

The State of Indoor Rowing 2024



Agenda

The State of Indoor Rowing 2024

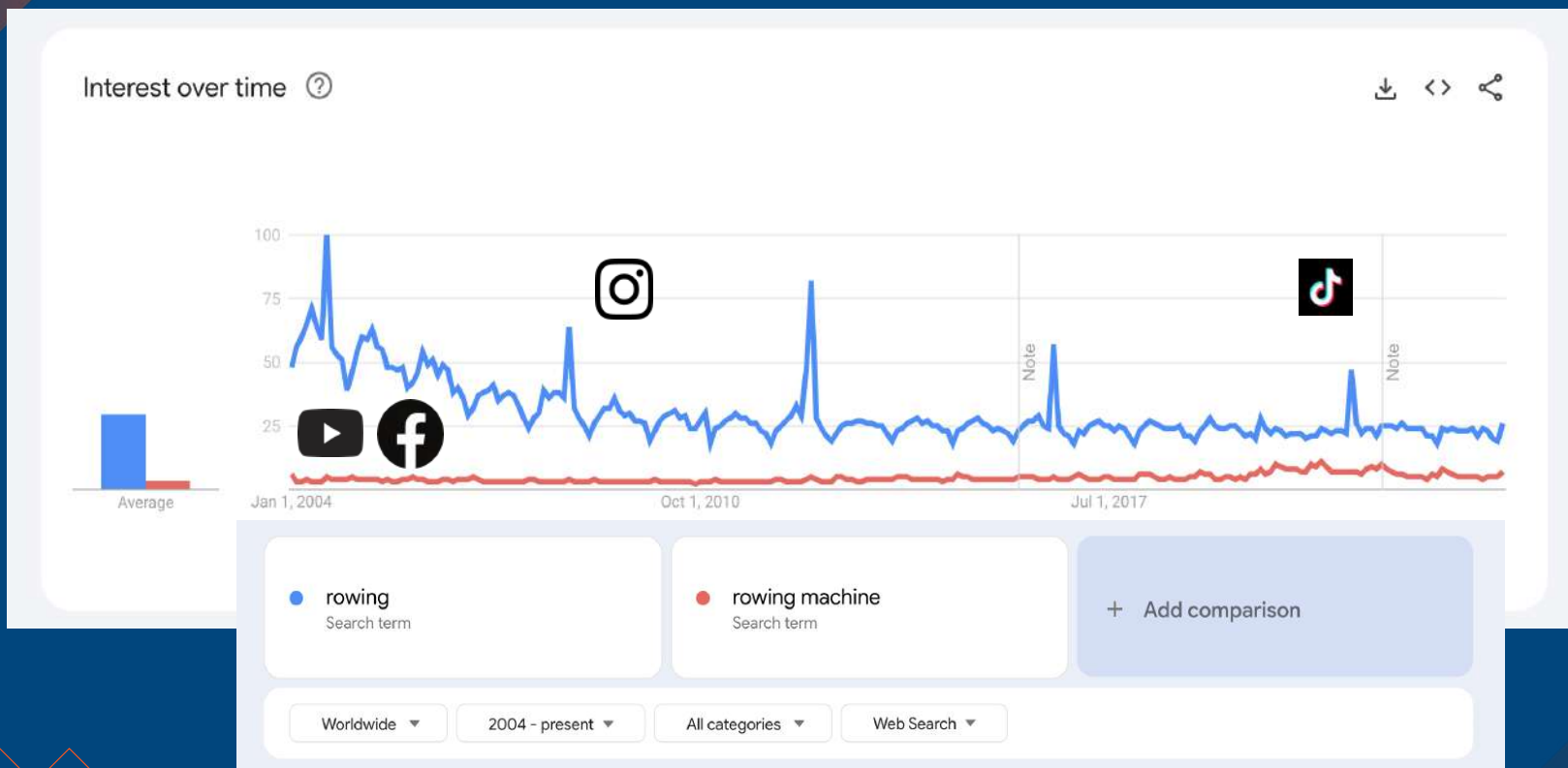
1. Introduction
2. Current & Future Events
3. Indoor Rowing goes Esports
4. Strategic Partnerships
5. Digital Approach

Introduction



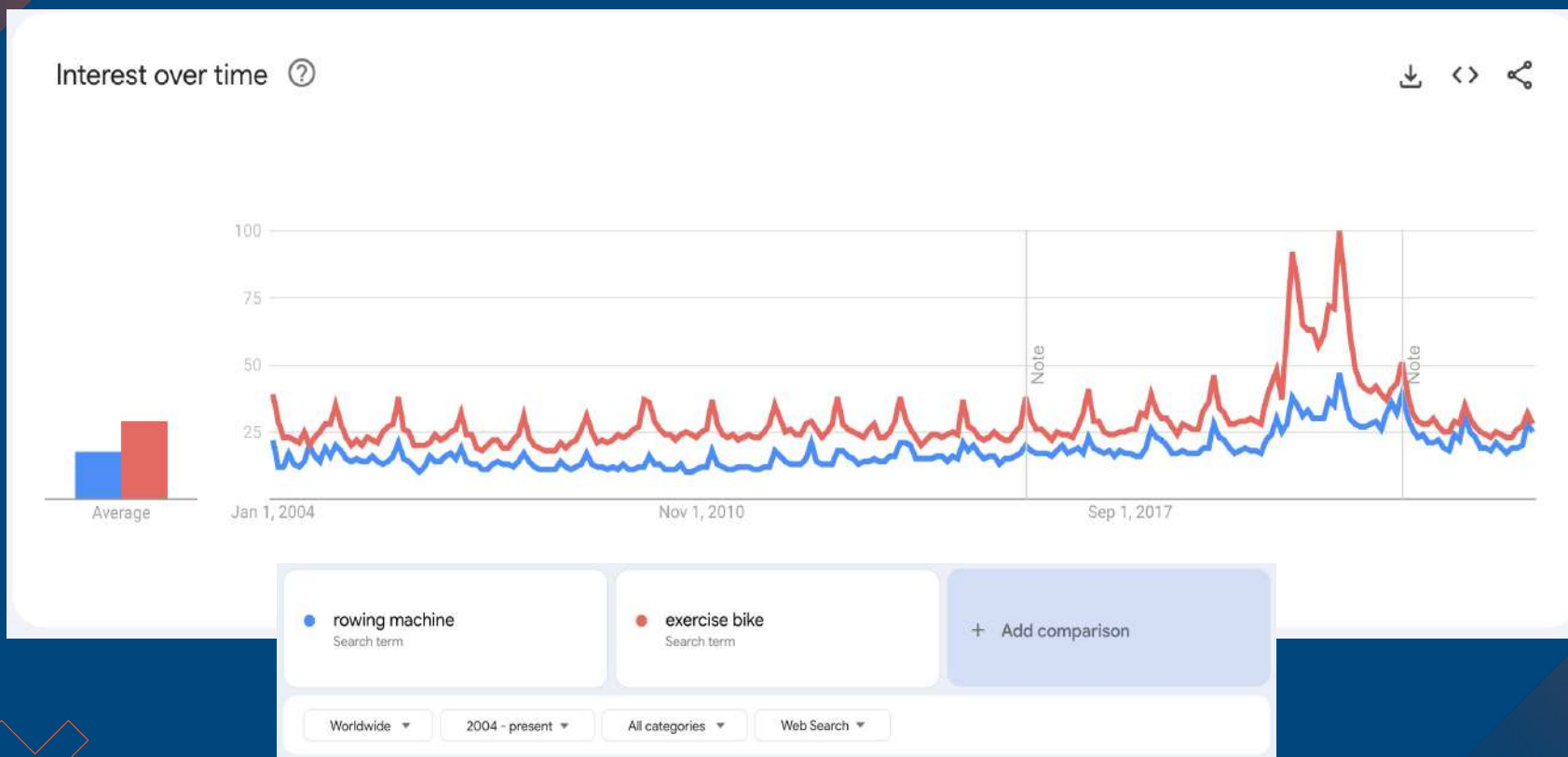
The State of Indoor Rowing

Rowing interest over time



The State of Indoor Rowing

Full body machine vs. the Half Body Machine



The State of Indoor Rowing

The Family is growing ...

20 - 25 Million Rowers | 150+ Manufacturers

 **concept 2**

hydrow

 **PELOTON**

TECHNOGYM

The Wellness Company



WATERROWER | NOHRD



 **echelon**

RP3 TRUE ROWING EXPERIENCE

The State of Indoor Rowing

Indoor Rowing is becoming connected ...



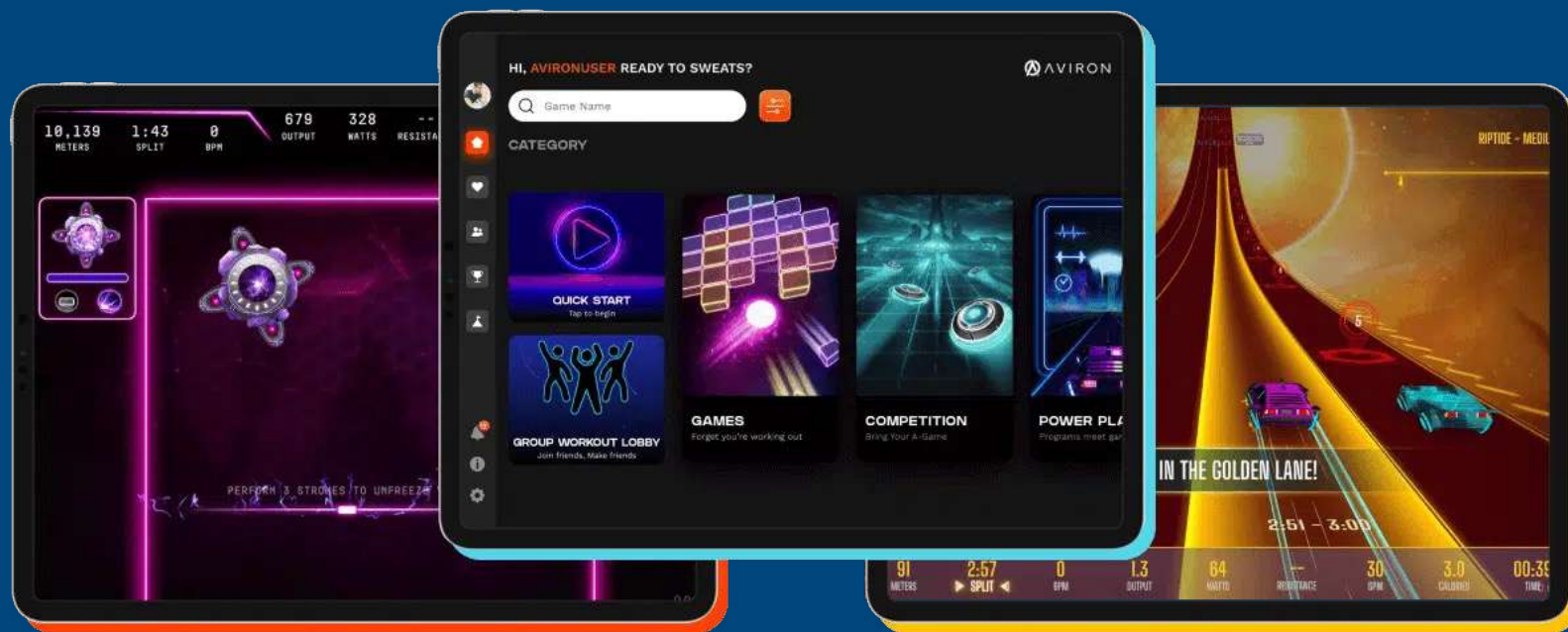
Hydrow



EXR

The State of Indoor Rowing

Indoor Rowing is becoming a Game ...



Aviron

The State of Indoor Rowing

Indoor Rowing is a Competition ...



Current & Future Events



Current & Future Events

World Rowing's Discipline of Indoor Rowing is expanding ...

Current Events:

- World Rowing Championships (In Person & Hybrid)
- European Rowing Championships (In Person & Hybrid)
- National Championships

Future Events:

- Multi Sports Games
- Virtual Series
- Olympic Esports Week/Games

Current Events

World Rowing Championships – New Competition Format

The World Rowing VERSA Challenge:

- 12 Men & 12 Women
- 2 Days of Competition
- 5 different Challenges/Events
- Winners of the 5th Event is crowned the WR VERSA Champion



Current Events

World Rowing Championships – Capturing a new audience



2020 World Rowing Indoor Championships - Open Lightweigh...

424K views • 4 years ago

424k views



2024 World Rowing Versa Challenge - Sprint Pyramid - Buchan vs Fowle

50K views • 2 weeks ago

50k views



2023 World Rowing Championships - Men's Eight - A-Final

41K views • 2 months ago

41k views

Future Events

A new virtual Series

Competition Format:

- 9 Months of Virtual Racing
- 1 Race Distance / Time / Calories per Month
- During each Month Races can be done live or in own Races
- Winners for each monthly Race
- Overall Winner(s) for all monthly Races

Future Events

Integration in Multi-Sports Games

Competition Opportunities:

- Asian Winter Games
- Commonwealth Games
- ECM's European Championships

Competition Format(s):

- 500m & 2'000m resulting in 4 Medalist and 30 min TV coverage
- Flexibility of introducing new Competition Formats

Indoor Rowing goes Esports



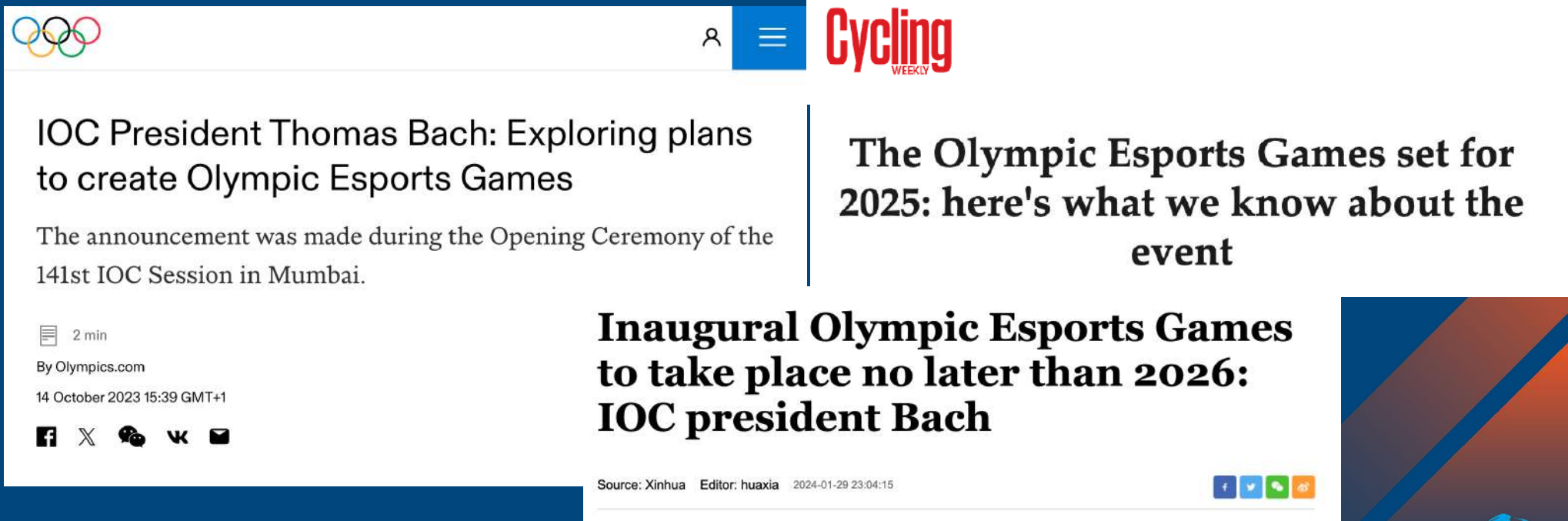
Indoor Rowing goes Esports

Definition - What is Esports?

A virtual or simulated sport

Indoor Rowing and Esports

Introduction of Olympic Esports Games

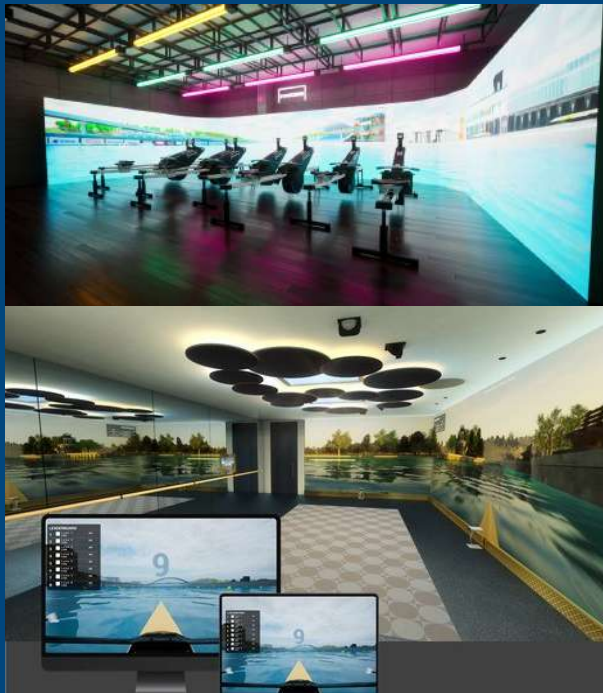


The screenshot shows a news article layout. On the left, the Olympics.com logo is visible. The main headline reads: "IOC President Thomas Bach: Exploring plans to create Olympic Esports Games". Below it, a sub-headline states: "The announcement was made during the Opening Ceremony of the 141st IOC Session in Mumbai." Further down, it says "2 min" and "By Olympics.com" with a timestamp of "14 October 2023 15:39 GMT+1". Social media icons for Facebook, X, WhatsApp, VK, and Email are present. On the right, the "Cycling WEEKLY" logo is shown above the headline: "The Olympic Esports Games set for 2025: here's what we know about the event". Below this, a larger headline reads: "Inaugural Olympic Esports Games to take place no later than 2026: IOC president Bach". At the bottom of the article, it says "Source: Xinhua Editor: huaxia 2024-01-29 23:04:15" and includes social media icons for Facebook, Twitter, WhatsApp, and Email.

Indoor Rowing goes Esports

The Discipline's Offering in the Esports Context

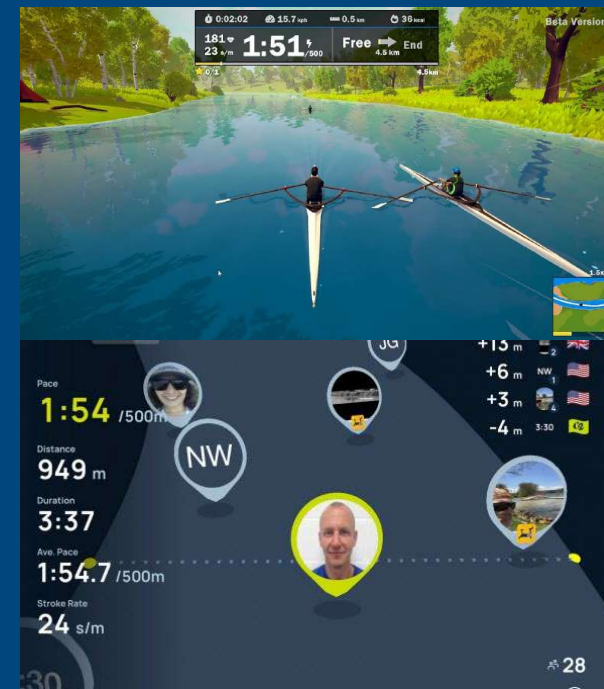
Activation



Community

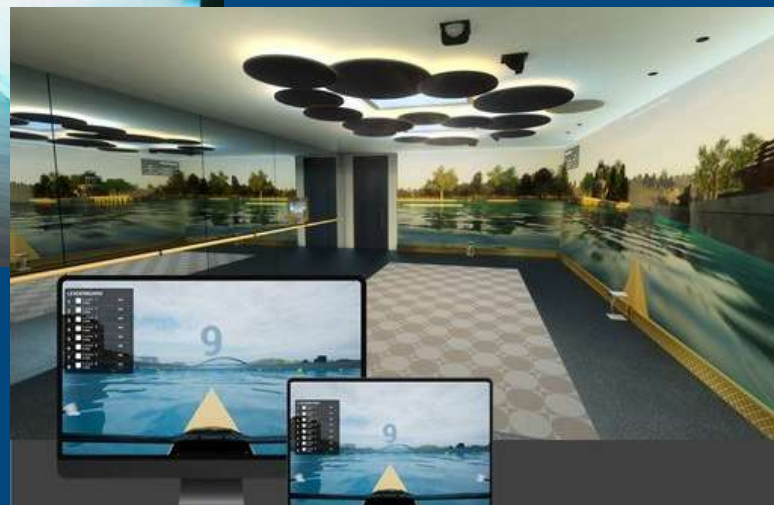


Competition



Indoor Rowing goes Esports

ERowing - Activation



Indoor Rowing goes Esports

ERowing - Community



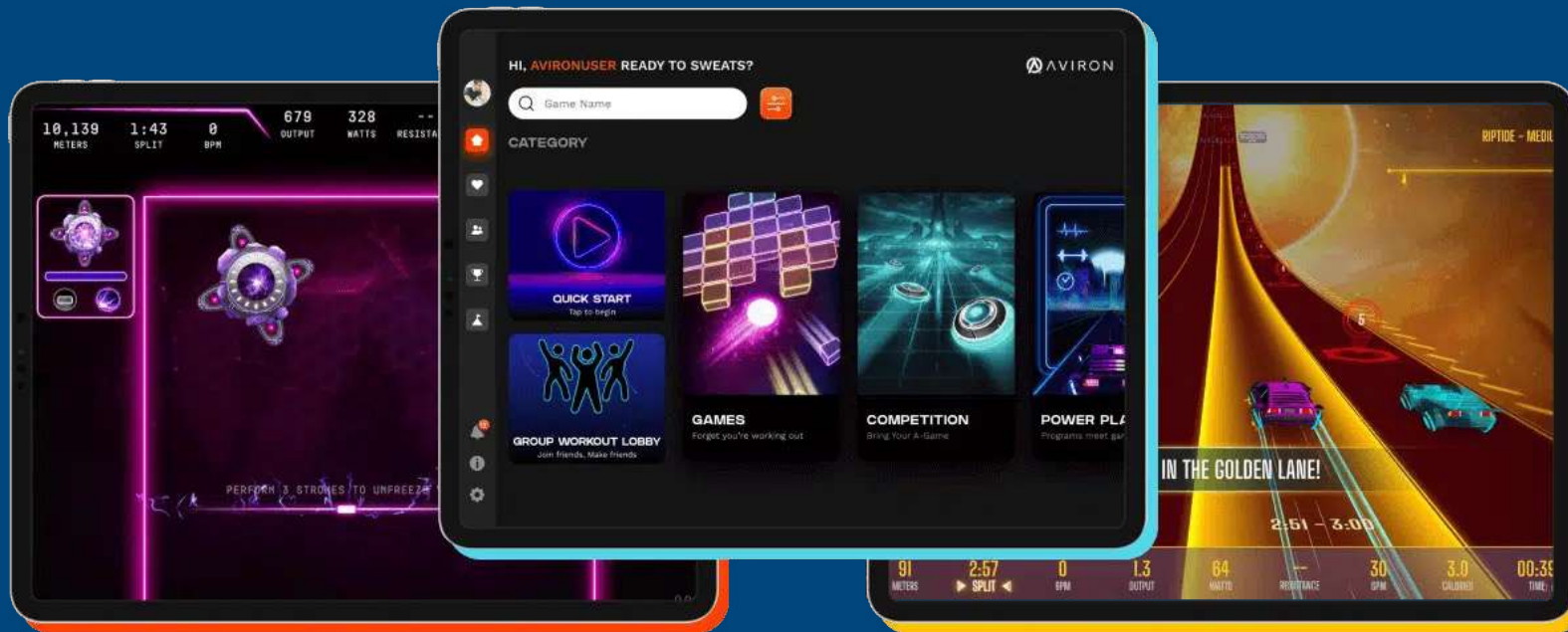
Indoor Rowing goes Esports

ERowing - Competition



Indoor Rowing goes Esports

ERowing - Gaming



Strategic Partnerships



Strategic Partnerships

World Rowing & Japan Sports Council

Structure:

- Memorandum of Understanding
- Official Announcement in Q4 2023

Core Objectives:

- Engage & promote
- Joint Research related to the field of Virtual Sports



Strategic Partnerships

World Rowing & Concept2



Structure:

- New & enlarged Partnership
- 5 Years: 2024 - 2028
- Official Announcement in March 2024

Core Objectives:

- Promoting Discipline & Brand
- Improving WRICH & Sports Presentation
- Digital Content Production
- Strategic Business Development

Digital Approach



Digital Approach

The Application Market

Market Observations:

- Serval Apps do different things well, e.g.
 - Data Collection: ErgData, ErgZone
 - Video Content: Hydrow, RowNation
 - Gaming: EXR, Aviron

Conclusion:

- WR should not produce its own App but support all

Digital Approach

Digital Platform(s)

Market:

- Saturated with several apps targeting different Market Segments

Opportunity:

- Aggregate Data to make switching between Apps simpler & easier
- Provide additional value to rowers across the world

Digital Approach

School Platform(s)

Objective:

- Get Kids rowing on Rowing Machines

Vehicles & Opportunities:

- International Competitions, Individual & Team based
- International School Leagues
- Great Activation for Coastal & Classic Rowing Championships
- Mid & Long Term Revenue Opportunity for entire Industry

Thank you very much!

