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PRESS RELEASE

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Badminton's Next Boom

Kuala Lumpur, Malaysia – The Badminton World Federation (BWF) and Infront are delighted to unveil badminton's most transformative era yet, driven by bold initiatives that will redefine competition structures, elevate commercial appeal, enhance production standards, and revolutionise the player and fan experience. This follows the [extension of BWF's long-term deal through to 2034 with broadcast and commercial partner Infront announced last year](#).

From 2027 onwards, the number of TV-produced badminton matches will double from 1,410 to approximately 3,000 across all BWF tournaments. This surge in content will deliver unparalleled visibility in more markets, creating a powerful global platform to showcase badminton and its stars like never before.

At the heart of this evolution is a revamped BWF World Tour, featuring 36 tournaments within a six-tier structure. Highlights include five Super 1000 events, an expanded annual prize pool of up to US\$26.9 million, and the integration of Super 100 tournaments into the circuit for the first time. This new framework will serve as a premium stage for hosts, partners, stakeholders, media, players, and fans to connect, collaborate, and innovate, amplifying the global reach and prestige of the BWF World Tour.

The five Super 1000 tournaments held across Asia and Europe will feature an expanded format. Singles events will include 48 players competing in group and then elimination rounds, while doubles events will follow a 32-pair knockout draw. Each tournament will take place over 11 days, spanning two weekends. All 1,095 matches from these Super 1000 tournaments will be broadcast globally. This forms part of a wider uplift across the tour, with Super 750, Super 500, Super 300, and Super 100 tournaments to also deliver an increase in TV-produced matches. Together, these upgrades give the BWF a year-round platform that showcases top level badminton and ensures the sport's elite quality remains central to every competition.

The BWF Major Championships are likewise set for significant expansion. The BWF World Championships will adopt a group-stage format followed by knockout play, ensuring all competitors contest at least two matches. This reduces early eliminations and strengthens fan engagement across more markets. From 2027 onwards, the BWF Sudirman Cup Finals and BWF Thomas & Uber Cup Finals will expand to more teams, delivering broader international representation and competitive diversity. With a record number of TV-produced matches across all three championships over 12 days, these tournaments will transform into two-week global festivals of badminton, celebrating the sport at its pinnacle and strengthening the global brand.

The introduction of two-week formats across more tournament levels represents a deliberate enhancement to improve playing conditions for the world's leading players. Extending the competition window enables more balanced scheduling and gives athletes greater recovery time between matches. This approach aligns with the BWF's strategic objective of supporting athletes in their pursuit of excellence and enabling them to sustain longer, more successful careers in badminton.

BWF President Khunying Patama Leeswadtrakul said of the large-scale expansion: "We are building a sport that speaks to the next generation. Every element, from competition formats with increased prize money, to broadcast strategy and sponsorship value chains, has been reimagined to meet the demands of a truly global sport in the 21st century. It is a bold undertaking, but it is exactly what our sport needs to thrive. This is the culmination of our shared vision and partnership with Infront to elevate badminton's global standing and unlock its full potential.

"We are not just shaping a series of tournaments, we are shaping a culture, identity, and opportunity. The future of badminton lies in our ability to be bold, inclusive, and globally relevant. It is a promise for badminton to become a global sport. In a world of endless entertainment choices, we must earn attention through creativity, technology, and storytelling. Badminton must be immersive, intelligent, and unforgettable."

BWF Secretary General Thomas Lund added: "Our focus is on building a future-ready framework that drives sustainable growth and amplifies badminton's global reach. Together BWF and Infront are serving more drama, more opportunities for players, and a richer experience for fans and broadcasters alike. This move reinforces badminton's position as a globally competitive and commercially attractive sport, while underscoring our commitment to put players at the heart of the game, ensuring fair rewards and sustaining their long-term participation at the highest level."

BWF's commitment to players goes beyond increased prize money. It extends to raising standards both on and off the court, with enhanced focus on player lounges and improved player facilities, creating a better environment for athletes and elevating the overall competition experience. Together with Infront, BWF will also focus on enriching the spectator and digital fan journey through festival-style activations, dynamic sports presentation, and a new OTT platform. These initiatives aim to better promote our star players, forging stronger emotional connections with fans and attracting new audiences across multiple platforms, whilst creating additional revenue and exposure.

Julien Ternisien, Senior Vice President Summer Sports, Infront, said: "Working with the BWF to significantly increase the volume and quality of broadcast content through this expanded competition format will improve the fan and viewer experience, giving badminton the platform it needs to grow sustainably. It strengthens the sport's commercial appeal, supports players with better conditions and visibility, and gives broadcasters and partners a richer, more premium product to invest in. This is long-term thinking, built to carry badminton into its next era."

BWF President Leeswadtrakul added: "Our players are not just competitors. They are global icons. We must invest in creating an environment where they can perform at their best, be celebrated worldwide, and connect meaningfully with fans. When we elevate our athletes, we elevate our sport. That is why the athlete experience remains central to our strategy."

Lund concurred saying: "This new era is all about elevating the experience for everyone. For our players, it means greater visibility, increased prize money, and improved conditions at every



tournament. We are investing in the athlete experience because they are the heart and soul of badminton. For fans, it brings more access, richer storytelling, and an even more electrifying atmosphere. We are embracing innovation — from virtual sponsorships and AI integration to immersive experiences — transforming every tournament into a true celebration of our sport.”

Contact:

pressoffice@bwf.sport

Lloyd Green
Deputy Director of Communications
Mobile: +60 19-384 0556

Dianne Pierre
Communications & Media Manager
Mobile: +60 19-220 4616

ABOUT BWF

The Badminton World Federation (BWF) is the international governing body of the sport of badminton, recognised by the International Olympic Committee (IOC) and the International Paralympic Committee (IPC). It was originally the International Badminton Federation (IBF) which was founded on 5 July 1934, before being rechristened the Badminton World Federation in 2006. The purpose and objectives of BWF include regulating, promoting, developing, and popularising the sport of badminton throughout the world and organising, conducting, and presenting international events at the highest level. The BWF’s vision is to make badminton a leading global sport accessible to all – giving every child a chance to play for life. Its mission is to lead and inspire all stakeholders; to deliver entertainment through exciting events to drive fan experience; and to create innovative, impactful, and sustainable development initiatives. BWF has its headquarters in Kuala Lumpur, Malaysia, with 204 Member Associations worldwide. Khunying Patama Leeswadtrakul is the BWF President, and Thomas Lund is the BWF Secretary General. **Websites:** www.badminton.sport and www.bwf.sport

ABOUT INFRONT

Connecting fans and consumers to the greatest sports events, Infront offers everything an event or commercial partner needs to be successful. With a team of around 1,000 experts working on more than 30 sports from 18 countries around the world, Infront is equipped to tackle any challenge – be it innovative digital solutions, world-class event operations, international media rights distribution, sponsorship sales and activations or cutting-edge media production. Headquartered in Switzerland, Infront is passionate and #AllAboutSports. @infrontsports www.infront.sport