



# FEI Innovations and Technology

Presentation at Equiforum Belgium 24

21 February 2024





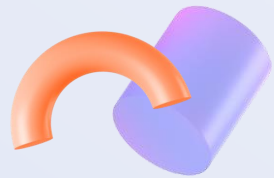
HOW MANY FEI SHOWS HAVE BEEN  
ORGANISED LAST YEAR ?



HOW MANY FEI SHOWS HAVE BEEN USED IN 2023?

# 1'468

Shows in 2023





HOW MANY HORSE ATTENDANCES AT FEI  
SHOW LAST YEAR ?



227'879

HOW MANY HORSE ATTENDANCES AT FLEET SHOW LAST YEAR?

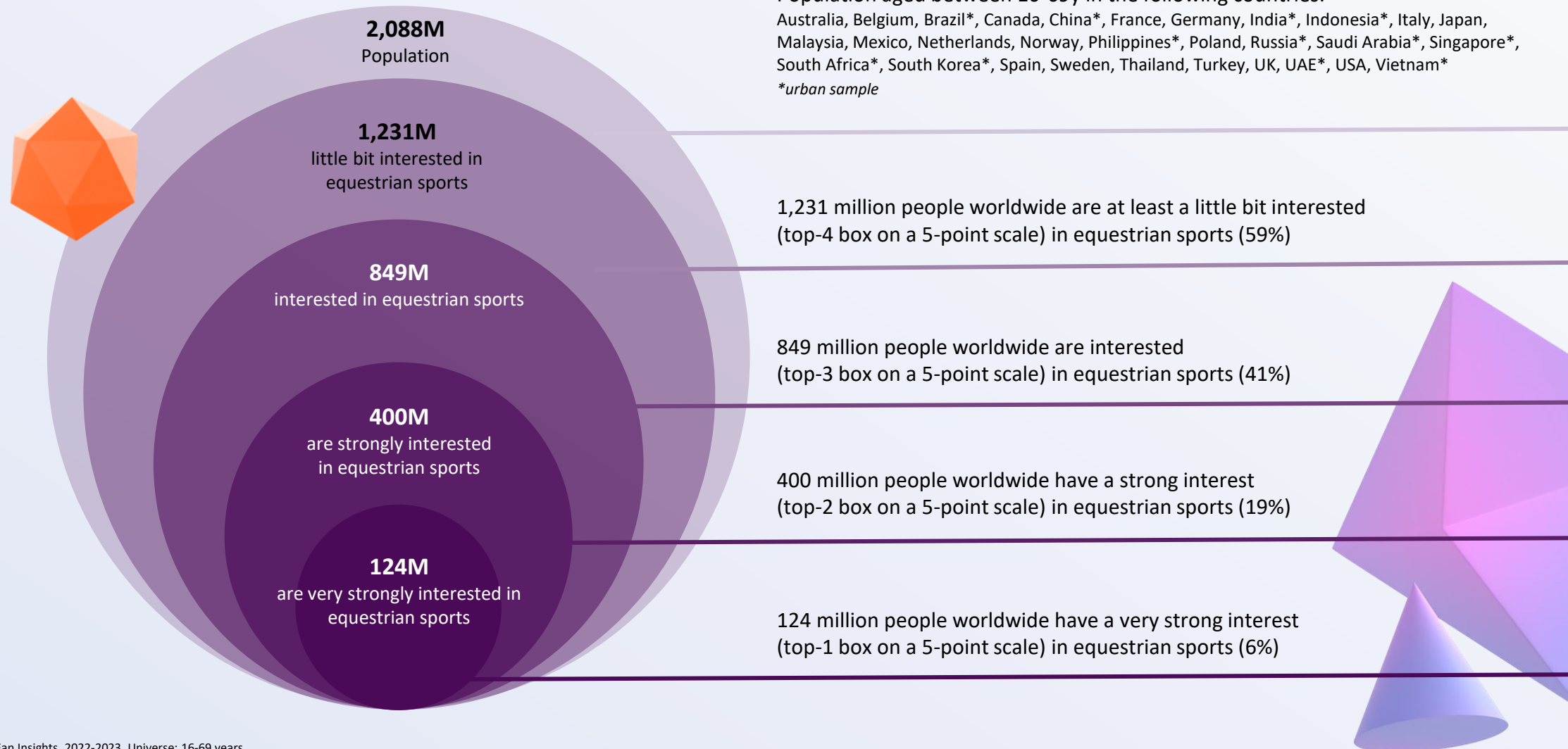
**Horse attendance in 2023**

**Average of 155 horses per show  
in 1'468 shows**

# The global sample from Nielsen Fan Insights shows 849 million interested in equestrian sports



- Global fanbase equestrian sports



Population aged between 16-69y in the following countries:

Australia, Belgium, Brazil\*, Canada, China\*, France, Germany, India\*, Indonesia\*, Italy, Japan, Malaysia, Mexico, Netherlands, Norway, Philippines\*, Poland, Russia\*, Saudi Arabia\*, Singapore\*, South Africa\*, South Korea\*, Spain, Sweden, Thailand, Turkey, UK, UAE\*, USA, Vietnam\*

*\*urban sample*

1,231 million people worldwide are at least a little bit interested (top-4 box on a 5-point scale) in equestrian sports (59%)

849 million people worldwide are interested (top-3 box on a 5-point scale) in equestrian sports (41%)

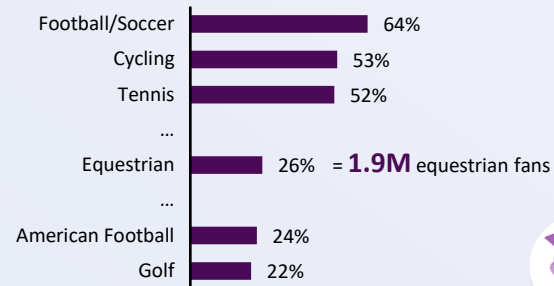
400 million people worldwide have a strong interest (top-2 box on a 5-point scale) in equestrian sports (19%)

124 million people worldwide have a very strong interest (top-1 box on a 5-point scale) in equestrian sports (6%)

In Belgium especially young people are interested in equestrian sports – very high sponsorship affinity of equestrian riders



### Interest in sports (Total population 16-65y; top-3-box)



### Interest in equestrian sport (top-2-box)

12% vs. 22%

(16-65 y.o.) (16-25 y.o.)

▶ In the young target group of 16-25y old people, the interest in equestrian sports is 75% higher as in the total population.



### Strong image (Total population 16-65y)

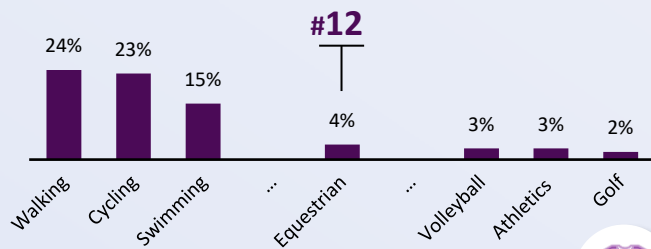
In Belgium people perceive equestrian sports as especially...

- 1 International 68%
- 2 Passionate 57%
- 3 Graceful 57%

(top-2-box)



### Sport participation\* (Total population 16-65y)



\* Practicing at least once a month

### Type of rider (Total population 16-65y)

1% / 35k

Competitive rider

4% / 265k

Leisure rider

6% / 450k

Casual rider



### Attractive target group

1.87x higher sponsorship affinity of Equestrian riders in Belgium compared to total population.

Their interest in products and services is cross-sectoral

Selected highlight branches

Sports betting services	1.93x
Luxury accessories	1.54x
Tires	1.46x

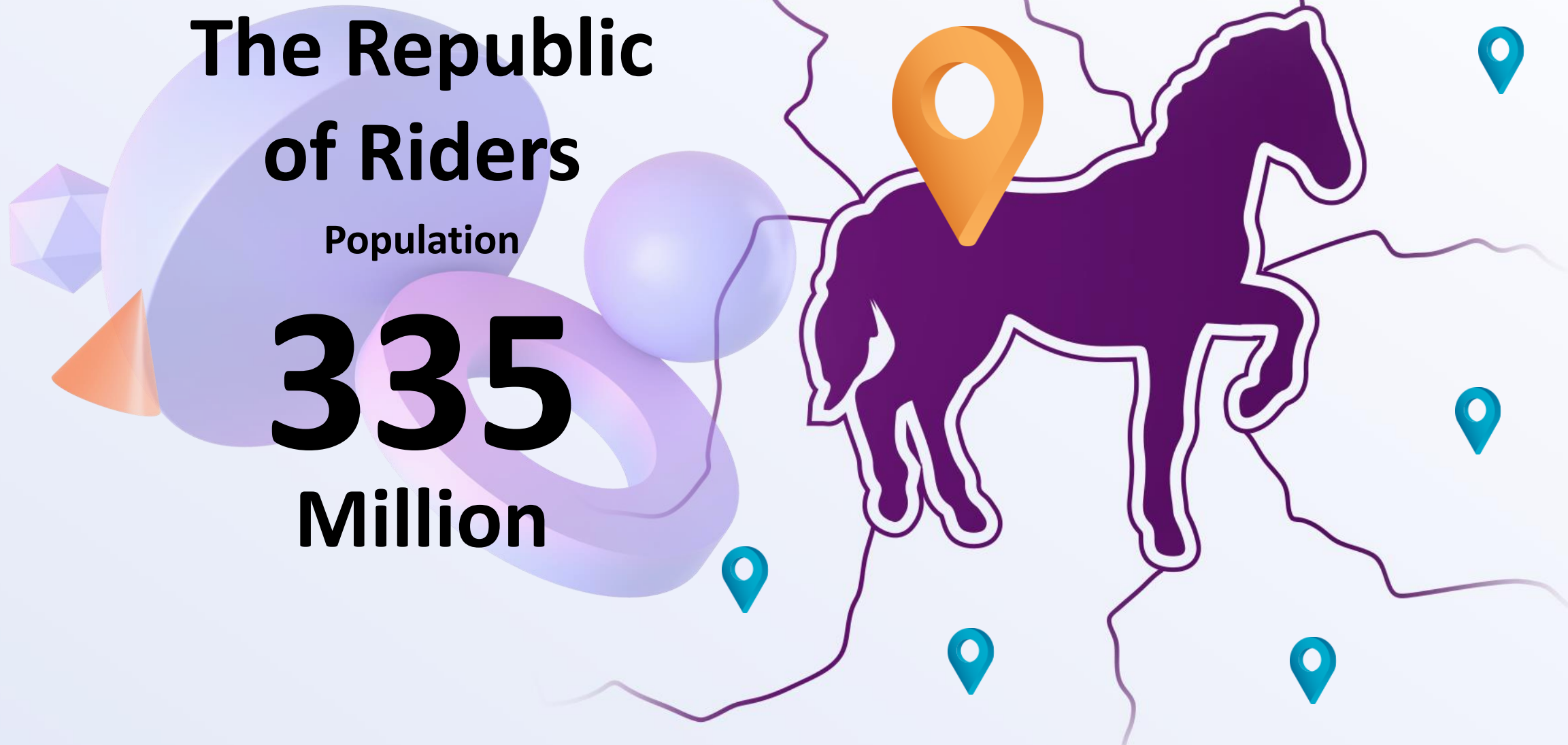
1.25x higher



# The Republic of Riders

Population

**335**  
Million





# There are 60.5 million horses worldwide – the largest horse populations are in North America and Asia

Global horse population



**Africa**  
7.5M horses  
12% of total population

**Asia**  
14.6M horses  
24% of total population

**Europe**  
9.2M horses  
15% of total population

**North America**  
16.3M horses  
28% of total population

**South America**  
12.5M horses  
20% of total population

**Oceania**  
0.5M horses  
1% of total population

**FEI MEDIA HOUSE**  
POWERED BY *ClipMyHorse.TV* 

# FEI Horse App



OFFICIAL  
LAUNCH

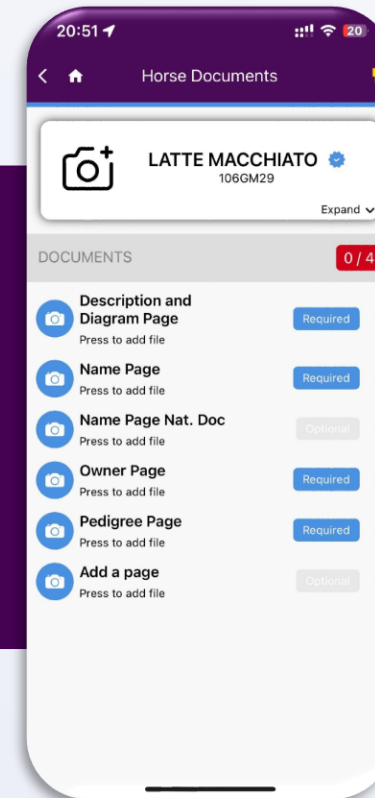


2016

2016

## OFFICIAL LAUNCH

The FEI HorseApp was mainly used by National Federations and Athletes to manage Horse documents.



# FEI Horse App



OFFICIAL  
LAUNCH



2016

2020

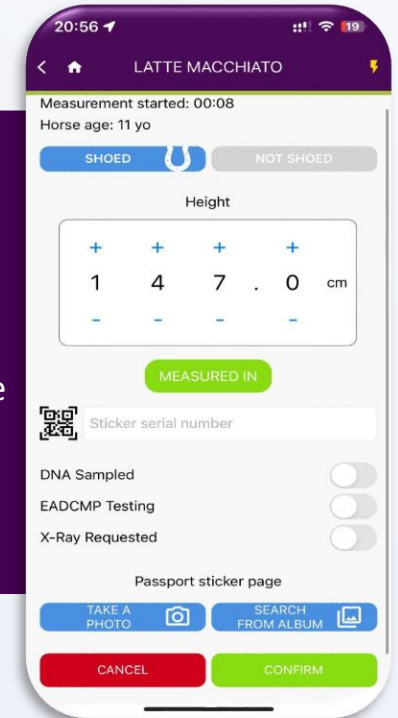


PONY  
MEASUREMENT

2020

## PONY MEASUREMENT

All the official FEI pony measurement sessions are now recorded via the FEI HorseApp.



# FEI Horse App



OFFICIAL  
LAUNCH



2016

2020



PONY  
MEASUREMENT

EHV-1  
OUTBREAK



2021

2021

## EHV-1 OUTBREAK

A series of new features were added to the FEI HorseApp to help the Athletes, Grooms and Veterinarians with the new EHV-1 Requirements

- PCR TEST MANAGEMENT
- SELF CERTIFICATION FORM
- HORSE TEMPERATURES
- EXAMINATION ON ARRIVAL
- HORSE MOVEMENT  
MANAGEMENT
- OC CHECKOUT

# FEI Horse App



OFFICIAL  
LAUNCH



2016

2020



PONY  
MEASUREMENT

EHV-1  
OUTBREAK



2021

2022



HORSE HEALTH  
REQUIREMENTS

1

Take two daily temperature readings for every horse that will be present at an FEI Event for the three days leading up to the day of arrival.

2

Fill in a Horse Health FEI Self-Certification form on the FEI HorseApp for all Horses attending an FEI Event.

3

Take the temperature of each horse twice a day at the FEI and record the measurements directly in the FEI HorseApp.

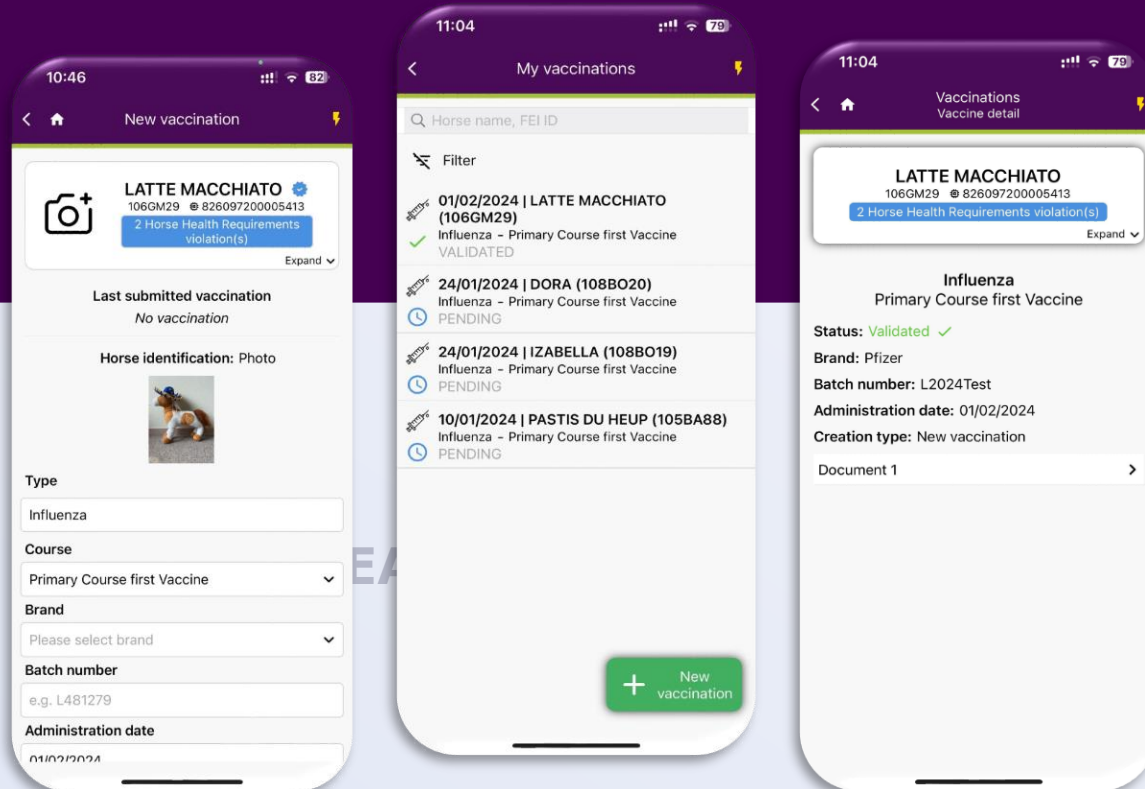
# FEI Horse App



## VACCINATION MODULE

Rollout of the Equine Influenza vaccination module throughout the entire year.

2024



## OFFLINE MODE AND VACCINATION MODULE



2023



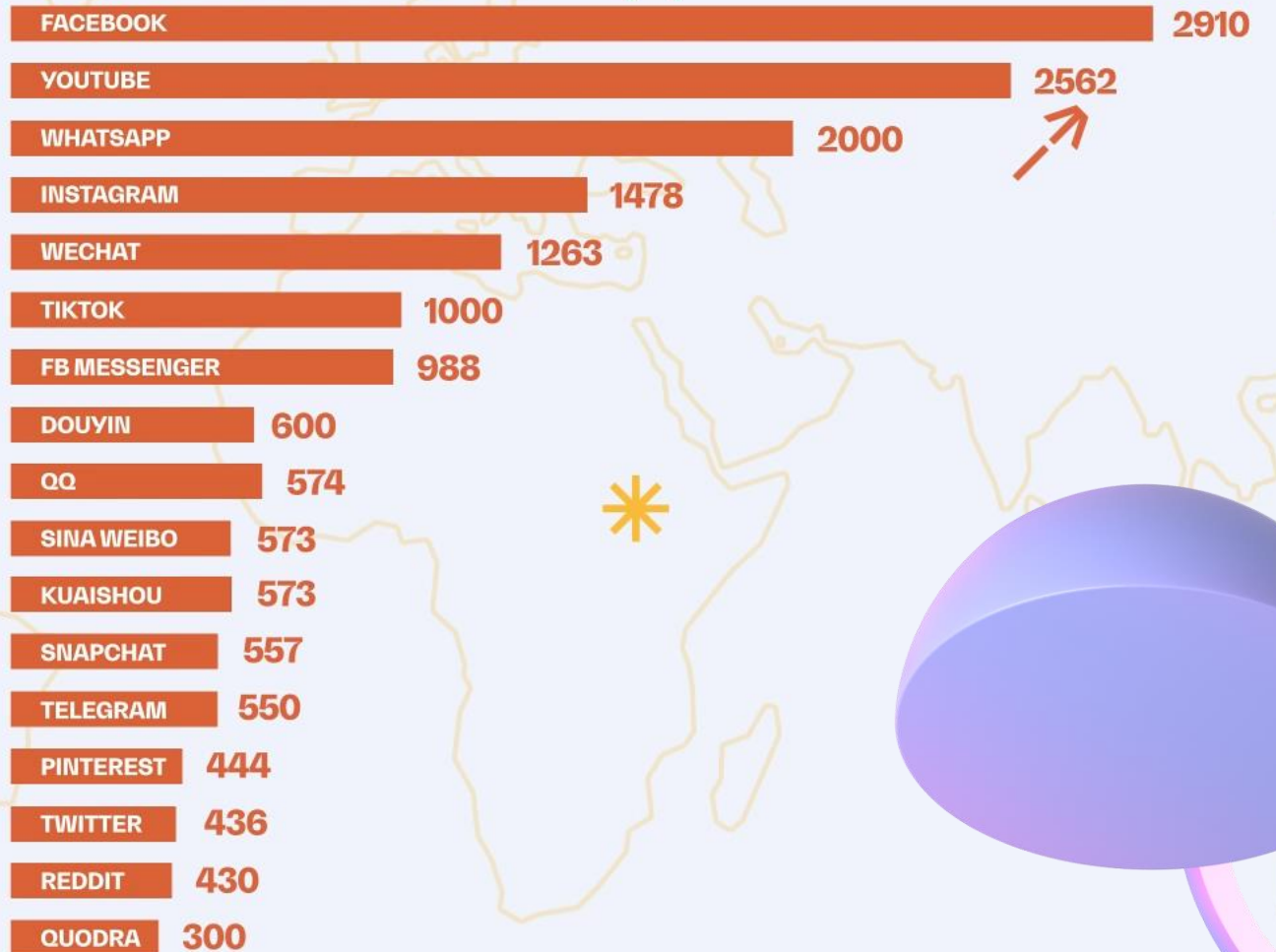
2024

HORSE HEALTH REQUIREMENTS



# THE WORLD'S MOST-USED SOCIAL MEDIA PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS  
BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)





# FEI DIGITAL ECOSYSTEM



FEI.ORG



INSIDE.FEI.ORG



FEI.TV



Instagram



LinkedIn



# DIGITAL GROWTH TIKTOK VIEWS

7.86M



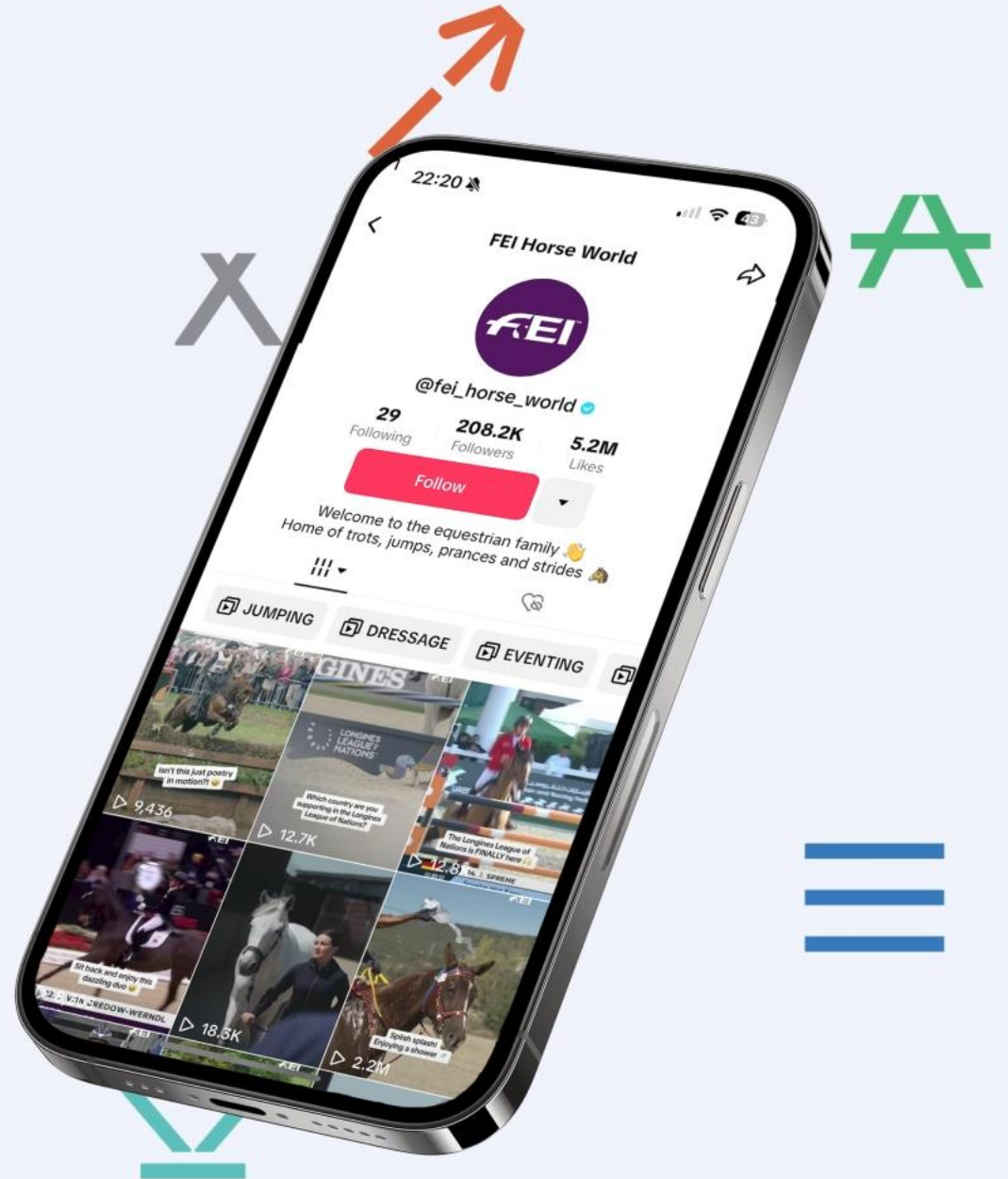
2022

42.7M

YOY:  
+443%



2023





### HORSE COMMUNITY

- Community Tab
- Well being of the horse

### HORSE NEWBIES

- Evergreen Content
- Emotional stories



### YOUNGER AUDIENCE

- Influencer content
- Vertical content

### OLDER AUDIENCE

- Evergreen Content
- Sports content



### MOBILE USERS

- Vertical content
- #Shorts

### TV USERS

- Livestreams
- Long-form content

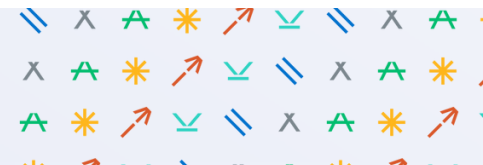


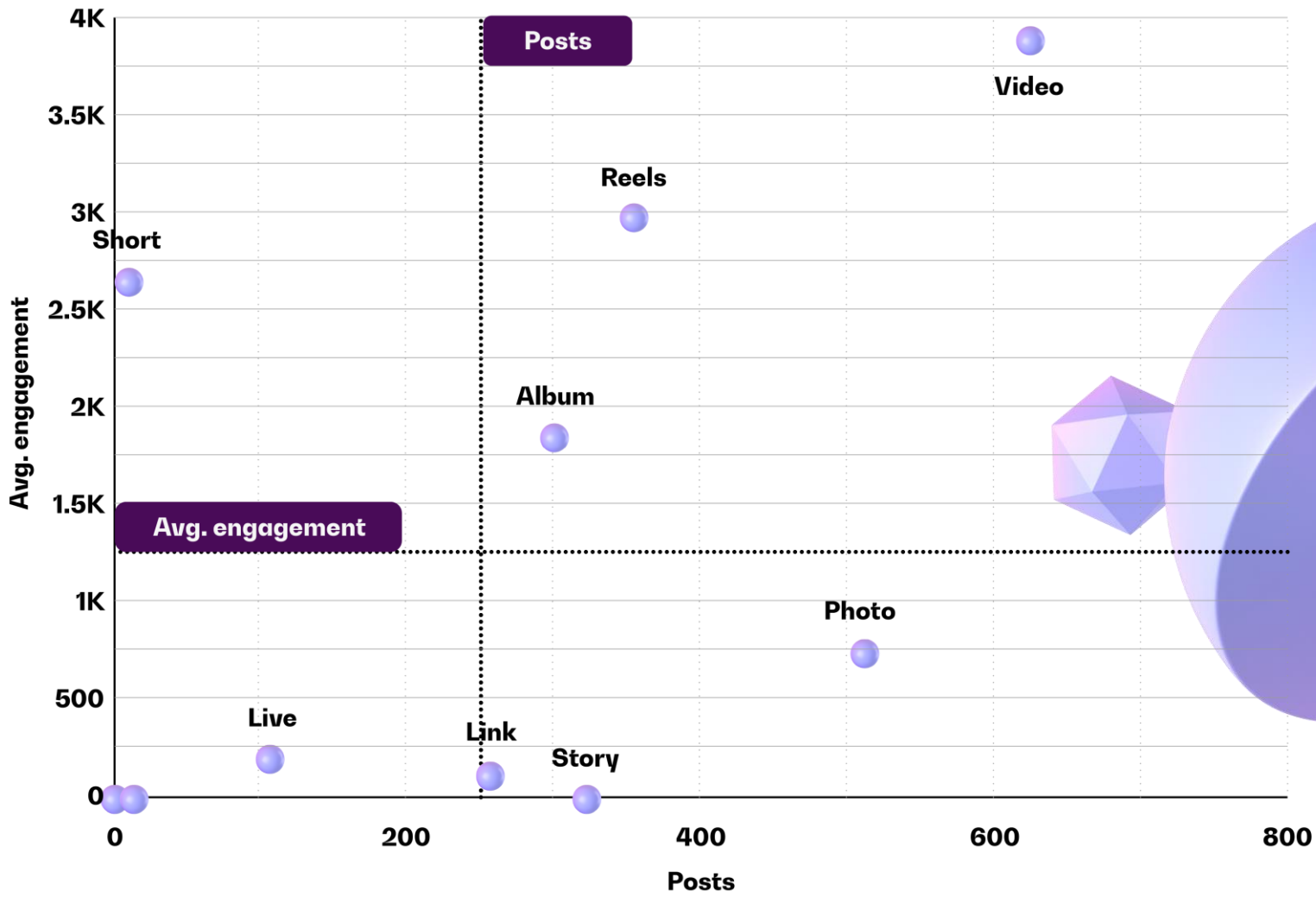
### SPORT FANS

- News, Winning Rounds
- Streams

### HORSEMANSHIP

- Series (RIDE)
- Influencer content





**43% of publications** on the different social media channels are videos.

Videos garner over **73% of the total Engagement** in all platforms.

**After the introduction of Reels on Instagram, Reach has increased on 165% and Engagement on 205%** comparing results per post with Videos.





## Global Events

> EUR 100 MILLION MEDIA VALUE



**400 million**

ANNUAL VIDEO VIEWS

**4 million**

FOLLOWERS



**1.7 Billion**

FANS WORLDWIDE

**1**

## Advertising on FEI Digital Channels

Development of marketing campaigns across FEI digital channels Display ADV – Social ADV

**2**

## Branded Activations

Building Brand Equity within the equestrian community through FEI organic promotion of a product through content or applications

**3**

## Content Production

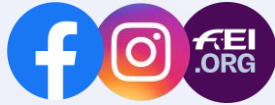
FEI Media House producing ADV content

**4**

## Partnership

Official partner of the FEI with on- and offline activation to build brand equity and drive sales





BATES SADDLERS | FEI  
OFFICIAL SADDLE PARTNER

2021

Change of FEI Commercial Strategy

2022

Bates Branded Content Informative Influencer Videos

2023

Bates Branded Content & Commercial Campaign With Isabell Werth

2024

Bates Becoming Official FEI Saddle Partner



FEI  
FEI.org/advertising



Thank you

FEI™

