

35. FFHS BUSINESS BREAKFAST Digitalization in Sports



Our view on key trends in the sports industry



Media landscape

Other income streams

Athletes

Sports types

Changing media distribution landscape



Sports sponsorship under pressure

Rising commercial importance of athletes

Increasing fight for **relevance** between sports

Increasing demand for content formats beyond live

Continuous growth of **betting** industry

Rapid evolution and growth of **Esports**



Rapid changes and growth in sports tech market



Global socioeconomic changes

New market players massively disrupting the industry



Digitally connecting sports with consumers

Improve data collection and maturity and ensure data integrity. Identify, analyse, and prevent breaches and improve system vulnerabilities.

Accelerate and automate content creation. Quickly scale customized content to meet the demand of fans on their platforms of choice.

Maximize performance efficiency and detect and prevent injuries. Engage amateur athletes through novel digital platforms.



By leveraging Al-powered video, gamification and augmented reality, experiences create new opportunities to better understand fans and their passions.

Connect efficiently with fans and audiences in new ways. Capture and distribute content before, during, and after events.

Better understand the **distribution** and **value** of **digital content** across platforms. Leverage it to drive **sponsorship** and **advertising revenue**.



Critical technologies in sports

	Main applications	Example use cases at Infront X	Partner companies
Artificial Intelligence & Machine Learning	Image recognition & data analysisAutomated content creationContent monitoring	Content X for SPFL, FIFA, etc.WSC Sports forVideocites for Serie A	Sports DEEP XLede Al minute.ly videocites MIRRIAD
5G and low- latency streaming	In-stadium engagementUltra low-latency streamingBetting and party viewing	Verizon activation with the NFLBetting integration	phenix Videoflow verizon
Augmented/ Virtual Reality	Match visualizationTraining augmentationGamification	NASCAR in-app engagementArti integration	arti 🗡 district
Data & Cybersecurity	 Data integrity and protection Fraud prevention (e.g. OTT game pass scams) 	Pilot cases with Intsights	S INTSIGHTS OXILLON
Blockchain	Fan engagement beyond eventsNew digital asset creation (NFTs)	Fan token creation with SociosNFT evaluation	B Bitci. S socios.com



