

BREEDING • NEWS
for Sport Horses

WBFSH GENERAL ASSEMBLY 2018

Presentation to the Joint Committee

BREEDING NEWS

for Sport Horses

- Established 1997
- Monthly – published 12 times per year
- Exclusively an online magazine from January 2018
- Annual Stallion Directory since 2005



MAGAZINE

- Breeder profiles and interviews
- Breeding-specific events, auction reports and results
- Health and veterinary articles
- Bloodline and pedigree analyses
- WBFSH news
- Special features

BREEDING NEWS

for Sport Horses



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- STALLION DIRECTORY



IN THE CURRENT ISSUE

TRYON
INTERNATIONAL EQUESTRIAN CENTER

WEG jumping, dressage and eventing breeding analysis
Sep 29, 2018

WBCYH highlights, plus Z sale and stallion approval

Auctions: The power of the bankable damline!

Bundeschampionat 2018

The young blood upgrading Polish dressage

UP-TO-THE MINUTE NEWS

CWHBA Fall Classic Breeders' Sale
Oct 11, 2018
The Alberta Chapter of the Canadian Warmblood Horse Breeders Association hosted their 24th annual Fall Classic Breeders' Sale on October 5/6 at Westerner Park...

WBCYH 2018 - Mondial du Lion
Oct 5, 2018
Traditionally, the World Breeding Championship for Young Horses in eventing takes place during the annual Mondial du Lion, in the beautiful park of l'isle-Briand...

Golden collection of future stars
Oct 5, 2018
Tomorrow, Saturday, October 6, will see a thrilling collection of Oldenburg foals strutting the Vechta catwalk at the Fall Elite Auction. Described as 'modern,...

Heart failure claims Kigali
Oct 5, 2018

ALSO IN THE CURRENT ISSUE



Click on the image to view articles

2018 WORLDWIDE STALLION DIRECTORY

14th edition available **ONLINE** and **PRINTED EDITION**



WEBSITE

- 'News flashes' – up-to-the-minute news (automatically generating a Facebook post from BN website)
- Full BN articles from the current issue available to 'subscribers'
- A synopsis of every article in the current issue available for all site 'visitors'
- Analysis/results for every major auction worldwide with sires ranked according to products sold available to 'subscribers' and 'visitors'
- 'Subscriber' access to current Stallion Directory, plus fully searchable database from 2019 (see next slide)
- Advertising – banners and blocks throughout the site

THE STALLION DIRECTORY

- Directory contains 9000+ stallion entries updated every year
- Entries include: Name/Life Number/YOB/Breeder/Birth Studbook/Sire/Dam/Damsire/Colour/Height/Studbooks of Approval/Contact information for stallion owner and/or stud farms representing each stallion
- Stallion entries are free of charge to breeders
- Breeder rankings and WBFSH-ROLEX year-end awards
- Rankings for sires of sires, sires of dams, young stallions, stallions per discipline
- Enhanced entries available (from 2019) to include hyperlinks to owners and stud farm websites, photographs and videos

RELATIONSHIP BETWEEN BN AND THE WBFSSH

- BN has published the official ‘news’ of the WBFSSH since June 2006
- In May 2018 BN and the WBFSSH entered into a three-month trial period – June, July, August – in order to test a new Platform Pilot Project. At the request of the WBFSSH, BN agreed to a comprehensive redesign and reformatting, to be completed by August 2018. This was achieved one month early, ahead of the deadline for the July issue
- Six studbooks were invited and agreed to participate in this Platform Pilot Project

WBFSH-BN PLATFORM PILOT PROJECT PARTICIPATING STUDBOOKS

- Canadian Warmblood Horse Breeders' Association
- Dansk Varmblod / Danish Warmblood
- The North American Studbook
- Oldenburger Pferdezuchtverband e.V. / Oldenburg Studbook
- Stud Book du Cheval de Selle Français / Selle Français Studbook
- Zuchtverband CH-Sportpferde / Fédération d'Élevage du Cheval de Sport CH / Swiss Sport Horse

WBFSH-BN PLATFORM PILOT PROJECT

Each of the six participating studbooks was invited to provide:

- One full-page of advertising over the three-month period
- A rotating banner advertisement to appear on the home page of the BN website
- Text (maximum 500 words) and photos to occupy one full-page in each of the three issues (June, July, August)
- Upload a 30-second promotional video to the website

WBFSH-BN PLATFORM PILOT PROJECT

During the three-month trial period:

- 22.1% of all visitors to the BN website went directly to the studbook edition from their participating studbooks
- Average visitors to the BN website since July 2018: 1,665 per day. Most popular day: Wednesday – 1,679 visitors
- Volume of visitors in first two days after each new issue of BN has been uploaded: June 2018 – 6,467 visitors, increasing to 10,342 in October 2018

WBFSH-BN PLATFORM PILOT PROJECT

The top six countries represented by studbook visitors from June to October 2018 (in alphabetical order)

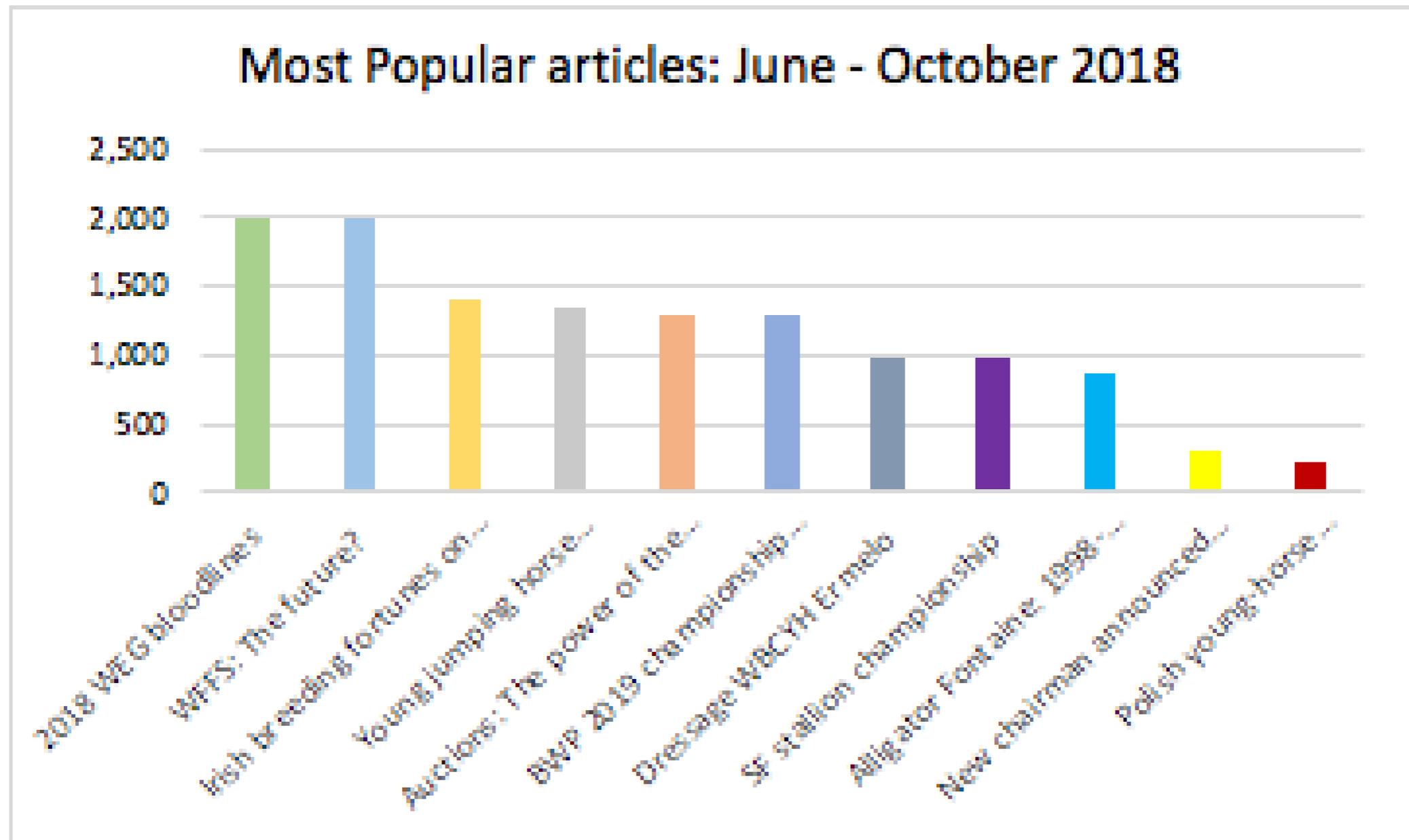
- Belgium
- Canada
- France
- Germany
- United Kingdom
- United states of America

WBFSH-BN PLATFORM PILOT PROJECT

Countries also strongly represented by volume of visitors (in alphabetical order)

- Australia
- Denmark
- Ireland
- The Netherlands
- New Zealand
- Poland
- Spain
- UAE

ANALYSIS OF WEBSITE ARTICLE POPULARITY



ANALYSIS OF FACEBOOK ARTICLE POPULARITY

1. 2018 WEG bloodline analysis
2. WFFS: Where do we go from here?
3. Are Irish breeding fortunes on the rise?
4. Young jumping horse classes exposed!
5. Auctions: the power of the bankable dam
6. BWP 2019 championships announcement
7. Dressage WBCYH Ermelo
8. Selle Français stallion championship
9. New chairman announced for HSI
10. Polish young-horse championships

ARTICLES LISTED ACCORDING TO POPULARITY DURING THE THREE-MONTH PILOT PROJECT PERIOD

- Andre Léemans: Breeder profile/interview
- WFFS – Where do we go from here?
- WBFSH statement on WFFS
- Auction results and rankings
- What makes a good broodmare?
- Young jumping horse classes exposed!
- Breeding intelligence with blood
- NZ Hanoverian tour
- Renaissance for French Anglo Arabs



THE FUTURE

The pilot project was created to ‘test’ an innovative new platform designed to

- Improve global advertising and communications for the WBFSH and its member studbooks
- Provide the means for the WBFSH to increase its direct contact with breeders worldwide, especially when their support is needed
- Give each studbook the opportunity to use the WBFSH-BN ‘platform’ as a vehicle for its own communications and sponsorship within the WBFSH network through an exclusive advertising package

THE PROJECTED BENEFITS

- The WBFSH and its member studbooks will be able to advertise its projects and events, and promote performances to the entire WBFSH network of breeders
- Circulate information with regard to stallion selections, foal auctions and results, and new criteria for breeding programs
- Provide an opportunity to the WBFSH and its member studbooks to attract and satisfy the expectations of new sponsors by reaching around 150,000 breeders
- Studbooks may choose to assign their advertising space to their sponsors

PACKAGE AND DISTRIBUTION

- Not all WBFSH studbook members are the same in terms of age, size and economic capacity. Therefore, Breeding News package rates have been calculated according to membership numbers
- To protect recipient privacy, BN will be distributed directly by studbooks to their contacts
- ‘Contact’ does not only apply to a studbook’s breeders, but also supporters and friends who follow their news and developments and are part of mailing list of each studbook

ADVERTISING PACKAGES & COSTS TO WBFSH STUDBOOKS

Subscription Pack: Category	No of prospects/ contacts	Features – BN Monthly Online		Features – BN Website				Cost of Package (Normal)	Cost of Package (Studbook offer)	Percentage saving
		Pages		Banners		Videos				
		Full Pages/ Edition	Editions/ year							
I	Up to 1000	1	1	1	1	1	1	€ 3,880.00	€ 1,250.00	68%
II	1001 – 3000	1	2	1	2	1	2	€ 6,900.00	€ 2,250.00	67%
III	3001 – 6000	1	3	1	4	1	3	€ 8,400.00	€ 3,250.00	61%
IV	Over 6000	1	4	1	6	1	4	€ 10,800.00	€ 4,250.00	60%

* Cost & features of advertising packages.

Editorial content is excluded from the advertising packages and can be provided on a monthly basis (articles, news etc)



CONCLUSION

This WBFSH/BN platform has been designed to offer a global communications tool which benefits all parties, breeders, studbooks and the WBFSH, with common interests, in order to enlarge our sphere of influence, support, cooperation and growth.

Your integration in this platform would help everyone meet the challenges facing the sport horse breeding industry, seizing opportunities, and collectively developing new initiatives on the world's stage.

THANK YOU