



**CONVENTION**  
Tallinn 2019

Member Federation Leaders Forum: DNA

26 October 2019



**THE NEXT  
CHAPTER**

**DNA MINSK 2019**

**There's**

# DNA MINSK: A REMARKABLE SUCCESS



- The first ever DNA match took place on 23-28 June in Dinamo Stadium, Minsk
- Short-form, mixed team athletics format
- 24 nations; 413 athletes; four days
- Matches with plenty at stake and exciting conclusions
- Party atmosphere and tangible buzz
- A full house, with fans on their feet for finales

# TO ALL THE FEDERATIONS: THANK YOU!



# ENERGETIC, FUN, EXCITING

'It is pure **ADRENALINE** and I love this. You have one attempt. You are in or out. That is amazing and I love it. It's like a fight for your life.'

High jumper Nicolas De Luca, Italy

'Interesting for spectators because they are watching a match, and it's more **EXCITING** for us as well.'

Sprinter Klaudia Sorok, Hungary



'Crazy **ENERGY** in the stadium!'

Long jumper Nastassia Mironchyk-Ivanova, Belarus

'Incredibly **FUN**, and all our athletes... thrived in the collaborative environment.'

Coach Giulio Ciotto, Italy

DNA + ATHLETES =



# TESTIMONIALS





# LESSONS LEARNED; LOOKING AHEAD

## KEY LEARNINGS

- Athletes loved the experience
- Fans responded to innovation and jeopardy
- The Hunt (finale) especially popular with audiences
- ‘Team spirit’ and ‘team competition’ score highest in fan survey
- Mixed gender events really resonated
- Suited to live experience and TV broadcast
- Introduce team camps and team captains

## THE BUSINESS CASE

- Crowd response evidenced engagement and enjoyment – and an appetite for more
- Reach of over 300 million on TV, and nearly 25 million on digital
- DNA thrilled 22,000-capacity stadium across four days
- Clear opportunity to embed more digital technology – for athletes, fans, and consumers on all platforms
- Positive business case and great know-how gained



# DNA: JUST GETTING STARTED

- DNA's mission is not accomplished – we are only just getting started
- DNA can complement athletics on all levels – elite; aspiring; grassroots
- DNA can become a focal point for all that is groundbreaking, exciting and inclusive in athletics
- DNA's goal is to reach and engage new and emerging athletics fans through events, tech and innovation - wherever they are in Europe
- Next up: DNA Indoors. More details to follow!



**THANK  
YOU**



**DYNAMIC NEW ATHLETICS**