



Handball in the digital age

How to address the next generations



Deutsche
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RELEVANCE

Lions open gate to new world

Handball Bundesliga team presents introduction to VR

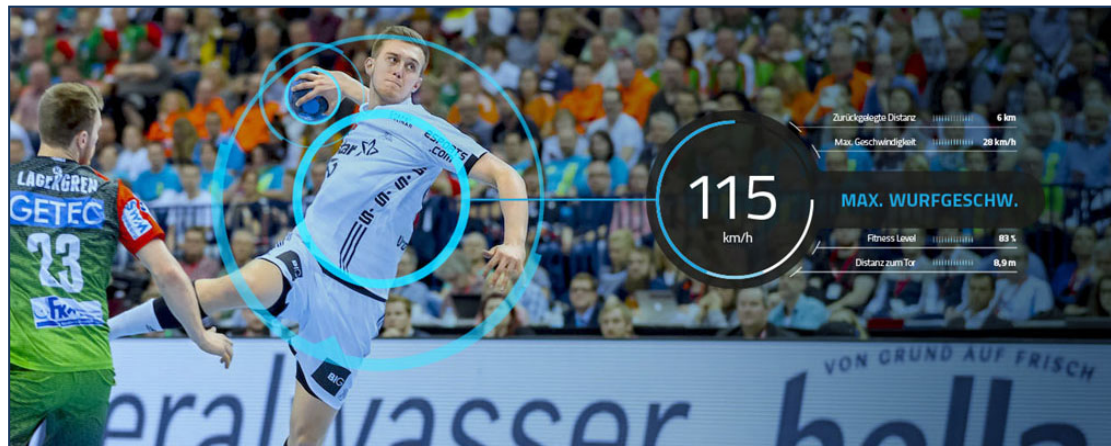


It is nothing less than a world premiere to which the Rhein-Neckar Löwen invited media representatives and sponsors on Wednesday morning. In the SAP Arena, the club presents the unique fusion of virtual reality, 3D sound and live experience. At the push of a button, the lions immerses the guests in a new world - and achieve a unique effect.



RELEVANCE

Handball-Bundesliga equips all first league clubs with state-of-the-art analysis technology from



After a successful test at this year's All Star Game of German Handball in Stuttgart, the leading provider of intelligent sports data and analyses will now equip all first league clubs with the sensor-based hardware until the start of the 2019/20 season, so that all 306 matches in the DKB Handball-Bundesliga will be supported accordingly.

RELEVANCE

Cologne sees premiere use of the instant replay



For the first time in handball's history, the instant video replay has been used at the VELUX EHF FINAL4 in Cologne. The German referees Lars Geipel and Markus Helbig took the opportunity to check the replay of the attack of Paris Saint-Germain in the 59th minute of the semi-final against Kielce during which Kielce's Reichmann got elbowed by Vori.

KEY QUESTIONS

- 1) What are the demands and characteristics of the different generations B, X, Y, Z and ...?
- 2) Which potential conflicts may arise from the different demands?
- 3) How can we [handball clubs, leagues and federations] address the different demands?



DEMANDS OF GENERATION B

Born between 1940 and 1959



Context: *postwar,
dictatorship and
repression*

Behaviour: *idealism,
revolutionary, collectivist*

Consumption: *ideology,
vinyl and movies*

McKinsey, 2018

DEMANDS OF GENERATION X

Born between 1960 and 1979



Context: *political transition, capitalism and meritocracy dominate*

Behaviour: *materialistic, competitive, individualistic*

Consumption: *status, brands and cars, luxury articles*

McKinsey, 2018



DEMANDS OF GENERATION Y

Gen Y or Millennials born in the early 1980s to late 1990s



Context: *globalization, economic stability, emergence of internet*

Behaviour: *globalist, questioning, oriented to self*

Consumption: *experience, festivals and travel, flagships*

McKinsey, 2018

DEMANDS OF GENERATION Z

Born between 1997 and 2012



Context: *mobility and multiple realities, social networks, digital natives*

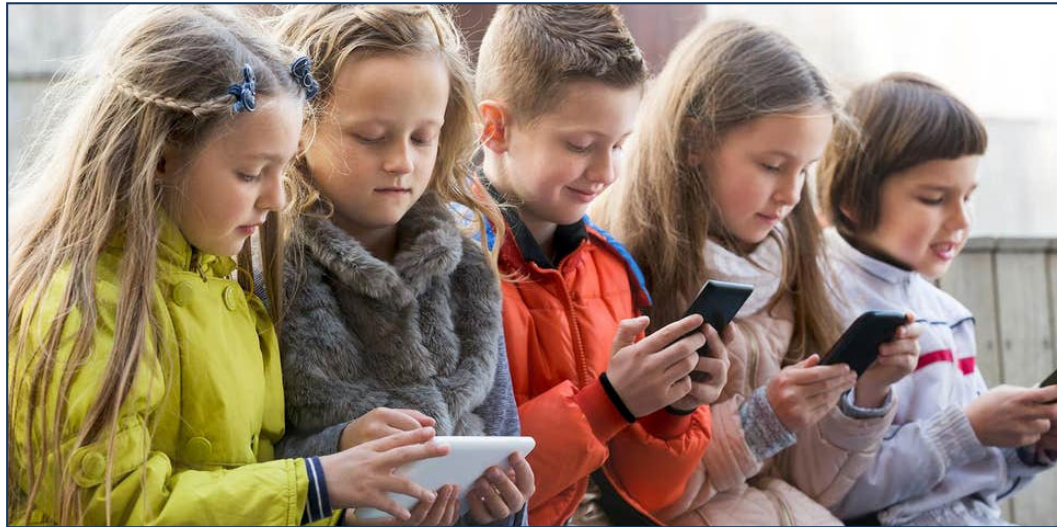
Behaviour: *undefined ID, „communaholic“, „dialoguer“, realistic*

Consumption: *uniqueness, unlimited, ethical*

McKinsey, 2018

DEMANDS OF GENERATION ...

Born after 2012

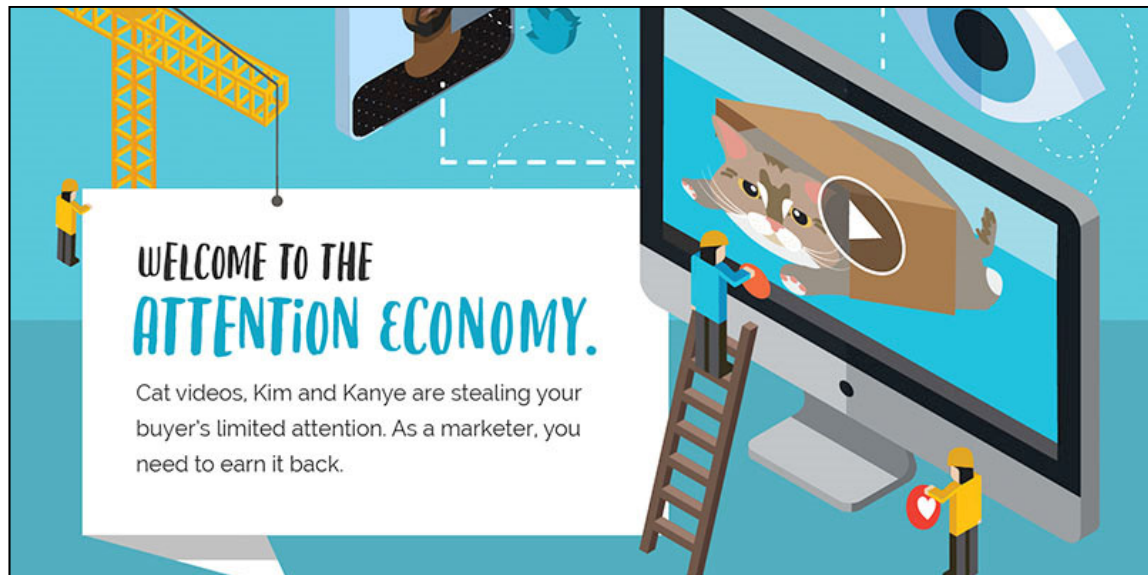


CHALLENGES AND CONFLICTS OF DIFFERENT DEMANDS

	Club	League	Federation
Challenges	<ul style="list-style-type: none"> • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ...
Conflicts	<ul style="list-style-type: none"> • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ...

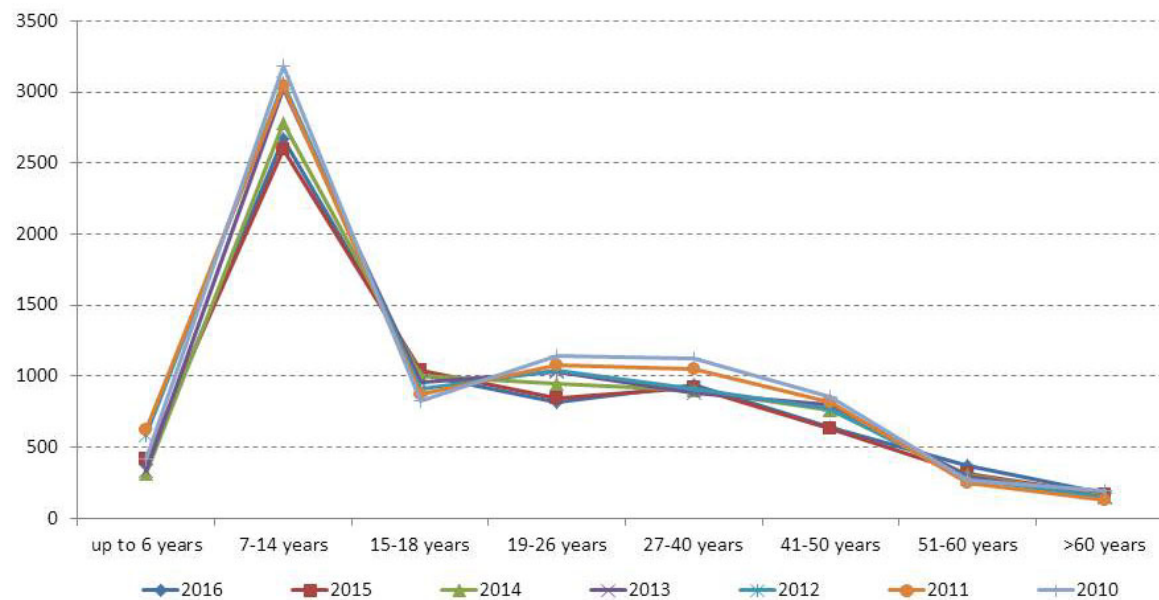


ADDRESSING THE DIFFERENT DEMANDS (1/4)



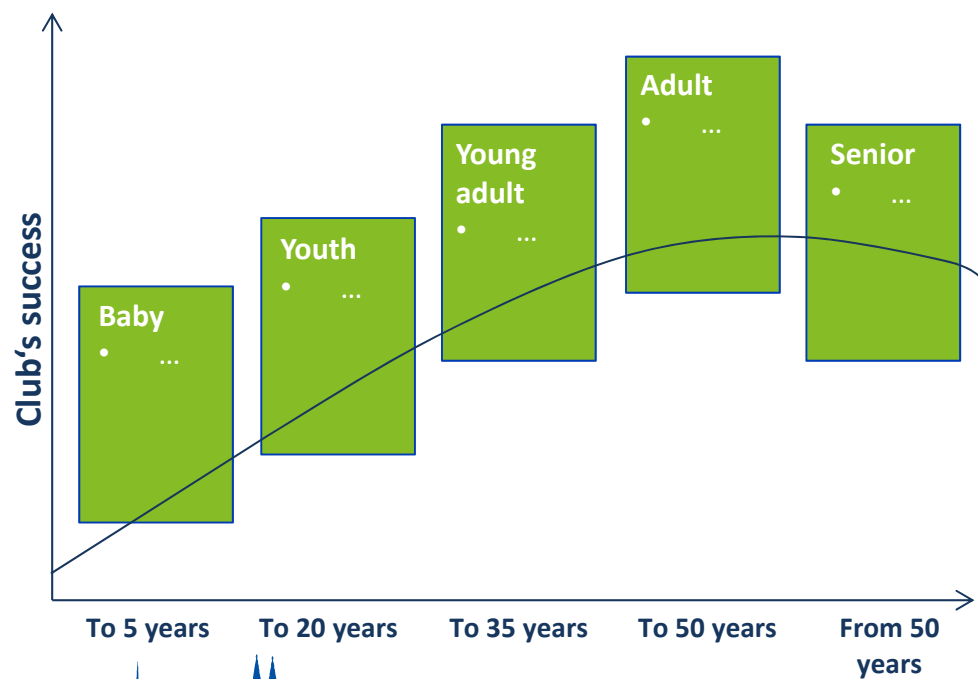
*Getting attention – the
chance to
communicate with the
target audience – has
to be managed with
highest priority*

ADDRESSING THE DIFFERENT DEMANDS (2/4)



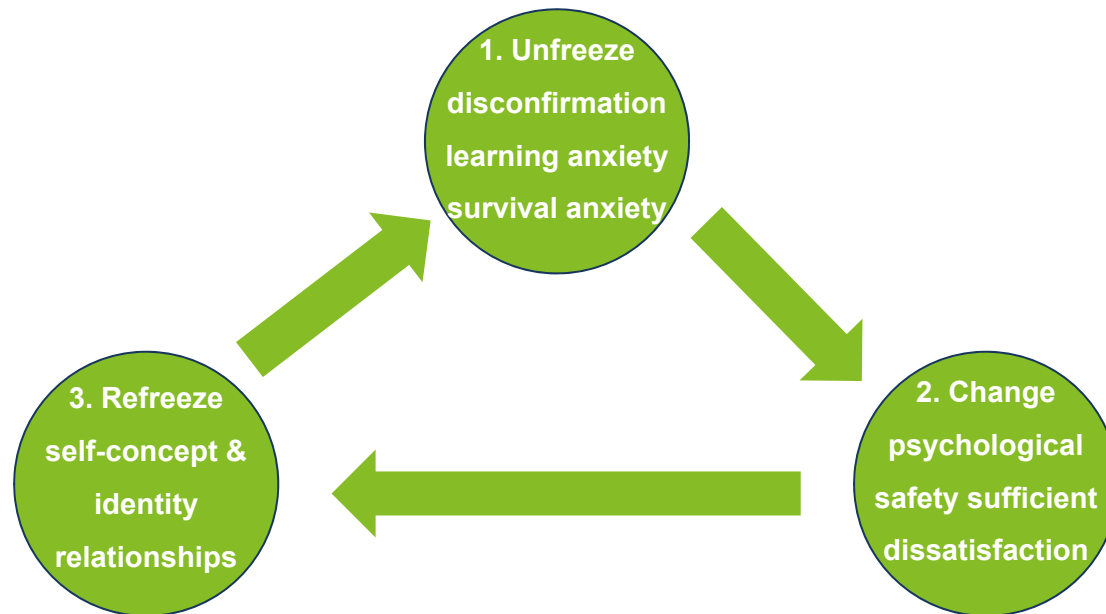
*Knowing the target
groups and their specific
needs and characteristics
becomes more important
than ever before*

ADDRESSING THE DIFFERENT DEMANDS (3/4)



*A relationship
marketing approach is
one of the key success
factors*

ADDRESSING THE DIFFERENT DEMANDS (4/4)

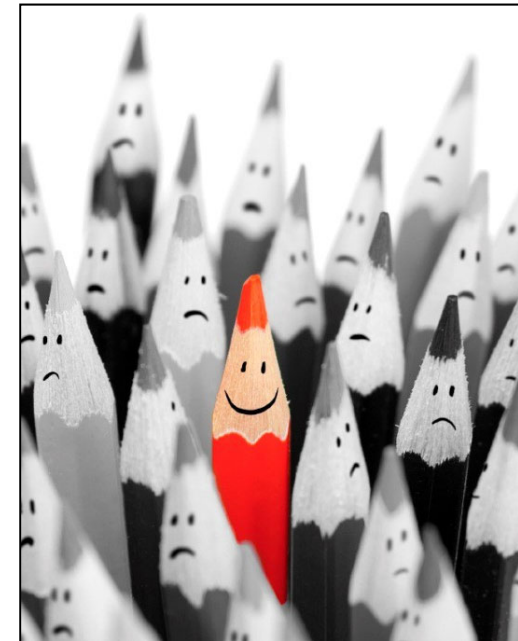


*The digitalisation
needs to be
implemented in the
handball sport
organisations*

Lewin, 1951; McGraw, Taylor & Lock, 2012, p. 124

CONCLUSIONS

- 1) Life cycles are getting shorter and shorter in the age of digitisation
- 2) Attention is becoming a rare commodity that needs to be earned
- 3) Different generations need to be targeted and tailored addressed
- 4) Relationship management is of even greater importance
- 5) Digitisation also means changes in the organisation, which should not be underestimated



THE SOLUTION IS NOWHERE

