



FUN SPORTS IN TAIWAN INTERNATIONAL FORUM

**SPORTS EVENTS
IN THE AGE OF INNOVATION**

23 MARCH 2022

TECHNOLOGY GAME-CHANGERS FOR SPORTS EVENTS

TOP 8 TRENDS & INNOVATIONS

1

INNOVATION IN BROADCASTING

TECHNOLOGY GAME-CHANGERS FOR SPORTS EVENTS

CASE STUDIES

1

INNOVATION IN BROADCASTING

CASE STUDY I

In 2015, a drone carrying a television camera crashed during the alpine skiing World Cup event in Italy, nearly hitting an Austrian skier.

The use of drones to enhance broadcast production was banned at the FIS skiing events.



TECHNOLOGY GAME-CHANGERS FOR SPORTS EVENTS

CASE STUDIES

1

INNOVATION IN BROADCASTING

CASE STUDY II

In January 2022, a drone was used to film the alpine skiing World Cup competition for the first time since the incident in 2015.

The use of the drone offered a spectacular new perspective for TV viewers, enhancing the production standard and its entertainment value.



TECHNOLOGY GAME-CHANGERS FOR SPORTS EVENTS

TOP 8 TRENDS & INNOVATIONS

1

INNOVATION IN
BROADCASTING

2

**5G NETWORK & FAN
ENGAGEMENT**

TECHNOLOGY GAME-CHANGERS FOR SPORTS EVENTS

CASE STUDIES

2

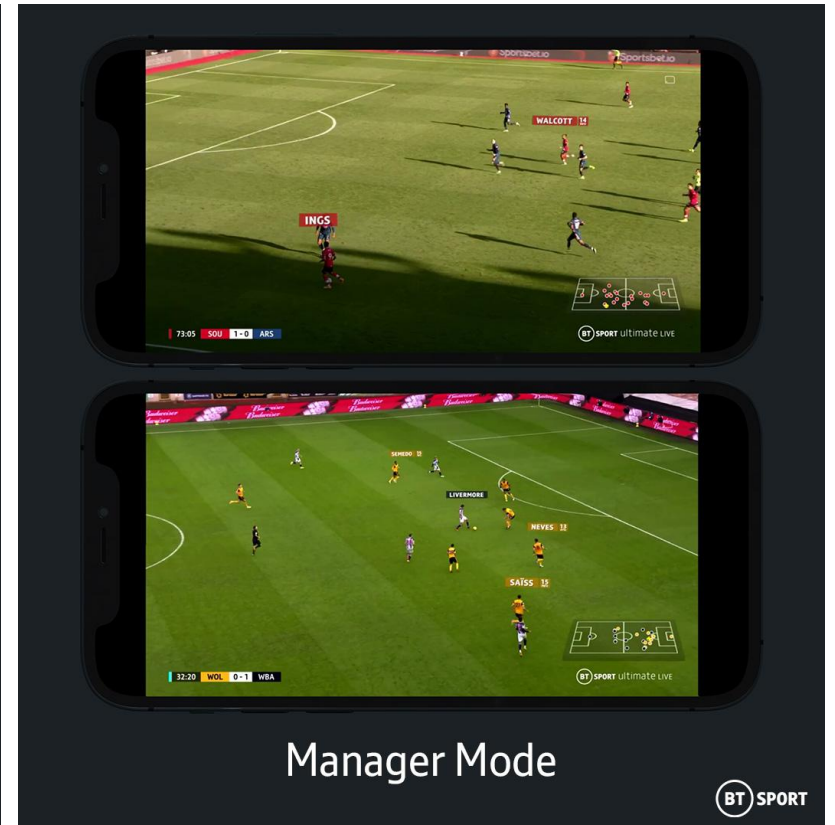
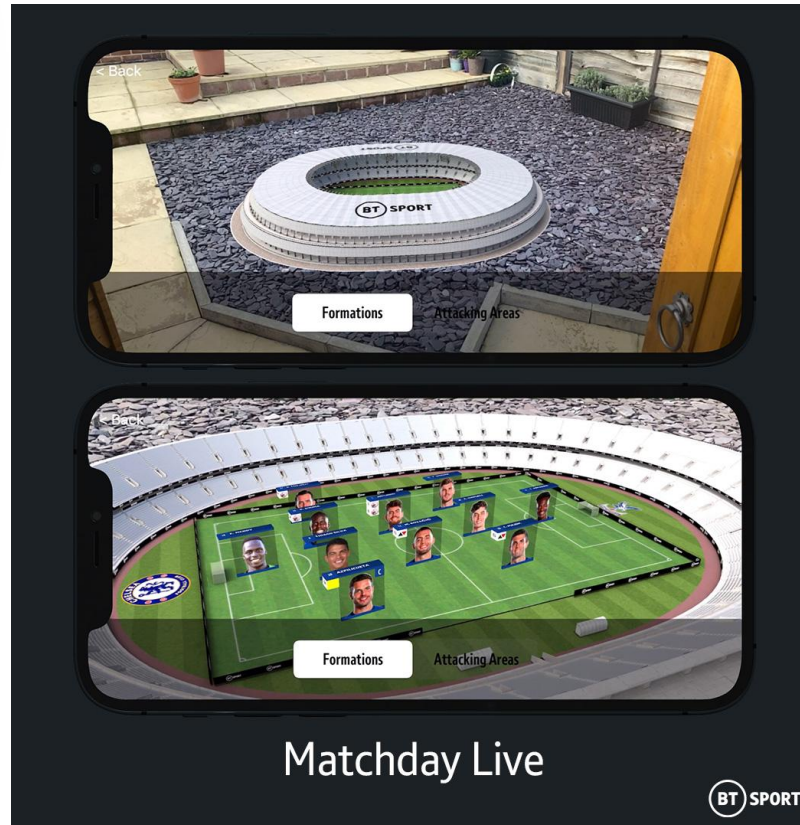
5G NETWORK & FAN EXPERIENCE

CASE STUDY III

BT Sport's app features, delivered in collaboration with EE's new 5G network, features real-time and augmented match statistics.

In addition, fans can also take control of in-stadium cameras offering a 360-degree viewing experience.

Users can take virtual stadium tours and invite friends and family members to watch sports together.



TECHNOLOGY GAME-CHANGERS FOR SPORTS EVENTS

TOP 8 TRENDS & INNOVATIONS

1

INNOVATION IN
BROADCASTING

2

5G NETWORK & FAN
ENGAGEMENT

3

**AUGMENTED &
VIRTUAL REALITY**

TECHNOLOGY GAME-CHANGERS FOR SPORTS EVENTS

CASE STUDIES

3

AUGMENTED & VIRTUAL REALITY

CASE STUDY IV

In January 2021, the NFL partnered up with Nickelodeon, a children's channel, to produce the NFL match broadcast like no other.

Special visual effects were used to gear the broadcast towards kids and various Nickelodeon stars made guest appearances.



TECHNOLOGY GAME-CHANGERS FOR SPORTS EVENTS

CASE STUDIES

3

AUGMENTED & VIRTUAL REALITY

CASE STUDY V

Select NBA games can be watched by the US viewers in virtual reality using the Oculus headset.

While VR is yet to gain more popularity and requires further technological development, the NBA is hoping to use it to create opportunities for fans around the world to bring them closer to the game.



TECHNOLOGY GAME-CHANGERS FOR SPORTS EVENTS

TOP 8 TRENDS & INNOVATIONS

1

INNOVATION IN
BROADCASTING

2

5G NETWORK & FAN
ENGAGEMENT

3

AUGMENTED &
VIRTUAL REALITY

4

**BLOCKCHAIN
TECHNOLOGY**

TECHNOLOGY GAME-CHANGERS FOR SPORTS EVENTS

TOP 8 TRENDS & INNOVATIONS

1

INNOVATION IN
BROADCASTING

2

5G NETWORK & FAN
ENGAGEMENT

3

AUGMENTED &
VIRTUAL REALITY

4

BLOCKCHAIN
TECHNOLOGY

5

**E-SPORTS
& GAMIFICATION**

TECHNOLOGY GAME-CHANGERS FOR SPORTS EVENTS

CASE STUDIES

5

E-SPORTS & GAMIFICATION

CASE STUDY VI

Super League Triathlon Arena Games is a competition developed by Super League Triathlon in partnership with Zwift that is a blend of real-life and virtual racing.

The swim takes place in a 50-metre pool, while the bike and run legs are completed on static equipment. Spectators can watch live data as the athletes race, and close-up cameras bring viewers right into the heart of all the action.



TECHNOLOGY GAME-CHANGERS FOR SPORTS EVENTS

TOP 8 TRENDS & INNOVATIONS

1

INNOVATION IN
BROADCASTING

2

5G NETWORK & FAN
ENGAGEMENT

3

AUGMENTED &
VIRTUAL REALITY

4

BLOCKCHAIN
TECHNOLOGY

5

E-SPORTS
& GAMIFICATION

6

**CONNECTED
STADIUMS**

TECHNOLOGY GAME-CHANGERS FOR SPORTS EVENTS

TOP 8 TRENDS & INNOVATIONS

1

INNOVATION IN
BROADCASTING

2

5G NETWORK & FAN
ENGAGEMENT

3

AUGMENTED &
VIRTUAL REALITY

4

BLOCKCHAIN
TECHNOLOGY

5

E-SPORTS
& GAMIFICATION

6

CONNECTED
STADIUMS

7

**ARTIFICIAL
INTELLIGENCE**

TECHNOLOGY GAME-CHANGERS FOR SPORTS EVENTS

CASE STUDIES

7

ARTIFICIAL INTELLIGENCE

CASE STUDY VII

MLS team Columbus Crew uses a facial recognition software to let fans pass through the gate on the match day without the need to present the ticket.



TECHNOLOGY GAME-CHANGERS FOR SPORTS EVENTS

TOP 8 TRENDS & INNOVATIONS

1

INNOVATION IN
BROADCASTING

2

5G NETWORK & FAN
ENGAGEMENT

3

AUGMENTED &
VIRTUAL REALITY

4

BLOCKCHAIN
TECHNOLOGY

5

E-SPORTS
& GAMIFICATION

6

CONNECTED
STADIUMS

7

ARTIFICIAL
INTELLIGENCE

8

METaverse

TECHNOLOGY GAME-CHANGERS FOR SPORTS EVENTS

CASE STUDIES

8 METAVERSE

CASE STUDY VIII

Before the 2022 edition of the tournament, Australian Open (AO) entered the metaverse through the hosting of the event in Decentraland, a 3D virtual reality platform, allowing any tennis fan access to explore the AO,

Fans were able to discover the AO precinct, complete challenges, view historic AO content and interact with players and other tennis fans.



TECHNOLOGY GAME-CHANGERS FOR SPORTS EVENTS

TOP 8 TRENDS & INNOVATIONS

1

**INNOVATION IN
BROADCASTING**

2

**5G NETWORK & FAN
ENGAGEMENT**

3

**AUGMENTED &
VIRTUAL REALITY**

4

**BLOCKCHAIN
TECHNOLOGY**

5

**E-SPORTS
& GAMIFICATION**

6

**CONNECTED
STADIUMS**

7

**ARTIFICIAL
INTELLIGENCE**

8

METAVEVERSE



THANK YOU!

Krzysztof Kropielnicki
Head of Insights & Analytics

krzysztof.kropielnicki@quantumconsultancy.org