



CONVENTION
Tallinn 2019

Workshop VIII: Dynamic New Athletics

25 October 2019

Programme

- 14:00-14:10 Welcome – Libor Varhanik
- 14:10-15:00 DNA Minsk – Marcel Wakim
- 15:00-15:30 Coffee Break
- 15:30-16:30 Break-out groups – 3 groups
- 16:30-17:00 Wrap-up

Why do we need DNA?

What should the new format look like?

Extensive, Europe-wide surveys of a younger target group revealed the key characteristics of an appealing innovative athletics format:

- Team based competition combining male & female athletes
- Focus on the top disciplines – tying in with new trend sports
- Increase the role of the coach during the competition
- Short and compact setting
- Easy to understand, exciting and unpredictable until the end
- Digital media and technology interconnecting and engaging the fans with the event



What is DNA?

Traditional and new formats are designed to co-exist and create synergies

Classic Athletics

„Our core“ with main focus on:

- Elite pathways
- Existing formats & facilities
- Existing, well-known fans
- TV & traditional media for consuming

Dynamic New
Athletics

„Complementary branch“ with main focus on:

- Teams of elite & sub-elite athletes, clubs, schools
- New formats, new venues (e.g. nitro, street athletics)
- New, younger fans
- Digital media for engaging and interacting

The basic competition format

6 national teams per match

- Mixed men and women
- Up to 21 athletes in each team, incl. reserves
- Focus on team tactics and strategy

Maximum 120 minutes

- Fast paced sequence of events
- Only one event at a time

9 events in total

- Focus on run, jump and throw
- New formats plus traditional formats presented in a new way
- 8 events for IAAF standards

Simple scoring system with a grand finale crowning the winner

- The last event will determine the winner of the match
- Everything counts
- Points ranging from 2 to 12: 12 points 1st place, 2 points 6th place

Overview of the events

1 6 Track Events

- 100m men & women
- 100m hurdles women & 110m hurdles men
- Mixed 4x400 relay: 2 men, 2 women, teams decide order (and can change during the race)
- ❖ The Hunt - Pursuit relay: short-middle-long sprint, 2 men, 2 women, fixed order

6 men + 6 women

2 3 Field Events

- Long jump women
- Javelin throw women
- High jump men (no fixed heights. Each competitor sets his own height per round without telling his opponent)
- Field events head to head in knock-

2 women + 1 man

8 women + 7 men + 6 reserves = 21 athletes in total

There's

Testimonials

"I really enjoyed being in Minsk for the two days of DNA. Congratulations on what I thought and what seems to be a common opinion of a really good initiative and great success."

Paul Hardy, IAAF Events & Competition Director

"It is pure adrenaline and I love this. You have one attempt. You are in or out. That is amazing and I love it. I hope to compete again with this format. In the high jump, for who I am, it is really cool. It's like a fight for your life."

*Nicolas De Luca. Italy,
DNA-High Jump*

"There was crazy energy in the stadium. I was bursting with happiness that we could fill a big stadium like that with sport spectators in our country."

*Nastassia Mironchyk-Ivanova,
Belarus, DNA-silver medallist
Long Jump*

"In my humble opinion, I have found it very interesting and attractive. I renew my congratulations for these so charming new formula. I must confess you my initial negative opinion about the DNA, but I am really happy to be here today sharing with you my appreciation."

Alfio Giomi, President Italian Athletics

Competition Analysis

Key Facts

- From the 30 qualified 24 teams took part, 413 athletes in total
- 23-28 June, 4 competition days, 10 matches
- Top 6 teams: UKR, BLR, GER, CZE, FRA, ITA
- 2 European U20 leads, 1 national record, 23 PBs, 73 SBs
- Core production team: Competition, TV, EP & Technology

Media Analysis

Key take outs

- With a reach of over 300 million on TV and nearly 25 million on Digital the European Games was an ideal platform to promote DNA
- DNA was positively received: Over 100 million cumulated audience on TV and less than 1% of negative comments on social media, which is an unusually low value
- Over 50.000 spectators

Online Survey

Belarus Athletics Survey with ticket buyers and fans*

- Over 73% of respondents had a positive or very positive impression of the DNA competition
- Over 70% would watch another DNA event
- **“team spirit” and “team competition” score the highest**
- **“the hunt” amongst the top two disciplines with over 50% preference**
(1st: High Jump 55%, 3rd: 100m hurdles 48%)

*225 Belarusians took part & the outcome must be seen for the Belarussian market only

Lessons Learned 1/2

What worked

- Team – men & women together
- Short, compact, 2 hour format
- Unpredictable until the last race
- One event at a time, linear event
- Coaches allowed infield
- Gundersen method used for the last race
- Special starting gates for the time-penalty race to decide the winner
- No jury of appeal – final decisions made by the referee based on video
- Head-to head in the field events
- Focus is not on pure performances only but rather on the head to head and team competition

Lessons Learned 2/2

Further improvements

- To introduce team camps in the field of play
- To introduce team captains and define their roles (e.g. microphones for interviews and commentary)
- To review & analyse head to head for further refinement
- To study introduction of additional race for DNA events (e.g. elimination race)
- To review potential for introduction of **Track'ATHlon** as activation outside team event
- To introduce core production unit for EA events (competition, TV, EP & technology)
- To integrate digital technology in any further DNA event & activity (e.g. fan engagement, activation)
- To develop DNA brand across all levels

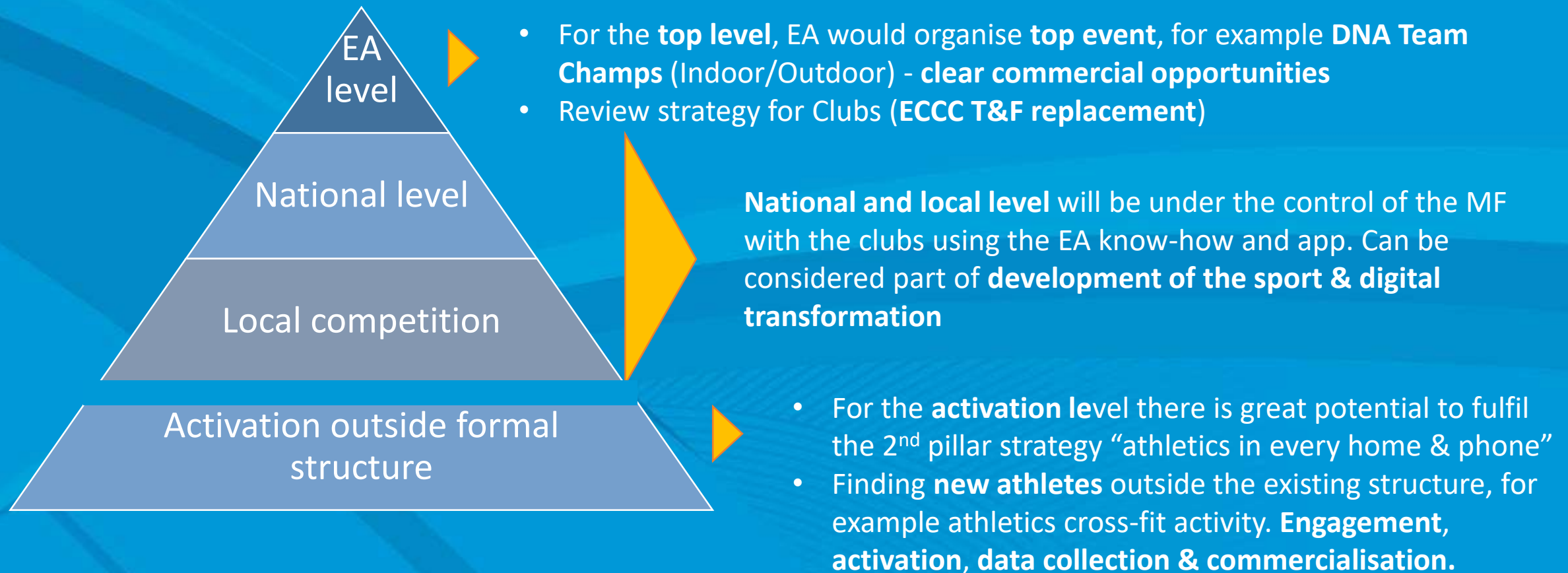
Why to continue with DNA?

- ▶ The DNA format works! We have a successful template that must be further developed.
- ▶ We have not yet organised our own DNA event.
- ▶ The market is looking for short-form, mixed team and serious athletics formats.



How to continue with DNA?

A competition system across all levels that develops the sport, provides commercial opportunities and links to the digital roadmap



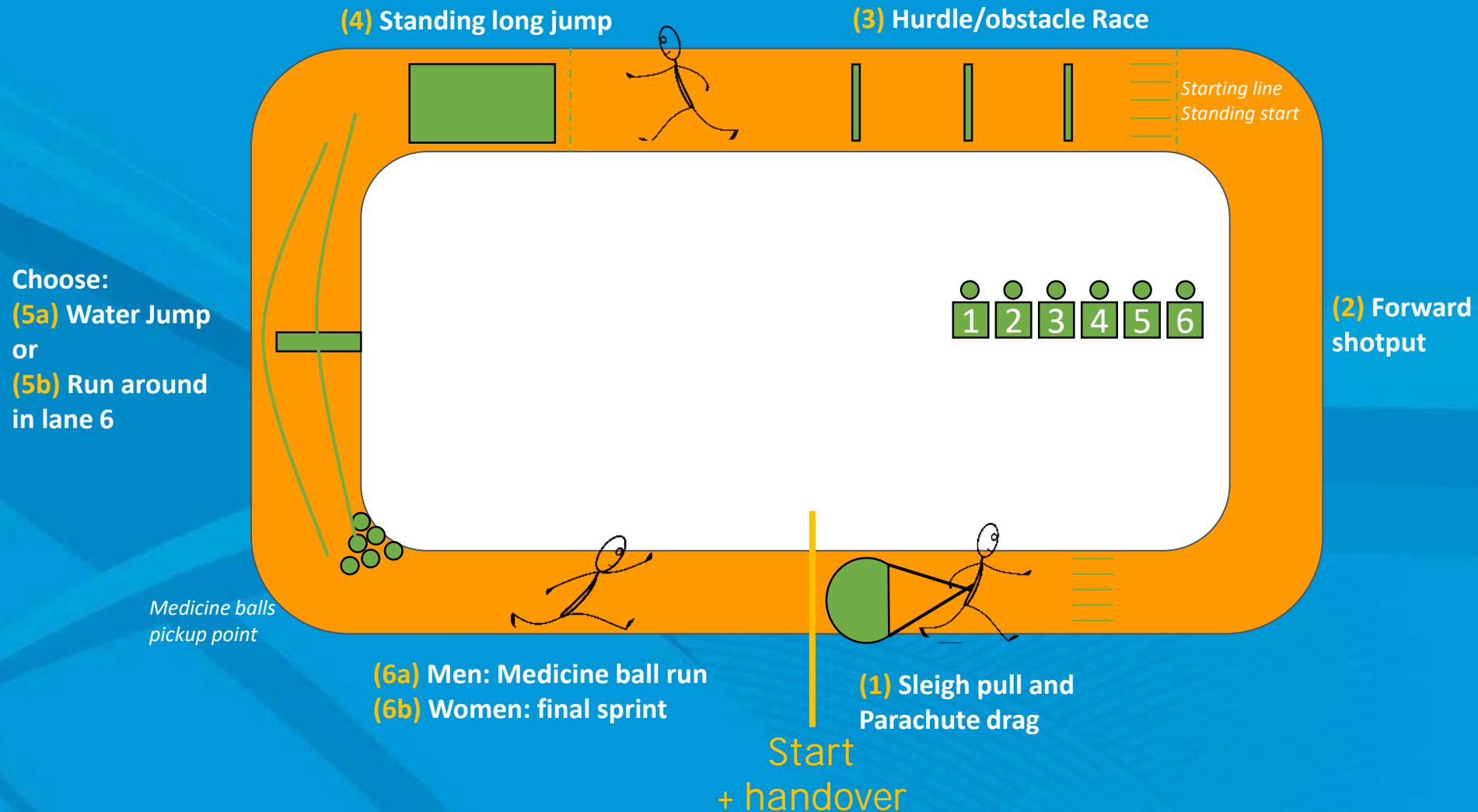
Break-out Questions

- Q1 - Could your federation benefit from the engagement of youngsters using elements of the DNA project?
- Q2 - How would your federation benefit from a short-form, mixed-team competition system?
- Q3 - What issues should be addressed in the development and roll-out of international level DNA Indoor/Outdoor?

Back-up slides

Track'Athlon

Final setup - overview





DYNAMIC NEW ATHLETICS

Track'athlon

2 laps: Men first, women second in reverse order (team number stays the same)

- (1) **Sleigh pull men & Parachute drag women** – approx. 40m run in lane 1-6. Then "drop harnesses"
- (2) **Forward Shotput** – men (7.26kg) to clear 14m in 1st attempt otherwise 12m in 2nd attempt or otherwise have 3rd throw;
women (4kg) to clear 14m in 1st attempt otherwise 12m in 2nd attempt or otherwise have 3rd throw
- (3) **Hurdle /Obstacle Race** – approx. 30 m /3 steeple barriers
- (4) **Standing Long Jump** – Clear 2,5m in 1st attempt for men, 2m for women, otherwise make 2nd jump to reach 1.5m
- (5) **Water jump or run longer distance** – choice between water jump or running in outer lanes
- (6) **a) Medicine Ball carry** – Men only (round 1) – pick up medicine ball (3 kg) after steeple chase barrier and sprint to handover for women to start second round with (1)
b) Final sprint – Women only (round 2)

Note: In case of the infringement of the relevant rules or track'athlon procedures, a team is to be penalized with deduction of 0.5 points for each infringement from their score after completion of track'athlon.

The scoring in 8 events and final race

First 8 events – points per team

- Long Jump women: 0-12 points
- 100m men: 0-12 points
- Javelin Throw women: 0-12 points
- 100m women: 0-12 points
- Mixed 4x400: 0-12 points
- 110m H men: 0-12 points
- High Jump men: 0-12 points
- 100m H women: 0-12 points

Teams can collect between 0 to 96 points to determine start position for last event

Last event – The Hunt crowning the winner

- Overall winner and final ranking will be based on finishing order of the Hunt

The Hunt - final pursuit race

The winner takes it all

- Final event
- 2 men, 2 women
- Relay with fixed distances: 800m (men) - 600m (women) - 400m (men) – 200m (women)
- Time penalty (based on Gundersen method):
 - Starting position determined by ranking after eight events
 - Point differences are converted into seconds penalising lower ranked teams (e.g. 2nd placed team starts 5 seconds after the 1st placed team)
 - 1 point equals 0.333 seconds of time penalty
- Handover after each distance
- Whoever crosses the finish line first is the overall winner of the event

START LANE		
LANE 1	LANE 2	LANE 3
0:00		
	0:05	
		0:13

