



# 3x3 basketball

DBB Workshop 11.2015



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Vision



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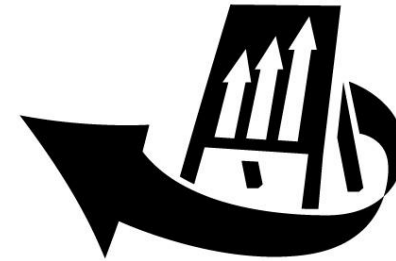
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# 3x3 is one of FIBA's four pillars



New Calendar and  
Competition System



New Governance



FIBA's new discipline  
#1 urban team sport



National Member  
Federations Development



Are you also dedicating enough time to 3x3?



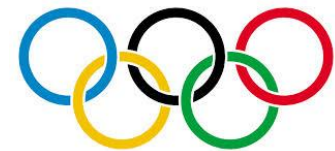
...3x3...

15% of his time dedicated to 3x3!



# Handful of good reasons to develop 3x3

- Attract new and younger population segments
- Expand in non-traditional basketball countries
- Tool for all national federations to develop basketball
- A unique chance for any federation to win medals
- Additional discipline at the Olympics



**Major opportunity for FIBA and federation members to grow basketball**



# FIBA's Vision for 3x3



TOKYO 2020

## Pro circuit

- All-year season followed by fans
- Recognizable teams led by stars
- Dedicated players making a living

## Grassroots



**Sustainable, stand-alone sport discipline with highest number of registered players**



# Strategic Concept & Approach

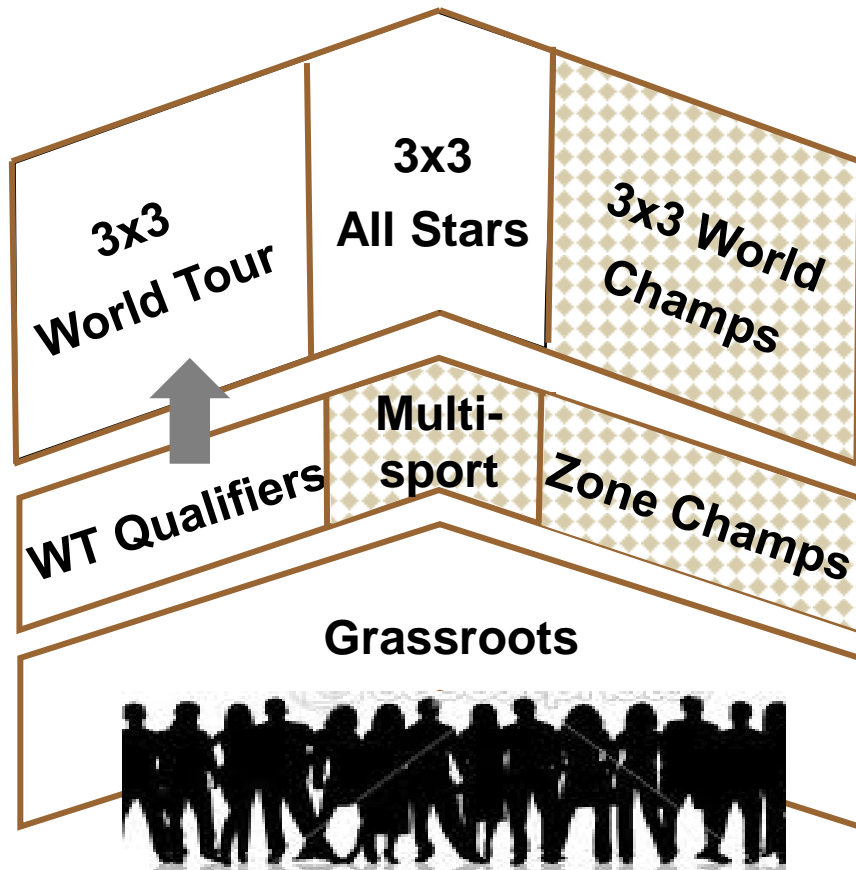


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# One discipline – one competition network



## 3x3planet.com

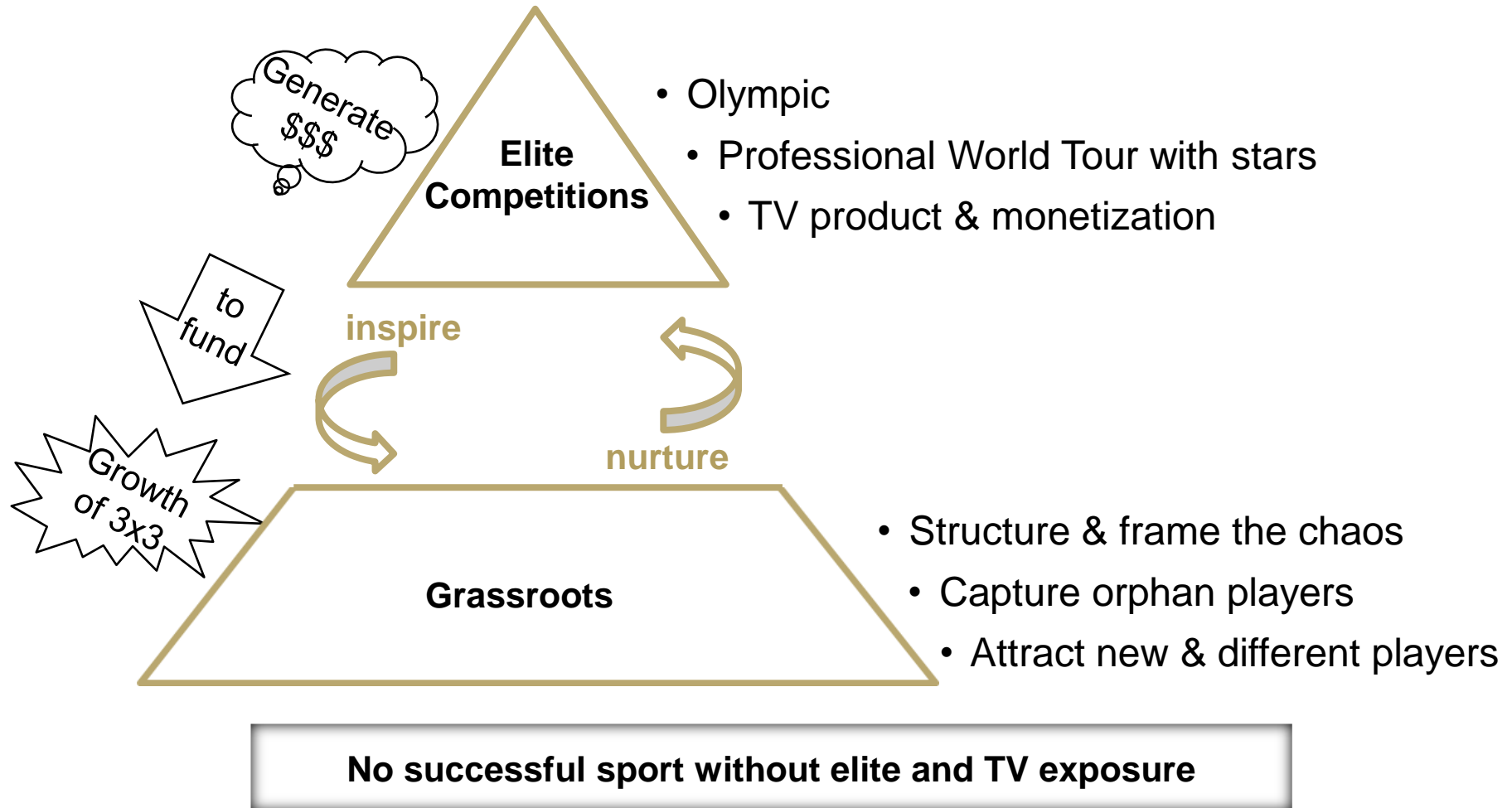
- A digitally-linked world community
- A unique system linking grassroots with the World Tour
- Any player, any event can join
- All players ranked in one single individual ranking worldwide

Endorsement is indispensable



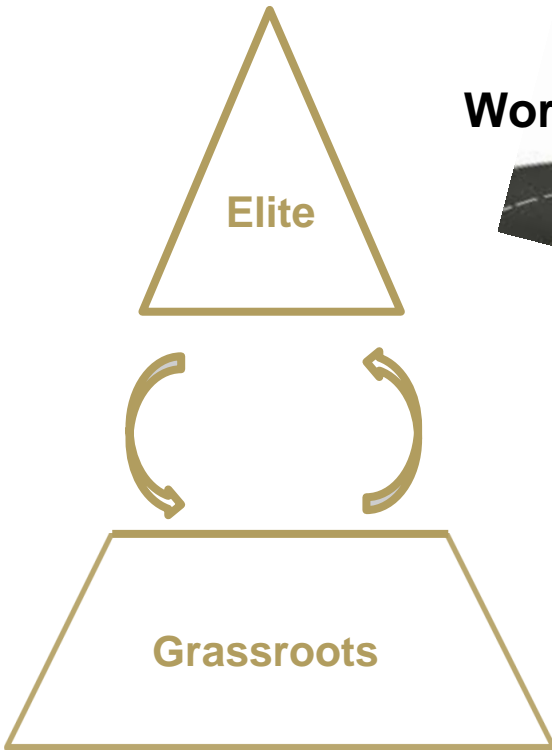


# Strategic concept to achieve vision





# Tactical approach: road map to the vision



**World Tour...**



**... with qualifiers**

- Audience-focused (on-site, TV, web)
- Resonance beyond the WT stops
- Same players more often
  - to make living out of 3x3
  - to create stars

**Digital tools,**



**3x3planet.com**

- Forms & glues the community
- Beyond the court experience
- Anyone, anywhere, anytime can join

**Transversal:**



- National-team competitions to incentive NFs to develop 3x3



## NFs have a role

Catalyst

Promoter

Skills  
improvement

Institutional  
P&R

National  
Team

Pro  
competitions

Stars

- Promote use of FIBA's digital tools
- Organize skill camps for youth and introduce 3x3 in schools
- **Organize or have organized recurrent 3x3 events all year long**
- **Stimulate/support private promoters and municipalities to organize events**
- Organize **3x3 World Tour** events or its qualifiers
- Get **3x3 World Tour** covered by media and TV
- Organize and/or participate in Zone & Sub-Zone Championships
- Try to get qualified to the World Championships



# DBB: Status & Opportunities



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# Classification to World Championships

- The rule applied

- ✓ Host country
- ✓ Winner of previous edition
- ✓ 3x3 Federation Ranking

based

Sum of individual ranking points  
of the Top 100 nationals in a given  
category

- The actions required

**More 3x3 activity in 3x3planet**  
(more players, more often)  
+  
**Teams in 3x3 World Tour & Qualifiers**  
+  
**Participation in Zone Champs**

**Classification to  
World Champs**

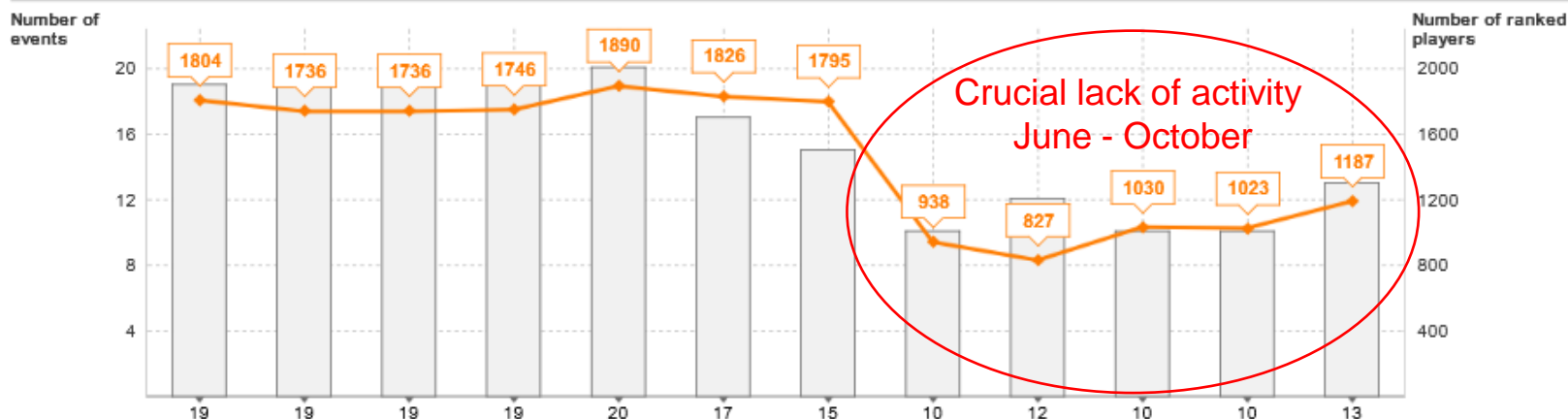


# Germany missing out on WCH

3x3 Federation Ranking*			
	12 months ago	Last month	Current position
Men	11th	24th	24th
Women	5th	14th	14th
U18 Men	7th	25th	27th
U18 Women	2nd	16th	15th

\* as of 1 Nov. 2015

## Events In the past 12 months



## Qualifications

	Date	Cutoff date	Qualification status men	Qualification status women
2016 FIBA 3x3 U18 World Championships	1 - 5 Jun. 2018	1 Nov. 2015	Not qualified	Not qualified
2016 FIBA 3x3 World Championships	11 - 15 Oct. 2018	1 Nov. 2015	Not qualified	Not qualified



## Next steps to success

- Introduce national competition structure with several layers – i.e. Local Qualifiers leading to Regional Qualifiers leading to National Finals
- Involve clubs and community centres for Local Qualifiers and state associations for Regional Qualifiers
- Organize Satellites (qualifiers to Challengers)
- Have hand-picked teams travel and compete in World Tour and its Qualifiers
- Bring 3x3 into schools
- Stimulate new promoters and convert established promoters
- Promote FIBA's digital tools
- Have state associations participate in E-Learning to spread knowledge



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