

HSBC BWF World Tour Event Report 2024

YONEX Swiss Open 2024



1. INTRODUCTION

This report seeks to evaluate the YONEX Swiss Open 2024, part of the HSBC BWF World Tour Super 300, its presentation, technical operation, and fulfilment of its host contract with BWF.

Event & Dates

YONEX Swiss Open 2024
(19 – 24 March 2024)



Prize money

USD \$210,000

Competition Venue

St. Jakobshalle, Basel

Practice Venue

Badminton Halle Oberwil & St. Jakobshalle (Halle 2)

Referee Team

Lui Wan Swee (MAS) & Jayashree Nair (BRN)

Local Organising Committee (LOC)

Swiss Badminton

Host Broadcaster

SSR SRG

Host Production Company

BBM

Other Broadcasters

International Rights Holders - InFront

Title Sponsor

Yonex

Equipment Sponsor

Yonex

Other Sponsors & Partners

Audiorent, Swisslos, Sporttip, Copartner, Settelen, medbase, Basilisk, Hydrospeed AG, swissterminal, Jost, Marketing Spot, Kyocera & Eptinger

BWF World Tour Sponsor

HSBC

Official Hotels

Novotel, IbisStyles & Courtyard

Transportation

Scheduled Bus & Vans



2. EXECUTIVE SUMMARY

- For 2024, the Swiss Open remained a Super 300 event & held at Jakobshalle.
- HSBC World Tour sponsorship entitlements were implemented.
- 13 matches were produced for the World Feed TV broadcast.
- The BWF Livestream and Livescore data rights were implemented effectively.
- IRS was operational on Court 1 from Saturday onwards.
- AE Live provided virtual graphics from Semi-Finals onwards.
- Host sponsor (Betterview) deliverable was not shared in advanced, and that caused challenges in implementation.

HSBC BWF World Tour Event Report 2024

YONEX Swiss Open 2024



3. COMPETITION REPORT

Players and Entries

Number of Players Including Reserves	342
Total Top 10 Players/Pairs	MS 1, WS 3, MD 2, WD 1, XD 4
Number of Members	33
Number of Withdrawals After Draw	18

Competition Schedule

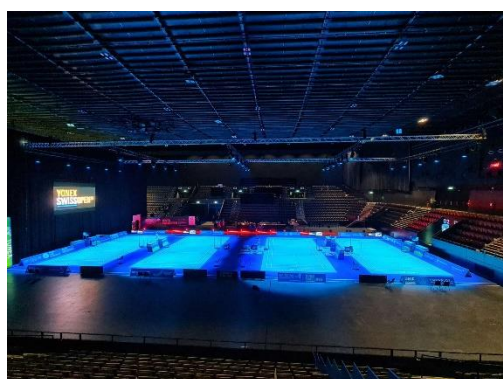
Day	Event	Courts	Start Time	Finish Time	Order of Play Published
Monday (18-Mar)	Umpires' Briefing	N/A	17:30	18:30	20:14
	Team Managers' Meeting		18:30	19:45	
Tuesday (19-Mar)	Qualifying & R32	4	10:00	21:42	18:22
Wednesday (20-Mar)	R32	4	10:00	23:04	21:34
Thursday (21-Mar)	R16	4	12:00	22:59	20:55
Friday (22-Mar)	Quarterfinals	3	14:00	22:11	21:47
Saturday (23-Mar)	Semifinals	1	12:00	22:19	19:00
Sunday (24-Mar)	Finals	1	11:00	17:47	N/A

Winners and Runners-up

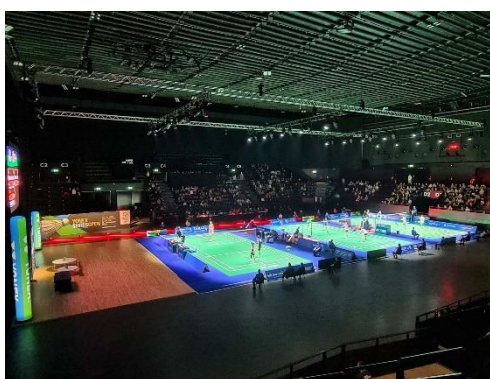
Event	Winner	Runner-up
Men's Singles	LIN Chun-Yi	CHOU Tien Chen
Women's Singles	Carolina MARIN	Gregoria Mariska TUNJUNG
Men's Doubles	Ben LANE Sean VENDY	Muhammad Shohibul FIKRI Bagas MAULANA
Women's Doubles	Lanny Tria MAYASARI Ribka SUGIARTO	HSU Ya Ching LIN Wan Ching
Mixed Doubles	GOH Soon Huat LAI Shevon Jemie	CHEN Tang Jie Toh Ee Wei

4. PLAYING ENVIRONMENT

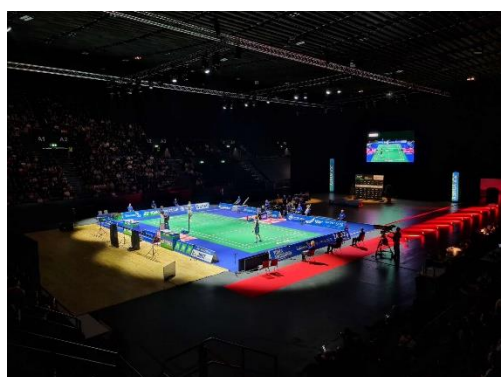
Aspect	Comments
Court Mats	The Yonex mats were in good condition and conformed to the BWF runoff guidelines.
Lighting	Court specific rig was set up. The lighting lux levels averaged 2500 lux, with even distribution. A dedicated lighting operator was onsite during the week.
Flooring	Wooden sprung floors were used. Blue carpet was used to cover most of the court platform on FOP.
Court Background	The court specific lighting ensured that behind the courts was quite dark and easy to sight the shuttle.
Drift	The referee team did not receive any complaints from the team managers.



4-court Setup (Tuesday - Thursday)



3-court Setup (Friday)



1-court Setup (Saturday & Sunday)

5. PLAYER FACILITIES

Aspect	Comments
Warm-up & Practice Courts	2 warm-up courts were laid behind black curtain on the FOP. 3 practice courts were beside the warm-up courts on the FOP, and 6 practice courts were in the hall within the same complex.
Players' Lounge	Players' lounge overlooked the warm-up and practice courts on the 2 nd floor. Drinks and fruits were available.
Gym / Fitness Area	A small gym was available at Novotel and Courtyard, but not at IbisStyles.
Stringing	Provided by Yonex located at their sales booth in concourse area.
Player's Seating	Sufficient seats were provided in the upper seating area for teams.
Medical	Doctors were available courtside throughout competition hours.
Physio	Free physiotherapy services were provided for players taking part in the tournament.
Transport	Airport pick-up was available, though was difficult to find tournament staff as there were no signs. Minivans were used to take players to and from hotel to hall. Host was quick to make arrangements should there be more requiring transport. Pick-up points could use signage as the minivan stopped in front of carpark entrance. Pick-up points could be nearer to area with roof as it rained the first day and walking/waiting in rain is not preferred.
Match Recording	As there were no space for teams to place cameras, the host had made arrangement for matches to be picked up from Crionet & sent to teams for match analysis.
Summary	Overall, the facilities and services were available and adequate for a Super 300.

HSBC BWF World Tour Event Report 2024

YONEX Swiss Open 2024



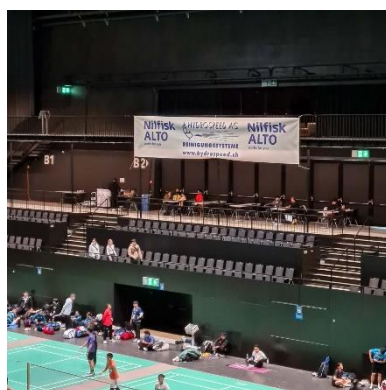
Warm-up x 2 & Practice Courts x 3 (on FoP)



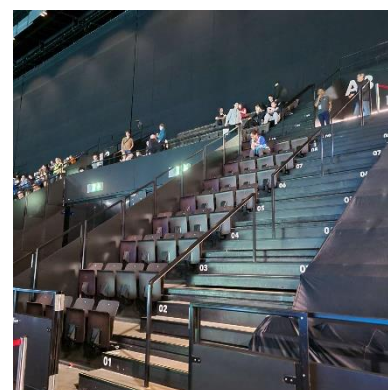
Practice Courts x 6 (Halle 2)



Yonex Stringing Booth



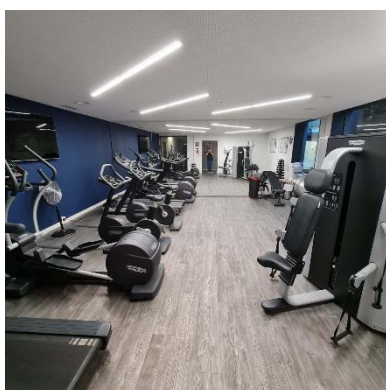
Players' Lounge



Players' Seating



Novotel Pick-up Point



Novotel Gym



Medical & Physio Room

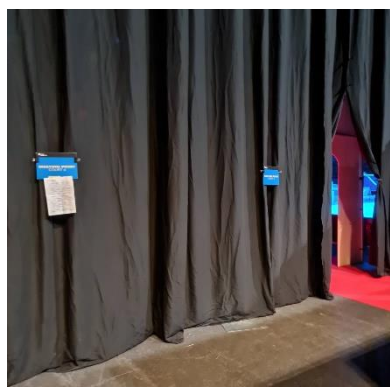
HSBC BWF World Tour Event Report 2024

YONEX Swiss Open 2024

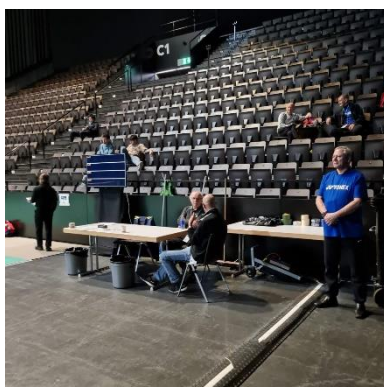


6. ORGANISATION

Aspect	Comments
Field of Play	Generally, FOP preparation is done well. However, on certain days, there were minor changes being made 30 minutes prior to start of play that could have been done much earlier. This included the Drink display next to 2 nd tier and plant pots next to prize presentation backdrop. Some changes need to be cleared before they can be actioned, so anything last minute can create issues.
Staffing	The tournament staff are all very experienced having been at several Swiss Opens. Everyone was clear on what to expect.
General Space	There was sufficient space for a Super 300.



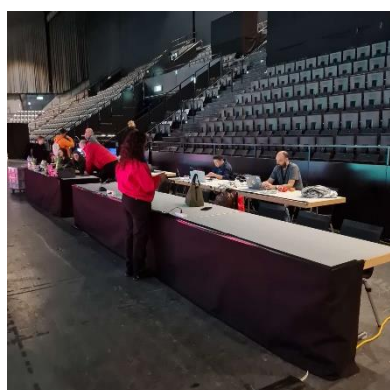
Assembly Point



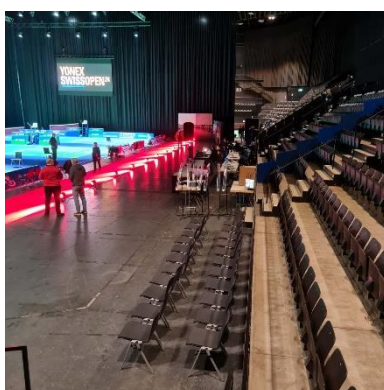
Marshal Area



Shuttle Control



Match Control



Umpires' Seating



Accreditation

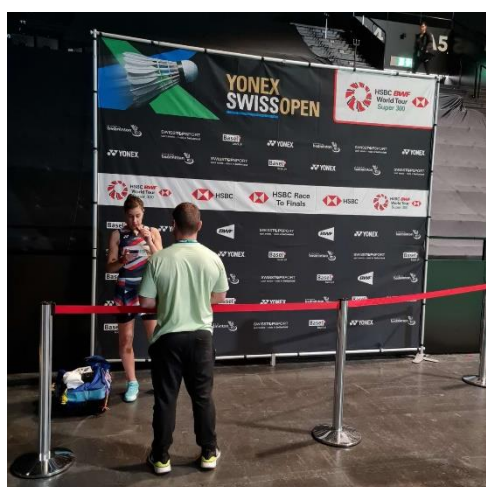
HSBC BWF World Tour Event Report 2024

YONEX Swiss Open 2024

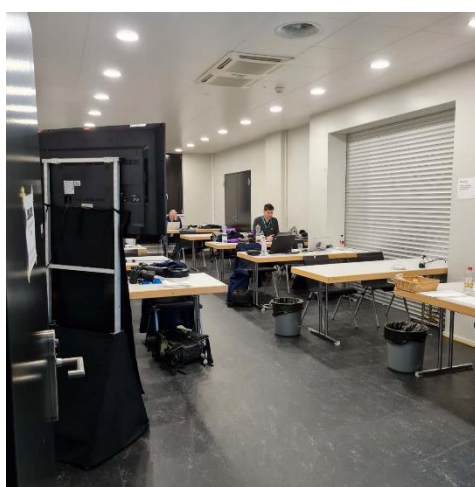


7. MEDIA

Aspect	Comments
Mixed Zone	A single backdrop mixed zone was situated right behind the black curtain upon walk-off.
Media Centre	Media Centre was beside BWF office along the same hallway as players' change rooms. No differentiation between players' space and media space, though perhaps not necessary at Swiss Open.



Mixed Zone



Media Centre

HSBC BWF World Tour Event Report 2024

YONEX Swiss Open 2024



8. TV

Schedule

Day	World Feed (Court 1)
Saturday	12:00 / 5 matches 17:00 / 3 matches
Sunday	11:00 / 5 matches

Production

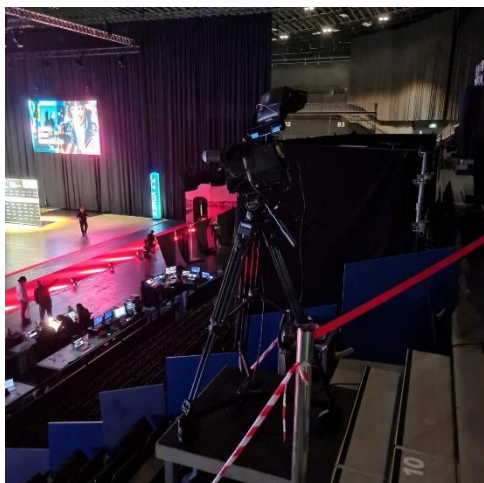
Aspect	Comments
Local Broadcaster	SSR SRG
Master Camera	Main camera was placed behind court 1.
Commentary Position	Platforms were built over spectator seating behind court 1 for commentary position.
Number of Cameras	6
Roaming Camera	Not used, rail camera installed instead. A handheld camera would dramatically improve the coverage of the coin toss and player box intervals.
World Feed Graphics & Virtual Logos	AE live integrated the World Tour graphics.



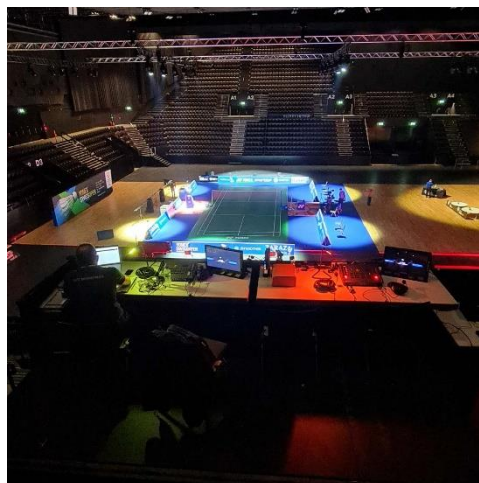
Master Frame

HSBC BWF World Tour Event Report 2024

YONEX Swiss Open 2024



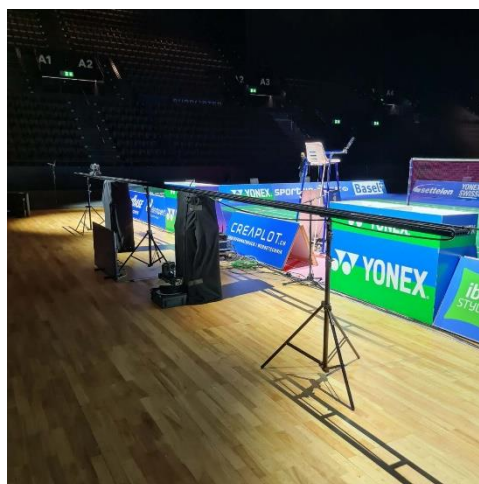
Master Camera



World Feed Commentary Position



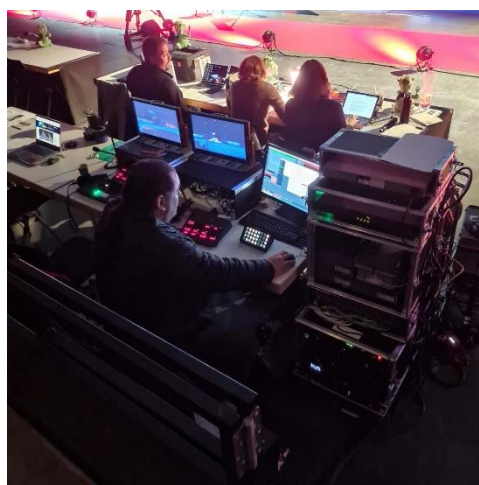
Side Cameras



Rail Camera



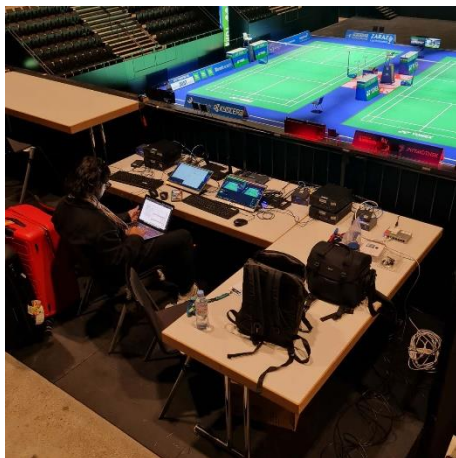
TV Truck



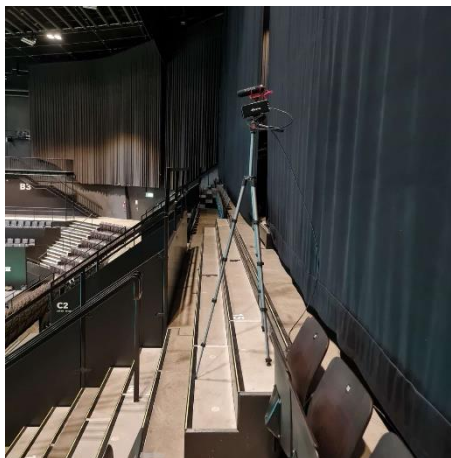
TV Production Floor Manager

9. LIVE STREAMING

Aspect	Comments
Summary	Network was stable for most of the tournament with minor drops that were quickly reestablished.



Livestream Setup Area



Streaming Camera

10. SCORE DATA UPLOAD

Aspect	Comments
Summary	No issues reported.



VR Setup Area

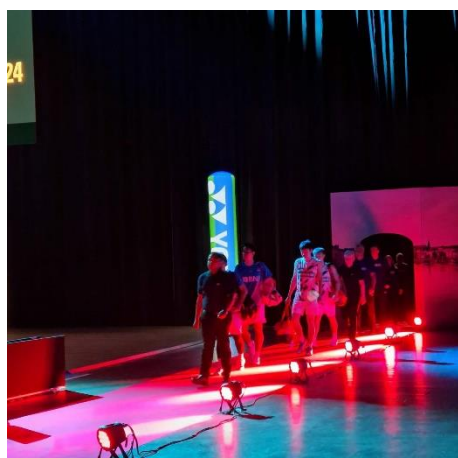
HSBC BWF World Tour Event Report 2024

YONEX Swiss Open 2024



11. SPORTS PRESENTATION

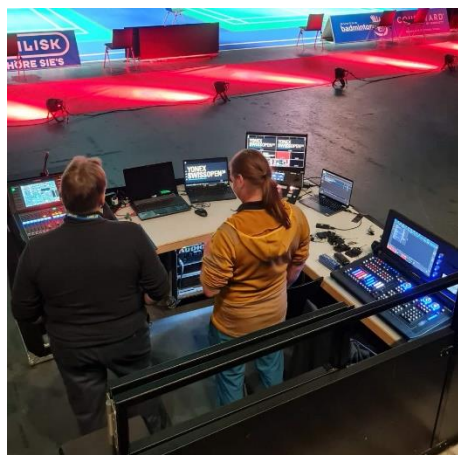
Aspect	Comments
Summary	<p>Music had been used throughout the week before and after matches.</p> <p>Light & carpet for walk-on to every court since Day 1.</p> <p>Adverts were played on arena screens before matches begin on Sunday.</p> <p>Briefing of players' profiles on Sunday in multiple languages.</p>
Betterview	<p>Last-minute discussion to play host sponsor advert following every HEI challenge. Video had to be trimmed as it showed "Brought to you by." No reaction from crowd when this was implemented.</p>



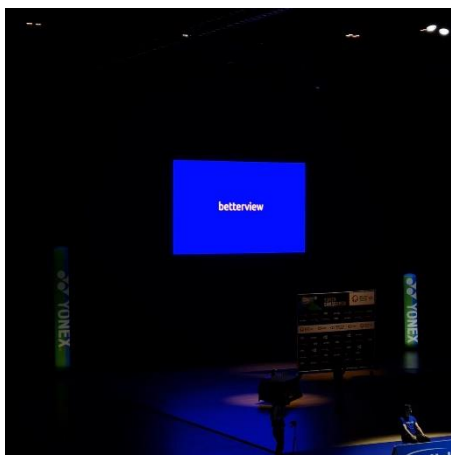
Player Walk-on



Arena Screen



Sports Presentation Workspace



Betterview Video

HSBC BWF World Tour Event Report 2024

YONEX Swiss Open 2024

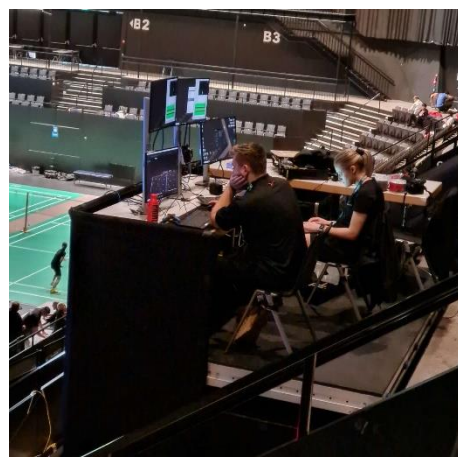


12. INSTANT REVIEW SYSTEM (IRS)

Aspect	Comments
Setup	Hawk-Eye had issues with calibration as court 1 did not have full a-board setup. Full a-board setup will only be done Friday night after matches finish. There may be slight light adjustments to ensure the a-boards are well-lit, though host cannot guarantee it will not affect Hawkeye settings.

Instant Review Summary:

Challenge Summary	R32	R16	QF	SF	F	Total
Number of Challenges	29	24	18	19	12	102
Number of matches	80	40	20	10	5	155
Number of matches on IRS Court	16	13	8	10	5	52
Challenges Per Match	1.81	1.85	2.25	1.90	2.40	1.96
Successful Challenges	7	6	4	3	4	24
Unsuccessful Challenges	22	18	14	16	8	78
Umpire Referral	0	0	0	0	0	0
Original Call Stands	0	0	0	0	0	0
Successful %	24.14%	25.00%	22.22%	15.79%	33.33%	23.53%



Hawk-Eye Control Position



Smash Speed Display

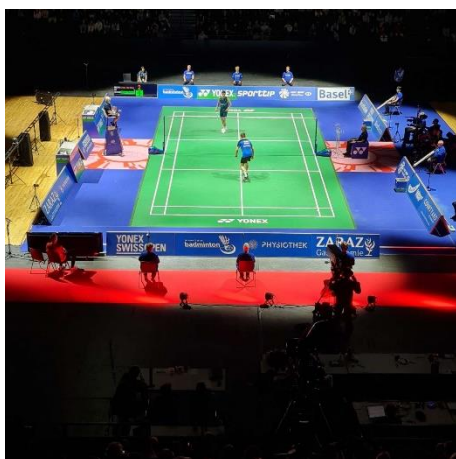
HSBC BWF World Tour Event Report 2024

YONEX Swiss Open 2024

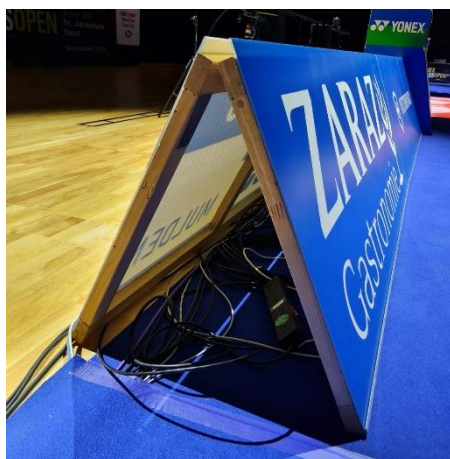


13. ARENA AND FIELD OF PLAY BRANDING

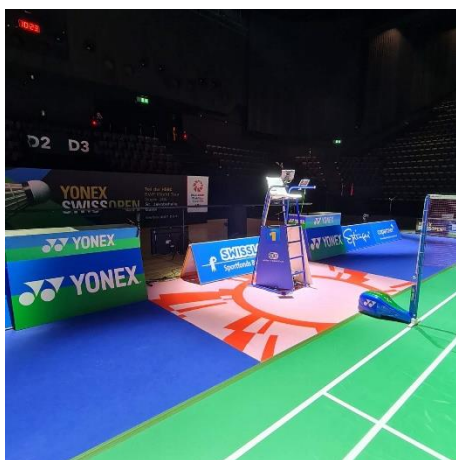
Aspect	Comments
A Boards	Wooden-framed a-boards were used. For court 1 a full A board setup should be used for all TV matches.



Court 1 Overview



A-boards



Umpire Chair Branding & Carpet Graphics



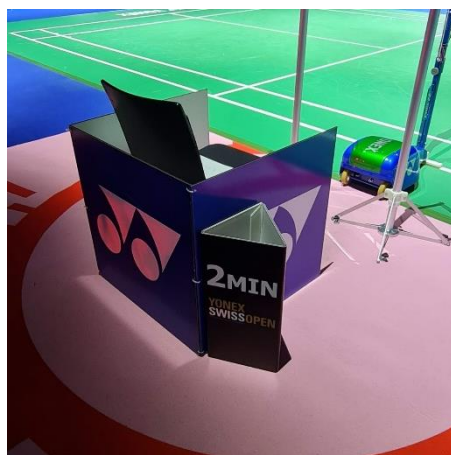
Service Judge Chair & Carpet Graphics

HSBC BWF World Tour Event Report 2024

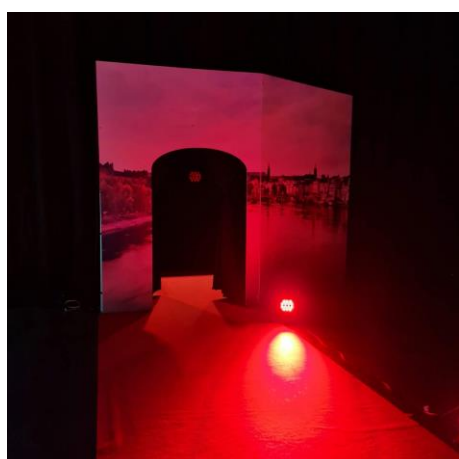
YONEX Swiss Open 2024



Player Box



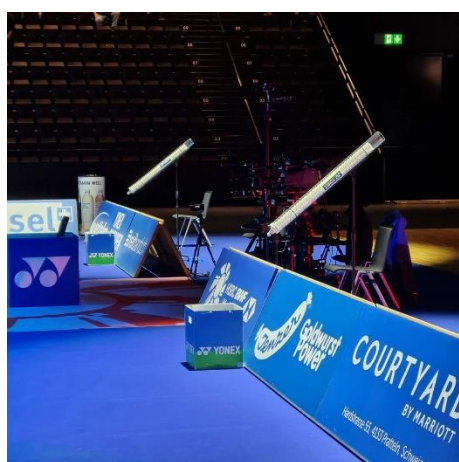
2min Interval Sign



Players Entrance Arch



Scoreboards



Shuttle Dispenser & Box

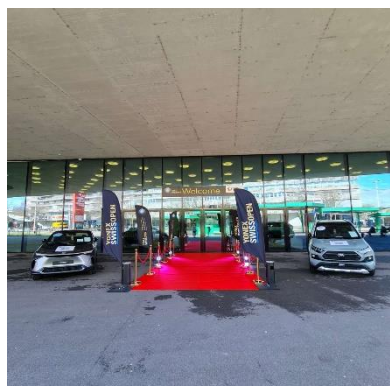
HSBC BWF World Tour Event Report 2024

YONEX Swiss Open 2024



14. CONCOURSE AND CITY DRESSING

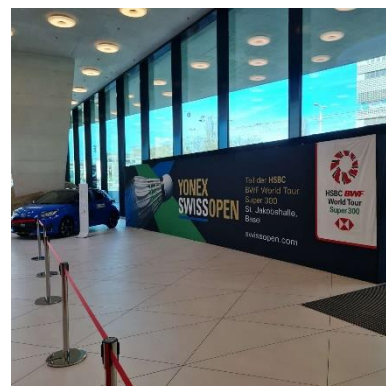
Aspect	Comments
City Dressing	Tournament banners were positioned around the venue.



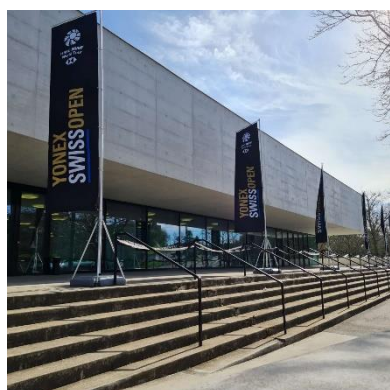
Spectator Entrance



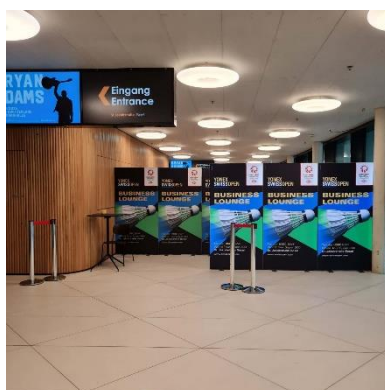
Welcome Desk



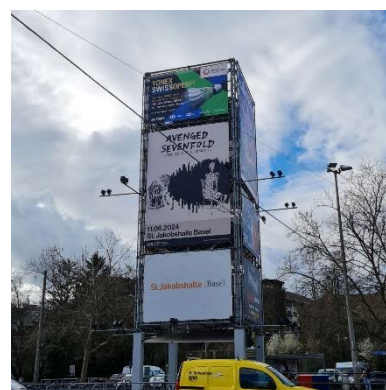
Indoor Backdrop



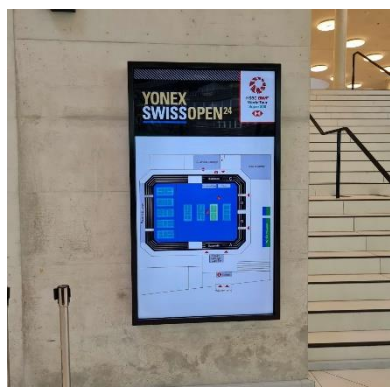
Standing Banners



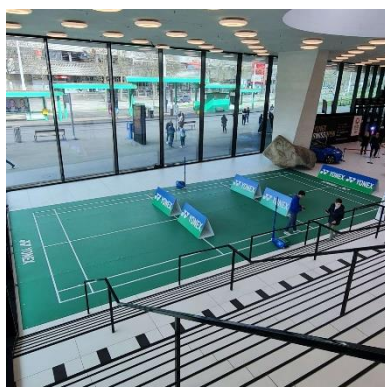
VIP Area Entrance



Street Poster



Indoor Screens



Badminton Experience

HSBC BWF World Tour Event Report 2024

YONEX Swiss Open 2024



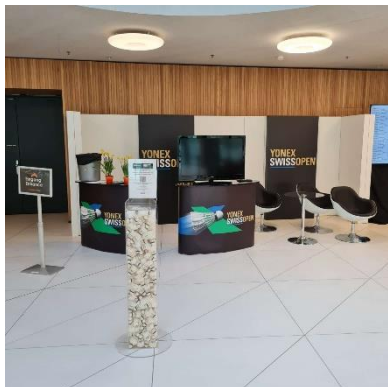
15. SPECTATORS AND ACCREDITATIONS

Spectator Numbers

	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Number of Spectators	1,000	2,000	1,000	1,500	3,500	2,500

Accreditation Numbers

	Number of Accreditations Produced
Teams	463
LOC	167
Partners	186
Media	30



Swiss Open Activation Booth



Yonex Booth



Indoor Booths

16. BWF SPONSOR DELIVERY

Aspect	Comments
A-boards	Wooden a-boards were used.
Virtual Logos	Implemented by AE Live.
Carpet Graphic	The World Tour carpet graphics were placed under the umpire chair and service judge chair.
Player Seats	BWF did not take up player seats implementation.
Trophy Pedestal	BWF did not take up trophy pedestal display.
Shared Branding	Branded items were shared and approved.
Coin Toss	BWF did not take up coin toss implementation.
VIP Seating	VIP seating area was arranged for all guests with VIP ticket, which one then exchange for a wristband upon entry. VIP standing area was also setup above VIP seats.
Accreditations	BWF did not encounter any issues obtaining the correct accreditations in a timely manner.
Tickets	BWF did not take up any ticket allocations.
Booth	BWF did not take up booth space.
Player Appearances	There were no player appearances for BWF.
Prize Presentations	BWF did not take up prize presentation opportunities.



Carpark Pass

HSBC BWF World Tour Event Report 2024

YONEX Swiss Open 2024



17. PRIZE PRESENTATION

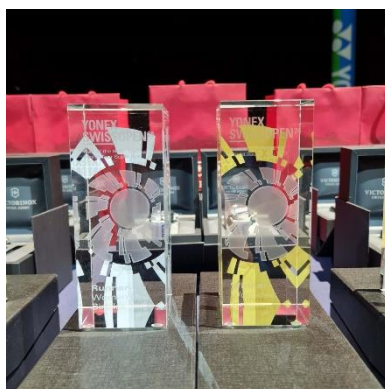
Aspect	Comments
Presenters	Host Sponsors, Swiss Badminton & Swiss Open Guests
Items Presented	Trophy & Watches



Finalists On Podium



Presentation Table




Trophies



Watches

19. RECOMMENDATIONS

Aspect	Recommendation
FOP Setup	<p>Any changes or additions to be shared/cleared with BWF, and should be completed before doors open for spectators.</p> <p>To ease setup process for everyone, especially Hawkeye, it would be highly recommended to have the full a-board setup on court 1 from the first day. Full A board setup includes positions in front of the sideline cameras.</p> <p>Some a-boards and players' boxes are worn out and should be re-produced for next edition of Swiss Open.</p>
Basel A board design	<p>For future events kindly change the design of the Basel A board as it currently features more than 20% white which is not permitted on baseline A boards.</p> 
TV Production	<p>Without a handheld camera, it takes away the possible 3rd person view of coaches and players during game breaks and coin toss. It is highly recommended to include a handheld camera in addition or instead of the rail camera for TV production. During the intervals the rail camera often is blocked by the player box.</p>
Host Sponsor (Beterview) Attachment to HEI	<p>Without clear approval, agreement was made with host sponsor to play advert following IRS challenge. Agreements outside of host rights needs to be discussed and agreed with BWF beforehand.</p>