Vision 2022 – Vasaloppet 100 years

Summer as winter
The Digital strategy

1:st place

Awareness strategy

Strategy and technology building on the strengths of Vasaloppet
It works

Skidor 84% → 80%
Cykel 20% → 44%
Löpning 5% → 37%
The most powerful service in our future Digital Arena

Personal TV for all!
What if broadcasting
Proof of concept
Volvo spåret
JON SVENSSON

ÖPPET SPÅR 2018

Distans: 90 km
Tid: 05:46:05
Medelhastighet: 15.6 km/h
Vasaloppet.TV

420,000 viewers
What if broadcasting

99,870

Personal TV for all: 99,870 x 5 followers x 3 sharing = 1,500,000
Volvo track: 50,000 sharing x 30 viewers = 1,500,000
SVT and Vasaloppet.TV: broadcasting = 5,000,000

TOTAL: 8,000,000
I fäders spår-
För Framfids frigrat.