

ARCHERY16

Faster, Compact Archery
Competitions For The Mass
Media Market



Traditional archery competitions are not aligned to modern media needs

Traditional forms of archery are hard to televise/stream due to the number of simultaneous solo participants and the length of time that the contest takes (3 hours+)

1

Televising and streaming head-to-head (H2H) events has had some success – but H2H's usually follow a longer qualification round, which isn't televised and so the audience has missed 'how we got here'

2

H2H's are knock-out tournaments, which means archers can end up only shooting 9 arrows and then be out (in a 6-0 loss) making travel or investment in H2H only a difficult ask

3

Where to next?

The Future - ARCHERY16

A Quickfire, Media-Friendly Tournament

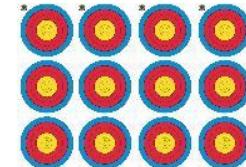
- 16 ARCHERS
- 16 ARROWS PER ROUND
- 90 SECONDS PER END
- 90 MINUTES PER TOURNAMENT

DESIGNED FOR STREAMING
DESIGNED FOR SPONSORS



ARCHERY16 - More Detail

- A 16-participant, head-to-head-only tournament that sorts out the field through a series of tiers – with losers in each round falling into a lower tier, similar to a traditional repechage competition
- Archers have 90 seconds to loose 3 arrows
 - Indoors – 40cm 3-spot at 18m (4 faces across the boss)
 - Outdoors – 60cm single face at 50m (2 rows of 2 faces)



Scoring is standard H2H – **highest total score over 3 arrows** wins 2 points, 1 for a draw, first to 6 or single arrow shoot-off if at 5-5



8 matches run simultaneously in each round on 4 bosses, with the ability for the streaming setup to be on all bosses – the archers shoot in two waves to keep the action moving



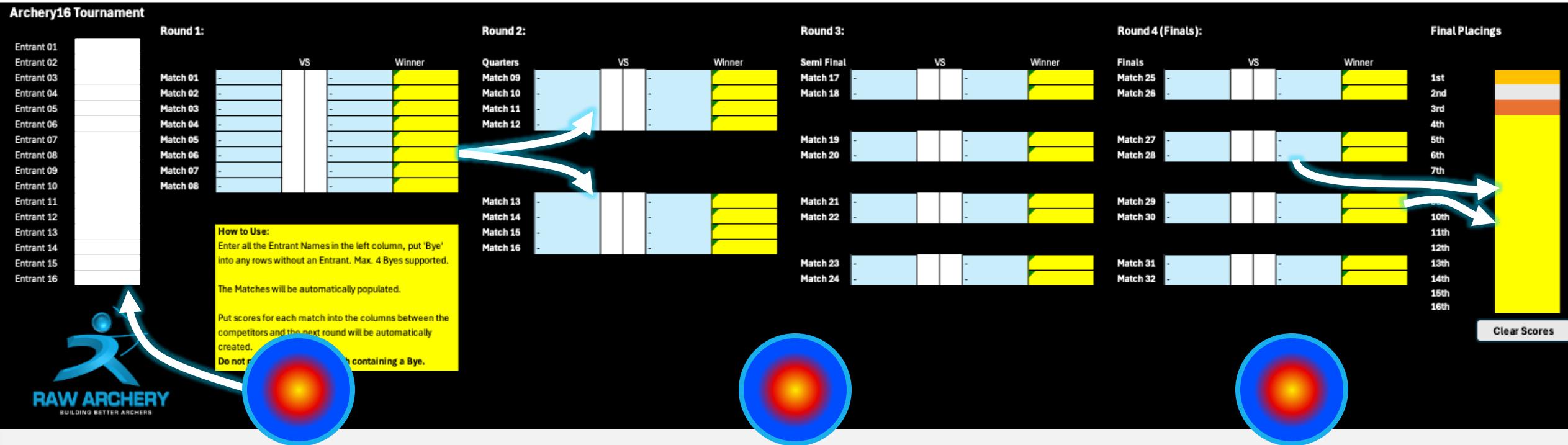
Each round takes roughly 20 minutes so **a total of 1h20 competition time** followed by a medal ceremony – quick enough to run on a club night or as an evening event at a weekend tournament



With larger numbers of archers, simultaneous 16's can be run with tournaments run as **leagues or pyramids**

Prize money could be included if this were a pay-to-play event or sponsored

A simplified scorecard manages the tournament to keep things moving quickly



Entrants are added in random order (no seeding)

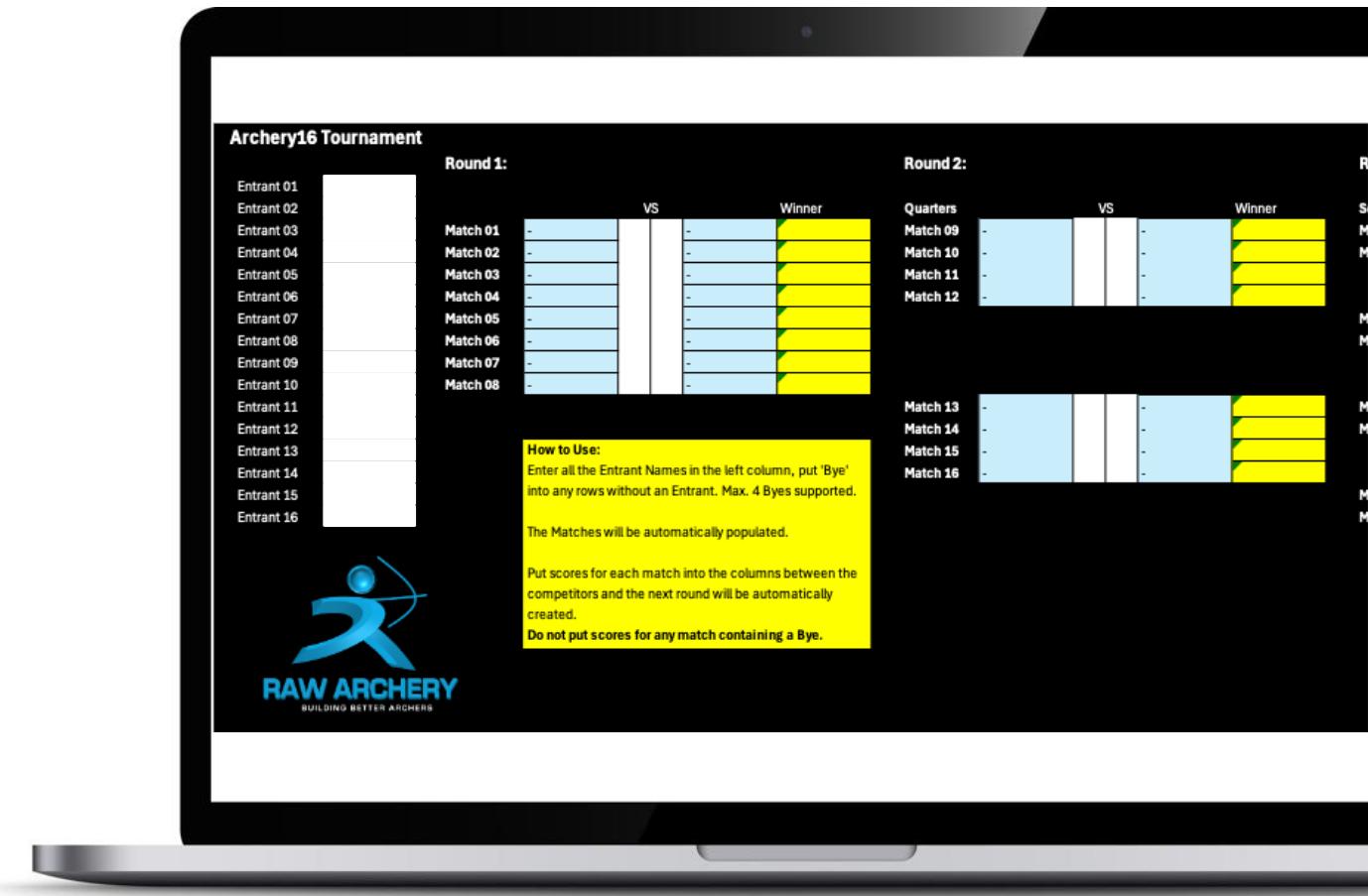
Winners progress upwards
Losers drop into the lower pool

Final round matches give a ranking from 1st to 16th creating league potential

Easy to set up, can be done in the smallest hall

The tournament involves every archer in every round – allowing a full ranking

EVERY ARCHER SHOOTS A MINIMUM OF 36 ARROWS* ACROSS THE EVENT



*based on 4 rounds of 3 arrow ends giving 6-0 scorelines

ARCHERY16 IS MEDIA READY

- **Natural breaks after every end while arrows are checked and removed – use for advertising content, expert commentary or short features**
- **Highly diverse demographic – crosses age, gender, disability and religious boundaries with no major obstacles**
- **Focus on the individual and strong technique, but linked with fitness and personal wellbeing**
- **An established Olympic/Paralympic sport with strong international following and a professional circuit**



ARCHERY16

THE OLDEST SPORT IN THE NEWEST FORMAT

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