FIBA 3x3 WORLD TOUR 2020
JEDDAH FINAL
DECEMBER 18-19 - CORNICHE
12 TEAMS FROM 9 COUNTRIES

AMSTERDAM JEDDAH LAUSANNE KATAPULT LIMAN NOVI SAD NY HARLEM
PIRAN RIGA SAKIAI GULBELE UB ULAANBAATAR MMC ENERGY UTENA

FIRST INTERNATIONAL SPORTS EVENT IN SAUDI ARABIA
SINCE THE START OF THE COVID-19 PANDEMIC
DIGITAL IMPACT
FIBA 3x3 WORLD TOUR

PEOPLE REACHED:
6.8M

VIEWS:
3.1M

INTERACTIONS:
300K
1st TIME ON THE BBC!

A shot you won't forget! - Watch 3x3 basketball buzzer-beater

Most Watched

1. 'Outstanding' box-to-box McTominay stars for Man Utd
2. 'A shot you won't forget!' - Watch 3x3 basketball buzzer-beater
3. Hamilton wins Sports Personality of the Year 2020
4. Rashford receives special Sports Personality award

AND SECOND MOST Watched VIDEO OF THE WEEKEND!
HRH PRINCE ABDULAZIZ BIN TURKI AL FAISAL, SAUDI ARABIA’S SPORTS MINISTER AND PRESIDENT OF KSA OLYMPIC COMMITTEE
PRESS CONFERENCE
• PLAYERS AND STAFF HAD TO PRESENT 2 NEGATIVE PCR TEST BEFORE ARRIVAL
• EVERYONE TESTED AT AIRPORT UPON ARRIVAL, FOLLOWING ALL THE PROTOCOLS BY LOCAL AUTHORITIES - 100% NEGATIVE RATIO
• MANDATORY MASKS FOR PLAYERS, REFS, MEDIA AND STAFF
• TEMPERATURE CHECKS AT HOTEL AND AT VENUE ENTRANCE
• HAND SANITIZER AVAILABLE AT THE VENUE
• SOCIAL DISTANCING STRICT MEASURES
• SANITIZED BALLS
DUNKING DEVILS
LOCAL ENTERTAINMENT & 3x3 WHEELCHAIR GAME
FANS WERE NOT ALLOWED AT THE VENUE BUT WERE GIVEN A CHANCE TO SEND VIDEOS TO APPEAR ON THE GIANT SCREENS DURING THE EVENT!
SHOWING THE URBAN CULTURE DNA
PREMIUM PLAYERS LOUNGE
RIGA WIN THEIR FIRST WORLD TOUR TITLE ON UNBELIEVABLE TISSOT BUZZER BEATER

NAURIS MIEZIS (RIGA) NAMED MVP OF THE EVENT
PIOTR GRABOWSKI (POL) WINS QUALITY OF LIFE DUNK CONTEST

STEFAN KOJIC (LIMAN) WINS SBF SHOOT OUT-CONTEST
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<th>Rank</th>
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<td>1</td>
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<td>Ulaanbaatar MMC Energy</td>
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<td>Piran</td>
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<td>Lausanne Katapult</td>
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IN 2021, THE WORLD TOUR IS BACK

FOR ITS 10th EDITION