

35. FFHS BUSINESS BREAKFAST

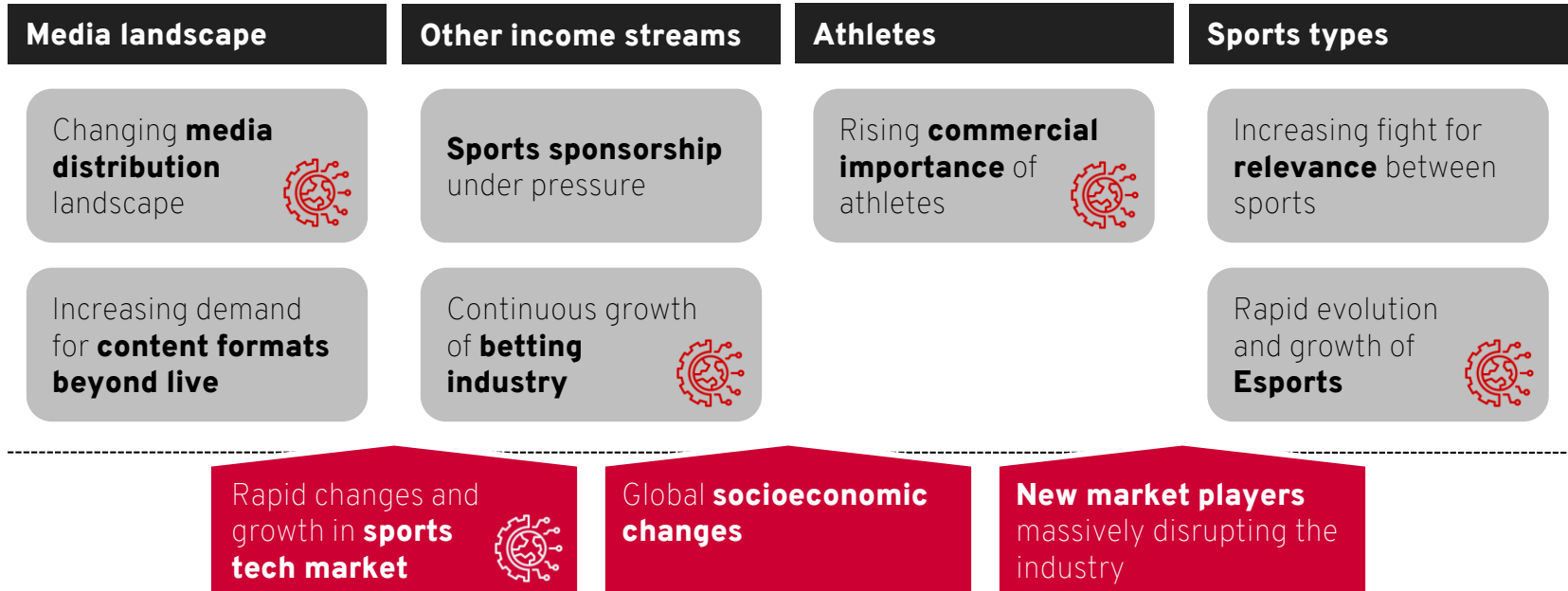
Digitalization in Sports



Our view on **key trends** in the sports industry



Digital **disruption**

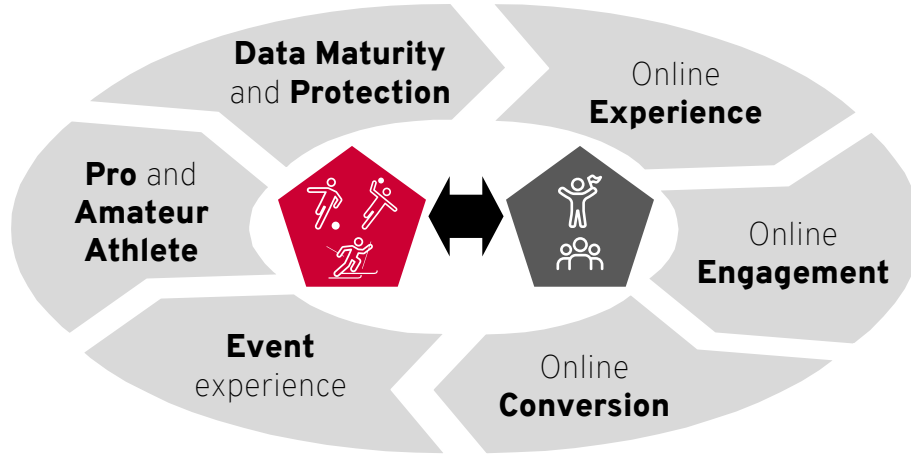


Digitally **connecting** sports with consumers

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 AI-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	<ul style="list-style-type: none"> Image recognition & data analysis Automated content creation Content monitoring 	<ul style="list-style-type: none"> Content X for SPFL, FIFA, etc. WSC Sports for Videocites for Serie A 	     
5G and low-latency streaming	<ul style="list-style-type: none"> In-stadium engagement Ultra low-latency streaming Betting and party viewing 	<ul style="list-style-type: none"> Verizon activation with the NFL Betting integration 	  
Augmented/Virtual Reality	<ul style="list-style-type: none"> Match visualization Training augmentation Gamification 	<ul style="list-style-type: none"> NASCAR in-app engagement Arti integration 	 
Data & Cybersecurity	<ul style="list-style-type: none"> Data integrity and protection Fraud prevention (e.g. OTT game pass scams) 	<ul style="list-style-type: none"> Pilot cases with Intsights 	 
Blockchain	<ul style="list-style-type: none"> Fan engagement beyond events New digital asset creation (NFTs) 	<ul style="list-style-type: none"> Fan token creation with Socios NFT evaluation 	 

**THANK YOU
FOR YOUR
ATTENTION**

