern sport complex should be considered as the biggest legacy of FIBA EuroBasket 2022. Granting Georgia the right to host FIBA EuroBasket and collaborating with FIBA on similar infrastructure projects, construction of new arenas is a great achievement and opportunity for other countries as well. Initiative, which will increase the number of new and modern arenas in Europe, involve more children in basketball and ultimately contribute to the development of the basketball. We are honored that in 2022, together with FIBA EuroBasket, our country has successfully hosted another significant tournament: FIBA U20 European Championship, Division B. The experience and knowledge gained after hosting FIBA EuroBasket 2022 will be unforgettable for the Georgian Basketball Federation and each individual involved in organizing this great event.

Viktor Sanikidze
President of the Georgian Basketball Federation

For the first time in its history, Georgia hosted the biggest event - FIBA EuroBasket 2022. This great event brought hundreds of thousands of supporters together in Host Cities as well as millions of TV viewers. After hosting such a great event, Georgia has once again deservedly joined the celebration of the European sports family. This great achievement of hosting FIBA EuroBasket was brought to our country thanks to FIBA's decision and coordinated work and efforts of the President of Georgia, Prime Minister, the Georgian Government, the Ministry of Culture, Sports and Youth Affairs of Georgia and the National Basketball Federation. We'd like to express our sincerest gratitude to them once more. The honor of hosting FIBA EuroBasket was preceded by a long period of development of Georgian

THE LEGACY

Hosting the historic FIBA EuroBasket was a great achievement, not only for Georgia but for European basketball. The new 'Tbilisi Arena' with a capacity of 10,000 people was built especially for FIBA EuroBasket 2022.

The new basketball arena, which was constructed thanks to special recommendation and assistance given by the Georgian government, should be considered as the biggest legacy of FIBA EuroBasket 2022 for Georgia.

Granting Georgia the right to host FIBA EuroBasket and collaborating on similar infrastructure projects, construction of new arenas is a great achievement and opportunity for other countries as well. This initiative will increase the number of new and modern arenas in Europe, involve more children in basketball and ultimately contribute to the development of the basketball.

One of the great legacies of FIBA EuroBasket 2022 should be considered the increased demand for basketball among young people. According to the data provided by different basketball schools from around Georgia, the desire to be involved in this wonderful sport has doubled.

We can proudly state that the main aims of this European Championship: building new infrastructure, increasing awareness, and raising demand for basketball was successfully achieved in our country.

Knowledge gained after hosting FIBA EuroBasket 2022 is unforgettable for the Georgian Basketball Federation, each member of the Hosts and all involved individuals. After such an experience, our country is fully ready to host all different kinds of events.



And moreover, an important arena, such as Mediolanum Forum, used to host international events, the wonderful collaboration with Comune di Milano and Regione Lombardia, the professional rank of an advisor like Master Group, and, last but not least, the efficient cooperation between FIBA and Italian Basketball Federation. On behalf of the Italian Basketball Federation, I can affirm that organizing the Group Phase of FIBA EuroBasket in Italy was a very positive experience that also helped us grow. The Fan Zone at Piazza Duomo, as well as the whole tournament, amplified the educative, formative and social messages for all basketball communities. Basketball has an important role in the Italian society and FIBA EuroBasket 2022 confirmed that.

Giovanni Petrucci
President of the Italian Basketball Federation

A contagious enthusiasm, a new popularity for basketball, the confirmation of the importance of the national team and so many sold-out games.

THE LEGACY

The organization of the services and activities necessary for the proper functioning of the FIBA EuroBasket organizational machine has led to interventions that have undoubtedly had a strong impact on the various components involved. As for tourist flows, over 75,000 tickets were issued in Milan which saw numerous fans following the Group Phase in Milan, arriving from 70 different countries, from almost every continent and from all over Europe. From New Zealand to Canada, via Argentina and Brazil, China, Kenya, South Africa. Almost 4,000 Estonian fans supported the team by visiting Milan and staying overnight for almost 10 days. The support of the 170 volunteers in Milan, who donated 8,660 hours in the 13 days, was incredibly important. The event's international reach is well reflected by the countries they are from (China, Greece, Spain, Kenya, Uruguay, Iran, Colombia, Argentina, Romania, Peru, Poland, France, United States).

On the sustainability front, a FIBA EuroBasket 2022 Milan Sustainability Plan was drawn up, which involved all stakeholders. Among these, Onlus and non-profit associations that attended the Fan zone. The LEFT OVER project also made a mark, having involved the participating national teams who donated some items for a social and

sporting inclusion activity in Milan at the end of the Group Phase. A food recovery project has been launched, used in projects of social utility, to help people in need. In order to encourage the flow of fans and Ukrainian citizens to the match on September 5 at the Forum, the "Ukraine-Italy Promotion" was launched at reduced rates on certain categories of tickets reserved for Ukrainian citizens. All the surplus materials were donated to associations that operate on the voluntary front and assist people living in hardship conditions. As for installations, from September 1-8, in the iconic location of Piazza del Duomo, a 1,300 square meter arena, welcomed the many thousands of Italian basketball fans and those from all over the world in the Fan Zone with a multitude of shows and entertainment activities. The combination of the end of the pandemic emergency and the organization of an international event also had a strong impact on the number of licence applications. Today, we're experiencing a rebound phenomenon. After the contraction during the COVID emergency, the numbers continue to grow significantly, thanks to the implicit positive message of the organization of a successful international event.



And also in Berlin, where at the end the new European champion Spain was crowned, everything was to be found that makes European basketball so worth seeing. Of course, we were thrilled by the German team, which not only performed excellently in sporting terms and attracted a great deal of basketball attention from the public. The bronze medal is for us the deserved reward of all our efforts. FIBA EuroBasket 2022 will give our beautiful sport in Germany a boost on many levels. The first sustainable effects can already be seen, for example, in the strong growth in the field of mini basketball. I am delighted about the many positive responses to our hospitality. I believe that Germany and the DBB have once again proven that we can organize and carry out such large events excellently. We still think back to FIBA EuroBasket 2022 with goose bumps and the best feelings. My thanks go to the numerous volunteers and of course to our partners who made this successful FIBA EuroBasket possible. I cannot praise enough the outstanding commitment of the cities of Berlin and Cologne and the state of North Rhine-Westphalia. The DBB looks positively into the future. For us, bronze is gold!

Best regards,

Ingo Weiss
President of the German Basketball Federation

First of all, I would like to thank FIBA for allowing the German Basketball Federation to host a group and the final stage of FIBA EuroBasket 2022.

The EuroBasket 2022 in Germany was a great basketball festival! I think everyone who watched the group games in Cologne or on screen will never forget this week. So many emotions, so many great players and games, so much unique atmosphere. The all time attendance record of 236,521 speaks for itself. Besides the German audience, the great fans especially from Lithuania, Slovenia and Bosnia and Herzegovina had a big part in this party. The jersey ceremony for Dirk Nowitzki was another outstanding highlight.

THE LEGACY

The FIBA EuroBasket 2022 in Germany was without a doubt an outstanding event in the Host Cities of Cologne and Berlin. A new basketball generation has formed, more and more players are playing in the NBA and on the European top level in the EuroLeague. It was a matter of the heart to give this group of players the opportunity to play a European Championship in their home country. The level of talent continuously grows. Hosting the event in Germany gave the next generation the chance to see their idols and stars of the European basketball live on site. The atmosphere in the venues was outstanding! At the same time, many new fans were found for the sport of basketball. The media interest was huge and the games of our team had almost 13,5 million viewers on national TV in total. In addition to the event organization, another approach was very important for us: To involve the entire basketball family. A 360-degree approach. Throughout the

summer and the FIBA EuroBasket itself, numerous side events took place: referee and coaches Clinics, education of school teachers in the sport of basketball, 3x3 tournaments, player selection camps, girls camps, mini-basketball, the so called European Championship of elementary schools in the State of North Rhine-Westphalia and many others. Furthermore, close cooperation's with Special Olympics Germany and the German Wheelchair Basketball Federation. We will all together continue to grow the sport of basketball in Germany. Thus, the FIBA EuroBasket 2022 supported enormously the measures of the DBB, the state associations, clubs and leagues, which have already been successfully installed in the years before. Compared to the previous year, the number of mini-basketball participants has increased by around 9,000. These are the first effects and we are sure that there will be legacy from the FIBA EuroBasket 2022 on many other levels.

EVENT OVERVIEW



FIBA EuroBasket 2022
took place between
1st - 18th of September 2022

THE TOURNAMENT



Name	FIBA EuroBasket 2022
Date	1st - 18th of September 2022
Host cities	Prague (Czech Republic), Milan (Italy), Tbilisi (Georgia), Cologne & Berlin (Germany)
Teams	24 national teams
Games	76
Gender	Men
Attendance	651,400 spectators

FIBA EuroBasket 2022
was held in five venues
in four different countries

THE VENUES

Tbilisi Arena
Tbilisi, Georgia

Köln Arena
Cologne, Germany

Milano Assago Arena
Milan, Italy

Prague Arena
Prague, Czech Republic

EuroBasket Arena Berlin
Berlin, Germany

GROUP A	GROUP B	GROUP C	GROUP D	FINAL PHASE 
				

Spain won their fourth European title after dominant performances throughout the tournament (8 wins, 1 loss)



FIBA EURO BASKET 2022 BRACKET

EuroBasket Arena Berlin Berlin, Germany

GROUP A Tbilisi Arena Tbilisi, Georgia

A

BELGIUM BULGARIA GEORGIA MONTENEGRO SPAIN TURKEY

GROUP B Köln Arena Cologne, Germany

B

BIH FRANCE GERMANY HUNGARY LITHUANIA SLOVENIA

GROUP C Milano Assago Arena Milan, Italy

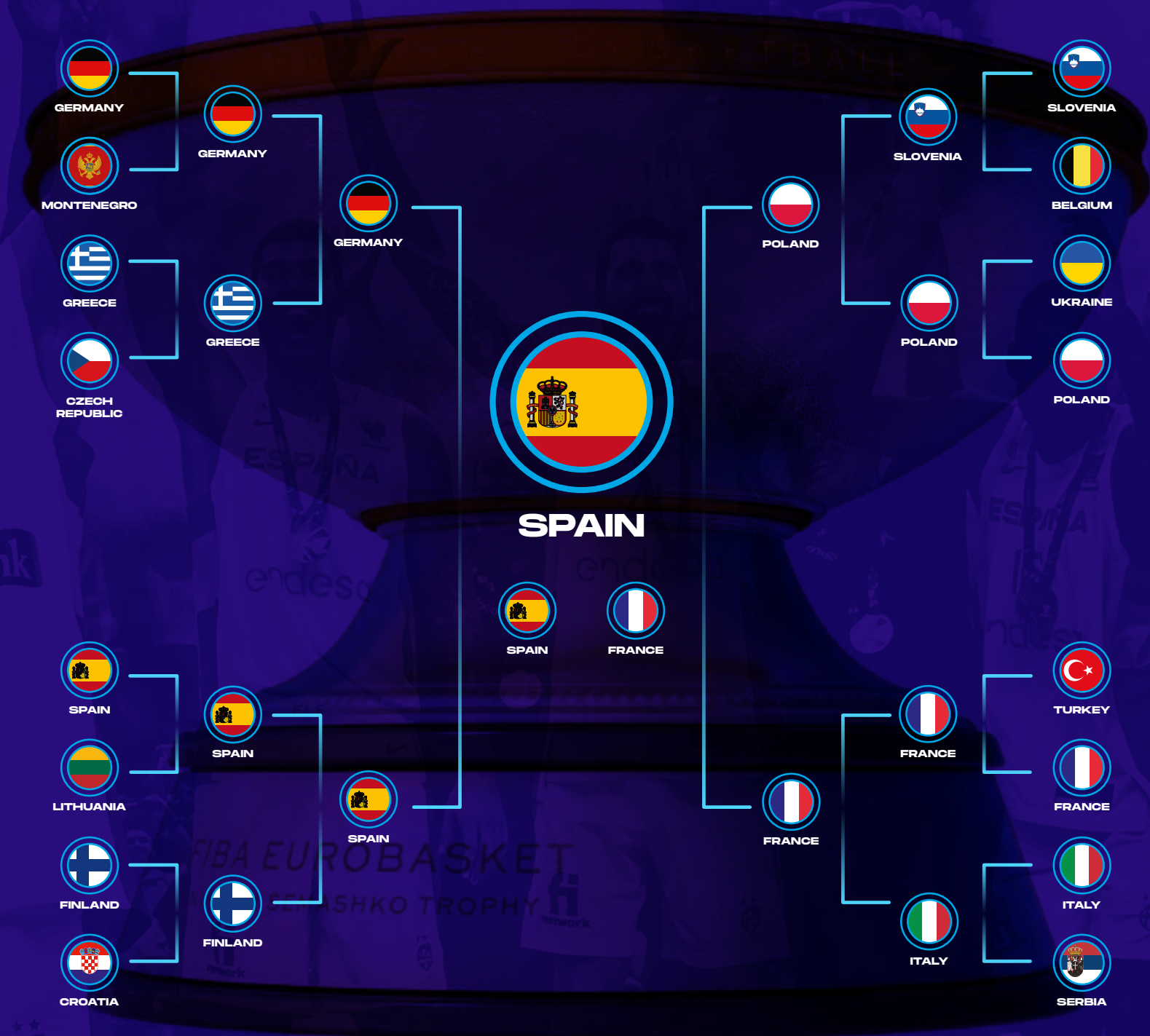
C

CROATIA ESTONIA GREAT BRITAIN GREECE ITALY UKRAINE

GROUP D Prague Arena Prague, Czech Republic

D

CZECH REPUBLIC FINLAND ISRAEL NETHERLANDS POLAND SERBIA



Many of the NBA's best basketball players competed at FIBA EuroBasket 2022 including the MVPs of the previous four seasons

NBA PLAYERS AT FIBA EURO BASKET 2022*

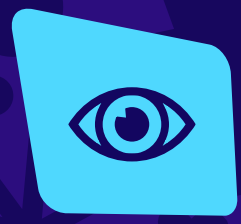
Antetokounmpo Giannis	GRE	Milwaukee Bucks
Antetokounmpo Thanasis	GRE	Milwaukee Bucks
Avdija Deni	ISR	Washington Wizards
Bitadze Goga	GEO	Indiana Pacers
Bogdanovic Bojan	CRO	Utah Jazz
Brazdeikis Ignas	LTU	Orlando Magic
Cancar Vlatko	SLO	Denver Nuggets
Doncic Luka	SLO	Dallas Mavericks
Dragic Goran	SLO	Chicago Bulls
Dorsey Tyler	GRE	Dallas Mavericks
Fontecchio Simone	ITA	Utah Jazz
Fournier Evan	FRA	New York Knicks
Garuba Usman	ESP	Houston Rockets
Gobert Rudy	FRA	Minnesota Timberwolves
Hernangomez Junacho	ESP	Denver Nuggets
Hernangomez Willy	ESP	New Orleans Pelicans
Jokic Nikola	SRB	Denver Nuggets
Korkmaz Furkan	TUR	Philadelphia 76ers
Krejci Vit	CZE	Oklahoma City Thunder
Len Alex	UKR	Sacramento Kings
Luwawu-Cabarrot Timothe	FRA	Atlanta Hawks
Maledon Theo	FRA	Oklahoma City Thunder
Mamukelashvili Alexander	GEO	Milwaukee Bucks
Markkanen Lauri	FIN	Cleveland Cavaliers
Mykhailiuk Sviatoslav	UKR	Toronto Raptors
Nurkic Jusuf	BIH	Portland Trail Blazers
Osman Cedi	TUR	Cleveland Cavaliers
Sabonis Domantas	LTU	Sacramento Kings
Saric Dario	CRO	Phoenix Suns
Satoransky Tomas	CZE	Washington Wizards
Schroder Dennis	GER	Houston Rockets
Sengun Alperen	TUR	Houston Rockets
Simonovic Marko	MNE	Chicago Bulls
Theis Daniel	GER	Indiana Pacers
Valanciunas Jonas	LTU	New Orleans Pelicans
Wagner Franz	GER	Orlando Magic
Zubac Ivica	CRO	LA Clippers

MVP NBA's Most Valuable Players

2018-19	Giannis Antetokounmpo	GRE
2019-20	Giannis Antetokounmpo	GRE
2020-21	Nikola Jokic	SRB
2021-22	Nikola Jokic	SRB



*teams listed as of end of 2021-22 season



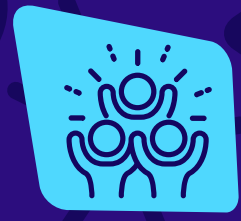
303 MILLION CUMMULATIVE VIEWERS WATCHED FIBA EUROBASKET 2022 ON TV AND STREAMING



14

EVENT DAYS

FIBA EuroBasket 2022 was staged on 14 event days between the 1st and 18th of September 2022



651,000

VISITORS

Out of the total attendance of 651,000, 237,923 unique visitors attended the event



8,600

ATTENDEES

Such as athletes and team members as well as officials and staff were involved in the event



4,476 HOURS OF TV AND STREAMING BROADCASTS IN OVER 40 COUNTRIES



KEY HIGHLIGHTS

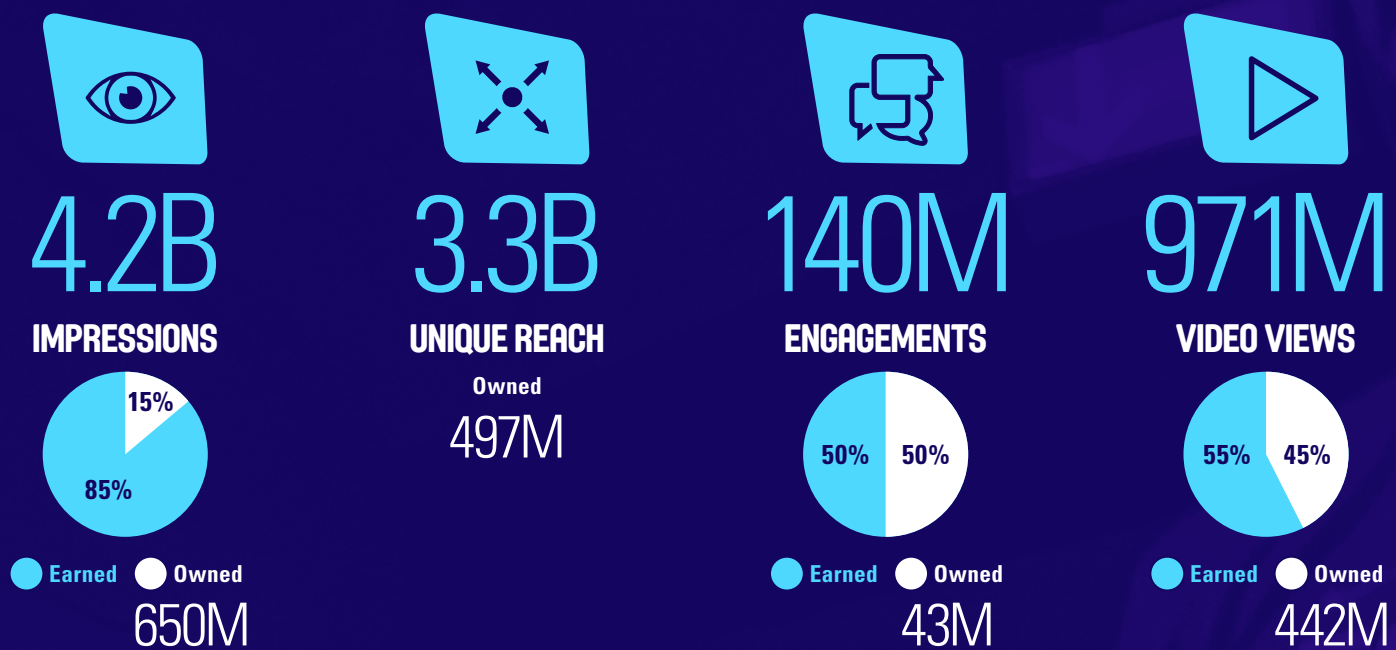
Over 303 million watched FIBA EuroBasket content on the different broadcast partners across the world

30 million followed the Germany-Spain Semi-Final - the most watched game of the tournament

FIBAEuroBasket 2022 generated an outstanding impact on social media with **4.2 billion impressions**

Over 971 million video views across the competition, 45% occurred on FIBA's owned channels

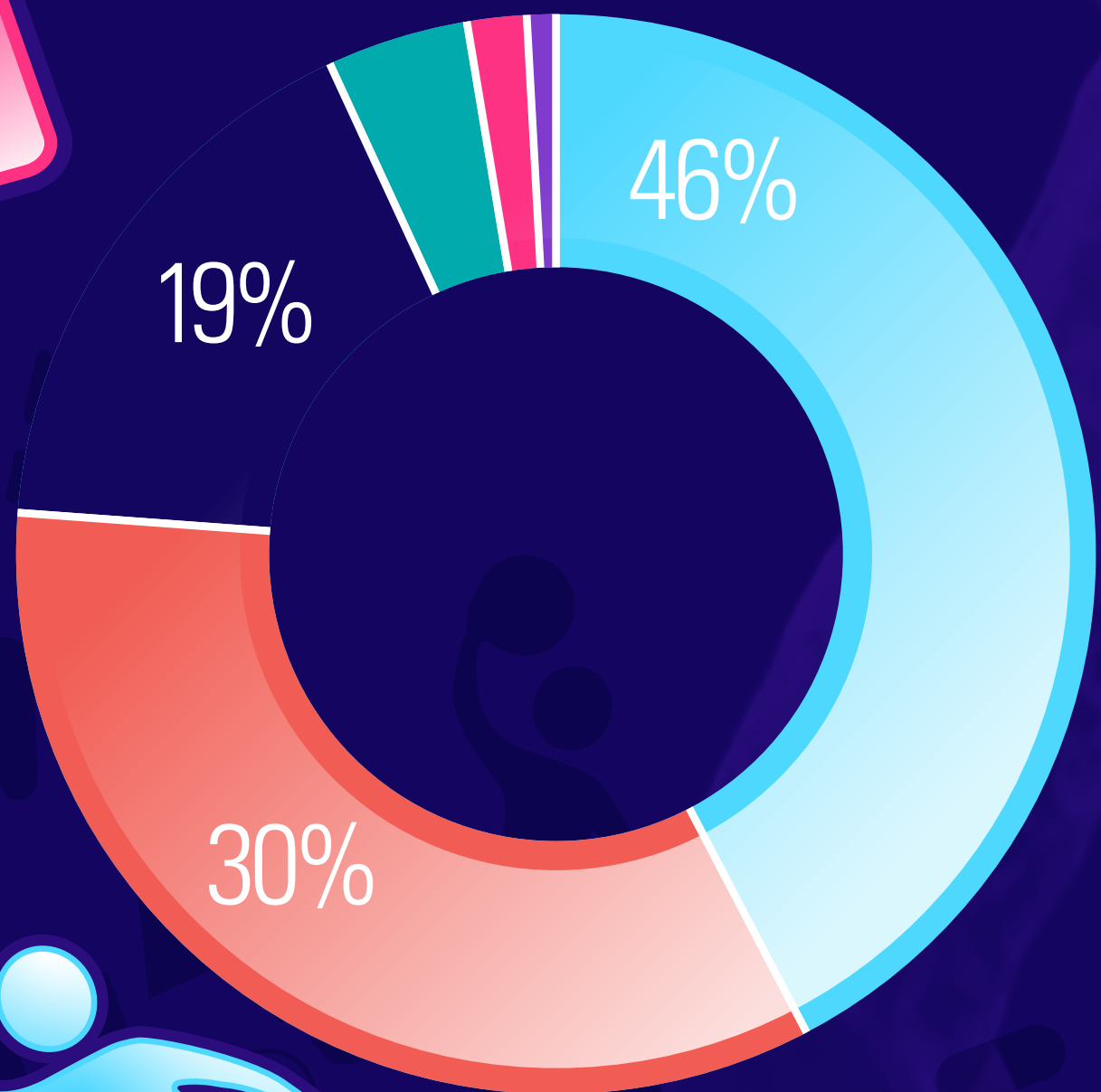
DIGITAL SUMMARY



TOP 3 POSTS



IMPRESSIONS BY CHANNEL



-  INSTAGRAM
-  TWITTER
-  FACEBOOK
-  TIK TOK
-  YOUTUBE
-  SINA WEIBO
-  TWITCH
-  LINKEDIN
-  DOUYIN



WEBSITE SUMMARY



2.6M
USERS



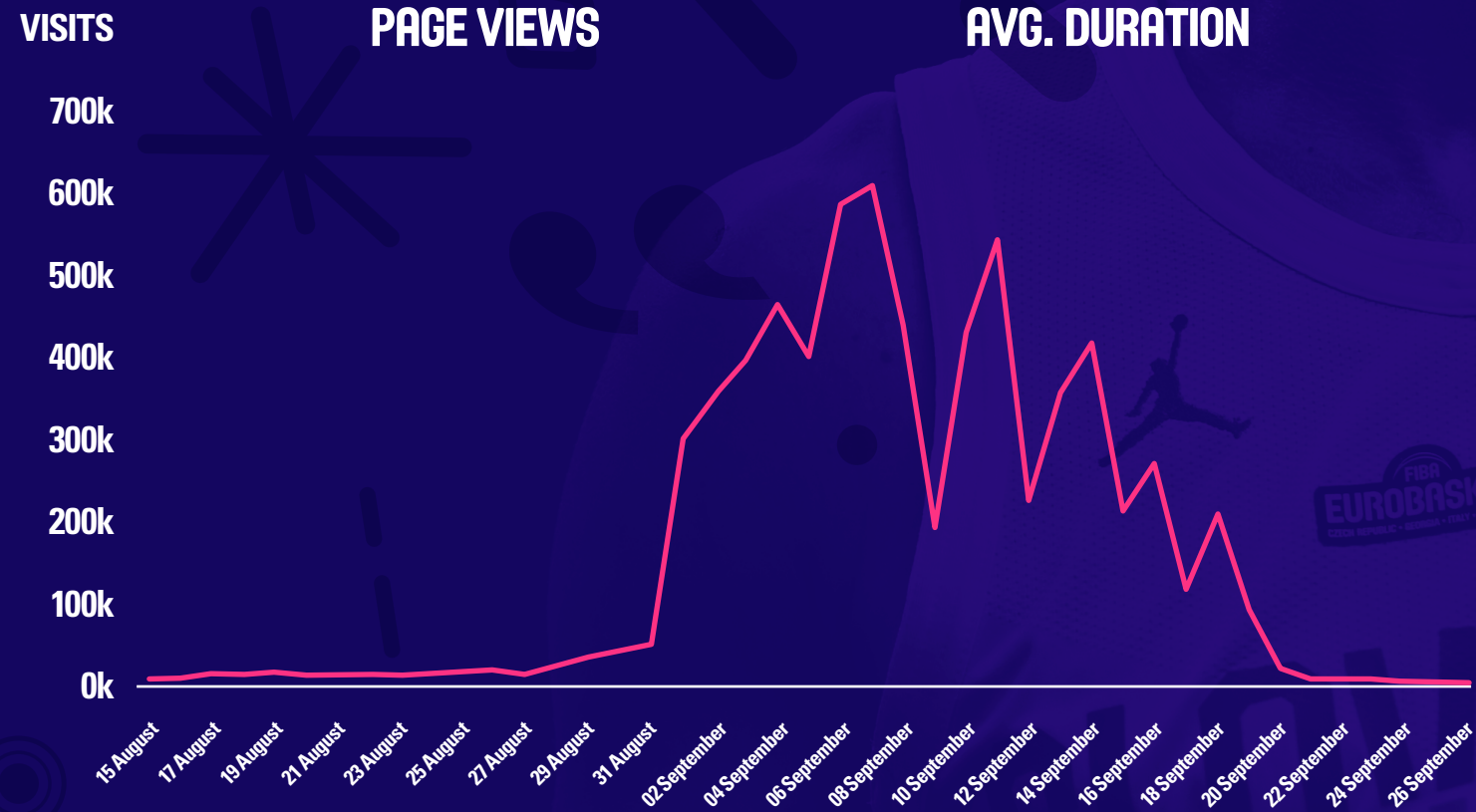
7.1M
VISITS



21.5M
PAGE VIEWS



4:44
AVG. DURATION



Data Source: Google Analytics | Monitoring period: August 15 - September 26, 2022

TOP COUNTRIES



GREECE

720,860



LITHUANIA

608,140



SPAIN

511,780



GERMANY

508,300



USA

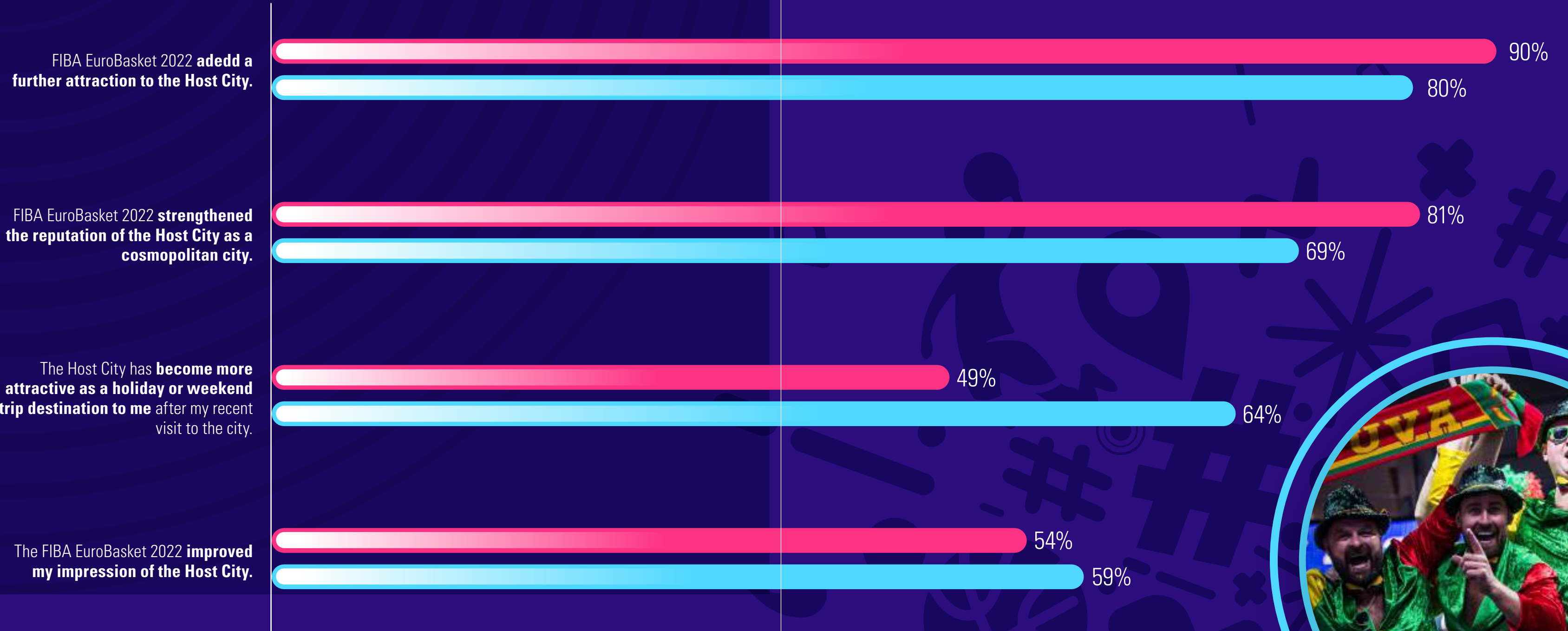
484,390

Hosting FIBA EuroBasket 2022 enhanced the visitors' positive perception of the Host City

PERCEPTION OF THE HOST CITY BY NON-RESIDENT ATTENDEES

NATIONAL VISITORS
OUTSIDE HOST CITY

INTERNATIONAL VISITORS



Question(s): To what extent do you agree with the following statements?
(5-point-scale: 1 = "Totally agree" to 5 = "Do not agree"; Top 2 Box*)

Sample Size: 1582 national visitors of the event from outside of the Host City, 603 international visitors

*Top 2 Box: Market research terminology and means that the presented figures are representing the summary of the two top answers of a scale. In this case it means, that the shown percentages refer to all people that indicated somehow agree (answer 4 on the scale from 1-5) and totally agree (answer 5 on the scale from 1-5) to the statements

Resident attendees noticed an improved overall attractiveness of the Host Cities

PERCEPTION OF HOST CITY BY RESIDENT ATTENDEES



90%

"FIBA EUROBASKET 2022 STRENGTHENED THE REPUTATION OF THE HOST CITY AS A COSMOPOLITAN CITY."

93%

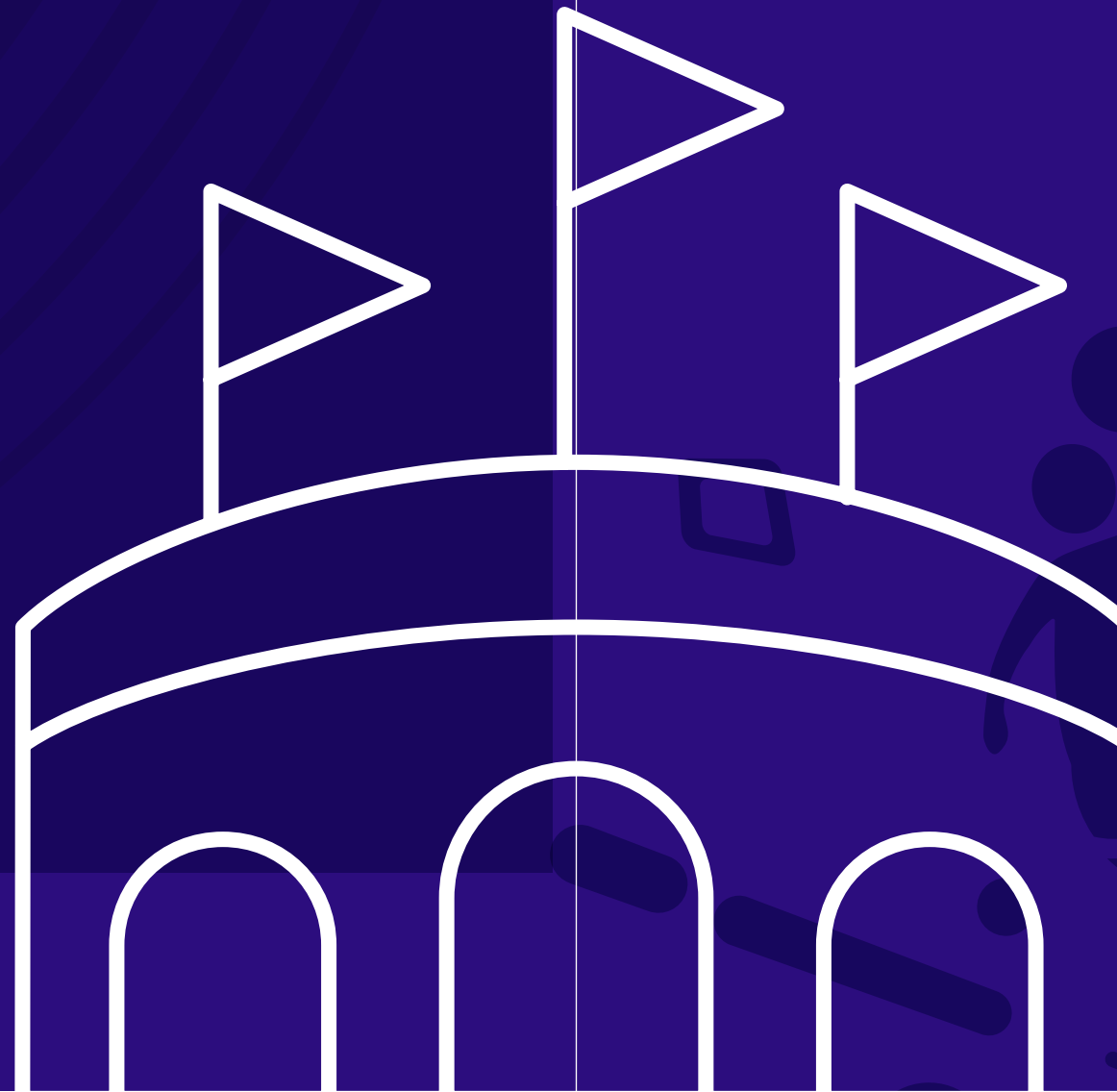
"FIBA EUROBASKET 2022 ADDED A FURTHER ATTRACTION TO THE HOST CITY."

61%

"FIBA EUROBASKET 2022 IMPROVED MY IMPRESSION OF THE HOST CITY."

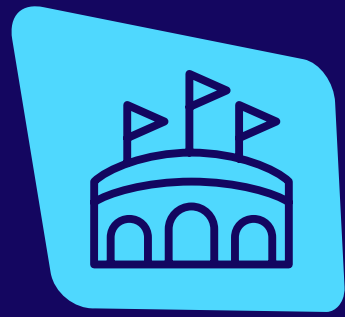
65%

"HOSTING FIBA EUROBASKET 2022 INCREASED THE ATTRACTIVENESS OF THE HOST CITY AS A CITY TO LIVE IN."



Question(s): To what extent do you agree with the following statements?
(5-point-scale: 1 = "Totally agree" to 5 = "Do not agree"; Top 2 Box)
Sample Size: 1242 local residents visiting the event (from Prague, Milan, Tbilisi, Cologne, Berlin)

HOST CITY IMPACT



SUMMARY REPORT



FIBA EuroBasket 2022 had a monetary impact of €270M on its Host Cities Prague, Milan, Tbilisi, Cologne and Berlin

HOST CITY IMPACT OF FIBA EUROBASKET 2022



€227M

ECONOMIC IMPACT

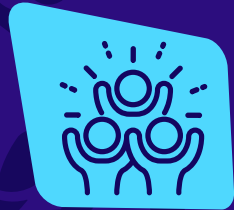
Through expenses of event attendees and organizer



€39M

MEDIA IMPACT

Generated by TV, OTT, online & social media coverage for the Host Cities



240,000

NET ATTENDANCE

- 40% under the age of 30
- 72% from outside Host Cities
- 62% will recommend a visit to the Host City to friends & family



€4M

SOCIAL IMPACT

Through increased levels of physical activity and upskilling of volunteers



€600K

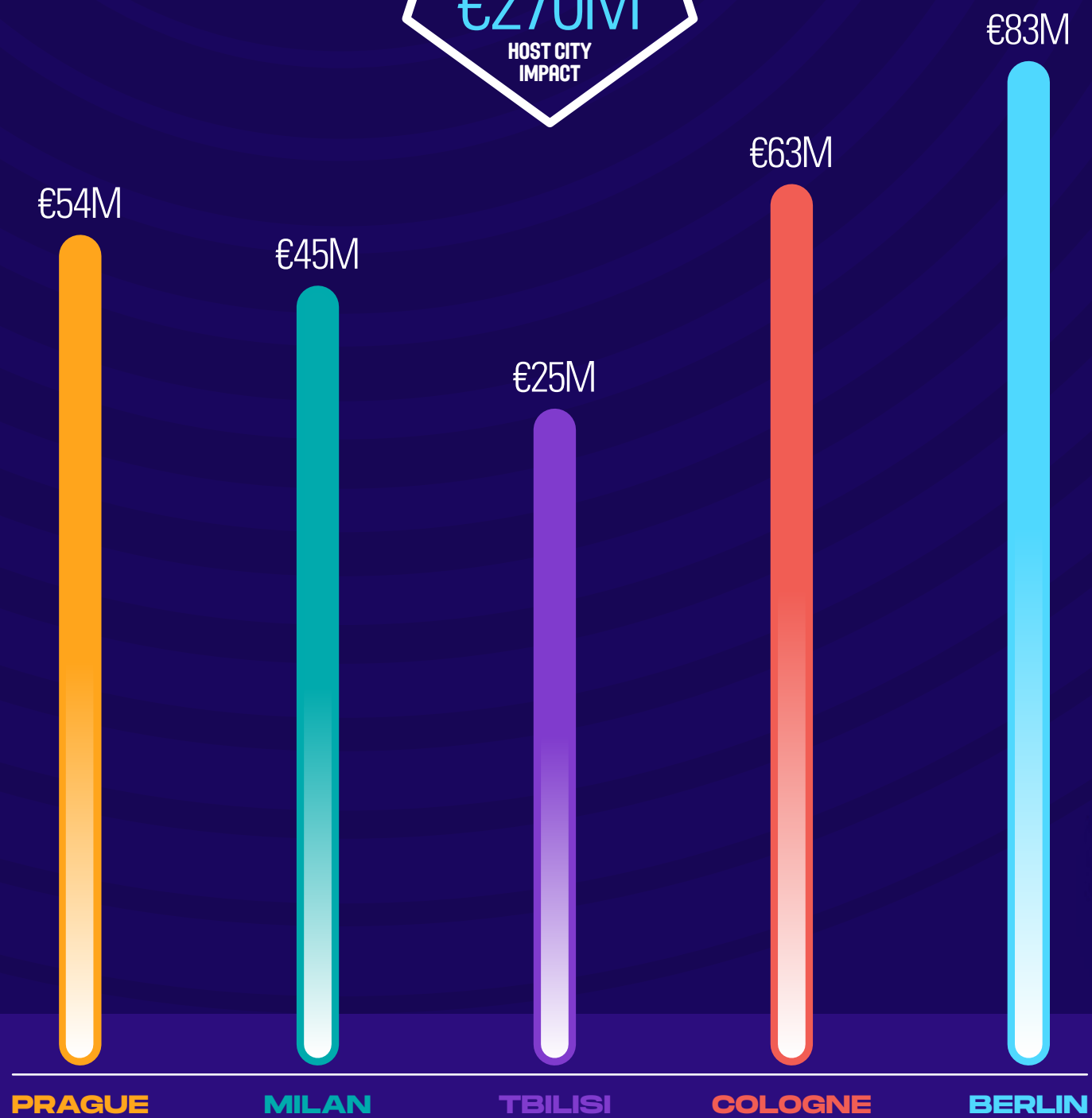
ENVIRONMENTAL IMPACT

Costs through CO₂ emission from travel, energy, waste and water caused by the event



Berlin as Host City of the Final Phase generated a third of the Host City Impact, followed by Cologne, Prague and Milan

HOST CITY IMPACT BY HOST CITY



The economic and media impact of FIBA EuroBasket 2022 amounts to €267M



HOST CITY IMPACT OF FIBA EUROBASKET 2022

€40M



EVENT SPECTATORS

€23M



EVENT ORGANIZER

€2M



TEAMS

€2M



ACCREDITED ATTENDEES



€66M

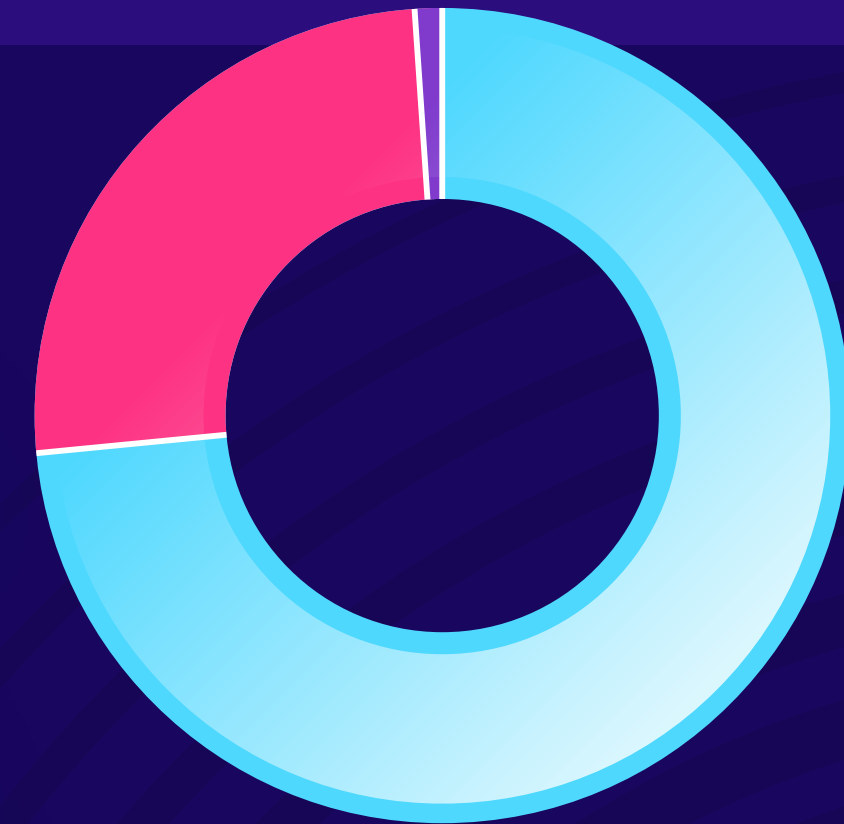
DIRECT ECONOMIC IMPACT

X MULTIPLIER 2,74 - 6,38*
for indirect and induced effects



€227M

TOTAL ECONOMIC IMPACT



€39M

MEDIA VALUE



TV / OTT
73%



ONLINE
26%



SOCIAL
1%

* Based on the theories of British economist John Maynard Keynes. Calculation is based on the country-specific Marginal Propensity to Consume (MPC), representing the share of each additional Euro of disposable income that is spent on consumption. MPC can be estimated based on key economic parameters such as disposable income and private household consumption within an economy.

The 237,923 net visitors are likely to recommend the Host Cities for a visit and experienced an increased life satisfaction

HOST CITY IMPACT OF FIBA EUROBASKET 2022



651,400
OFFICIAL ATTENDANCE



237,923
UNIQUE VISITORS



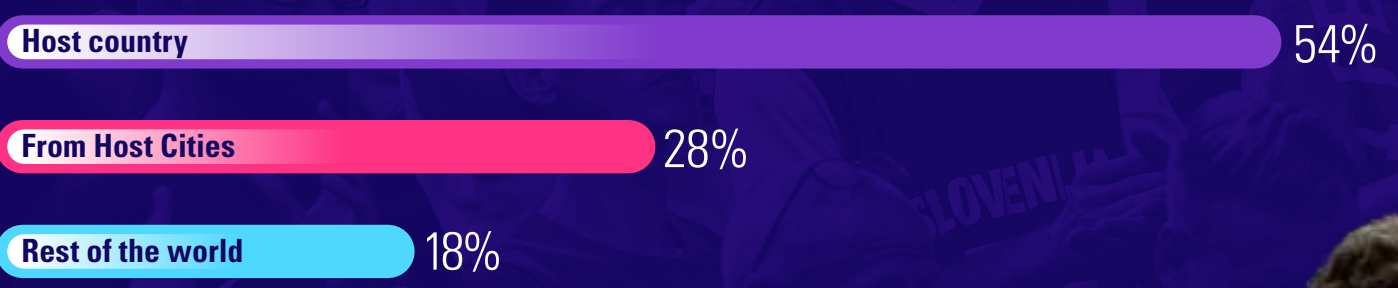
€3.28M

Value from reduced health costs through higher levels of physical activity of residents



€400K

Value from increased human capital through upskilling of volunteers



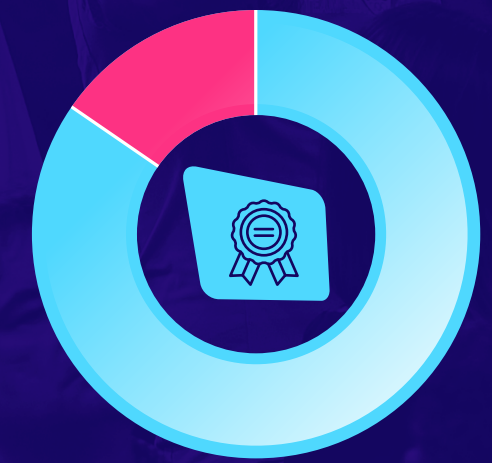
62%

Recommendation of a visit to Host City



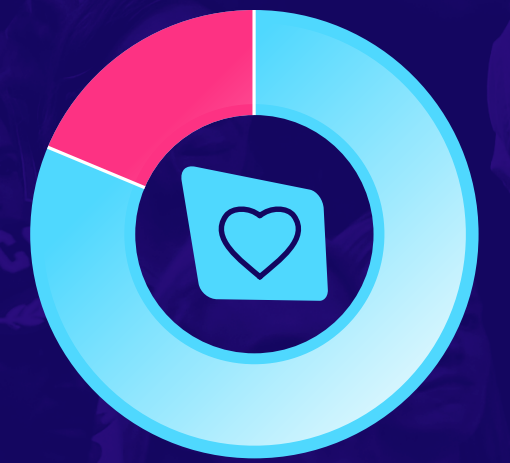
67%

Likelihood of return visit to Host City



SENSE OF PRIDE

87%



INCREASED LIFE SATISFACTION

81%

*Sample Size: 3,427 visitors of the event

HOST CITY IMPACT

THE APPROACH



Nielsen Sports analyzed
FIBA Eurobasket 2022
impact on its Host Cities



THE ISSUE

Finding attractive Host Cities is a demanding challenge for event organizers as the sports event industry has recently seen three major developments:

- Increasing competitive pressure due to larger amounts of high-level sport events
- Growing event costs due to increasing eventization in sports and entertainment
- Unfavorable political pressure due to skepticism regarding public finances

Thus, public sector decision-makers rely highly on thorough cost-benefit-analyses when choosing between applications for major sporting events. FIBA Europe and Nielsen Sports agreed to run an evaluation of the impact of FIBA EuroBasket 2022 on its Host Cities Prague, Milan, Tbilisi, Cologne and Berlin, in order to reveal the benefits of hosting the event.

THE APPROACH

Nielsen Sports' approach is based on a retrospective analysis and includes primary research data collected through on-site surveys, cross media monitoring and evaluation, as well as additional expertise and knowledge from +150 Host City Impact Studies that were successfully carried out by Nielsen Sports in the past. In addition, any existing Host City research and FIBA internal data were analyzed and matched with Nielsen Sports' research approach. In that sense, all relevant Host City Impact levels, i.e., economic, media, social, and environmental, were analyzed based on this data set.



For best-possible results,
various data-sources
were used

1

ON-SITE STUDIES AMONG VISITORS

...Deliver insight on consumption and visitors' spending behavior at the event and in the Host City.

2

HOST / FIBA DATA

...Reveals local organizational revenues and spending of the event organizer, energy usage and waste production as well as working hours of volunteers.

3

NATIONAL TEAMS SURVEY

...Reveals local spending of the 24 national teams for additional services.

4

MEDIA DATA

...Quantifies the media value which is generated by the event for the Host City due to exposure in media.

5

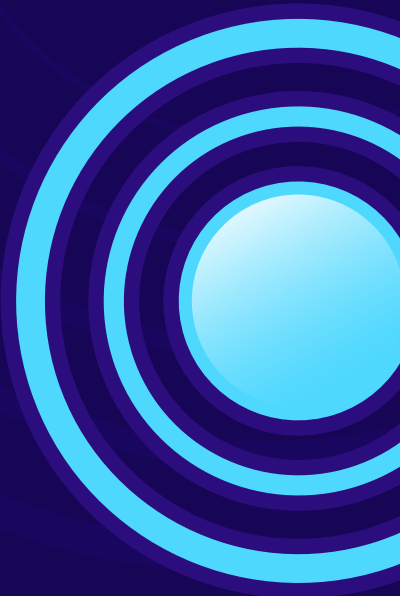
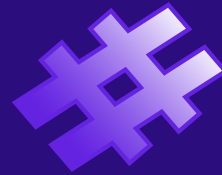
EXPERTISE

...To ensure the highest possible validity of the data, the figures are solidified using benchmarks and Nielsen Sports expertise.



Email addresses of event visitors were collected at the venues to participate in an online survey after the tournament

ON-SITE STUDY METHODOLOGY



UNIVERSE:

On-site visitors of FIBA EuroBasket 2022

INVESTIGATION TECHNIQUE:

Follow-up survey using an online questionnaire (CAWI)

DURATION:

15 minutes

SELECTION PROCEDURE:

Face-to-face recruitment of on-site visitors in general admission area and ticket database

SAMPLE SIZE:

3,427 respondents: Prague 650, Milan 1,047, Tbilisi 598, Cologne 582, Berlin 550

FIELDWORK:

Follow-up survey
9th - 30th of September 2022

**THE HOST CITY EVALUATION
ASSESSED THE EFFECTS OF FIBA
EUROBASKET 2022 ON ITS HOST
CITIES ACROSS FIVE CRITICAL AREAS**



A clear picture of the visitors of FIBA EuroBasket 2022 was illustrated

ATTENDANCE

1

DEMOGRAPHICS

Split out attendees by role (e.g., athlete, spectator) as well as their gender, age and affluence

ATTENDANCE

2

RESIDENCE

Breakdown between 'local', 'national' and 'international' visitors as well as recording if it is their first time to the Host City, Country and Continent

3

RECOMMENDATION

Likelihood that visitors return or recommend a visit to the Host City to their friends and family



Direct economic impacts of the event as well as indirect effects were calculated

ECONOMIC IMPACT



DIRECT ECONOMIC IMPACT

generated by event attendees and the event organizer in the Host City

EVENT ATTENDEES Regional spending of event attendees such as visitors, athletes & Team Delegation, FIBA Officiating Team, staff, e.g., for accommodation, food & beverages, travel, shopping, merchandise, additional activities

SPENDING OF EVENT ORGANIZER Regional spending of the foreign event organizer, revenues from outside the region

REVENUES OF EVENT ORGANIZER Foreign income of the regional event organizer



INDIRECT & INDUCED ECONOMIC IMPACT through suppliers (indirect) and due to a growth in purchasing power in the Host City (induced)

INDIRECT IMPACT Uplift of suppliers e.g., due to a higher demand

INDUCED IMPACT Uplift in personal consumption due to higher incomes

MULTIPLIER Direct & induced effect calculated with the help of a multiplier derived from the Marginal Propensity to Consumer

Widely accepted methodology in academia

TV,OTT, online and social media coverage of the event and calculated advertising equivalence was monitored

MEDIA IMPACT

TV / STREAMING

ONLINE

PRINT

SOCIAL MEDIA

100% MEDIA VALUE

Visibility generated for the event is expressed in equivalence to cost to advertise in the program / article / webpage / post in which exposure was generated.



X QI-SCORE

Between 0 and 1

- Size
- Duration
- Location
- No. of brand hits



QI MEDIA VALUE

Quality Index (QI) methodology is then applied to account for the unique characteristics of the sponsoring tool.

Social impacts regarded from several perspectives

SOCIAL IMPACT

VOLUNTEERING

Increases human capital of the volunteers in view of enhanced skillsets and inter-personal connections. To express these benefits, the labour cost equivalent of all volunteering will be calculated*.

PRIDE

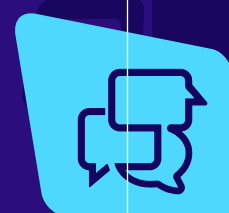
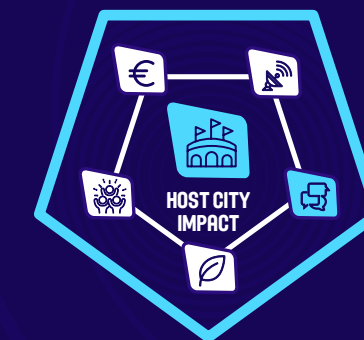
As one major output, hosting a sporting event brings a sense of pride to the Host City/nation. This is directly connected to the life satisfaction of their residents.

SPORT PARTICIPATION

Analyzes whether residents will increase their participation as a result from visiting or watching the event.

IMAGE & SATISFACTION

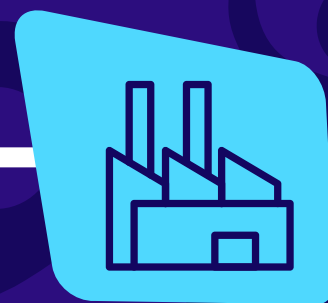
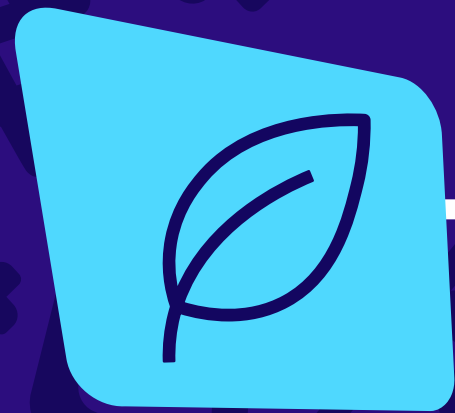
Overall satisfaction levels of all attendees with their event experience as well as enhanced reputation of the Host City potentially leading to further tourism revenues.



*Total hours of volunteering work provided by the organizer

The environmental costs of the event with CO₂ compensation expenses

ENVIRONMENTAL IMPACT



ENVIRONMENTAL COST

The methodology enables the understanding of the environmental costs of hosting the event by calculating CO₂ compensation expenses for the used energy and water, produced waste and distances traveled



ENERGY

The total energy consumption of the event was converted into the equivalent CO₂ emissions

WASTE

Total waste produced by the event was reviewed to understand the amount which was taken to landfill vs. recycled. Furthermore, CO₂ emission equivalence was calculated

TRAVEL

Accumulated domestic and international travel distances (plane, car, train) from all event attendees were calculated, followed by estimations of total emissions from these transfers

WATER

The total water consumption of the event was converted to equivalent CO₂ emissions

*Figures provided by the organizer

HOST CITY IMPACT

ATTENDANCE



FIBA EuroBasket 2022 had a young and international audience

KEY FINDINGS ON ATTENDANCE



TOTAL ATTENDANCE OF OVER 650,000 SPECTATORS SPREAD OVER 14 EVENT DAYS CONSISTED OF APPROXIMATELY 240,000 UNIQUE VISITORS



OVER 170,000 NON RESIDENT SPECTATORS CAME FROM OUTSIDE OF THE HOST CITIES; 50,000 INTERNATIONAL GUESTS



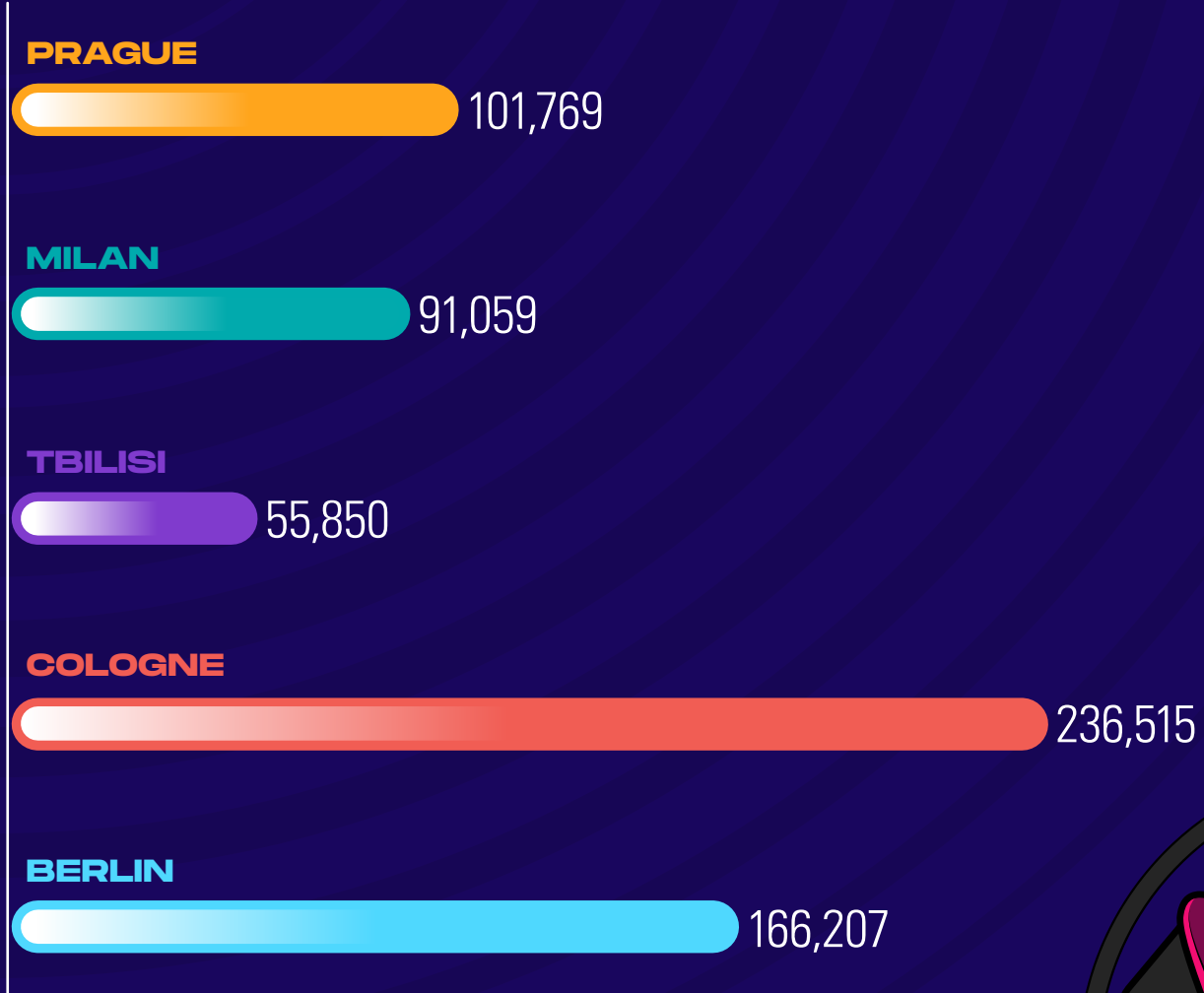
40% OF THE VISITORS WERE UNDER 30 YEARS OLD, MAKING IT A RELATIVELY YOUNG AUDIENCE - 20% PUPILS OR STUDENTS

Sample Size: 3,427 visitors of the event

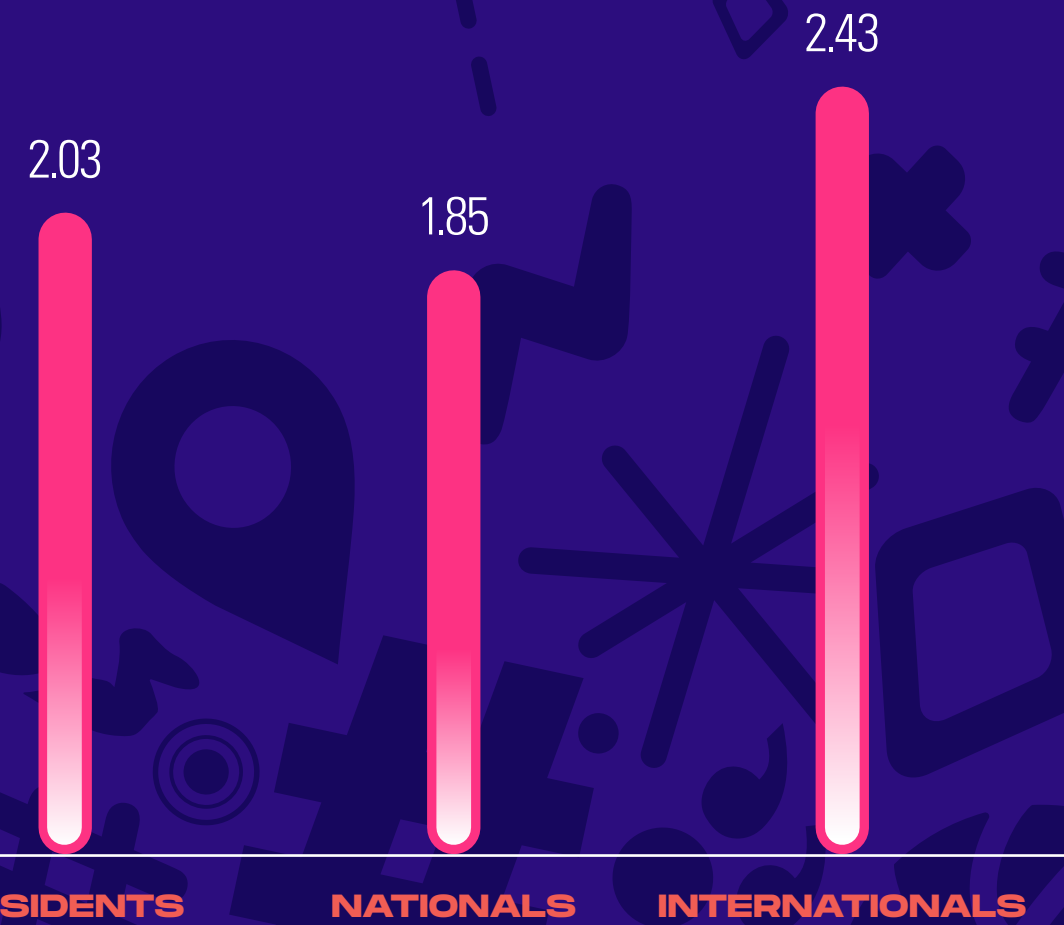


FIBA EuroBasket 2022 had an attendance of 651,400 spectators, which was made up of 237,923 unique visitors

NUMBER OF EVENT VISITORS



651,400
TOTAL ATTENDANCE



651,400
TOTAL ATTENDANCE

DAYS ATTENDED
2.0

UNIQUE VISITORS*
237,923

Sample Size: 3,427 visitors of the event

*Unique visitors express the amount of unique individuals that visited the event. It accounts for the fact that spectators visited several games on the same day as well as several game days over the entire course of the event. Therefore, the total attendance figure does not reflect the total amount of individual (i.e., unique) visitors. We assume that on average 1.3 games were visited per day.

80% of the spectators came from the respective host countries.
50,000 international fans visited FIBA EuroBasket

NUMBER OF EVENT VISITORS BY ORIGIN



FIBA EuroBasket 2022 had a young audience – over two thirds coming from outside of the Host Cities



CHARACTERISTICS OF EVENT VISITORS

AGE

16–29 YEARS



30–49 YEARS



50+ YEARS



Ø 34.8 YEARS

GENDER



74%



26%

OCCUPATION

CLERK / EMPLOYEE



PUPIL / STUDENT / TRAINEE



EXECUTIVE / MANAGER



ACADEMIC PROFESSION



SELF-EMPLOYED / FREELANCER



RESIDENCE

HOST CITY



HOST COUNTRY



REST OF THE WORLD



FAMILY STATUS

MARRIED



SINGLE



LIVING WITH A PARTNER



NO ANSWER

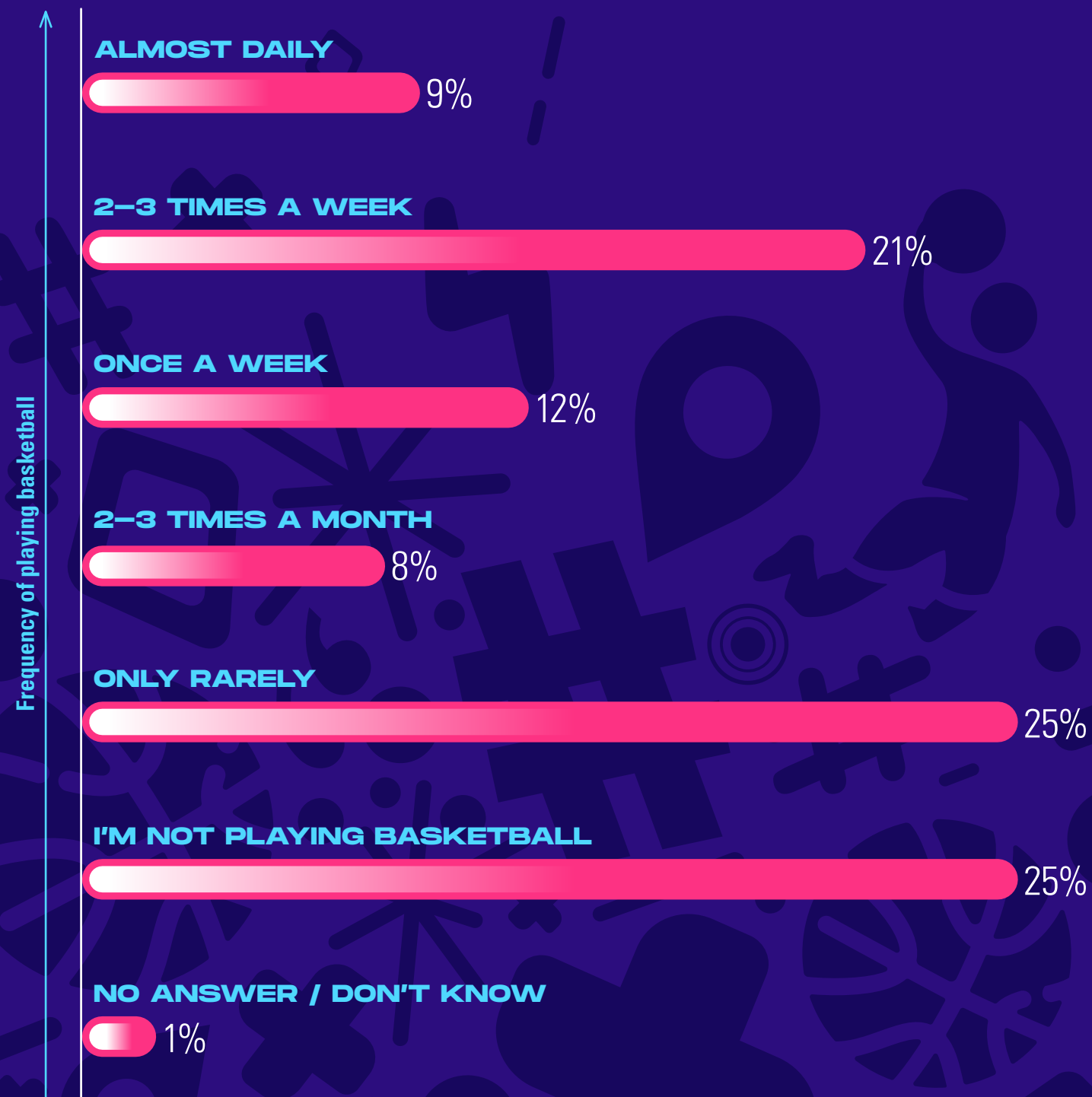


Every second visitor of the event plays basketball regularly – mostly with friends or in an official team / club

PLAYING BASKETBALL AND BASKETBALL ENVIRONMENT

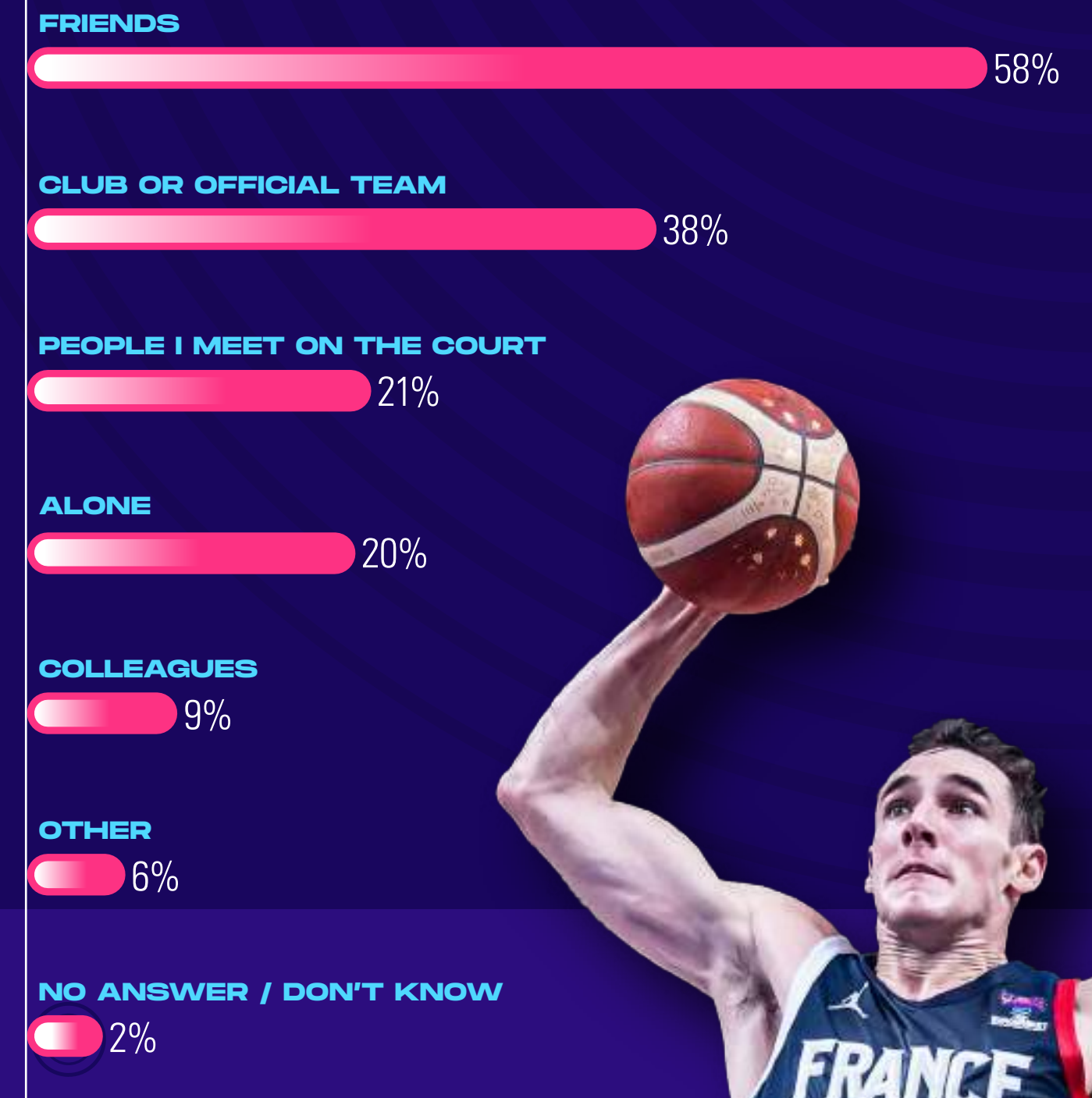
PLAYING BASKETBALL

How often do you play basketball yourself? (Single choice answer)



BASKETBALL ENVIRONMENT

In what group do you play basketball? (Multiple choice answer)



Most visitors of FIBA EuroBasket 2022 state that their main reason for visiting the Host City was the event

VISITING HOST CITY BEFORE AND REASON FOR VISIT

VISIT TO THE HOST CITY IN THE PAST



REASON FOR VISIT



Stated that visiting FIBA EuroBasket 2022 was their main reason for visiting the host city.

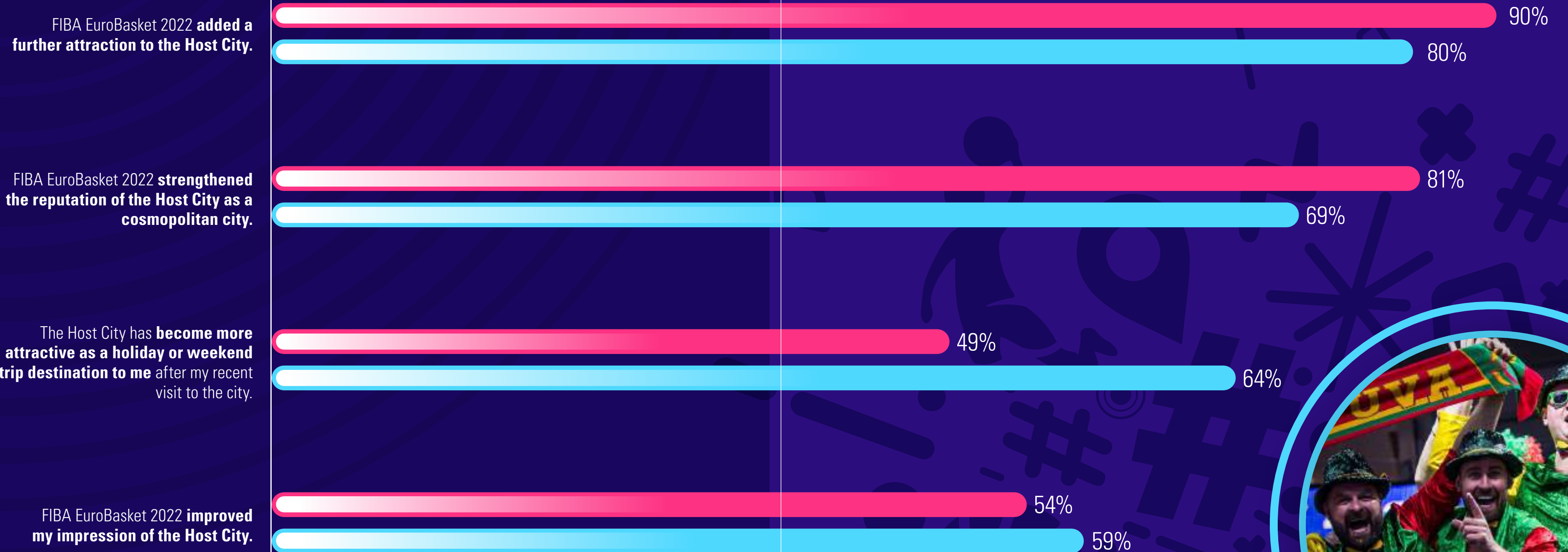


Question(s): Did you ever visit Prague, Milan, Tbilisi, Cologne, Berlin in the past before FIBA EuroBasket 2022? / What was your main reason for visiting Prague, Milan, Tbilisi, Cologne, Berlin this time?

Hosting FIBA EuroBasket 2022 enhanced the visitors' positive perception of the Host City

PERCEPTION OF THE HOST CITY BY NON-RESIDENT ATTENDEES

NATIONAL VISITORS OUTSIDE HOST CITY
INTERNATIONAL VISITORS



Question(s): To what extent do you agree with the following statements?
 (5-point-scale: 1 = "Totally agree" to 5 = "Do not agree"; Top 2 Box)
 Sample Size: 1582 national visitors of the event from outside of the Host City, 603 international visitors

Visitors of FIBA EuroBasket 2022 are likely to return to the Host Cities and would recommend a visit to friends and families



RECOMMENDATION AND LIKELIHOOD OF A RETURN VISIT

NON-RESIDENTS

NIELSEN SPORTS BENCHMARK

62%

63%

67%

66%

RECOMMENDATION OF A VISIT TO HOST CITY

LIKELIHOOD OF RETURN VISIT TO HOST CITY

Question(s):
Would you recommend visiting Tbilisi, Cologne, Prague, Milan, Berlin to your family and friends? (Top 1 Box: "Very likely") /
Would you Visit Prague, Milan, Tbilisi, Cologne, Berlin again? (Top 1 Box: "Very likely");
Sample Size: 2463 visitors of the event from outside of the Host Cities

HOST CITY IMPACT

ECONOMIC



FIBA EuroBasket 2022 had a positive impact on the Host Cities' economies



KEY FINDINGS ON ECONOMIC IMPACT



FIBA EUROBASKET 2022 HAD AN ECONOMIC IMPACT OF €227M ON ITS HOST CITIES



DIRECT ECONOMIC IMPACT OF €66M IN RELATION TO HOSTING THE EVENT



EXPENSES OF THE EVENT VISITORS AS THE MOST IMPORTANT SOURCE OF DIRECT ECONOMIC IMPACT



FIBA EuroBasket 2022 had an economic impact of €227M on its Host Cities



ECONOMIC IMPACT BY HOST CITY



€52M



PRAGUE

€40M



MILAN

€21M



TBILISI

€51M



COLOGNE

€63M



BERLIN

- 71% INDUCED IMPACT
- 9% ACCOMMODATION
- 6% FOOD AND BEVERAGES
- 5% OPERATING EXP.
- 3% TRAVEL
- 2% ADVERTISING
- 4% OTHER EXP.

Expenses of the event visitors as the most important source of direct economic impact



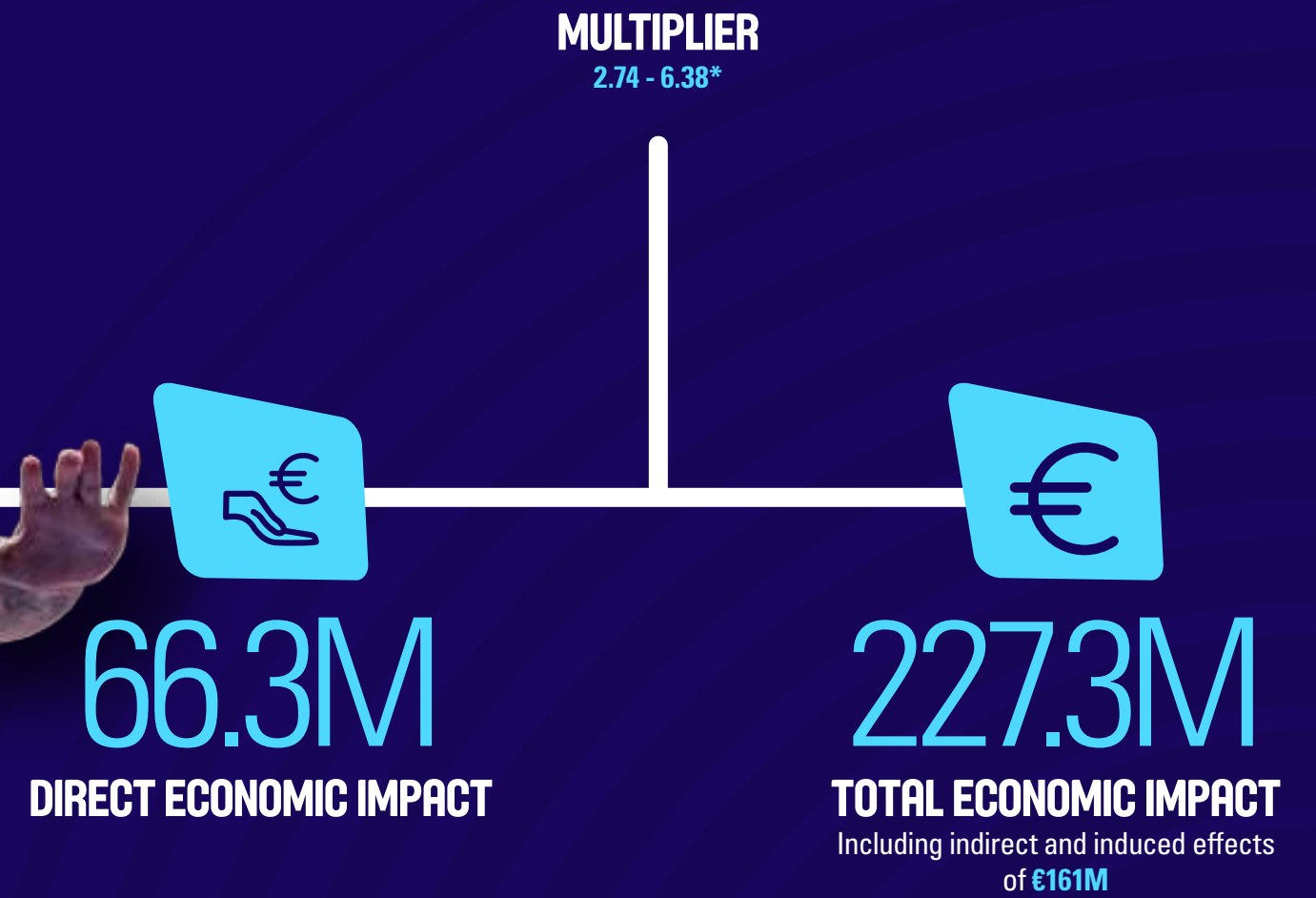
ECONOMIC IMPACT

EVENT SPECTATORS
39,583,000 €

EVENT ORGANIZER
22,740,000 €

TEAMS
2,152,000 €

ACCREDITED ATTENDEES
1,863,000 €

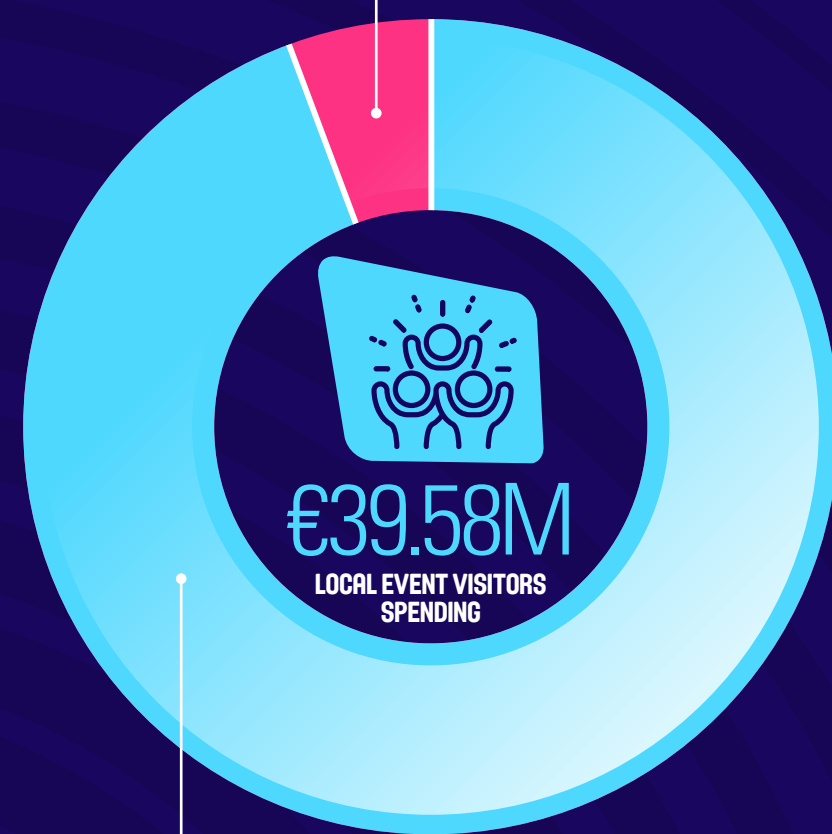


*Based on the theories of British economist John Maynard Keynes. Calculation is based on the country-specific Marginal Propensity to Consume (MPC), representing the share of each additional Euro of disposable income that is spent on consumption. MPC can be estimated based on key economic parameters such as disposable income and private household consumption within an economy.

237,923 unique event visitors generated a direct economic impact of €39.58M during their stay

EVENT VISITORS SPENDING BY CATEGORY

RESIDENT VISITORS
€1,731,000



NON-RESIDENT VISITORS
€37,851,000



ACCOMMODATION

14,306,000 €

FOOD & BEVERAGES OUTSIDE THE ARENA

6,953,000 €

FOOD & BEVERAGES INSIDE THE ARENA

5,481,000 €

SHOPPING

3,696,000 €

TRAVEL TO THE HOST CITY

3,071,000 €

MERCHANDISING

2,816,000 €

OTHER EXPENSES

2,094,000 €

TRAVEL IN HOST CITY

1,167,000 €

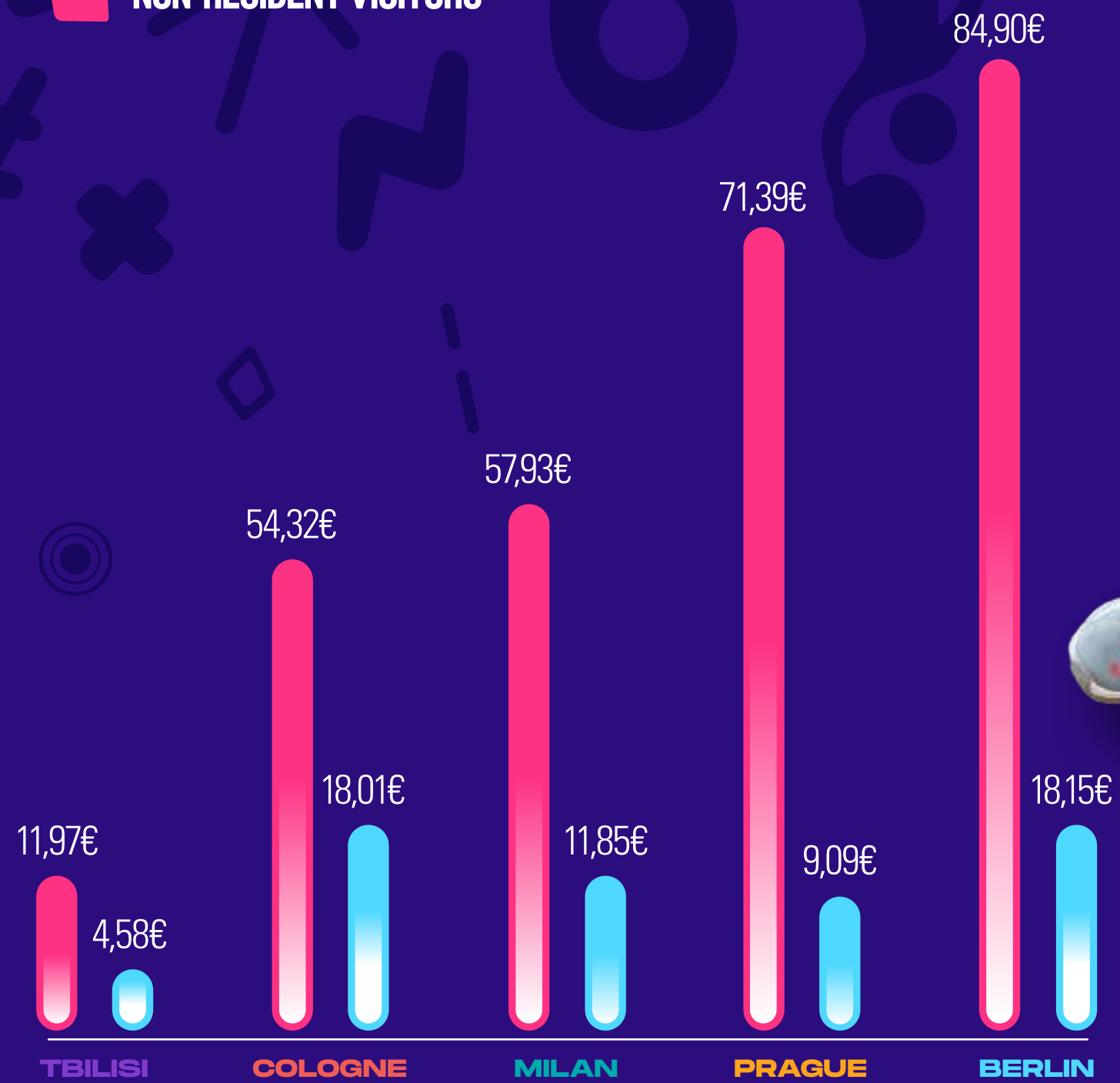


Non-resident visitors spent between 50 and 85 EUR per day inside the Host City – price level in Georgia much lower



AVERAGE EVENT VISITORS SPENDING BY HOST CITY PER DAY

- RESIDENT VISITORS
- NON-RESIDENT VISITORS



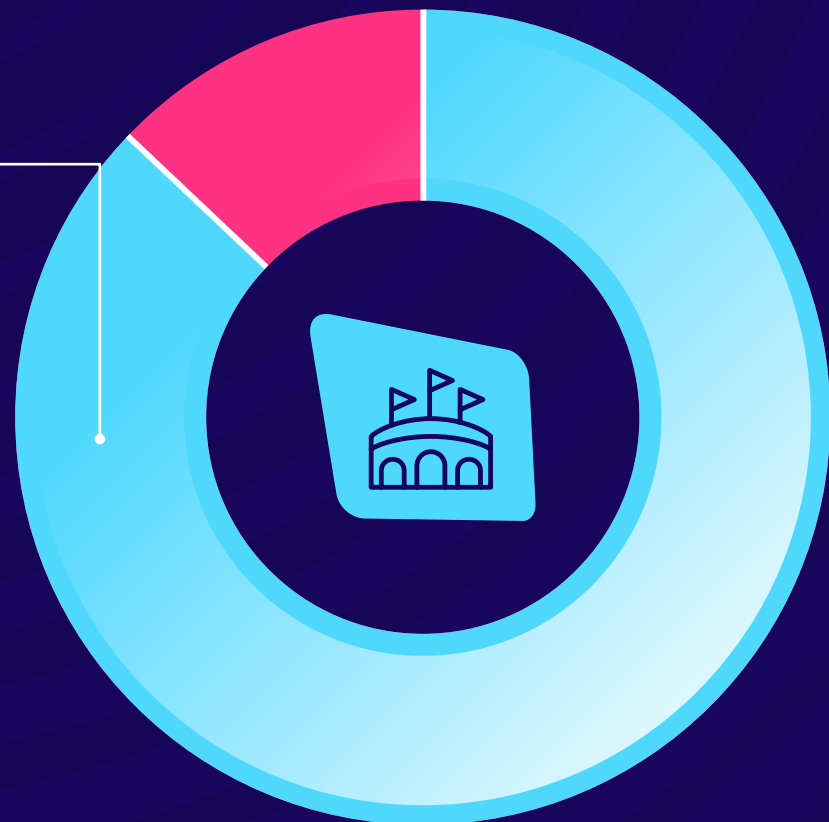
Most non-resident visitors spent their nights in a paid accommodation in the Host Cities - 60,000 paid nights in Berlin



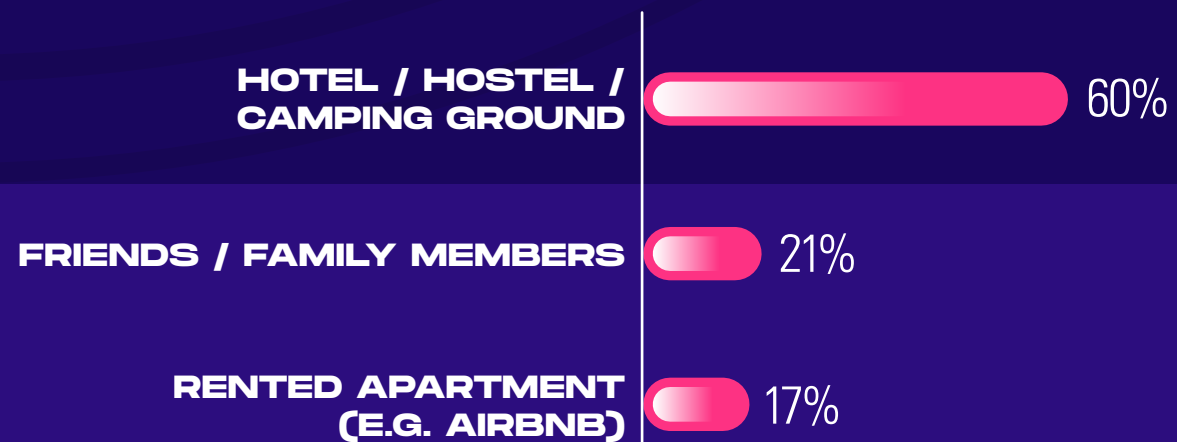
EVENT VISITOR SPENDING – ACCOMMODATION

PLACE OF ACCOMMODATION

IN HOST CITIES
85%

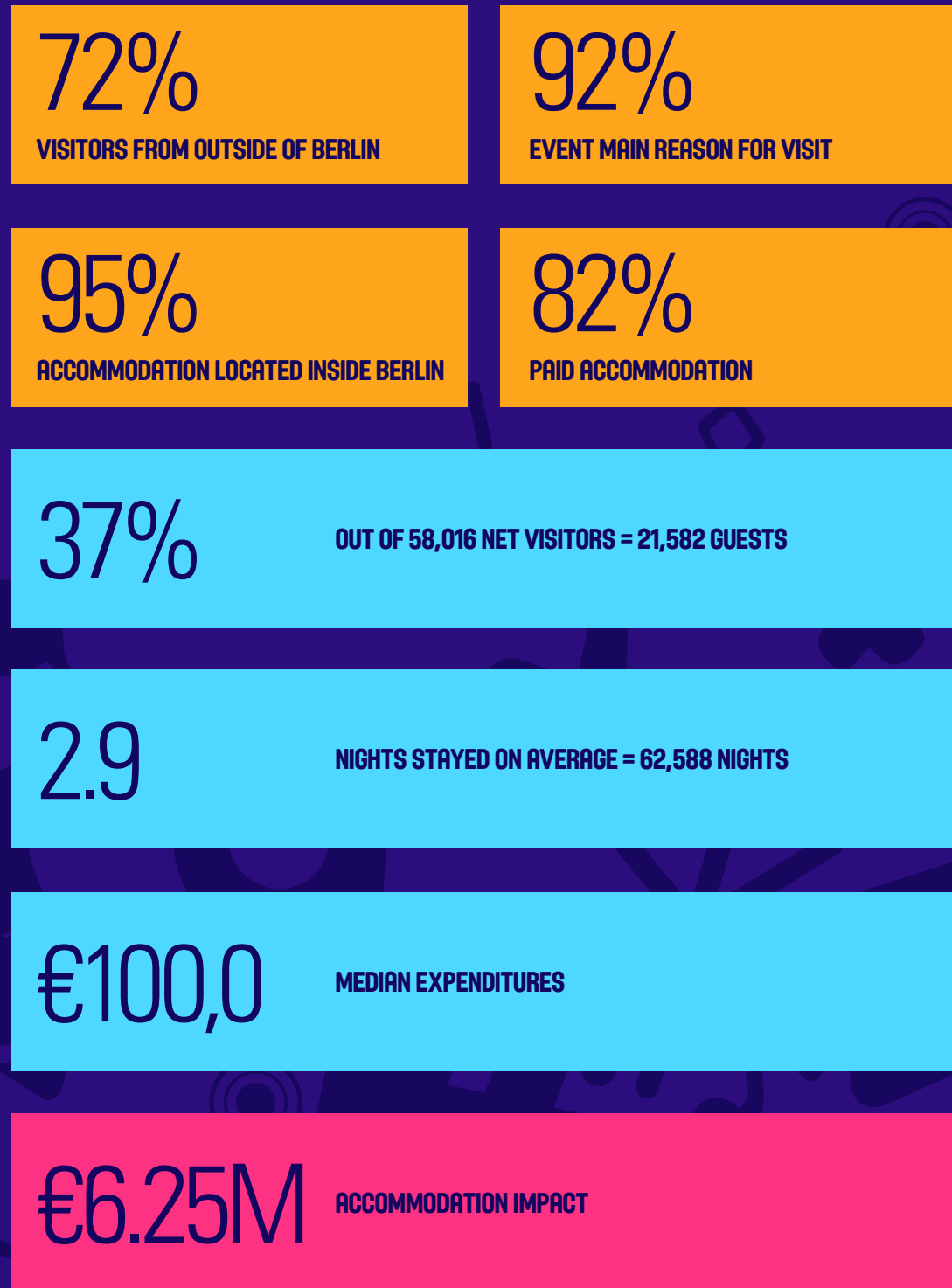


FORM OF ACCOMMODATION



Question(s): How/where did you spend the nights during your stay in Prague/Milan/Tbilisi/Cologne/Berlin?
Sample Size : 1,333 non-resident visitors of the event

EXEMPLARY CALCULATION OF THE ECONOMIC IMPACT FOR BERLIN

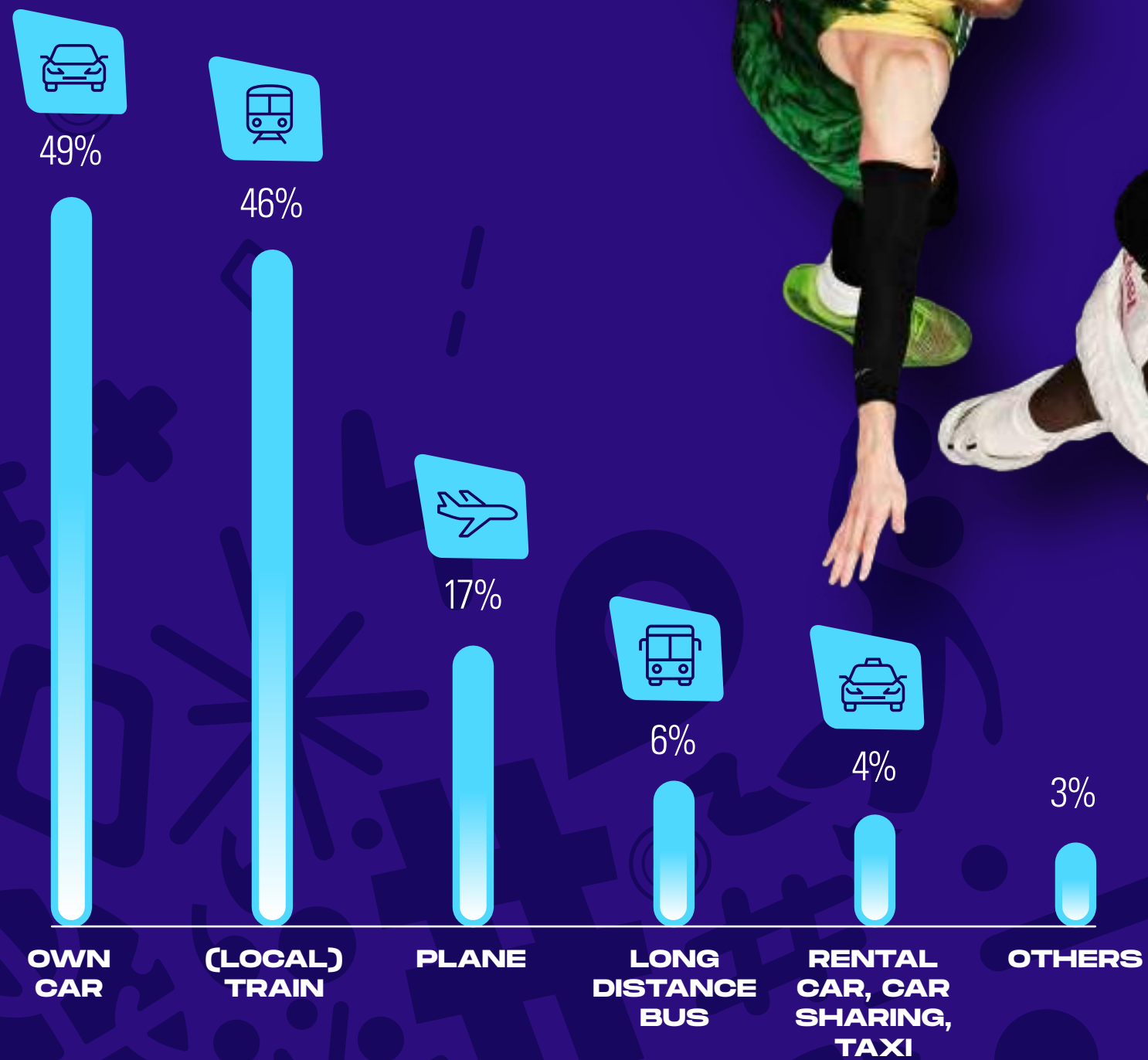


Non-resident visitors came to FIBA EuroBasket mostly by car and train - regional transport heavily relying on public transport

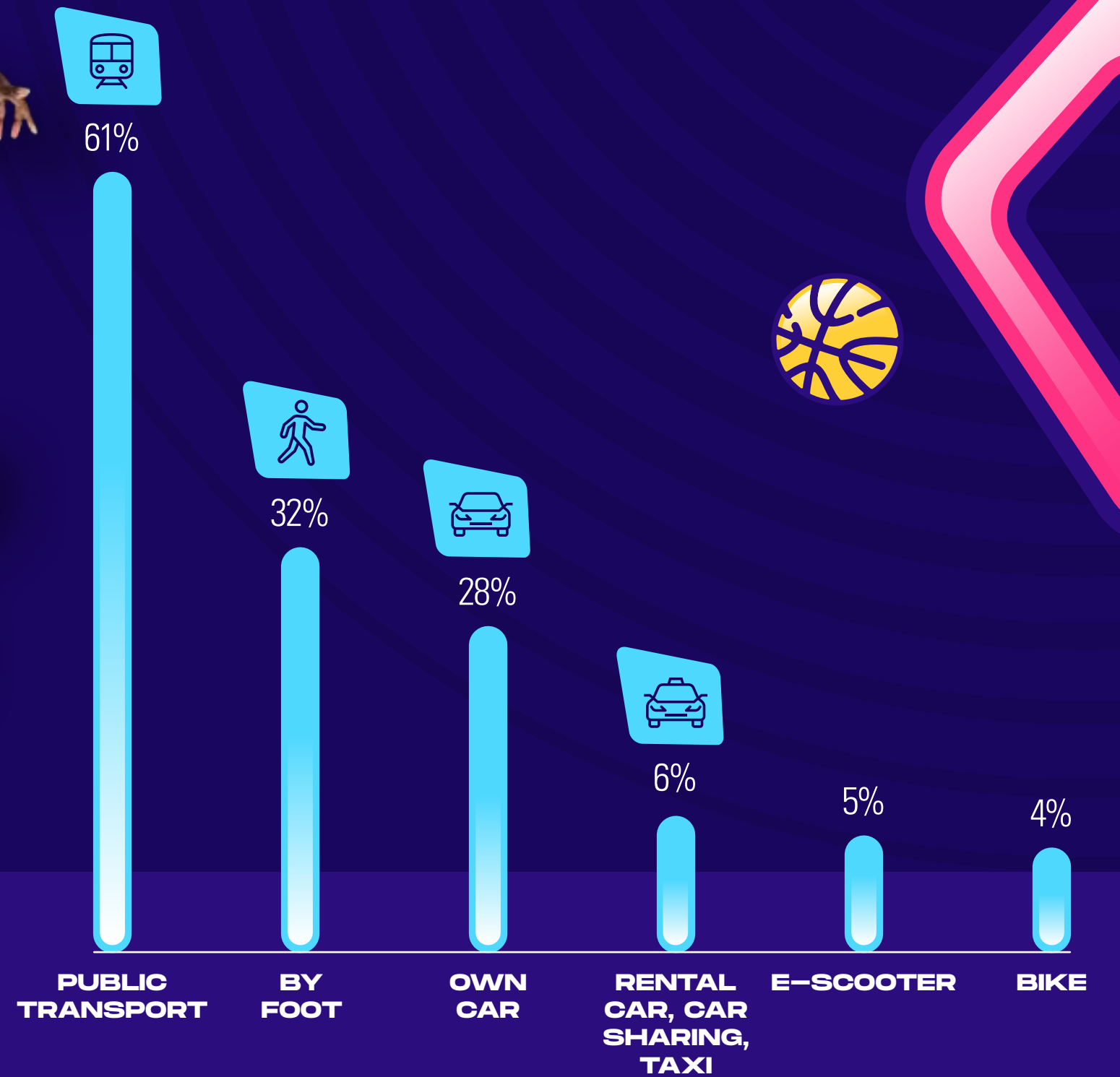


EVENT VISITOR SPENDING - TRANSPORT

TRANSPORT TO HOST CITIES



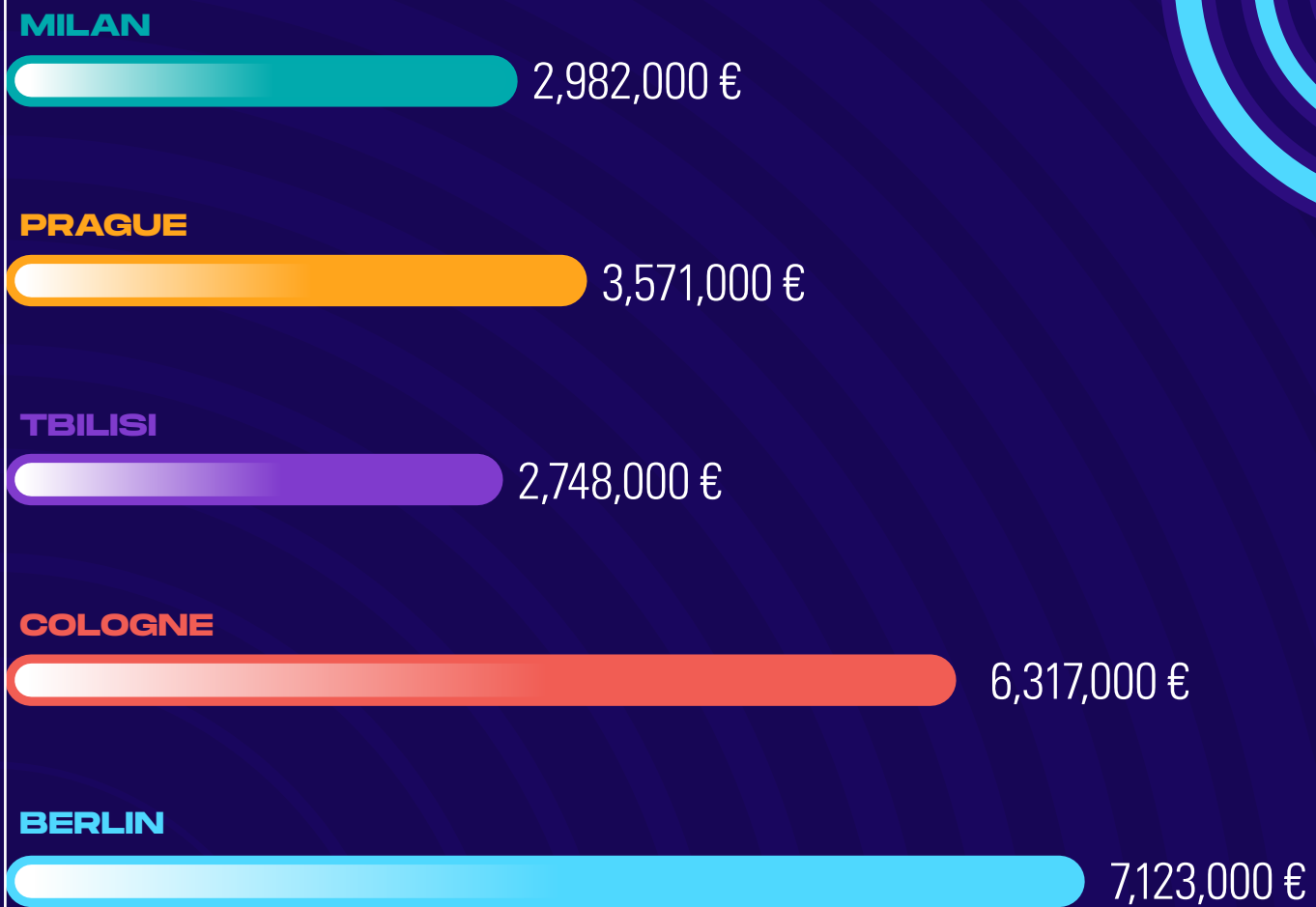
TRANSPORT TO HOST CITIES



Question(s): Did you use the following means of (regional) transport to travel to FIBA EuroBasket 2022?
Sample Size: 2,185 non-resident visitors of the event / 3,427 visitors of the event

€23M were spent inside the Host Cities by the organizing committees

EVENT ORGANIZER SPENDING



- 49% OPERATING EXP.**
Such as equipment, venue or TV production costs
- 23% ADVERTISING**
Agencies, media partnerships, print radio, outdoor
- 12% ACCOMMODATION**
Of national teams, Team Delegation & event staff
- 8% FOOD & BEVERAGES**
For event staff & hospitality catering
- 6% TRAVEL**
Of national teams, Team Delegation & event staff to and in Host Cities
- 2% OTHER EXP.**



Source: Hosts

On top of the expenses the Hosts covered, national teams spent €2,2M inside the Host City

NATIONAL TEAM SPENDING

FOOD & BEVERAGE

85,000€

4%

TRANSPORTATION

247,000€

14%

ADDITIONAL SERVICES*

291,000€

13%

ACCOMMODATION NOT COVERED BY LOC

1,107,000€

50%

FAN ACTIVITIES

412,000€

19%

LOCAL TEAM SPENDING:

€2.19M



*Such as extra meeting or practice facilities & medical, laundry, finance, marketing services

The local spending of teams, Team Delegation, FIBA Officiating Team, VIPs, media, staff and volunteers accounts for €390K



ACCREDITED ATTENDEE SPENDING



€
€1.86M
LOCAL ATTENDEE SPENDING



- 62% ACCOMMODATION
- 14% TRAVEL
- 12% FOOD & BEVERAGES
- 6% RETAIL
- 6% OTHER

*8,080 event attendees of which 4,800 are estimated to come from outside of the Host Cities

HOST CITY IMPACT

MEDIA



FIBA EuroBasket 2022 gave its Host Cities a prominent stage to present themselves

KEY FINDINGS ON MEDIA IMPACT



300 MILLION CUMULATIVE VIEWERS WATCHED FIBA EUROBASKET 2022 ON TV AND STREAMING



€39M ADVERTISING VALUE FOR THE HOST CITIES THROUGH BROADCASTS OF THE GAMES

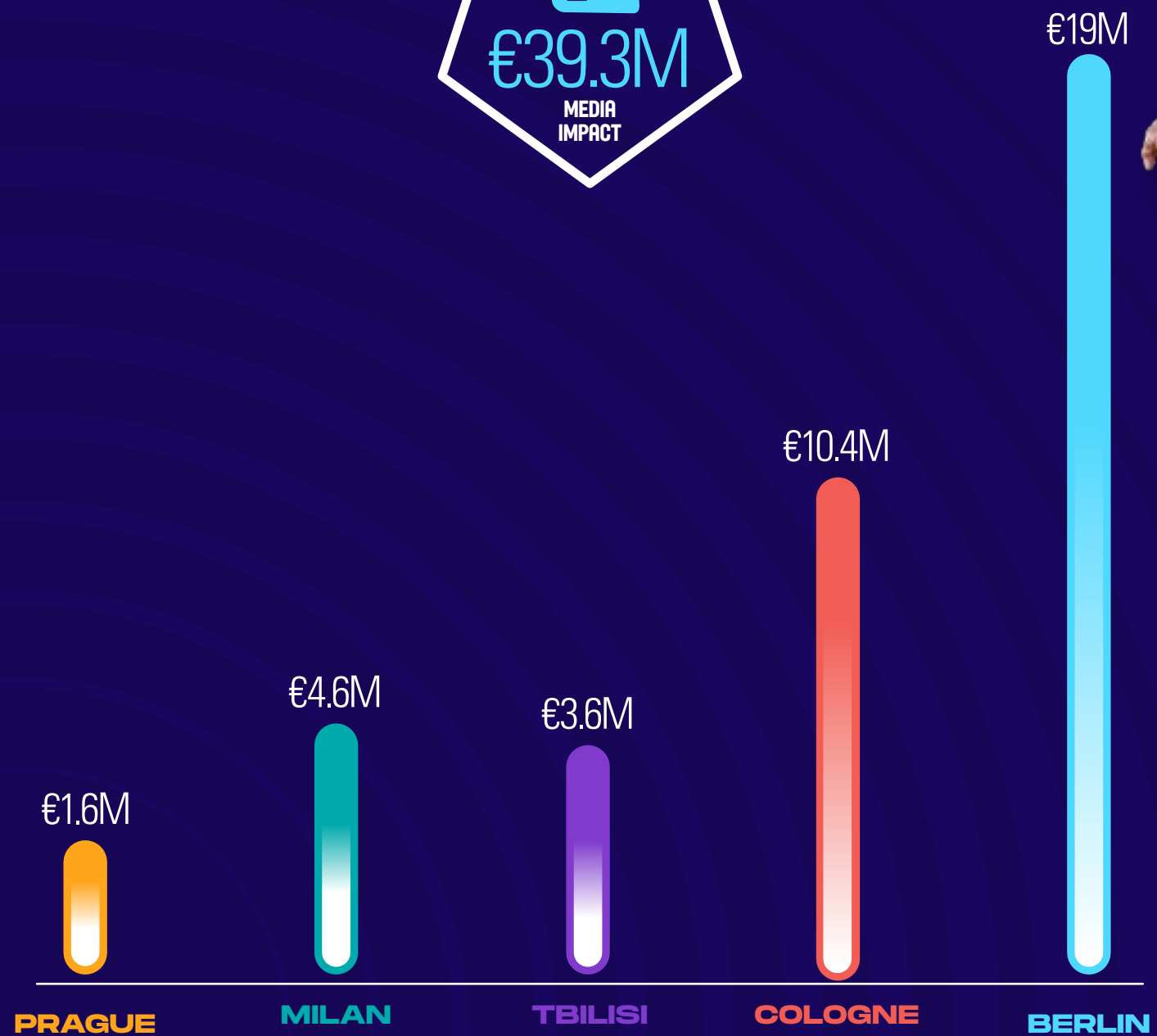


TV/OTT AS THE MOST IMPORTANT SOURCE OF MEDIA VALUE



FIBA EuroBasket 2022 had a media OI-value of €39.3M on its Host Cities

MEDIA IMPACT BY HOST CITY



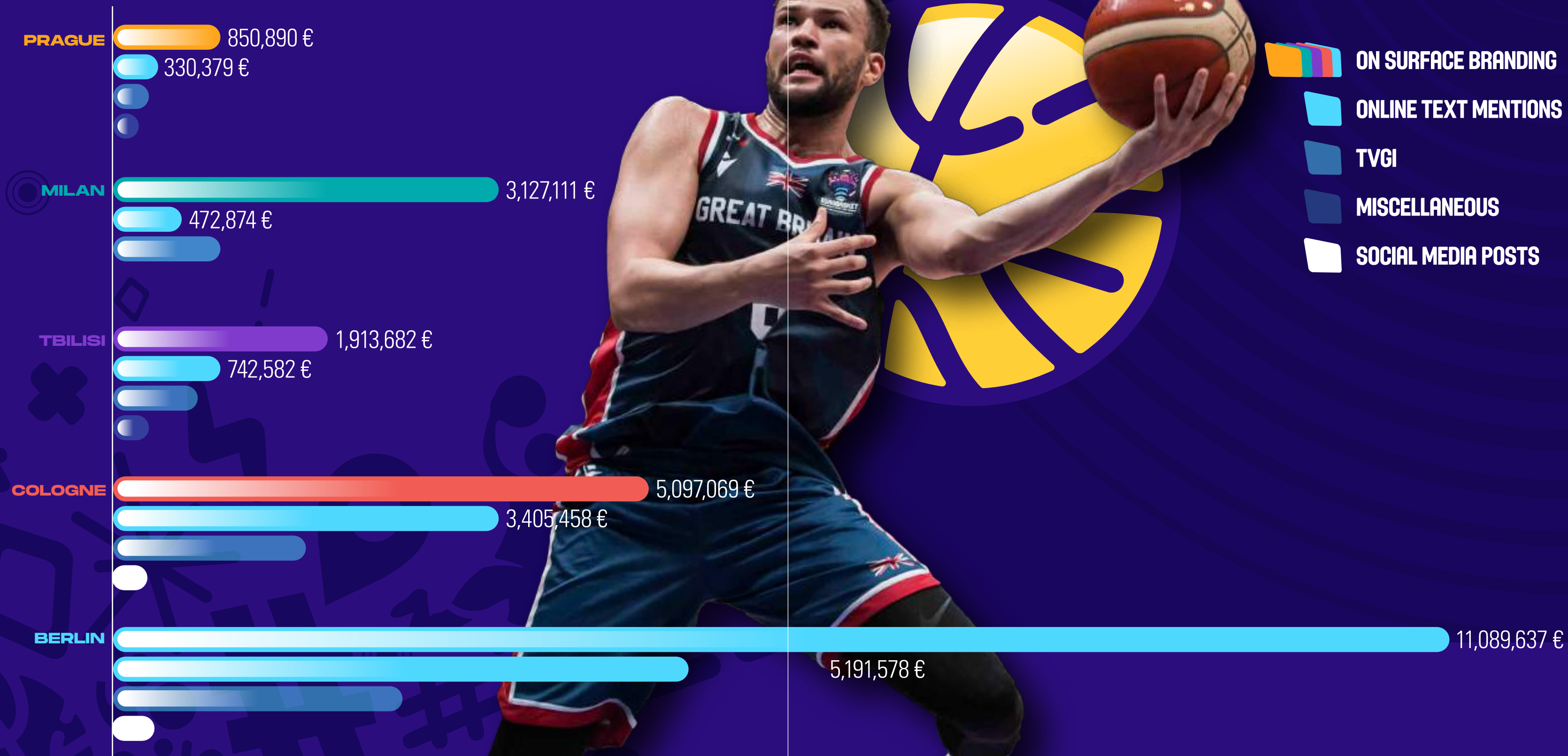
73% TV/OTT
26% ONLINE
1% SOCIAL



Highest QI-value: On surface branding and text mentions



TOTAL QI*— VALUE FOR HOST CITIES BY TOOL



*The Quality Indexed (QI) Media Value is an impact-based "Quality Index Score" that is calculated uniquely for brand sequences detected during analysis. The QI score of brand exposure is determined through five factors (size, location, duration, number of brand hits and impact factor) and then applied as a weighting for the value calculation. The QI media value is the result of the unweighted media value multiplied by the QI score.

The Host Cities were visible on various advertising tools inside the arena

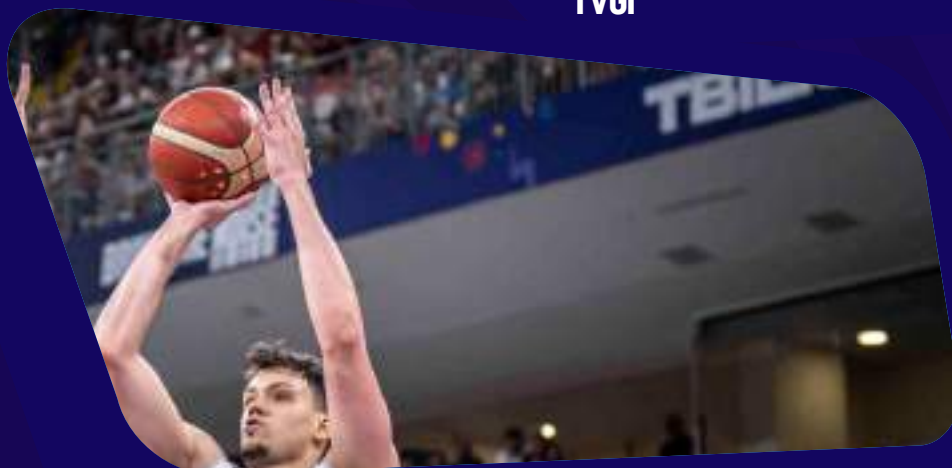
SCREENSHOTS: VISIBILITY FOR HOST CITIES ON ADVERTISING TOOLS



ON SURFACE BRANDING



TVGI



STATIC BOARD



BACKDROPS



LED HIGHBOARD



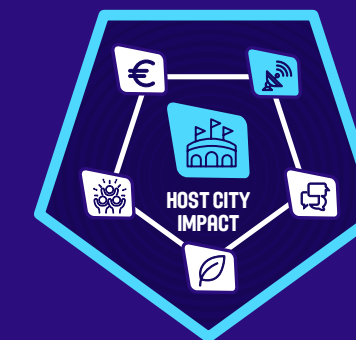
CHANGING ROOM

€29M TV QI-value for the Host Cities

QI*-TV VALUE FOR HOST CITIES

€29M

TV ADVERTISING VALUE FOR THE HOST CITIES THROUGH BROADCASTS OF FIBA EUROBASKET 2022



EXPOSURE (H:M:S)

1953:50:40

SPONSORING CONTACTS

10,612M

100% ADVERTISING VALUE

€126.7M

QI VALUE

€28.7M

TV QI-VALUE BY HOST CITY

BERLIN
€13.7M

COLOGNE
€6.9M

MILAN
€4M

TBILISI
€2.8M

PRAGUE
€1.3M

* The Quality Indexed (QI) Media Value is an impact-based "Quality Index Score" that is calculated uniquely for brand sequences detected during analysis. The QI score of brand exposure is determined through five factors (size, location, duration, number of brand hits and impact factor) and then applied as a weighting for the value calculation. The QI media value is the result of the unweighted media value multiplied by the QI score.

FIBA EuroBasket 2022 had a broadcast time of almost 4,500 hours and over 300M cumulative viewers



TV AND STREAMING KPIS

KPI	TOTAL
BROADCAST TIME	4,476:31:42
CUMMULATIVE AUDIENCE	303M
CONTACTS*	26,138M



*Sponsorship contacts interrelate the audience figures of a program to the broadcast duration; contacts = coverage in sec. x audience / 30 seconds

Large share of TV viewers from Germany – very international audience with a focus on Europe

TV AND STREAMING AUDIENCE BY ORIGIN

GERMANY



GREECE



CZECH REPUBLIC



SERBIA



ITALY



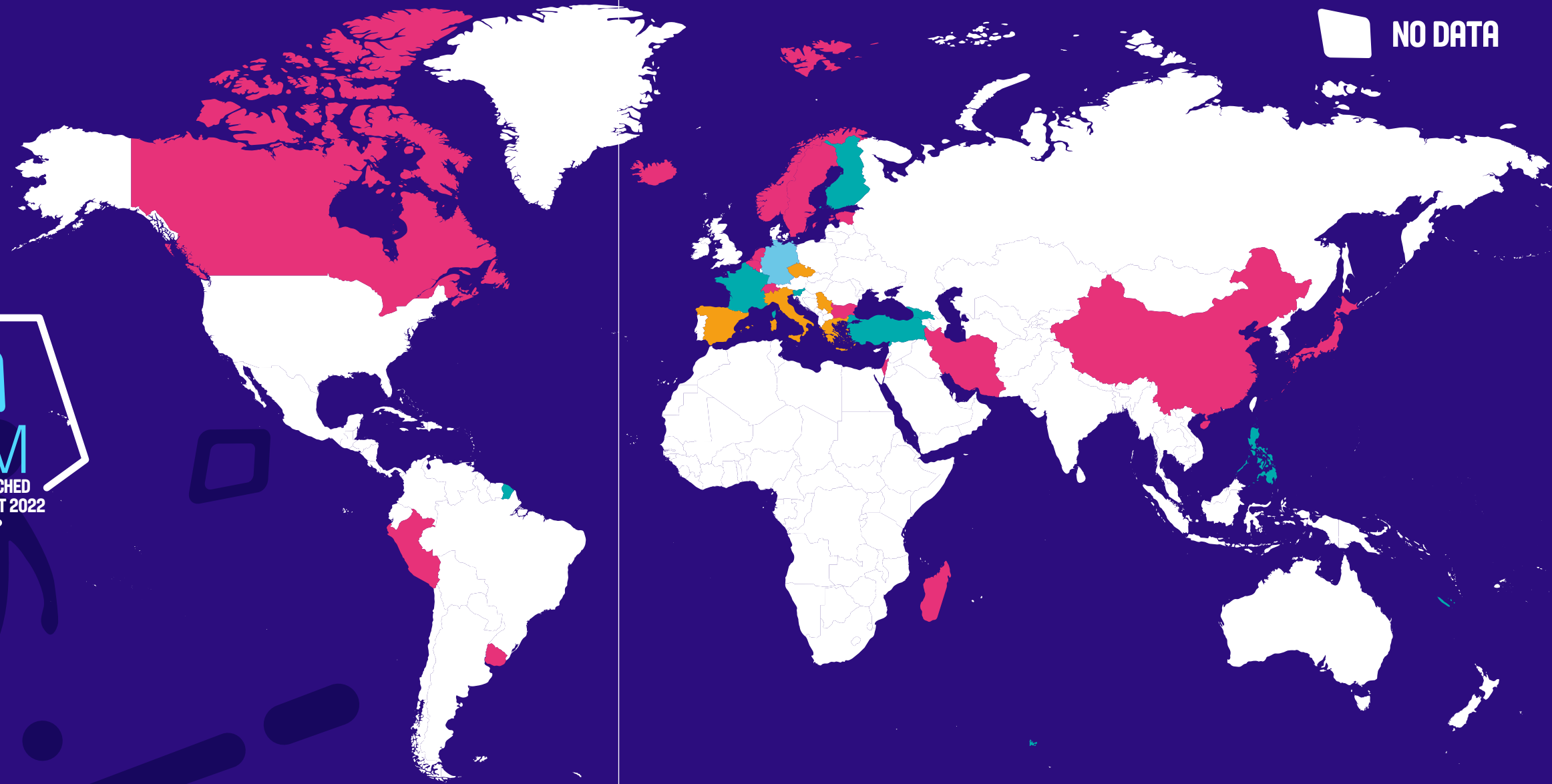
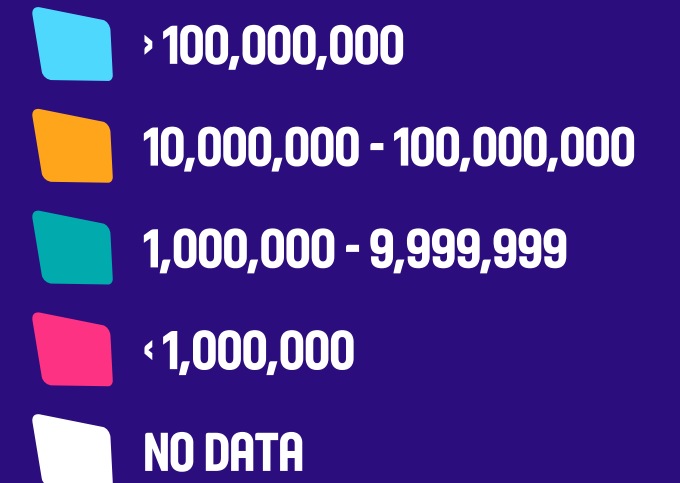
SPAIN



PAN-GLOBAL



































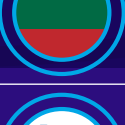







OTHER



Greece free-to-air channel ERT1 accounts for the most sponsoring contacts of the event



TV AND STREAMING KPIS BY BROADCASTER (TOP 10)

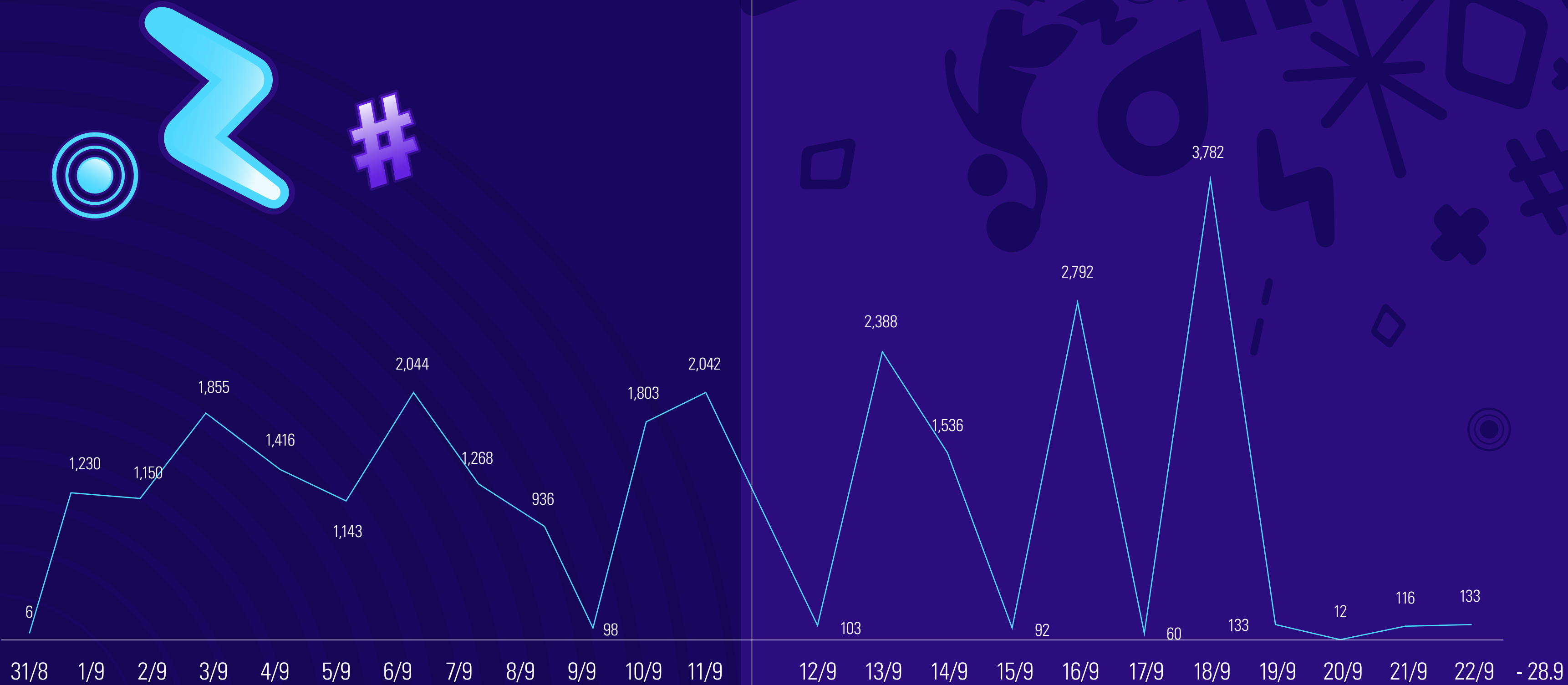
Broadcaster	Broadcast Time (h:m:s)	Audience (in M)	Contacts (in M)*
 ERT1 (Greece)	92:39:25 	15.64 	4,095 
 RTS1	83:32:51 	12.83 	2,941 
 Magenta TV	279:27:35 	7.65 	2,366 
 RTL	6:38:25 	48.49 	1,539 
 Cuatro	23:44:21 	6.08 	1,387 
 ERT3	80:27:08 	5.01 	1,288 
 Telecinco	3:36:14 	5.82 	1,255 
 TVP Sport	96:25:10 	7.58 	1,069 
 TV3 Lithuania	33:44:59 	3.68 	873 
 POP TV	19:06:00 	2.37 	780 
Remaining	3757:09:32	187.86	8,545

*Sponsorship contacts interrelate the audience figures of a program to the broadcast duration; contacts = coverage in sec. x audience / 30 seconds

With 3,659 million contacts, the final day generated the largest amount of sponsorship contacts



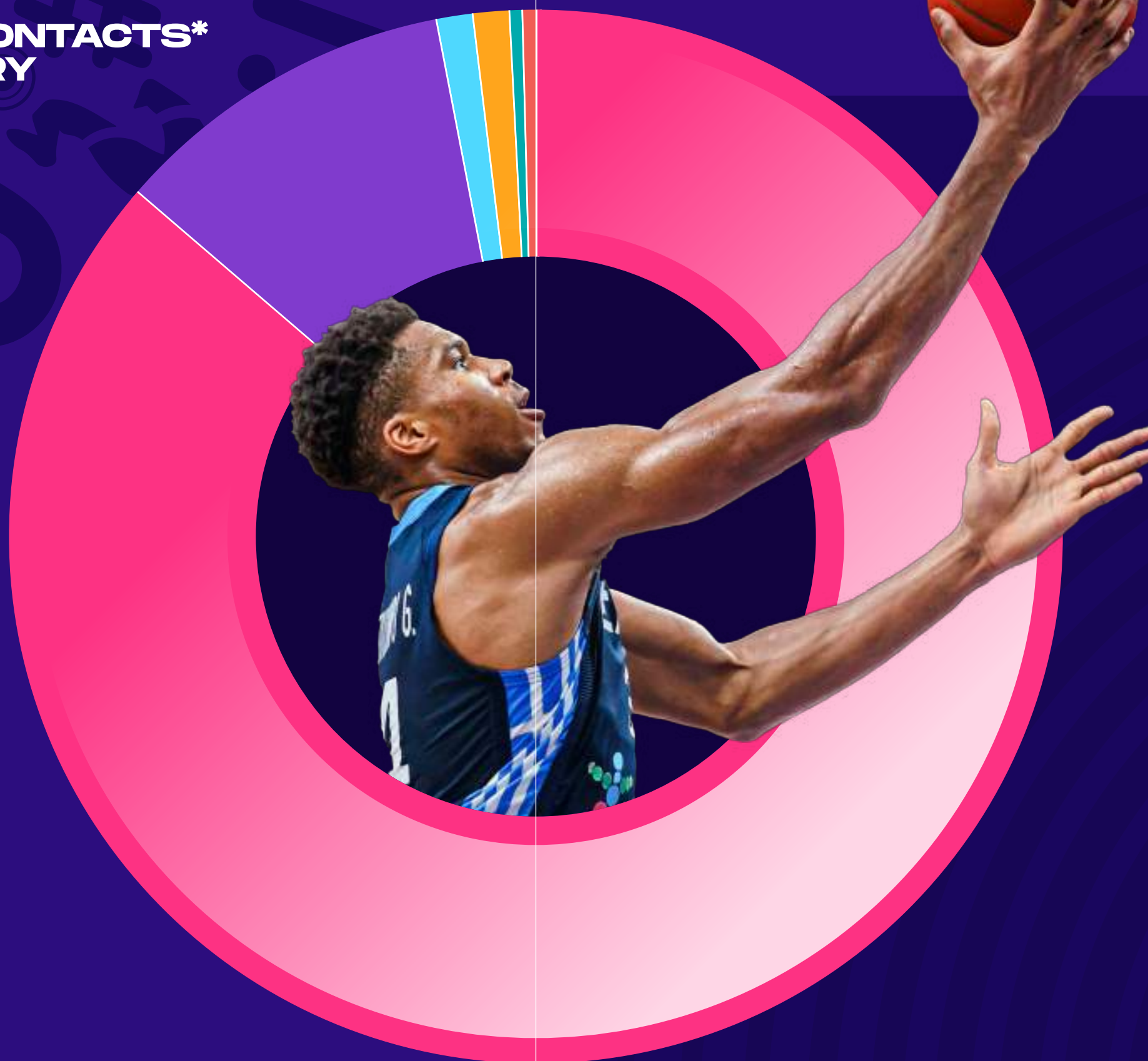
TV AND STREAMING CONTACTS* BY DAY



*Sponsorship contacts interrelate the audience figures of a program to the broadcast duration; contacts = coverage in sec. x audience / 30 seconds

Sport programs – and especially live games – account for a large proportion of total contacts of FIBA EuroBasket 2022

TV AND STREAMING CONTACTS* BY PROGRAM CATEGORY



- LIVE GAMES** 23,489M
- RELIVE GAMES** 2,001M
- HIGHLIGHTS** 271M
- NEWS** 205M
- SPORT MAGAZINES** 88M
- MAGAZINES** 84M

*Sponsorship contacts interrelate the audience figures of a program to the broadcast duration; contacts = coverage in sec. x audience / 30 seconds

Host Cities of FIBA EuroBasket 2022 were mentioned 18,132 times generating €10.2M QI-media value

ONLINE KPIS FOR THE HOST CITIES

KPI	TOTAL
NUMBER OF MENTIONS	18,132
IMPRESSIONS	13,019M
100% ADVERTISING VALUE	€53.1M
QI VALUE	€10.2M



German publications kicker and sport1 generating a large proportion of the online QI-value



ONLINE KPIS BY BROADCASTER (TOP 10)

Broadcaster	Mentions	Impressions (in M)	QI-Value (in M)
kicker.de	194	879	3.50
sport1.de	228	400	1.14
espn.com	45	601	0.78
bild.de	89	817	0.72
marca.com	145	601	0.56
lequipe.fr	41	142	0.49
rmcsport.bfmtv.com	42	43	0.31
eurosport.de	331	90	0.27
sueddeutsche.de	604	580	0.14
sports.yahoo.com	26	80	0.13
Remaining	16,387	8,785	2.16

Posts on social media mentioning the Host Cities generated 99.2M contacts and €400,000 media value

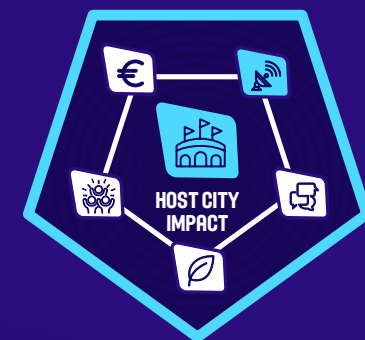
SOCIAL MEDIA KPIS FOR THE HOST CITIES




KPI	TOTAL
LIKES	4.4M
SHARES	52,638
CONTACTS	99.2M
100% ADVERTISING VALUE	€1.4M
QI VALUE	€0.4M

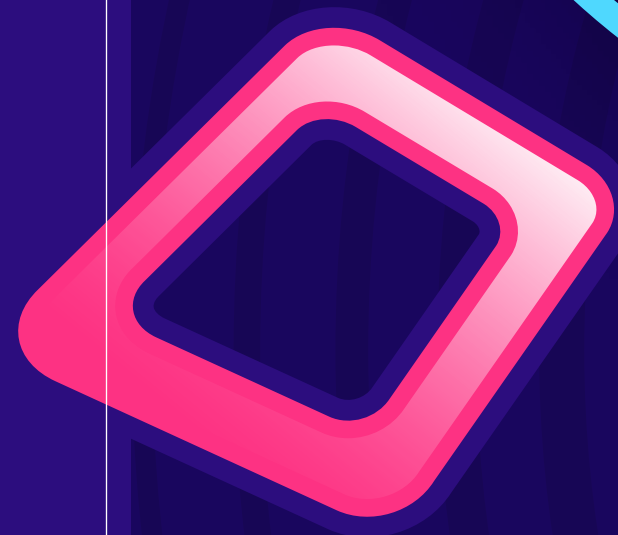


Facebook accounts for a large proportion of the social media QI-value of the Host Cities

SOCIAL MEDIA KPIS FOR THE HOST CITIES BY PLATFORM



PLATFORM	CONTACTS	QI-VALUE
FACEBOOK 	52.8M	€245,507
TWITTER 	13.6M	€97,639
INSTAGRAM 	32.8M	€49,062
YOUTUBE 	-	€10,870



*Sponsorship contacts interrelate the audience figures of a program to the broadcast duration; contacts = coverage in sec. x audience / 30 seconds

HOST CITY IMPACT

SOCIAL



FIBA EuroBasket 2022 had a significant impact on the communities of the Host Cities

KEY FINDINGS ON SOCIAL IMPACT



FIBA EUROBASKET 2022 INSPIRED ITS VISITORS TO BE MORE PHYSICALLY ACTIVE HAVING AN IMPACT OF €3M ON THE HEALTH SYSTEMS OF THE HOST CITIES



ENHANCED WELL-BEING OF RESIDENTS IN RELATION TO VISITING FIBA EUROBASKET 2022



THE COMMUNITIES OF THE HOST CITIES BENEFITED FROM AN IMPROVED OVERALL ATTRACTIVENESS OF THE CITY

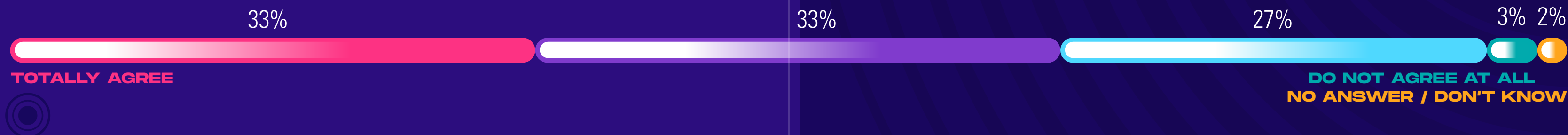


After attending FIBA EuroBasket 2022, two thirds of the visitors feel inspired to do more sports

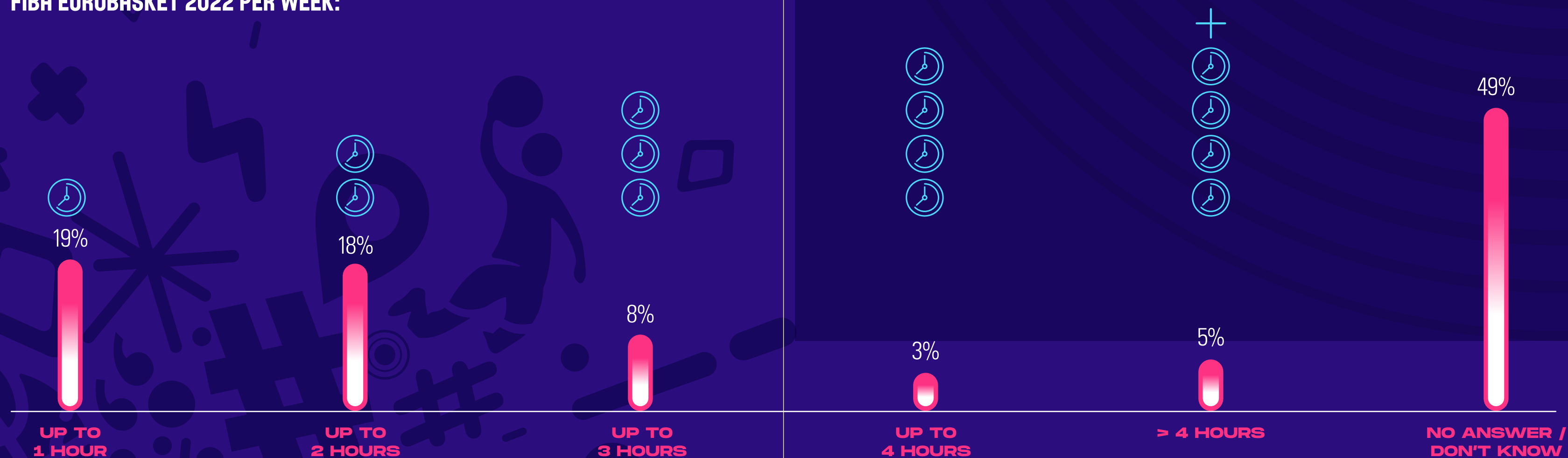


CHANGE IN SPORT PARTICIPATION

BY WATCHING THE GAMES OF FIBA EUROBASKET 2022, I FEEL INSPIRED TO DO MORE SPORTS:



ADDITIONAL HOURS PLAYING BASKETBALL BECAUSE OF FIBA EUROBASKET 2022 PER WEEK:

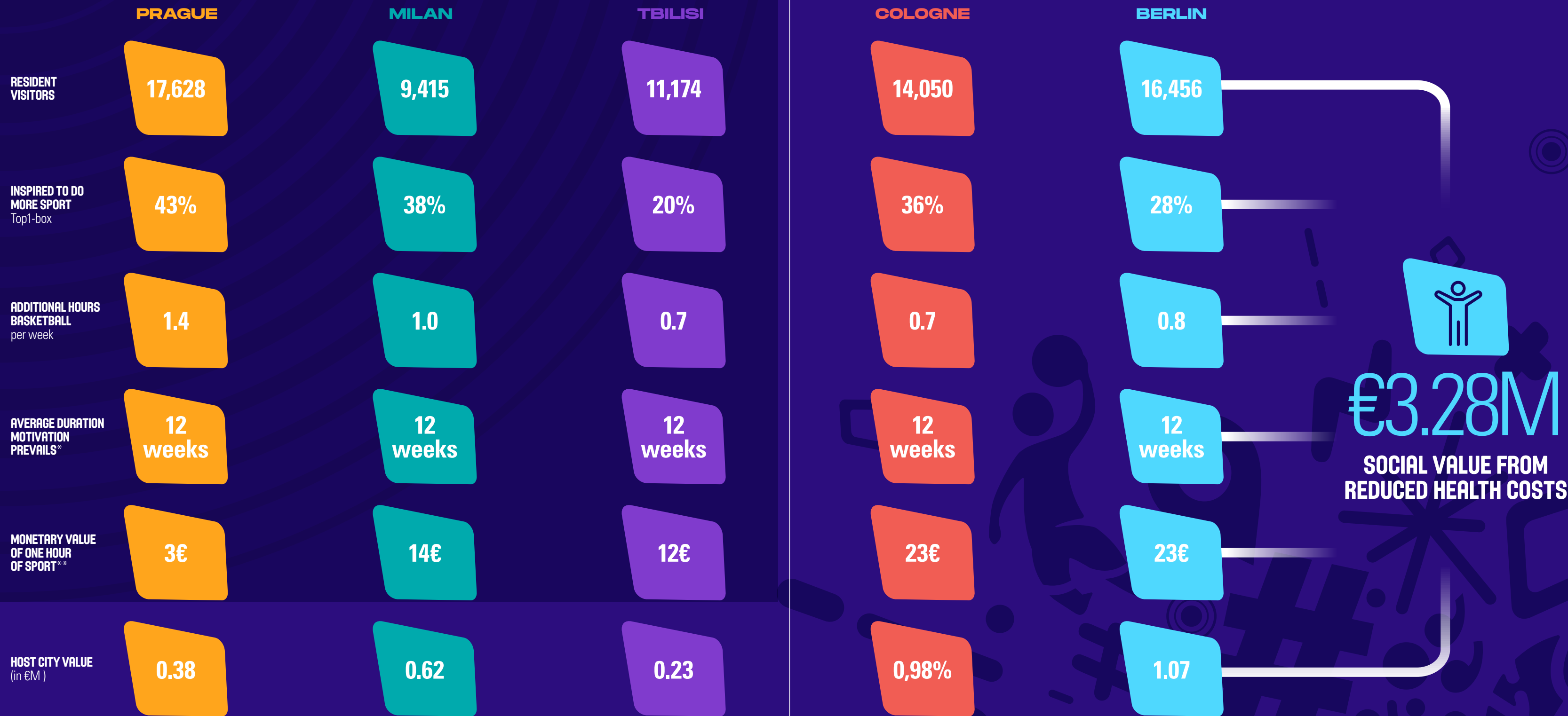


Sample Size: 1,242 residents visiting the event (from Prague, Milan, Tbilisi, Cologne, Berlin)

The inspiration effect leads to decreased health costs of €3.28M in the Host Cities



CHANGE IN SPORT PARTICIPATION — MONETARY VALUE



*Average duration of New Year's Eve resolutions as proclaimed by Froböse (2020): 12 weeks

**Monetary value of one hour of sport for the health system calculations based on Dallmeyer, Wicker, Breuer (2020) & OECD figures

Increased human capital by upskilling of volunteers at FIBA EuroBasket 2022 had a monetary value of €391K



VOLUNTEERING

	PRAGUE	MILAN	TBILISI	COLOGNE	BERLIN
VOLUNTEERS*	158	141	87	367	258
EVENT DAYS	5	5	5	5	6
DAILY HOURS (assumption)	8	8	8	8	8
VOLUNTEERING HOURS	6,320	5,640	3,480	14,680	12,384
APPLIED HOURLY WAGE (in €)	3,59	7,00	1,20	12,00	12,00
SOCIAL VALUE	€23K	€39K	€4K	€176K	€149K



€391K
SOCIAL VALUE FROM VOLUNTEERING

**In a conservative approach, minimum hourly wages were used to calculate the value of volunteering. In countries that don't have minimum wages (Georgia and Italy) average wages of lower salary groups were used

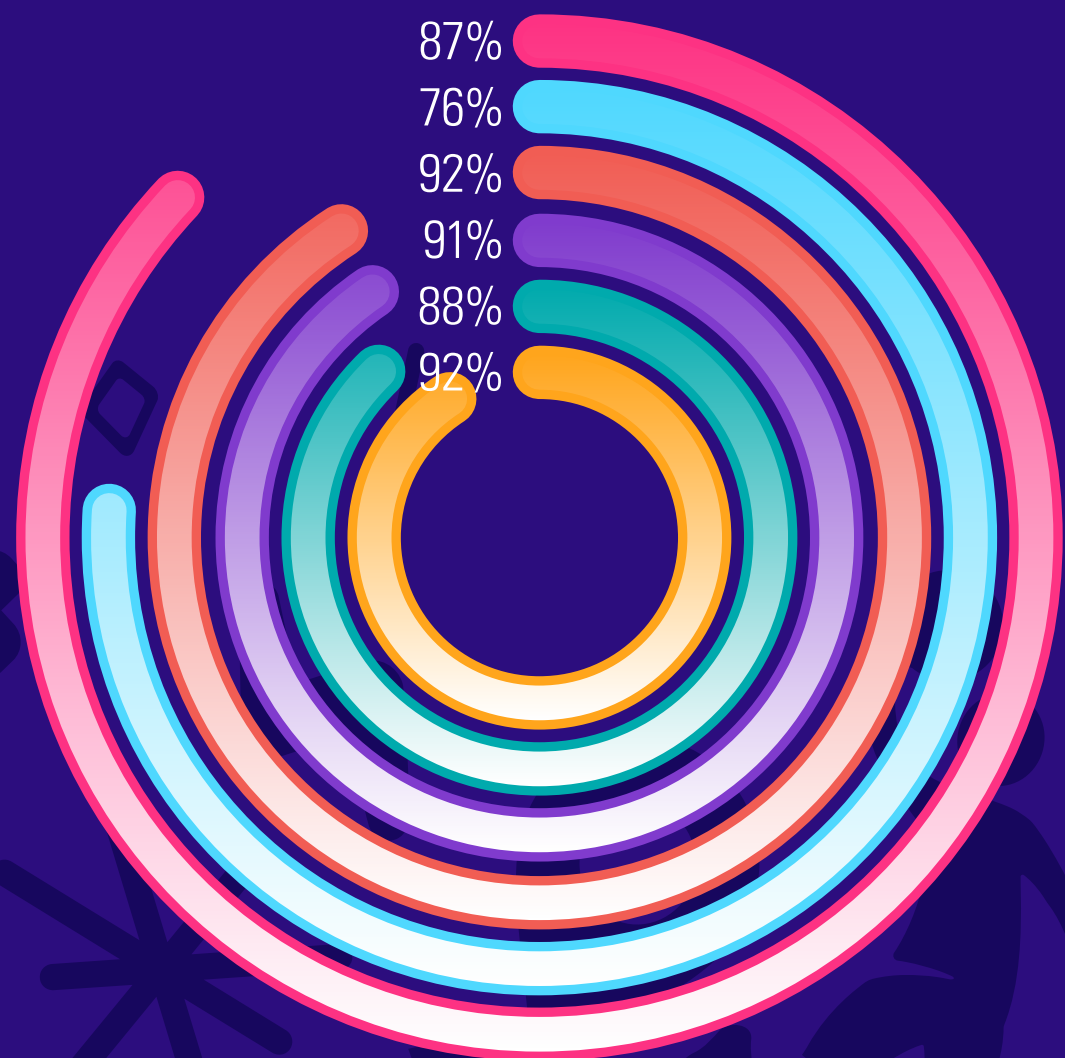
*1,011 volunteers at the entire FIBA EuroBasket 2022 (data from FIBA Europe); split of volunteers under the assumption that it is consistent to split of visitors

Host City residents benefit from enhanced life satisfaction and a sense of pride in relation to hosting FIBA EuroBasket 2022



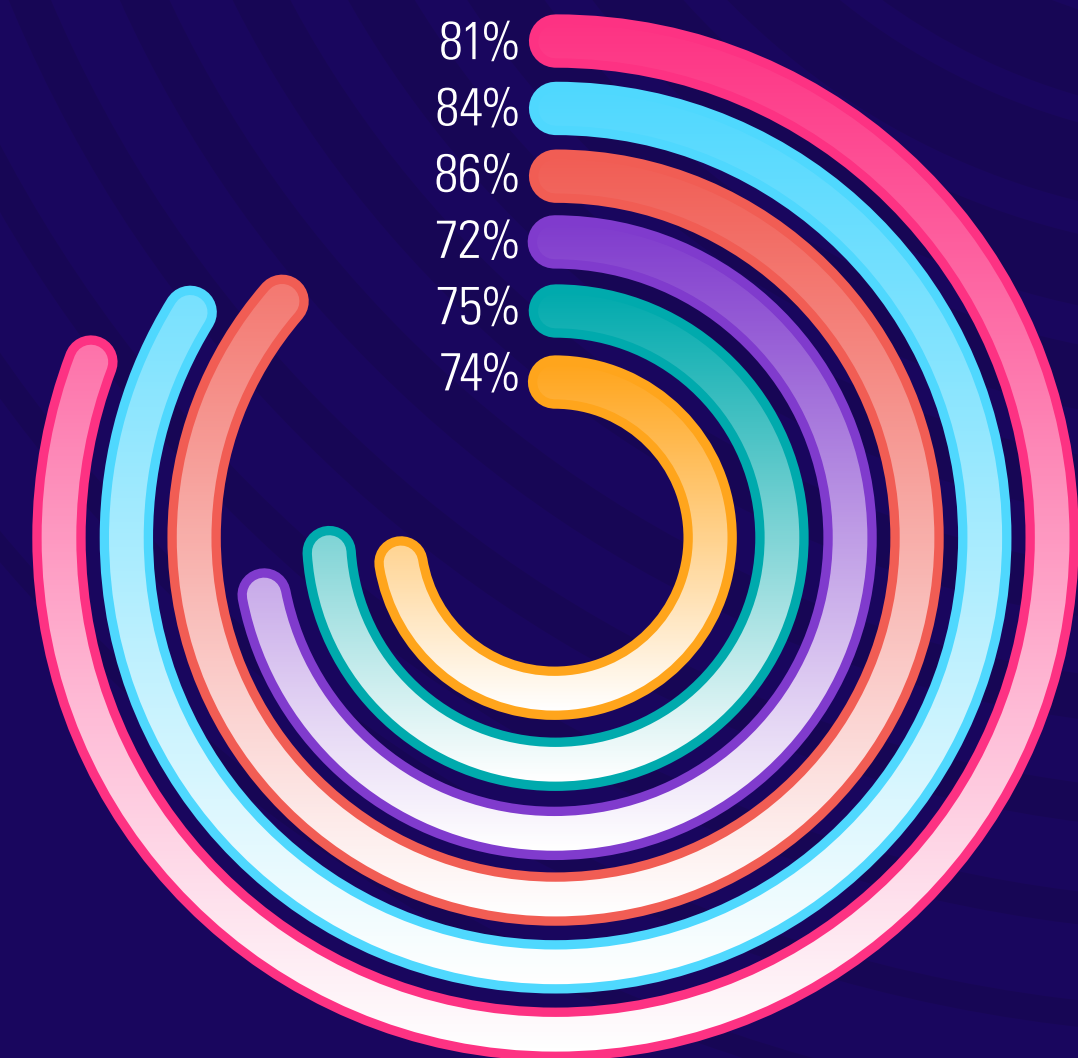
EFFECTS ON THE WELL-BEING OF THE RESIDENTS

SENSE OF PRIDE



87% of all visiting residents feel a sense of pride because their city hosted FIBA EuroBasket 2022.

INCREASED LIFE SATISFACTION



8 out of 10 visitors from the Host City notice an increased life satisfaction in relation to the event.

Question(s): To what extent do you agree with the following statements?
 Hosting FIBA EuroBasket 2022 gave me as a citizen a sense of pride. /
 My life satisfaction has increased in relation to hosting FIBA EuroBasket 2022.
 (5-point-scale: 1 = "Totally agree" to 5 = "Do not agree"; Top 2 Box)
 Sample Size: 1242 residents visiting the event (from Prague, Milan, Tbilisi, Cologne, Berlin)

PRAGUE MILAN TBILISI COLOGNE BERLIN TOTAL

Resident attendees noticed an improved overall attractiveness of the Host Cities

PERCEPTION OF HOST CITY BY RESIDENT ATTENDEES

90%

"FIBA EUROBASKET 2022 STRENGTHENED THE REPUTATION OF THE HOST CITY AS A COSMOPOLITAN CITY."

61%

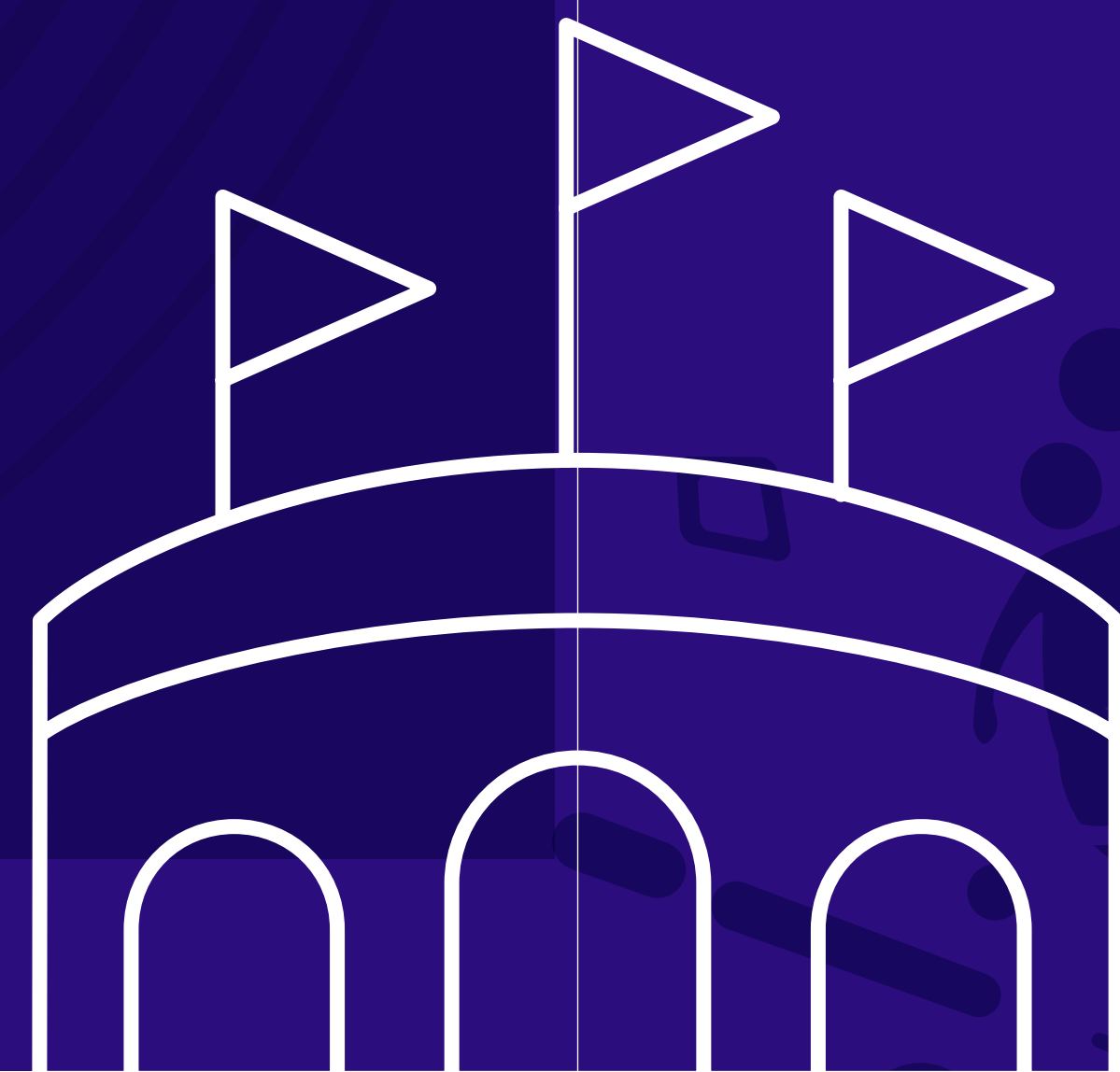
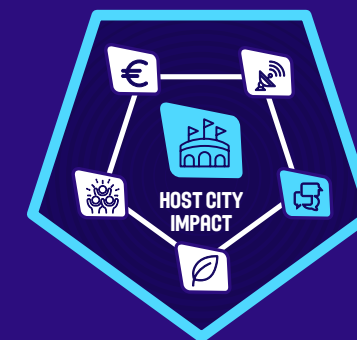
"FIBA EUROBASKET 2022 IMPROVED MY IMPRESSION OF THE HOST CITY."

93%

"FIBA EUROBASKET 2022 ADDED A FURTHER ATTRACTION TO THE HOST CITY."

65%

"HOSTING FIBA EUROBASKET 2022 INCREASED THE ATTRACTIVENESS OF THE HOST CITY AS A CITY TO LIVE IN."

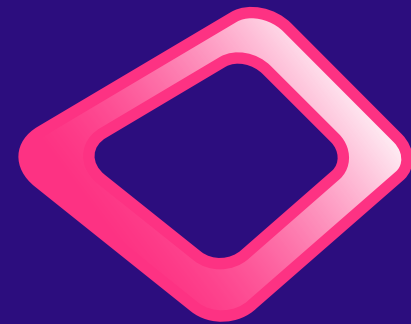
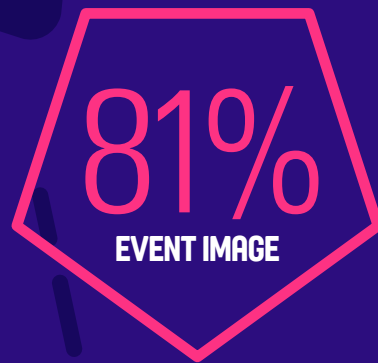


Question(s): To what extent do you agree with the following statements?
(5-point-scale: 1 = "Totally agree" to 5 = "Do not agree"; Top 2 Box)
Sample Size: 1242 local residents visiting the event (from Prague, Milan, Tbilisi, Cologne, Berlin)

The positive image of the event can lead to spill-over effects and enhance the perception of the Host Cities

IMAGE OF THE EVENT & HOST CITY

THE HOST CITY IS / FIBA EUROBASKET 2022 IS...



STATE OF ART BASKETBALL

PROFESSIONAL

INTERNATIONAL

COOL

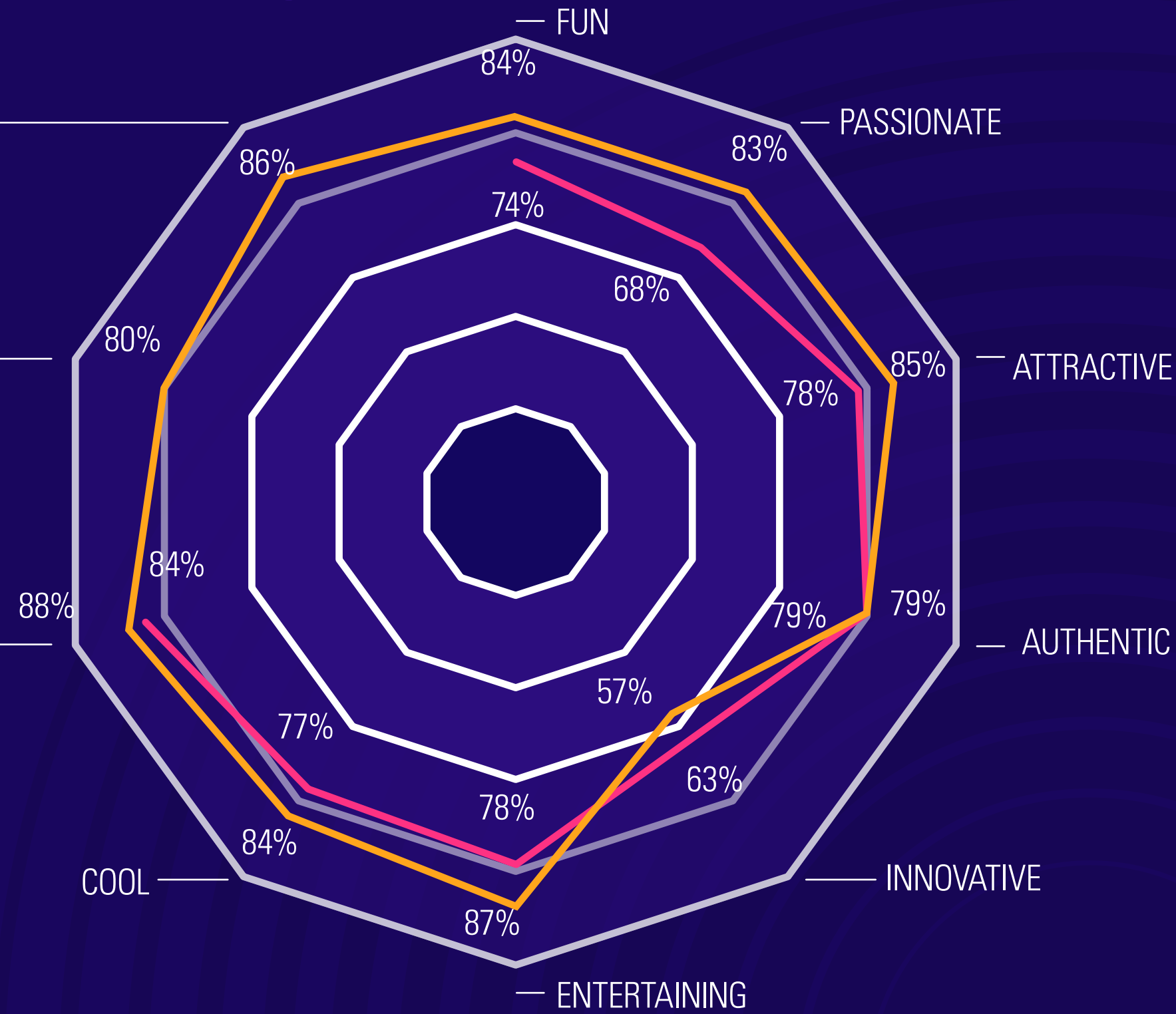
ENTERTAINING

INNOVATIVE

AUTHENTIC

ATTRACTIVE

PASSIONATE



Question(s): To what extent do you agree with the following statements?
 (5-point-scale: 1 = "Totally agree" to 5 = "Do not agree"; Top 2 Box)
 Sample Size: 1242 local residents visiting the event (from Prague, Milan, Tbilisi, Cologne, Berlin)

The non-local visitors tend to be more satisfied with specific categories than the visitors living in the five Host Cities



EVENT SATISFACTION

OVERALL SATISFACTION WITH THE EVENT



Question(s): Please indicate to what extent you were satisfied with FIBA EuroBasket 2022.
 (5-point-scale: 1 = "Not satisfied at all" to 5 = "Very satisfied"; Top 2 Box);
 Sample Size: Total = 3,427, Host City locals: 1,242

HOST CITY LOCALS
TOTAL

HOST CITY IMPACT

ENVIRONMENTAL



Like any major event, FIBA EuroBasket 2022 had an impact on the environment

KEY FINDINGS ON ENVIRONMENTAL IMPACT



FIBA EUROBASKET WITH AN ENVIRONMENTAL IMPACT, I.E. BURDEN EQUIVALENT TO A TOTAL COST OF €643,000



TRAVEL (€620K) AS THE HIGHEST IMPACT FACTOR FOR ENVIRONMENTAL COSTS OF THE EVENT

CO₂

21,400KG CO₂ ECO2MISSIONS CAUSED BY FIBA EUROBASKET 2022



FIBA EuroBasket 2022
had an impact on the global
environment equivalent to
costs of €643,000

ENVIRONMENTAL IMPACT

620,000 €



TRAVEL

15,000 €



WASTE

6,000 €

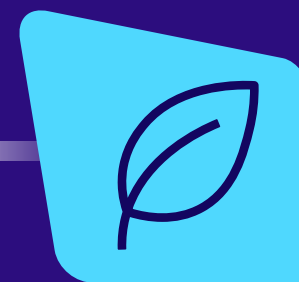


ENERGY

2,000 €

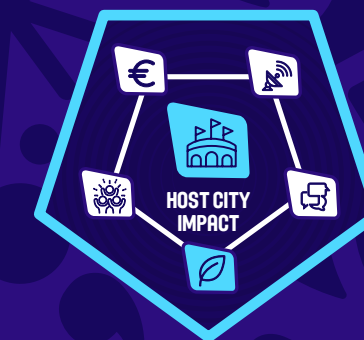


WATER



€643,000

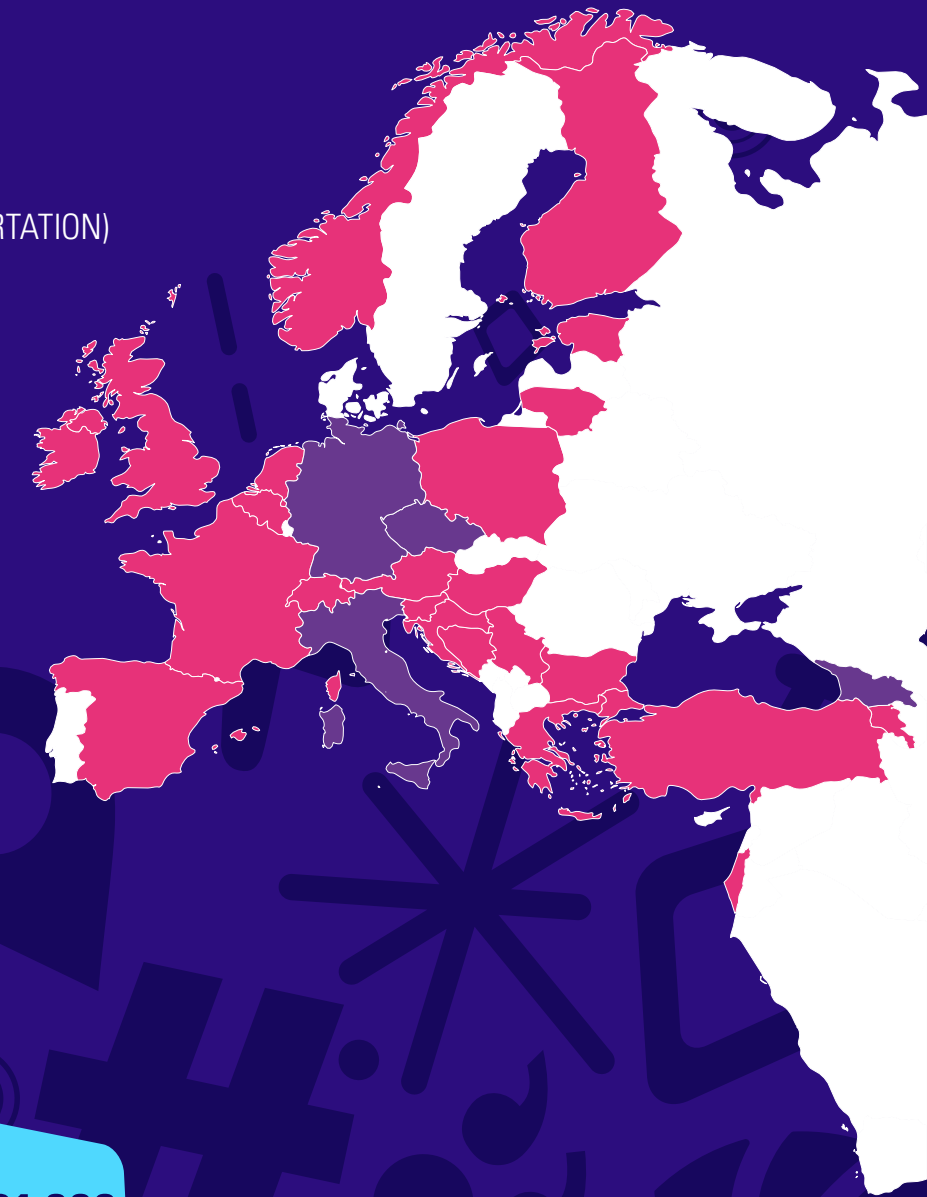
ENVIRONMENTAL IMPACT, I.E. COSTS



Air travel of all international attendees produced 15,000 tons of CO₂ equivalent worth €461,000



ENVIRONMENTAL IMPACT FROM INTERNATIONAL TRAVEL



*By spectators, accredited and teams. Simplified calculation using amount of people from respective countries and distance between largest city and Host City.
 **Source: CO₂ calculator from Quarks.de

The environmental impact from national travel (€159,000) was mainly caused by car trips to the Host Cities

ENVIRONMENTAL IMPACT FROM NATIONAL TRAVEL




€159,000
 ENVIRONMENTAL COST FROM NATIONAL TRAVEL



*By spectators and accredited people. Simplified calculation based on the size of the respective Host Countries.
 **Source: CO₂ calculator from Quarks.de

In terms of environmental cost from water, energy and waste, waste production depicts the highest cost factor



ENVIRONMENTAL IMPACT FROM WASTE, ENERGY AND WATER




€23,000
 ENVIRONMENTAL COST FROM WATER, ENERGY & WASTE

*Amount of quantity consumed stated by Hosts or projected by Nielsen Sports based on benchmark event (when needed)

HOST CITY IMPACT

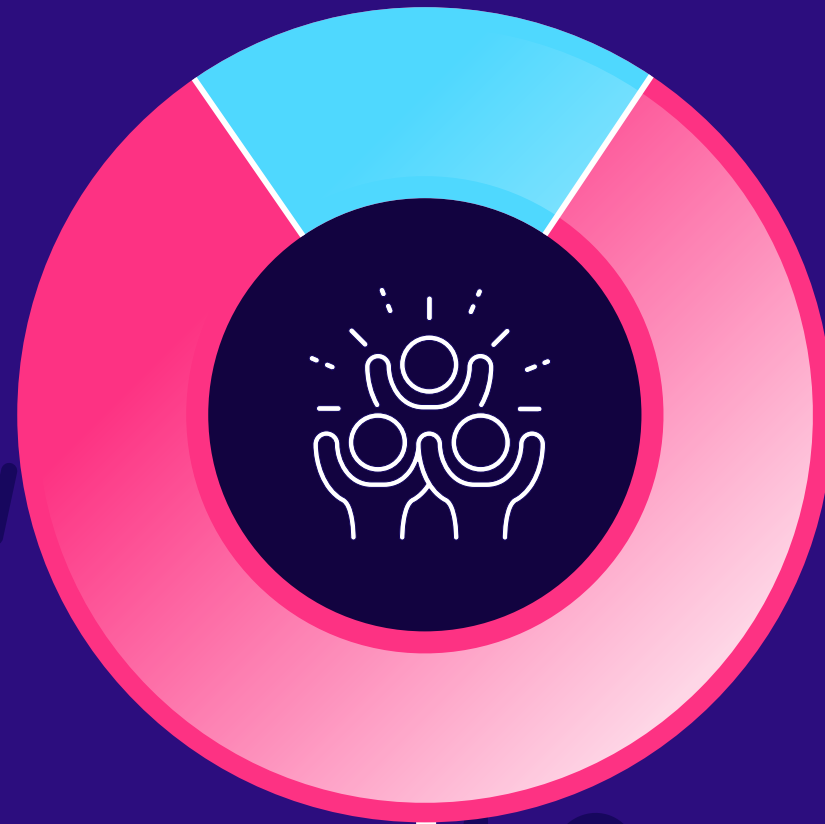
METHODOLOGY



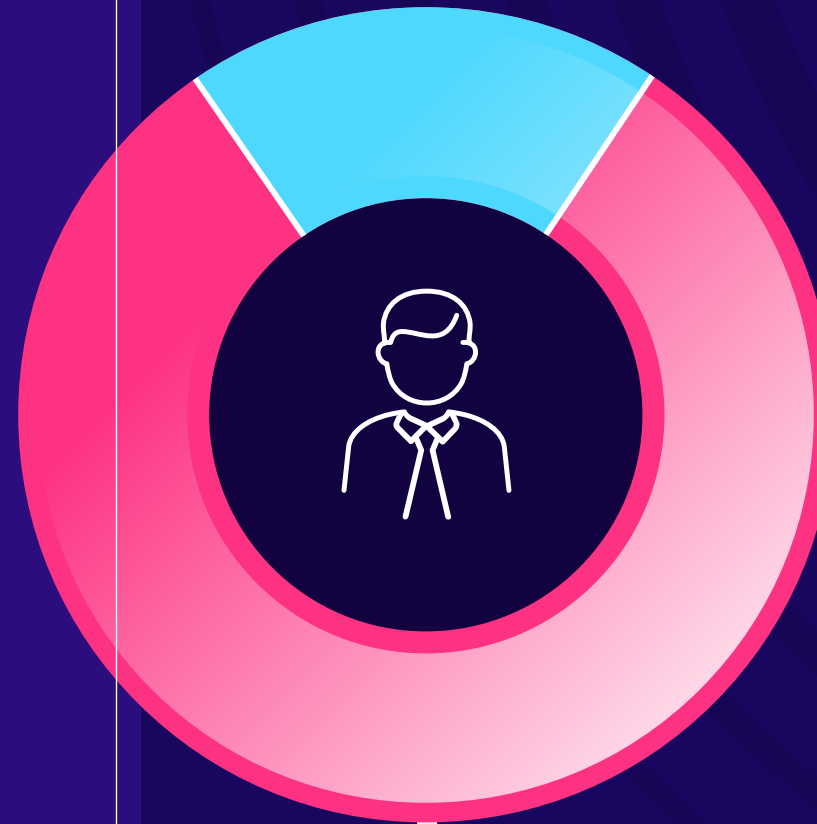
ECONOMIC IMPACT METHODOLOGY

CALCULATION OF TOTAL ECONOMIC IMPACT

I. NON-LOCAL EVENT VISITORS



II. EVENT ORGANIZER



III. TEAMS, TEAM DELEGATION, FIBA OFFICIATING TEAM



TOTAL DIRECT
ECONOMIC IMPACT

X MULTIPLIER*
FOR CZE: 4.48
FOR ITA: 4.05
FOR GEO: 6.38
FOR GER: 2.74

TOTAL ECONOMIC
IMPACT

*The calculation of the multiplier is outlined on the following pages

ECONOMIC IMPACT METHODOLOGY

CALCULATION OF TOTAL ECONOMIC IMPACT

DIRECT ECONOMIC IMPACT

- The calculated values express the direct spending of event visitors, the event organizer and other participants (e.g., teams and athletes, FIBA Officiating Team, media) that is attributable to FIBA EuroBasket 2022 games in Prague, Milan, Tbilisi, Cologne and Berlin.
- Consumption behavior of event visitors is calculated based on the findings of the on-site market research study. Expenses must be attributed to the event visit (e.g., travelling to the event venue or spending on-site) or, if further expenses occur during the journey and stay in the Host Cities, visiting FIBA EuroBasket 2022 must be the primary reason for the trip. To ensure validity of the data and to avoid overestimation of personal spending, Nielsen Sports has used its wealth of international benchmarks from other events to solidify the statistics.
- Local spending of the event organizer, Team Delegation etc. is based on commercial data of FIBA, the local organizing committees and additional estimations.
- For any expenditure, only the portion of money spent inside the Host City is relevant to the calculation. For example, travel expenses of event visitors are only included as far as local companies are involved (e.g., local purchase of fuel, taxi, locally-based airline); organizational spending of the event organizer was only considered when pocketed by local service providers.

INDUCED ECONOMIC IMPACT

Based on the direct economic impact, further impact effects are generated on subsequent steps of the value-added chain. The direct spending causes employment effects, leading to increased private consumption due to the growth in purchasing power.

To calculate this induced impact, an economic multiplier is used. The multiplier is based on statistical data on the marginal propensity to consume within an economy and comprises the economic multiplier effect* generated by the direct impact.

*The calculation of the multiplier is outlined on the following pages

*The calculation of the multiplier is outlined on the following pages

ECONOMIC IMPACT METHODOLOGY

CALCULATION OF MULTIPLIER – EXAMPLE OF ITALY

Based on widely accepted economic modelling, the multiplier is defined as:

$$\text{Multiplier} = 1 / (1 - \text{MPC})$$

MPC stands for the Marginal Propensity to Consume in the respective country, representing the share of each additional € of disposable income that is spent on consumption. MPC can be estimated based on key economic parameters such as disposable income and private household consumption within an economy. Obtaining the respective data for several past years (2013-2020) from Annual Accounts of Eurostat, the consumption function for the Italy can be estimated:

$$\text{Consumption (y)} = 0.7534 \times \text{Income (c)} + 93,136 (\text{€})$$

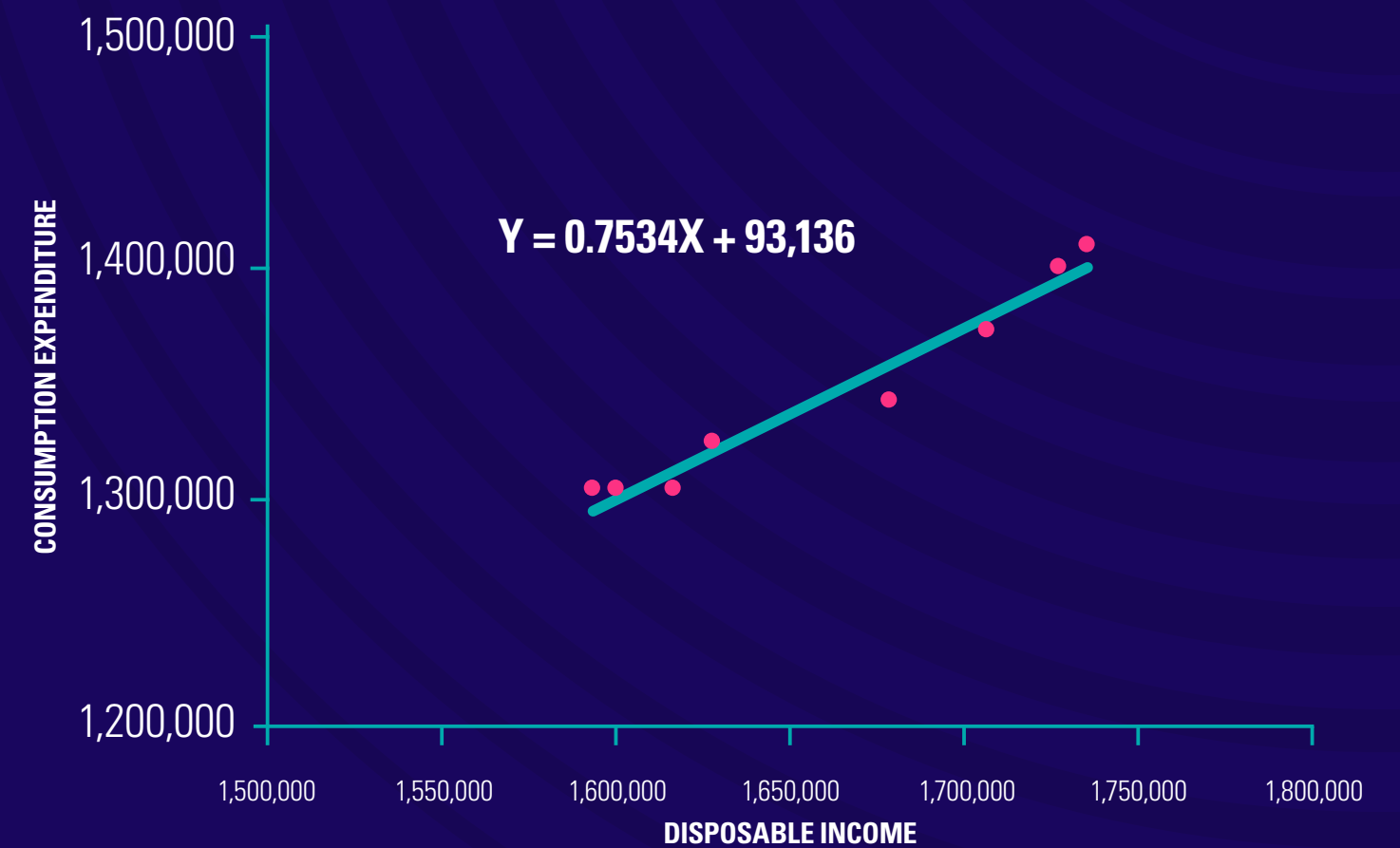
- The MPC is expressed as the derivative of the consumption function:

$$\text{MPC} = 0.7534$$

- Thus, in Italy, an estimated share of €0.75 of every additional € earned is spent on consumption and therefore generates additional economic impact.
- Given this estimated MPC, the Multiplier can be calculated as follows:

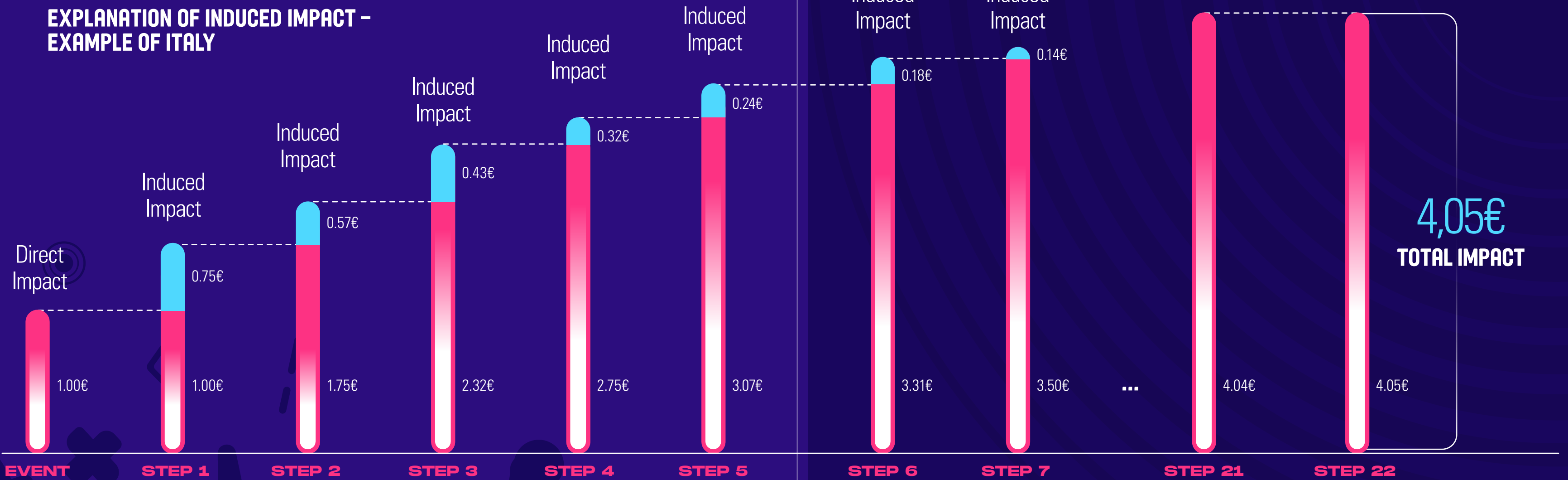
$$\text{Multiplier} = 1 / (1 - 0.7534) = 4.05$$

CONSUMPTION EXPENDITURE VS. DISPOSABLE INCOME Italy (in €M)



ECONOMIC IMPACT METHODOLOGY

EXPLANATION OF INDUCED IMPACT - EXAMPLE OF ITALY



- The idea of the Economic Multiplier and the Marginal Propensity to Consume can be illustrated with an example: The event visitor staying in a hotel spends money for accommodation (Direct Impact). Using this money, the hotel employs staff and invests in its business – the first level of Indirect Impact. Consequently, the employees also spend their (higher) income on personal consumption, leading to further Induced Impact. The Total Impact is the sum of the impact generated on each level.
- As mentioned before, a share of €0.75 of every additional Euro earned is spent on consumption. Therefore, 1.00€ of direct (event-related) spending generates an Induced Impact of €0.75 in the first step. Consequently, this Induced Impact induces impact itself in the second step ($€0.75 \times 0.75 = €0.57$). This effect continues indefinitely with decreasing values. Due to the infinitesimal character of this series, the total sum can be calculated using the formula as outlined on the previous page.
- In total, Direct Impact and Induced Impact of every Euro spent totals €4.05. The Direct Economic Impact therefore must be multiplied by 4.05 to calculate the Total Economic Impact generated by FIBA EuroBasket 2022 in Milan.

In order to analyze the media impact for the Host Cities, a cross media analysis was conducted

SETUP MEDIA EVALUATION



Objects:
Event-related visibility of Host Cities

Competitions:
FIBA EuroBasket 2022

Analyzed periods:
29th of August - 28th of September 2022

Video analysis

Text & images



TV



OTT



Social Valuation



Web Editorials

	TV	OTT	Social Valuation	Web Editorials
Analyzed countries	Worldwide	Worldwide	Global	Worldwide
Period of analysis	3 days prior until 10 days after each event			
Panel	TV broadcasting licenses, logs and details provided by FIBA		Official FIBA channels on Facebook, Instagram, Twitter and YouTube as well as 20 selected media profiles	Nielsen Sports top panel (in cooperation with Meltwater)
Exposure analysis	Visibility and text mentions of each Host City			
Sponsor(s)	Prague, Milan, Tbilisi, , Cologne, Berlin.			

The principle of Nielsen Media Evaluation is consistent across all media channels – TV, Online & Social Media

SETUP MEDIA EVALUATION

MEDIA

(TV, Web Editorials, Social Media)



1.

Visibility generated for the event is expressed in equivalence to cost to advertise in the programme / article / webpage / post in which exposure was generated

2.

Quality Index (QI) methodology is then applied uniquely for brand sequences / images detected during analysis



TV	Print	Static
from audiences and '30 sec' CPT rates		
$\frac{\text{Visibility in sec. x CPT in EUR}}{\text{x Audience in millions}}$	$\frac{\text{Area (Whole Image or Text Article)}}{\text{x ad rate in EUR}}$	$\frac{\text{CPT in EUR x Post Reach}}{1,000}$
$\frac{30 \text{ seconds x } 1,000}{30 \text{ seconds}}$	$\frac{\text{size of page (cm}^2\text{)}}{1,000}$	$\frac{1,000}{1,000}$
TV	Online	Video
from broadcaster rate cards		
$\frac{\text{Visibility in sec.}}{\text{x Spot price 30 sec. in EUR}}$	$\frac{\text{Sponsorship Impressions (weighted) x CPT in EUR}}{1,000}$	$\frac{\text{Visibility in sec.}}{\text{x Video views x CPT}}$
$\frac{30 \text{ seconds}}{30 \text{ seconds}}$	$\frac{1,000}{1,000}$	$\frac{30 \text{ seconds x } 1,000}{30 \text{ seconds x } 1,000}$

QI MEDIA VALUE

100%
MEDIA EQUIVALENCY X QI SCORE*

*The Quality Indexed (QI) Media Value is an impact-based "Quality Index Score" that is calculated uniquely for brand sequences detected during analysis. The QI score of brand exposure is determined through five factors (size, location, duration, number of brand hits and impact factor) and then applied as a weighting for the value calculation. The QI media value is the result of the unweighted media value multiplied by the QI score.



CHAMPIONS

FIBA EUROBASKET 2022



GLOBAL PARTNERS

