



**Global Sports Impact**  
**Event Study**

**sportcal**  
Sports Market Intelligence

Abidjan 2017 World Taekwondo Grand-Prix Final  
& Team Championships

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Data provided by:



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# Overview

Overview

# Executive Summary

<b>Date:</b>	02-06 December 2017
<b>City:</b>	Abidjan
<b>Nation:</b>	Ivory Coast
<b>Venue:</b>	Palais des Sports de Treichville
<b>Owner:</b>	World Taekwondo
<b>Organiser:</b>	Ivory Coast Taekwondo Federation
<b>Frequency:</b>	Annual

The World Taekwondo Grand-Prix Final and Team Championships 2017 were held in Abidjan, Ivory Coast from 2-6 December.

An estimated 5,802 people were in attendance over both events which were broadcast live via one domestic broadcaster and 10 international broadcasters

A total of 192 athletes from 41 nations and six continents competed across both events in Abidjan.

Social media accounts associated with both events grew by 14.2 per cent followers over the event period.

The event was supported by 14 sponsors and partners.



## ECONOMIC

Attendance – Total	5,802
Venues	1

## MEDIA

TV Nations	81
Inc. Magazine / News	n/a
TV Broadcasters	11
Inc. Magazine / News	n/a
TV Continental Reach	5
YouTube Videos	31
YouTube Views	128,554
WT Website Users	20,086
WT Website Sessions	27,182
WT Website Page Views	79,371
Accredited Media	81

## SOCIAL MEDIA (all accounts)

Posts	34
Likes / Comments / Shares	5,215
New Followers	376

## SPONSORSHIP

Event Sponsors / Partners	14
World Taekwondo Partners	3
Main Sponsors	8
Institutional Partners	3

## SPORTING

Athletes – Total	192
Male / Female	108 / 84
Domestic / Overseas	20 / 172
Continental Reach	6
Competing Nations	41
Officials – Total	431

## SOCIAL

Volunteers	298
Domestic / Overseas	298 / 0

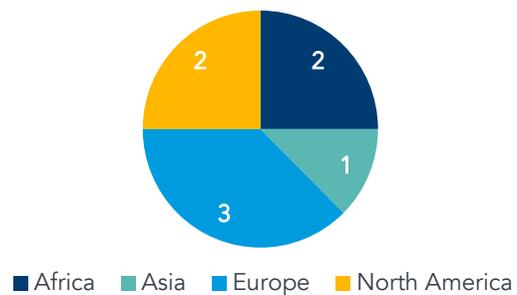
Overview

# Event History

World Taekwondo Grand-Prix Final: Hosts 2013-2020

YEAR	CITY	NATION	CONTINENT
2013	Manchester	United Kingdom	Europe
2014	Queretaro	Mexico	North America
2015	Mexico City	Mexico	North America
2016	Baku	Azerbaijan	Europe
2017	Abidjan	Ivory Coast	Africa
2018	Fujairah	United Arab Emirates	Asia
2019	Moscow	Russia	Europe
2020	Tunis	Tunisia	Africa

Continental hosting distribution, 2013-2020



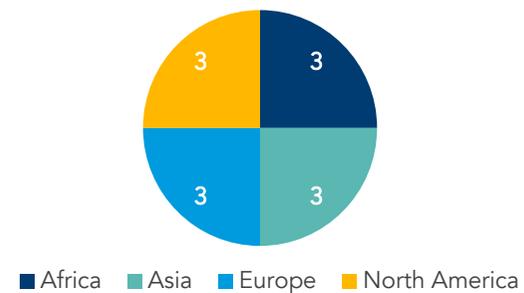
Overview

# Event History

World Taekwondo Team Championships: Hosts 2006-2020

YEAR	CITY	NATION	CONTINENT
2006	Bangkok	Thailand	Asia
2009	Baku	Azerbaijan	Europe
2010	Urumqi	China	Asia
2012	Santa Cruz	Aruba	North America
2013	Abidjan	Ivory coast	Africa
2014	Queretaro	Mexico	North America
2015	Mexico City	Mexico	North America
2016	Baku	Azerbaijan	Europe
2017	Abidjan	Ivory Coast	Africa
2018	Fujairah	United Arab Emirates	Asia
2019	Moscow	Russia	Europe
2020	Tunis	Tunisia	Africa

Continental hosting distribution, 2006-2020



Overview

## Previous Edition

### World Taekwondo Grand-Prix Final 2016

**Date:** 09-10 December 2016  
**City:** Baku  
**Nation:** Azerbaijan  
**Venue:** Sarhadchi Olympic Sport Complex  
**Organiser:** Azerbaijan Taekwondo Federation

ECONOMIC	
Attendance - Total	n/a
Venues	1
SPORTING	
Athletes - Total	114
Male / Female	60 / 54
Domestic / Overseas	5 / 107
Continental Reach	6
Competing Nations	39

MEDIA	
TV Continental Reach	n/a
TV Nations	84
Inc. Magazine / News	n/a
Broadcasters	11
Inc. Magazine / News	n/a
Accredited Media	71
SOCIAL	
Volunteers	11

### World Taekwondo Team Championships 2016

**Date:** 12-13 December 2016  
**City:** Baku  
**Nation:** Azerbaijan  
**Venue:** Sarhadchi Olympic Sport Complex  
**Organiser:** Azerbaijan Taekwondo Federation

ECONOMIC	
Attendance - Total	800
Venues	1
SPORTING	
Athletes - Total	89
Male / Female	43 / 46
Domestic / Overseas	13 / 76
Continental Reach	3
Competing Nations	10

MEDIA	
TV Continental Reach	n/a
TV Nations	84
Inc. Magazine / News	n/a
Broadcasters	11
Inc. Magazine / News	n/a
Accredited Media	71
SOCIAL	
Volunteers	11

Overview

# Host Profile

## Ivory Coast

Size: 322,463 km<sup>2</sup>  
 Population: 24,184,810 (2017)  
 GDP per capita: \$3,600 (2016)  
 GDP growth: 7.7% (2016)  
 Nations Index\*: 69 (2017)



Bio: Ivory Coast is located in West Africa. The city of Yamoussoukro is its political capital and Abidjan is the economic capital of the country.

## Abidjan

Size: 2,119 km<sup>2</sup>  
 Population: 4,395,243 (2014)  
 Cities Index\*: 232 (2017)  
 Bio: Abidjan is situated in the south of Ivory Coast and is the most populated city in the country.

\*Sportcal Global Sports Nations and Cities Indices can be found at: [www.sportcal.com/impact](http://www.sportcal.com/impact)

Overview

# Venue

## Palais des Sports de Treichville

Capacity: 3,400  
 Venue type: Permanent  
 Admission type: Non-ticketed\*\*



### Selected major sports events hosted in Ivory Coast: 2009-2021

SPORT	HOST	EVENT
Soccer	Various	Orange African Nations Championship 2009
Basketball	Abidjan	Afrobasket Men 2013
Taekwondo	Abidjan	WTF World Cup Taekwondo Team Championships 2013
Games	Abidjan	Games of La Francophonie 2017
Cycling - road	Various	UCI Africa Tour 2017
Taekwondo	Abidjan	Abidjan 2017 World Taekwondo Grand-Prix Final
Taekwondo	Abidjan	Abidjan 2017 World Taekwondo Team Championships
Soccer	Various	Total Africa Cup of Nations 2021

\*\*Grand-Prix Final was ticketed on the first day of competition.

# Economic



Economic

# Attendance

## Attendance by type

TYPE	
Spectators	4,800*
Accredited persons	1,002
<b>TOTAL</b>	<b>5,802</b>

\*Spectator attendance data is an estimation

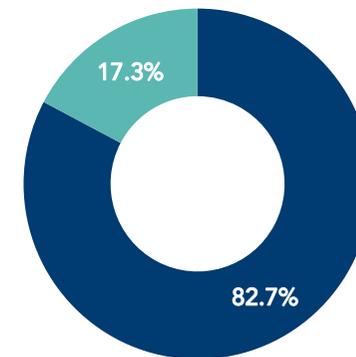
Over the four days of competition a total of 5,802 persons attended the Abidjan Grand-Prix Final and Team Championships.

It is estimated that there were 4,800 spectators in attendance, which averages around 1,200 spectators per day.

There were also 1,002 accredited persons present across both World Taekwondo events in Abidjan.

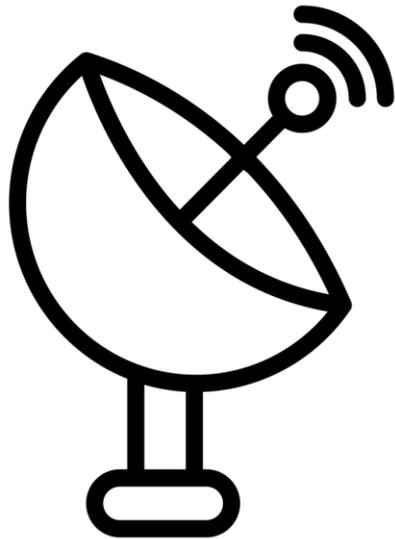
The event was ticketed on the first day (02 December) however, tickets for the remaining three competition days were subsidised free-of-charge by an Ivorian national company.

## Attendance by day



■ Spectators ■ Accredited persons

# Media



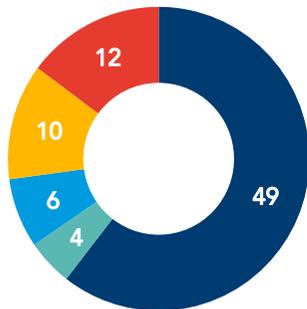
Media

# Television Broadcast

## TV broadcasters overview

MEASURE	
Broadcasters	11
TV nations	81
TV continental reach	5

## TV nations by continent



■ Africa ■ Asia ■ Europe ■ North America ■ South America

\* Mexico, Colombia, Peru, Venezuela, Chile, Ecuador, Guatemala, Cuba, Haiti, Bolivia, Dominican Republic, Honduras, Paraguay, Nicaragua, El Salvador, Costa Rica, Panama, Uruguay.

\*\* Argentina, Bolivia, Chile, Colombia, Ecuador, Guyana, Paraguay, Peru, Suriname, Uruguay, Venezuela. Guinea-Bissau, Kenya, Lesotho, Liberia, Malawi, Mali, Mauritania, Niger, Sao Tome & Principe, Seychelles, Sierra Leone, Somalia, Sudan, South Sudan.

\*\*\* Benin, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Congo, Djibouti, DR Congo, Equatorial Guinea, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Lesotho, Mali, Mauritania, Niger, Nigeria, Senegal, Sierra Leone, Togo.

## TV broadcasters breakdown

TERRITORY	BROADCASTER	ACCESS	RIGHTS TYPE
Americas*	Claro TV	Pay-TV	Live, delay, highlights
Brazil	Globo TV	Pay-TV	Live, delay, highlights
China	CCTV5	Free-to-air	Live, delay, highlights
Europe & Africa****	SFR	Pay-TV	Live, delay, highlights
French-speaking African countries***	Canal+	Pay-TV	Live, delay, highlights
Iran	IRIB	Free-to-air	Live, delay, highlights
Ivory Coast	RTI	Free-to-air	Live, delay, highlights
Korea	SBS	Free-to-air	Live, delay, highlights
Morocco	SNRT	Free-to-air	Live, delay, highlights
South America (excluding Brazil)**	TyC	Pay-TV	Live, delay, highlights
Spain	TVE	Free-to-air	Live, delay, highlights

\*\*\*\* France, Belgium, Portugal, Switzerland, Luxembourg, Israel, Nigeria, Tanzania, Uganda, Burundi, Rwanda, Mozambique, Central African Republic, Guinea, Senegal, Zimbabwe, Benin, Ivory Coast, Angola, Botswana, Ghana, Cameroon, DR Congo, Equatorial Guinea, Ethiopia, Gabon, Madagascar, Mauritius, Namibia, Swaziland, Zambia, Burkina Faso, Cape Verde, Chad, Comoros, Congo, Djibouti, Eritrea, Gambia,

Media

# YouTube

World Taekwondo YouTube channel summary: event period

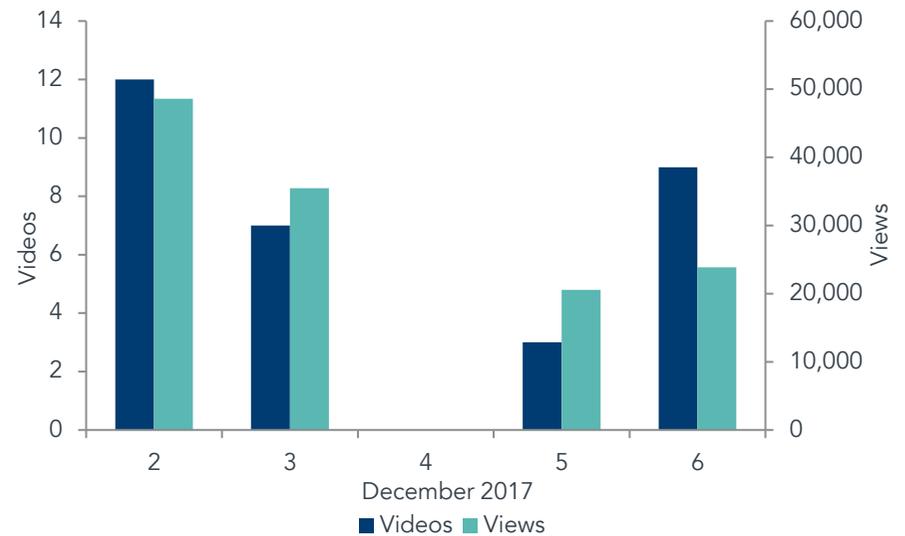
	2-6 Dec	Day average
Videos	31	6.2
Views	128,554	25,710.8
New subscribers	888	177.6

During the event period the official World Taekwondo YouTube account posted 31 videos totaling 128,554 views and gained 888 new subscribers. On average, World Taekwondo’s YouTube videos were viewed over 25,000 times a day.

Media

# YouTube

World Taekwondo YouTube channel summary: event period



Media

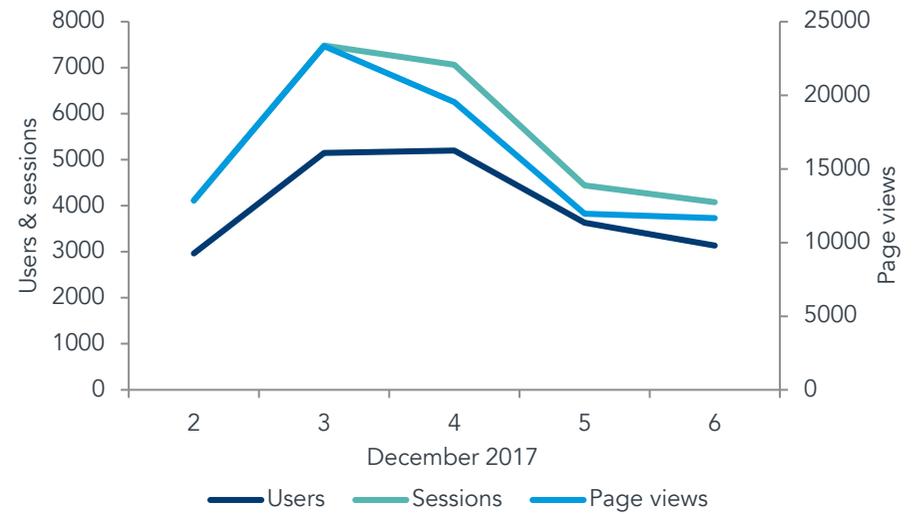
# Website

World Taekwondo website visitor summary: event period (02–06 Dec 2017)

	02-06 Dec	Day average
Users	20,086	4,017
Sessions	27,182	5,436
Page views	79,371	15,874

The World Taekwondo website ([www.worldtaekwondo.org](http://www.worldtaekwondo.org)) received 79,371 page views from 20,086 users during the competition, averaging fewer than 16,000 views per day.

World Taekwondo website analytics: event period (02–06 Dec 2017)



Media

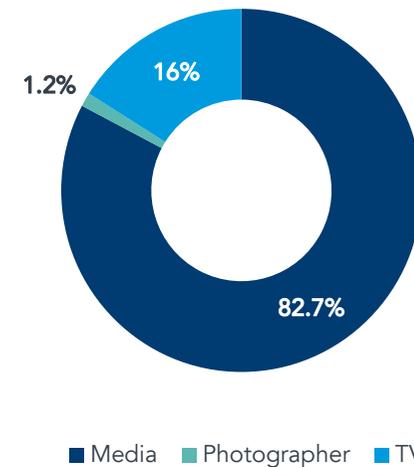
# Accredited Media

Accredited media by nation

NATION	
Ivory Coast	64
Other	17
<b>TOTAL</b>	<b>81</b>

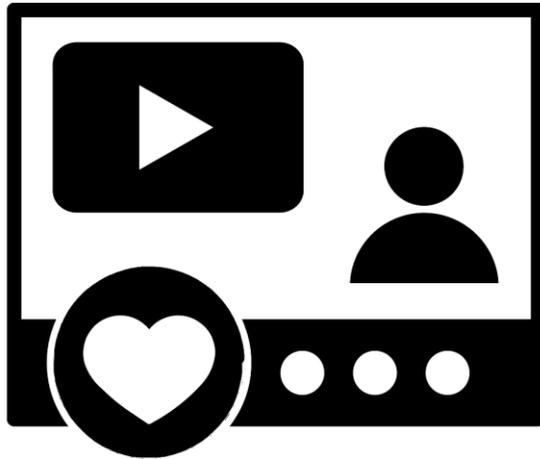
There were 81 accredited media at the world championships; of which 21 per cent (17) were from overseas, and 79 per cent (64) were domestic media.

Accredited media by role



Most accredited media (82.7%) attending the event were domestic general media personnel. The roles of domestic media were not specified. There were also 13 television personnel (16%) onsite and one official photographer (1.2%) representing World Taekwondo.

# Social Media



Social Media

# Overview

Social media figures: all accounts activity event period

	02-06 Dec	Day average
Posts	34	6.8
Likes	4,575	915
Shares	578	115.6
Comments	62	12.4
New pages likes	376	14.2%

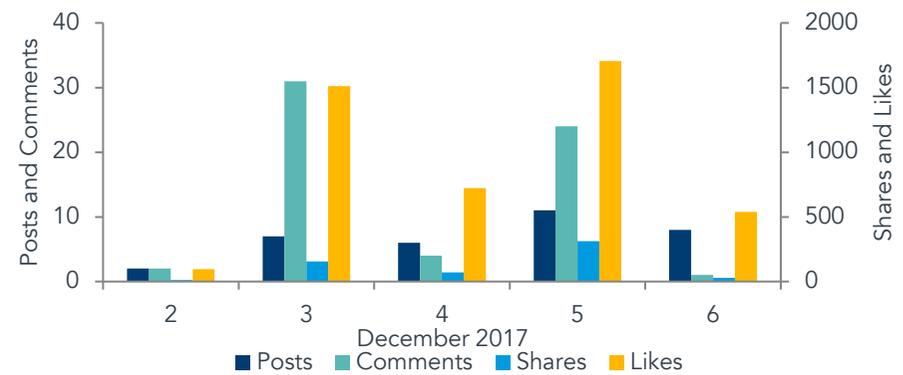
Sportcal measured the official Facebook and Twitter accounts of World Taekwondo. Sportcal also measured the Facebook account of the Ivorian Taekwondo Federation. Instagram was also measured, however there were no posts during the event period.

Combined over the five days of competition, these accounts recorded 34 posts, 4,575 likes, 578 shares, 62 comments and 376 new followers.

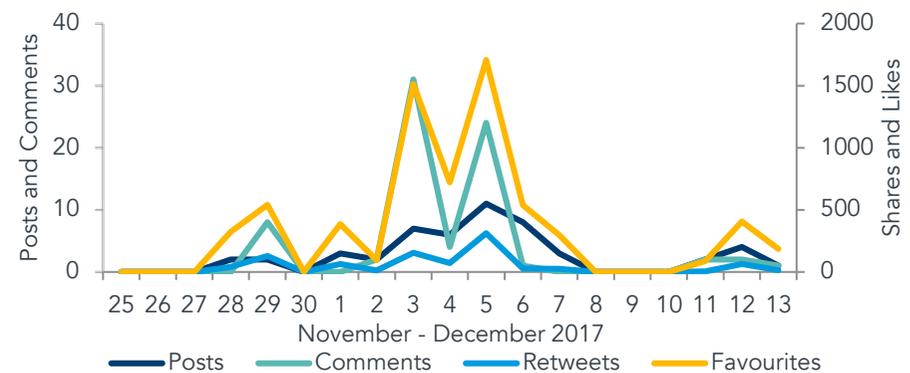
Footnotes

Facebook and Twitter activity was measured 48 hours after publication.

All accounts activity event period: (02-06 Dec)



All accounts activity extended period: (25 Nov-13 Dec)



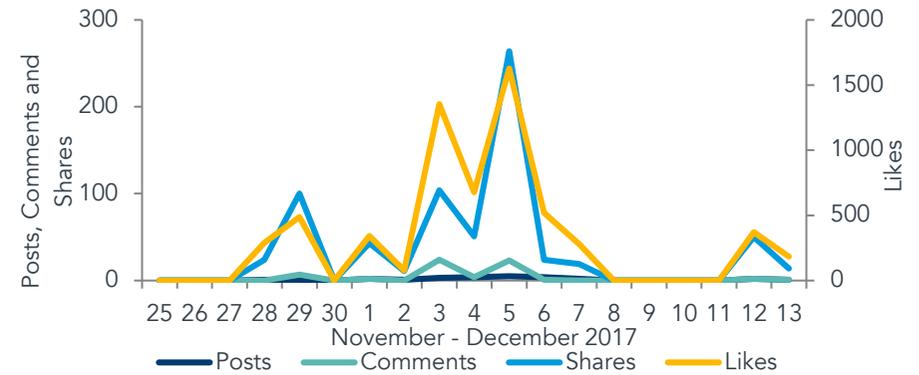
Social Media

# Facebook | (WorldTaekwondo1)

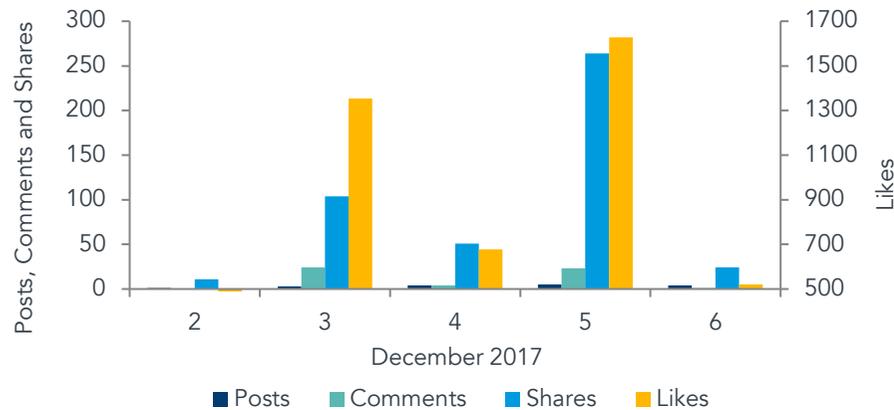
World Taekwondo Facebook activity event period

	02-06 Dec	Day average
Posts	17	3.4
Likes	4,257	851.4
Shares	454	90.8
Comments	52	10.4
New pages likes	215	43

World Taekwondo: Facebook activity extended period: (25 Nov-13 Dec)



World Taekwondo: Facebook activity event period (02-06 Dec)



World Taekwondo: Facebook followers growth extended period: (25 Nov-13 Dec)



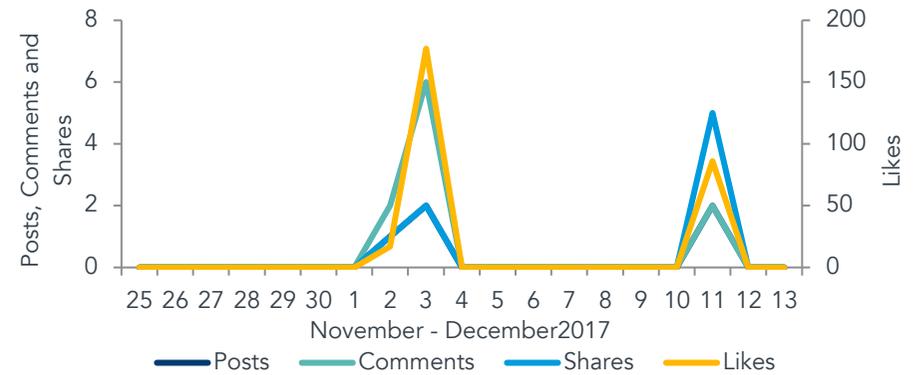
Social Media

# Facebook | Ivorian Taekwondo Federation (FITKD)

*FITKD: Facebook activity event period*

	02-06 Dec	Day average
Posts	3	0.6
Likes	194	38.8
Shares	3	0.6
Comments	8	1.6
New pages likes	39	7.8

*FITKD: Facebook activity extended period: (25 Nov-13 Dec)*



*FITKD: Facebook activity event period (02-06 Dec)*



*Facebook activity extended period: (25 Nov-13 Dec)*



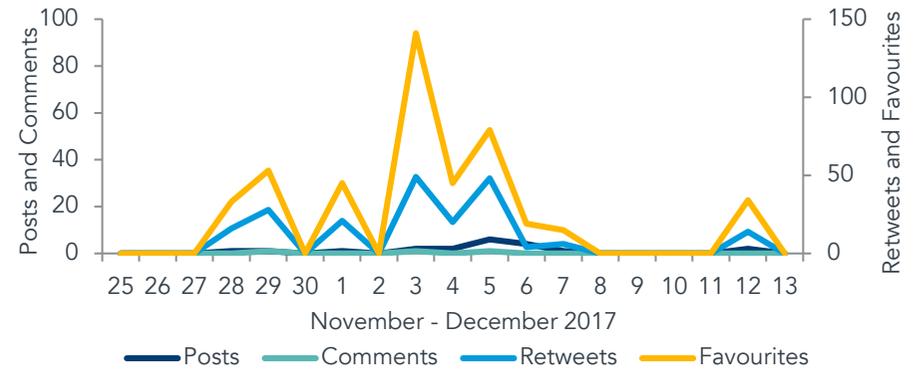
Social Media

# Twitter | (@WorldTaekwondo1)

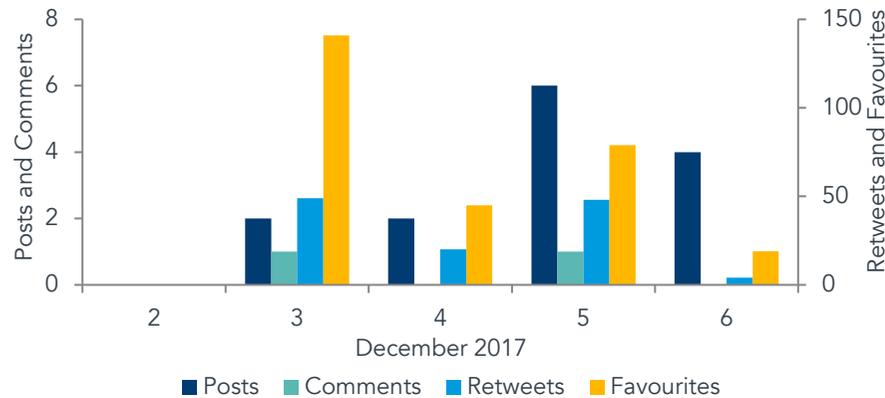
World Taekwondo Twitter activity event period

	02-06 Dec	Day average
Posts	14	2.8
Likes	284	56.8
Shares	121	24.2
Comments	2	0.4
New pages likes	122	24.4

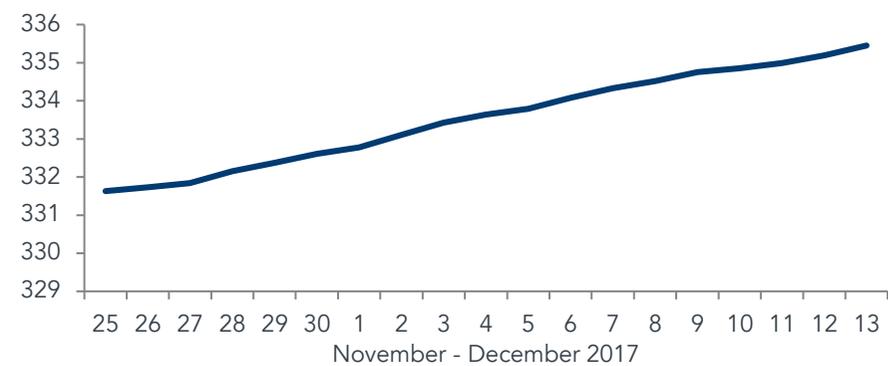
World Taekwondo: Twitter activity extended period: (25 Nov-13 Dec)



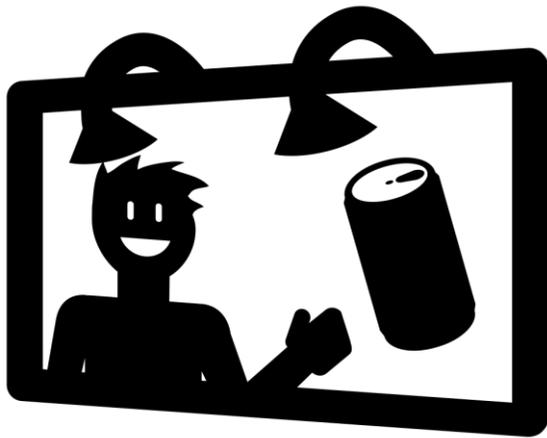
World Taekwondo: Twitter activity event period: (02-06 Dec)



World Taekwondo: Twitter followers growth extended period: (25 Nov-13 Dec)



# Sponsorship



Sponsorship

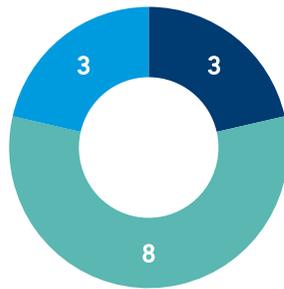
# Overview

*Event sponsors/partners breakdown*

PARTNERSHIP	
World Taekwondo partners	3
LOC partners	8
Institutional partners	3
<b>TOTAL</b>	<b>14</b>

The World Taekwondo Grand-Prix Final and Team Championships was supported by a total of 14 partners, comprising three World Taekwondo partners, eight event sponsors and three institutional partners.

*Partners breakdown by type*



■ World Taekwondo partners ■ LOC partners ■ Institutional partners

*Partners and sponsors breakdown by level and sector*

WORLD TAEKWONDO PARTNERS	SECTOR
Booyoung	Construction
Kukkiwon	Venue
Dae Do	Sports equipment
<b>TOTAL</b>	<b>3</b>

MAIN SPONSORS	SECTOR
Awa	Beverages
Caisse Nationale de Prévoyance Social	Insurance
Compagnie Ivoirienne d'Electricité	Energy
ÉOLIS	Logistics
Nostalgie	Media
Orange Côte d'Ivoire	Telecommunications
Société Générale de Banques en Côte d'Ivoire	Banking
Radio Télévision Ivoirienne	Media
<b>TOTAL</b>	<b>8</b>

INSTITUTIONAL PARTNERS	SECTOR
District autonome d'Abidjan	Government
Ministère des Sports et des Loisirs	Government
Port Autonome d'Ivoire Abidjan	Government
<b>TOTAL</b>	<b>3</b>

# Sporting



Sporting

# Nations | Grand-Prix Final

Competing nations by continent (2014, 2015, 2016 & 2017)

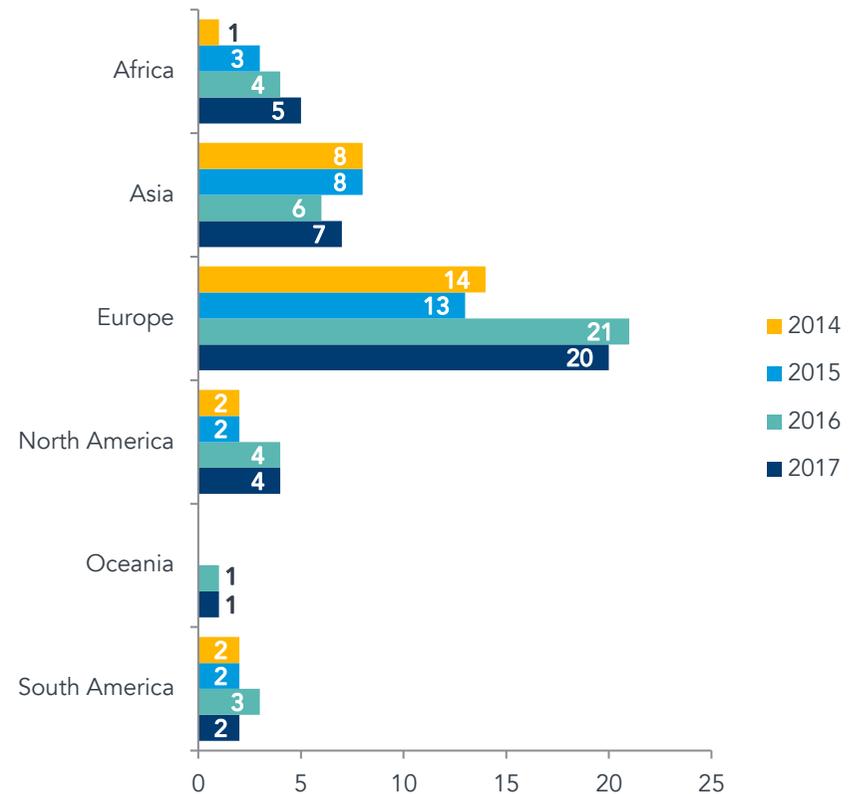
CONTINENT	2014	2015	2016	2017
Africa	1	3	4	5
Asia	8	8	6	7
Europe	14	13	21	20
North America	2	2	4	4
Oceania	0	0	1	1
South America	2	2	3	2
<b>TOTAL</b>	<b>27</b>	<b>28</b>	<b>39</b>	<b>39</b>

In total 39 nations from six continents were present at the World Taekwondo Grand-Prix Final.

Europe was the most represented continent with 20 (51.3%) nations present, followed by Asia with seven (17.9%).

The 2017 finals equaled the highest total of participating nations at a Grand-Prix Finals. Africa is the only continent to have registered a year-on-year increase in competing nations since the inaugural edition in 2014.

Competing nations by continent (2014, 2015, 2016 & 2017)



Sporting

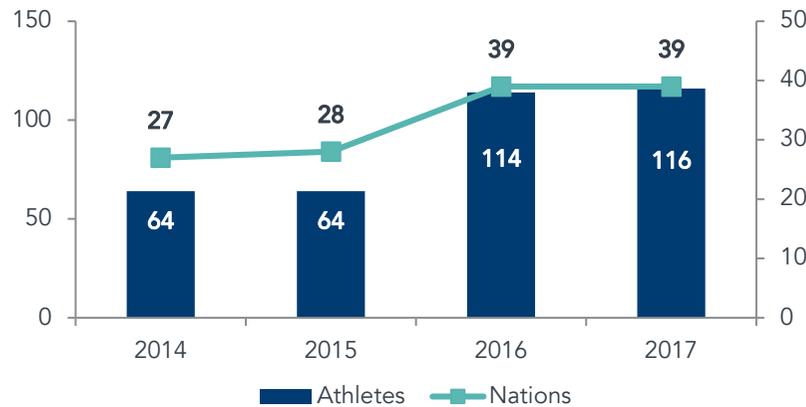
# Athletes | Grand-Prix Final

Athletes overview (2014, 2015, 2016 & 2017)

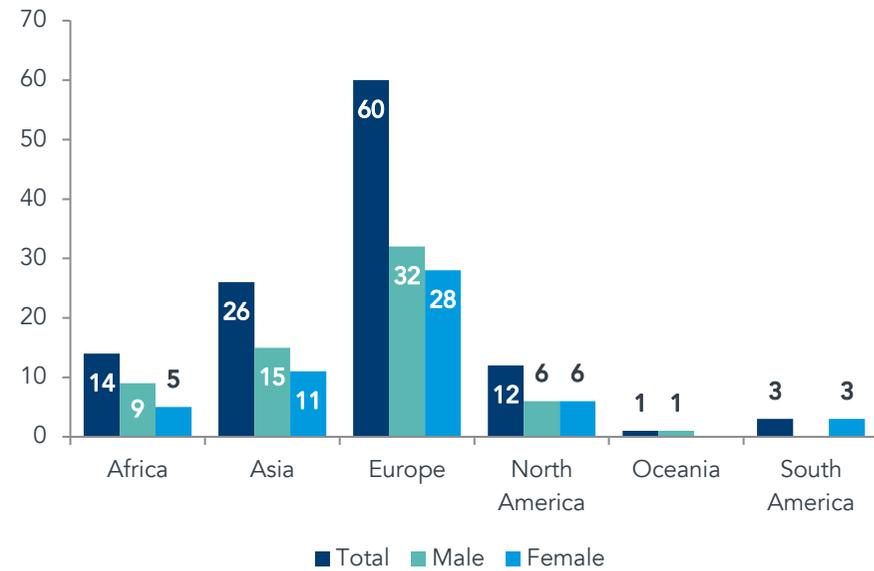
	2014	2015	2016	2017
Athletes	64	64	114	116
Male/Female	32/32	32/32	60/54	63/53
Domestic	9	6	5	8
Overseas	55	58	109	108

116 athletes competed at the World Taekwondo Grand-Prix Final 2017, with male athletes accounting for 54.3 per cent (63) and female athletes comprising 45.7 per cent (53) of all athletes present. There were eight domestic athletes present, with 108 hailing from overseas.

Number of athletes and nations 2014–2017



Athletes by gender and continent 2017



Europe (60, 51.7%) was the most represented continent at the championships. 26 athletes came from Asia (22.4%), 14 were from Africa (12.1%), 12 from North America (10.3%) and three from South America (2.6%). Oceania had the lowest representation (1, 0.9%).

Sporting

# Nations | Team Championships

Competing nations by continent (2014, 2015, 2016 & 2017)

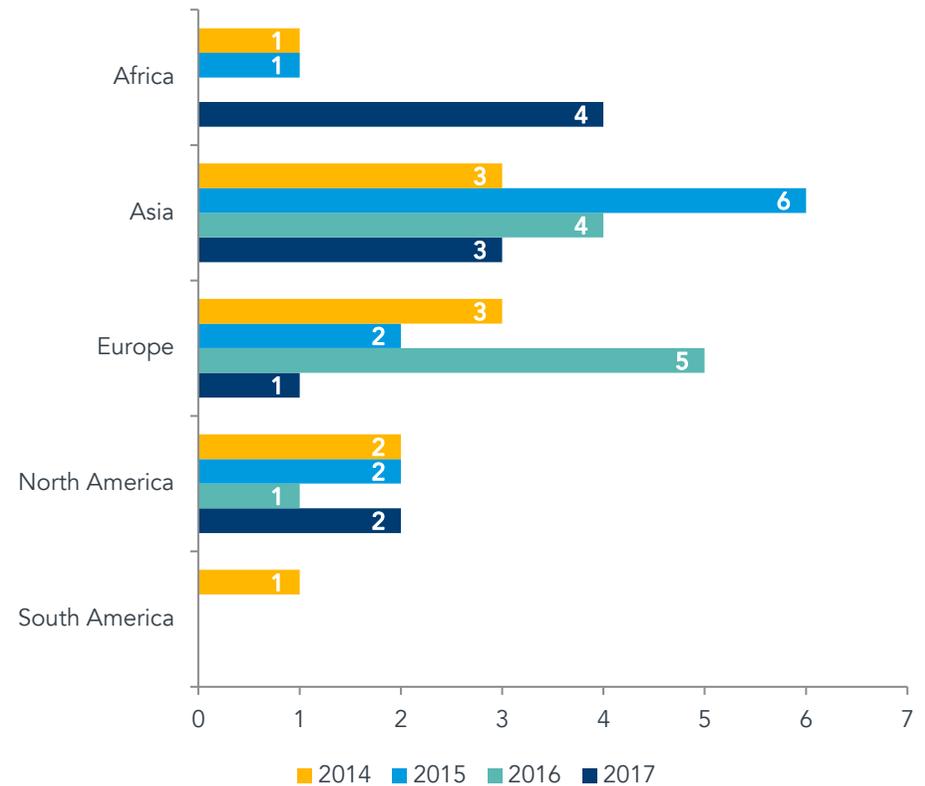
CONTINENT	2014	2015	2016	2017
Africa	1	1	0	4
Asia	3	6	4	3
Europe	3	2	5	1
North America	2	2	1	2
Oceania	0	0	0	0
South America	1	0	0	0
<b>TOTAL</b>	<b>10</b>	<b>11</b>	<b>10</b>	<b>10</b>

In total 10 nations from four continents were present at the World Taekwondo Team Championships.

Africa was the most represented continent with four (40%) nations present, followed by Asia with three (30%). There were also two North American nations (20%) and one European nation (10%).

There has still been no representation from the Oceania region at a World Taekwondo Team Championships.

Competing nations by continent (2014, 2015, 2016 & 2017)



Sporting

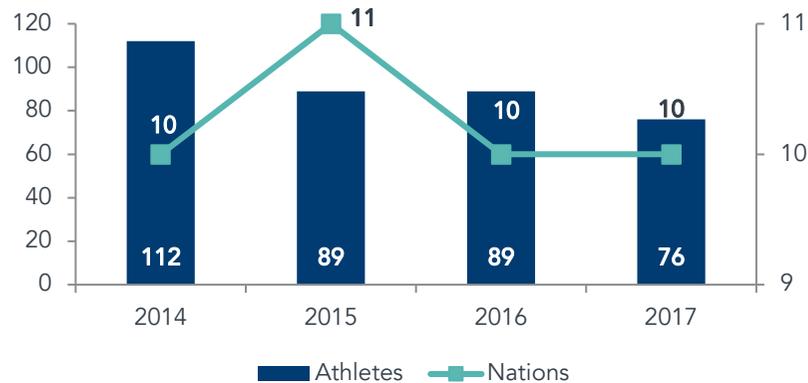
# Athletes | Team Championships

Athletes overview (2014, 2015, 2016 & 2017)

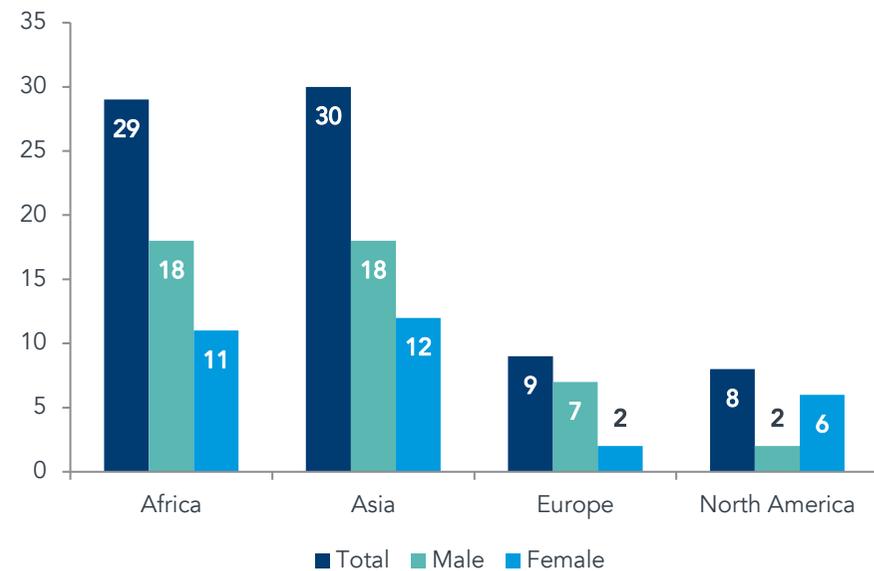
	2014	2015	2016	2017
Athletes	112	89	89	76
Male/Female	56/56	48/41	43/46	45/31
Domestic	14	12	13	12
Overseas	98	77	76	64

76 athletes competed at the World Taekwondo Team Championships, with male athletes accounting for 59.2 per cent (45) and female athletes comprising 40.8 per cent (31) of athletes present. There were 12 domestic athletes present, with 64 hailing from overseas.

Number of athletes and nations 2014–2017



Athletes by gender and continent 2017



30 athletes (39.5%) competing at the Team Championships were from the continent of Asia, the highest representation of any continent in Abidjan. 29 athletes came from Africa (38.2%), nine were from Europe (11.8%) and eight from North America (10.5%).

Sporting

# Officials

## Officials breakdown

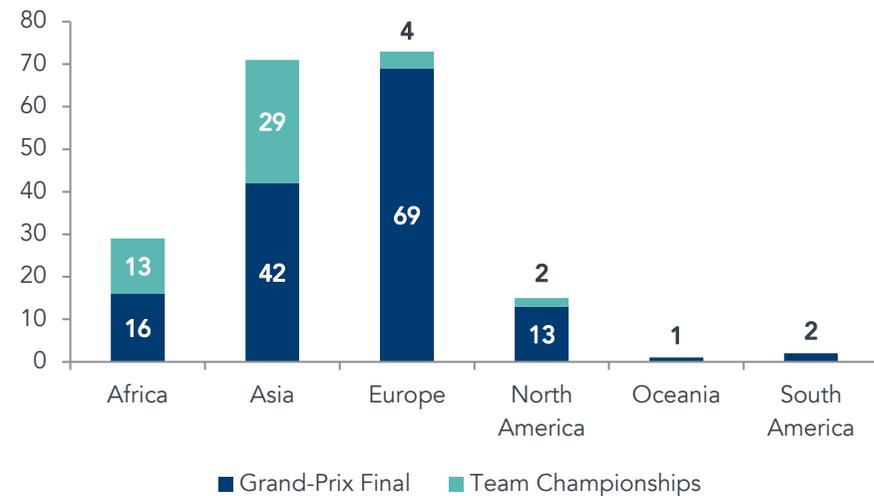
TYPE	
Guest, Observer, VIP	26
LOC Staff & Contractors	140
Team Officials Grand-Prix Final	143
Team Officials Team Championships	48
Technical Officials	45
World Taekwondo Delegates	12
World Taekwondo Staff	17
<b>TOTAL</b>	<b>431</b>

In total there were 431 officials present at the World Taekwondo Grand-Prix Final and Team Championships in Abidjan.

191 officials were team officials for the 40 competing nations, while 45 technical personnel officiated at the championships.

World Taekwondo staff and delegates (17, 12), guests, observers and VIPs (26) and LOC staff and contractors (140) accounted for the remaining officials in Abidjan.

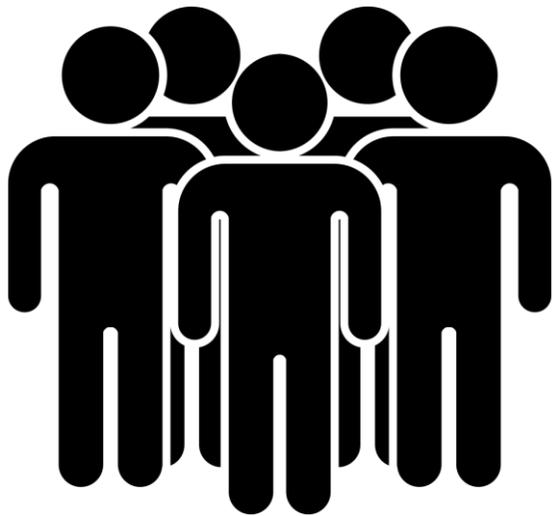
## Team officials breakdown by continent



Europe was the most represented continent by all team officials in Abidjan (73, 38.2%) closely followed by team officials from Asia (71, 37.2%).

When broken down by competition, European team officials were the most represented continent during the Grand-Prix Finals (69, 48.3%), and Asia was the most represented continent by team officials at the Team Championships (29, 60.4%).

# Social



Social

# Volunteers

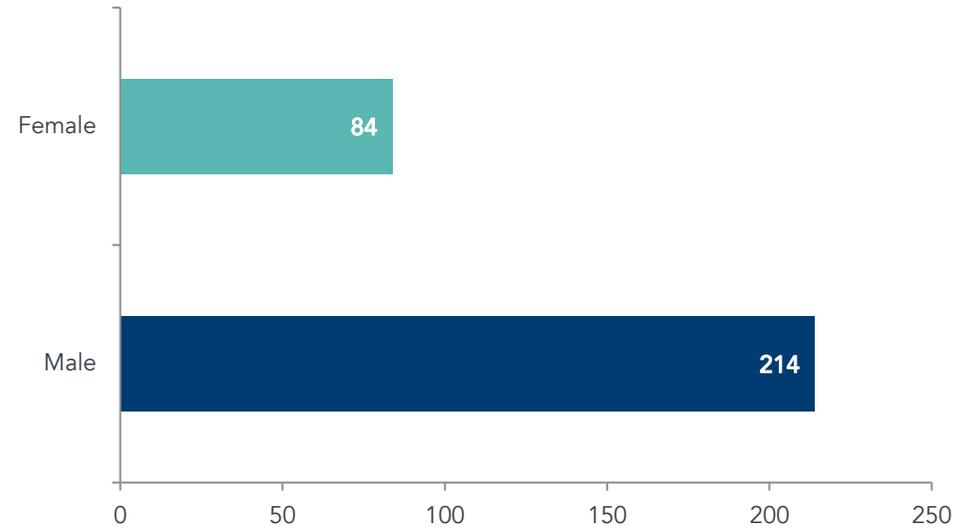
## Volunteer breakdown

TYPE	
Volunteers	298
Male	214
Female	84
Domestic	298
Overseas	0

In total there were 298 volunteers present across both the World Taekwondo Grand-Prix Final and Team Championships in Abidjan.

All 298 volunteers were from the host nation, with no international volunteers present during either event.

## Gender breakdown of volunteers Abidjan 2017



There were more male volunteers (71.8%, 214) present at the championships than female volunteers (28.2%, 84).



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