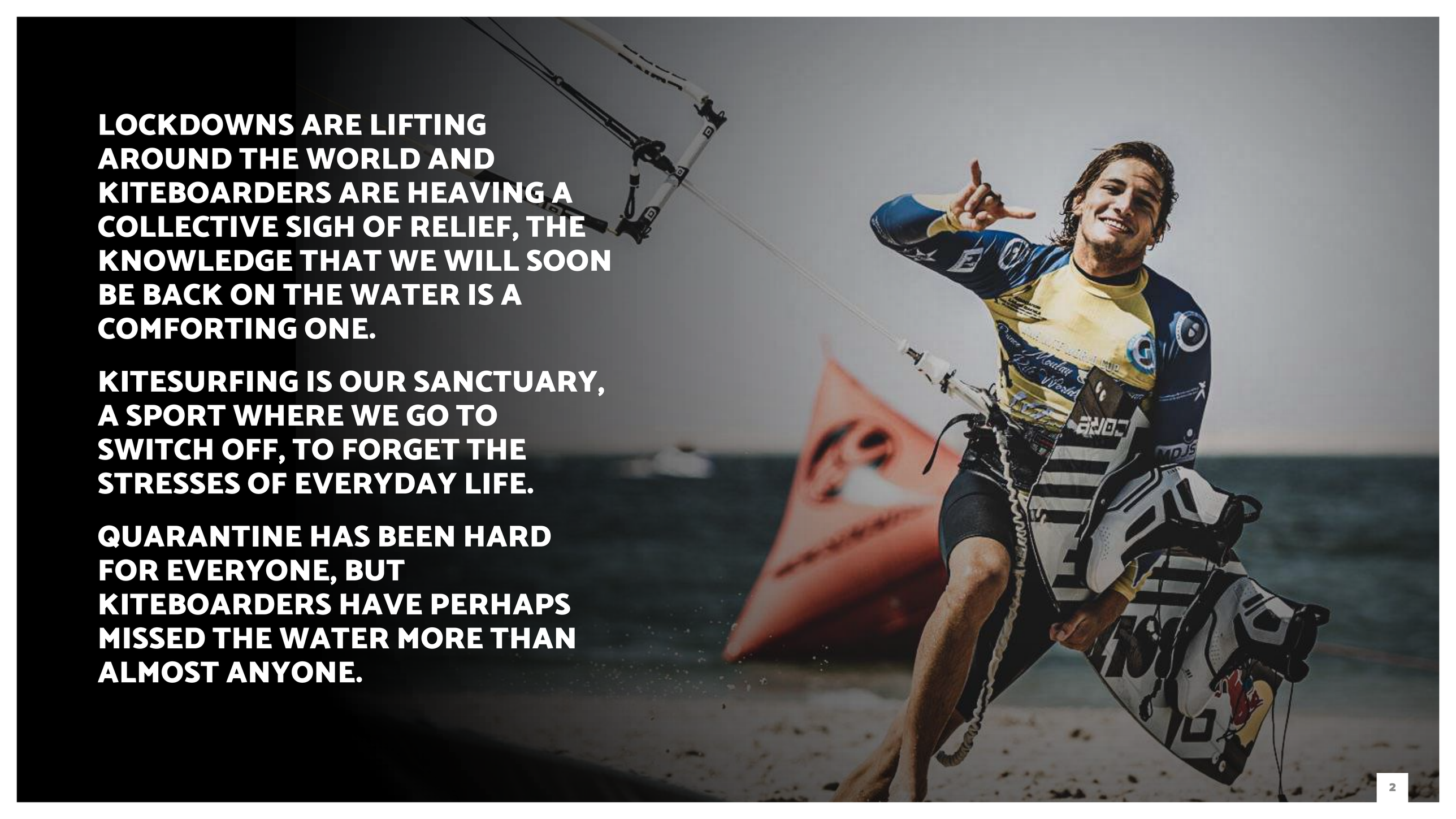
GKA KITE WORLD TOUR
GKA KITE WORLD TOUR
DISTANCE
BATTLE

LOCKDOWNS ARE LIFTING AROUND THE WORLD AND KITEBOARDERS ARE HEAVING A COLLECTIVE SIGH OF RELIEF, THE KNOWLEDGE THAT WE WILL SOON BE BACK ON THE WATER IS A COMFORTING ONE.

KITESURFING IS OUR SANCTUARY, A SPORT WHERE WE GO TO SWITCH OFF, TO FORGET THE STRESSES OF EVERYDAY LIFE.

QUARANTINE HAS BEEN HARD FOR EVERYONE, BUT KITEBOARDERS HAVE PERHAPS MISSED THE WATER MORE THAN ALMOST ANYONE.



LIKE ALL OTHER SPORTS, WE HAD TO CANCEL ALL OUR EVENTS FOR THE TIME BEING - HOPING TO RETURN WITH SOME EVENTS IN FALL 2020.

DURING THE LOCKDOWN, WE CAME UP WITH A NEW CONCEPT TO ENGAGE OUR ATHLETES, GENERATE FRESH CONTENT AND OFFER A COMMUNICATION PLATFORM FOR MEDIA AND SPONSORS DURING THIS PERIOD OF RESTRICTIONS AND LIMITATIONS:

GKA KITE WORLD TOUR
DISTANCE BATTLE

INITIALLY PLANNED AS A PLATFORM DURING THE LOCK-DOWN PERIOD, BUT WITH THE POSITIVE FEEDBACK ON THE CONCEPT, WE DECIDED TO KEEP THE FORMAT ALSO AFTER CORONA AS AN ADDITIONAL COMPETITION NEXT TO OUR REGULAR EVENTS.

CONCEPT

THE GKA KITE WORLD TOUR DISTANCE BATTLE IS A VIDEO-BASED COMPETITION.

A SELECTION OF THE BEST TWINTIP FREESTYLE AND STRAPLESS FREESTYLE RIDERS ARE INVITED TO RIDE AT THEIR HOMESPOTS.

THEY PERFORM TRICKS DURING A 5 MINUTE LONG HEAT WHICH THEY FILM THEMSELVES.

THE MEN RIDE 3 HEATS AND ALSO PRODUCE 3 VIDEOS WHILE THE WOMEN ARE UP FOR 2 HEATS/VIDEOS - DEPENDING ON THE DISCIPLINE.

THESE UN-EDITED VIDEOS WILL BE SENT TO AND JUDGED BY THE GKA WORLD TOUR JUDGES IN AN ONLINE EVENT FORMAT WITH LIVE JUDGING, LIVE SCORING AND LIVE COMMENTATING.

THE WINNERS OF EACH ROUND ADVANCE TO THE NEXT ROUND WHERE THE NEXT FRESH VIDEOS ARE ENTERED AND JUDGED FOR THE NEXT ROUND.

TRICK CATEGORIES OF EACH HEAT ARE PRE-DEFINED BY THE GKA JUDGES PLUS AN INDIVIDUAL SIGNATURE TRICK.

WE RUN THREE ROUNDS OF COMPETITION.

THE COMPETITION WILL BE BROADCASTED ONLINE LIVE AND ON-DEMAND ON THE WEBSITE AND SOCIAL CHANNELS OF THE GKA KITE WORLD TOUR AND SELECTED MEDIA PARTNERS.

IT'S A WORLD CUP EVENT - THE TOP RIDERS BATTLING IT OUT SIMULTANEOUSLY - JUST SPREAD ACROSS THE GLOBE.

ATHLETES TWINTIP FREESTYLE

SEEDED TOP RIDERS FROM 2019 WORLD RANKING LIST

+ 1 WILDCARD WOMEN / 2 WILDCARDS MEN FROM SOCIAL MEDIA VOTING

GKA KITE WORLD TOUR

DISTANCE BATTLE

WOMEN

1

MIKAILI SOL
BRAZIL

2

BRUNA KAJIYA
BRAZIL

3

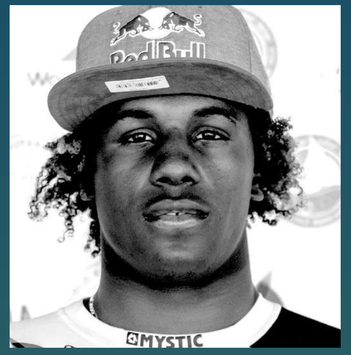
PIPPA VAN IERSEL
NETHERLANDS

MEN

1

VALENTIN RODRIGUEZ
COLOMBIA

2

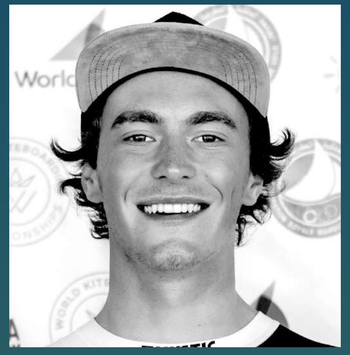


ADEURI CORNIEL
DOMINICAN REPUBLIC

3

LIAM WHALEY
SPAIN

4



MAXIME CHABLOZ
SWITZERLAND

5

GIANMARIA COCCOLUTO
ITALY

6

ARTHUR GUILLEBERT
FRANCE

ATHLETES STRAPLESS FREESTYLE

SEEDED TOP RIDERS FROM 2019 WORLD RANKING LIST

+ 1 WILDCARD WOMEN / 2 WILDCARDS MEN FROM SOCIAL MEDIA VOTING

GKA KITE WORLD TOUR
DISTANCE BATTLE

WOMEN

1

CARLA HERRERA ORIA
SPAIN

2

CHARLOTTE CARPENTIER
FRANCE

3

JOHANNA-CATHARINA EDIN
SWEDEN

MEN

1

AIRTON COZZOLINO
CABO VERDE

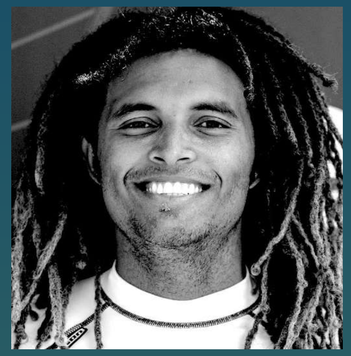
2

MITU MONTEIRO
CABO VERDE

3

JAMES CAREW
AUSTRALIA

4



JAN MARCOS RIVERAS
DOMINICAN REPUBLIC

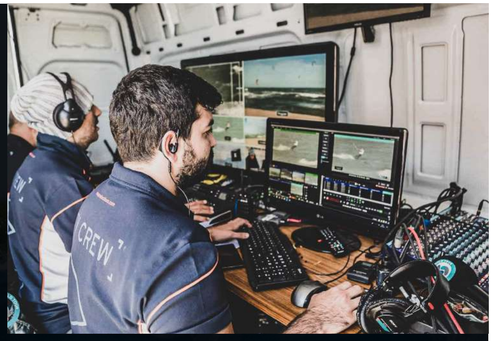
5

PEDRO MATOS
BRAZIL

6

SIMON JOOSTEN
BARBADOS

GKA KITE WORLD TOUR
DISTANCE BATTLE



MEDIA EXPOSURE

LIVE

LIVE VIDEO IS INCREDIBLY POPULAR WITH CONSUMERS AND OUR LIVE WEBCAST FROM THE GKA KITE WORLD TOUR EVENTS BECOME MORE AND MORE POPULAR.

THE GKA KITE WORLD TOUR DISTANCE BATTLE WILL BE AN ONLINE LIVE EVENT WITH FOOTAGE THAT HASN'T BEEN PUBLISHED BEFORE.

THE SHOWS WILL PROVIDE LIVE COMMENTARY FROM OUR WORLD TOUR COMMENTATORS AND THE HEAD JUDGE.

THE RIDERS WILL BE JOINING LIVE THROUGH VIDEO CONFERENCING TO GIVE THEIR REACTIONS AND COMMENTARY.

IN 2019, 7 OF THE 10 EVENTS HAVE BEEN BROADCASTED LIVE AND THE BROADCASTS HAVE BEEN VERY WELL RECEIVED.

58 LIVE SHOWS FROM 7 EVENTS
TOTAL REACH LIVE: 1.604.000
TOTAL VIDEO VIEWS LIVE: 748.000

49 LIVE SHOWS FROM 7 EVENTS
TOTAL VIDEO VIEWS LIVE : 193.500
INCLUDES GKA WORLD TOUR WEBSITE

THE FIRST AND ONLY EVENT IN 2020 - CABO VERDE - HAD A LIVE VIEWERSHIP OF 200.000 ON FACEBOOK AND YOUTUBE COMBINED.

FACTS

DISCIPLINES	TWINTIP FREESTYLE & STRAPLESS FREESTYLE
RIDER ENTRY ALLOCATION	PER DISCIPLINE: 8 MEN + 4 WOMEN
	THE TOP 6 MEN AND TOP 3 WOMEN THAT REGISTER, QUALIFY THROUGH THE 2019 GKA WORLD RANKING, THE OTHER ARE WILDCARDS COMING FROM VOTING ON GKA'S SOCIAL MEDIA TO ATTRACT THE STARS AND LEGENDS THAT NORMALLY DON'T COMPETE ON THE WORLD TOUR
RULES	HEATS MUST BE FILMED WITHOUT INTERRUPTION/CUT.
	HEAT DURATION IS 5 MINUTES.
	4 TRICKS WILL COUNT IN A HEAT.
	NO LIMIT IN AMOUNT OF ATTEMPTS IN THE HEAT.
JUDGING	TRICK BY TRICK SCORING INCLUDING REPLAY FOR JUDGING. FILMING SHOULD BE DONE WITH MINIMUM 1080HD CAMERA IN LANDSCAPE FORMAT.
	NONE OF THE SUBMITTED FOOTAGE CAN BE PUBLISHED BY THE RIDERS WITHOUT PERMISSION OF GKA.
CONTEST FORMAT	SINGLE ELIMINATION. HEAD TO HEAD HEATS = 2 RIDERS PER HEAT
	MEN - 3 ROUNDS: QUARTERFINALS, SEMIFINALS, FINALS
	WOMEN - 2 ROUNDS: SEMIFINALS, FINALS

PRESENTATION FORMAT

ONE LIVE SHOW HAS 4 HEATS. TOTAL BROADCASTING TIME WILL BE 50-60 MINUTES PER SHOW - INCLUDING INTERVIEWS AND COMMERCIAL BREAKS. WE WILL RUN 6 LIVE SHOWS IN TOTAL SPREAD OVER THE BROADCASTING PERIOD.

THE LIVE SHOW HOST WILL BE IN CONTACT WITH THE COMPETITORS FROM THAT HEAT VIA VIDEO CHAT THAT IS ALSO STREAMED. HE PRESENTS THE FORMAT AND THE RIDERS, THEN THE FIRST PRE-EDITED HEAT IS SHOWN, FOLLOWED BY A LIVE INTERVIEW. AT THE END OF THE LIVE SHOW BLOCK IS A SUMMARY AND UPDATED ELIMINATION LADDER INCLUDING AN OUTLOOK TO THE NEXT LIVE SHOW.

HEATS WILL BE PRE-EDITED BY THE GKA WITH SPLIT SCREEN, REPLAYS AND SCORING.

HEATS WILL START AS SPLIT SCREEN WITH THE 2 COMPETITORS RIDING AT THE SAME TIME IN SEPARATE WINDOWS. NAME, SCORES AND TIMER ARE SHOWN ALL THE TIME.

AS SOON AS THE FIRST TRICK OF A RIDER IS FINISHED (LANDED OR CRASHED), THERE WILL BE A SLOW-MOTION FULL-SCREEN REPLAY WITH THE SCORES FOR THAT TRICK, THEN BACK TO SPLIT SCREEN MODE IN REAL TIME. AT THE END OF THE HEAT A WINNING REACTION/POSE OF THE HEAT WINNER WILL BE SHOWN.

GKA KITE WORLD TOUR

DISTANCE BATTLE

SCHEDULE

01 JUNE	PUBLISH RACE NOTICE TO INVITED COMPETITORS. REGISTRATION OPENS
14 JUNE	END OF REGISTRATION
15 JUNE	ANNOUNCEMENT OF TOP 8/4 RIDERS PER DISCIPLINE & CANDIDATES FOR WILDCARD VOTING, RELEASE EVENT TEASER
21 JUNE	END OF WILDCARD VOTING ON GKA SOCIAL MEDIA
22 JUNE	PRESENTATION OF FINAL STARTLIST
23 JUNE	KICK-OFF FOR FILMING - COMPETITORS RECEIVE JUDGING CRITERIA
25 JULY	DEADLINE SUBMISSION OF COMPETITORS' VIDEOS
02 AUG	END OF JUDGING AND EDITING HEAT VIDEOS
03 - 30 AUG	**BROADCAST LIVE SHOWS**