MARKETING UNIT

Andrea Cuneo

ISSF | INTERNATIONAL SHOOTING SPORT FEDERATION

Marketing Objectives

ISSF Objectives

- Increase the popularity and reach of shooting disciplines

- Boost the number of athletes, particularly among younger generations

- Make our sport more modern and appealing

The role of marketing is to:

- Enhance visibility in national and international media

- Identify new financial resources to support the growth of the sport and young athletes

- Develop countries with untapped potential, leveraging new technologies for support

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ISSF House

- **12 Days** of **Event**

- Each evening featured a **unique theme** dedicated **to all continents**

- **Over 5,000 guests** in attendance

- Consistent presence of athletes, including more than **45 medalists** and **70 athletes** who participated in meetings and interviews

- A **dedicated house** for broadcasters and journalists

- This setup allowed us to achieve **outstanding visibility** on both broadcasting platforms and social media.

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Media results Paris 2024

Research conducted across 20 countries

- **307.8 million people reached,** +4.5% vs. Tokyo

- **2,715 hours of broadcast** with a population share of **6.8%**

- **Average age: 42.2,** with a peak among **30-49 years**

- **Main countries:** China, South Korea, and India

- On social media, **Yusuf Dikec** and **Manu Bhaker** went viral.

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New Approach to TV Production

- **Direct management** by **ISSF** for **all video production** of international competitions

- Implementation of **new technologies** and **production standards** to ensure top quality

- Supplier selection through a transparent process to secure the **best service** while **controlling costs**

Thanks to this enhanced production quality, our sport will become more appealing for both television broadcasting and streaming platforms.

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Supporting Local Distribution of TV Rights

Empowering member federations to directly manage TV rights for free-to-air broadcasting of international competitions

- Development of tailored packages with costs adjusted to the size of each federation
- Introduction of new rights for the use of athletes' images during competitions

Objective: To enhance the ability of local federations to engage with their national media, maximizing global visibility for the sport.

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New Management of Global Networks

- ISSF is responsible for managing networks with transnational coverage to ensure greater negotiating power.

- Several networks have already been approached by ISSF to establish a global agreement.

- These are exclusively pay-TV channels.

- If a deal is reached, we will notify each customer affected by the agreement.

- If anyone is interested in negotiating pay-TV rights, they are welcome to contact us.

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Esport Olympic Games

Current Projects

1. Virtual Reality:

- A fully immersive simulation of the shooting sport experience in a digital world.

- Currently undergoing upgrades.

- Available to federations upon request for their events.

2. ISSF Official Fortnite Map:

- Development of a global digital arena where players from around the world can engage with our disciplines from the comfort of their homes

- With this map, we have applied to participate in the 2025 Esports Olympics in Saudi Arabia. There, we will bring the top players from around the world who prove to be the absolute best in their discipline.

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Sponsorship Opportunities

A Growing Network of Partners

- Many companies are already on board as sponsors.

- More events, higher production quality for competitions, and increased visibility of our disciplines will help us attract new brands.

- These external funds will allow us to expand budgets for our sports development projects.

- Currently, we have engaged industry-specific sponsors, but our goal is to secure partnerships beyond the sector, targeting industries such as banking, insurance, automotive, and technology.

ISSF — INTERNATIONAL SHOOTING SPORT FEDERATION

RWS — SINCE 1886

MATTARELLI

BERETTA

PROMATIC

SU**OTER

SIUS — SWISS PRECISION

Capapie — Makes It Easy

FIOCCHI

B&P — Baschieri & Pellagri

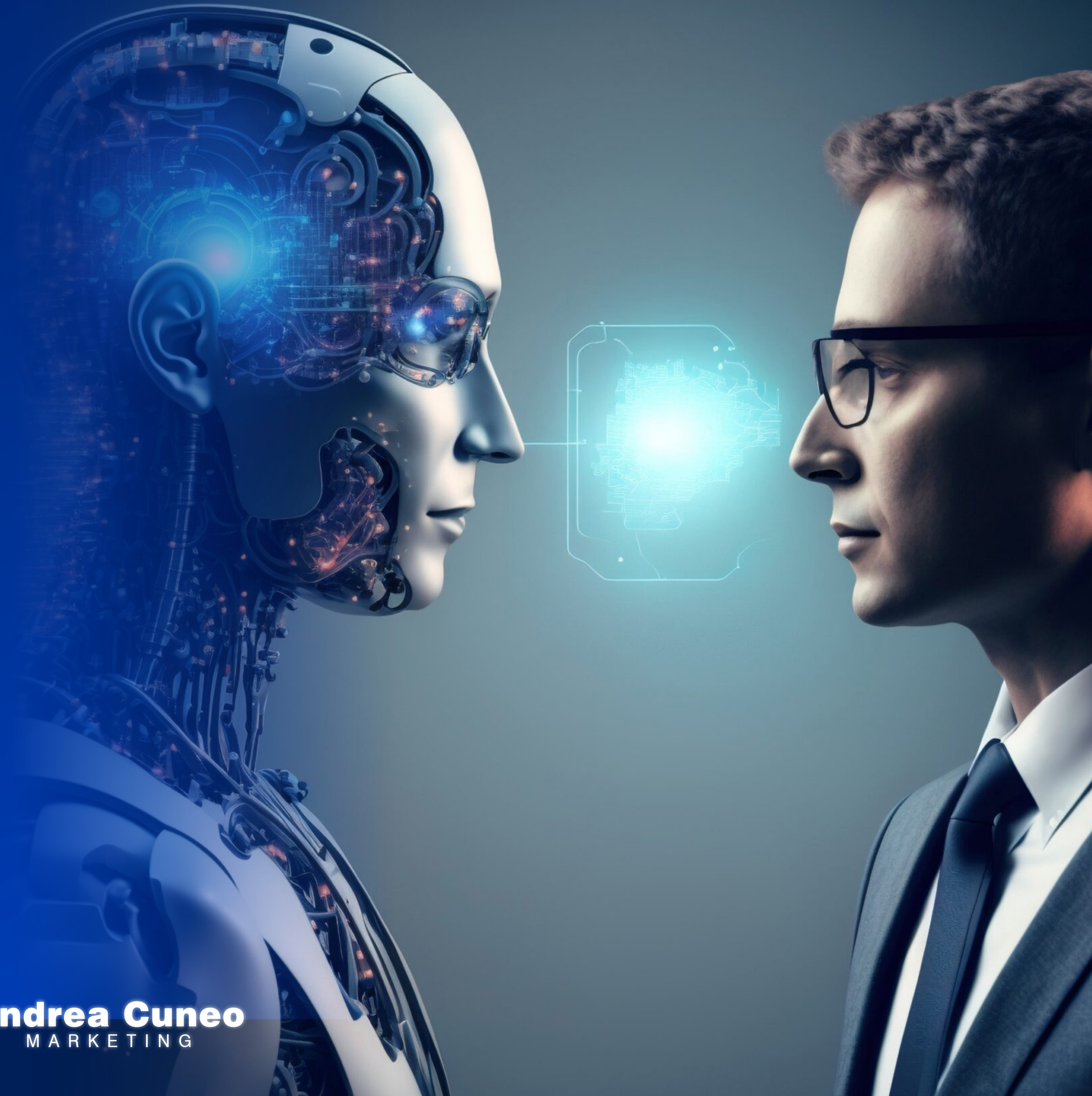Perazzi — Member of CSG Czechoslovak Group

Alessandro Nicotra di San Giacomo
SECRETARY GENERAL

Digitalization
AI Development

We are integrating Artificial Intelligence into ISSF systems

We have currently developed an application that provides answers regarding the application of the ISSF Constitution and Regulations.
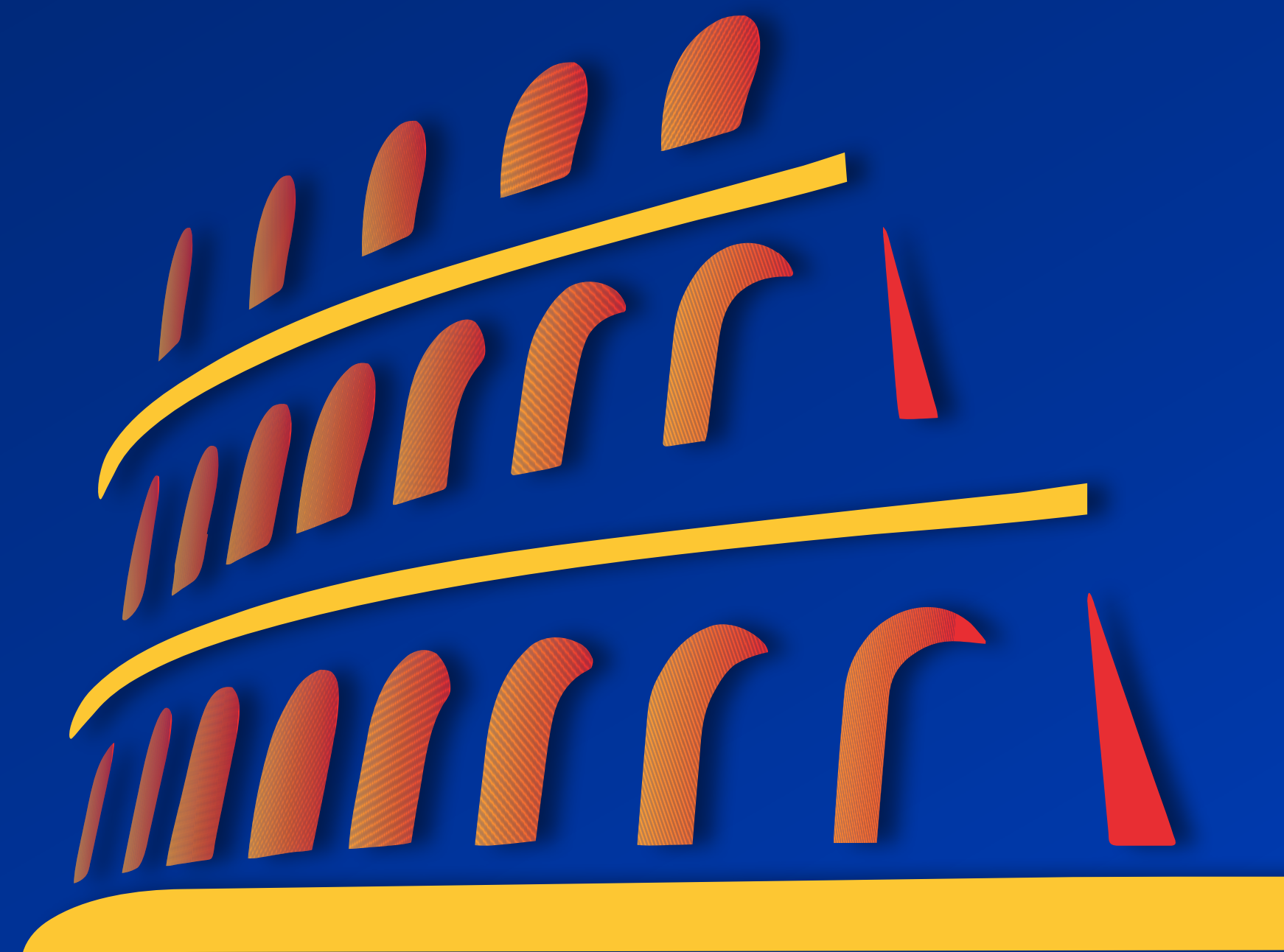
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ISSF ROME 24
GENERAL ASSEMBLY