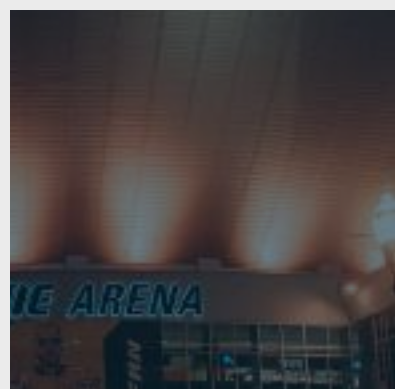
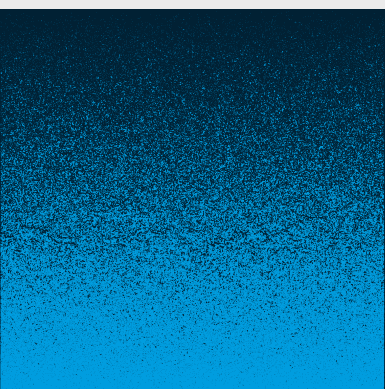
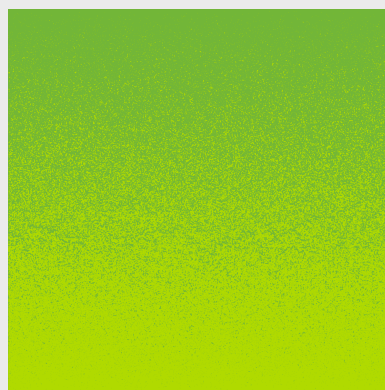


Digital Transformation Trends in Sports Report

Discover how AI, data, and innovation are transforming the sports industry, driving fan engagement, boosting athlete performance, and unlocking new revenue streams. The future of sports starts here!



In collaboration with:



Welcome

Dear reader,

Welcome to the GSIC and Sportian "Digital Transformation Trends in Sport 2025" report. This year, we're taking an in-depth look at the shifts, innovations, and digital strategies reshaping our industry. The sports sector has always embodied a blend of tradition and transformation. Today, we stand on the edge of a digital evolution that promises to redefine the way fans engage, athletes perform, and organizations thrive.

In the pages that follow, you'll find insights from leaders across the industry, diving into the impact of data analytics, artificial intelligence, and emerging digital tools. As we expand our focus on fan experience, enhanced performance, and smart venue management, technology is increasingly our ally, driving new ways to engage fans and unlock commercial opportunities.

Digital transformation is not just about innovation for its own sake; it's about understanding the changing rhythms of sports consumption and the fan's journey. Our focus is now squarely on crafting experiences that are personalized, interactive, and seamlessly integrated across platforms. It's an era where AI and data analytics hold enormous potential to optimize every aspect of our industry—from ticketing and in-venue experiences to immersive, real-time engagement on streaming platforms and social media.

This report distills the latest trends, challenges, and areas of focus for the industry as we look toward 2030 and beyond. We've drawn on survey data, expert opinions, and case studies to present a clear picture of where our industry is headed and the strategic steps that will be vital to sustaining growth. As new technologies unlock unprecedented levels of connection, customization, and insight, they will continue to evolve how we measure and amplify our impact.

The sports industry is fueled by passion and commitment, and these innovations will strengthen our capacity to deliver exceptional experiences for fans, while supporting athletes in their quest for excellence. We look forward to seeing how the trends and insights shared in this report will inspire your next steps and encourage us all to stay at the forefront of sports and digital transformation.

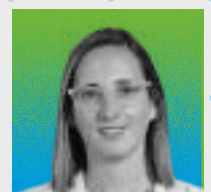
Thank you for your engagement, vision, and support as we navigate this journey together.

Warm regards,

Iris Córdoba

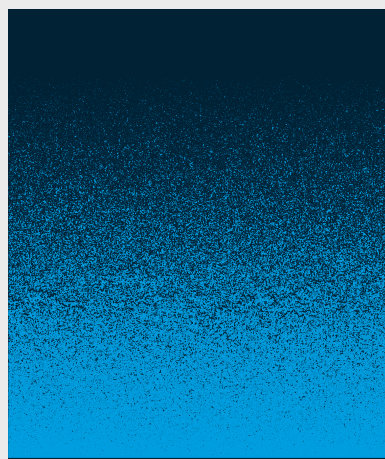
General Manager

Global Sports Innovation Center powered by Microsoft



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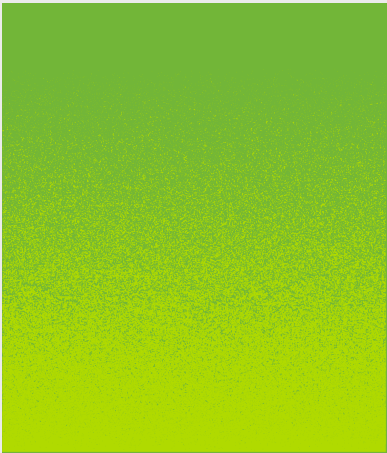
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Introduction

Alright. We admit it. The future gives us a bit of chills too. There it is. But that's what drives us. It's our passion. Sports, in general, are about that—spreading the fire. Passing on the excitement. Getting the audience on their feet, whether it's in the stadium, on the couch at home, in the back seat of a taxi, or on a train.

The **Global Sports Innovation Center powered by Microsoft (GSIC)** ecosystem, a hub whose very name signals its mission to innovate within our industry, makes this easier for us. Thousands of workers, thinkers, and fans like us, year after year, work tirelessly to keep that flame alive. Thanks to them, the fans, and the athletes, of course, the sports industry continues to grow steadily. By 2025, it will increase from 480.12 billion to 506.93 billion USD, **according to the Sports Global Market Report.**

The main driver of this growth is still the fan. People's passion for sports has unstoppable momentum. The equation is simple: as public enthusiasm for sports events grows, so does the demand for stadium construction, content creation, audiovisual rights, and merchandising sales.

However, the commercial model of the industry is evolving constantly. Traditional business areas such as sponsorship, ticketing, commercial rights, and the in-stadium experience are boosted by the fan's ever-present footprint as the indisputable center of this reality. And that's where technology plays a bigger role than ever. The race to collect, analyze, process, and utilize fan data to accelerate and diversify revenue streams for sports entities is more competitive than ever. Data, that raw material, will be one of the key elements shaping the future of the sports industry in the remaining years of this decade.

Artificial intelligence has already been in use for years in various successful cases within the sports industry, ranging from determining ticket prices to preventing injuries in high-performance athletes. Generative AI, understood as a tool to maximize the fan-data binomial, is increasingly taking center stage. The automated generation of personalized content and offers based on fan behavior and interests will be essential to this dynamic in the coming five years.

To gather more data and bring GenAI off the bench, it's crucial to own the fan journey from start to finish. Sports organizations are looking to enhance fan engagement and diversify revenue streams. This trend includes integrating live entertainment, interactive experiences, and multimedia content into traditional sporting events, creating a more immersive and engaging experience for fans.

These three pillars—the first three we analyze in our third edition of the Sports Industry and Digital Transformation Report with an eye on 2030—will shape everything that happens in other areas such as Smart Venues, Media and Streaming, Athletes and Performance, and Sponsorship and Investment.

We've put special focus on performance as data analytics and AI are also revolutionizing players and teams' developments, laying the foundation for the athletes of the future. By leveraging AI-powered wearables and real-time data analytics, sports organizations are not only improving how athletes train and recover but are helping build smarter, more resilient competitors. Mental training programs and virtual reality simulations are molding athletes with a better understanding of their game, while AI-driven talent tracking is ensuring clubs like FC Barcelona and Juventus FC identify and develop the next generation of stars more effectively. This comprehensive approach to physical and mental development is creating athletes who are prepared to perform at peak levels while also prolonging their careers in an increasingly demanding industry.

Survey data from 100 leading sports industry members reinforces this future vision.

Respondents believe that the sports industry will grow compared to other industries (5.54 out of 7), with technology being the main enabler. Key technological advancements like data analytics and Generative AI are expected to drive this growth.

63% OF RESPONDENTS IDENTIFIED DATA ANALYTICS AS HAVING THE MOST POSITIVE IMPACT, WHILE 50% SAW AI AS PIVOTAL.

However, there is room for progress. When evaluating the digital transformation of their organizations, respondents rated it 4.3 out of 7, with 31% disagreeing, 50% agreeing, and 19% remaining neutral. Moreover, while digital platforms have helped improve monetization (rated 4.42 out of 7), many organizations are critical of their data-handling abilities, rating them just 3.65 out of 7. The real challenge lies in processing this massive data effectively.

The adoption of AI to act on data analytics insights is the logical next step. **Most respondents said their organizations are intrigued by new technologies but prefer to build a solid use case before adopting (35%), while 31% are actively seeking relevant use cases.** By 2025, the adoption of technology across fan engagement, athlete performance, and venue management will be crucial to sustaining growth. Early GenAI adopters will lead this industry transformation.

OPENING NEW REVENUE STREAMS IS THE TOP PRIORITY IN DIGITAL TRANSFORMATION INITIATIVES FOR 42% OF RESPONDENTS, FOLLOWED BY ENGAGING LOCAL FAN BASES (19%) AND SECURING NEW SPONSORSHIPS (12%).

In the following pages, we dive into seven sectors that will shape the sports industry by 2030. Let's take a look!



Methodology



GSIC distributed an online survey at the end of 2024, that was responded to **by 90 high-profile professionals, most of which work in the sports industry.** Given this sample size the statistical error is 9.7%.

Respondents were first asked to evaluate how the industry is progressing its digital transformation, by addressing on a scale of 1 (minimum) to 7 (maximum) their organization's evolution in several aspects. They also answered which are their business' top digital priorities -current and future-, which digital services/products they offer and the degree of success they have. They were then asked to rank the extent of growth/challenge by 2030 of the overall economy (GDP) of sports, and of each of these sectors:

- Data analytics
- Fan engagement and Sportainment
- AI
- Smart venues
- Media and streaming
- Team and athlete performance
- Sponsorship and investment

Furthermore, the survey then asks respondents to share on a scale of -3 (maximum negative evolution/decrease) to 3(maximum positive evolution/increase) the evolution by 2025 of several sport-related items-statement within each of the areas named before.

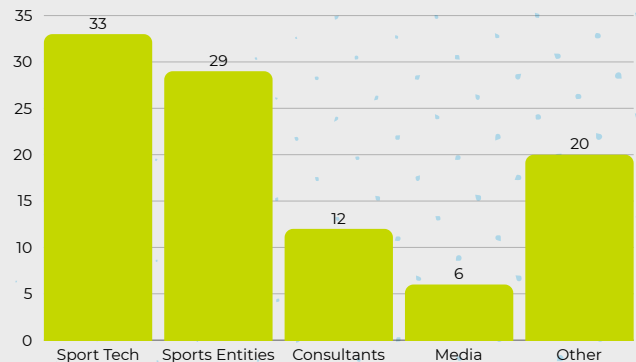
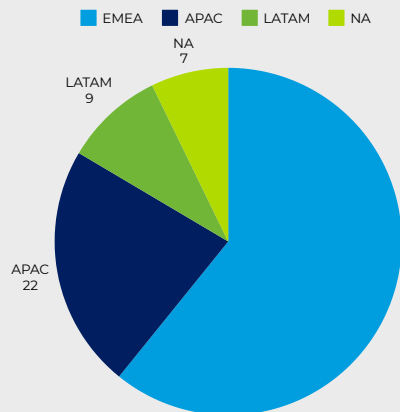
RESPONDENT'S PROFILE

GSIC survey respondents are mostly working in Europe (59%) and APAC (22%), followed by Latin America (9%) and North America (7%). **The majority of them are working with technology applied to sports (33%) and in sport entities such as Clubs, Federations, Leagues, Competitions (29%), followed by consultants (12%) and media (6%). The other 20% of work as sponsors, communication and sponsorship activation agencies, public (or semi) sport organizations and others.**



Respondent's Profile

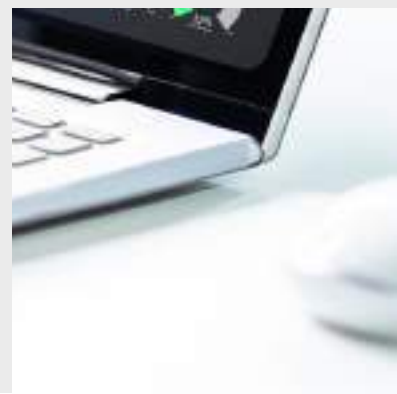
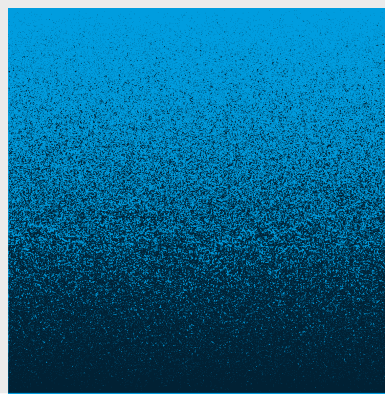
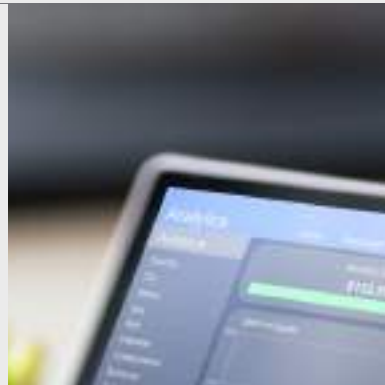
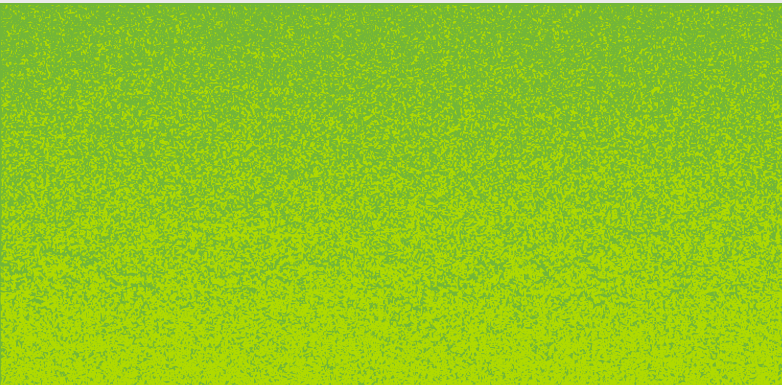
All values are percentages



With the exponential growth of technological innovation and the continuous digital advancements disrupting the sport's industry, it is no surprise that strategic consultants are moving towards the field of sport in order to apply the changes further described in the survey below. This also explains the dominant percentage of respondent's working in technology applied to sport entities.



Data Analysis



Data analytics in sports is crucial for optimizing processes and operations to drive revenue growth, increase efficiency, and boost profitability. According to the GSIC survey:

DATA ANALYTICS (30%) AND AI (25%) ARE THE TOP TECHNOLOGY CHOICES FOR HELPING ORGANIZATIONS MEET THEIR OBJECTIVES, MARKING THEM AS PRIORITIES FOR FUTURE INVESTMENTS.

In the sports industry, teams and organizations are increasingly collecting fan behavioral and interaction data, complemented by second- and third-party data. This helps create a single, comprehensive profile for each fan, allowing for more targeted engagement. Deloitte's Sports Industry Outlook 2024 [1] anticipates substantial investments in proprietary fan databases, with leagues and teams focusing heavily on managing their own data to deepen fan connections and personalize interactions.

Survey respondents rated their organizations' ability to monetize digital platform data at 4.42 out of 7, reflecting moderate confidence. Strong connections with fan bases scored slightly lower at 4.19 out of 7. However, **the ability to effectively manage and analyze this data scored only 3.65 out of 7, showing a gap in turning raw data into actionable insights.** The industry's future growth will rely on closing this gap through better data processing and monetization strategies. The real challenge lies in processing data effectively and turning it into revenue.

A standout example of data integration comes from the Miami HEAT, a pioneering organization that has focused on data-driven strategies for over a decade. Previously hampered by fragmented data systems, the HEAT adopted Microsoft Dynamics 365 and Azure data services to gain a unified, comprehensive view of fan behavior and business operations. This centralization has not only enhanced fan experiences but also led to a 30% increase in season ticket sales. Leveraging predictive analytics, the HEAT now forecasts game attendance with precision, allowing for optimized resource management and operational efficiency. Additionally, by analyzing detailed fan profiles and behaviors, the team increased its online business tenfold and achieved significant cost savings by refining staff scheduling based on predicted attendance patterns [2]

Sponsorship and advertising have also seen significant advancements thanks to data analytics. Sports organizations can now provide potential sponsors with detailed insights into audience demographics, engagement levels, and purchasing behaviors. This data-backed approach has transformed the way sponsors secure deals, ensuring that their investments effectively reach the desired audience.



For example, NASCAR has been using data for the past 10 years to show sponsors how often fans engage with specific brands, helping them target their campaigns more accurately. By leveraging its *Fan and Media Engagement Center (FMEC)*, NASCAR collects and processes vast amounts of structured and unstructured data, including social media activity, broadcast media coverage, and fan interactions at the racetrack. This data is then analyzed to offer insights into how fans are engaging with specific brands during events, allowing sponsors to fine-tune their marketing strategies and enhance ROI. NASCAR also uses tools to track fan sentiment, engagement levels, and purchasing behavior, which helps sponsors understand how their campaigns are performing and adjust in real-time.

The Miami HEAT also exemplifies this trend. By utilizing detailed fan profiles, the HEAT's marketing team can segment and re-target fans with personalized offers, resulting in a 20-times return on investment on social media platforms over a two-year period. This data-centric approach allows the organization to demonstrate its value to sponsors and craft more lucrative sponsorship deals.

The HEAT also leverage data through Power BI to track and manage real-time metrics such as foot traffic, concessions sales, and fan behavior. This allows them to make quick decisions on game days, such as reallocating staff to reduce wait times at concessions or entrances. The team's innovative use of predictive analytics enables them to plan staffing schedules more effectively, resulting in significant cost savings—an estimated \$1 million in labor costs.

Monetizing data is essential for creating personalized experiences that boost fan engagement. Sports organizations are increasingly tailoring marketing efforts, merchandise, and content to individual preferences, which enhances loyalty and keeps fans and sponsors more invested.

Data insights are also transforming how organizations negotiate media rights and sponsorship deals. By analyzing consumption patterns, leagues can schedule broadcasts at peak times to maximize ad revenue. In sponsorship, data helps organizations showcase their value to potential partners, using detailed audience demographics and engagement statistics to secure high-value deals. The application of predictive models like the "expected goals" (xG) statistic in soccer not only helps coaches refine strategy but also enhances the fan experience by providing real-time insights into game dynamics.

Operational data is also improving stadium management, ticket sales, and supply chain logistics. Predictive analytics can forecast attendance, enabling more efficient resource allocation on game days.

Another case is **LALIGA** partnering with **Microsoft** to benefit from Copilot for Power BI which is enabling the organization to maintain at least 70 dashboards on its Digital BI (Business Intelligence) and BA (Business Analytics) platforms for audience analysis. These dashboards transform raw data into actionable information for decision-making and for fan entertainment.

Audience dashboards track TV viewers, bar and OTT platform audiences for football and other sports. Other dashboards analyze stadium attendance, social media

engagement, digital audience interests, player demographics, and macroeconomic indicators from various countries and markets. Gradually, these dashboards are becoming a single source of truth (SSOT) for the 42 LALIGA teams, driven by verified data.

The goal is to revolutionize interactions with these dashboards, enabling intuitive, conversational data analysis. Decision-makers can ask dashboards questions in plain Spanish about audience trends, club performance metrics, or market indicators and receive instant, insightful responses.

Data analytics is shaping every corner of the sports industry, from fan engagement to operational efficiency, sponsorships, and athlete performance. Real-life examples, such as the Miami HEAT's or **LALIGA's** integration of **Microsoft's** data platforms, highlight the transformative power of data when used effectively. Those organizations that embrace data-driven strategies are positioning themselves for sustained growth and innovation in an increasingly competitive landscape.



Fan Engagement + Sportainment



The future of sports is rapidly evolving, driven by technology that empowers fans to connect with their favorite teams and players in entirely new ways. The GSIC survey shows that *fan engagement* and *sportainment* are pivotal forces shaping the sports industry's digital transformation journey to 2030.

FAN ENGAGEMENT SCORED 5.58 OUT OF 7 AS A CHALLENGE TO BE TACKLED, WHILE SPORTAINMENT—THE MERGING OF SPORTS AND ENTERTAINMENT—RATED EVEN HIGHER AT 5.8 OUT OF 7, DEMONSTRATING ITS ANTICIPATED IMPORTANCE IN THE COMING DECADE.

At the core of this transformation lies the fan experience. Sports are no longer confined to the stadium or television; fans demand continuous engagement across multiple platforms. Younger fans are prioritizing real-time updates and personalized experiences, mostly in social media and mobile platforms. This trend is expected to continue, with AI playing a crucial role in enhancing fan engagement. According to a study by IBM Newsroom on fan engagement, 50% think AI will have a positive impact on their sport experience and identify real time updates and personalized content as the top priorities in how GenAI can improve engagement. [3]

Official team apps have emerged as a leading tool in this new ecosystem, providing personalized content, live stats, and direct interaction between the fan and their team. GSIC survey respondents identified official apps as the most effective solution in engaging external audiences, meeting critical business objectives while enhancing the overall fan experience. This is the case of the NBA app, that integrates AI technology so fans can access rapid, in-depth analyses of the game with NBA Insights powered by Microsoft Copilot. It enhances fans' viewing experience by highlighting the game's pivotal moments, tracking players' movements and ball possession 25 times per second, and several other features. Through AI, this data is turned into digestible insights and contents for fans. [4]

This trend mirrors broader movements across the industry, as teams and leagues increasingly turn to digital platforms to build "single fan profiles." These profiles, enriched with data from ticketing, merchandise purchases, and social media engagement, allow teams to deliver hyper-personalized content and offers.



The concept of *sportainment*—the blending of sports with entertainment experiences—has seen significant momentum in recent years. GSIC respondents overwhelmingly agreed that this would be a pivotal driver for the sports industry by 2030. Sportainment seeks to create immersive, entertainment-rich environments that go beyond the game itself, with live music performances, interactive fan zones, and digital content integrated into the sporting event.

The NFL Super Bowl halftime show is perhaps the most prominent global example of sportainment in action. Each year, the game combines top-tier athletic competition with performances by global music superstars, attracting fans who might not have otherwise tuned into the game. This fusion of entertainment and sports is helping leagues broaden their appeal, reaching new audiences that might not be traditional sports viewers.

Another modern example of sportainment comes from Formula 1. Through its Netflix documentary series "Drive to Survive", F1 has expanded its fan base by bringing the sport's behind-the-scenes drama to life. The show's success has drawn in a younger demographic, particularly in the U.S., where F1's fanbase is experiencing significant growth. By blending the competitive aspect of the sport with storytelling and entertainment, F1 has effectively harnessed sportainment to grow its global following.

By 2030, fan engagement will be more personalized and immersive than ever before. As GSIC survey results indicate,

THE USE OF AI TO TAILOR CONTENT (SCORING 1.87 OUT OF 3 IN ANTICIPATED IMPACT) AND THE INTEGRATION OF REAL-TIME STATS THROUGH APPS (1.77 OUT OF 3) ARE PROJECTED TO SEE SIGNIFICANT INCREASES.

These trends point toward a future where fans are not just passive observers but active participants in every aspect of the sporting experience.

AI-powered platforms that analyze fan behavior and predict preferences are becoming essential for sports organizations looking to enhance engagement and create personalized experiences. A prime example is Manchester City FC, which has implemented advanced AI tools to gather real-time feedback from fans across both digital and in-person interactions. This technology allows the club to track fan preferences and deliver tailored content, offers, and services, significantly improving the fan experience.

Through partnerships with platforms like Qualtrics, Manchester City collects and analyzes data from ticketing systems, merchandise purchases, and online activity. These insights help the club refine their fan engagement strategies, optimize their digital content, and enhance in-stadium experiences by providing customized services based on individual fan behaviors. For instance, AI-powered avatars of popular players are used in virtual experiences like the Unseen City: Echoes of Blue escape room, where fans interact with personalized digital versions of players, deepening their connection with the team.[5] [6] [7]

This approach has not only increased fan loyalty but has also opened new revenue streams through more targeted merchandise sales, hospitality services, and digital campaigns, demonstrating how AI can drive both engagement and business growth.

Sportainment will continue to evolve, with events increasingly resembling entertainment spectacles as much as they are athletic competitions. Augmented and virtual reality, for example, are expected to play a growing role in enhancing fan immersion. The NBA has already experimented with VR viewing experiences that place fans courtside during live games, offering them a closer, more interactive view of the action.

As the digital landscape continues to grow, the sports industry's ability to blend fan engagement with *sportainment* will be critical in sustaining its rapid growth and keeping fans captivated for years to come.



Generative AI



The rise of Generative AI (GenAI) marks a turning point in how sports content is created, consumed, and monetized. Over the next decade, its influence will be profound, with sports organizations already seeing the potential for GenAI to revolutionize areas such as fan engagement, media production, performance analytics, and even venue management. The GSIC survey data underscores this sentiment: respondents rated GenAI's expected impact at 5.2 out of 7, indicating it is one of the main challenges for digital transformation in the sports industry by 2030.

Much like data analytics and machine learning before it, generative AI is expected to permeate various aspects of the sports ecosystem. According to Pete Giorgio's scouting report for Deloitte, in the coming 12-18 months, we expect an influx of innovative applications involving content generation, live coverage, player evaluation, sports betting, and fan engagement. According to IBM Newsroom report quoted before, AI is positioned by younger fans (18-29) as a central tool for enhancing fan experience, allowing sports organizations to scale and innovate faster than ever before.

AI technologies, including recommendation engines and machine learning models, are already identified as key drivers of business insights. In the GSIC survey,

AI WAS RANKED THIRD IN TERMS OF EVOLUTION IN BUSINESS PRODUCTIVITY AND INSIGHTS, SHOWING A 2 OUT OF 3 RATING IN TERMS OF ITS TRANSFORMATIVE POTENTIAL. THESE ADVANCEMENTS WILL ALLOW ORGANIZATIONS TO MINE LARGE DATASETS, UNCOVER NEW REVENUE STREAMS, AND REFINE DECISION-MAKING PROCESSES.

Sportian has developed a neural core to its ecosystem, bringing the latest AI capabilities to each of its solutions. Among its product offering is Minds, a sports data and analytics platform where all fan and operations information is transformed into actionable insights and new content ideas, powered by AI and powerful analytics. It has also deployed GenAI tools that deliver new monetization opportunities for sports clubs, for example, its Calendar Selector tool allows LALIGA to analyze millions of variables and optimize its match kick-off times to maximize attendance, while its Asset Valuator tool provides detailed information on sponsor visibility in match footage, enabling data-driven contract negotiations between clubs and commercial partners.

Fan engagement continues to be a focal point for sports organizations, and AI is poised to drive the next wave of innovations in this area. Personalized experiences are becoming the norm, as fans increasingly expect AI-driven interactions through chatbots, real-time game insights, and predictive content recommendations. In fact, AI for tailored content was rated as the third most evolving item for fan engagement in the GSIC survey, with a 1.8 out of 3 score.

A clear case of this is the Gaia platform provided by **NEOMA**, operational assistance that uses AI and computer vision to create seamless, secure and personalized VIP and fan journeys at scale. Through innovations such as **Gaia Pulse**, a GenAI and LLM that helps operations complete duties in less time and gain situational awareness (e.g. retrieving VIP guest itineraries and solving issues) **Gaia** can help save \$120M yearly through automated workflows, being deployed across 150+ locations globally, such as FIFA World Cups, Peninsula and Grand Hyatt. [8]

Another example of this in action can be seen in **LALIGA's** collaboration with **Microsoft**, where AI tools analyze fan behaviors to provide tailored content, merchandise suggestions, and even real-time updates during matches. This not only enriches the fan experience but also helps **LALIGA** drive new monetization opportunities through personalized engagement.

Generative AI will be a game-changer for sports media production, especially as demand for personalized, fast-turnaround content grows. AI allows media teams to generate highlight reels, recap videos, and social media content in real-time, making sports coverage more dynamic and responsive to fan preferences.

THE GSIC SURVEY RESPONDENTS ANTICIPATE A SIGNIFICANT EVOLUTION IN AI'S ROLE WITHIN MEDIA, WITH A 1.85 OUT OF 3 RATING FOR ITS POTENTIAL IMPACT.

One of the most promising examples is IBM's AI-powered *Watson* solution, which has been used to generate automated highlights during the *U.S. Open*. By analyzing video footage and crowd reactions, Watson can quickly compile match highlights tailored to fans' specific interests, offering a highly personalized media experience. AI is also enhancing real-time content curation for media organizations, enabling them to offer more engaging and targeted content across multiple platforms.



In the realm of sports broadcasting, AI is already being used to enhance commentary and real-time analytics. *Fox Sports* implemented AI-generated graphics and statistical analysis during *Super Bowl LIV*, using AI to provide viewers with in-depth game data, player insights, and predictive analysis. As the technology matures, these types of AI integrations will become the standard for sports coverage. **ECAL** has developed, in collaboration with **Microsoft** and OpenAI, their “Native Language Translations AI” feature which delivers fixtures to Premier League’s global fanbase in their native tongue. The service covers 248 countries and 49 languages. [9]

Another GSIC partner, **Spectatr**, is also transforming sports broadcasting through AI-driven highlights. The platform instantly generates and distributes key moments for live or recorded content across various digital platforms. **Spectatr's** technology handles multiple file types, automatically recognizing context and mapping it to broadcast formats, supporting multi-point-of-view ingestion. By analyzing game dynamics, the platform identifies and tags crucial moments within a video stream in near real-time (under 60 seconds). One of its standout features is the ability to resize videos, creating vertically optimized highlights with key objects always in focus, which can be shared instantly to all social media platforms.

AI is poised to revolutionize sports venues, improving both operational efficiency and the fan experience. Contactless checkout, enhanced security, and crowd management are just a few of the ways AI is enhancing venues. AI-driven facial recognition and biometric technologies are increasingly being used for security purposes, streamlining the entry process while ensuring safety.

TagSpace is another case that uses AI for broadening possibilities and enhancing fan engagement. This creation platform seamlessly blends the real world with digital content through mixed reality experiences that are “always on” and customized for users using AI, allowing them to tailor their own experience. [10]

SoFi Stadium in Los Angeles has also adopted AI-powered systems to manage foot traffic, optimize concessions, and ensure a seamless fan experience. These technologies also help predict staffing needs, improve crowd flow, and enhance overall venue management.

AI is also becoming critical in maintaining the integrity of sports. From detecting match-fixing and doping to enhancing cybersecurity, AI offers a range of tools to help sports organizations protect their data and uphold fair play. In 2022, UEFA used AI to monitor betting patterns during matches, identifying potential match-fixing activities in real time.

In the realm of player performance, GenAI is already helping athletes, coaches, and trainers enhance training, prevent injuries, and optimize on-field performance. AI-powered wearables and sensors track real-time data, allowing coaches to make split-second decisions that optimize player safety and performance.

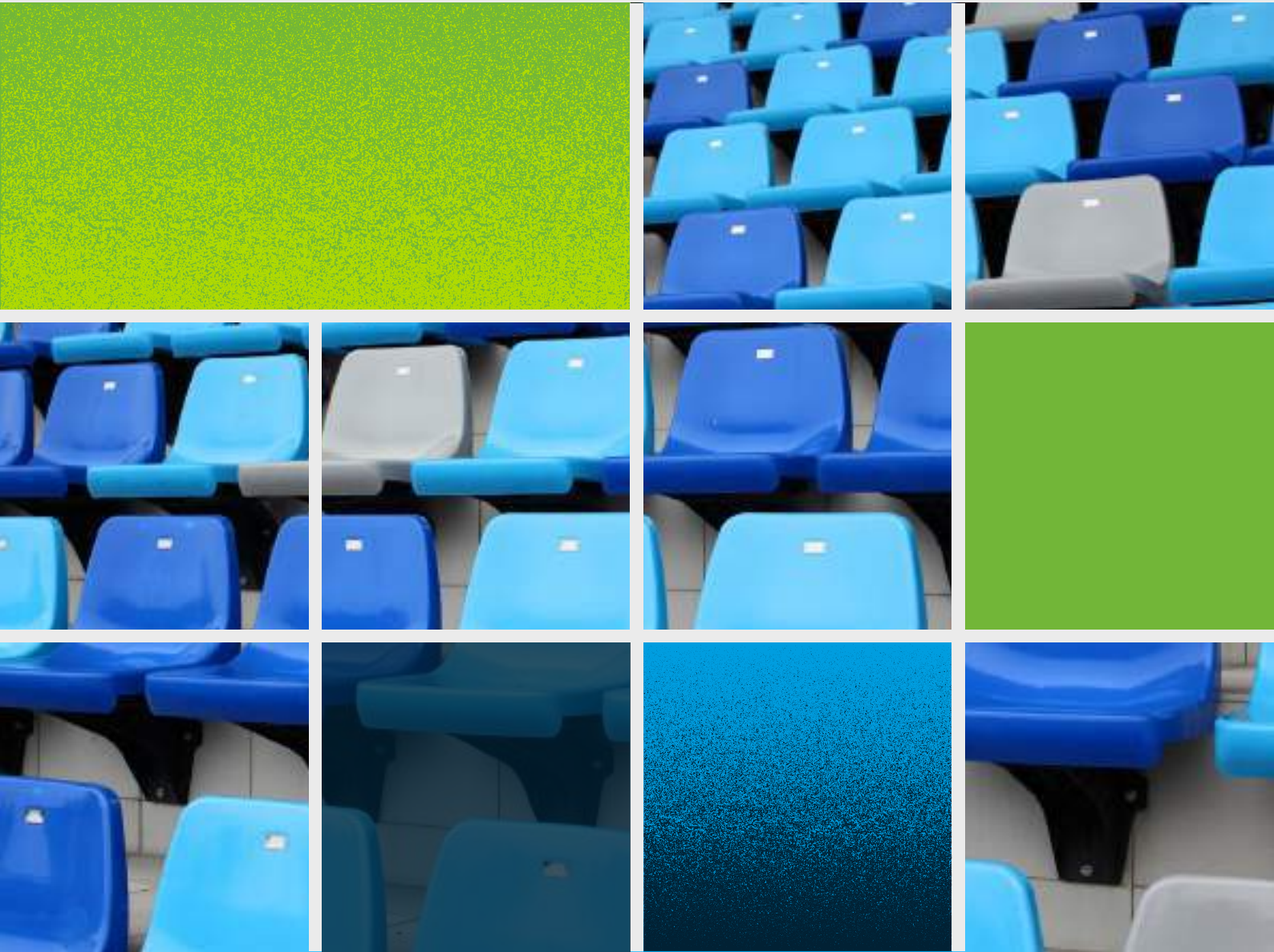
For instance, *Manchester City* uses AI to analyze player performance data from wearables, offering insights that help the coaching staff fine-tune training regimens and in-game tactics. This approach not only improves individual performance but also mitigates the risk of injury by predicting physical fatigue and stress levels. Deloitte's research indicates that AI's role in athlete performance optimization will continue to grow, particularly in player scouting and injury prevention.

Generative AI is set to reshape every corner of the sports industry. From enhancing fan engagement with personalized content to revolutionizing media production and ensuring venue efficiency, AI will be a key player in the sports industry's future. As organizations continue to adopt AI-driven technologies, they will unlock new opportunities for growth, innovation, and fan loyalty, ensuring that the sports world remains both dynamic and profitable in the decades to come.

However, and quoting the Deloitte's Sports Industry Outlook: "Although there's a lot of internal and market pressure to quickly adopt generative AI tools and applications, rushing the adoption journey may create issues. Teams, leagues, and organizations should look at ways to address both their shorter- and longer-term needs—not only across strategy and technology infrastructure, but also around risk management, governance, and talent".



Smart Venues



As we move toward 2030, smart venues will play an increasingly critical role in shaping the future of the sports industry. With the global market for smart stadiums expected to contribute approximately \$15 billion by 2024, digital advancements such as 5G connectivity, AI integration, and enhanced cybersecurity measures are key drivers of this growth. However, while the potential is immense, GSIC survey results reveal that

54% OF RESPONDENTS DO NOT YET CONSIDER THEIR VENUE TO BE A SMART VENUE, INDICATING A SUBSTANTIAL OPPORTUNITY FOR DEVELOPMENT IN THIS AREA.

The GSIC survey outlines three key areas that are predicted to evolve most significantly by 2030: **Connectivity** (2.08 out of 3), **Digital Platforms** (2.03 out of 3), and **Big Data** (2 out of 3). Each of these elements will serve as a cornerstone for creating more immersive, efficient, and revenue-generating smart venues.

Connectivity: The Backbone of the Smart Venue

In today's fast-paced digital landscape, seamless and reliable connectivity is the foundation for a successful smart venue. Fans attending sports events demand fast, dependable Wi-Fi and 5G coverage to stay connected, share experiences on social media, and engage with interactive in-venue apps. This has become a basic expectation for modern-day sports experiences.

SoFi Stadium in Los Angeles, which opened in 2020, is a prime example of how connectivity can enhance the fan experience. The stadium boasts 2,500 Wi-Fi 6 access points, ensuring fast and reliable internet access for over 100,000 fans. The Intuit Dome, home of the LA Clippers, builds on this with a completely frictionless experience, where the entire fan journey (ticketing, food, merchandise) is managed automatically through face scanning, eliminating queues, cash, and paper tickets. Additionally, Tottenham Hotspur Stadium in the UK has invested heavily in 5G connectivity, allowing fans to stream live video, access real-time stats, and make cashless payments without any lag.

Connectivity doesn't just impact the fan experience; it is essential for the full range of smart venue functionalities, including cashless payments, real-time stats delivered via apps, and gamification elements. These digital features not only improve the fan experience but also provide valuable data to stadium operators for future improvements.

Big Data: Transforming Fan Insights into Revenue

Smart venues have a massive opportunity to leverage big data, which offers deep insights into fan behavior, including attendance patterns, spending habits, and digital engagement. With the correct use of big data, one of the main

challenges reflected by GSIC survey as stated at the beginning of this report, venue operators can optimize marketing strategies and customize promotions, such as optimizing ticket pricing based on demand, implementing targeted marketing campaigns to boost merchandise sales, forging strategic partnerships to enhance sponsorship opportunities.[11]

Data also allows venues to refine their Direct-to-Consumer (DTC) models to meet the specific preferences of their audiences. One of the most successful implementations of big data in sports venues comes from Mercedes-Benz Stadium in Atlanta. Through data collected from ticket purchases, concession sales, and fan interactions on digital platforms, the venue proposes onsite promotions and offers personalized deals for fans. By analyzing this data, the stadium can also identify high-loyalty customers and deliver exclusive experiences or promotions to reward and retain them.

At the Intuit Dome, data collected through the venue app, backed by Globant and Sportian, creates highly personalized experiences for all 15,000 spectators. From real-time alerts to personalized messages on the fan wall and gamification features within the venue, this approach showcases how big data can transform the fan experience.

In 2023, Wembley Stadium also rolled out a data-driven system that tracks real-time foot traffic, enabling better crowd management and optimizing concession stand operations. This not only reduces wait times for fans but also boosts in-venue spending.

With the advent of advanced AI and machine learning algorithms, venues are becoming more adept at predictive analytics, allowing them to anticipate fan needs, adjust staffing, and optimize resource allocation in real time. In turn, this helps increase operational efficiency and improves fan satisfaction.

Digital Platforms: Personalized Fan Experiences and New Revenue Streams

Digital platforms are evolving to become the central hubs for smart venue operations, enabling personalized fan interactions and creating new revenue streams. By collecting and analyzing data from various sources—ticketing, social media, in-app purchases—venues can create a single fan profile that informs targeted marketing efforts and tailored content offerings.

In venues like AT&T Stadium in Texas, fans use a mobile app to access real-time stats, watch instant replays, and even order food from their seats. The app integrates data on fan preferences to recommend specific content or merchandise, driving both engagement and sales.

Globant and Sportian's integration into smart venues demonstrates how digital platforms can leveraging AI-powered insights to tailor real-time notifications, unique gamified experiences, and exclusive content.

Enhanced Fan Experiences with AR and VR

Smart venues will also increasingly incorporate augmented reality (AR) and virtual reality (VR) technologies to offer more immersive fan experiences. Fans will soon be able to use AR glasses to access live stats overlays during games or enjoy virtual meet-and-greets with athletes, extending the traditional in-person experience beyond the physical confines of the stadium.

One example of this technology in action is the NBA's use of VR, allowing fans to experience games from courtside seats virtually. In 2022, the NBA partnered with Meta to offer VR experiences for select games, enabling fans to watch live games with immersive, 360-degree views. This type of engagement represents the future of fan interaction, blending the physical and digital worlds in entirely new ways.

AI-Powered Security and Cybersecurity

With smart venues also comes the need for enhanced security. AI will play a significant role in ensuring that venues are safe both physically and digitally. AI-powered facial recognition and biometric systems can streamline the entry process, while also identifying potential security threats before they escalate.

In 2022, Wembley Stadium introduced AI-driven security systems that monitor crowds for unusual behaviors, helping security teams respond quickly to potential incidents. These systems also reduce friction during entry, allowing fans to pass through security checks more efficiently. Moreover, cybersecurity will become increasingly crucial as venues digitize their operations. AI will be used to protect sensitive fan data, ensuring that digital interactions remain secure.

Smart venues represent the future of sports, combining cutting-edge technologies like 5G connectivity, AI, and big data to create more immersive, efficient, and profitable spaces. As investments in smart venues continue to grow, organizations that embrace these technologies will be able to offer more personalized fan experiences, unlock new revenue streams, and ensure both physical and digital security. While the journey toward fully realizing smart venues is ongoing—given that 54% of respondents do not yet consider their venues to be “smart”—there is significant room for growth and transformation in this space.

By 2030, the integration of these technologies will no longer be optional, but essential for any sports venue looking to thrive in a competitive and increasingly digital world.



Media has long been the cornerstone of the sports industry, encompassing broadcasting, streaming, social media, and digital platforms. As fan consumption habits shift rapidly, driven by advancements in technology, the rise of streaming services, and the decline of traditional television viewership, the media landscape is undergoing a transformation. By 2030, this evolution will primarily focus on live content, highlights, and documentary-style content, as GSIC survey respondents predict significant advancements in these areas, with live content expected to have the most pronounced evolution (2.15 out of 3).

The Transformation of “Live” Content

Live content remains the most in-demand sports media format, and it's a crucial revenue generator for leagues, teams, and broadcasters. With the rise of streaming services, live sports have become more accessible than ever, with fans consuming games across multiple devices, from smartphones to connected TVs. Streaming platforms offer flexibility that traditional broadcasting lacks, and this has become essential to reaching younger, more tech-savvy audiences.

Sportian together with **Globant** played a pivotal role in helping **Major League Rugby (MLR)** develop its new over-the-top (OTT) platform, enabling the league to offer live, on-demand, and subscription content through their app, web and smart TV platforms. The system also allowed **MLR** to gather valuable insights into content consumption patterns, helping them refine their offerings based on fan engagement. This partnership resulted in impressive outcomes, with over 260,000 fans registering and consuming more than 14.6 million minutes of content. The league also saw significant financial returns, generating an average of \$33 in revenue per user after the first four months, highlighting the effectiveness of this strategic move to enhance accessibility and fan interaction.

In 2023, Apple entered the live sports broadcasting space by securing a 10-year deal with Major League Soccer (MLS) to stream all matches globally through its Apple TV app. This deal exemplifies the shift toward direct-to-consumer (DTC) platforms, bypassing traditional broadcasters and offering fans direct access to live content. MLS expressed a “desire to avoid what had become a fragmented viewing landscape for sports fans”. [12] The deal also includes exclusive behind-the-scenes content and match replays, providing a more comprehensive experience for fans. This approach allows MLS to control their content distribution, creating new monetization opportunities through subscriptions and in-app purchases, while also strengthening fan loyalty.



Another notable example is the NFL's expansion into streaming through its partnership with Amazon Prime Video. In 2022, the NFL exclusively broadcasted Thursday Night Football on Prime Video, marking the first time a major sports league has fully entrusted live game broadcasts to a streaming platform. Amazon has taken advantage of this exclusive content to drive Prime subscriptions and offer enhanced features like real-time stats, alternate commentary feeds, and interactive fan experiences.

Highlights: A Key Engagement Driver

In 2022, **LALIGA** leveraged AI and big data with **Microsoft** support to automatically generate highlights based on real-time game footage, fan reactions, and crowd noise. This automated process ensures that fans have access to the most exciting moments of a game almost immediately. The move has allowed **LALIGA** to drive social media engagement and provide sponsors with more exposure opportunities through shareable content.

LALIGA fans now benefit from the **Beyond Stats** platform, a collaboration between **LALIGA** and Microsoft. This platform delivers over 50 game-enhancing metrics powered by Microsoft's Azure-based tracking technology and **Performance**, the **Sportian** platform that collects up to 3.5 million data points per game using 16 fixed cameras around stadiums. Fans gain insights into high-impact plays, tactical formations, and player effectiveness—bringing them closer to the game. Metrics like high-impact offensive actions and team adaptability allow fans to better understand key game moments and predict outcomes, further enriching their viewing experience.

Highlights such as “remarkable coach”, “key player” and “remember his name” (which highlights breakout players) are some examples of analytics consumed by fans. [13]

While live content drives viewership, highlights have become one of the most potent tools for fan engagement. Short, shareable, and easily digestible, highlights reach broader audiences across social media, digital platforms, and sports apps. Fans increasingly expect to watch highlights within minutes of a game-ending, driving traffic and engagement, which, in turn, opens up new revenue streams through advertising, sponsorships, and paid content models.

A prime example of this trend can be seen in YouTube's partnership with the NBA, where the platform serves as the NBA's primary hub for highlights, post-game interviews, and behind-the-scenes content. YouTube provides an easily accessible platform where fans can consume bite-sized content on-demand, helping the NBA reach a global audience.

Dorna Sports solution to combat piracy

Dorna Sports also partnered with **Sportian** to be able to use their Piracy Guard and take back control over their copyrighted material, conducting a 24/7 analysis of mobile applications, social network and link and streaming websites to detect all sources of infringement from across the digital spectrum.

The Rise of Direct-to-Consumer (DTC) Platforms

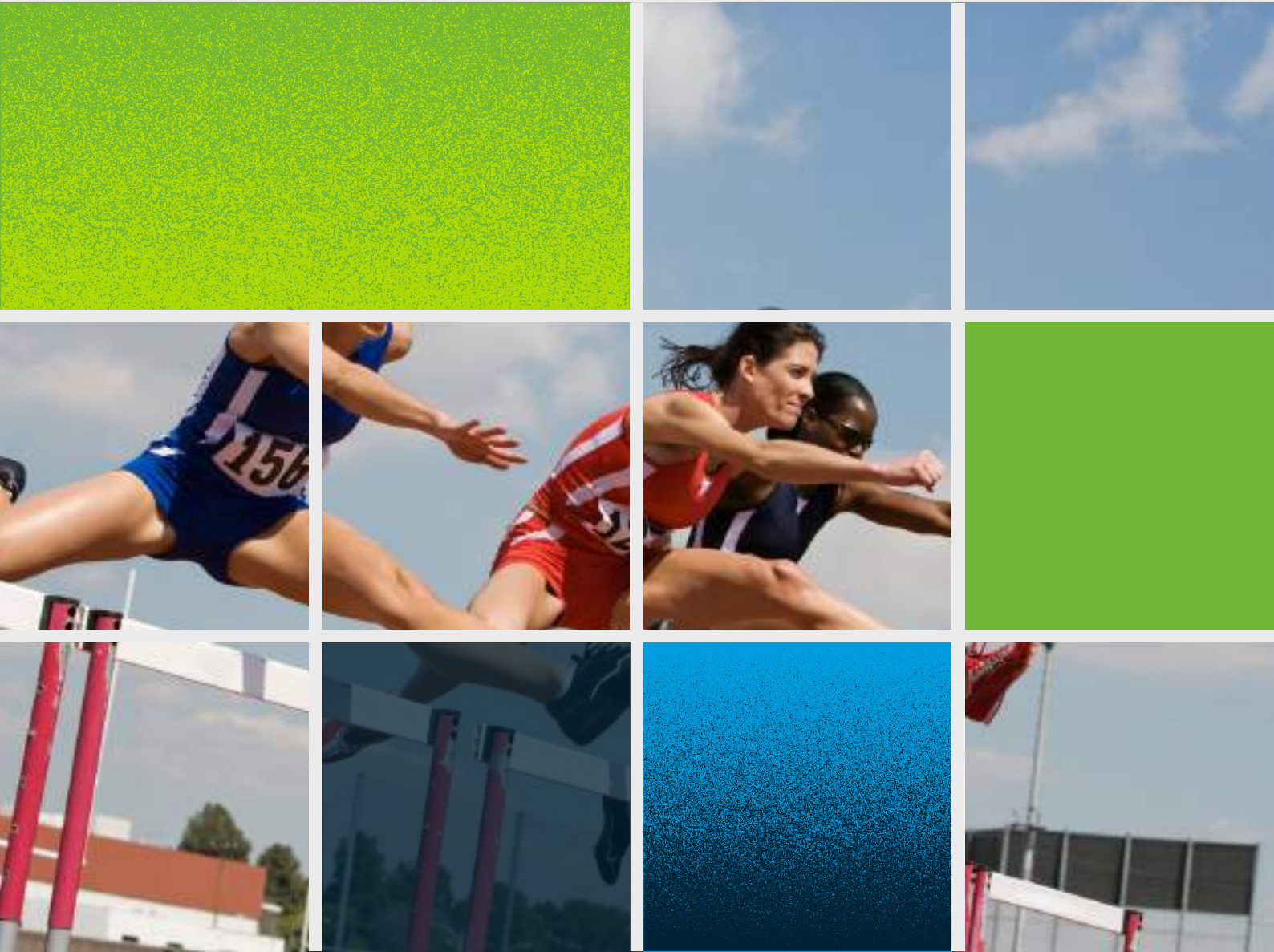
Sports leagues and teams are increasingly launching their own DTC platforms, offering live games, exclusive content, and personalized fan experiences. By bypassing traditional broadcasters, these platforms enable sports organizations to control their content distribution while offering fans direct access to their favorite sports. According to the GSIC survey, DTC platforms are expected to evolve significantly by 2030, with fan analytics and personalized content playing a central role in the development of these platforms.

This trend is evident in the NBA's League Pass, a subscription service that provides live access to games, as well as archives of classic matchups and real-time analytics. The platform has seen increased demand from international markets, allowing the NBA to directly monetize global audiences while providing a tailored viewing experience based on user preferences and viewing habits.

The media landscape in sports is rapidly evolving, with streaming platforms, highlights, and documentary content at the forefront of this transformation. By 2030, the shift toward direct-to-consumer platforms will allow sports organizations to strengthen their fan relationships and unlock new revenue streams through personalized content experiences. With AI-driven insights, automated content creation, and immersive storytelling, sports media is entering a new era—one that is defined by real-time engagement and fan-driven content. Organizations that embrace these changes will be well-positioned to lead the way in the sports industry.



Team and Athlete Performance



Athlete and team performance is set to be one of the most evolved areas in sports by 2030, according to the GSIC survey. The integration of data analytics, artificial intelligence (AI), and advanced wearables is transforming how athletes train, recover, and compete. Respondents in the GSIC survey rated

THE EVOLUTION OF DATA ANALYTICS FOR TEAMS AND ATHLETES AT 2.41 OUT OF 3, WITH INJURY PREVENTION (2.08 OUT OF 3) AND INJURY RECOVERY (2 OUT OF 3) ALSO SEEN AS KEY AREAS OF GROWTH.

Additional areas expected to see substantial advancement include mental training, talent tracking, nutrition, wellness, and fitness.

AI and Data Analytics: Unlocking Performance Insights

As we are proving all over this report, data analytics has already revolutionized sports, but its impact is expected to deepen further by 2030. Together with AI's ability to analyze vast datasets and identify patterns which has enabled coaches and analysts to make more informed decisions regarding player selection, game strategies, and in-game adjustments. For instance, teams now use machine learning models to predict optimal player substitutions or potential injuries based on biometric data collected during games and training sessions.

An example of AI's application in sports is Liverpool FC, which uses StatsBomb for data analytics to monitor player performance, track metrics like sprint speed, and analyze game strategies in real time. The data allows the coaching staff to make quick, informed decisions during matches, improving performance and reducing the risk of injury. [14]

Furthermore, AI has been leveraged to optimize in-game decision-making. In 2023, **LALIGA** partnered with **Microsoft** to incorporate AI-driven predictive analytics into its teams' training and game strategies, with **Sportian Performance** and **Beyond Stats**, helping coaches make smarter tactical decisions based on real-time data insights. This kind of integration gives teams a competitive edge, enabling them to respond more effectively to game dynamics.

Injury Prevention and Recovery

Injury prevention and recovery are seen as critical to maintaining athlete performance. Wearable devices that track real-time biometric data, such as heart rate, hydration levels, and muscle fatigue, are playing a significant role in this. GSIC survey respondents expect

INJURY PREVENTION (RATED 2.08 OUT OF 3) AND RECOVERY (2 OUT OF 3) TO BE CRUCIAL AREAS OF DEVELOPMENT BY 2030.



According to Deloitte 2024 sports industry outlook, AI will increasingly assist in decision-making in the field by providing predictive analytics through predictive analytics for player substitution and injury management.

Orreco, another GSIC partner, covers injury management and prevention through their AI-driven technology. Their AI Charting tool allows coaches and medical teams to interact with performance data through intuitive voice commands, making it easier to access crucial insights like inflammation levels or recovery status for individual athletes. The AI Action Models also enhance decision-making by instantly delivering evidence-based answers on player health, all while ensuring data security. Additionally, **Orreco's** TRAIN module uses historical GPS data to predict training loads and adjust sessions in real-time, optimizing the training process to meet specific criteria such as sets, reps, and pitch size. To further mitigate injury risks, **Orreco's** AI Injury Risk Modelling leverages motion signals to identify deviations in player movement patterns, offering real-time risk scores that help prevent injuries like hamstring strains.

Mental Training and Comprehensive Health Programs

The role of mental training and holistic health programs will grow in importance over the next decade. The integration of physical and mental health metrics is already underway, helping to ensure that athletes can maintain peak performance without sacrificing their mental well-being. This holistic approach will support athlete well-being, extending career longevity and reducing mental burnout.

Teams such as Paris Saint-Germain (PSG) have begun to implement mental health support as part of their athlete performance programs. PSG's initiative offers mental resilience training and integrates cognitive testing to ensure that athletes are as mentally prepared as they are physically fit. The use of AI-based mental training tools, which simulate high-pressure game scenarios, is becoming more common and allows athletes to develop better focus and coping strategies during critical moments. [15]

Exercises such as Brain Endurance Training (BET) have proved to be effective in players' performance. Research carried out by ACSM (American College of Sports Medicine) shows that mental and physical training combined are more effective in boosting cognitive and physical performance in professional football players. [16]

Talent Scouting and Development

AI is also making waves in talent scouting and development. By analyzing vast amounts of player data, AI can identify emerging talents, track their development over time, and predict future performance levels. This is already being used by clubs like FC Barcelona, where their Barça Innovation Hub utilizes AI to streamline scouting, collecting performance data from players globally. This data-driven approach has allowed the club to identify and nurture young talent more efficiently.^[17]

ReSpoVision, another leader in sports analytics and also GSIC partner, is revolutionizing scouting through its innovative use of Computer Vision. By leveraging cutting-edge Deep Learning algorithms, **ReSpoVision** generates 3D skeletal tracking data from any video recording—whether it's a live broadcast or archived footage—without the need for wearable sensors or expensive pre-installed cameras. This system tracks over 50 key body points for each player in real-time, collecting 150 million data points per game with centimeter-level precision. ReSpoVision's ability to provide such granular data allows clubs, leagues, and federations to unlock new tactical and performance insights.

The Rise of VR and Simulated Training Systems

Advances in virtual reality (VR) are expected to enhance athlete development by simulating real-game scenarios for training purposes. VR systems enable players to experience match conditions without the physical strain of on-field training, allowing them to improve decision-making and situational awareness. In 2022, Manchester United adopted VR training systems that allow players to practice specific game scenarios repeatedly, helping them fine-tune their skills in a controlled environment. ^[18]

Wearables and Real-Time Data Integration

Wearables are becoming an indispensable tool for athletes and teams. Beyond just fitness tracking, wearables now offer comprehensive biometric monitoring, providing real-time data on vital signs, hydration, and muscle activity. This data can be integrated into training programs, helping athletes avoid overexertion and prevent injuries.

Another example from the house: **Decentralized Biotechnology Intelligence Co Ltd (dBio)**, a GSIC member at the forefront of fitness and medical health technology. **dBio's** gMOT Cloud, an AIoT Dynamic Motion Sensor, is a smart insole designed to detect and record detailed movement data, including foot pressure, center of gravity, exercise intensity, and caloric expenditure. The insole's microsensors are "thin and comfortable", according to the company, allowing 24-hour wear without discomfort. Paired with a mobile app, it provides

real-time updates and training-related suggestions. This seamless integration of AI, IoT, and microsensors allows users to track their daily performance, compare past and present data, and optimize their training routines—all while ensuring athletes can monitor and adjust their activity to prevent injuries and improve overall health management.

In 2023, NFL teams began using the Whoop wearable, which monitors players' heart rates and recovery data during games and practices. By analyzing this data, coaching staff can adjust training regimens and playing time to optimize performance. This real-time data integration provides actionable insights that allow for in-match adjustments and long-term performance improvements.



Sponsorship and Investment



As digital transformation reshapes the sports industry, sponsorship and investment are evolving to keep pace with technological advancements. In the GSIC survey,

SECURING NEW SPONSORSHIPS WAS RANKED AMONG THE TOP THREE PRIORITIES IN RESPONDENTS' DIGITAL TRANSFORMATION INITIATIVES.

Sponsorships remain a critical revenue stream, with brands increasingly drawn to sports properties to engage with highly engaged audiences. However, the nature of these sponsorships is shifting from traditional physical assets to digital activations and personalized experiences.

The Digital Evolution of Sponsorship

The GSIC survey highlights that

SPONSORSHIPS TIED TO DIGITAL AND "PHYGITAL" ASSETS (PHYSICAL-DIGITAL HYBRIDS) ARE EXPECTED TO EVOLVE SIGNIFICANTLY BY 2030. RESPONDENTS RATED THE ACTIVATION AND MEASUREMENT OF SPONSORSHIPS TIED TO DIGITAL ASSETS AT 2.02 OUT OF 3, WHILE "PHYGITAL" ASSETS SCORED SLIGHTLY HIGHER AT 2.09 OUT OF 3.

This evolution aligns with the broader digitalization of sports, where traditional sponsorship formats like static banners and logos are increasingly being replaced by dynamic, data-driven activations.

Brands are leveraging digital platforms, mobile apps, and social media to engage fans in real-time through in-app advertisements, branded content, and immersive digital experiences. The focus is shifting toward personalized marketing efforts, where brands can leverage fan data to deliver tailored content and offers, enhancing engagement and delivering a higher return on investment (ROI). For example, **LALIGA** has partnered with **Microsoft** to integrate AI and big data into their sponsorship activations, enabling sponsors to create personalized content for specific fan segments. This creates deeper engagement, improves ROI, and offers sponsors actionable insights into fan behaviors.

In another 2022 example, *Tottenham Hotspur* used **Microsoft** technology to enhance sponsorship activations through their stadium's 360-degree digital ribbon. This tool dynamically displays branded content in response to fan behavior, such as cheering or high engagement levels, creating a real-time feedback loop that drives higher sponsor visibility and engagement.

The Role of Data in Sponsorship Measurement

Data analytics is becoming a vital tool in measuring the effectiveness of sponsorship deals. Brands are increasingly interested in quantifying the impact of their sponsorship investments, and digital platforms provide the perfect vehicle for real-time measurement and adjustment. By using AI-driven analytics platforms, sponsors can track engagement metrics, social media impressions, and even sales conversions directly attributable to their sponsorship campaigns.

The ability to quantify the success of sponsorships is critical to attracting more investment into the sports industry. Teams and leagues are using these insights to offer more compelling packages to potential sponsors, creating opportunities for more dynamic, performance-based sponsorship models. In 2023, *Formula 1* and its digital platforms began offering sponsors real-time access to fan engagement data, helping brands tailor their messaging during live broadcasts based on viewer sentiment.

Phygital Assets: The Future of Sponsorship Activations

As sports venues become smarter and more connected, the line between physical and digital sponsorship assets is blurring. The rise of "phygital" experiences, where digital and physical activations are combined, is transforming how brands interact with fans both inside and outside the stadium. This model offers brands the ability to engage fans across multiple touchpoints, from interactive in-venue experiences to personalized offers delivered through mobile apps during live events.

A prime example of this can be seen in *SoFi Stadium* in Los Angeles, which opened in 2020 and has fully integrated phygital sponsorship activations. Sponsors at SoFi Stadium can engage fans through both physical installations, like branded food stalls and merchandise stands, and digital activations such as augmented reality (AR) games, which fans can access through the stadium app. These activations allow sponsors to enhance fan engagement while creating memorable, interactive experiences that drive brand loyalty.

As the value of sports franchises continues to rise, corporate conglomerates and private equity firms are becoming major players in sports ownership. Respondents to the GSIC survey identified investments from corporate conglomerates (1.78 out of 3), investment funds (1.55 out of 3), and affluent individuals (1.5 out of 3) as areas poised for growth by 2030. This trend is particularly evident in popular leagues like the Premier League and La Liga, where the capital required to compete at the highest levels continues to escalate.

In recent years, private equity firms such as *CVC Capital Partners* and *RedBird Capital* have been actively investing in sports teams and leagues. In 2022, CVC purchased a stake in **LALIGA's** commercial rights, injecting much-needed capital into the league while positioning itself to profit from the growth of digital content and sponsorship revenue. Similarly, *RedBird Capital* acquired a significant stake in *AC Milan* in 2022, further expanding its portfolio of sports investments that includes ownership of *Fenway Sports Group*. [19]

Another example comes from *Saudi Arabia's Public Investment Fund (PIF)*, which acquired *Newcastle United FC* in 2021. Since then, PIF has begun expanding its multi-club ownership model, leveraging resources across clubs to streamline player development, scouting, and operations. This trend is expected to continue as other investment funds look to replicate the multi-club ownership approach, enabling them to consolidate resources and create competitive advantages. [20]

The Role of AI and Data in Attracting Investment

AI and data analytics are proving to be powerful tools in attracting sponsorship and investment. As sports organizations continue to enhance their digital platforms and data collection capabilities, they can offer potential investors more detailed insights into fan engagement, brand reach, and overall market potential. **Microsoft's** cloud and AI services, for example, are increasingly being used by sports teams to develop predictive models that forecast fan behavior, enabling teams to demonstrate their potential value to sponsors and investors alike.

Manchester City FC has partnered with **Microsoft** to leverage cloud and AI technology for data-driven sponsorship insights. By analyzing fan behaviors, Manchester City can offer sponsors detailed reports on engagement metrics and ROI, making it easier to attract high-value sponsors and investors.

As the sports industry continues its digital transformation journey, sponsorship and investment will play crucial roles in driving growth. The shift toward digital platforms and phygital experiences is creating new opportunities for sponsors to engage fans in more meaningful ways, while the increasing use of AI and data analytics allows sports organizations to demonstrate the tangible value of sponsorships and attract more investment.

From personalized digital activations to real-time sponsorship measurement and innovative ownership models, the future of sports sponsorship and investment is firmly rooted in digital transformation. Teams, leagues, and sponsors that embrace this shift will be well-positioned to lead the next era of sports innovation, unlocking new revenue streams and ensuring long-term sustainability in an increasingly competitive landscape.



Final Thoughts

The GSIC's "Digital Transformation Trends in Sports Report" highlights the immense role of technology in revolutionizing all facets of the sports ecosystem—from fan engagement to athlete performance and media innovation. By 2030, the use of AI, data analytics, and smart venue technologies will be indispensable, helping sports organizations personalize fan experiences, optimize player performance, and streamline operations. Key areas such as media streaming, wearable technology, and sponsorship models are already being transformed by AI-driven insights, which are expected to drive new revenue streams and unlock unprecedented growth opportunities. The future of sports lies in harnessing data and technology to create more immersive and efficient experiences for fans and stakeholders alike.

As the report shows, the path to success in this rapidly evolving landscape is through collaboration and innovation. **The Global Sports Innovation Center (GSIC) powered by Microsoft** is uniquely positioned to support sports organizations in navigating these changes, providing access to cutting-edge solutions, expertise, and a global network of technology partners. For those seeking to remain at the forefront of the sports industry, GSIC offers the perfect platform to explore transformative digital tools and strategies, making it the go-to hub for driving innovation in the sports world.



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