

A black and white photograph of a water polo player in action, wearing a white cap with the number 8 and holding a colorful ball. The player is surrounded by splashing water. A blue rectangular overlay is on the left side of the image.

## THEME 2 WHERE ARE WE NOW?

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FINA EXECUTIVE DIRECTOR



APRIL 26TH – 28TH, 2018  
BUDAPEST, HUNGARY



WORLD  
WATER POLO  
CONFERENCE

1. FINA COMPETITIONS/OLYMPIC GAMES
2. FINA CONTRIBUTION TO THE OLYMPIC GAMES
3. DEVELOPMENT PROGRAMMES
4. IMAGE OF THE GAME OBJECTIVES TO ACHIEVE



# 1. FINA COMPETITIONS

- WORLD CHAMPIONSHIPS
- WORLD CUP
- WORLD LEAGUE:  
EUROPEAN PRELIMS/INTER-CONTINENTAL  
CUP/SUPER FINAL
- WORLD JUNIOR CHAMPIONSHIPS (20 & UNDER)
- WORLD YOUTH CHAMPIONSHIPS (18 & UNDER)
- MEN'S DEVELOPMENT TROPHY
- OLYMPIC GAMES QUALIFICATION TOURNAMENT



# 1. WATER POLO AT THE OLYMPIC GAMES

- **1900-1996:**  
ONLY MEN'S TOURNAMENT
- **2000:**  
INCLUSION OF THE WOMEN'S TOURNAMENT  
(6 TEAMS)
- **2004-2016:**  
MEN'S TOURNAMENT - 12 TEAMS  
WOMEN'S TOURNAMENT - 8 TEAMS  
PLAYERS PER TEAM: 13



# 1. 2020 OLYMPIC GAMES IN TOKYO (JPN)

## PROPOSAL BY THE FINA TWPC:

- 12 TEAMS MEN
- 12 TEAMS WOMEN
- 11 PLAYERS PER TEAM



**TOTAL: 264 ATHLETES**

UNTIL NOW: 260 ATHLETES

A water polo player in a white cap with the number 10 is shown from the chest up, holding a colorful Mikasa water polo ball high above his head with his right hand. The background is a dark, textured surface.

## 1. 2020 OLYMPIC GAMES IN TOKYO (JPN)

A blue-tinted image of two water polo players in a pool. One player in the background wears a white cap with the number 10, and another player in the foreground wears a dark cap with the number 12. Both players have their arms raised in the water.

IOC PROGRAMME COMMISSION PROCEEDS  
TO AN EVALUATION OF EACH SPORT  
IN THE OLYMPIC GAMES

FIRST PROPOSAL TO THE IOC EXECUTIVE BOARD:  
10 TEAMS FOR BOTH MEN AND WOMEN,  
11 PLAYERS PER TEAM

# 1. 2020 OLYMPIC GAMES IN TOKYO (JPN)

PRESIDENT MAGLIONE MEETS IOC LEADERS  
AND OBTAINS A **REVISED PROPOSAL** BY THE IOC:

- 12 TEAMS MEN
- 10 TEAMS WOMEN
- 11 PLAYERS PER TEAM

**TOTAL: 242 ATHLETES**  
(-18 THAN THE PRESENT QUOTA)



# 1. 2020 OLYMPIC GAMES IN TOKYO (JPN)

FINA IS NOT THE ONLY IF WITH QUOTA REDUCTION

- 18 ATHLETES IN WP
- 22 ATHLETES IN SWIMMING

OTHER SPORTS CONCERNED INCLUDE :

- 105 ATHLETICS
- 24 ROWING
- 30 SAILING
- 30 SHOOTING
- 64 WEIGHTLIFTING
- 56 WRESTLING

**TOTAL: -285 ATHLETES**

# 1. 2020 OLYMPIC GAMES IN TOKYO (JPN)

## WHAT ABOUT PLAYERS 12/13?

- THEY WILL RECEIVE OLYMPIC ACCREDITATION
- THEY WILL BE ABLE TO TRAIN WITH THE TEAM
- NO ACCESS TO OLYMPIC VILLAGE
- ACCOMMODATION IN A NEARBY HOTEL



# 1. 2020 OLYMPIC GAMES IN TOKYO (JPN)

## WHAT IS MISSING?

- FINA AND IOC HAVE TO NEGOTIATE THE EXACT ATHLETE REPLACEMENT CONDITIONS

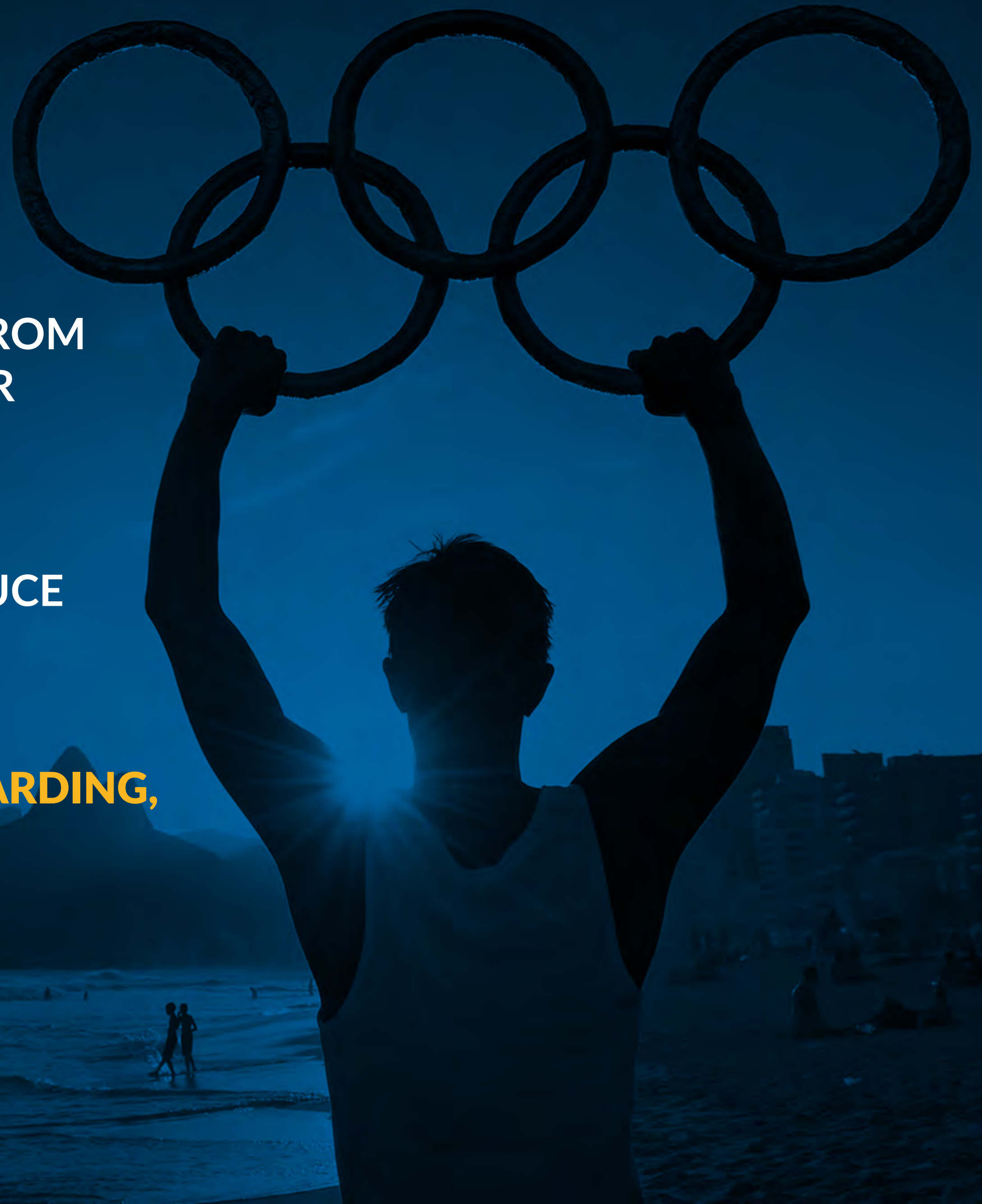


## 1. THE OLYMPIC FUTURE

FINA WILL CONTINUE  
FIGHTING FOR A 12-TEAM  
WOMEN'S TOURNAMENT,  
TO REPLICATE WHAT IS  
THE GENERAL RULE FOR  
OTHER TEAM SPORTS.

# 1. OLYMPIC UPDATE

- AT IOC LEVEL, A CUT OF QUOTA PLACES FROM FULL OLYMPIC SPORTS TO MAKE WAY FOR ADDITIONAL EVENTS COULD OCCUR
- SPORTS ON THE SUMMER OLYMPIC PROGRAMME COULD BE FORCED TO REDUCE NUMBER OF ATHLETES IN THEIR EVENTS
- NEW SPORTS FOR TOKYO 2020:  
**BASEBALL/SOFTBALL, KARATE, SKATEBOARDING, SPORT CLIMBING AND SURFING**
- IOC ATHLETES QUOTA FOR THE GAMES:  
**10.500 ATHLETES**



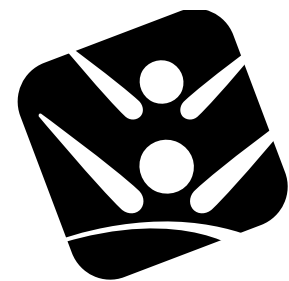
## 2. FINA CONTRIBUTION TO THE OLYMPIC GAMES

### GENERAL PUBLIC: FAVORITE OLYMPIC SPORT (SCALE 1 TO 10)

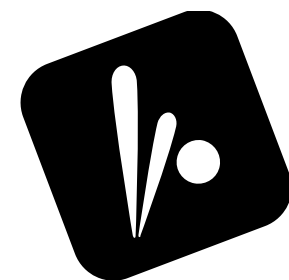
- **LONDON 2012:**  
AQUATICS: 7.38  
HIGHEST SPORT SCORE: 7.38
- **RIO 2016:**  
AQUATICS: 7.1  
HIGHEST SPORT SCORE: 7.1



7.4  
SWIMMING



6.4  
ARTISTIC  
SWIMMING



6.8  
DIVING



5.4  
WATER POLO

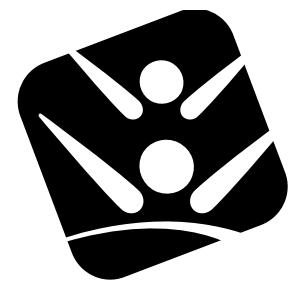
## 2. FINA CONTRIBUTION TO THE OLYMPIC GAMES

**GENERAL PUBLIC:** FAVORITE OLYMPIC SPORT AMONG YOUTH (8-19) YEARS OLD, SCALE 1 TO 10

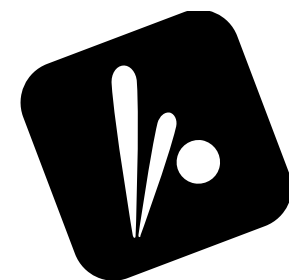
- **LONDON 2012:**  
AQUATICS: 7.47  
HIGHEST SPORT SCORE: 7.47
- **RIO 2016:**  
AQUATICS: 7.1  
HIGHEST SPORT SCORE: 7.3



7.6  
SWIMMING



6.7  
ARTISTIC  
SWIMMING



6.9  
DIVING



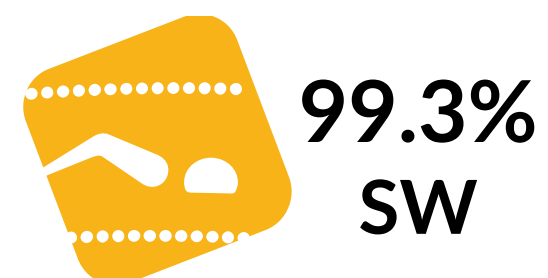
5.9  
WATER POLO



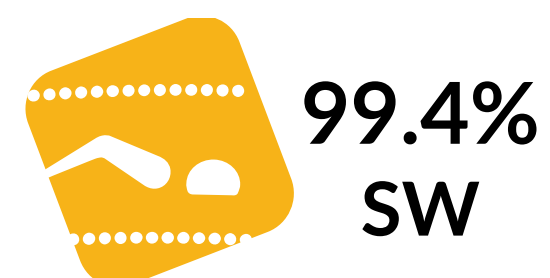
## 2. FINA CONTRIBUTION TO THE OLYMPIC GAMES

### GENERAL PUBLIC: PERCENTAGE OF AVAILABLE TICKETS SOLD

- **LONDON 2012:**  
AQUATICS: 98.8%;  
HIGHEST SPORT SCORE: 99.7%



- **RIO 2016:**  
AQUATICS: 87.4%;  
HIGHEST SPORT SCORE: 100%



## 2. FINA CONTRIBUTION TO THE OLYMPIC GAMES

### BROADCAST & TV : AMOUNT OF GLOBAL VIEWER HOURS

- **LONDON 2012:**

AQUATICS: 2.600.474

HIGHEST SPORT SCORE: 2.600.474



1.470.041  
SW



749.700  
DV



219.429  
WP



161.305  
SY

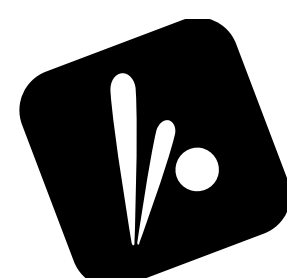
- **RIO 2016:**

AQUATICS: 2.243.061

HIGHEST SPORT SCORE: 2.634.677



1.222.853  
SW



5889.122  
DV



182.456  
WP



129.040  
SY



## 2. FINA CONTRIBUTION TO THE OLYMPIC GAMES

### BROADCAST & TV : TOTAL MAXIMUM TV AUDIENCE (IN MILLIONS)

- **LONDON 2012:**  
AQUATICS: 202  
HIGHEST SPORT SCORE: 202



189 SW



145 DV



47 WP

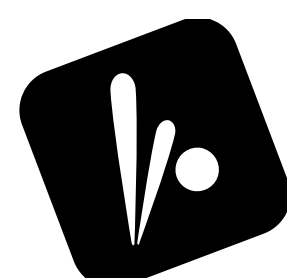


56 SY

- **RIO 2016:**  
AQUATICS: 249  
HIGHEST SPORT SCORE: 291



227 SW



201 DV



118 WP



116 SY



## 2. FINA CONTRIBUTION TO THE OLYMPIC GAMES

### INTERNET: PAGE VIEWS ON GAMES WEBSITE (IN MILLIONS)

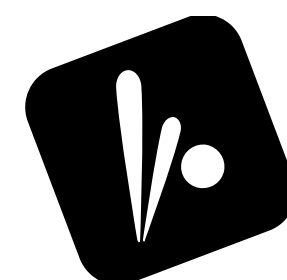
- LONDON 2012 (LONDON2012.COM):**

AQUATICS: 164

HIGHEST SPORT SCORE: 190



98 SW



39 DV



17 WP



12 SY

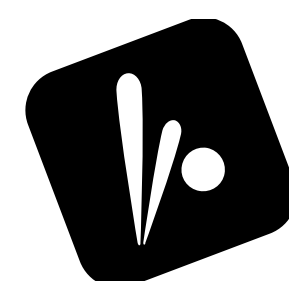
- RIO 2016 (RIO2016.COM):**

AQUATICS: 21

HIGHEST SPORT SCORE: 21



13 SW



3 DV



2 WP



1 SY



## 2. FINA CONTRIBUTION TO THE OLYMPIC GAMES

### COMPARISON FINA, FIG, IAAF LONDON 2012

- GENERAL PUBLIC FAVORITE OLYMPIC SPORT:



7.38



7.14



7.24

- PERCENTAGE OF AVAILABLE TICKETS SOLD:



98.8%



98.2%



99.6%



# 2. FINA CONTRIBUTION TO THE OLYMPIC GAMES

## COMPARISON FINA, FIG, IAAF LONDON 2012

- AMOUNT OF GLOBAL VIEWER HOURS



- TOTAL MAXIMUM TV AUDIENCE (IN MILLIONS)



## 2. FINA CONTRIBUTION TO THE OLYMPIC GAMES

### COMPARISON FINA, FIG, IAAF LONDON 2012

- PAGE VIEWS ON MOST POPULAR GLOBAL WEBSITES (IN MILLIONS)



4.545



3.700



3.868

- PAGE VIEWS ON LONDON2012.COM ON GAMES TIME (IN MILLIONS)



170



81.5



195

## 2. FINA CONTRIBUTION TO THE OLYMPIC GAMES

### COMPARISON FINA, FIG, IAAF LONDON 2012

- PAGE VIEWS ON OLYMPIC.ORG ON GAMES TIME



892.230



684.804



738.401

- NUMBER OF PRESS ARTICLES WORLDWIDE



6.937



2.251



8.648



### 3. DEVELOPMENT PROGRAMMES

#### GOALS:

1. TO IMPROVE AS MUCH AS POSSIBLE THE LEVEL OF EXISTING NFS PRACTICING WATERPOLO
2. TO RAISE THE NUMBER OF PLAYERS, TEAMS AND COUNTRIES IN THE FIVE CONTINENTS



### 3. DEVELOPMENT PROGRAMMES

#### WATER POLO COACHES CERTIFICATION PROGRAMME

**GOAL:** SET WP COACHING STANDARDS WORLDWIDE

FINA PARTNERS IN THE PROJECT (PROVISION OF TECHNICAL MATERIAL): HUNGARY WATER POLO AND CANADA WATER POLO



### 3. DEVELOPMENT PROGRAMMES

#### E - LEARNING PLATFORM

**GOAL:** AIMED AT NFS TO EDUCATE COACHES, OFFICIALS, ADMINISTRATORS, AND ANYONE RELATED TO WP.

**STRATEGY:** IT SHARES AND TEACHES THE BEST AND LATEST TRENDS AND TECHNIQUES AND PROMOTES AQUATICS WORLDWIDE.



### 3. DEVELOPMENT PROGRAMMES

#### WP NATIONAL DEVELOPMENT PROGRAMME

**GOAL:** GUIDE THE NFS TO ESTABLISH A MID TO LONG-TERM PLAN FOR THE PROMOTION AND DEVELOPMENT OF WP IN THEIR COUNTRY.

**STRATEGY:** THE PROGRAMME WILL INCLUDE A GRASS-ROOTS EVENT AS WELL AS EDUCATION FOR THE NFS, THEIR COACHES, AND OFFICIALS, THROUGH THE MENTORSHIP OF A FINA EXPERT



### 3. DEVELOPMENT PROGRAMMES

**BUT ALSO:**

- FINA CLINICS FOR COACHES & REFEREES
- FINA SCHOOLS (DEVELOPMENT, CERTIFICATION & TECHNICAL WORKSHOPS)
- FINA OLYMPIC AQUATICS SUPPORT PROGRAMME: LAUNCHED IN 2018, IT PROVIDES EACH NF UP TO US\$ 25,000 ANNUALLY TO PROMOTE AQUATICS



## 4. IMAGE OF THE GAME

- RULES NOT EASY TO UNDERSTAND BY SPECTATORS AND TV VIEWERS
- TOO MANY WHISTLES BY THE REFEREE
- TOO MANY GOALS FROM EXTRA-MAN ON IMPORTANT GAMES
- SPORT PRESENTATION NOT ATTRACTIVE
- THE BODY OF THE ATHLETE IS UNDER WATER
- TOO MUCH PHYSICAL CONTACT IN THE 2M/4M AREA
- LACK OF INTERESTING TV GRAPHICS

## 4. IMAGE OF THE GAME

- ESTABLISH A COHERENT INTERNATIONAL CALENDAR
- ADJUST THE RULES TO INCREASE EXCITEMENT
- RE-DEFINE THE PRESENTATION OF THE SPORT
- CREATE AN “EXPERIENCE” AND A “BRAND” FOR WP
- MAXIMIZE PROMOTION AND COMMERCIAL OPPORTUNITIES
- CELEBRATE HEROES

## 4. OBJECTIVES TO ACHIEVE

- USE OF ICONIC LOCATIONS
- TRANSFORM THE GAME INTO SOMETHING EASILY “DIGESTIBLE”
- IMPROVE TV PRODUCTION
- MAXIMIZE DIGITAL PLATFORMS’ EXPOSURE
- ENGAGE FANS AND WIDER AUDIENCES





**LET'S MAKE TOGETHER**  
**WATER POLO STRONGER AND MORE**  
**IMPORTANT!**



**WE EXPECT THIS CONFERENCE TO BE  
THE BEGINNING OF A NEW ERA IN  
WATER POLO**

**THANK YOU!**