THEME 17
FINA COMPETITION UPDATE
NEW ACTIVITIES IN WATERPOLO

SPEAKER: KEN KURODA
TWPC MEMBER
# Overview of Current FINA Water Polo Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Number of Teams</th>
<th>Frequency</th>
<th>Current Status</th>
<th>Improvement Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Championships</td>
<td>16 Men Teams 16 Women Teams</td>
<td>Every Odd Year</td>
<td>Most Successful WP Event</td>
<td>Consider More Participants</td>
</tr>
<tr>
<td>Olympic Games <em>IOC Event</em></td>
<td>12 Men Teams 10 Women Teams</td>
<td>Every 4 Even Years</td>
<td>Most Prestigious WP Event</td>
<td>Team Roster Up To 13 Women Teams Up To 12</td>
</tr>
<tr>
<td>World League</td>
<td>Up to 21 Men Up to 16 Women</td>
<td>Every Year</td>
<td>Largest Number of Participating Teams</td>
<td>Need the Improvement on Competition Format</td>
</tr>
<tr>
<td>World Cup</td>
<td>8 Men Teams 8 Women Teams</td>
<td>Every 4 Even Year</td>
<td>Top Teams Cup</td>
<td>Has Lost Its Original Value Need to Improve Interest</td>
</tr>
<tr>
<td>Development Trophy</td>
<td>12 Men Teams</td>
<td>Every Odd Year</td>
<td>Development</td>
<td>Motivation Improvement Need to Be Rebranded</td>
</tr>
<tr>
<td>World Youth Championships U18</td>
<td>20 Men 16 Women</td>
<td>Every Even Year</td>
<td>Athletes Pathway</td>
<td>Encourage Participation From All 5 Continents</td>
</tr>
<tr>
<td>World Junior Championships U20</td>
<td>20 Men 16 Women</td>
<td>Every Odd Year</td>
<td>Athletes Pathway</td>
<td>Encourage Participation From All 5 Continents</td>
</tr>
</tbody>
</table>
OUR VISION

- WATER POLO MORE ACCESSIBLE FOR TEAMS AND YOUTH
- OUR GAMES MORE ENJOYABLE FOR FANS
- OUR PRODUCTS MORE ATTRACTIVE FOR COMMERCIAL PARTNERS
- OUR COMPETITION MORE ATTRACTIVE FOR HOST
OBJECTIVES

• **ENHANCING** THE HIGH-LEVEL COMPETITION SYSTEM BY CREATING A NEW EXCITING EVENTS
• MAKING FINA COMPETITIONS MORE **INTERESTING** AND **EASY** TO PLAY
• MAKING THE GAME MORE INTERESTING FOR **COMMERCIAL PARTNERS**
• **REBRANDING** SOME TOURNAMENTS
• MAKE FINA COMPETITION **EASY TO WATCH**
• **TO ESTABLISH** FINA WP CALENDAR FOR 4 YEAR PERIOD AND **TO FACILITATE** THE ORGANIZATION FOR THE HOST CITY
• **CREATING** **NEW TOURNAMENTS**
• **EXPANDING** THE WATER POLO COMMUNITY
• **LAUNCH** **NEW COMPETITION FORMATS**
• **ENHANCING** FINA COMPETITION GEOGRAPHY
WORLD CHAMPIONSHIPS

CURRENT STATUS:
• MOST SUCCESSFUL WATER POLO EVENT

IMPROVEMENT PROPOSALS:
• INCREASE THE PARTICIPANTS UP TO 20-24
• EXTEND TOURNAMENT PERIOD FROM CURRENT 7 GAME DAYS TO 9 GAME DAYS
• PRELIMINARY ROUND GAMES HAVE TO BE PLAYED IN DIFFERENT CITIES
NEW PROPOSAL FOR FORMAT FOR FINA WORLD CHAMPIONSHIPS
FOR 20 TEAMS

CITY A
GROUP 1
5 TEAMS

CITY B
GROUP 2
5 TEAMS

CITY C
GROUP 3
5 TEAMS

CITY D
GROUP 4
5 TEAMS

CITY A
1st–16th PLACES
BENEFITS

- **EXPANDING TERRITORY — PROMOTING**
- **REDUCING THE NUMBER OF GAMES PER DAY**
- **ABILITY TO HOLD MORE SPECTATORS AT THE POOL**
- **EXPANDING OPPORTUNITIES**
- **NUMBER OF VIEWERS ON DIGITAL PLATFORMS AND TV**
- **MORE SPONSORS**
- **MORE LOCAL MEDIA**
- **EASIER CONDITIONS FOR THE HOST**
- **COMPLIANCE WITH IOC AGENDA 2020**
FINA WATER POLO WORLD LEAGUE
FINA’S ANNUAL WATERPOLO EVENT

CHALLENGES
• NO COMMERCIAL VALUE
• DIFFICULTY TO FIND SPONSORS AND HOSTS

IMPROVEMENT PROPOSAL
• CHANGE THE FORMAT OF COMPETITIONS
• MAKE THE CONDITIONS ATTRACTIVE FOR THE HOST
FINA WATER POLO WORLD LEAGUE 2019 PROPOSAL

PRELIMINARY TOURNAMENTS AND SUPER FINAL:

MORE THAN 16 TEAMS
EUROPE

FINA WL EUROPE QUAL 1

FINA WL EUROPE FINAL

FINA WL INTER CONTINENTAL CUP

FINA WL SUPER FINAL

FINA WL EUROPE QUAL 2
DEVELOPMENT TROPHY

CHALLENGES

• MOTIVATION FOR PARTICIPANTS
• COMPETITION VALUE
• COMMERCIAL VALUE
• COMPETITION FORMAT

NEW CONCEPT

• NEEDS TO BE REBRANDED → “FINA CHALLENGERS CUP”
• OPTION - WINNER QUALIFIES TO WORLD CHAMPIONSHIPS
• ELIGIBLE PARTICIPANTS + 25TH OF WORLD RANKING
GOALS

• PROVIDE MORE MOTIVATION TO PARTICIPANTS

• POTENTIAL PATHWAY FROM CHALLENGERS CUP TO WORLD CHAMPIONSHIPS
NEW CONCEPT: AGE GROUP DEVELOPMENT

U16 “FINA OPEN WORLD CHAMPIONSHIP”

• **NO** QUALIFICATION SYSTEM
• **OPEN** REGISTRATION
• HELD IN **DIFFERENT CITIES** – COMPLIANT WITH IOC AGENDA
• ROUND ROBIN PRELIMINARY FOLLOWED BY QF, SF, FINAL
• POOL UP TO 25 M X UP TO 20 M **MAY BE USED**
• ONCE EVERY **2 YEARS**
IF PLAN A DOES NOT WORK, THE ALPHABET HAS 25 MORE LETTERS...