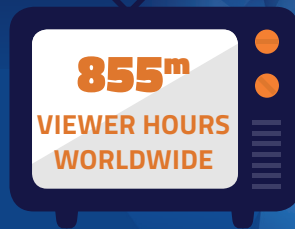
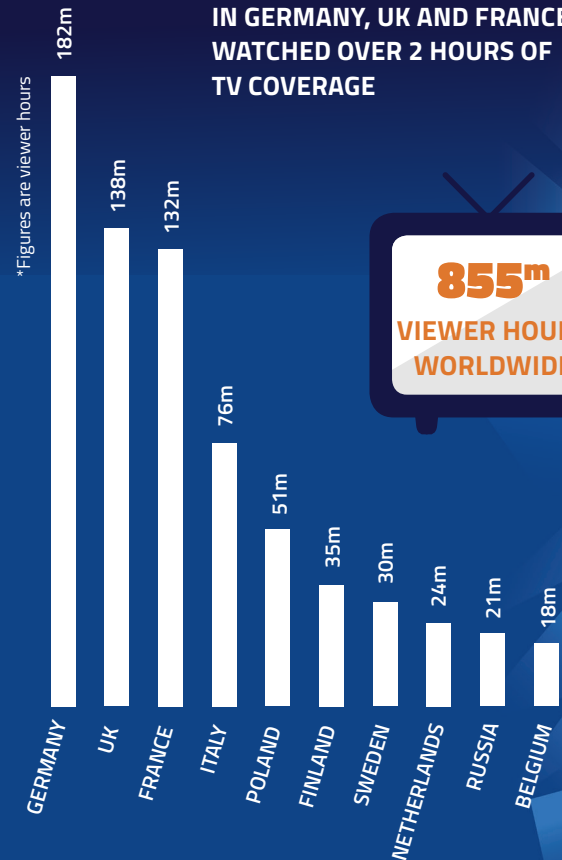


# A MUST-WATCH, MUST-ATTEND EVENT THAT ELEVATED THE CHAMPIONS OF EUROPE

ON AVERAGE, EVERY PERSON  
IN GERMANY, UK AND FRANCE  
WATCHED OVER 2 HOURS OF  
TV COVERAGE



## TELEVISION

- Major Event' treatment by broadcasters on par with FIFA World Cup and Olympics
- All sports received substantially more extensive free-to-air coverage and reached more audience than for previous standalone Championships
- Cumulative TV audience of more than 1.4 billion across 43 European countries.
- Over 855 million viewer hours worldwide
- PR value of €1 billion

## TV MARKET SHARES

Significantly higher audiences in average across all European markets, with the main channels\* increasing their audience share by:

- Top 5 markets (GER, UK, FRA, ITA, ESP) **+14%**
- Scandinavia (NOR, SWE, FIN, DEN) **+96%**
- Other important markets (NED, BEL, SUI) **+250%**

## ONLINE

- 1.9 billion website visits
- 38,000 web articles
- PR value of €226 million



**1m+**

## ATTENDANCE

OVER 1 MILLION people  
attended official  
EC2018 events

**BERLIN:**  
261,231 / 250,000\*

**GLASGOW:**  
137,300 / 427,700\*

\* ticketed event/free or unticketed  
sports event or festival)

BERLIN 2018 added €144  
million in turnover to German  
economy

GLASGOW 2018 drove total  
expenditure of £51.2 million to  
City, Scotland, UK

**945m**

## SOCIAL MEDIA REACH

Giving a PR value of  
€24.5 million

**54%**

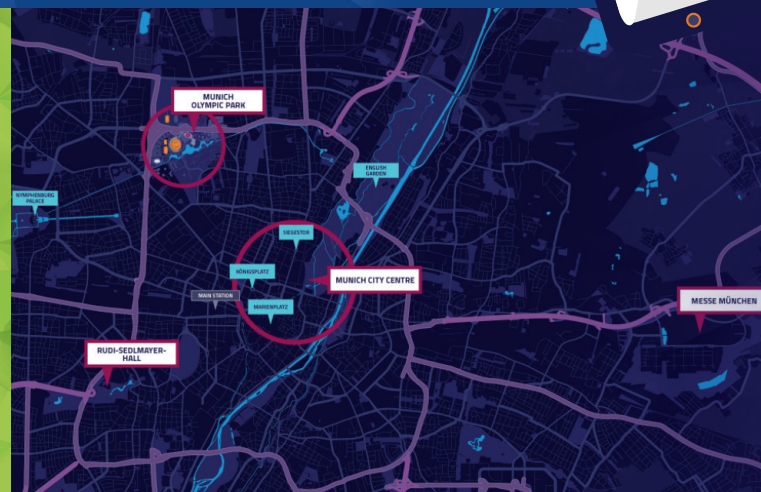
## AWARENESS

of the event in  
Europe due to Major  
TV, Online and Social  
Media coverage



## 2026 AND BEYOND

Dates for the European Championships in 2026 are confirmed as 30th July to 9th August. The Host City selection process is set to take place in 2020-2021. The event staging model has proven to be innovative and cost-efficient – very attractive and good value in comparison to other multi-sport events – with cities encouraged to use existing facilities and landmarks. Interested parties for 2026 and beyond are invited to contact ECM at [info@european-championships.com](mailto:info@european-championships.com).



## MUNICH OLYMPIC PARK: A SYMBOL OF SUSTAINABILITY

The year 2022 marks the 50th anniversary of the Munich Olympic Games – an appropriate celebration for the city and one of its most iconic landmarks. The majority of events and activities will take place at Munich Olympic Park to create an extraordinary festival feeling that allows athletes from different sports to mingle and visitors to embrace multiple events.

[www.european-championships.com](http://www.european-championships.com)





11-21 August 2022

@Euro\_Champs

#EC2022

## WHOLE IS GREATER THAN SUM OF ITS PARTS

- Uniting individual European championships in one multi-sport event every four years to build prestige & profile
- Over 500 years of shared history & heritage
- Uniting events helps clean crowded sporting calendar
- Powerful benefits of aggregation: enhanced media exposure & higher ticket sales
- Use of existing sporting infrastructure minimizes environmental impact & costs of Host City
- Central timetable, uniform brand, overall medal table & trophy

Photos courtesy of Getty Images

## MUNICH 2022 KEY FACTS

4,400	ATHLETES
158	MEDAL EVENTS
50	PARTICIPATING NATIONS
16	DISCIPLINES
11	DAYS OF COMPETITION
9	OLYMPIC SPORTS

## RICH HISTORY & HERITAGE

1933  Canoe Sprint

1955  Gymnastics

1985  Triathlon

1992  Sport Climbing

\*Year of inaugural European championships in respective sport

1893  Rowing

1934  Athletics

1958  Table Tennis

1989  Cycling

1993  Beach Volleyball

## RAISING THE BAR IN 2022

- Increased diversity of sports (individual, team, ball sports)
- New sports add appeal for younger audiences
- Gender equity across sports
- Greater spread of medal-winning nations (est. 36)



## A CULTURAL FESTIVAL FOR EUROPE

- Cultural melting-pot in middle of Olympic Park's Coubertinplatz
- Inclusion and participation to play major role
- Celebration infused with spirit of 50th anniversary of Olympic Games



### FEDERATION PARTNERS



European Gymnastics

