Globant › APPLIED AI: SPORTS

AI IS CHANGING THE GAME

AI is radically transforming the

# SPORTS INDUSTRY,

unveiling novel revenue opportunities for sports organizations, optimizing operations, and immersing fans in the action like never before.

The global sports market is projected to exceed a value of <u>$700 billion in U.S. dollars</u> by the year 2026.

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# AS SPORTS
# BRANDS
# HARNESS AI'S CAPABILITIES,

they will unlock invaluable insights from copious data, empowering superior and expedited decision-making, heightened team performance, and ultra-personalized fan experiences.

AI's potential to reshape both front-facing and back-end operations will persistently mold the future of sports, reimagining how we engage with and comprehend this dynamic industry.

**The global AI in sports market is projected to reach <u>$19.2 billion by 2030</u>, growing at a CAGR of 30.3% from 2021 to 2030.**

This report delves into the multifaceted applications of AI in the sports landscape, from amplifying team performance and optimizing sponsorship opportunities to streamlining sports operations and revolutionizing fan experiences via seamless omnichannel interactions.

# ELEVATING **FAN ENGAGEMENT:**

## A tailored sports experience

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# AI is cutting out

**the middleman between sports organizations, allowing them to reimagine how fans interact with their preferred teams and athletes.**

Organizations can transcend language barriers and captivate fans globally through AI-powered solutions such as real-time subtitle translation.

Auto-generated highlight reels customized to each fan's interests provide an enticing experience that keeps them absorbed and returning for more.

Inclusive game summaries cater to a wide range of interests, presenting succinct overviews for casual followers while enabling enthusiasts to explore specific events and clips in depth.

**AI facilitates crafting highly personalized content,** such as videos, text, and images, by examining individual preferences, cultivating a more profound and engaging fan experience. Being less sensitive than sectors like healthcare or pharmaceuticals, the sports industry is an optimal setting for this type of content production.



**Gonzalo Zarza**

Chief Data Officer (CDO) at LaLiga Tech and Globant

" **A significant portion of the sports industry revolves around storytelling, and AI offers an innate approach to applying it in content generation to engage with the continually expanding global fan bases."**

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# AI also supplies valuable insights

to social media discussions and user feedback, empowering organizations to better comprehend and connect with their audience. **This technology promotes real-time engagement across non-digital channels, closing the gap between on-field action and fan interaction.**

Furthermore, AI-driven recommendations expose fans to novel sports or players resonating with their interests. For example, an Australian baseball enthusiast might be encouraged to watch a cricket team featuring an Australian athlete.

AI can also model tournament scenarios and forecast outcomes subject to varying conditions, presenting fans with a captivating and interactive method to delve deeper into the world of sports.

AI has the potential to enhance multiple marketing activities within businesses. Studies indicate that

## 57%
### of B2B marketers

employ AI chatbots to generate demand, enabling them to better understand their target audience.

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Performance management:

# Unleashing
# *ATHLETE*
# POTENTIAL
through **AI**

**AI may accurately forecast the**

# likelihood of players missing playing time next season **with a 96% success rate**.

Athlete management levels up with AI, from data-backed training regimens to real-time game analysis.

— **By consolidating and scrutinizing disparate data,** coaches and trainers can make well-informed, real-time decisions regarding training and nutrition, ensuring athletes achieve their maximum potential.

— **AI-fueled identification** of actions and attention emphasizes areas needing enhancement, such as an athlete's concentration during a play.

— **Using computer vision,** talent scouts can unearth the upcoming generation of skilled athletes and pinpoint potential superstars.

— **This same technology facilitates** accurate player performance assessments and AI-generated suggestions for personalized training approaches.

— **Game simulations equip teams** with the ability to anticipate their performance against opponents, enabling the development of strategies targeting opposition vulnerabilities.

— **AI-supported recruitment tools** appraise potential recruits' compatibility with existing team members and recommend optimal trading approaches to assemble a winning roster.

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# Globant's Perfect Shot

**project showcased AI's power in performance management**. Using AI, biomechanical analysis, and data from top footballers, we devised a model for the ultimate goal shot. We then tested this model in a real-world scenario, demonstrating how technology can enhance athletic performance and affirming the transformative potential of AI when applied to sports.

The integration of AI in sports is expected to enhance both individual and team performance, resulting in an average improvement of 17% for individuals and 28% for teams. AI can also improve the value of cross-training by team role or position between 9 and 32%.

# The future

**of sports is fueled by AI. The next generation of athletes and coaches will take advantage of groundbreaking tools.**

As AI systems advance, they can evaluate performance with a degree of precision unattainable by human analysis. This transition implies that teams refraining from AI technology adoption may encounter a competitive disadvantage. **Through the use of AI, it is possible to prevent up to 65% of long-term cognitive dysfunction caused by concussions.**

> **Ultimately, the slightest advantage can make a difference between winning and losing. As a result, sports organizations will employ AI in even more innovative ways to analyze their performance and gain insights to outpace other teams and organizations."**

**Ernesto Luna Madrid**

Sports Lead at Globant

Nevertheless, sports organizations must consider data security when implementing AI, focusing on compliance and respecting athletes' and individuals' data privacy rights. In overcoming this hurdle, the prospective benefits of employing AI-powered tools to augment performance will quickly become crystal clear.

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# SPONSORSHIP
## OPTIMIZATION:
Capitalizing on **AI** for optimal returns

3.5k

250

750

520

#soccer

See Translation

♫ Original Song

Home    Shop    Inbox    Profile

# The **sports sponsorship domain** is using AI to create never-before-seen opportunities for **more efficient and rewarding partnerships.**

- A/B testing of AI-formulated marketing messages refines campaigns for peak ROI.

- Enhanced audience segmentation employs first-, third-, and zero-party data to produce targeted and meaningful experiences, both at home and on-site.

- Real-time tracking of social media sentiment permits sponsors to react promptly and adjust to the continuously evolving preferences of their audience.

- Based on field position and view probability, AI-fueled pricing models ensure sponsors obtain the best value for their investments.

- AI further assists in devising the ideal campaign by proposing the most suitable target demographics and available channels, ensuring campaigns resonate with the intended audience.

- By recommending "complementary" sponsorship players, AI fosters mutually advantageous partnerships between brands and athletes.

**Within the next five years, more than a quarter of the tasks performed by**

**74%**
of marketers

**will be automated through the use of AI.**

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# SPORTS
# OPERATIONS:

Advancing efficiency and engagement through AI

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# SPORTS OPERATIONS
## are undergoing
## a dramatic transformation,

**with AI playing a pivotal role in enhancing experiences for fans and optimizing operational workflows.** This includes everything from venue management to scheduling matches and even improving security protocols.

> " AI is incredibly powerful in the realm of sports operations, extending beyond traditional uses like crowd management and security to areas such as environmental evaluation and match scheduling. At Globant, we're employing AI to devise fan engagement strategies centered on environmental, social, and governance (ESG) impact data, bolstering sports brands' reputations in the process."

**Gonzalo Zarza**

Chief Data Officer (CDO) at
LaLiga Tech and Globant

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## Crowd flow simulations

AI-powered crowd flow simulations improve resource allocation, facilitating better crowd management and providing seamless experiences for attendees. Simultaneously, AI enables more effective exit strategies and coordination, ensuring fans can leave the venue smoothly and securely after events.

## Security

Machine vision technologies identify and respond to potential hazards, boosting planning and response capabilities. Real-time audience engagement levels are monitored, enabling staff to quickly spot and address issues.

## Scheduling

The **LaLiga Tech Calendar Selector** uses AI to select the most suitable times and dates for matches, considering factors like weather, travel, and other competing events to ensure optimal stadium and TV audiences.

## Retail

Globant is innovating new methods for stadium entry and cashless transactions, using technologies like biometrics and facial recognition. Similar to Amazon Go, these new tools allow fans to enter stadiums, make purchases, and have their transactions automatically acknowledged and processed.

**In order to enhance the customer experience,**

# 60%
**of marketers**

**are using AI to forecast and anticipate customer behavior and requirements.**

## Operations

AI is being deployed to create digital twins of stadiums, generating real-time data about crowd density, traffic movements, and event procedures to aid venues in managing events effectively.

**With Globant's SustAIn solution**— a module of our **process mining platform Navigate**—this digital-twin technology extends to $CO_2$ emissions. SustAIn applies advanced analytics and machine learning to offer insights into an organization's environmental impact, empowering it to optimize its supply chain processes and align with sustainability goals.

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# WINNING STRATEGY:

Guidelines for implementing AI

**Early adopters win in the AI game, and there is still time for sports organizations to exploit the capabilities AI enables.**

By adhering to a systematic approach, organizations can successfully incorporate AI solutions customized to their requirements while minimizing potential hazards.

"
The primary challenge confronting sports concerning digital transformation is the vertigo of immense change. The secret lies in realizing it's a series of steps, and this challenge is not distinct from other industries."

**Martin Nanni**

CTO of Europe at Globant

These guidelines allow sports organizations to effectively devise and execute an AI strategy that caters to their specific needs and goals while mitigating potential risks. **This strategic approach will empower organizations to harness the potential of AI to heighten fan engagement, optimize athletic performance, and ultimately reshape the sports industry.**

# 1.

## Define business objectives:

Begin by detailing the organization's strategic aims, such as expanding market share, boosting efficiency, or producing more metrics. Refrain from hastily implementing AI without a clear comprehension of the issues you intend to address.

# 2.

## Investigate AI options:

After determining your business goals, examine AI solutions that can assist in achieving those targets. In some instances, you may discover existing solutions that can be readily integrated, while other cases may necessitate developing bespoke solutions.

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# 3.

## Engage with industry specialists:

Depend on the knowledge of professionals in the field to evaluate the viability of proposed AI solutions. For instance, when assessing sponsorship opportunities, consult with experts who comprehend camera angles, broadcasting, and contractual requirements.

# 4.

## Evaluate risks and challenges:

Remain mindful of potential hazards associated with implementing AI, such as legal concerns, intellectual property ownership, and accountability for AI-generated outputs. Also, contemplate the costs involved, as not all AI solutions will continue to be free in the future.

# 5.

## Assemble a proficient team:

Form a team of experts to aid in implementing your AI strategy and choose the top partners in the market to guarantee success.



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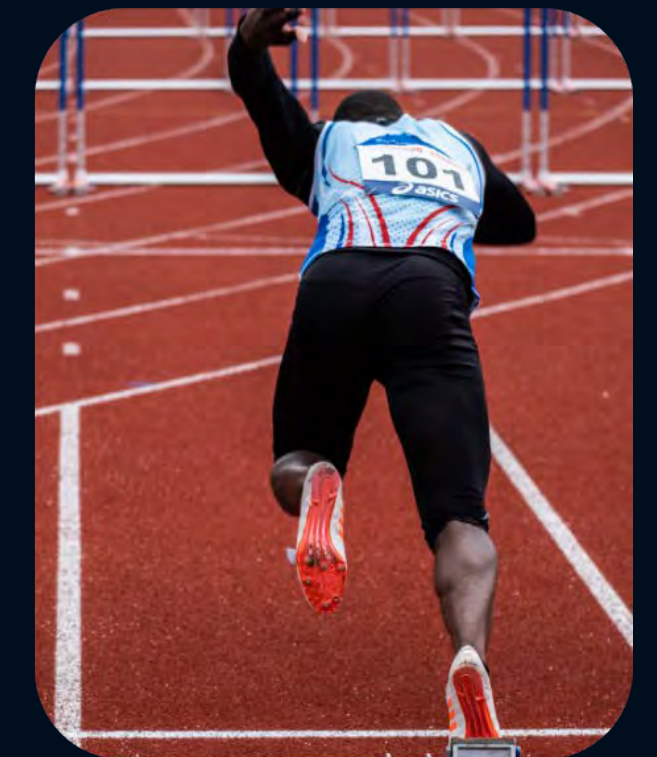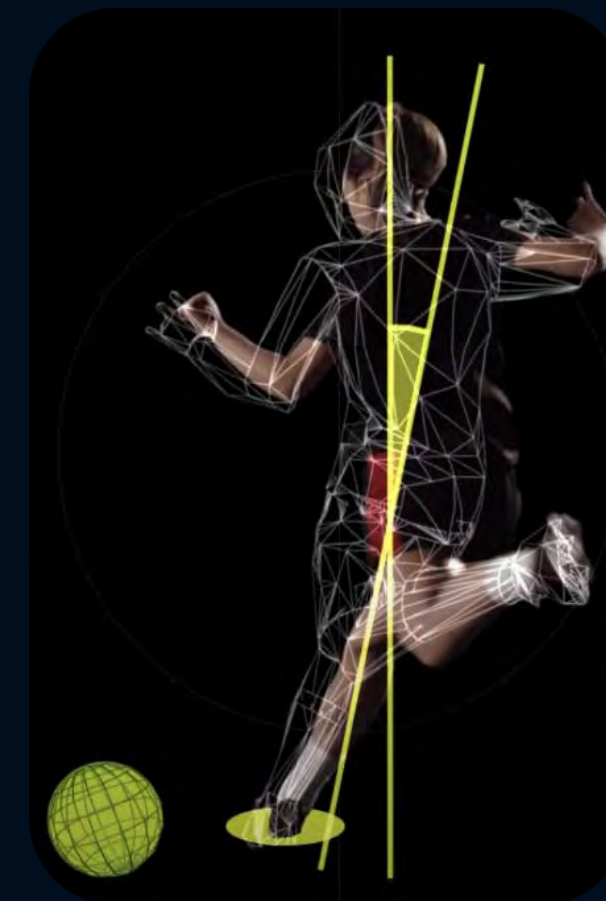
The way forward:

# The future of
# AI in sports

**The future of AI applications in sports brims with exciting potential.**

Hyper-personalization will empower organizations to pinpoint and seize particular moments when fans are most susceptible to tailored content. This entails delivering to fans precisely what they require in real-time, utilizing advanced personalization and contextualization techniques.

Furthermore, AI will facilitate the seamless integration of diverse touchpoints within the sports ecosystem. As fans engage with various devices and platforms, the accumulated information can be merged to produce highly personalized content adapted to their preferences. Brands can then employ generative AI solutions, like OpenAI's GPT, to automatically generate content based on these inputs, culminating in a compelling and immersive fan experience.

For athletes, AI will provide far more sophisticated real-time performance analysis and feedback. By gathering data using cameras and other sensors, AI can assess an athlete's anticipation, movement, and gameplay, offering actionable insights during a match.

**This data-driven method will aid in optimizing performance and mitigating injury risks.**

**AI also harbors the potential to revolutionize marketing and exposure for sports organizations. By capturing and enhancing images of players in crucial moments, teams could utilize AI to create captivating content for social media and other marketing channels.**
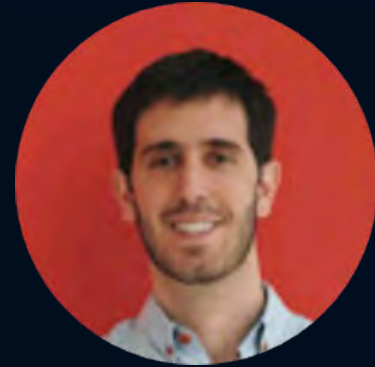
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> " The astonishing pace of AI progress leaves even tech pioneers in awe, making the future of sports unpredictable. As the next generation of players and teams in the ecosystem harness the full potential of AI, embracing this technology will propel athletes and teams to new heights while redefining the way fans engage with their favorite sports."

**Ernesto Luna Madrid**

Sports Lead at Globant

Similar to how the first cell phones eventually evolved into today's powerful, hyperconnected smartphones, AI technology follows a trajectory that is hard to predict. **Consequently, sports organizations must stay updated on AI technology advancements, as falling behind could have severe implications.**

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# GLOBANT'S
## ROLE

As a strategic advisor, Globant assists in identifying specific business needs and proposing the best AI solutions for the job. We also develop custom solutions tailored to an organization's unique requirements or leverage existing products and solutions to expedite the development process and reduce time to market.

As a trusted partner, we guide clients through the intricacies of AI adoption, helping them unlock the full potential of this groundbreaking technology. Our partnerships are focused on simplifying the implementation process and targeting high-value areas that are most feasible and not too risk-sensitive.

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**Globant's role in supporting sports brands looking to transform their operations through AI can be broken down into three main areas:**

- **Strategic Consultancy:** Globant can act as a strategic advisor or an on-demand Chief AI Officer, guiding AI strategy and its potential impact on the organization.

- **Custom AI Implementation:** Globant can provide traditional consulting and implementation services for sports brands that have already identified a specific business objective and require assistance developing a tailor-made AI solution.

- **Leveraging Existing Products:** Globant offers pre-built AI solutions related to sports and entertainment, enabling sports brands to reduce time-to-market and benefit from a proven value proposition while integrating these solutions seamlessly into their existing operations.

**Martin Nanni**

CTO of Europe at Globant

"
Technology unveils opportunities for sports organizations to optimize revenue from sponsors, connect with fans globally, and develop new products. Each organization possesses its inherent value in its brand, its relationship with fans, etc. Globant's expertise with AI technology can help them package that value and make it accessible."

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# About **Globant**

We are a digitally native company that helps organizations reinvent themselves and unleash their potential. We are the place where innovation, design and engineering meet scale.

- We are more than 27,000 Globers present in 25 countries in 5 continents working for companies like Google, Electronic Arts and Santander, among others.

- We were named a Worldwide Leader in CX Improvement Services by IDC MarketScape report.

- We were also featured as a business case study at Harvard, MIT, and Stanford.

- We are a member of The Green Software Foundation (GSF) and the Cybersecurity Tech Accord.

**For more information, visit** **www.globant.com**

## Disclaimer

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