

# BADMINTON'S NEXT ERA: THE BWF X INFRONT PARTNERSHIP (2027-2034)

infront



## BADMINTON IS ENTERING ITS BIGGEST GROWTH PHASE YET.

SINCE 2018:



**65%** increase of global fan base to  
**744 million**



Broadcast hours doubled to more than  
**121,000**  
with cumulative audience of  
**122m** per event



**+50** broadcasters in  
**160** territories globally



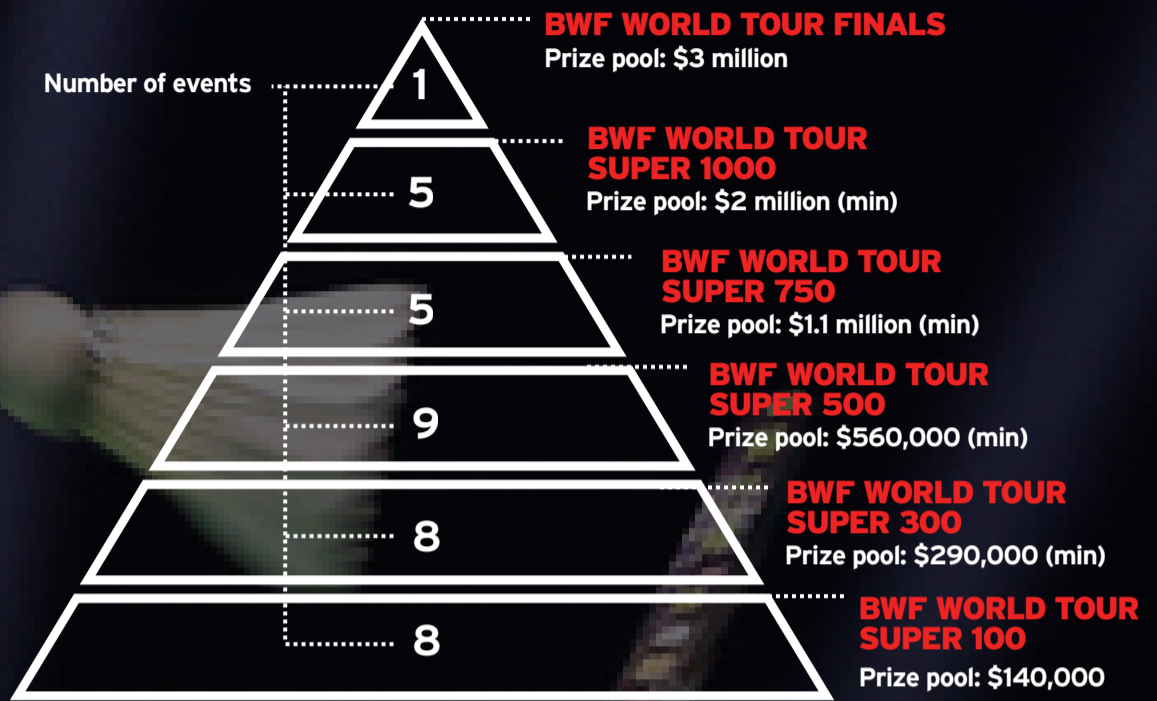
Number of sponsor brands has  
**DOUBLED** and more ...



Annual on-site attendance at almost  
**600k spectators**

## AN UPGRADED WORLD TOUR STRUCTURE

**36** tournaments across six levels - creating a unified global structure. **>** Group play and then knockout for singles, knockout for doubles for \$1000s over 11 days **>** **More matches. More prize money. More visibility.**



## THE BIGGEST STAGES, RE-IMAGINED

Each BWF Major Championship is being expanded to deliver more matches, more teams and a richer viewing experience – transforming them into true global festivals of the sport.

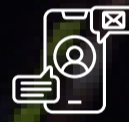


**12** days



### ENHANCED

player facilities and sports presentation for a consistent premium look and feel



### FESTIVAL ATMOSPHERE

Festival atmosphere with fan-zone and digital activations



FROM 2027



**271** matches produced



**NEW** group-stage format



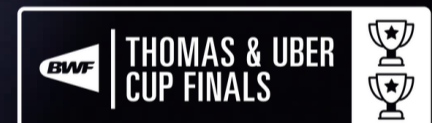
FROM 2027



**100%** (215) matches produced



Expanded to  
**24** teams



FROM 2028



**100%** (258) matches produced



Expanded to  
**24** teams

## A FAN-FOCUSED EXPERIENCE



### Major production upgrade:

Standardised lighting and camera systems for a more consistent, high-quality global broadcast



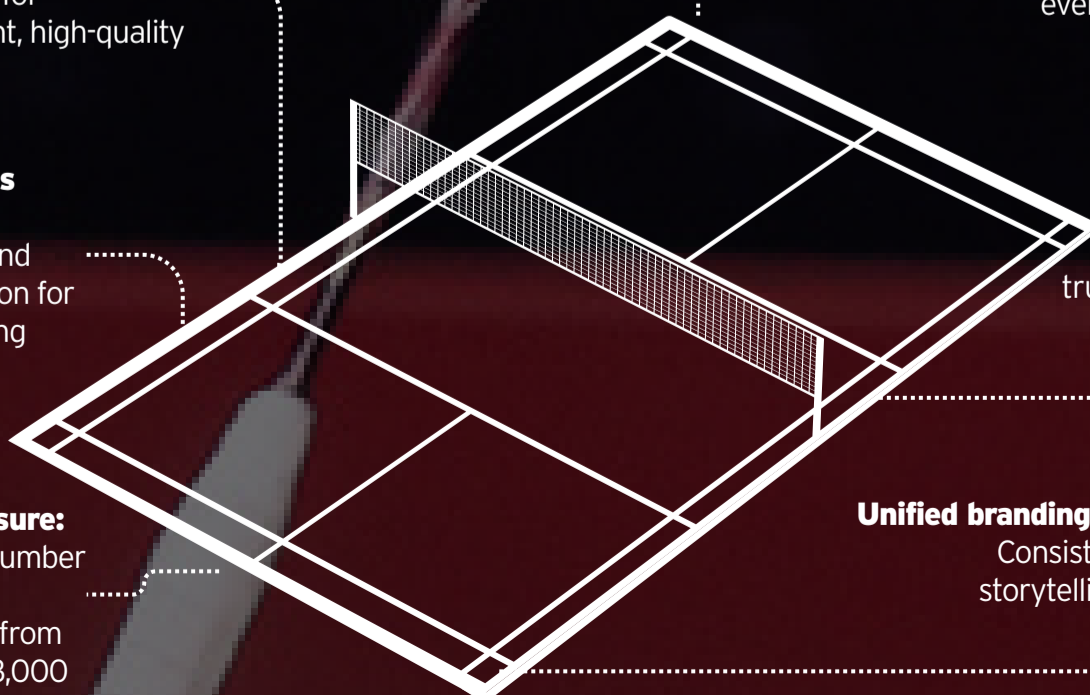
### Improved sports presentation:

Enhanced LED and overlay integration for immersive viewing



### Increased exposure:

From 2027 the number of TV-produced matches double from 1,410 to approx. 3,000



**Fan zone & festival activations:** Turning events into experiences



**OTT platform access:** Providing truly global access for fans worldwide



### Unified branding and presentation:

Consistent look, sound and storytelling across all events

