

# GSIC

Global Sports Innovation Center

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## SPORTS INDUSTRY DIGITAL TRANSFORMATION ONLINE FORUM

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### EMBRACING THE MULTISPORT THROUGH TECHNOLOGY AND INNOVATION

#### Our experts



**MODERATOR**

**Rodrigo Garza**

GSIC Ambassador



**Andrew Parsons**

President



**Jürg Capol**

Marketing  
director



**David Cipullo**

Management  
Board member



With support of

**Sport**  
SINGAPORE

**Andrew Parsons**

President



## INTERNATIONAL PARALYMPIC COMMITTEE



*Our vision is to make for an inclusive world through Para sport. There is a new world coming after COVID-19 and those who don't embrace technology will be left behind and will struggle a lot to reach new audiences*



There is an audience looking for Paralympic content all year long and not only in specific events, but media didn't provide this type of content. They were looking for alternatives so they didn't have to rely in broadcasters. They created their own digital channels and in Rio 2016 they reached one billion people through digital channels. They partner with different companies like Atos, Twitter and YouTube to have more reach.

They also have programs like Samsung Paralympic Bloggers which encourage athletes to showcase how Para sports transforms the world and raise the profile of the leading athletes.

They are taking advantage of technology in order to educate about para sport, raise the profile of leading para athletes and showcase how para sport transforms the world. To that aim, they are doing different things like the first Paralympic video game or their new platform Greenfly in which they interact with the athletes and gather content and amplify it in various channels. They are looking forward for the Tokyo 2020 games.

**Jürg Capol**Marketing  
director

## THE SNOW SPORTS COMMUNITY

“*The snow sports community takes a “fan first” perspective and will provide services and products enhancing the snow sports experiences. This covers five main areas follow, play, participate, watch and attend.*”

The Ski Federation has many members in more than 65 nations with natural snow. An important issue is that there is a strong relationship with snow sports but it's not only with the events but also with activations.

Broadcasters and media rights are very important but digital is getting more weight. Two years ago, they started to create a digital strategy. They analyzed their fan DNA and from that they divided the fan in 5 different areas: follow, play, participation, watch and attend. This with the ultimate goal to engage the fan and achieve to build a community that offers services, products and opportunities to all their stakeholders.

They design additional activities and created a game platform for members in which they can relate to participation, game partners and very important they manage to analyze and collect data.

They are creating specific content for social media to fill the Federation and the follower's interests. They launched an Esports championship for next season to reach more audience. They look to bring physical and digital together and attract more people to be active in snow sports



**David Cipullo**

Management  
Board member



## INFRONT SPORTS

“*This current period is where we will witness the true development of the Digital Transformation in Sport. We’ve been using many of the same buzzwords for nearly a decade with moderate tangible growth, but the accelerator button has now been hit. The Innovation Race will be a fun ride.*”

They are a media agency owned by Wanda Group which is a conglomerate from China. Their core elements in the sport world is to help the sports grow in general as well as stakeholders. Their main services are selling media rights, sponsorship agreements, TV production and digital.

They created their own internal innovation lab in order to make sure they are delivering the right services instead of being a broker. Their goal isn't to create every product they offer but to create platforms more relevant through technology and innovation.

Innovation has to be tangible and results-oriented in order to achieve reach, engagement and monetization. Their goal is not only to work with the best technologies but to give the best services to their clients.

## COVID-19

"Corona is accelerating the transition to the new spot business paradigm. Sport properties and right holders need to be brave, embrace and smartly invest in innovation to remain relevant and adapt to new sport online content consumption behaviours" - Rodrigo Garza

"Corona is an accelerator of innovation. Many organizations had worked on for several years in many projects and didn't launch them into the market by means of perfection and COVID-19 forced them to do so" - David Cipullo

"COVID-19 was a test to see what is going to continue in sports and what was just filling in. They will both co-exist and be a new complementary element of the whole experience" - Davis Cipullo

"Digital strategy just became a key piece for all the industries. The organizations that were ahead in this are not struggling and many of the trends today will remain" - Andrew Parsons

"Nothing would beat the experience of participating but digital and physical will coexist. Digital is the key for events that happen each two years in terms of experience, practice and content" - Andrew Parsons

"A crisis always helps to do reforms. Digital gives us the opportunity to measure everything as well as to promote the real world through the digital world" - Jurg Capol

## KEY OBSERVATIONS

According to the experts, any global crisis always forces entities to design reforms or activities that will be able to offset potential negative impacts that may arise from these difficult times. As a matter of fact, coronavirus has accelerated the transition to a new sport business paradigm where sports properties have had to invest in innovation or take advantage of their already existing digital route maps by testing new projects in order to remain relevant and avoid lagging behind the curve.

Actually, COVID-19 has advanced the new consumption behaviors that were already present through online channels and has showcased what type of content is tangible to continue in sports and what is not. In that case, during the COVID-19 sanitary crisis, creating a digital strategy or accelerating the launch of projects that were under development has become a key element for all the sports organizations.

Similarly, in recent years the digital transformation has acted as a catalyst to the growth of the different sport entities allowing to provide the game experience to those fans who are not able to access traditional broadcast coverage or assist the events. Digital tools have also unlocked new opportunities to create fan communities and give a whole new experience at different levels.

To start with, sports entities can gather and manage lots of fan's data in order to create a digital strategy that engages their audiences 365 days through communicative and participative content in different channels (i.e. virtual racing games, fantasy sports apps, websites to track information...).

Besides, this data and innovative and recurrent content also brings additional value to sponsors as they can have access to a better knowledge of their audience, associate themselves to new assets that can complement their sponsorship packages and be always present on people's top of mind (specially allowing to break with seasonality in events that do not happen every year).



## KEY OBSERVATIONS

A deeper and more comprehensive approach of sponsorship will also go across technology and digital as usually smaller rights holders lack the needed resources, good connections and capabilities to improve, further develop and monetize the product they are offering. To that aim, it is key for sports entities not only to strengthen relationships with their existing partners but also to encourage new partnerships with more sophisticated companies that allow them to reinforce their position in new potential markets, find unique ways to show the sport, improve some of the sport's "pain points" and even bring new experiences which recreate the athlete's feelings to the audiences.

Actually, some brands see the association with a sports organization as a way to develop and test products at a high-performance level that could eventually be translated into day-to-day use. For instance, the Spanish Paralympic Committee together with Samsung built up a hi-tech cap that vibrates to warn blind Paralympic swimmers that they have reached the end of the pool and they need to flip and turn.

To sum up, according to Carlos Cantó, GSIC Ambassador and CEO of SPSG Consulting, the sports ecosystem was, is and will be "phygital", a combination of physical and digital at the same time. In that sense, the adoption of technology advancements by sports properties will increasingly allow to engage and optimize the value that sports organizations bring to all the different stakeholders both onsite and online (e.g. broadcasters and media, sponsors, fan base ...).

As a bottom line, Covid-19 effects have accelerated the digital transformation process of the sports industry. And the properties and right holders that are able to implement the transformation will be the ones that will leading the industry in the years to come.

# THANK YOU

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