

# Kiteboarding

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## Formats and Equipment for 2020

A meeting was held with the IOC programme department on October 29, 2013, to explore IOC preferences / demands and seek guidance on kiteboarding formats for which IOC would consider addition medals for the 2020 Tokyo Games

# IOC Motivation

- Over the last 5 Olympics, every Olympic Cycle of 4 years, the television audience of IOC is getting 2.5 years older
- The new IOC strategy is to review all IF's programs and to require them to modernize themselves to remain relevant to the youth
- IOC wants to introduce more "emerging sports" to attract the youth of the world.

**>> ESSEC Case Study „Emerging Sports Practices“**

# IOC – Emerging Sports

- From niche to mainstream
- From youth oriented to inclusive
- From extreme to edgy
- From digital to traditional and digital media
- From community to club and community
- From sport to lifestyle



# IOC – Emerging Sports

A word cloud of emotions and concepts. The word 'FUN' is the largest and most prominent. Other large words include 'HEALTHY', 'PLEASURE', 'COMPETITION', 'FRIENDSHIP', 'SELFACHIEVEMENT', 'FASHION', 'DANGER', 'TRENDY', and 'PRIDE'. Smaller words include 'REBELLIOUS', 'GLORY', 'PEER PRESSURE', 'FEAR', and 'PAIN'. The word 'COMPETITION' is highlighted in red, while all other words are in shades of gray.

REBELLIOUS GLORY FRIENDSHIP  
SELFACHIEVEMENT PRIDE TRENDY  
PLEASURE PEER PRESSURE **COMPETITION**  
FUN HEALTHY FEAR DANGER  
PAIN FASHION

“Fun” is the word that best describes people’s feelings about emerging sports practices; but more traditional sports-oriented words like “healthy”, “pleasure” or “competition” come just after.

# IOC Strategy

- Based on ESSEC case study „Emerging Sports Practices“
- Intermediate stage of development
  - Not „too specialised“
- High potential of growth
  - The market will be there by 2020
- Unusual Governance
  - „Pro Tours“
  - Special Events funded by private institutions
- Event based model
  - Added value besides pure competition
- „Urban“ culture
  - Based on fun and freedom of practice

# Kiteboarding

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## A Portfolio of Opportunities

- Freestyle
- Wave Performance
- Speed
- Racing
  - Fleet Racing
  - Short Track/Kitecross
  - Slalom
- Kickers / Sliders

# Shortlisting

From the disciplines presented, IOC identified two as worth further exploring

- Expression
  - Kickers / Sliders
- Racing
  - Fleet Racing
  - Short Track / Kitecross
  - Slalom



# Kickers / Sliders



- Highest „Urban Culture“
- Elements of Wakeboarding and Skateboarding
- Perfectly brandable and highly interesting for major brands



- 10 knots of wind required, but better more
- Judged disciplines difficult to understand for media and spectators
- „Stealing“ from Wakeboarding which has own Olympic ambitions



# Racing



- Fully integrates in ISAF events, rules and structures
- High Performance Aspect
- From 6 knots to 35 knots



- Not „as“ urban touch as expression disciplines



- Short Track format for Americas Cup / Match Racing feeling
- Kitecross format including jumps and easy to follow racing format
- Slalom as high speed option

# IOC Preference

Racing

but...

# IOC „Conditions“

- **Absolutely** uninterested in „just another Fleet Racing Event“
  - Elimination Series
  - Limited Field of Play („Boundaries“)
  - Reducing the number of competitors to a minimum in the direction of „winner takes all“
  - Explore Jumping – but not for jumping sake
- >> **Kite Short Track / Kitecross >> clear IOC guidance !**

# Conclusion

IOC strongly recommends to further explore kiteboard short track / kite-cross as soon as possible in ISAF events.

Options to consider:

- Jumps yes/no
- Number of riders per heat
- Winner takes all vs. „consistency“
- Competition format: elimination vs round robin
- Scoring format (low point, high point, bonus point etc)

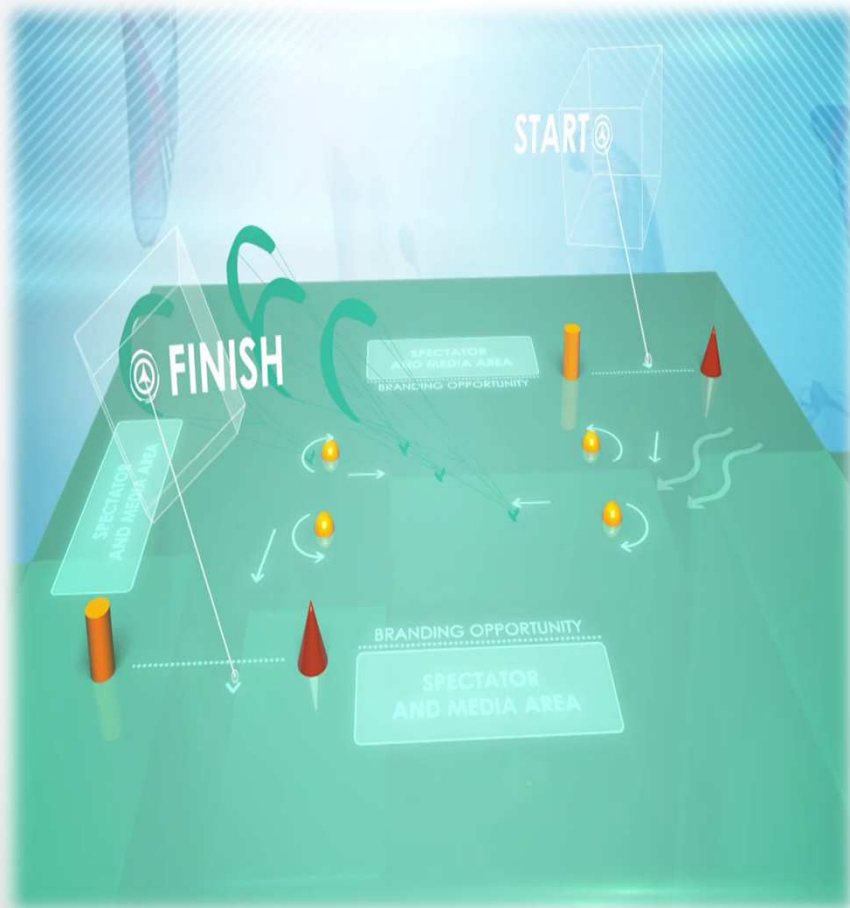
# Format Considerations

- Fits perfectly into new Sailing World Cup Structure
- Limited Entry (Worlds Top 24/25 sailors)
- Entries drawn from Fleet Racing World Rankings
- One wildcard per Sailing World Cup Venue
- Multiple Elimination Series or Round Robin World
- Format for the Grand Final to be decided
- Championship title awarded through Sailing World Cup Grand Final

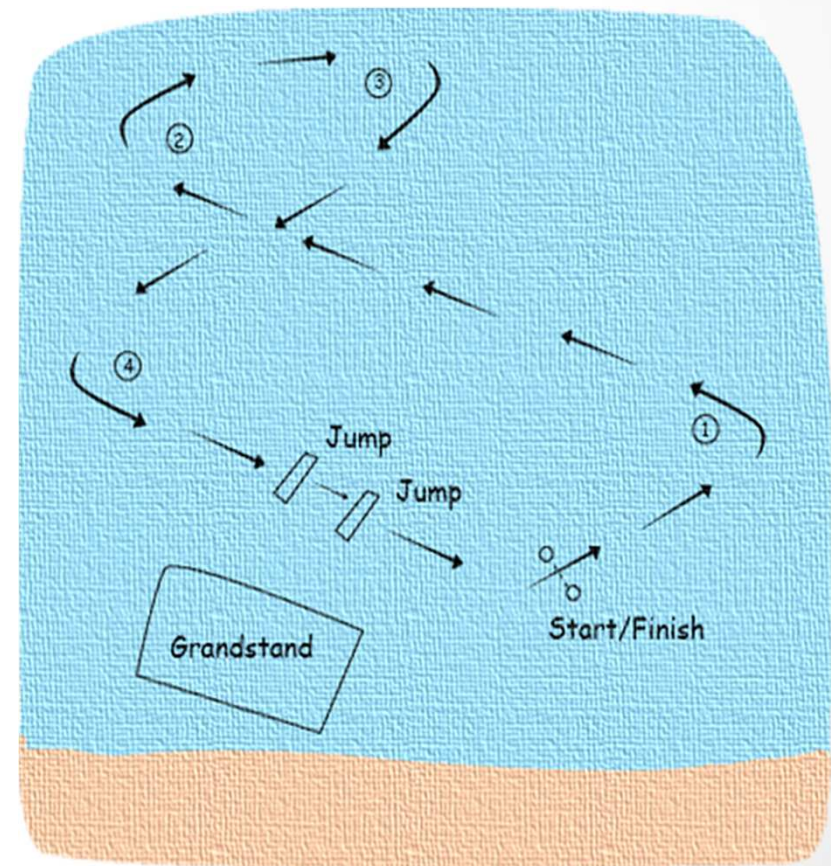


# Initial Course Options

Short Track



Kitecross







# Equipment

- IOC encourages „brand awareness“
- High performance – high tech is attractive to youth
- Board sports „image“ – manufacturer sponsored competitors and teams
- Controlled equipment evolution is „part of the game“



# Implementation & Timeline

- Immediately: include kiteboard short track in ISAF major events and grand final
- Mens only or open event (24 sailors) to further explore course and scoring options
- From 2015 full inclusion in the new sailing world cup
- Grand final: top ten sailors
- 2015: application to include kiteboarding in Youth Olympic Games
- 2017: application to include kiteboarding in Olympic Games