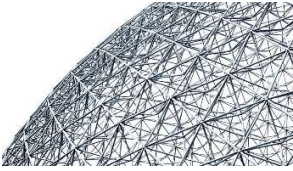# 6YZ

Sports Tech Media.

October 2019 – Simon Cothliff

The sports world and communities becoming more and more connected due to advancements in IoT and AI. However many notational sports data companies lack the capabilities to provide experiences which will appeal to fans of major global sports such as football, tennis and cricket.

Fewer young fans are watching games in their entirety on TV these days, but their passion for sport may not have changed. Instead they represent a latent audience to experience the excitement and energy of live sports in new ways – fused in real-time into short high impact, creative moments.

Watch live sport and you can definitely see a lot of data and statistics. But it is usually out of synch with the more metaphysical nature of non-US sports and often lacks any appeal, particularly to British, European and Asian audiences. Shoe-horning a version of 'play by play' data into football for example is one dimensional and has been shown not to work; neither would any attempt to take analysis from the training ground (usually done 'in house' anyway by major clubs) and bring it to mass media. Significantly, there is no one who is providing the end-to-end experience, in terms of the storytelling on one platform that hosts everything for one single live sports event experience.

By measuring previously imperceptible information about human emotion, energy, and engagement of coaches, players, and spectators, as well as physical insights, new platforms will utilise all media and data collection elements that exist in sport alongside special wearable and in-venue sensors. These platforms will process the data to continually learn game behaviour and draw inference in real time.

Every aspect of the game, including physical, emotional, and behavioural elements that go way beyond what the eye can see will be illuminated and automatically packaged into these insights - providing access to the invisible truth contained within a live moment – including the reaction of crowds and communities. *From a technology perspective, the real value will shift to in -venue and wearable sensors including face recognition.*

These new eco-systems and platforms have the potential to disrupt the traditional consumption model of the digital fan experience; and particularly to appeal to younger audiences, grow the global fan base, and heighten the connection between communities teams and athletes.