3x3 basketball

DBB Workshop 11.2015
Vision
3x3 is one of FIBA’s four pillars

- New Calendar and Competition System
- FIBA’s new discipline #1 urban team sport
- New Governance
- National Member Federations Development
Are you also dedicating enough time to 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

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
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

- Olympic
- Professional World Tour with stars
  - TV product & monetization

No successful sport without elite and TV exposure

- Structure & frame the chaos
- Capture orphan players
- Attract new & different players

Elite Competitions

Generate $$$

Growth of 3x3

Inspire

Nurture

Fund to
Tactical approach: road map to the vision

- Audience-focused (on-site, TV, web)
- Resonance beyond the WT stops
- Same players more often
  - to make living out of 3x3
  - to create stars
- Forms & glues the community
- Beyond the court experience
- Anyone, anywhere, anytime can join
- National-team competitions to incentive NFs to develop 3x3
NFs have a role

<table>
<thead>
<tr>
<th>Catalyst</th>
<th>Promoter</th>
<th>Skills improvement</th>
<th>Institutional P&amp;R</th>
<th>National Team</th>
<th>Pro competitions</th>
<th>Stars</th>
</tr>
</thead>
</table>

- 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
Classification to World Championships

- The rule applied
  - Host country
  - Winner of previous edition
  - 3x3 Federation Ranking

- The actions required
  - More 3x3 activity in 3x3planet (more players, more often)
  - Teams in 3x3 World Tour & Qualifiers
  - Participation in Zone Champs

Sum of individual ranking points of the Top 100 nationals in a given category
Germany missing out on WCH

<table>
<thead>
<tr>
<th>3x3 Federation Ranking*</th>
<th>12 months ago</th>
<th>Last month</th>
<th>Current position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>11th</td>
<td>24th</td>
<td>24th</td>
</tr>
<tr>
<td>Women</td>
<td>5th</td>
<td>14th</td>
<td>14th</td>
</tr>
<tr>
<td>U18 Men</td>
<td>7th</td>
<td>25th</td>
<td>27th</td>
</tr>
<tr>
<td>U18 Women</td>
<td>2nd</td>
<td>16th</td>
<td>15th</td>
</tr>
</tbody>
</table>

* as of 1 Nov. 2015

Events in the past 12 months

<table>
<thead>
<tr>
<th>Number of events</th>
<th>Number of ranked players</th>
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</thead>
<tbody>
<tr>
<td>1804</td>
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<tr>
<td>1736</td>
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<td>1036</td>
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<td>1923</td>
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<tr>
<td>1187</td>
<td></td>
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</tbody>
</table>

Crucial lack of activity June - October

<table>
<thead>
<tr>
<th>Qualifications</th>
<th>Date</th>
<th>Cutoff date</th>
<th>Qualification status men</th>
<th>Qualification status women</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016 FIBA 3x3 U18 World Championships</td>
<td>1 - 5 Jun. 2016</td>
<td>1 Nov. 2015</td>
<td>Not qualified</td>
<td>Not qualified</td>
</tr>
<tr>
<td>2016 FIBA 3x3 World Championships</td>
<td>11 - 15 Oct. 2016</td>
<td>1 Nov. 2015</td>
<td>Not qualified</td>
<td>Not qualified</td>
</tr>
</tbody>
</table>
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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