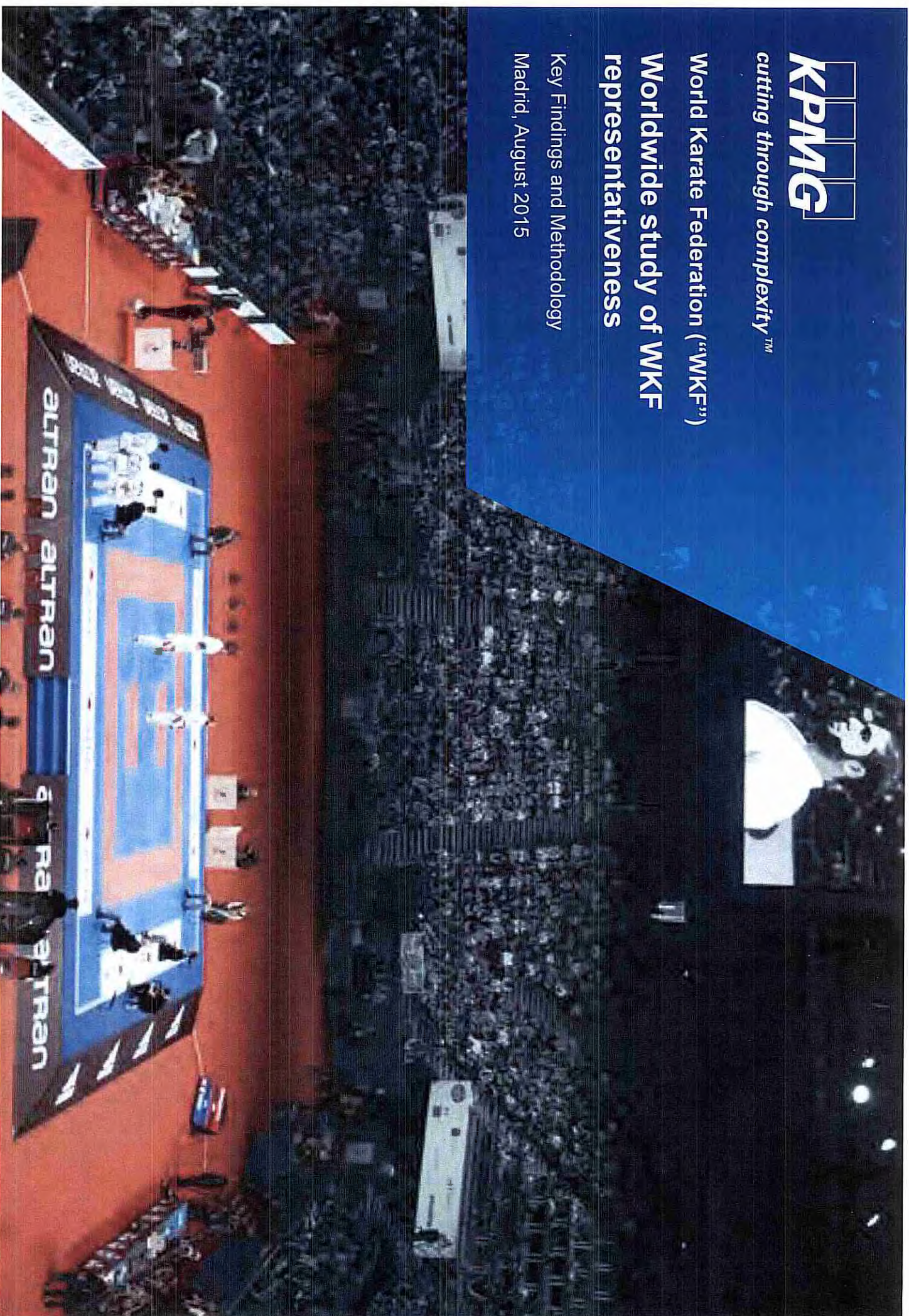




*cutting through complexity™*

**World Karate Federation (“WKF”)  
Worldwide study of WKF  
representativeness**

Key Findings and Methodology  
Madrid, August 2015



# This report aims to determine the presence of the *World Karate Federation* around the world and provide estimates of the worldwide volume of active karateka affiliated to karate organizations

## Objectives of this report

- KPMG has been engaged by the WKF to conduct a **comprehensive worldwide analysis** selecting a **statistical representative sample of 33 countries** which together were estimated to comprise, according to a report *Study / Calculation of Karate Practitioners Worldwide* issued by Spanish consultant *Enfoque*<sup>5</sup>, over 80% of total karate practitioners and supporters,
- This engagement has been undertaken within the objective of **providing an independent analysis of the *World Karate Federation* worldwide representativeness within organized karate sport**

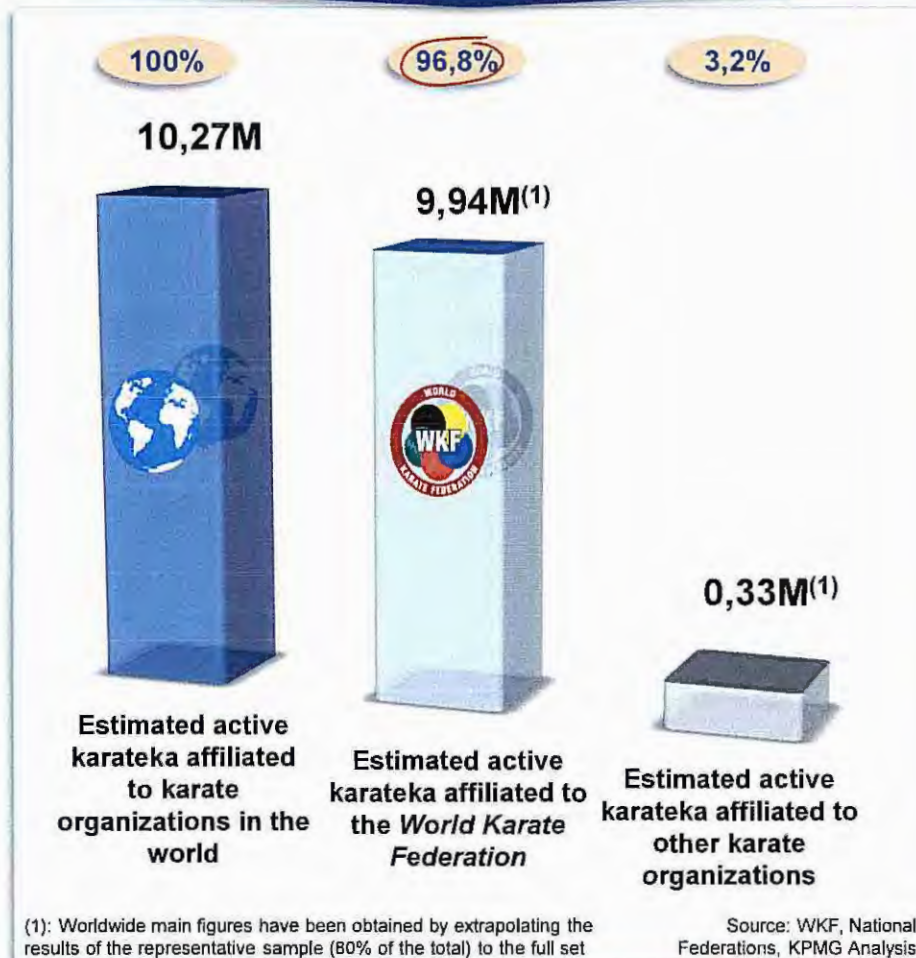


# Methodology: this study is based on analysis of *WKF* affiliation data and KPMG research of available public information

	1 Selection of a representative sample of countries	2 Quantification of active karateka affiliated to the <i>WKF</i>	3 Estimation of active karateka affiliated to other karate organizations
Analysis	<ul style="list-style-type: none"> <li>Based on a previous karate study produced by Spanish consultant <i>Enfoque<sup>5</sup> for the WKF</i>, the <b>amount of karate practitioners and supporters</b> has been analyzed in order to detect <b>trends</b> and to identify those <b>countries where karate is more popular</b></li> </ul>	<ul style="list-style-type: none"> <li>For each country in the sample, its <b>National Federation</b>, recognized by its National Olympic Committee / Highest Sports Authority, has <b>been contacted and interviewed</b> by KPMG in order to gather details about the <b>number of club-members and practitioner-members</b> they hold according to internal registers (not verified or audited by KPMG)</li> </ul>	<ul style="list-style-type: none"> <li>Given the absence of comparative information, an <b>estimation about the number of active karateka affiliated to karate organizations outside the <i>WKF</i></b> has been made by KPMG for each country in the sample with the support of each local federation and with the help of public information</li> <li>Worldwide main figures have been obtained by extrapolating the results of the representative sample (80% of the total) to the full set</li> </ul>
Results	<ul style="list-style-type: none"> <li>A <b>selection of 33 countries</b> containing a wide range of cultures, habits and sizes <b>that constitute a representative sample and together groups more than 80% (estimated) of karate practitioners and supporters</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Number of licenses that the <i>World Karate Federation</i> issues</b> in each of the countries that have been selected in the representative sample</li> <li><b>Importance of the <i>World Karate Federation</i> as the main global sport karate organization</b></li> </ul>	<ul style="list-style-type: none"> <li>Estimation of active <b>karateka affiliated to karate outside of the <i>WKF</i></b> for each country in the representative sample</li> <li><b>Objective evidence of the global position of the <i>World Karate Federation</i> in relation to other karate organizations</b></li> </ul>
Data sources and analysis	<ul style="list-style-type: none"> <li>The <b>selection of the countries</b> that is analyzed in this study has been based upon this preliminary <b>information related to the number of <i>WKF</i> affiliated karate practitioners</b> per country, which was provided by the <i>WKF</i>.</li> </ul>	<ul style="list-style-type: none"> <li>During this study, KPMG has <b>contacted and interviewed National Federations</b> in order to understand the status of karate within their countries and obtain their internal affiliation main figures. We have reviewed through <b>external research</b> based on available public information that this information provided by Federations is consistent but have not independently reviewed or audited such data</li> </ul>	<ul style="list-style-type: none"> <li>KPMG has also <b>contacted National Federations experts</b> in order to provide local karate environment knowledge and insight during the <b>estimation process of the number of karateka affiliated to non related <i>WKF</i> organizations</b>. This analysis has been <b>supported by experts' information and contrasted by independent KPMG research based on available public information</b></li> </ul>

Based on the analysis undertaken, over 10 million active karateka are estimated to be affiliated to karate organizations worldwide, being the *World Karate Federation* the main karate governing body in the world as it gathers an estimated 96,8% of the total

### Distribution of active affiliated karateka in the world



### Conclusions

- The **World Karate Federation** currently comprises an estimated total of 9,94 million affiliated active karateka throughout the entire world, 96,8% of the estimated total
- The very high degree of representativeness of WKF reflects, in the view of KPMG, that a consensus among more than 40 karate styles in 190 countries has been reached highlighting both the effort all karatekas have done to merge and the global position of the WKF
- We noted whilst carrying out the study that a number of other karate organizations exist, from a wide range of sizes that are considered karate style organizations as they only represent one or a few karate styles
  - According to our study these style organizations tend to be fragmented and instable as they often depend on the teachings of a master karateka and its disciples
  - In addition, these style organizations are usually neither official nor recognized by national ministries of sports and, therefore, operate under no regulation
- Further context regarding the key points of the history of Karate as a sport and the origins of the WKF, as well as further details of our analysis are included within the full report