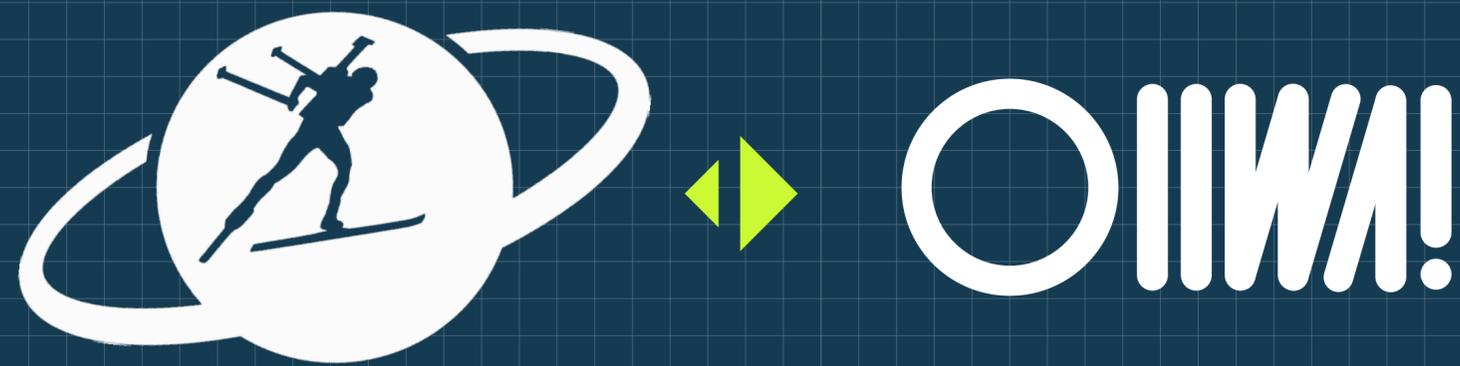


IBU DATA DESIGN

Turning biathlon data into creative stories



Jeremy WANNER
OIIWA, July 2025

PROJECT PROPOSAL

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CONTEXT

Biathlon: a visionary leader in winter sports





▶ PEOPLE AND DATA AT THE CORE OF EXCEPTIONAL PERFORMANCE

Today's world is being transformed by the use of data, and biathlon is no exception. Athletes have been using data for many years to optimise their performance. Media and fans are also increasingly demanding precise information about their favourite athletes in order to better understand the different components of a biathlon result.

▶ BIATHLON: A LEADING WINTER SPORT IN DATA-USAGE AND VISUALISATION

The IBU Data Center provides in-depth data, uniquely combining what make biathlon so exciting into a rich analytical ecosystem. Thanks to advances in recent years (badges, graphics), it has never been easier to track athletes' performances in detail. This depth of data offers unparalleled opportunities for creating compelling narratives.

▶ A CHANGING DIGITAL MEDIA LANDSCAPE

In a highly competitive media landscape, immersive and narrative formats have become essential to stand out and reach new audiences. National federations, sponsors and athletes are looking to connect with their fans and media through content that focuses on people and emotions, and not only on performance.



TARGET2030

This proposal was designed to support IBU strategic areas, especially for :

2

ENHANCING EVENT EXPERIENCES

(Target 2, ENHANCING OUR EVENTS)

3

GROWING DIGITAL ENGAGEMENT

(Target 3, EXTENDING OUR REACH)

4

PROMOTING GENDER EQUALITY AND SUSTAINABILITY

(Target 4 & 5, IMPLEMENTING GOOD GOVERNANCE)

5

LEVERAGING INNOVATION TO FUTURE-PROOF THE SPORT

(Target 5, INNOVATING OUR FUTURE)

PROPOSAL

Turning biathlon data into creative stories





EXPLORE IMMERSIVE WAYS OF EXPERIENCING BIATHLON, BLENDING DATA AND CREATIVITY

"Sur-mesure" work between data science and design, combining scientific rigour, graphic storytelling and artistic practices. These creations would be crafted in close collaboration with the IBU teams, and be based on the technical infrastructures (IBU DataCenter) in order to:

▶ Enhance the biathlon experience and increase engagement

Contribute to the transformation of IBU events into exciting and sensory experiences designed both for athletes, fans and to reach new publics.

▶ Support communication with creative and unique content

Data-driven visual experiences, digital animations, physical installations or in-app content designed as inclusive and innovative communication objects.

▶ Promote a modern and sustainable vision of biathlon

By building bridges between sports science, visual art and the general public, in line with the current societal challenges of winter sports.



POSSIBLE TOPICS

RACE ANALYTICS REIMAGINED

- ▶ Immersive, narrative-driven visuals of key races or rivalries
- ▶ Data overlays with storytelling elements, split-time drama, performance shifts

ATHLETE SPOTLIGHTS

- ▶ Interactive portraits of legends & emerging stars
- ▶ Focus on female athletes
- ▶ Data-infused timelines, achievements, visual comparisons

SHOWING THE UNSEEN

- ▶ Behind-the-scenes visuals on “IBU savoir-faire”
- ▶ Highlight the hidden infrastructure & human stories
- ▶ Sustainability and adaptations for biathlon



POSSIBLE FORMATS

The visualisations could appear across digital channels (social, web, broadcast), expand data-center content, and be featured in exhibitions or fan zones:

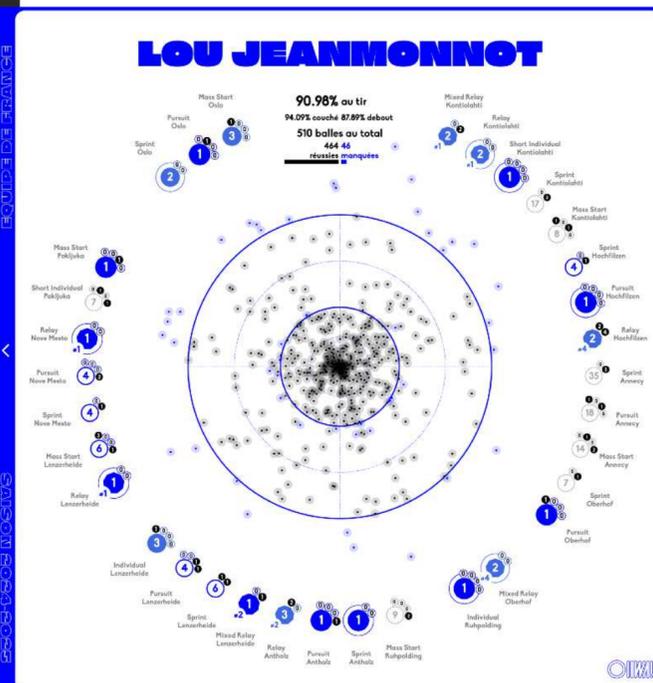
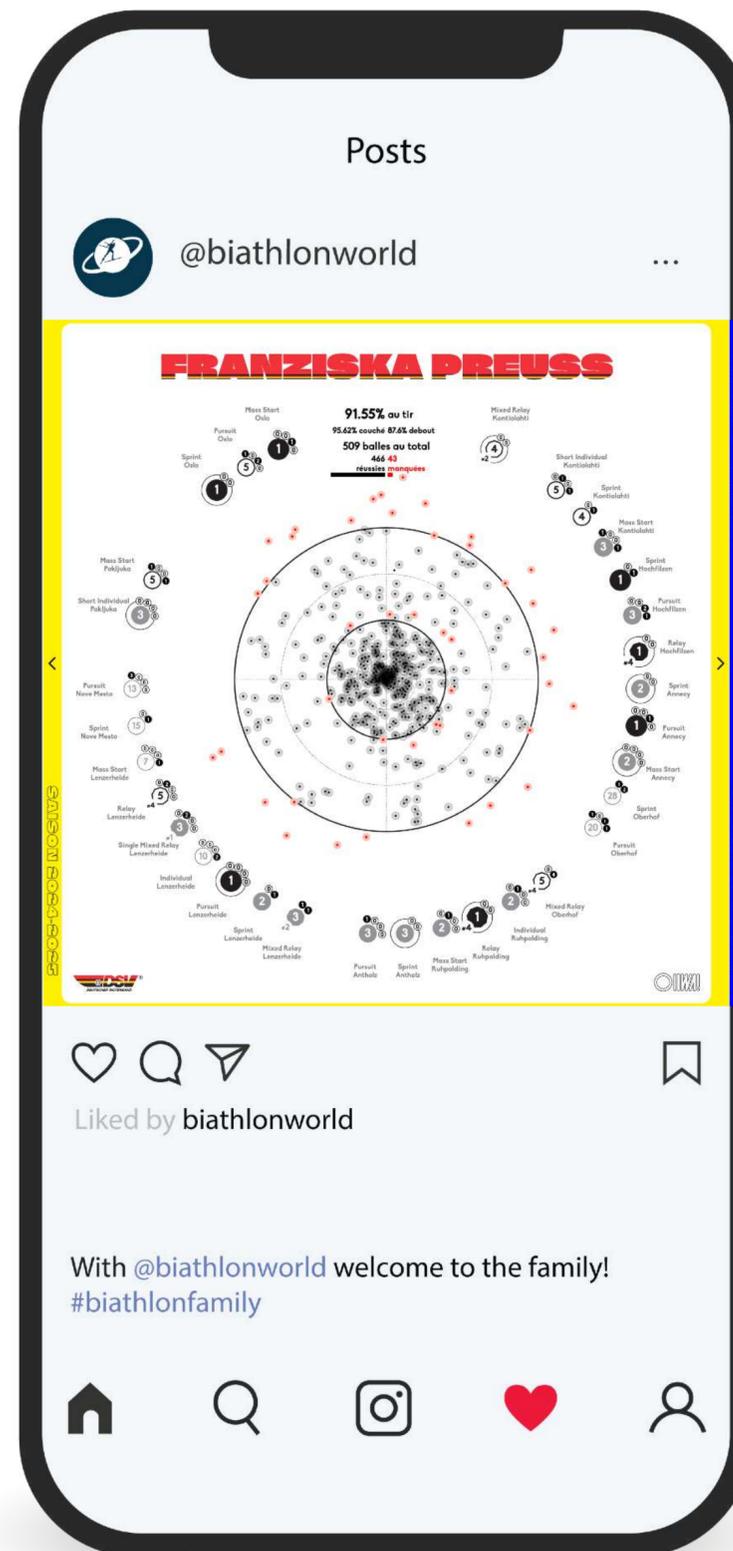
- ▶ **DIGITAL:** IBU social media, website, mobile applications
- ▶ **BROADCAST GRAPHICS:** live broadcasts, race analytics
- ▶ **PHYSICAL INSTALLATIONS:** hospitality and fan zones, travelling exhibition
- ▶ **PRINT:** Posters, infographics, educational content

EXAMPLES BELOW

COMMUNICATION TOOLS

- ▶ Original visual content designed for social networks, press or partner events
- ▶ Integration into the IBU communication plan

ATTRACTIVE CONTENT FOR INSTAGRAM AND TIKTOK IN PARTICULAR



COMMENT COMPRENDRE

TIRS & FAUTES

ZERO FAUTES

#1 RELAIS POS.

2

0

0

Relais

Individuel

Victoire

Podium

Fleur

Finale

CUSTOM CREATIONS

► Developed together with IBU data to craft unique stories

CAREER RETROSPECTIVE



GOLD MEDALS

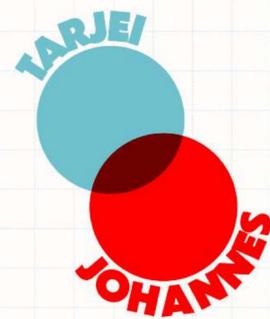
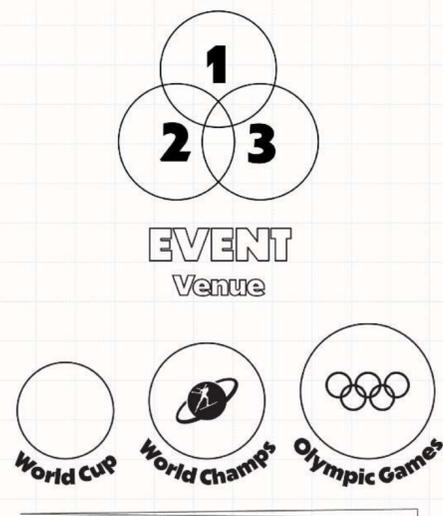
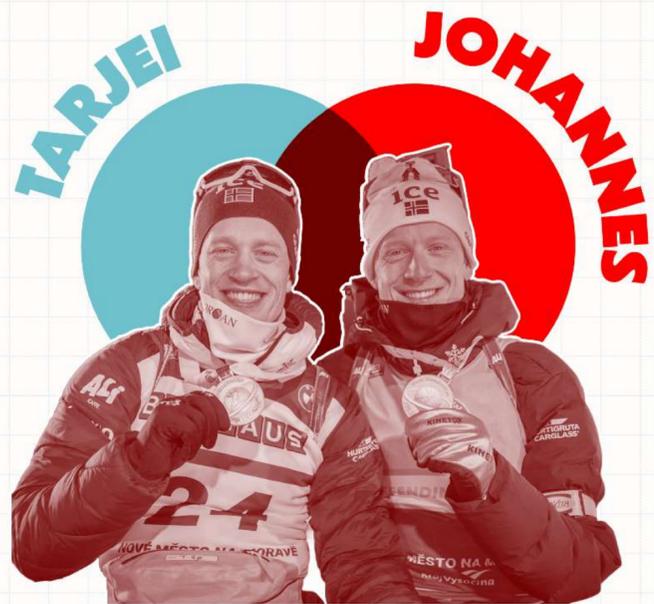
CRYSTAL GLOBES



Pair of skis data-designed on the occasion of Johannes Bø's retirement
Each detail of the skis highlights a facet of the athlete's achievements, using data from the IBU DataCenter

DATA-STORIES

- ▶ Created to celebrate exceptional achievements, championship battles, based on IBU data

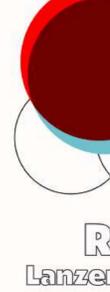
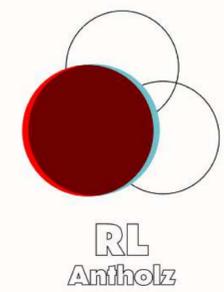
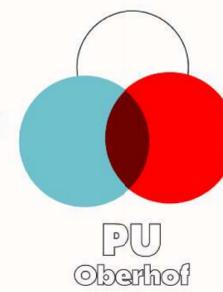
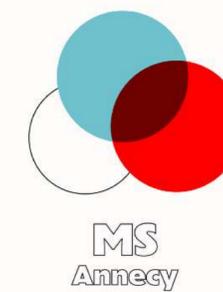
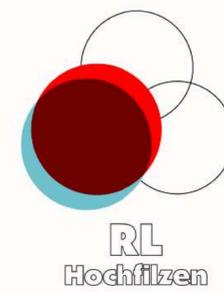
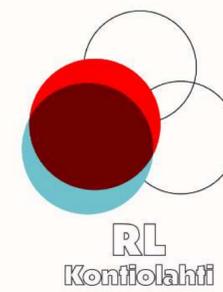


BØDIUMS

HOW TO READ?

24/25

FRENCH HOSPITALITY

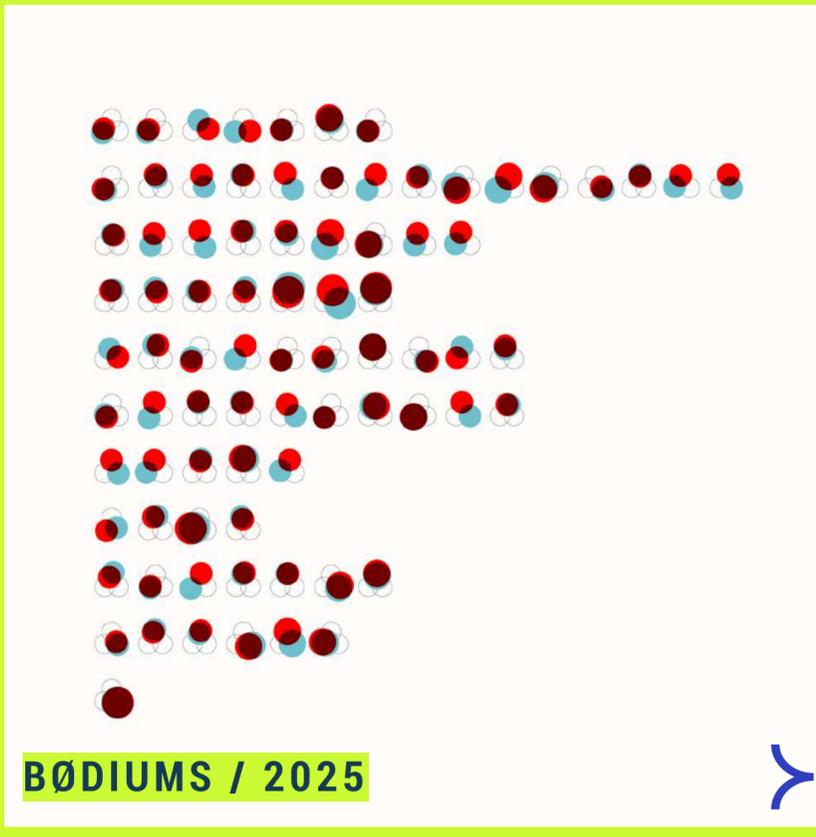




A CROSS-DISCIPLINARY TOPIC BETWEEN:

DATA DESIGN

Numerous artists and designers embrace the subject of sport and transform it into sensitive visuals and experiences.



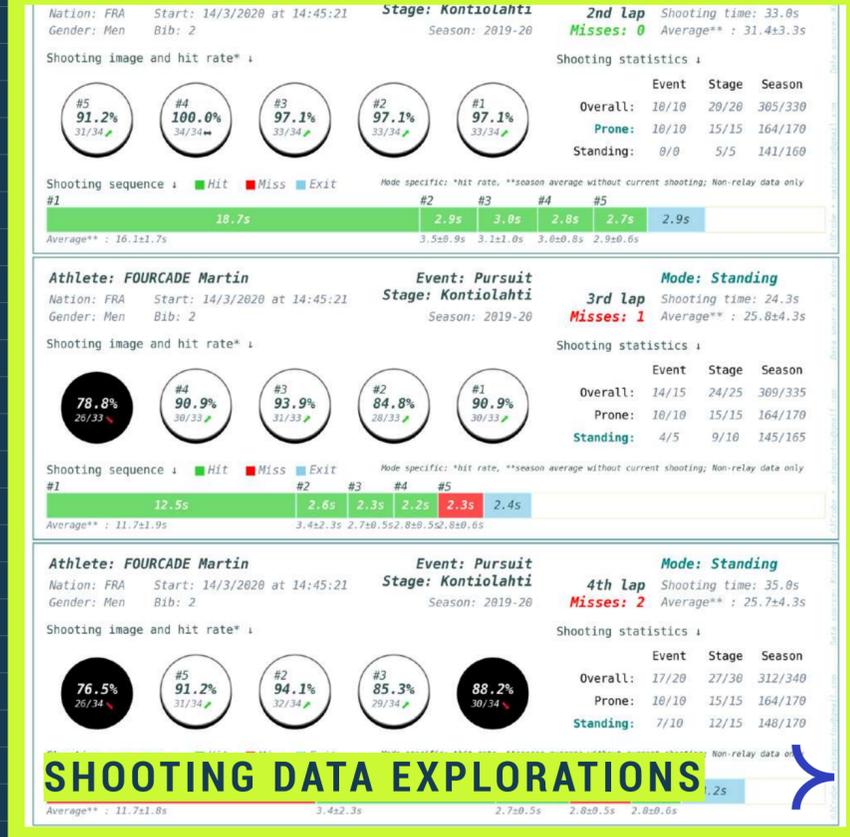
DATA JOURNALISM

The graphics teams of leading national and international media are more and more creative during major competitions, sport-related events.



SPORT SCIENCES

The themes of high-level sport are being studied more and more, particularly in the context of the Olympic and Paralympic Games.



IMPACTS

A mark today, a path for tomorrow





FANS & PUBLIC

*Spark interest,
Share emotions*

Reaching new audiences: immersive visuals, accessible even without technical jargon

Passing on to younger generations: raising awareness of the challenges of top-level sport, data education



By Pavel Hrdlička, Wikipedia, CC BY-SA 4.0

MEDIA & PRESS

*Propose new stories and
editorial angles*

Offering a global vision: through cross-disciplinary subjects: sport, science, art, graphic design

Upstream valorization: content for off-season use, especially during preparation phases



By Steffen Pröbldorf, Wikipedia, CC BY-SA 4.0

PARTNERS

*Enhance partnerships
Provide greater visibility*

Innovative visibility: beyond logos, integration into a qualitative narrative

B2B content: for in-house use at partners events and VIP lounge



By Steffen Pröbldorf, Wikipedia, CC BY-SA 4.0



Use empirical knowledge and databases through scientific mediation to educate both biathlon professionals on technical content and new practitioners, younger athletes by raising awareness of the challenges of top-level sport, in an engaging way.

1

CONTRIBUTE TO HIGH-QUALITY EDUCATIONAL PROGRAMMES

(Target 1, EMPOWERING OUR FEDERATIONS)

INSPIRE KIDS AND YOUTH TO PRACTISE BIATHLON WORLDWIDE

(Target 1, EMPOWERING OUR FEDERATIONS)



TEAM WORK

Working together with the biathlon family





WORKING TOGETHER WITH THE BIATHLON FAMILY

In order to bring this project to life, exchanges and immersive sessions would enable to target the themes of interest as effectively as possible, and make the creations both relevant and innovative.

- ▶ **IMMERSION WITH IBU TEAMS ON A WORLD CUP STAGE**
- ▶ **INTEGRATION INTO THE IBU'S COMMUNICATION AND TECHNICAL ECOSYSTEMS**



- ▶ **CREATIVE UPCYCLING OF BIATHLON MATERIALS**



TEMPORALITY

A pilot creative series could be launched during the 2025–26 season, and scaled toward the Olympics to potentially build a long-term collaboration. This flexibility could align with the IBU's openness to innovative formats and external partnerships (Next Steps – Target 2030).

SHORT-TERM

Pilot for 2025–26 World Cup season

MEDIUM-TERM

Dedicated creative content series for the 2026 Olympics

LONG-TERM

Partnership with IBU's communications & digital team.



ABOUT

Combining engineering with sport and art





Jeremy WANNER

**Data science &
design**

Originally from the French Jura, I first followed a sport-study program in handball before moving to Switzerland to study biomechanics at the Swiss Federal Institute of Technology (EPFL).

In 2019, I analysed the pacing strategies of international biathletes at the Swedish Winter Sports Research Centre in Östersund. This work was awarded the EPFL's William Grenier prize for its technicality and originality.

In 2020, I joined INSEP Paris and the Medalability project, analysing international competitions for the Paris 2024 Games. At the same time, I organised and ran a series of events linking elite sport and data visualisation.

Passionate about data, sport and design, I founded the Oiiwa studio in 2024, where I transform digital material into playful, intelligible objects of scientific outreach.



PAST PROJECTS



PORTRAITS 2024

When art and performance take on the Games, a Paris 2024 exhibition

with Blandine Pont / Paris 2024

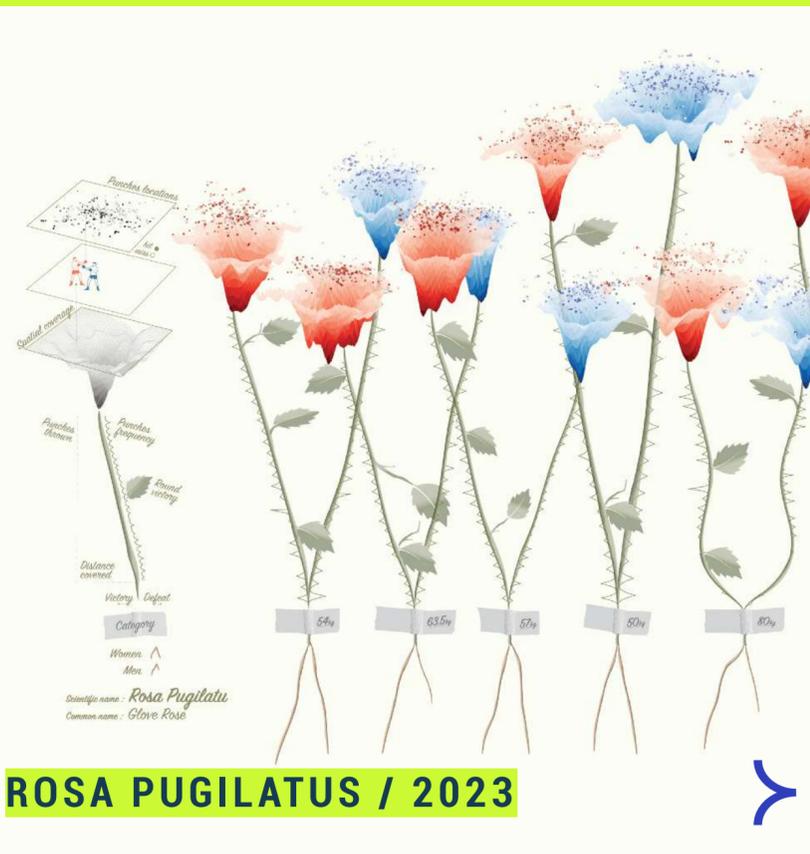


[LEARN MORE >](#)

TRAJECTORIES

Data-visualisation exhibition on the theme of elite sport and research

with Marthe Viallet & l'INSEP / 2023

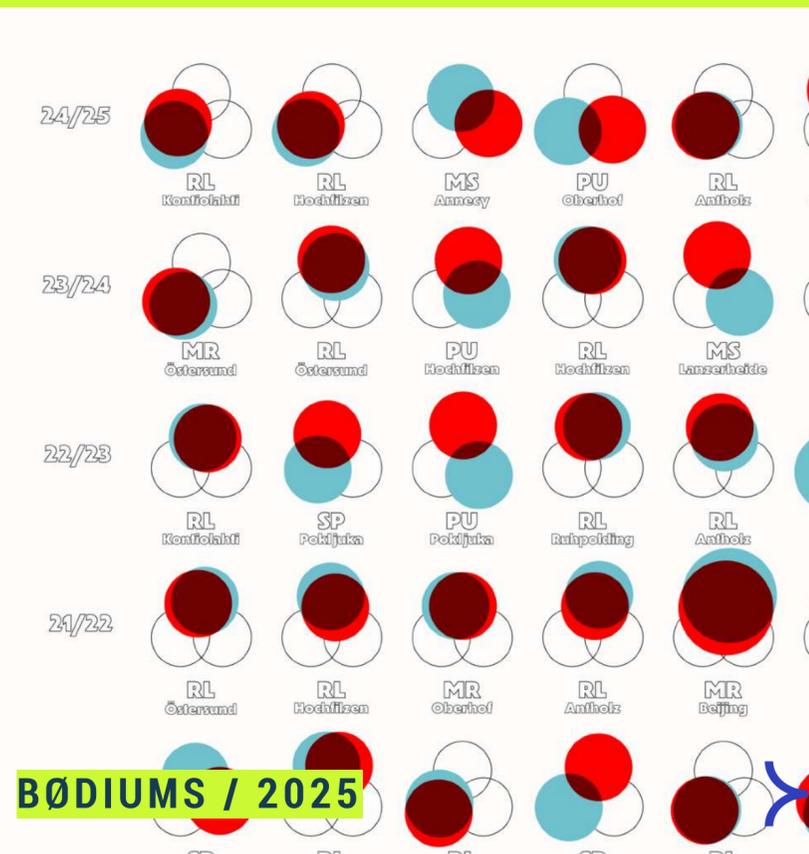


[ROSA PUGILATUS / 2023](#)

PROJETS D'HIVERS

Visualisations linked to the Olympic and Paralympic winter disciplines

SWSRC - INSEP - OIWA



[BØDIUMS / 2025](#)

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