



3x3 BASKETBALL

Presentation to National Federations of 2011 Road Map
May 2011

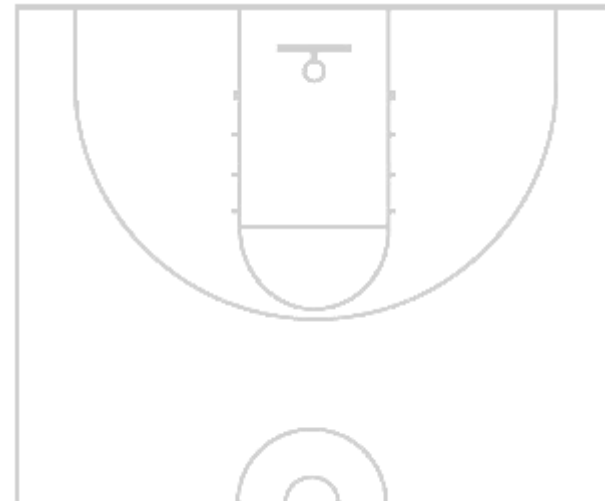
FIBA's 3x3

1. An opportunity
2. FIBA's Vision
3. Steps to-date
4. How it will work?
5. Your involvement
6. Timeline



3x3 basketball

- A great learning tool and the basic training of 5vs5 basketball players
- The most preferred format played by youngsters and adults on playgrounds around the world
- A promotional mean used by national federations to popularize the game
- Played at a myriad of recreational tournaments in summer



4.

3x3 BASKETBALL

An opportunity



3x3 is basketball with specific traits



URBAN

GLOBAL

UNSTRUCTURED

5.

3x3 BASKETBALL

An opportunity



3x3 from the players' perspective

FUN

SIMPLE

FREEDOM



- Millions of orphan players
 - 3x3 is currently driven by promoters and players
 - Structuring the discipline would help it to grow
 - FIBA's mission is to develop and support basketball
- Discipline extension is a trend
 - 3x3 is a natural and popular extension of 5vs5
 - Urban and casual disciplines are fastest growing sport segment
 - IOC's endorses discipline extension and supports 3x3



Unique growth opportunity for basketball

1. Promotion of basketball

- Ideal format to work with municipalities, schools and other partners

2. Enlarging players' population

- Capturing existing players and attract new players of all ages to the game

3. Developing new and emerging countries

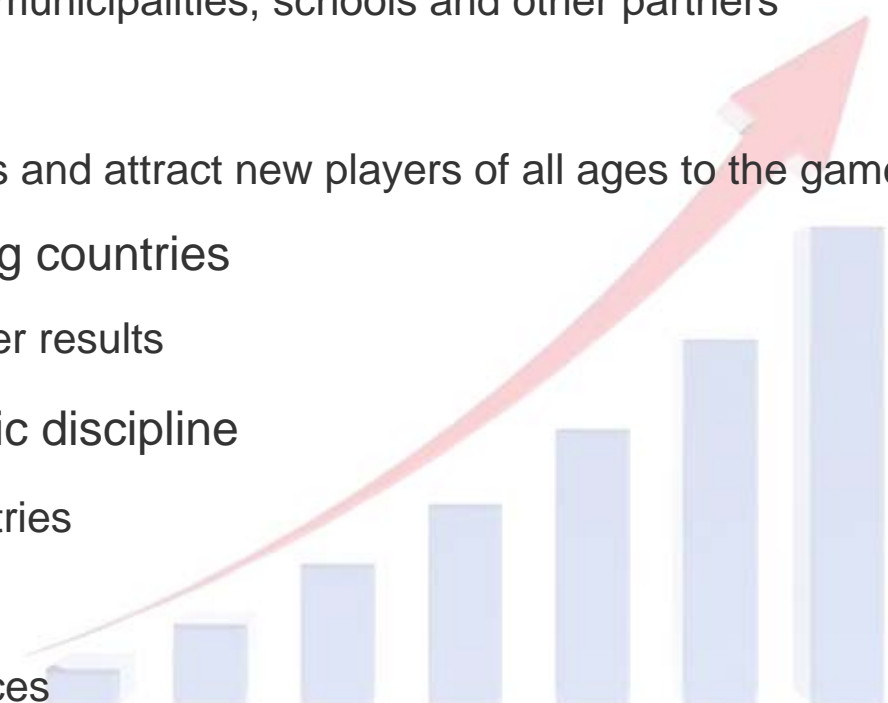
- Easier to implement, faster results

4. Creating an additional Olympic discipline

- More slots for more countries

5. Generating new assets

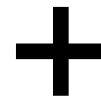
- More registrations / licences
- Opportunity for new partnerships





3x3 Vision

***To attract, support and
inspire basketball players
all over the world; oncourt,
online, on the move.***



...or by latest 2020...

...or by latest 2020...



Current status of 3x3



- Outstanding success at Youth Olympic Games
- Dedicated internal team to expand beyond Singapore
- Road map to promote 3x3
 - Leveraging current tournaments
 - Expanding the game with the support of National Federations and Zones





Global opportunities to play 3x3



- Schools and Communities
- (Youth) Olympic Games
- FISU World Championships
- SportAccord Beach Games
- National and World Tours
- Zone and World Championships
- ...



3x3 Basketball Road Map

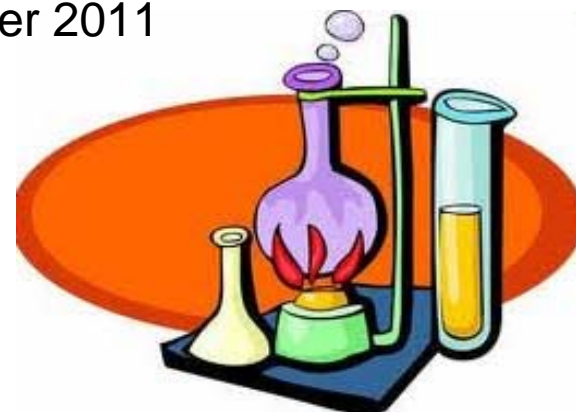
1. Common Game Rules
2. Individual Ranking System
3. Global Competition Network
4. Competition Management Tools



All features integrated into one Digital Platform

1. Common Game Rules

- Rules split into three variations: basic, full and light
- Organizers to preferentially choose between basic and full rules
- FIBA reserves right to test other variations of the rules in selected tournaments
- Rules to be tested during 2011 by all organizers
- Feedback on rules to be emailed to 3x3@fiba.com
- Rules will be reviewed based on feedback, statistical analysis, video footage and experts' input in November/December 2011
- FIBA reserves right to modify rules following the tests performed in 2011






1. Common Game Rules (cont')

Rules	FULL RULES Playing time + shot clock	BASIC RULES Playing time only, no shot clock	LIGHT RULES Continuous time, no shot clock
Team roster	Three (3) + One (1) substitute	Three (3) + One (1) substitute	Three (3) + One (1) substitute
Game duration	2 x 5 minutes One minute break at half-time	2 x 5 minutes One minute break at half-time	Up to the players Recommendation: 15 minutes
Overtime	If tied after One (1) minute overtime, 2nd overtime first to score two (2) points wins	The first team to score two (2) points wins the game	The first team to score two (2) points wins the game
Scoring	One (1) and Two (2)	One (1) and Two (2)	One (1) and Two (2)
Shot clock	12 seconds	None, no stalling allowed	None
Score limit	21 points	21 points	Recommendation: 15 points
Initial possession	Coin flip	Coin flip	Coin flip or shot behind the arc
Possession after field goal	Defense possession, Right underneath the hoop, Ball to be dribbled/passed behind the arc		
Possession after dead ball	"Check ball" Exchange behind the arc (at the top)		
Possession change	Ball to be dribbled/passed behind the arc		
Jumpball situation	Defense possession		
Following a shooting foul	One (1) free-throw Two (2) free-throws, if foul behind arc		Offense possession
Foul limit per player	Four (4)	Four (4)	Does not apply
Foul limit per team	Four (4) per period	Four (4) per period	Does not apply
Penalty situation	One (1) free-throw	One (1) free-throw	None
Referee(s)	One (1)	One (1)	Self-refereeing
Time/Score keeper(s)	Two (2)	One (1)	None
Time-outs	None	None	One (1) 30 seconds time-out per
Ball is considered as "behind the arc" when offensive player in possession of the ball has both feet behind the two point line			
Official FIBA Basketball Rules apply for all game situations not specifically mentioned above			



2. Individual Ranking System

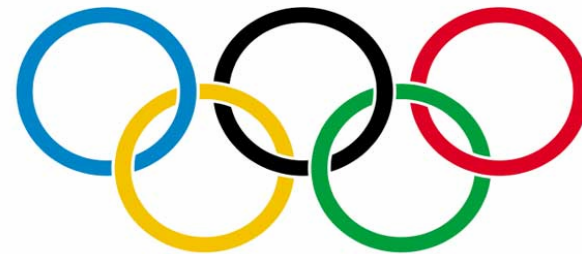
Creating one global community

- Ranks all players in one single, progressive and comparable scale
 - Motivates to play and to play, as well as to interact with digital platform
 - Points given for all games including pick-ups, both wins and losses count
 - Ranking dashboard available at the digital platform
 - Various queries and zoom-in at community level for player's relevant comparisons, including national ranking
- 
- | Rank | ID | Username | Win-Loss |
|-------|---------------|----------|----------|
| 21033 | #Shaq'sBack82 | 45-22 | |
| 21034 | #Carlos27 | 29-4 | |
| 21035 | #ManoloSR | 45-22 | |
| 21036 | #ReadyFor2016 | 18-3 | |
- Ranking requires unequivocal data and player identification across all game opportunities
 - FIBA tools have to be used in order to allow adequate capturing of individual results across various tournaments and pick-ups
 - Only the result of those tournaments using FIBA tools can be captured by the digital platform



3. A Global Competition Network

From the street to the Olympics, ...



... via a unified sport under one competition system.



3. A Global Competition Network (cont')

FIBA builds on the 3x3 competition culture

- 3x3 competitions are mainly (week-end long) tournaments
 - Round robins followed by a single elimination phase
 - Teams are freely formed by players without nationality or other restrictions
 - Organizers can divide players into categories related to age, gender, level, etc
- Some tournaments have been grouped as “tours”
 - Single-city, e.g. Sportarena in Bucarest; or multi-city, e.g. Hoop-it-up in the USA
 - Country tour, e.g. Bigudy in Lithuania; or multi-country tour, e.g. Playground

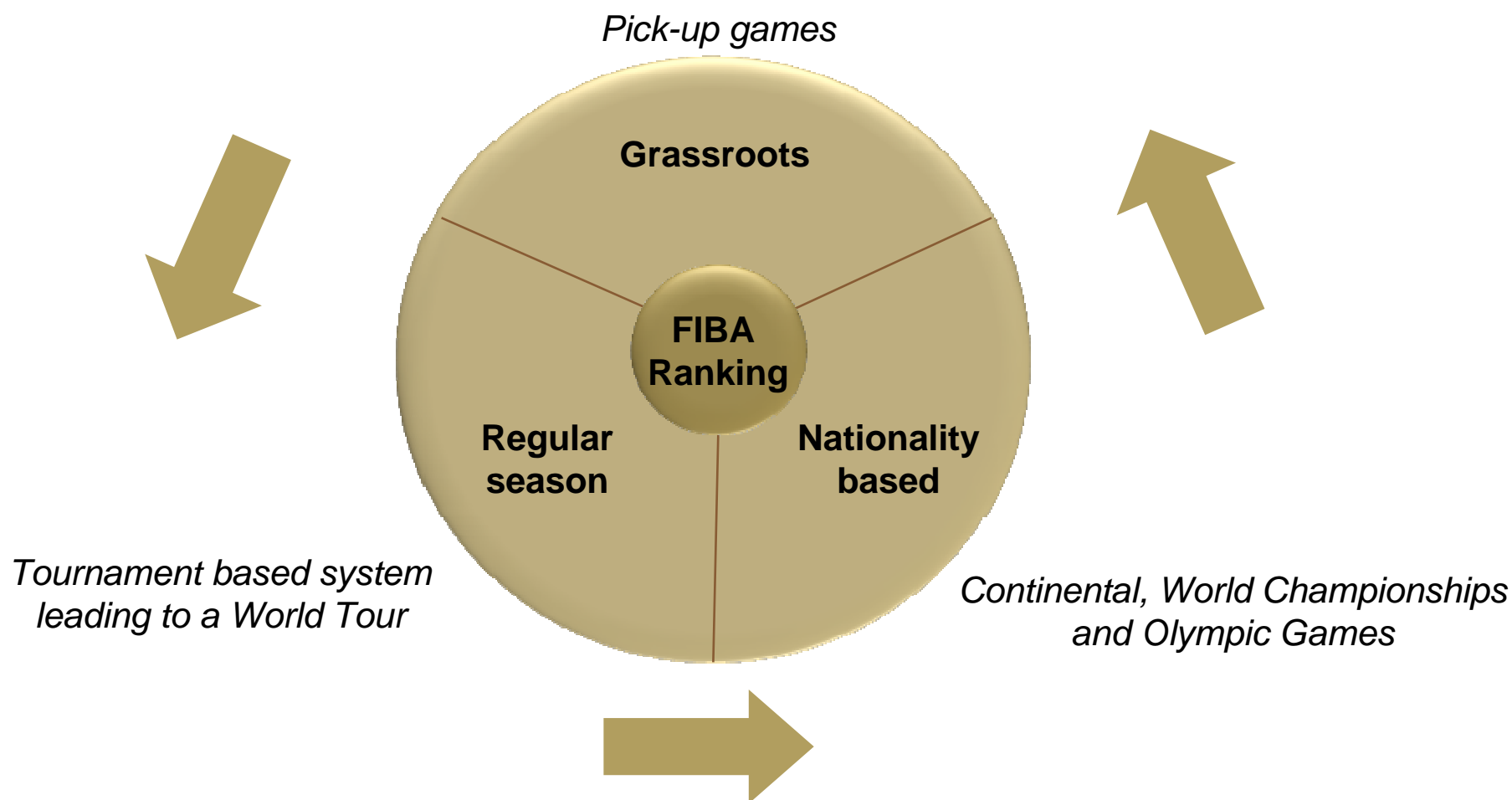
FIBA's vision →

- **Develop 3x3 around tournaments**
- **Connect all tournaments in a global competition network**
- **Establish a tournament hierarchy and a players' ranking**
- **Set-up a World Tour by 2012 or 2013 with city-based teams**



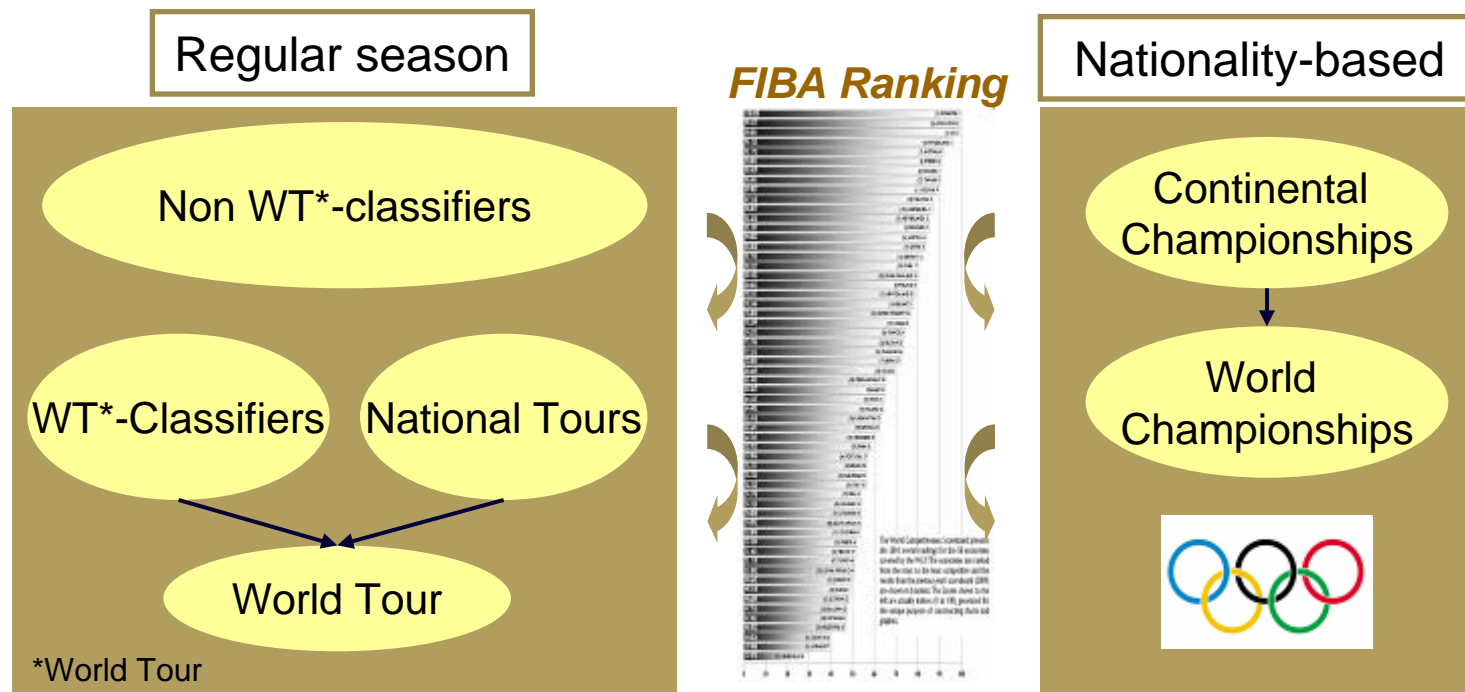
3. A Global Competition Network (cont')

An integrated tournament system



3. A Global Competition Network (cont')

Season without nationality restrictions cohabits with “Ryders Cup”



- Tournaments are organized by promoters, NFs**, Zones
- World Tour to be organised by FIBA

**National Federations

- Ryders Cup model
- Organized by Zones/FIBA
- Eligible players have to be ranked and play 3x3

4. Competition Management Tools



- FIBA offers at no cost state-of-the-art competition management tools tailored to 3x3 basketball
- The use of the said tools helps organizers to manage efficiently tournaments ensuring the capture of data for ranking purposes

All in one Digital Platform

- Community website(s)
- Mobile applications
- Players and tournaments registrations
- Competition management (rules, guidelines, schedules, stats and results)
- Individualised ranking dashboard
- Court and tournaments locators
- Ex: Nikeplus, Sportstracker, Runkeeper





Next steps

1. Take an active part in FIBA's workshops and give us your opinion
2. Ask FIBA's 3x3 team for support
3. Join the test program and provide feedback
4. Develop your tournaments and become a 3x3 pioneer
5. Foster cooperation between NFs and promoters to set-up National Tours
6. Participate in the promotion of the digital platform to the players
7. Contact Kevin Bovet (3x3@fiba.com) for more information and support



Partner with FIBA to grow 3x3

FIBA would like you to:

- Continue business as usual
- Consult FIBA's 3x3 project with the pillow and come back with feedback
- Use FIBA tools to manage your tournaments and come back with feedback
- Test the rules and come back with feedback

In exchange you:

- Can test FIBA tools for free and provide your input to adapt them to your needs
- Can provide players' participating in your tournaments with a ranking
- Can offer your player's becoming beta testers of the FIBA apps
- Will be heard and your advice sought in shaping the sport
- Will have your tournament included in a feeder for a World Tour



Timeline 2011-2013

Spring 2011

- Kick-off workshops with promoters and federations around the world

Summer 2011

- Test of tournament management tools
- Test of the game rules
- Data gathering for ranking calculation

Fall/Winter 2011/2012

- Evaluation of tests
- Launch of digital platform
- Launch of FIBA ranking

2012/2013

- National Tours and World Tour
- Qualifications for 2014 YOG