

FAN & SPONSOR ENGAGEMENT

WELCOME

Welcome to the inaugural Sports Tech Annual, brought to you by Sports Tech World Series (STWS).

The Sports Tech Annual is an industry research publication that brings together the most comprehensive and complete directory of companies in the global sports tech landscape. Each Chapter features interviews with industry experts sharing their insights on the current challenges, innovative use-cases, industry trends and future predictions in sports technology.

STWS Sports Tech Annual is your resource to navigate the revolutionary impact technology is having on how sports are played, administered and consumed around the world.

SPORTS TECHNOLOGY INDUSTRY FRAMEWORK

The 2020 Sports Tech Annual is divided into eight chapters reflecting the eight categories in the STWS Sports Technology Framework, highlighted below. This Framework was developed to give structure to the amorphous term "sports technology" and provides an exhaustive overview of the ecosystem.

Although the Framework provides an exhaustive overview of the sports tech ecosystem, each category is not mutually exclusive. There will inevitably be companies that fit amongst several categories.

Categorizations are therefore based on the company's primary function and area of product/service expertise. If a company is not present in a chapter it may be because they are better suited to another chapter/category.

This chapter focuses on companies working within Fan & Sponsor Engagement, including solutions designed to enhance and improve the experience of the fan, or increase the value for the sponsor, including memberships and social media engagement.



ATHLETE PERFORMANCE & TRACKING

Devices and platforms used to measure or track athletes with the purpose of testing and improving performance such as GPS, activity trackers and sensors.



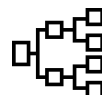
ATHLETE, TEAM & EVENT MANAGEMENT

Solutions that support the management of athletes, teams, leagues and events, with a focus on improving overall efficiencies at an individual and organisational level.



BETTING & FANTASY SPORTS

Solutions focused specifically on the unique challenges of betting and fantasy sports.



DATA CAPTURE & ANALYSIS

Data processing, capture and analysis solutions that support insights and decision making for a variety of sports related organizations.



ESPORTS

Solutions focused specifically on the unique challenges of Esport and gaming.



FAN & SPONSOR ENGAGEMENT

Solutions designed to enhance and improve the experience of the fan, or increase the value for the sponsor, including memberships and social media engagement.



MEDIA & BROADCAST

Solutions that enable and enhance the sharing and distribution of sports content such as streaming platforms, automated broadcast graphics and online content publishers.



STADIUMS & VENUES

Solutions designed to improve the efficiency and customer experience in stadiums and venues. From base level technology infrastructure, such as internet connectivity, to match-day fan experience platforms.

ABOUT STWS

Sports Tech World Series (STWS) is the global community for people at the intersection of sports, digital, and technology. Our mission is to be the trusted resource in helping companies, teams, and individuals excel

in the global sports technology community. Founded in 2015, STWS work with our community to bring people together through our global network of physical and digital activities and services.

OUR SERVICES & ACTIVITIES

STWS CONSULTING

Consulting for Sports Tech, to find out more contact us at consulting@sportstechworldseries.com

STWS RESEARCH

Sports Tech Industry Research and Insights, enquire with us at research@sportstechworldseries.com

STWS INVESTOR NETWORK

Online platform connecting sports tech startups and investors (sportsinvestornetwork.com)

STWS SPORTS TECH FEED

The Global Sports Technology Podcast (sportstechfeed.com)

STWS NEWSLETTER

Weekly digest of the top news, content and industry deep dives in sports technology

STWS CONFERENCE

Global Conference Series (sportstechworldseries.com/events)

ANZSTA
ANZ SPORTS TECHNOLOGY AWARDS

Sports Tech Industry Awards (anzsta.com.au)



EXECUTIVE SUMMARY

Fans are the beating heart of sports. The uniquely passionate and dedicated experience of fandom has long elevated sports above other pastimes and entertainment offerings. However as 2020 has highlighted, sports is not immune from the financial realities faced by all businesses grappling with the impact of a global pandemic and this fandom cannot be taken for granted. Sports teams and leagues are fighting for the

attention of their fans, especially amongst younger demographics, and for the spend of sponsors underpinning their ongoing financial viability. The COVID-19 pandemic forced the industry into creative solutions to retain fans' attention and provide the promised value for their brand partners.



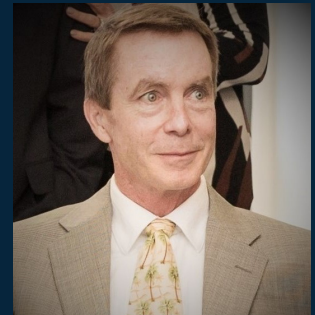
CAROLINE MORGAN
LOS ANGELES DODGERS



CHARLIE SUNG SHIN
MAJOR LEAGUE SOCCER



GIULIA ZECCHINI
FORMULA 1



KIRK WAKEFIELD
WAKEFIELD RESEARCH PARTNERS

Our Industry Experts shared their perspectives on how technology can be applied to ensure that fans, sponsors and the sports ecosystem as a whole can still continue to drive value for each other.

An area identified for future innovation and improvement is digitizing and monetizing the traditional stadium experience, including membership offerings. For example, pushing member experiences like “meet and greets” to video conferencing platforms (such as Zoom) as a temporary solution for fans not being allowed in stadiums is now being looked at as a new offering. The globalized nature of sports means that the majority of fans will unlikely experience a game in person so there is a great opportunity to create monetizable digital offerings that can bring more fans into the fandom regardless of where they are located.

As more of these fan experiences are digitized the tech platforms by which they are delivered must continue to develop to meet the high expectations of production quality and user experience currently delivered by physical events. Although fans and sponsors have been willing to accept the pivot to platforms not necessarily built to purposes for virtual experiences, as this digitization entrenches into the “new normal” fans will expect more from how these are facilitated. This is especially true for paid experiences.

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INDUSTRY EXPERT INSIGHTS

These Experts represent professionals from some of the world's most innovative and renowned sporting properties. We would like to thank their contribution to the Annual and for their part in moving the industry forward.

CAROLINE MORGAN VP, DIGITAL STRATEGY LOS ANGELES DODGERS

Caroline Morgan serves as the VP of Digital Strategy at the Los Angeles Dodgers, overseeing the development and implementation of strategic digital media initiatives across social media, email marketing, online advertising, and digital editorial. She serves as the lead digital marketing strategist focused on driving ticket sales and instilling brand loyalty within existing fanbases while simultaneously pursuing fan acquisition and fostering digital innovation. She collaborates with internal creative, marketing, analytics, and business development teams to maximize engagement across the Dodgers digital portfolio and identify opportunities for potential expansion and development within the digital landscape. Prior to joining the Dodgers in spring of 2019, Caroline spent 8 years on the Theatrical Marketing team at Lionsgate, most recently leading the Digital Media division.



Key challenges: What are the key challenges you're facing and what role can technology play in solving them?

The key challenge this year has obviously been needing to rapidly adapt our product. This was important both in terms of retaining fan engagement and also delivering back value to sponsors. In terms of fan engagement, sports are traditionally an analogue experience. We rely on 56,000 fans coming into our stadium and weren't able to do that this year. The challenge beyond just the logistics of how do we operate a season safely and put any product on the field is how do we keep fans meaningfully engaged in this period of time? How are we able to retain the diehard fans and the casual fans alike until we get to a point where we are able to resume to some level of normal? Another major key challenge was revenue retention. Obviously revenue losses across sports were significant this season, and being able to adapt quickly to re-imagine sponsor programs as digital activations was something that we put a lot of effort into. In both areas, the immediate challenges we faced this year ultimately are areas of huge opportunity.

Innovative Use-Cases: What is the best or most innovative application of technology you've seen in the industry this year?

I was very impressed with the technology work that went into the NBA bubble. We watched that closely as they were working on their restart plan in tandem to us. They were really successful in using tech not only in a way that gave fans a tangible way to be involved, but also that enhanced the broadcast experience for all viewers. The way that they used Microsoft Teams to facilitate the virtual bleachers and how they

integrated celebrities and notable NBA players along with fans was well done. Their use of technology to facilitate health and safety protocols was also impressive. The NBA relied on some cutting edge tech like the Aura temperature tracking rings to enforce their safety protocols.

From the Dodgers' perspective, I was proud of our team adapting very early in the hiatus. As soon as late March when we were all just getting accustomed with Zoom as a format, we successfully launched ongoing Zoom party events with our fans. We structured them as organic conversations where our players, broadcasters, and some VIP guests logged on and just had fun conversations with each other; catching up and chatting on how they were spending their time at home and how they were feeling amongst all the uncertainty. Through that program we were able to capture a significant amount of new user data by hosting them as registration based events. We held about seven or eight, including a Spanish language conversation, and gained thousands of new registered users to our email database. I was happy with our team's ability to be able to move really quickly and create a relatable and authentic experience. We're all trying to figure out how to navigate this new normal and these Zoom parties weren't particularly produced but that wasn't really the point. It was about authentic engagement.

I've also had my eyes on work being done by the Carolina Panthers (NFL). They launched an at-home subscription membership initiative where their fans can receive monthly gift boxes and access to exclusive digital content. They worked very quickly to not only develop the concept but also develop their plan for a backend subscription management system, which is somewhat uncharted territory for a sports team. Long-term, this concept has great potential revenue opportunities even once fans are able to return to stadiums since it allows teams to expand revenue opportunities with out of market fans.

Trends: What major trends have emerged in the last 6-12 months in the application of technology, digital and data?

More thought work is going into ways to personalize and monetize digital experiences that can help enable our teams to grow more as global brands. Whether that's things like FC Barcelona's OTT platform, or ways to offer digital experiences within traditional membership rewards programs, there is great opportunity to create monetizable digital offerings that can bring more fans into the fandom. The idea of using tech powered digital currency as a way to augment the traditional sales structure is something that, certainly in the last six months from a COVID perspective, you're seeing a lot more.

Improvements: What technology would you like to see developed or adopted over the next one to two years?

As we rely more and more on virtual platforms (like Zoom and WebEx) as an alternative or augmentation to in-person events, there is room for improvement in how the various broadcasting & meeting formats can accommodate real-time viewer interaction within the more brand-safe webinar format that allows for enhanced production value. Right now, there is a certain level of tool/tech layering required in order to add interactivity to virtual productions. I'm interested to see how in the coming months the telecom products may develop specific, integrated solutions for brand-to-consumer virtual event production.

"The challenge beyond just the logistics of how do we operate a season safely and put any product on the field is how do we keep fans meaningfully engaged in this period of time?"

Another area of opportunity for continued technology innovation is the stadium experience itself. In the immediate future, there is a need for the sports industry to lean into technology solutions to provide a safe in-venue experience amidst the COVID-19 epidemic. While some venues are well on their way in this area, many will be working to onboard new technology solutions that facilitate all-digital ticketing, digital line queueing, cashless payment, mobile ordering & food pick up, and touchless interactive experiences. While in the interim these investments into new technologies may be based on health and safety requirements, they'll enhance the in-stadium fan experience exponentially in the long term.



INDUSTRY EXPERT INSIGHTS

CHARLIE SUNG SHIN
VP OF DATA STRATEGY & ANALYTICS
MAJOR LEAGUE SOCCER

Charlie Sung Shin is an experienced sports executive with more than 20 years of experience in customer strategy and marketing. He joined Major League Soccer in 2006 and currently serves as VP of Data Strategy & Analytics. In this role, he oversees the enterprise data strategy, CRM initiatives and development of league-wide marketing technology infrastructure.

Prior to joining MLS, Charlie was a senior business consultant at IBM Business Consulting Services and PwC Consulting for over six years. He managed various projects involving customer strategy, CRM strategy, performance marketing, customer segmentation and new business model development. In addition to his role with MLS, he serves as an adjunct professor at New York University's graduate program for Integrated Marketing. Charlie holds a BA in business administration from Yonsei University and an MS in sports business from New York University.

**Key challenges: What are the key challenges you're facing and what role can technology play in solving them?**

Every industry is facing the challenge of winning the share of mind of their consumers. Especially in such a competitive space as entertainment there's only finite hours people have for leisure outside of their day to day lives (work, sleep, taking care of their children and their families). I think that sports have enjoyed the benefits of a unique affinity over a long period of time, for example with a family history following a certain team. But more and more we're seeing that affinity challenged by other options that are being presented to our consumer.

That's the biggest challenge: how do we win that share of mind among other competing interests that are out there. Because we're not just competing against other sports but other forms of entertainment including gaming. So, we're trying to compete for that short period of time and now with so many options of how people could spend their leisure time, the question becomes how do we make sure that we're standing out?

Technology is playing the role of enabling us to provide better options to minimize any kind of barrier that might exist in winning that mind share. It has really helped us to provide better options and better ways to interact with our fans, whether that's enhancing their in-stadium experience or their digital/screen consumption of the sport. That's what we're seeing not only in MLS but across other industries. When you look at it from a consumer standpoint, it comes back to the needs and motivations behind why they're consuming the live sporting events and there are a lot of different reasons. It's not just about what's happening on the field but it's also everything that's surrounding the match. There's going to be certain motivations that encourage people to consume one sport versus other options and we need to have an understanding of what that reason is and then try to figure out how to minimize any kind of barrier that might exist. So, getting to know our fans, their needs and their motivations is the most important thing we can do and technology, digital and data holds the answer to gaining that information.

Innovative Use-Cases: What is the best or most innovative application of technology you've seen in the industry this year?

2020 has been a very unique year for the whole sports industry because of the COVID-19 pandemic and how much it has impacted our day to day operations of the league. In that context, I think technology has played a really crucial role in connecting our fans with the sport better than ever before. Especially because of the fact that fans weren't able to be in the stadiums to experience that live sporting event. Technology has stepped up to help facilitate that, and we've seen a variety of different approaches taken by the Leagues (whether that's MLS, MLB, NBA or NFL) to help minimize the friction that might have existed because fans can only consume through a screen. The main question is how do we bring that same experience that could have existed when fans were attending the game in the stadium, into their living rooms? Successful responses were achieved through heavily using a technology like Zoom or Microsoft Teams and trying to replicate those fan interactions. Then using new broadcast tools to replicate that live stadium experience, whether it's having different views of the games from different cameras to provide as much of the same experience that they would have gotten if they were there in person.

The other major factor was providing the value to our sponsors that normally get more broadcast exposure and have the opportunity to interact with the fans inside of stadiums when the games are taking place. At MLS, we created massive virtual advertisements surrounding the whole pitch that allowed us to customize different brand logos based on local team sponsors. It was a leveraging those virtual assets to provide a combination of value not only at the national level, but also for our local partners. Those are some of the technology innovations that we've seen, especially for this year because of the nature of the circumstance that we're in.

Trends: What major trends have emerged in the last 6-12 months in the application of technology, digital and data?

The recent trends have been focussed on how technology and data can really enhance that fan experience and the way that live sporting events are being consumed by fans, regardless of whether it's in stadium or on a screen. That's driven by the changes we're seeing in the new generation of consumers, both by their unique needs and specific areas of attention. Our industry is recognizing that and trying to find ways to incorporate these changing dynamics so that we can deliver the specific experience our consumers are looking for. There could be some debate between whether this is the market driving the changes or is it a response from the market to the changes? Is it because of the consumers that's driving the development of these technologies or is it the technology that's influencing the changes in the behaviours of our fans?

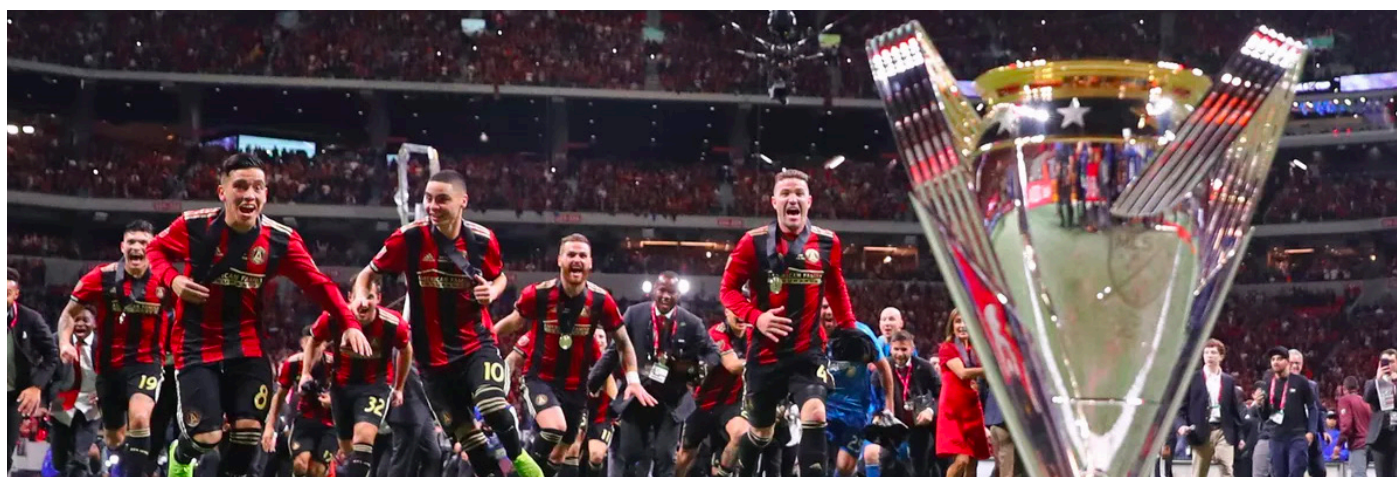
"So, we're trying to compete for that short period of time and now with so many options of how people could spend their leisure time, the question becomes how do we make sure that we're standing out?"

I'm kind of on the latter side where it's the fans behavior driving the evolution of technologies to help reduce any friction that exists in consuming live sports. That's just going to continue as people want more freedom, want more on demand and instantaneous response in terms of how they experience their sport. Whether it's traditional linear broadcast or how they watch (across platforms and devices) or even just ordering the food at a stadium. That's all going to drive the evolution of different technologies. But it's all going to be focusing on helping address the needs that consumers have.

Another trend is the willingness to share more data because fans want that personalization. They want what they want, when they want it and that's enabled by understanding their preferences through data collection. Fans higher level of comfort with opening up their personal data is coupled with stricter policies on data privacy and protection of data. That's happening across all other industries, not just in sports, with issues of data security. Certainly at MLS, we're taking that very seriously and making sure that we protect our consumer information but also we're using that information to deliver a better experience to our fans so that they're able to gain more value when they're engaging with MLS.

Improvements: What technology would you like to see developed or adopted over the next one to two years?

More technology innovations around enhancing the fan experience with VR /AR and more personalized / customized experiences using richer fan data. You'll see technology companies focusing on this because of the competitive market where everything is now consumer oriented and customer centric. So every technology that is being created is going to be addressing how to deliver a better competitive edge to deliver that customer experience. Having said that there's still a lot of improvements that needs to be done from a measurement standpoint especially in sports. It's not just about delivering value for our fans, at the same time we want to deliver value to our sponsors. That comes back to being able to measure how engaged our fans are and how interactive they are with our league because that's a reflection of the investment that our commercial partners have made. With so many different fans accessing content across different digital platforms and different ways of consuming that it's getting harder and harder to measure in a standard way that makes sense. From an industry standpoint in the old days you just had Nielson with a number that shows how many people watched on linear TV. While now you could watch on TV, on an app, through an OTT service or even through social media channels. Even the number of screens in an average household is completely different than what it was even five years ago. How do we measure that all consistently across platforms to make sure we know how much of an impact or how many people have watched? Watching one minute on Twitter is measured very differently than watching one minute of game on a TV. So as an industry, how do we standardize that? It's not something that can be done in isolation. It's something that has to be done on both ends, where the media partners, sponsors and the sports industry have to come together to agree on the best way to measure engagement.



INDUSTRY EXPERT INSIGHTS

**GIULIA ZECCHINI
COMMERCIAL BUSINESS INTELLIGENCE MANAGER
FORMULA 1**

Giulia manages the Commercial Business Intelligence efforts at Formula 1. She helps the commercial team showcase F1 as a rights holder, analysing big data and tailoring insights to create engaging partnerships for brands and fans alike.

Prior to her role at F1, Giulia was at Nielsen Sports, managing football clubs with the likes of Manchester City, Arsenal and Chelsea as well as the Premier League, delivering sponsorship strategy insights and asset valuations across TV, Digital and Social.

Giulia takes an active role in bringing Behavioural Science to the world of sport and is passionate about advancing grassroots sports through the use of big data and fan knowledge.

**Key challenges: What are the key challenges you're facing and what role can technology play in solving them?**

Formula 1 is facing many different challenges dependent on what area of the business you work in but technology and data advancements touch every single aspect of what we do. Everything from our race logistics of getting to our 22 race markets, to our sustainability plans that we announced last December; to the way that our remote broadcast operations work. So the possibilities are kind of endless and there's no glass ceiling for us to keep improving with technology and data. On track, you will have seen a lot that's been announced in terms of updates that we're doing on the engineering side of the car. So technology in that space is obviously incredibly important. On the commercial side, even at track, we're looking to have technology help us with connecting fans, having connected circuits, connected cars, connected teams. The ultimate aim is to have a fully connected ecosystem. For people attending we want to see faster data processing to be able to offer everyone a holistic view of these races, as well as offering new experiences to our fans. Right now, the obstacle we face is that we don't have that connected ecosystem - it's very fragmented. All the data sources don't talk to each other so it's difficult for us to provide this sort of holistic view. We also have some challenges online where we want to make sure that we're servicing partners really well across our ecosystem. Whether it's somebody subscribing to F1 TV, because they they'd rather watch on our OTT platform if they're in a market that caters to that, or whether they're buying merchandise on f1.com. I think we are still struggling to fully connect the dots and again, make sure that we're providing the best possible online experience. At the end of the day, we always talk about being the most technologically advanced sport in the world. So we recognize how important technology and data are as the core of our sport.

Innovative Use-Cases: What is the best or most innovative application of technology you've seen in the industry this year?

For us it was an innovative mix of technology applied out of necessity due to COVID. We were meant to start our season in Australia, back in March, but were never able to start. In the absence of the regular race program our esports and digital teams worked extremely efficiently to be able to start Virtual F1. Alongside our regular e-sports championship tournament, which is where we have the pro gamers that attracts big audiences and they do their whole tournament, the Virtual Grand Prix were quite an innovative way to work with remote technology. It was amazing to have people participating from all across the globe whilst still having that rich data on our broadcasts. They had commentators being able to contribute to everything we were doing and have current drivers, ex-drivers, celebrities and athletes participate all in this ecosystem, even though it's remotely. That was a great way to make sure that we still had a product to offer fans. It was also a new product we could use to attract new fans, so it worked really well.

Sponsors were also obviously very welcoming of the opportunity to still get exposure at the start of the season before we reset with our regular at track racing series. For example, Heineken contributed to some of the aspects that needed support to deliver those virtual rounds with a specific series. Codemasters, the game engine that makes the Formula 1 game, recode the game every year so all of our sponsor inventory is updated and all of the team inventory is updated. So for example, Mercedes usually have Silver Arrows livery, but this year they're racing with the black livery in support of black lives matter movement. So all that is updated in the game. They're very proactive but also quick at reacting to any of the changes and everything gets coded directly into the game which is a great way to engage our sponsors and fans even in the virtual setting.

Trends: What major trends have emerged in the last 6-12 months in the application of technology, digital and data?

COVID obviously has impacted the sports and entertainment industries really heavily. However all the recent trends have shown that technology can be applied to ensure that fans, sponsors and the sports ecosystem can still continue to drive value for each other. For example, I've watched all the NBA playoffs in the bubble and I thought it was great to see the integration of fans that they were able to have with Microsoft teams. Seeing fans be able to cheer on the sidelines again along with celebrities and players was great. At F1 we ran a virtual paddock club this year hosted with our partner Zoom which I thought was exceptional. We were still able to have our presenters at the track but people were able to tune in via Zoom and get a flavor of what an F1 paddock club experience might be like. This fits with the trend of tech being used to further engagement while fans are not being able to be physically present. So to offer people a different take on a sport by bringing that into their home as opposed to having to rely on the in stadium or on track experience.

Improvements: What technology would you like to see developed or adopted over the next one to two years?

The cool thing with innovation is that somebody could produce a breakthrough I wouldn't have thought of yet and I'd be wowed by it. So there's not a specific technology I want to see developed but in general I would like to see more of a hybrid in terms of physical experiences that are mixing more with virtual experiences. When AR/VR gaming experiences are paired with physical experiences it can really provide an extra layer of excitement for fan engagement. This also applies to sponsors being able to deliver more engaging activations. For example, in the F1 paddock club we have a race suit that guests can put on so they can feel the G-Force that the drivers might feel around a track. So anything of that physical and digital hybrid which can make fans feel closer to the action and feel more involved is always a plus.

"At the end of the day, we always talk about being the most technologically advanced sport in the world. So we recognize how important technology and data are as the core of our sport."

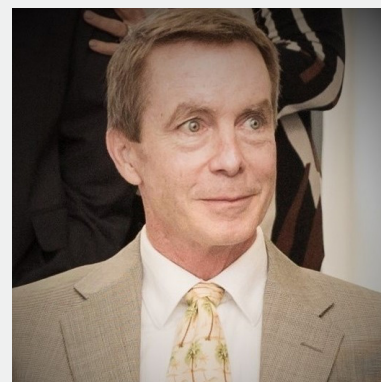
Technology and data are two things where there are so many opportunities to help people understand the sport better. At a basic level that can include getting more behind the scenes content or seeing different angles of play and then at an advanced level it's stats and data analysis. For example, what we've done with AWS on advanced data to help people understand more of the sport: What's happening on the track? What does the pit stop strategy mean? Why are the tires being used up this way? Any of this innovation and data analysis in real time can really add a level of information that avid fans, but even more casual fans, want to know and want to understand because it's such a technical sport. The more you understand, the more you can be engaged. All of these technological aspects elevate the experience so seeing more of a mix of those would be fantastic.



INDUSTRY EXPERT INSIGHTS

KIRK WAKEFIELD
FOUNDER
WAKEFIELD RESEARCH PARTNERS

Kirk is the Edwin W. Streetman Professor of Retail Marketing at Baylor University, where he is the Executive Director of the Sports Strategy & Sales (S3) program. Kirk is the author of Team Sports Marketing and the founder of Wakefield Research Partners. His scholarly works appear in the Journal of Marketing, Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Service Research, Journal of Retailing, Journal of Advertising, Journal of Advertising Research, and Journal of Sport Management, among others. Kirk is a regular contributor to Sports Money on Forbes.com.

**Key challenges: What are the key challenges you're facing and what role can technology play in solving them?**

We're currently working with teams in the NBA getting ready for this upcoming season. We estimate that for any NBA team the number of unique visitors to a game in a given year is half of your total attendance which presents challenges when you think about how to engage your fanbase. Looking at the San Antonio Spurs as an example, they have roughly seven million fans worldwide but only about 400,000 would actually attend a game in a given year. So 400,000 out of seven million leaves the remainder of over six and a half million fans that brands and teams are trying to reach that aren't at a game. Even without the lack of fans in 2020, in a normal year the vast majority of fans are not at the game anyway. That feels like something we're only just realizing now that most of our fans aren't at the game so remote engagement is always important. How do we reach these fans? Obviously through traditional broadcast, streaming, TV, replays, video content but now fans are watching replays through YouTube and Facebook and other platforms. The NBA's viewing numbers are up tremendously this year in terms of digital consumption but linear TV is way down. The way we're engaging fans now is through digital (your website, your app, your newsletters, on social channels). So what used to be live marketing events before or after a game could be shifted to a private Zoom chat with a player or coach. This is even more important for the Premier League and other high profile clubs like FC Barcelona that have truly global followings. They're worldwide with hundreds of millions of fans and clearly we need to be engaging these fans through all these digital and social means. It's things we should have been doing all along and now we've been forced to make those innovations mainstream.

Innovative Use-Cases: What is the best or most innovative application of technology you've seen in the industry this year?

The really innovative applications I've seen have been from teams and brands that used to do in stadium activations but are now doing those same activations through digital experiences. They're bringing fans, whether they're attending in person or not, into these activations with brands and partners through social or digital channels instead. Some examples from the NFL are the digital engagement from the Green Bay Packers and the New Orleans Saints who have brand offers integrated into their newsletters. These offers engage fans with an opportunity to get involved with their players or some other game day offer, but they're all sponsored experiences. There's a brand name associated with it and that brand is reaching 13 million Packers fans or 8 million Saints fans, not just the few hundred thousand that go to a game.

"There's companies out there that count the number of seconds the State Farm logo appears on the a goalpost. Does that metric of total exposure during a broadcast tell me if the consumer has a stronger preference for State Farm? You have no idea."

Trends: What major trends have emerged in the last 6-12 months in the application of technology, digital and data?

On the research side what we're seeing, and this shouldn't be a surprise to anyone, is that brands aren't necessarily pulling back on their sponsorship engagements. Sponsorship still works in sports because we're all super passionate about our sports, even during a pandemic, and we want to follow and engage with our team. However, the change is that brands are really saying we must measure what we bought especially in a time of economic instability. There's parallels with the Global Financial Crisis recession when the banks had spent a lot on sports marketing and were called to task for their heavy investments. It's not quite the same but now after COVID, as people are sent on furloughs and revenues are shrinking, you have to justify why you're spending seven figures on a partnership deal. Some of the smart sponsors were already doing it, so I'd say those smart ones are doing it more. After 30 years of working in this field I've found the smarter, better leaders in sports always want to get better and the ones that you think really need help are the ones that don't want it. There's plenty of companies out there who supply basic media equivalency data: how many people were exposed to the brand, how many clicked on the promotion etc. What they still don't know is what's the effect on my brand from that interaction. There's lots of research that shows sometimes people will respond to a promotion, but that actually lowers their brand consideration or brand preference

in the future because of negative attributions or influences. An example I always use is State Farm. There's companies out there that count the number of seconds the State Farm logo appears on the goalpost. Does that metric of total exposure during a broadcast tell me if the consumer has a stronger preference for State Farm? You have no idea. So brands are doubling down on measuring how effective their engagement has been not just on how many people see it.

Improvements: What technology would you like to see developed or adopted over the next one to two years?

There is so much data on fan engagement at just the exposure level. So all we know is the fan might've liked or engaged with a team or brand on social media or digital, maybe they clicked and opened, maybe they went through to buy something on an offer but a lot of that is anonymous. Of course there's lots of privacy considerations to protect anonymity but it would be nice to be able to tie the high level exposure kind of behaviour (liking, clicking, sharing) to engaging with actual purchase behaviour so we can understand overall brand equity. What the customer's doing on digital and then their brand attitudes are generally two separate databases and there's almost no way of joining them together. My wish is to combine survey work with whatever digital data you have going into a data warehouse to get a deeper understanding of the fan whilst matching that to how they perceive brands.



COMPANY LISTINGS

NTT DATA

GLOBAL TECHNOLOGY COMPANY, ENABLING THE CONNECTED FUTURE

HEAD OFFICE: London, United Kingdom**EMPLOYEES:** 10,001+**ESTABLISHED:** 1985**WEBSITE:** hello.global.ntt**EMAIL:** peter.gray@global.ntt**KEY CLIENTS:** A.S.O., IndyCar, UEFA, Red Bull, TT Isle of MAN**RELEVANT SPORTS:** Applicable across all sports**TAGS:** AI (Artificial Intelligence), Performance Data Analytics, VR (Virtual Reality) / AR (Augmented Reality)**SUMMARY**

NTT Ltd. is a leading global technology services company with more than 40,000 people in 57 countries. For us, intelligent means data driven, connected, digital and secure. We're proud to be part of the global holding company NTT Incorporated (Inc.) headquartered in Tokyo, Japan. NTT's involvement in sport focusses on incubating and showcasing innovative new technologies, and features major technology partnerships with the Tour de France, IndyCar, Major League Baseball, The Open and the Tokyo Olympics among others.

NTT Data

WHAT'S EXCITING

We're revolutionizing the fan experience of the Tour de France with data analytics and second-screen experiences; driving fan engagement and unique digital experiences at the NTT IndyCar Series and The Open, leveraging live telemetry and a mobile app; helping NTT Pro Cycling compete on the world stage with advanced data analytics and performance solutions; and delivering world-first fan experiences for baseball fans with Ultra Reality Viewing for Major League Baseball (MLB).

TOPGOLF

TECHNOLOGY-ENABLED GLOBAL SPORTS AND ENTERTAINMENT

HEAD OFFICE: Dallas, United States**EMPLOYEES:** 10,001+**ESTABLISHED:** 2000**WEBSITE:** topgolf.com**EMAIL:** press@topgolf.com**KEY CLIENTS:** Confidential**RELEVANT SPORTS:** Golf**TAGS:** Official Data Provider, VR (Virtual Reality) / AR (Augmented Reality)**SUMMARY**

Topgolf Entertainment Group is a technology-enabled global sports and entertainment community that connects people in meaningful ways through the experiences we create, the innovation we champion and the good that we do. What started as a simple idea to enhance the game of golf has grown into a movement where people from all walks of life connect at the intersection of technology and sports entertainment. Topgolf Entertainment Group's platforms include Topgolf venues, Topgolf Media, Topgolf International, Toptracer and Topgolf Swing Suite.

**WHAT'S EXCITING**

Topgolf continues to innovate across all platforms. Whether its partnering with up-and-coming developers in spaces like Esports and virtual reality, creating new and exciting games fueled by Toptracer technology, Swing Suite or World Golf Tour, there are no limits to what Topgolf Entertainment Group can do. From gamers, to golfers, to leisure enthusiasts, we've got something for everyone. Let's play!



YUGOV SPORT

SPORTS, SPONSORSHIP AND ENTERTAINMENT RESEARCH COMPANY

HEAD OFFICE: London, United Kingdom

EMPLOYEES: 501-1,000

ESTABLISHED: 2010

WEBSITE: sport.yougov.com

EMAIL: info@yougov.com

KEY CLIENTS: N/A

RELEVANT SPORTS: Applicable across all sports

TAGS: Sponsorship Analytics

SUMMARY

We are a global sports, sponsorship and entertainment research company, working with sports key stakeholders to unlock meaningful, actionable insights. YouGov Sport is the sports division of YouGov, an international research data and analytics group with one of the world's largest research networks. We work with the key stakeholders in the business of sport, sponsorship and entertainment to unlock meaningful, actionable insights.

YouGov[®] Sport

WHAT'S EXCITING

YouGov recently appointed Nicole Pike as its Head of Esports and Gaming. Her arrival at YouGov Sport will see her join a growing Esports team at the company, bringing a wealth of experience, having played a key role in the creation and leadership of an Advisory Board of global experts across influential rights-holders, broadcasters, and brands in the Esports industry.



GLOBAL SPORTS COMMERCE

DRIVING SPORTS COMMERCE THROUGH TECHNOLOGY AND INNOVATION



HEAD OFFICE: Singapore

EMPLOYEES: 251-500

ESTABLISHED: 2015

WEBSITE: globalsportscommerce.com

EMAIL: info@globalsportscommerce.com

KEY CLIENTS: International Cricket Council (ICC), Board of Control for Cricket in India (BCCI), Federation Internationale de Football Association (FIFA), IAAF, Bundes Liga

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), E-Commerce, Fan Analytics

SUMMARY

Global Sports Commerce (GSC) is one of the world's premier Sports Technology and Management Companies providing dynamic Solutions, Sponsorship, Commercial Management and Consulting Services to leading global sports stakeholders; including sports bodies, leagues, rights holders, stadiums, fans and brands.

WHAT'S EXCITING

Latest offerings include Knowledge-Based Solutions and Services backed by Technology Innovations.

Real time brand measurement, on airtime tracking using AI, fan deep data analytics, social media analytics, virtual brand replacement, digital fan engagement and connect, online stock exchange for media rights.



SPORTSZ INTERACTIVE

REVOLUTIONISING THE SPORTS FAN EXPERIENCE!



HEAD OFFICE: Mumbai, India

EMPLOYEES: 251-500

ESTABLISHED: 2002

WEBSITE: sportzinteractive.com

EMAIL: biz@sportzinteractive.net

KEY CLIENTS: Olympics, UEFA, Google, Amazon, Star Sports (Disney)

RELEVANT SPORTS: Applicable across all sports

TAGS: Official Data Provider, OTT, Social Media

SUMMARY

Headquartered in Mumbai, India, Sportz Interactive is a leading sports-focused data, technology and content solutions company with a vision to revolutionize the digital sports fan experience across various touchpoints. Started in 2002, we have over 475 players on our team and are one of the largest employers in the Indian sports industry.

WHAT'S EXCITING

As a company at the forefront of innovative fan experiences, Sportz Interactive works with multiple stakeholders in the sports ecosystem to drive traction through products and services such as live data and analytics, social media management, fantasy games, websites, and OTT and broadcast services. The COVID-19 pandemic has made Sportz Interactive focus more on growing trends like Esports and gamification in the absence of live action.

CHILIZ

DIGITAL CURRENCY FOR SPORTS AND ENTERTAINMENT PLATFORMS



HEAD OFFICE: Gzira, Malta

EMPLOYEES: 101-250

ESTABLISHED: 2012

WEBSITE: chiliz.com

EMAIL: info@chiliz.com

KEY CLIENTS: Paris Saint Germain, Juventus, UFC, FC Barcelona, Galatasaray SK

RELEVANT SPORTS: Applicable across all sports

TAGS: Fan Analytics

SUMMARY

Chiliz is a digital currency for sports and entertainment platforms. It fuels the world's first scalable, tokenized voting platform, Socios.com where fans can buy, trade and execute voting rights in their favourite sports teams.

WHAT'S EXCITING

The Chiliz project has raised \$66 million from some of the world's largest cryptocurrency exchanges and leading crypto funds in Asia, including Binance, OK Blockchain Capital, and Ceyuan Ventures.

Chiliz is owned by Malta-based Mediarex Group, a global sports and entertainment organisation, which was founded in 2012.

FANTHREESIXTY

CUSTOMER DATA PLATFORM



HEAD OFFICE: Kansas City, United States

EMPLOYEES: 101-250

ESTABLISHED: 2011

WEBSITE: fanthreesixty.com

EMAIL: info@fanthreesixty.com

KEY CLIENTS: Marvel Stadium, Speedway Motorsports Inc, Sporting Kansas City, LSU, USL

RELEVANT SPORTS: Applicable across all sports

TAGS: Fan Analytics, Sponsorship Analytics

SUMMARY

FanThirtySixty offers data-driven solutions for every touchpoint throughout the fan journey. Created by sports and tech veterans, we change the way sports and entertainment brands act on fan data. Our industry-leading fan engagement platform creates a 360-degree view of the fan, leading organizations to actionable insights that create remarkable fan experiences..

WHAT'S EXCITING

FanThirtySixty has become an industry leader in "fanalytics", the tracking and analysis of sports fans.

FanThirtySixty has become an essential resource for sports leagues and teams looking to better understand who their fans are, and hoping to use that data to boost engagement.

HOOKIT

AI-POWERED SPONSORSHIP



HEAD OFFICE: San Diego, United States

EMPLOYEES: 101-250

ESTABLISHED: 2001

WEBSITE: hookit.com

EMAIL: sales@hookit.com

KEY CLIENTS: Audi, Beats by Dre, GoPro, Nike, Red Bull

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Business Intelligence, Sponsorship Analytics

SUMMARY

Hookit built the first and most powerful Sponsorship Analytics and Valuation Platform to quantify and track the value and performance of sports sponsorships in social and digital media.

Hookit is the leading sponsorship analytics and valuation platform for sports. We help brands maximize sponsorship investments, identify new partnership opportunities, and empower influencers and sports properties to prove and increase their value to sponsors.

WHAT'S EXCITING

Hookit's Valuation Model (HVM) was awarded the 2016 Digital Marketing Association's Innovation Award for Valuation and Attribution.

Now actively tracking nearly 500,000 sports entities across the largest social and digital media platforms, Hookit has become a must-have tool for digitally-focused, forward-thinking brands.

INCROWD SPORTS

MULTI-CHANNEL FAN EXPERIENCE METRICS

HEAD OFFICE: London, United Kingdom
EMPLOYEES: 101-250
ESTABLISHED: 2015
WEBSITE: incrowdsports.com
EMAIL: enquiries@incrowdsports.com
KEY CLIENTS: ECB, Formula 1, Premier League, UEFA
RELEVANT SPORTS: Applicable across all sports
TAGS: Fan Analytics, Sponsorship Analytics

SUMMARY

InCrowd facilitate the capture of unknown fans and deliver the tools required to engage and develop them into invested fans, improving commercial value and increasing ROI.



WHAT'S EXCITING

During COVID-19 InCrowd has helped rightsolders understand the importance of connecting with and engaging their audiences digitally. Suncorp Super Netball, who have utilized InCrowd's DXP to engage netball fans through voting campaigns on their 'Rebound Hub', drove 56,000 interactions in April alone earlier this year.



MVP

DATA-DRIVEN OMNICHANNEL MEASUREMENT AND VALUATION



HEAD OFFICE: Austin, United States
EMPLOYEES: 101-250
ESTABLISHED: 2012
WEBSITE: mvpindex.com
EMAIL: info@mvpindex.com
KEY CLIENTS: Anheuser-Busch, NASCAR,
RELEVANT SPORTS: Applicable across all sports
TAGS: Business Intelligence, Fan Analytics, Sponsorship Analytics

SUMMARY

Our software helps brands, properties, and agencies accurately quantify the value of partnerships, sponsorships, and activations with an integrated and cohesive omnichannel view that includes broadcast, streaming, social, digital, audio, in-venue, and on location.

We are a unique software platform designed to integrate with existing people processes or systems to help automate a service-heavy industry and start driving more efficient and impactful solutions.

WHAT'S EXCITING

Our team has been working tirelessly to redefine who we are and the roadmap to get there. We're challenging today's industry-standards for sponsorship and throwing complacency out of the window by transforming the valuation process through transparency.

To learn more about the new MVP, take a look at this open letter from our President, Brian Foley: mvpindex.com/insights/welcome-to-the-new-mvp

SPONSORUNITED

SPONSOR DATA PLATFORM



HEAD OFFICE: Stamford, United States
EMPLOYEES: 101-250
ESTABLISHED: 2016
WEBSITE: sponsorunited.com
EMAIL: info@sponsorunited.com
KEY CLIENTS: NFL, NHL, NBA, MLB
RELEVANT SPORTS: Applicable across all sports
TAGS: Sponsorship Analytics

SUMMARY

SponsorUnited connects brands and properties by providing a single, streamlined software platform to partner intelligently at speed and scale.

Through detailed analysis and machine learning, we're able to efficiently identify partnership opportunities based on historical performance trends and broad curation and standardization of ideas & strategies, all within the format of a marketplace.

WHAT'S EXCITING

Last December, SponsorUnited secured \$15m in funding from Volta Global.

Founder Bob Lynch said his company will use the funding to further its technology and continue to expand its customer base from one that's been largely on the sell side, into the buy side of the sponsorship equation: agencies, brands, potential media clients, and possibly smaller properties and events.

YINZCAM

INTERACTIVE IN-GAME TECHNOLOGY



HEAD OFFICE: Pittsburgh, United States
EMPLOYEES: 101-250
ESTABLISHED: 2009
WEBSITE: yinzcam.com
EMAIL: ceo@yinzcam.com
KEY CLIENTS: NFL, NBA, LaLiga, Telstra, Australian Football League
RELEVANT SPORTS: Applicable across all sports
TAGS: Fan Analytics, News / Content, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY

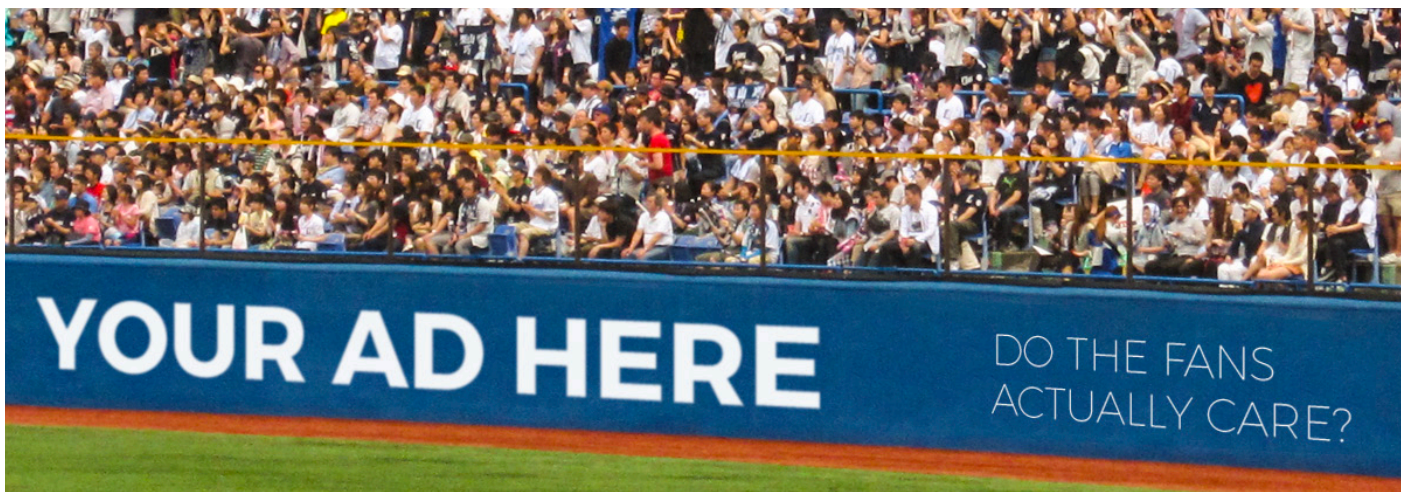
YinzCam's mobile apps are in the hands of millions of sports fans around the world, allowing them to stay in touch with the favorite teams 24x7x365, by providing fans with real-time stats, multimedia, streaming radio, social-media and much more.

The company's mobile-video technology has been deployed in sports venues throughout the country to allow fans to watch instant replays, live cameras (including the NFL RedZone channel) on their smartphones, tablets or touchscreen computers.

WHAT'S EXCITING

YinzCam have recently added Scottish Football Giant Rangers to its list of clients, debuting a brand-new engagement app for the fanbase alongside partners Low6.

They also recently hired their first Chief Strategy Officer, George Scott, who is a former NFL digital media executive.



15 SECONDS OF FAME (15SOF)

VIDEO SHARING PLATFORM

HEAD OFFICE: Santa Monica, United States

EMPLOYEES: 51-100

ESTABLISHED: 2014

WEBSITE: 15sof.com

EMAIL: info@15SOF.com

KEY CLIENTS: Cleveland Cavaliers, Las Vegas Golden Knights, Nashville Predators, Brooklyn Nets

RELEVANT SPORTS: Applicable across all sports

TAGS: Fan Analytics, Social Media

SUMMARY

15 Seconds of Fame (15SOF) is a simple way for fans to receive their video appearances from live events.

The 15SOF app will deliver users any appearance from TV or the Jumbotron, where 15SOF has partnerships.



WHAT'S EXCITING

Earlier this year, 15SOF continued their partnership with the Las Vegas Golden Knights, while also forming a new partnership with the Brooklyn Nets, teaming up with YinzCam to deliver fan experiences at the Barclays Center.

FANAI

ESPORTS SPONSORSHIP DATA PLATFORM

HEAD OFFICE: Santa Monica, United States

EMPLOYEES: 51-100

ESTABLISHED: 2016

WEBSITE: fanai.io

EMAIL: johannes@fanai.io

KEY CLIENTS: Capcom, Cloud9, Dreamhack, OpTic Gaming, Lagardere Sports

RELEVANT SPORTS: Applicable across all sports

TAGS: Fan Analytics, Sponsorship Analytics

SUMMARY

FanAI is a sponsorship marketplace that helps rights holders monetize their fans and brands optimize their sponsorship spend.

FanAI delivers actionable audience insights and offline attribution to drive improved sponsorship outcomes.



WHAT'S EXCITING

FanAI has raised a total of \$12.5 million to date and acquired Esports data company Waypoint Media in order to gain access to its Twitch streaming viewer data.

In September last year, the company continued its expansion through a partnership with consumer insights agency Interpret to provide valuation and streaming audits for Esports teams, leagues, and events.

FANHUB MEDIA

LEADER IN DELIVERING PREMIUM DIGITAL SPORTS PRODUCTS

HEAD OFFICE: Melbourne, Australia

EMPLOYEES: 51-100

ESTABLISHED: 2012

WEBSITE: fanhubmedia.com

EMAIL: info@fanhubmedia.com

KEY CLIENTS: IOC, NFL, NBA, DraftKings, NewsUK

RELEVANT SPORTS: Applicable across all sports

TAGS: Fan Analytics, News / Content

SUMMARY

With six offices in major global cities, FanHub builds and operates more than 100 products annually to provide commercial opportunities such as sponsorship revenue, user data acquisition, conversion to paid products and significant fan engagement.

We now work with partners that include the NFL, NBA, MLB, MLS, Turner, the ATP, NewsUK, FOX Sports, and many more to engage in competitive, casual gaming for more than five million fans globally.



WHAT'S EXCITING

While we make sure to satisfy our many partners, we don't stand still when it comes to new product innovations & projects.

Such as the Tokyo Olympics: 33 sports, 339 events, one massive fan engagement platform. We're absolutely thrilled to partner with the International Olympic Committee to take fan engagement to new heights.

GTG NETWORK

DATA ANALYTICS, CONTENT AND GAMIFICATION

HEAD OFFICE: Melbourne, Australia

EMPLOYEES: 51-100

ESTABLISHED: 2012

WEBSITE: gtnetwork.com

EMAIL: contact@gtnetwork.com

KEY CLIENTS: Caesars, Cisco, Los Angeles Lakers, DraftKings, Sportsbet

RELEVANT SPORTS: Applicable across all sports

TAGS: News / Content, Performance Data Analytics

SUMMARY

GTG Network (GTG) specializes in the creation of unique technology in the data analytics, content production and gamification spaces.

GTG's proprietary content engine, iSport Genius (iSG), is a revolutionary sports data platform that provides unprecedented sporting insights through highly innovative statistical analysis of trillions of pieces of data and has been noted on the London stock exchange.



WHAT'S EXCITING

In partnership with Caesars for the NFL Draft, GTG's prediction and arcade games technology powered Games Hub, challenging users to predict the correct order of the first round of the Draft.

Other exciting initiatives include the launch of Fan Pick with the Los Angeles Lakers, revolutionising the fan engagement experience at Stadiums with Cisco, and the continual delivery of unprecedented sports insights.



KORE SOFTWARE

SPORTS BUSINESS TECHNOLOGY

HEAD OFFICE: New York, United States

EMPLOYEES: 51-100

ESTABLISHED: 2002

WEBSITE: koresoftware.com

EMAIL: info@koresoftware.com

KEY CLIENTS: Madison Square Garden, NBA, Real Madrid, Liverpool FC, Brisbane Broncos

RELEVANT SPORTS: Applicable across all sports

TAGS: Business Intelligence, Sponsorship Analytics, Ticketing

SUMMARY

KORE Software is a global leader in sports business and sponsorship management solutions.

Our products across sponsorship, ticketing and data analytics help over 550 clients across the globe harness valuable customer and partner data. This data can then be used to create valuable insights and revenue-generating action.



WHAT'S EXCITING

Future development around business intelligence, specific to sponsorship and ticketing.

We're constantly working to improve the worlds best end-to-end solution that allows teams to move from prospecting to deal analysis and overall fulfilment.

SOCIOS.COM

THE WORLD'S FIRST FAN VOTING AND REWARDS APP

HEAD OFFICE: Gzira, Malta

EMPLOYEES: 51-100

ESTABLISHED: 2019

WEBSITE: socios.com

EMAIL: partnerships@socios.com

KEY CLIENTS: FC Barcelona, Juventus, Paris Saint Germain, AS Roma, UFC

RELEVANT SPORTS: Applicable across all sports

TAGS: Marketplace, Social Media, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY

Socios.com is a blockchain-based mobile app where fans can buy, trade and execute voting rights on their favorite sports teams using branded digital assets known as Fan Tokens. With 99% of fans outside the stadium, we're driving fan engagement on a global level.



WHAT'S EXCITING

We have dozens of leading teams from football and other sporting verticals as well as entertainment properties waiting in the wings to join our platform, with basketball being the latest to be announced.

Our sale of FC Barcelona Fan Tokens in late June generated \$1.3M in revenue in less than 2 hours with \$BAR sold in 106 countries worldwide.

SPONSORIUM

CLOUD TOOL FOR SPONSORSHIP

HEAD OFFICE: Montreal, Canada

EMPLOYEES: 51-100

ESTABLISHED: 1994

WEBSITE: sponsor.com

EMAIL: info@sponsor.com

KEY CLIENTS: Toyota, Nordea, RBC

RELEVANT SPORTS: Applicable across all sports

TAGS: Sponsorship Analytics

SUMMARY

SPONSORIUM provides online Sponsorship and Community Investment Management software to brands in more than 50 countries.

The PerforMind system allows corporations to efficiently and consistently evaluate, manage and report on upcoming and current partnerships. PerforMind empowers industry professionals to dedicate their time to improving partnerships and enriching communities through value-added tasks.



WHAT'S EXCITING

Due to Sponsorium's long tenure in the sponsorship space since its founding in 1994, it's a benchmark in the space and has seen them sponsor and work with the ESA (European Sponsorship Awards) Sports Sponsorship Category.

THE CONNECTED FAN

FAN INTERACTION PLATFORM

HEAD OFFICE: San Diego, United States

EMPLOYEES: 51-100

ESTABLISHED: 2017

WEBSITE: theconnectedfan.com

EMAIL: info@theconnectedfan.com

KEY CLIENTS: Opta, Lagardere Sports, IBM

RELEVANT SPORTS: Applicable across all sports

TAGS: Fan Analytics, News / Content

SUMMARY

Whatever route a connected fan takes and whenever they come into contact with a sports brand we provide the perfect solution for personalized, high quality content communication via mobile and chatbots.



WHAT'S EXCITING

The Connected Fan has engaged over 3.6 million fans worldwide, with over 276 API endpoints built, as well as over 76 million match events delivered.

ARENA

REAL-TIME DATA PLATFORM

HEAD OFFICE: San Francisco, United States
EMPLOYEES: 11-50
ESTABLISHED: 2017
WEBSITE: arena.im
EMAIL: contact@arena.im
KEY CLIENTS: Turner Broadcasting, Microsoft, FOX Sports, Sony Music
RELEVANT SPORTS: Applicable across all sports
TAGS: Fan Analytics, Sponsorship Analytics

SUMMARY

Arena is a real-time data platform that delivers meaningful digital experiences throughout the customer journey. Arena is the brain that sits on top of your data and deeply understand your user behavior. With Arena, marketers, product and growth teams can drive engagement, conversion and revenue.



WHAT'S EXCITING

Recently in June, Arena successfully secured \$2.3m in funding from Redpoint Ventures, Arena plan to use the new investment to expand their sales and marketing team and grow the company's footprint in more global markets.

BLINKFIRE ANALYTICS

DIGITAL SPONSORSHIP TRACKING

HEAD OFFICE: Chicago, United States
EMPLOYEES: 11-50
ESTABLISHED: 2011
WEBSITE: blinkfire.com
EMAIL: info@blinkfire.com
KEY CLIENTS: Vancouver Canucks, Arsenal FC, Bundesliga, Athletic Madrid, Houston Rockets
RELEVANT SPORTS: Applicable across all sports
TAGS: Sponsorship Analytics, Fan Analytics

SUMMARY

Blinkfire Analytics provides a social media analytics and publishing platform for professional sports organizations, their players and agents, and the brands that sponsor them.

Blinkfire's key technology allows publishers and brands to analyze social media consumption and brand engagement, not only in text, but also images and video. Concentrated first in the world of sports, we are able to paint a 360 degree engagement picture for teams, players, and brands.



WHAT'S EXCITING

Blinkfire Analytics has often been quoted by teams such as FC Barcelona as an accurate provider of sponsorship analytics as well as social media analytics. Based out of both Chicago and Spain, they're poised to provide valuable insights across the global sport landscape.

BLOCKSPORT

B2B SAAS SOCIAL SPORTS PLATFORM

HEAD OFFICE: Zug, Switzerland
EMPLOYEES: 11-50
ESTABLISHED: 2019
WEBSITE: blocksport.io
EMAIL: info@blocksport.io
KEY CLIENTS: Furia Esports, Team Singularity, BIG Clan, Penta Sports, TKA Esports
RELEVANT SPORTS: Applicable across all sports
TAGS: E-Commerce, Fan Analytics, Marketplace

SUMMARY

White-label mobile app solution for sports and Esports clubs that combines information, community management, gamification, consumption and rewarding all within one platform - easy to implement & ready to roll-out within 30 days.



WHAT'S EXCITING

Our SaaS-Platform provides clubs access to new revenue sources, helps them to engage your fan community and analyse their sponsor visibility through a social sports platform without major IT-investments in customized mobile apps using our white-label solution.

CAMONAPP

AUGMENTED REALITY SOLUTIONS

HEAD OFFICE: Buenos Aires, Argentina

EMPLOYEES: 11-50

ESTABLISHED: 2014

WEBSITE: camonapp.com

EMAIL: ads@camonapp.com

KEY CLIENTS: Disney, Mondelez, Telefonica, Unilever, WarnerMedia, Nestle

RELEVANT SPORTS: Applicable across all sports

TAGS: VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY

We are a leading Immersive Technology Company, that provides Augmented, Virtual and Mixed Reality solutions.

Our products and services can be used in different industries, such as advertising, real estate, entertainment, education, automotive, among others.

CamOnApp is the bridge between the real world and the digital world.



WHAT'S EXCITING

CamOnApp Studio (SaaS) is the web editor that allows users to create their own AR experiences without programming or coding. Interactive content is easily made by combining images, videos, audios, 3D models, links and animations. Also, it has a reporting system to analyze campaign data such as: number of scans, interactions and user's profile in order to optimize their performance.

FAN CONTROLLED FOOTBALL

THE FIRST FAN-CONTROLLED PROFESSIONAL SPORTS LEAGUE

HEAD OFFICE: Los Angeles, United States

EMPLOYEES: 11-50

ESTABLISHED: 2017

WEBSITE: fcf.io

EMAIL: team@fcf.io

KEY CLIENTS: Joe Montana, Marshawn Lynch, Richard Sherman, Twitch, IMG

RELEVANT SPORTS: American Football

TAGS: Athlete Empowerment / Promotion, Fan Analytics, Marketplace

SUMMARY

Fan Controlled Football (FCF) is exactly what it sounds like, a real world sports league where the Fans are in charge. It's like Madden in real life.

All FCF games will be live-streamed on Twitch, the world's leading social video service and community for gamers and Esports, available on mobile, desktop, and tablet.



WHAT'S EXCITING

FCF is set to announce its inaugural 2021 season dates and unveil its all-star roster of Fan Captains.

FANISKO

FAN ENGAGEMENT PLATFORM FOR TEAMS AND BRANDS

HEAD OFFICE: Chicago, United States

EMPLOYEES: 11-50

ESTABLISHED: 2014

WEBSITE: fanisko.com

EMAIL: info@fanisko.com

KEY CLIENTS: Jamaica Tallawahs (Jamaica), Revature (US), Chennaiyin FC (India), Tech Mahindra (Sports Tech), Sportradar (Acceleradar)

RELEVANT SPORTS: Applicable across all sports

TAGS: Fan Analytics, Sponsorship Analytics, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY

Fanisko is a Fan engagement & analytics company driving digital transformation for sports teams, leagues and brands through Augmented Reality (AR) and Gamification.

Fanisko offers a plug and play platform that helps sports organizations to engage the fans wherever they are and whatever they use (mobile, social, web), retain fans with personalized interactive digital experiences, and monetize fans through sponsor activation and commerce.



WHAT'S EXCITING

Fanisko is building a new digital AR fan broadcast technology that enables digital fans to cheer, support and broadcast themselves during live events. This solution can also be used to address fan-less sporting events and create a new immersive digital fan experience.

Fanisko is enhancing its live 360 AR portal technology for fans to enjoy live game moments and give them a new immersive experience.

FANPICTOR

DIGITAL STRATEGY | FAN ENGAGEMENT | REVENUE GENERATION

HEAD OFFICE: Zurich, Switzerland

EMPLOYEES: 11-50

ESTABLISHED: 2012

WEBSITE: fanpictor.com

EMAIL: hello@fanpictor.com

KEY CLIENTS: Coca-Cola, RF (Roger Federer), NHL, Porsche, European Handball Federation (EHF)

RELEVANT SPORTS: Applicable across all sports

TAGS: Business Intelligence, Fan Analytics, Sponsorship Analytics

SUMMARY

Fanpictor is a Swiss technology company that develops innovative digital solutions which enable their clients to drive deep community engagement, create new revenue streams and build data-driven decision making frameworks.

The Fanpictor platform can be integrated seamlessly into its clients existing digital infrastructure, allowing them to engage fans via established digital assets or newly developed applications.

fanpictor
a NOEXIS company

WHAT'S EXCITING

Fanpictor has a long history of innovation and IP development in the sponsorship market. We're excited to bring to market a platform based solution that combines a price point that is affordable for minor league teams and properties in lower revenue sports, with the experiential solutions, business intelligence tools and innovation demanded by the world's largest sports and entertainment groups.

FANTASTEC

ENGAGING FAN TECHNOLOGIES

HEAD OFFICE: London, United Kingdom

EMPLOYEES: 11-50

ESTABLISHED: 2017

WEBSITE: fantastec.io

EMAIL: hello@fantastec.io

KEY CLIENTS: Arsenal, Arsenal Womens Football Club, Borussia Dortmund, Real Madrid

RELEVANT SPORTS: Applicable across all sports

TAGS: Athlete Empowerment / Promotion, Marketplace, Social Media

SUMMARY

Fantastec SWAP is the global leader in sports digital collectibles. After launching in 2019 with Real Madrid, Borussia Dortmund and Arsenal men's and women's teams SWAP quickly rose to the #1 downloaded sports app in the UK and several other countries.

SWAP's unique blockchain platform allows fans in London to trade digital collectibles with fans in Shanghai or San Francisco with the same confidence as if they were standing side-by-side.

FANTASTEC

WHAT'S EXCITING

So many professionals are using our contactless signatures to allow fans to collect genuine and authenticated digital signatures from their heroes. In June 2020 SWAP's tribute to Real Madrid was the storied football clubs most watched Tik Tok video.



FILMILY

FAN ENGAGEMENT PLATFORM

HEAD OFFICE: Devon, United Kingdom

EMPLOYEES: 11-50

ESTABLISHED: 2017

WEBSITE: filmi.ly

EMAIL: info@filmi.ly

KEY CLIENTS: USTA, IBM, American Express, San Francisco 49ers, 1. FC Koln, Wasserman, England Rugby

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Fan Analytics, Social Media

SUMMARY

Filmily is a technology that leverages user generated content to deepen the relationship between a sport their global digital audiences and attendees at events.

We have patented technology that harvests audience generated content, tags and analyzes every second of it. Then using the franchise or their commercial partners content strategies, we deliver highly targeted short form content. These incredibly engaging videos provide deep and meaningful interactions with live audiences and your global digital following.



WHAT'S EXCITING

We have modified our SaaS platform to allow fans/players to have real life engagement.

Supporters at home will record reactions to events. Our platform will use individual pieces of content and play it as a mosaic on the digital hoardings and jumbotrons in stadium. Players will see real time reactions to their efforts.

FOOTBALL FAN

FOOTBALL FAN APP IS A FAN ENGAGEMENT PLATFORM

HEAD OFFICE: London, United Kingdom

EMPLOYEES: 11-50

ESTABLISHED: 2019

WEBSITE: footballfanapp.com

EMAIL: info@standard.ai

KEY CLIENTS: Various merchants and football clubs

RELEVANT SPORTS: Soccer

TAGS: AI (Artificial Intelligence), Business Intelligence, Marketplace

SUMMARY

Football Fan is an app only fan engagement platform that is revolutionising the way fans engage with each other. It is a fan driven platform where content/information is generated by the fans themselves.

Fans can find connect and follow other fans, watch the best of Football videos, create/ share video stories, join favourite clubs chat group, do real life banter with other fans, get interesting Football information and latest news.



WHAT'S EXCITING

Our state of art technology includes Messaging, Robotics, AI, Streaming, Data Science and more has something for everyone that is connected with Football.

FUTURE GOLF

GOLF COMMUNITY AND MEMBERSHIP

HEAD OFFICE: Melbourne, Australia

EMPLOYEES: 11-50

ESTABLISHED: 2014

WEBSITE: futuregolf.com.au

EMAIL: info@futuregolf.com.au

KEY CLIENTS: Taylormade, Under Armour, TopGolf, Holey Moley, House of Golf

RELEVANT SPORTS: Golf

TAGS: E-Commerce, Grassroots / Youth, Social Media

SUMMARY

Future Golf is on a mission to change the game of golf, by the world's largest community of golfers.

We provide our members with a flexible and value packed membership that connects our community with our amazing partners which include golf facilities (private clubs & courses), TopGolf, mini-golf, driving ranges, simulators, coaches and brands.



WHAT'S EXCITING

Our vision is to create a community of 1 million golfers. We are currently one of Australia's largest golf communities but to achieve our vision we will be launching globally within the next 12-24 months.

GREENFLY

COLLECT MEDIA FROM ANYWHERE, DISTRIBUTE TO ANYONE

HEAD OFFICE: Santa Monica, United States

EMPLOYEES: 11-50

ESTABLISHED: 2014

WEBSITE: greenfly.com

EMAIL: info@greenfly.com

KEY CLIENTS: Major League Baseball, ESPN, Paris St. Germain, SailGP, World Surf League

RELEVANT SPORTS: Applicable across all sports

TAGS: Athlete Empowerment / Promotion, News / Content, Social Media

SUMMARY

The Greenfly software platform empowers sports leagues, teams and associations to operate their own private media sharing network and transform the way they work with non-linear media. Greenfly connects disparate teams and groups together and enables them to collaborate, source, create, and share media files from anywhere, effortlessly.



WHAT'S EXCITING

Greenfly is helping sports organizations make fans feel like they're part of the live action in the stands at every game. The Greenfly platform is the technology backbone that enables real-time content correspondent programs around the world.



GREENPARK SPORTS

FAN ENGAGEMENT PLATFORM

HEAD OFFICE: Calabasas, United States

EMPLOYEES: 11-50

ESTABLISHED: 2018

WEBSITE: greenparksports.com

EMAIL: headsup@greenparksports.com

KEY CLIENTS: "Legends" Esports League

RELEVANT SPORTS: Esports

TAGS: Social Media, Sponsorship Analytics

SUMMARY

GreenPark Sports creates digital experiences and games for the new generation of sports and Esports fans.

Our flagship product is a native, free-to-play mobile game played over the top of sporting events, where fans battle to become the undisputed "Best Fans" of their league and season.



WHAT'S EXCITING

Lead by former YouTube Co-Founder Chad Hurley, GreenPark Sports recently announced an \$8.5 million seed investment led by SignalFire.

Additionally in March this year, GreenPark Sports inked a licensing agreement with DataRobot to embed artificial intelligence insights into its platform, and further strengthen its machine learning technology.

GREENROOM DIGITAL

ENGAGING FANS, REINVENTING COMMERCIAL MODELS

HEAD OFFICE: London, United Kingdom
EMPLOYEES: 11-50
ESTABLISHED: 2011
WEBSITE: greenroom.digital
EMAIL: info@greenroom.digital
KEY CLIENTS: HSBC, AIA, Hisense, Renault F1, TaylorMade
RELEVANT SPORTS: Applicable across all sports
TAGS: Business Intelligence, Fan Analytics, Sponsorship Analytics

SUMMARY

We exist to strengthen fan experiences, by bringing sport and technology together to make what we all love more sustainable.

We do this by making everything we do about the fan and using proprietary technology, data, behavioural insights and performance marketing to create incremental and scalable revenue directly from partnerships."

Designed for mobile, low internet environments, it works anywhere, on any device.



WHAT'S EXCITING

The events of 2020 have forced sporting organisations and brands in the space to think differently about how to add value to the audience.

We're excited by all stakeholders innovating during this time, out-thinking the situation we've been presented with and building more accountability into partnerships via creative use of technology.

HOPSCOTCH

SPORTS MOBILE ENGAGEMENT PLATFORM

HEAD OFFICE: Los Angeles, United States
EMPLOYEES: 11-50
ESTABLISHED: 2014
WEBSITE: gohopscotch.com
EMAIL: readyset@gohopscotch.com
KEY CLIENTS: T-Mobile Arena, Auburn Athletics, Marshall University, University of Notre Dame, Ole Miss University
RELEVANT SPORTS: Applicable across all sports
TAGS: Fan Analytics, Sponsorship Analytics

SUMMARY

Hopscotch is the developer of the most comprehensive mobile engagement platform for sports, live events, venues and colleges.

The Hopscotch platform combines a feature-rich content management system with an open API architecture, aggregating a variety of mobile technologies into a single fan engagement destination. It reaches fans using geofencing and multi-dimensional segmentation to optimize marketing and revenue opportunities.



WHAT'S EXCITING

Heavily focused on the college sports app space, Hopscotch has created over 40 official college athletic program apps for the likes of Michigan State, Ole Miss, Oregon and more to enable fans to follow their favorite varsity sports teams, and access everything from breaking news, season schedules and player stats, to live scores, tickets and promotions.

IMAGINE AR (IMAGINATION PARK)

INSTANT IMMERSIVE MOBILE AR ACTIVATIONS

HEAD OFFICE: Vancouver, Canada
EMPLOYEES: 11-50
ESTABLISHED: 2011
WEBSITE: imaginear.com
EMAIL: info@imaginear.com
KEY CLIENTS: Sacramento Kings, Basketball Hall of Fame, Mall of America, AT&T
RELEVANT SPORTS: Applicable across all sports
TAGS: Fan Analytics, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY

Imagination Park Technologies has developed ImagineAR.com; an 'AR-as-a-Service' platform for desktops that enables businesses of any size to create and implement their own AR campaigns with no programming or technology experience. Customers simply point their mobile device at logos, signs, buildings, products, landmarks and more to instantly engage videos, information, advertisements, coupons, 3D holograms and any interactive content all hosted in the cloud and managed using a menu-driven portal.



WHAT'S EXCITING

ImagineAR and Loop Insights have recently planned to work together on future projects, combining each company's respective technologies into a singular platform will deliver personalized promotions and targeted engagement for its clients.

IREWIND

INSTANT PERSONALIZED VIDEOS

HEAD OFFICE: Zurich, Switzerland

EMPLOYEES: 11-50

ESTABLISHED: 2018

WEBSITE: irewind.com

EMAIL: philipp.ruefli@irewind.com

KEY CLIENTS: Asics, Spartan, Intersport, UBS, Sunrise

RELEVANT SPORTS: Applicable across all sports

TAGS: E-Commerce, Social Media, Sponsorship Analytics

SUMMARY

iRewind transforms memorable live moments into Instant Personalized Videos for various industries and use cases. No matter what goals our customers are trying to reach and who they want to engage with digitally, iRewind offers a self-service application as well as different InPeV© solutions proven in the market.

We use the power of personal combined with the relevance of video and merge them into an impactful, measurable marketing and activation tool for events or campaigns.



WHAT'S EXCITING

Due to the difficult situation with Covid19 we developed and initiated the OneMillionRun in Switzerland. A virtual run as a strong sign from the Swiss population that they are ready to get out of the lockdown. The Swiss Sports Aid, many famous Swiss sports stars and well-known companies have supported the biggest Swiss running event. The target was to run 1 million kilometers in 48 hours. About 100'000 participants achieved 1.2 million kilometers.

KITVENDR

GAME CHANGING RETAIL PARTNER FOR SPORTS CLUBS

HEAD OFFICE: Glasgow, United Kingdom

EMPLOYEES: 11-50

ESTABLISHED: 2018

WEBSITE: kitvendr.com

EMAIL: hello@kitvendr.com

KEY CLIENTS: Many community clubs

RELEVANT SPORTS: Applicable across all sports

TAGS: Business Intelligence, E-Commerce, Grassroots / Youth

SUMMARY

We are transforming the way sports clubs sell and manage their club's kit and merchandise. We allow clubs to offer a high-quality product range to their players and supporters with minimal hassle and no costs, whilst driving investment into their club.



WHAT'S EXCITING

We are in the process of development of the next generation of our platform that comes along with the mobile application for the club administration, members, and supporters and brings an unseen before level of interactions between one each other. We teamed up with the underground sports brand Kehnobi to develop and provide clubs with their members and supporters with the highest quality team wear and sports apparel.

MINUTE.LY

AI-BASED VIDEO EXPERIENCE OPTIMIZATION

HEAD OFFICE: Tel Aviv, Israel

EMPLOYEES: 11-50

ESTABLISHED: 2014

WEBSITE: minute.ly

EMAIL: contact@minute.ly

KEY CLIENTS: MLB, NFL, NASCAR & eNascar, Cricket Australia, Fox Sports

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Computer Vision, Video Analytics

SUMMARY

Minute.ly helps publishers, broadcasters and content owners better utilize their video content.

Our AI-driven technology solutions amplify the effects of video, increasing user engagement, distribution and maximizing content-generated revenue.



WHAT'S EXCITING

'Stories by Minute.ly' automatically transforms horizontal video content to a vertical and mobile-first format, using innovative smart cropping algorithms that identify the most important part of the content. Most recently we rolled out a new version for MLB's preseason, with integrated monetization capabilities. Minute.ly is also the first company to integrate and display live game video highlights on Google Search's "One Box".

MOODME

FAN & SPONSORS ENGAGEMENT WITH FACE AR + AI

HEAD OFFICE: Brussels, Belgium

EMPLOYEES: 11-50

ESTABLISHED: 2015

WEBSITE: mood-me.com

EMAIL: chandra.dekeyser@mood-me.com

KEY CLIENTS: FIFA Women's World Cup, Club World Cup, Qatar Airways, Gucci, Stanford University

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), OTT, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY

MoodMe increases fan & sponsors engagement with personalized Augmented Reality experiences and Insights from Face AI.

Our solution is AR filters personalized with user's, emotions, gender & age running inside the Mobile Apps of our Customers and collecting user data. As well as an Analytics SaaS dashboard that provides insights on user's engagement, emotional journey and demographics to further personalize their experiences.



WHAT'S EXCITING

- Our recent successes include Houston Dynamo BBVA Launchpad 2019.
- Apps Ad Tech 2019.
- Raised seed from Qatar Sports Tech / QDB.
- Major Customers such as FIFA Women's World Cup, FIFA Club WC, Qatar Airways.
- 2 US patents on Face AI + AR combined on the mobile.

OPENDORSE

ATHLETE MARKETING PLATFORM

HEAD OFFICE: Nebraska, United States

EMPLOYEES: 11-50

ESTABLISHED: 2012

WEBSITE: opendorse.com

EMAIL: info@opendorse.com

KEY CLIENTS: NHL, Clemson Tigers, NFLPA, EA Sports, Citi

RELEVANT SPORTS: Applicable across all sports

TAGS: Athlete Empowerment / Promotion, Grassroots / Youth, Sponsorship Analytics

SUMMARY

"Opendorse is a social media publishing tool designed to help the world's most important people post with a single tap. We're purpose-built to help athletes make the most of their moment and to capture this massive opportunity alongside the organizations they're connected to.

Today we help more than 20,000 of the top athletes and leaders in sports set the new standard on social. From All-Pros to CEO's, when important people share content on behalf of their partners or organizations, they share it through Opendorse."



WHAT'S EXCITING

With NIL right for collegiate athletes currently under review, Opendorse is perfectly placed to be a major player in the monetisation of amateur sports, providing top tier college talent an opportunity to secure sponsorship deals before going pro.



PHIZZLE

DIGITAL MARKETING FOR SPORTS PROPERTIES

HEAD OFFICE: San Francisco, United States
EMPLOYEES: 11-50
ESTABLISHED: 2005
WEBSITE: phizzle.com
EMAIL: info@phizzle.com
KEY CLIENTS: Cleveland Cavaliers, St. Louis Blues, Columbus Blue Jackets, Texas A&M University, University of Alabama
RELEVANT SPORTS: Applicable across all sports
TAGS: Fan Analytics, Sponsorship Analytics

SUMMARY

Phizzle helps bring relevant, efficient, and trackable SMS & Social platforms to partners who are looking to collect data and engage with their fans.

Designed for mobile, low internet environments, it works anywhere, on any device.



WHAT'S EXCITING

Increase brand exposure & fan engagement. Enhance efficiency & value of sponsorships through segmented phone lists. Real-time polling graphics using SMS-to-screen.

PICO - GET PERSONAL

DATA DRIVEN, PERSONALIZED FAN MANAGEMENT PLATFORM

HEAD OFFICE: Haifa, Israel
EMPLOYEES: 11-50
ESTABLISHED: 2016
WEBSITE: picogp.com
EMAIL: contact@picogp.com
KEY CLIENTS: Borussia Dortmund, Philadelphia 76ers, Nashville Predators, St. Louis Blues, Los Angeles Clippers
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Fan Analytics, Social Media

SUMMARY

Pico is a SportsTech startup with a data-driven personalized fan communication and management platform powered by AI.

Pico transforms engagement across digital & social channels into high-converting fan experiences that support true business objectives. Pico drives engaged, anonymous online fans into 1st party systems with actionable data via personalization at scale.



WHAT'S EXCITING

Pico saw real growth throughout 2020 for a couple of reasons: Teams realized the importance of digital more than ever - they can't rely solely on fan data generated from transactions such as ticket purchases; Teams were looking for fun content to engage their fans, and we explained how we'd help provide that while adding the long term benefit of getting to know them on a personal level - in an automated way.

PROOWNEDCYCLING

CYCLING GEAR FROM THE PROFESSIONALS

HEAD OFFICE: Copenhagen, Denmark
EMPLOYEES: 11-50
ESTABLISHED: 2016
WEBSITE: proownedcycling.com
EMAIL: info@proowned.com
KEY CLIENTS: Team Ineos, Mitchelton-Scott, NTT Pro Cycling
RELEVANT SPORTS: Cycling
TAGS: E-Commerce, Social Media

SUMMARY

The idea is quite simple. Cycling fans all over the world now have the opportunity to buy "pro-owned" cycling equipment. At the same time, professional cyclists and cycling teams can easily get rid of what they can no longer use.

With this pro-owned gear, we hope to make a lot of bike enthusiasts and fans happy every single day.



WHAT'S EXCITING

ProOwned is currently expanding to several markets and also building partnerships with selected cycling brands.

Furthermore ProOwned will seek new investors later in 2020.

ROOTER

SPORTS COMMUNITY PLATFORM

HEAD OFFICE: New Delhi, India

EMPLOYEES: 11-50

ESTABLISHED: 2016

WEBSITE: rooter.io

EMAIL: piyush@rooter.io

KEY CLIENTS: Tissot, Vodafone, Samsung, Mumbai City FC, Dabang Kelhi

RELEVANT SPORTS: Applicable across all sports

TAGS: Athlete Empowerment / Promotion, Grassroots / Youth, Social Media

SUMMARY

Rooter is India's biggest sports community. A sports platform for the next 300m Indian sports fans where users can consume and create sports content in their preferred language.

The way sports fans consume content has changed from communicating through texts and images to real-time fan engagement and that's why we have built industry's first voice and video features for sports fans to express themselves and connect with the other sports fans wherever and whenever they want to 24*7, round the clock.



WHAT'S EXCITING

Following the COVID-19 outbreak, Rooter has moved to servicing a new market in the world of sport - Esports.

The platform onboarded 50000+ promising gaming streamers from the country, adding more than 1.8 to 2 million downloads on Rooter app in less than a month since streaming launch and driving to become the category leader for gaming community in India.

SCOREVISION

GRASSROOTS FAN EXPERIENCE SOFTWARE

HEAD OFFICE: Omaha, United States

EMPLOYEES: 11-50

ESTABLISHED: 2015

WEBSITE: scorevision.com

EMAIL: info@scorevision.com

KEY CLIENTS: Apple, Genius Sports, CBS, Samsung, Pixellot

RELEVANT SPORTS: Applicable across all sports

TAGS: Grassroots / Youth, Video Analytics

SUMMARY

ScoreVision is a software company that brings the fan experience of professional sporting venues to high schools, colleges, and sporting facilities across the country.

Our fan engagement platform combines multimedia video scoreboards with custom-built, easy-to-use scorekeeping apps, event production software, and our exclusive Fan App.



WHAT'S EXCITING

The ScoreVision system increases the return on a traditional scoreboard investment, and quickly converts gyms or stadiums into a multimedia presentation area that can support the whole community.

The software also incorporates digital ad sequencing technology that creates a recurring source of revenue for athletics and activities programs.

SCORZ

SMART IOT IN-HOME FAN ENGAGEMENT PRODUCTS

HEAD OFFICE: Melbourne, Australia

EMPLOYEES: 11-50

ESTABLISHED: 2019

WEBSITE: scorz.com.au

EMAIL: info@scorz.com.au

KEY CLIENTS: AB InBev, Labatt, Budweiser, Bud Light

RELEVANT SPORTS: Applicable across all sports

TAGS: Fan Analytics, Sponsorship Analytics

SUMMARY

Our immersive platform brings a new dimension to in-home audience engagement by amplifying campaigns and initiatives using integrated IoT products and platform technology and enables direct communication with fans beyond the stadium and game day.

The Scorz ecosystem reacts to events like team scoring moments or celebrations through multi-sensory engagement - light, sound and vibration. From a graduation march, a siren or a team song - we bring celebration, atmosphere and togetherness into the home.



WHAT'S EXCITING

We have been in partnership with Budweiser activating the Red Light bringing the stadium experience into homes for hockey for almost eight years.

Earlier this year when the hockey season paused, we pivoted from amplifying sports celebrations and collaborated with Labatt Breweries of Canada and the Budweiser team on their #oneteam campaign; providing fans the platform to show gratitude for the heroes on the frontline.

SMARTMOVE

DIGITAL TRANSFORMATION FOR CLUBS AND FEDERATIONS.



HEAD OFFICE: Lisbon, Portugal

EMPLOYEES: 11-50

ESTABLISHED: 1995

WEBSITE: smartmove.pt

EMAIL: geral@smartmove.pt

KEY CLIENTS: FIFA, UEFA, Portuguese Football Federation, SL Benfica, FC Porto, Brazil 2014 Football World Cup

RELEVANT SPORTS: Applicable across all sports

TAGS: Business Intelligence, Fan Analytics, Ticketing

SUMMARY

SMARTMOVE is a Portuguese multinational. It is internationally recognized for its dynamism and high sense of innovation, with more than 20 years of experience and specialized technological and business knowledge.

With the focus on the development of technological and digital solutions, SMARTMOVE has a unique ability to create value for its customers, including fan engagement experiences, while also ensuring maximization of revenues for Clubs, Federations and Sports Venue.

WHAT'S EXCITING

SMARTFAN - A Global Solution for improving Fan Engagement. All our solutions and business approach has become Fan Centric, and 100% focuses in monetizing with an 360-degree approach.



SPONSOO

DIGITAL MARKETPLACE FOR SPORT SPONSORSHIP



HEAD OFFICE: Hamburg, Germany

EMPLOYEES: 11-50

ESTABLISHED: 2014

WEBSITE: sponsoo.com

EMAIL: support@sponsoo.com

KEY CLIENTS: Power System, Sportwetten.de, BetterCollective

RELEVANT SPORTS: Applicable across all sports

TAGS: Athlete Empowerment / Promotion, Marketplace, Sponsorship Analytics

SUMMARY

Sponsoo is Europe's leading digital marketplace for sport sponsorship. Their portfolio includes 10,000 athletes, clubs, events, and associations from all over the world.

Using Sponsoo is simple: rights holders can set up a free sponsorship profile. Sponsors can browse the profiles and book sponsorships. To identify the ideal sponsorship opportunity for any given marketing objective, Sponsoo uses a deep data matchmaking algorithm.

WHAT'S EXCITING

Despite the current economic crisis, Sponsoo has just raised funding. With a profitable core business model and a bank account full of money, they can keep investing into further growth while many competitors are struggling with survival.

Key upcoming developments are further improvements in the digital matchmaking algorithm, an international roll-out and a steadily growing sales and marketing team.

SPORTSDIGITA

SPORTS TECHNOLOGY COMPANY OFFERING DIGIDECK

HEAD OFFICE: Minneapolis, United States
EMPLOYEES: 11-50
ESTABLISHED: 2017
WEBSITE: sportsdigita.com
EMAIL: info@sportsdigita.com
KEY CLIENTS: Los Angeles Lakers, New York Yankees, BSE Global, Leicester City F.C., Kroenke Sports & Entertainment
RELEVANT SPORTS: Applicable across all sports
TAGS: Business Intelligence, Sponsorship Analytics, Ticketing

SUMMARY

Sportsdigita combines a deep understanding of sports sponsorship, ticketing, and premium experiences with best-in-class software technologies to solve business problems.

Sportsdigita's roster of over 400 professional and collegiate teams includes the biggest brands in sports such as the New York Yankees, Los Angeles Lakers, and Madison Square Garden. Digideck's success has expanded beyond sports into the enterprise industry including partnerships with UnitedHealth Group, Cargill, Visa, and more.



WHAT'S EXCITING

Sportsdigita's roadmap includes many exciting new features and releases set to hit the market in 2020 including special co-browsing and screen-sharing capabilities right within the platform to come with the release of "Digideck Live." These new updates will empower Sportsdigita's 400+ partners worldwide to leverage remote selling and collaboration technologies like Digideck in this Covid-19 era of sports and enterprise. Selling from the home, office, or coffee shop has never been easier.

TRADABLE BITS

FAN-BASED MARKETING PLATFORM FOR MUSIC AND SPORTS.

HEAD OFFICE: Vancouver, Canada
EMPLOYEES: 11-50
ESTABLISHED: 2010
WEBSITE: tradablebits.com
EMAIL: info@tradablebits.com
KEY CLIENTS: Live Nation, Ticketmaster, Maple Leaf Sports & Entertainment, Portland Trail Blazers, Dallas Mavericks
RELEVANT SPORTS: Applicable across all sports
TAGS: Business Intelligence, Fan Analytics, Ticketing

SUMMARY

Tradable Bits is the leading fan-based marketing platform for music, sports and entertainment. They're charting the path to personalized fan experiences for live sports and events. From interactive live broadcasts to online and offline engagement, their technology tracks and optimizes every step of the fan journey. Collect, analyze and activate first-party fan data at scale. From cutting-edge activations and data segmentation to hyper-targeted marketing automation, their all-in-one fan marketing platform has everything you need.



WHAT'S EXCITING

Ever growing, Tradable Bits is now working on building the best possible fan experiences across online and offline worlds alongside entertainment giants Ticketmaster, Live Nation, C3 Presents and teams in the NBA, NFL, NHL and AFL. In over 10 years of business, the rapidly growing Tradable Bits team has never accepted private funding, allowing them to maintain their autonomy and flexibility while organically growing a profitable and sustainable business.

TTSPTS

THE FAN ENGAGEMENT & MONETIZE PLATFORM FOR SPORT INDUSTRIES

HEAD OFFICE: Buenos Aires, Argentina
EMPLOYEES: 11-50
ESTABLISHED: 2017
WEBSITE: ttspts.com
EMAIL: ttspts@tictapps.com
KEY CLIENTS: Chivas de Guadalajara, Asociacion de Futbol Argentino, Superliga Argentina, Liga Profesional Futbol Argentina
RELEVANT SPORTS: Soccer
TAGS: News / Content, Official Data Provider, Ticketing

SUMMARY

Our mobile platform generates official sports apps for teams, clubs, leagues, and federations.

We focus on native apps and we've achieved a great expertise in managing teams with millions of followers.



WHAT'S EXCITING

Modular features (the platform counts with a catalog of modules based on budget and needs). We can integrate the best commercial and technological partners in sports innovation. We have a tested and robust product with a disruptive commercial model which includes, engagement, transactional and monetization tools.

VIDEOCITES

VIDEO TRACKING AND ANALYTICS ACROSS SOCIAL PLATFORMS

HEAD OFFICE: Netanya, Israel

EMPLOYEES: 11-50

ESTABLISHED: 2014

WEBSITE: videocites.com

EMAIL: info@videocites.com

KEY CLIENTS: Serie A

RELEVANT SPORTS: Applicable across all sports

TAGS: Fan Analytics, Social Media, Sponsorship Analytics

SUMMARY

Videocites is a video tracking and analytics company that developed a novel video-AI technology that tracks all copies of your content (official and UGC) across the social networks.

Tracking all copies of your videos, either VOD or Live allows Videocites to provide a holistic solution that protects your proprietary content from piracy while monitoring and boosting your promotional content (e.g. highlights) as it is re-uploaded and engaged by fans.

videocites
follow your videos, everywhere.

WHAT'S EXCITING

Videocites is constantly developing its products and services together with its customers. Discover is breaking the speed of detection and takedown of live and VOD copies. It is now already detecting Serie A live copies within 1-2 minutes, allowing a takedown process of up to 5 minutes from the upload of an illegal copy.



AIONSPORTS

AION PRO, FAN & OTT POWERED BY DATA, ML, AI, AR, VR, 360



HEAD OFFICE: Haarlem, Netherlands

EMPLOYEES: 1-10

ESTABLISHED: 2018

WEBSITE: aionsports.com

EMAIL: hello@aionsports.com

KEY CLIENTS: Sporting Clube de Portugal, FC Groningen, FC Midtjylland, FC Köln, Derby County

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), OTT, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY

We transform real data into Virtual Reality. Our AI Core Engine, powered by AI and ML, rebuilds the match, live or post-match, into VR, where athletes can analyze their match and train decision-making, spatial awareness and cognitive skills in VR (AION PRO).

Based on the same data we help clubs, federations and teams to engage their fans better, faster and with more relevant content, insights in an immersive way by transforming data into a mass-market, consumer-grade virtual and augmented reality app.

WHAT'S EXCITING

During COVID-19, coaches and athletes learned that the only substitute for training is training in VR, based on real match data, because it is the only additional performance training without straining body and muscles. They all want to have AION PRO knowing they can enhance in spatial awareness, cognitive learning and decision-making in VR, during and after pandemics. We have performed upgrades to our AION PRO and AION FAN applications, making them more realistic.

ARIVAL

AUGMENTED REALITY FAN ENGAGEMENT SOLUTION

HEAD OFFICE: Sydney, Australia

EMPLOYEES: 1-10

ESTABLISHED: 2017

WEBSITE: arival.co

EMAIL: hello@arival.co

KEY CLIENTS: Sportradar

RELEVANT SPORTS: Applicable across all sports

TAGS: Fan Analytics, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY

Arival technology brings your fans into the game like never before, using augmented reality to visualize real-time player data whilst engaging them with gamification. With the Arival platform, the technology is not just limited to the field or court, we can create fan engagement from the court to the stadium, to the city and beyond. Gameday is no longer once a week, with Arival its every day.

WHAT'S EXCITING

Arival won the inaugural HYPE UQ Accelerator in Queensland Australia in 2018, beating out 94 taking out the \$25,000 grand prize with its technology.

AUSTECHVR

COMMUNITY AND FAN ENGAGEMENT



HEAD OFFICE: Gold Coast, Australia

EMPLOYEES: 1-10

ESTABLISHED: 2016

WEBSITE: austechvr.com.au

EMAIL: ken@austechvr.com.au

KEY CLIENTS: Queensland Government

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Fan Analytics, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY

Austechvr not only provide community and fan engagement solutions using technology like Augmented Reality and Virtual Reality. We also specialize in event and team attraction for regions and cities using technology to promote the amazing infrastructure that different locations have to offer.

WHAT'S EXCITING

We are so excited to help our city, state, and country to attract specific events and tourism traffic in a post covid-19 world. We are doing this by promoting infrastructure that is 1st class such as new stadiums and locations for training using technology. It is rewarding to be a part of the economic recovery. We have a strong focus on providing Web based Augmented Reality which allows fans to a complex, interactive, engaging and beautiful experience which used to be accessible via a full app install.

BBOX SPORTS

AUGMENTED REALITY, OFFERING REAL DATA ABOUT FANS

HEAD OFFICE: Amsterdam, Netherlands

EMPLOYEES: 1-10

ESTABLISHED: 2018

WEBSITE: bboxsports.io

EMAIL: ivan@bboxsports.com

KEY CLIENTS: SL Benfica, Sporting CP

RELEVANT SPORTS: Soccer

TAGS: E-Commerce, Fan Analytics, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY

BBox Sports have created an engagement tool that offers real data about real fans. At BBox we allow sports teams to really know their fans and engagement with them in a whole new level through Augmented Reality.

We analyze data such as time spent inside the AR 360 stadium, where they look at, areas they prefer to visit, taking photos with players, or have access to players info and others, so that sports teams can generate new and efficient revenue streams or even offer sponsors new option on their investments.



WHAT'S EXCITING

Use augmented reality and mixed reality to bring the best experience to the fans wherever they are. Our value proposition covers: behavioural and analytical data; LADS patented collectible product; AR tech developed in-house; Fans influence on new products; Data collection in a fun way; Data analysis delivered in a Platform; and a Platform that allows sports teams to adjust, curate and custom content.



BENCHVOTE

SELF-SERVICE, DIGITAL CAMPAIGN CREATION PLATFORM

HEAD OFFICE: Sydney, Australia

EMPLOYEES: 1-10

ESTABLISHED: 2017

WEBSITE: benchvote.com

EMAIL: adam@benchvote.com

KEY CLIENTS: beIN Sports, NBL, Dafabet, Collingwood FC, Western Sydney Wanderers

RELEVANT SPORTS: Applicable across all sports

TAGS: E-Commerce, Fan Analytics, Grassroots / Youth

SUMMARY

Benchvote is a turnkey, self-service digital activation creation tool that contains a huge range of fan engagement tools and sponsor activation assets that is 'code-free' and requires no marketing experience - it's a one stop shop that drastically reduces time and effort taken to great digital campaigns:

- White label, easy to activate with partners
- Integrates into existing apps and websites - no extra apps required
- Get best-practice solutions from our template library - or we can create something totally bespoke for you

BENCHVOTE

WHAT'S EXCITING

The Benchvote platform is suitable for the following industry verticals:

- Elite level Sports teams and Federations
- Publishers + Broadcasters
- In-Stadium Activations
- Esports
- Betting
- Grassroots Teams and Federations

BFAN SPORTS

MOBILE FIRST FAN ENGAGEMENT PLATFORM FOR RIGHT HOLDERS

HEAD OFFICE: Paris, France

EMPLOYEES: 1-10

ESTABLISHED: 2017

WEBSITE: bfansports.com

EMAIL: info@bfansports.com

KEY CLIENTS: AS Monaco, F1 French Grand Prix, Stade Français Paris, FC Lausanne, LOU Rugby

RELEVANT SPORTS: Applicable across all sports

TAGS: Fan Analytics, OTT, Social Media

SUMMARY

bFAN Sports is fan engagement platform natively integrated with the sports ecosystem that includes white label iOS and Android applications enabling rights-holders to create meaningful and lasting relationship with their fans, deliver world class tailored experiences, create new sources for monetization and deepen their fanbase knowledge. bFAN Sports platform includes advanced services to fans (games, loyalty program, e-couponing, stadium animations), and easy to manage fan solution for clubs.



WHAT'S EXCITING

bFAN Sports platform is poised to include advanced fan oriented streaming solution, fan rooms, business encounters solutions and advanced fan oriented games

BRAND LOVE INTELLIGENCE

AI BRAND AND AUDIENCE BEHAVIOUR TECHNOLOGY

HEAD OFFICE: Assen, Netherlands

EMPLOYEES: 1-10

ESTABLISHED: 2019

WEBSITE: brandloveintel.com

EMAIL: hello@brandloveintel.com

KEY CLIENTS: FC Emmen, Almere City FC, FC Groningen, VVV Venlo, ESL Benelux

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Business Intelligence, E-Commerce

SUMMARY

Brand Love intelligence is the AI tech company for brand and audience behaviour. We ideate concepts, develop software, license, distribute and advise on AI for various sports, media & entertainment business challenges. We help companies to transform their AI & online media and marketing challenges into clear benefits. Powered by state-of-the-art and the latest innovations for ML, Brand Love intelligence developed the software Relevance. It is the open, multi-connected assistant that lets you optimize your fan engagement on social media with clear focus.



WHAT'S EXCITING

We'll launch our new software 'Relevance' including our add-ons such as Ambassador Connect to football clubs from the professional football leagues in The Netherlands & Belgium. Soon to be followed by Germany. New collaborations among established sports & media organisations have been planned. New add-ons for predicting customer behaviour within customer journey are coming up.

COMMENTARO

WITH COMMENTARO EVERYONE CAN BECOME SPORTS COMMENTATOR

HEAD OFFICE: Hamburg, Germany

EMPLOYEES: 1-10

ESTABLISHED: 2018

WEBSITE: commentaro.com

EMAIL: info@commentaro.com

KEY CLIENTS: sportdigital TV Sende- und Produktions GmbH, Sportainment Medien GmbH & Co., Moonvalley GmbH

RELEVANT SPORTS: Applicable across all sports

TAGS: News / Content, Social Media

SUMMARY

Sport emotionalizes the masses. Everyone wants to have a say. Only one is allowed, the commentator. Since its launch commentaro offered the possibility for everyone to commentate sports videos by themselves and have their saying in the sports world. Next step is to jump one level higher in fan engagement and to enable users to commentate sport events in real time, with commentaro LIVE. Users will be able to share their personalized commentary live with others or just listen to what other commentators have to say to the ongoing action.



WHAT'S EXCITING

Commentaro LIVE will be available as an app - as a second-screen-solution on the smartphone. Users can watch the game or competition they like on their main screen and connect their smartphone to an audio device and open commentaro LIVE to add a commentary from the community. Via a technical solution the video on the main screen and the commentaro LIVE audio will be synchronized and after that the audio from the main screen can be muted.

CREATIVEBOT

ALL-IN-ONE SOLUTION FOR 1-TO-1 PERSONALIZED CONVERSATIONS

HEAD OFFICE: Los Angeles, United States

EMPLOYEES: 1-10

ESTABLISHED: 2018

WEBSITE: creativebot.ai

EMAIL: hello@creativebot.ai

KEY CLIENTS: Los Angeles Rams

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Business Intelligence, Fan Analytics

SUMMARY

Creative Bot provides large sports organizations with an all-in-one solution to enable 1-to-1 personalized conversations, at scale, with their fans on any messaging platform (SMS, Messenger, WhatsApp, etc). We use a combination of automated chatbots, connected to our enterprise-grade platform, which includes a full FRM, Smart Inbox, and Campaign builder.

Creative Bot.

WHAT'S EXCITING

We help large sports organizations, like the Los Angeles Rams, to capture a larger segment of their digital fan base through direct messaging. This allows us to uncover new data and insights on their fans, which helps drive ticket sales and merchandise. More importantly, we believe the biggest opportunity is in B2B revenue, giving their sponsors a new way to target very specific segments of their audience with a concrete proof of ROI.

F4N

FAN ENGAGEMENT AND DATA MANAGEMENT



HEAD OFFICE: Perth, Australia

EMPLOYEES: 1-10

ESTABLISHED: 2018

WEBSITE: f4n.com.au

EMAIL: engage@f4n.com.au

KEY CLIENTS: Appello Software Development, Hyper Apps

RELEVANT SPORTS: Applicable across all sports

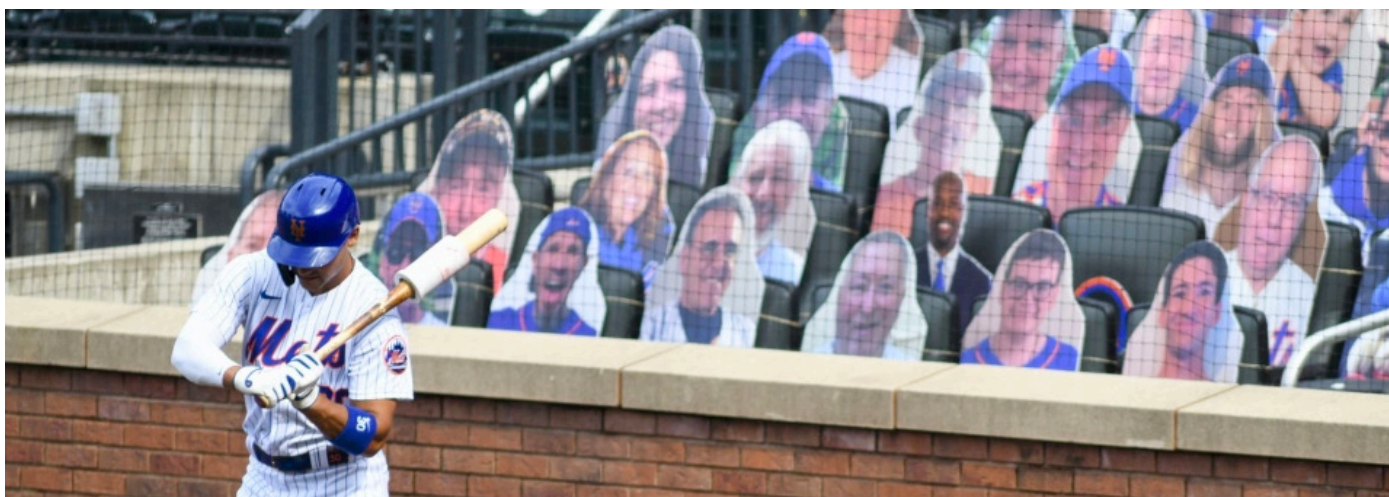
TAGS: Fan Analytics, Grassroots / Youth, OTT

SUMMARY

F4N (pronounced 'fan') is a start-up that is developing a multisport mobile app to enable fans of any sport at any level to easily engage with their favourite sports, tournaments, teams and heroes whilst enjoying a range of premium partner services such as betting, ticketing, gaming, predictions, ratings, merchandise and travel. Our proprietary 'LivePlay' technology, will also create an opportunity for grassroots clubs to digitize their data, improve engagement and grow revenue.

WHAT'S EXCITING

We have developed a static 10-screen prototype which has been well-received in the market in Australia. We are currently in the process of seeking an initial investment to build our MVP. Once the MVP is built we plan to run a pilot program with several community-based sporting organisations across a few codes such as cricket, hockey and netball, to make the app available to their members and do proof of concept. We will also continue to engage with potential partners in the sports ecosystem.



FAN+

SPORTING EXPERIENCE MARKETPLACE

HEAD OFFICE: Sydney, Australia

EMPLOYEES: 1-10

ESTABLISHED: 2019

WEBSITE: fanplus.com

EMAIL: info@fanplus.com

KEY CLIENTS: LA Galaxy, National Rugby League, GWS GIANTS AFL, Sydney Kings Basketball, Dallas Mavericks NBA Team

RELEVANT SPORTS: Applicable across all sports

TAGS: Marketplace, Ticketing

SUMMARY

FAN+ is the first marketplace of its kind in Australia that offers fans access to the most extraordinary and exclusive experiences. FAN+ connects fans with their sporting clubs, athletes and personalities via live experiences. We give fans access to the most unique experiences in Australia and across the globe. We do it by creating premium experiences for fans whilst supporting and giving back to community and charity organisations. We are sports and entertainment fanatics and industry insiders with access to the stars that nobody else can get.

FAN+

WHAT'S EXCITING

FAN+ has launched a partnership with Qantas Airlines, users can now EARN Qantas points on every purchase. We have launched Virtual Experiences which have been a hit throughout the covid-19 pandemic. Our new tech developed to allows FAN+ to run auctions and sweepstakes.

FAN 360

FAN 360 WORLDWIDE FOOTBALL NEWS AGGREGATOR POWERED BY AI



HEAD OFFICE: London, United Kingdom

EMPLOYEES: 1-10

ESTABLISHED: 2017

WEBSITE: fan360.net

EMAIL: matheus.provinciali@fan360.io

KEY CLIENTS: Ronaldinho, Luis Figo, Roberto Carlos, SportRadar

RELEVANT SPORTS: Soccer

TAGS: AI (Artificial Intelligence), Fan Analytics, News / Content

SUMMARY

Fan 360 app is the first worldwide football news aggregator powered by artificial intelligence (AI) that provides you up-to-date personalized content.

WHAT'S EXCITING

At this moment Fan360 has almost 700K downloads, present in more than 192 countries. We also raised an investment round of \$800,000 to keep growing the audience and reaching 3 Million users. Implementing AI and optimization of the personalized content.

FANORAMAS

FAN PHOTOGRAPHY AND ENGAGEMENT AT SCALE



HEAD OFFICE: Calgary, Canada

EMPLOYEES: 1-10

ESTABLISHED: 2012

WEBSITE: fanoramas.com

EMAIL: hamilton@fanoramas.com

KEY CLIENTS: Hockey Canada, Deutsche Eishockey Bund, Cody Snyder Bullbustin

RELEVANT SPORTS: Applicable across all sports

TAGS: Business Intelligence, Fan Analytics, Social Media

SUMMARY

Fanoramas is a fan photography platform that gives every fan a personal photo gallery for sharing, printing and reliving their event experience. For teams and sponsors, the platform creates a new digital advertising channel and opportunities for one on one interactions with fans.

WHAT'S EXCITING

Fanoramas will be launching with an EPL team when fans begin to attend events. We are in discussions with several teams and sponsors to install the platform.

FANSAVES

CONNECTING TEAMS, SPONSORS AND FANS

HEAD OFFICE: Ottawa, Canada

EMPLOYEES: 1-10

ESTABLISHED: 2017

WEBSITE: fansaves.com

EMAIL: info@fansaves.com

KEY CLIENTS: Collegiate Sports Management Group (GSMG), Sports & Entertainment Atlantic, North American Hockey League, St Francis Xavier University (X-Men/Women Athletics), UCup 2020

RELEVANT SPORTS: Applicable across all sports

TAGS: Fan Analytics, Marketplace, Sponsorship Analytics

SUMMARY

FanSaves is a digital platform that is revolutionizing the world of sponsorship by giving fans a way to engage with and support brands that support their favourite sports teams and organizations. Our couponing and loyalty platform offers fans discounts, deals and promotions from sponsors while every redemption is captured, allowing for customer analytics and true ROI to be tracked. The app and website are free for fans to use, allowing them to access coupons from their favourite team's sponsors, while season ticket holders and VIPs can receive even bigger savings.

Fan\$aves

WHAT'S EXCITING

FanSaves is currently helping over 41 teams and organizations across North America, featuring hundreds of brands and businesses, making it easier for fans to know and support sponsors. We're currently in talks with multiple blue chip clients and recently partnered with Collegiate Sports Management Group. With the pandemic changing the trajectory of many leagues, teams and sponsorship opportunities we know that we are in a unique position to leverage our platform.



HOMEFANS

GLOBAL MARKETPLACE FOR SPORTS EXPERIENCES



HEAD OFFICE: London, United Kingdom

EMPLOYEES: 1-10

ESTABLISHED: 2015

WEBSITE: homefans.net

EMAIL: info@homefans.net

KEY CLIENTS: Manchester City, Atletico de Madrid, Celtic FC, Flamengo, Porto FC, Feyenoord

RELEVANT SPORTS: Soccer

TAGS: Marketplace

SUMMARY

Homefans is the Airbnb for sports experiences. We are a two-sided marketplace allowing travelling fans to discover, plan and book their sports experiences in the best destinations around the world; and local fans to list experiences, earn money and host - all in one place.

We possess the competitive advantage of having set up throughout the years a robust network of own local hosts and ticket and hospitality services access, which enables the feasibility a global sports marketplace.

WHAT'S EXCITING

Homefans has been the global pioneer of designing and operating unique football experiences (match ticket + authentic local activities led by locals) at a larger scale.

Now, with the development of the tech marketplace, we are exponentially increasing the number of local hosts, expanding the experience offering to other sports and tapping into other sports at a global scale.

IQONIQ

FAN ENGAGEMENT, SOCIAL LOYALTY AND MONETIZATION PLATFORM



HEAD OFFICE: Monte Carlo, Monaco

EMPLOYEES: 1-10

ESTABLISHED: 2019

WEBSITE: iqoniq.com

EMAIL: avi@iqoniq.com

KEY CLIENTS: Olympique de Marseille, AC Milan, AS Monaco, Euroleague, Drone Champions League

RELEVANT SPORTS: Applicable across all sports

TAGS: Athlete Empowerment / Promotion, Fan Analytics, Sponsorship Analytics

SUMMARY

IQONIQ is a revolutionary fan engagement and social loyalty platform that exclusively targets the multi-billion-dollar Sports, Media & Entertainment industry. By combining all the modern-day features of fandom into a single platform, IQONIQ provides a unique fan experience which offers more personal, more rewarding and more purposeful engagements with idols, athletes, clubs and leagues.

WHAT'S EXCITING

In spite of the current environment, we have signed the following global partnership agreements in the first half of this year:

- Olympique de Marseille
- AS Monaco
- Euroleague
- Drone Champions League

IXPOLE

CLOUD PLATFORM FOR VIP HOSPITALITY AND SPONSORSHIP



HEAD OFFICE: Hasselt, Belgium

EMPLOYEES: 1-10

ESTABLISHED: 2014

WEBSITE: ixpole.com

EMAIL: hello@ixpole.com

KEY CLIENTS: Sportpaleis Group (Live Nation), Johan Crijf Arena, AFC Ajax, RSC Anderlecht, Club Brugge, FC Metz

RELEVANT SPORTS: Applicable across all sports

TAGS: Business Intelligence, E-Commerce, Sponsorship Analytics

SUMMARY

ixpole is a cloud based solution helping sports clubs and event organizers professionalize their internal business processes. ixpole centralizes all data related to their VIP customers (like contract management, hospitality, sponsorship, ticketing) in one tool, allowing each internal user to have access anywhere, anytime to the most up-to-date information about his customer. All matchday VIP operations are fully automated: no more human errors; no stress. Each VIP customer can access the same information through his own personalized VIP Portal (internet or app).

WHAT'S EXCITING

ixpole is used in different sports branches. Mainly football, but also rugby, cycling, field hockey, and, of course, the event business. Any organisation generating important revenue from VIP hospitality will see the customer satisfaction rise while own personnel will be less frustrated on administrative tasks. The nicest and most visible feature of ixpole is the VIP portal. It is used to allow your VIPs to self-service their experience, but also to optimize the relationship management.

KISSCAM

KISSCAM MOBILE APP INCLUDES ARENA CONTEST



HEAD OFFICE: Denver, United States

EMPLOYEES: 1-10

ESTABLISHED: 2013

WEBSITE: kisscam.com

EMAIL: info@kisscam.co

KEY CLIENTS: Currently negotiating with international sports leagues to include the KissCam Arena Contest during the game, available to all fans and those watching from home.

RELEVANT SPORTS: Applicable across all sports

TAGS: Fan Analytics

SUMMARY

KissCam has matured to become a globally trademarked, multi-patented, geofencing, mobile contest app that has revolutionized not only how and where the game is played, but who can play it and when. The mobile app brings arena and venue operators a new, practically limitless revenue stream through fan participation, ad sales, social media promotion and data information source. Rather than requiring a live camera feed from the arena or ballpark, the venue simply has the announcer direct attendees on how to enter the contest to win a prize.

WHAT'S EXCITING

Since the photo frame or heart is custom designed for each event, the arena or stadium has the opportunity to sell sponsorships on the frame. Now sponsors aren't limited to banners hanging inside the venue. Arenas can up-sell the sponsors to include banners on the app that become front and center to all venue participants. Or, maybe the venue wants to find new sponsors. The opportunities are limited only by your marketing team's imagination.

KOMO DIGITAL ENGAGEMENT

IMMERSIVE DIGITAL ENGAGEMENT



HEAD OFFICE: Perth, Australia

EMPLOYEES: 1-10

ESTABLISHED: 2014

WEBSITE: komo.digital

EMAIL: joel@komo.digital

KEY CLIENTS: Marsh, Coca-Cola Amital, Ticketmaster, Softball Australia, Golf Australia

RELEVANT SPORTS: Applicable across all sports

TAGS: Business Intelligence, Fan Analytics, OTT

SUMMARY

The Komo engagement platform allows you to easily create an online ecosystem where your community can engage with interactive, gamified content/competitions and allows you to incentivize and reward them with personalized digital coupons and prizes.

The intuitive technology allows you to create and launch interactive digital campaigns quickly and reward customers instantly while at the same time gathering rich data and non-intrusive market research.

WHAT'S EXCITING

Komo has been used and is trusted by the likes of Fox Sports, Coca-Cola Amital, Ticketmaster, Warner Music, AFL Clubs, NRL, Super Netball, USA Basketball and many others.

Komo's platform is used in stadia, across linear and OTT broadcast and in the digital/social world.

KONEKTV

CONVERTING SPORTS FANS TO SPORTS BETTORS



HEAD OFFICE: Las Vegas, United States

EMPLOYEES: 1-10

ESTABLISHED: 2017

WEBSITE: konektv.com

EMAIL: info@konektv.com

KEY CLIENTS: Hooters, Caesars, William Hill, Wynn, Bowlero

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), News / Content, OTT

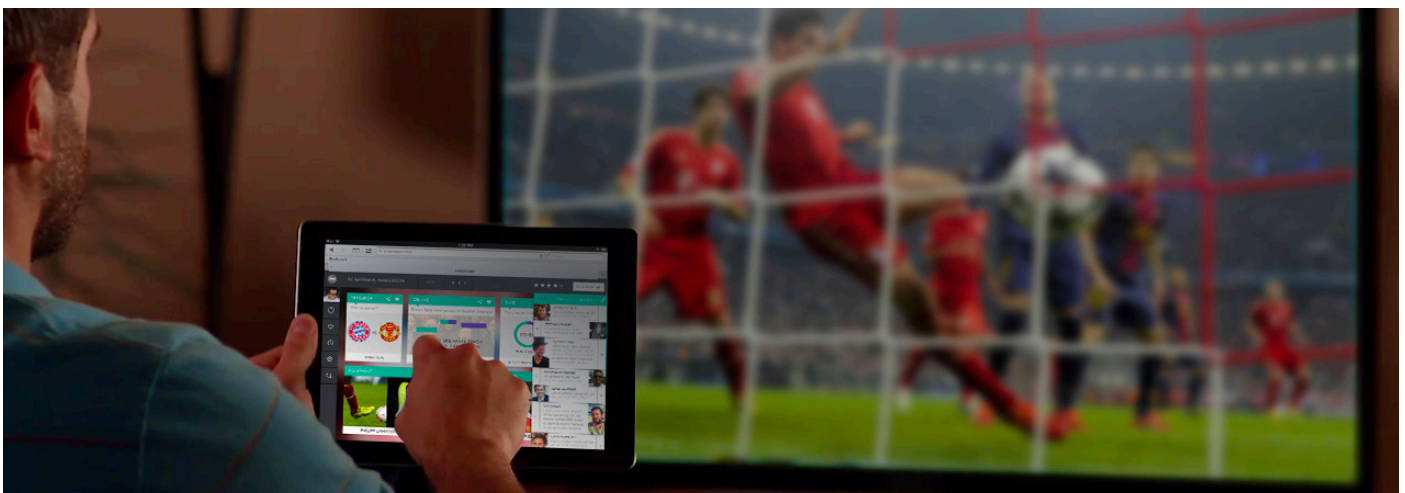
SUMMARY

KonekTV uses technology to convert sports bettors to sports fans. At sports bars, arena/stadiums, casinos and on websites, KonekTV's best-in-class stats, analytics and odds drive traffic to sports betting apps.

Designed for mobile, low internet environments, it works anywhere, on any device.

WHAT'S EXCITING

KonekTV works with major chains and brands like Hooters, Bowlero, Caesars, William Hill, Wynn and more.



NETSCOUTERS

DECENTRALIZED FOOTBALL INVESTMENTS AND FUNDING ECO-SYSTEM

HEAD OFFICE: Madrid, Spain

EMPLOYEES: 1-10

ESTABLISHED: 2016

WEBSITE: projetc.netscouters.com

EMAIL: info@netscouters.com

KEY CLIENTS: Active Nation, Welsh Water Adventures, Active 360, Cardiff Ski and Snowboard

RELEVANT SPORTS: Soccer

TAGS: AI (Artificial Intelligence), OTT, Performance Data Analytics

SUMMARY

We aim to build a distributed meritocratic transparent and unified platform to assess, validate and empower youth players' skills. Decentralized Football Investments and funding Eco-System Based in a meritocratic Platform.

NETSCOUTERS

WHAT'S EXCITING

We are developing projects that combine Big Data, Blockchain and video streaming based in AI technology

OPENSponsorSHIP

MARKETPLACE CONNECTING BRANDS TO ATHLETES

HEAD OFFICE: New York, United States

EMPLOYEES: 1-10

ESTABLISHED: 2014

WEBSITE: opensponsorship.com

EMAIL: ishveen@opensponsorship.com

KEY CLIENTS: Anheuser Busch

RELEVANT SPORTS: Applicable across all sports

TAGS: Athlete Empowerment / Promotion, Marketplace, Social Media

SUMMARY

OpenSponsorship is the largest marketplace making it easy for brands to partner with athletes for marketing campaigns. 80% of our 6000 deals to date are digital marketing focused including social media, content marketing and affiliate marketing. 20% are more traditional deals with photoshoots, appearances and longer term deals. OpenSponsorship's athlete network includes 6600 athletes across 50 countries and 160 sports, including over 60% of the NFL and NBA.



OPENSponsorSHIP

WHAT'S EXCITING

OpenSponsorship is excited about the release of our mobile app to help athletes, agents and brands to complete deals even more seamlessly. We also recently formed a partnership with JMI sports to be the leader in the college sports space. We have partnered with many PA's such as the MLBPA and the MLSPA to help their athletes get more sponsorship deals.

PUMPJACK DATAWORKS

SPORTS DATA MANAGEMENT

HEAD OFFICE: Fort Worth, United States

EMPLOYEES: 1-10

ESTABLISHED: 2018

WEBSITE: pumpjackdataworks.com

EMAIL: info@pumpjackdataworks.com

KEY CLIENTS: Dallas Mavericks, Inter Miami CF

RELEVANT SPORTS: Applicable across all sports

TAGS: Fan Analytics

SUMMARY

PumpJack DataWorks is a Texas based sports-technology service with offices in New York and Madrid that helps teams and venues of all sizes refine their digital strategy to lower their user-acquisition costs and increase their revenue per user. As new platforms of engagement become available The PumpJack data management system helps teams and venues gather and refine their fan data to better understand their audience, make better business decisions, and achieve new revenue opportunity through technology.

PUMPJACK
DATAWORKS

WHAT'S EXCITING

Inter Miami CF working with PumpJack Dataworks, recently made history as it became the first MLS club to live stream a match via its own app.

QUIPMO

SURF, BIKE, SNOW P2P GEAR RENTAL MARKETPLACE!

Quipmo

HEAD OFFICE: Perth, Australia

EMPLOYEES: 1-10

ESTABLISHED: 2017

WEBSITE: quipmo.com

EMAIL: info@quipmo.com

KEY CLIENTS: Cycling New Zealand, Association of Professional Bodyboarding, Disabled Wintersport Australia

RELEVANT SPORTS: Applicable across all sports

TAGS: E-Commerce, Marketplace

SUMMARY

Quipmo is the surf, bike, and snow peer to peer gear rental marketplace for like-minded travellers and locals who share a passion for adventure!

Quipmo provides a way for people to hire gear when they want it - Equipment for the Moment!

WHAT'S EXCITING

Quipmo has:

- Listings in 18 countries including coverage right across Australia;
- Has 1800+ listings on the platform including roughly 70% growth in 2019;
- Circa 65,000 social followers;
- 11 major strategic partnerships; and
- Customers that include hire businesses, shops, charities, and individuals



RYPPLZZ

SPATIAL ENGINEERING COMPANY



R Y P P L Z Z

HEAD OFFICE: Los Angeles, United States

EMPLOYEES: 1-10

ESTABLISHED: 2016

WEBSITE: rypplzz.com

EMAIL: info@rypplzz.com

KEY CLIENTS: Anschutz Entertainment Group (AEG), LAFC and Banc of California Stadium, PMY Group, ELF Golf, Mirage Entertainment

RELEVANT SPORTS: Applicable across all sports

TAGS: Social Media, VR (Virtual Reality) / AR (Augmented Reality), Wearables / Smart Devices

SUMMARY

Rypplzz ("ripples") is the spatial engineering company behind Interlife, an innovative software platform that connects people, things and digital content with the physical environment adding a spatial component to the web. In addition to their 'spatial network', Rypplzz has its own patented wifi network that can transmit data more efficiently than other networks and track device locations more accurately than GPS. We are now launching a social media application leveraging the platform this fall.

WHAT'S EXCITING

- Rypplzz has just opened a \$5M raise and are starting to get serious interest.
- Previously raised \$1.4M via convertible notes.
- Issued Patents and proven technology.
- Strategic partnerships with industry market leaders.
- Initial revenue phase, including a recently signed multi-million dollar contract.
- Scaling into multi-billion-dollar markets.

SNAPTIVITY

CROWD'S EMOTIONAL INTELLIGENCE & CAPTURE BEST MOMENTS



HEAD OFFICE: London, United Kingdom
EMPLOYEES: 1-10
ESTABLISHED: 2014
WEBSITE: snaptivityapp.com
EMAIL: friends@snaptivityapp.com
KEY CLIENTS: Top European football clubs
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Business Intelligence, Computer Vision

SUMMARY

The moments when you leap and roar with the crowd are priceless. Snaptivity enhances the live-event experience by creating picture-perfect memories for every spectator. Snaptivity's IoT sensors collect 16 data points like crowd movement, sound, light, etc. This Big Data is analysed using ML to predict the behaviour and emotions of the fans along with the stadium environment. This automatically triggers robotic cameras to capture the moments fans live for. Every photo is matched with contextual branding, allowing sponsors to reach audience at scale.

WHAT'S EXCITING

In the light of uncertainty around fans returning to stadiums, we scaled up our machine learning algorithms and launched InSITE. InSITE is a crowd's emotional intelligence tool with features of Automated Social Distancing Audit, Crowd Management, BI (brand presence, logo tracking, eyeballs on screens) and Behaviour Tagging. We start with Social Distancing Audit, whereby InSITE runs on a video feed from existing camera infrastructure.

SPECTALIX

THE FUTURE OF SOCIAL VIDEO MARKETING



HEAD OFFICE: Yokne'Am, Israel
EMPLOYEES: 1-10
ESTABLISHED: 2017
WEBSITE: spectralix.com
EMAIL: info@spectralix.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Applicable across all sports
TAGS: Athlete Empowerment / Promotion, Social Media, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY

Spectralix developed a revolutionary video marketing app for businesses, especially for sports clubs (provisional patent application). Based on our groundbreaking deep learning technology, the app allows a mobile phone user to isolate a person's image from the background in real-time, using a live video capture or a pre-recorded clip in a phone gallery. Simultaneously the segmented person video is being dropped into branded video scenes. Sports Clubs will dramatically increase fan engagement by constantly generating short and fun clips of their teams' stars.

WHAT'S EXCITING

We are currently releasing an APK for evaluation to interested parties, including sports clubs, sports apparel brands, broadcasters and mobile operators. You are invited to try out our app for free, with an iOS version now available.

We offer our technology as a white label app that can be easily customized, as well as an SDK for entities who have an app with a large user base.

SPORTILITY

WORLD-FIRST PLATFORM CONNECTING GRASSROOTS TEAMS TO BRANDS



HEAD OFFICE: Sydney, Australia
EMPLOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: sportility.co
EMAIL: info@sportility.co
KEY CLIENTS: Optus, uno Home Loans, 86400, CareerOne, Wistr
RELEVANT SPORTS: Applicable across all sports
TAGS: Athlete Empowerment / Promotion, Grassroots / Youth, Sponsorship Analytics

SUMMARY

Sportility is a world-first platform which connects grassroots sporting teams to Australian brands for sponsorship opportunities. Designed to support the future of sport in Australia, teams access Sportility for its One-Click Sponsorship, which immediately reduces the cost of gear and unlocks valuable brand rewards for players. As a brand sponsor on the platform, Sportility provides unrivalled access to over 80,000 players, with the opportunity to amplify reach and ROI by selecting priority demographics and sports according to marketing objectives.

WHAT'S EXCITING

Sportility's high profile, national brand sponsors include Optus, uno Home Loans, CareerOne, 86400, Petzys and Wistr. By selecting up to three sponsors on their custom-gear, players pay no more than \$15 per item, immediately unlocking rewards and cashback offers to essentially make gear free. Through sophisticated analytics and a dynamic dashboard, brand sponsors can define and target key audiences, track user engagement and increase their brand footprint in the influential sporting space.

SQWAD

HELPING SPORTS TEAMS & EVENTS CONNECT FANS TO SPONSORS DIGITALLY



HEAD OFFICE: Portland, United States

EMPLOYEES: 1-10

ESTABLISHED: 2015

WEBSITE: sqwadhq.com

EMAIL: info@sqwadhq.com

KEY CLIENTS: Chicago Bulls, VfL Wolfsburg, Virginia Tech, Dallas Cowboys, Chicago Bears

RELEVANT SPORTS: Applicable across all sports

TAGS: Business Intelligence, Fan Analytics, Sponsorship Analytics

SUMMARY

SQWAD allows you to quickly build & launch sponsored digital contests that grow connections, drive leads, and send offers instantly to fans for an engaging experience whether your team is playing in front of sold-out crowds or empty stadiums.

Our activations are hand-crafted with your sponsor goals in mind. Whether your sponsor's goal is to send out offers, drive leads, or just connect with your fans...we have an activation perfect for driving trackable ROI & value.

WHAT'S EXCITING

Recently added Auburn Sports Properties and FC Cincinnati as partners.mvp

STADS

PRIVATE MARKETPLACE FOR IN-STADIUM ADVERTISING



HEAD OFFICE: Tel Aviv, Israel

EMPLOYEES: 1-10

ESTABLISHED: 2018

WEBSITE: stads.io

EMAIL: team@stadstech.com

KEY CLIENTS: Borussia Dortmund, Lagardere, AC Milan, WPP, Italy

RELEVANT SPORTS: Soccer

TAGS: Business Intelligence, Marketplace, Sponsorship Analytics

SUMMARY

STADS is the first and only private marketplace that supports the in-stadium media buying process by linking brands and rights holders through one simple platform that covers the entire process; from buying, to scheduling, to optimisation. With tools and analytics to accurately target audiences by stadium, game and broadcast, slots can be chosen to suit individual needs, narrowed down further by time frame, duration, intensity and price. The company currently operates in the top European Football leagues including Italy, Germany, UK, Spain and France .

WHAT'S EXCITING

STADS is continuously working on improving our targeting and retargeting capabilities by providing relevant analytics to assist advertisers in their buying decision process and reaching their KPIs. The company has recently introduced a white-label solution, offering our technology to rights-holders to better engage with their sponsors with an innovative tool to optimize their media exposure.



STARGRAPH

A DIGITAL PLATFORM TO MONETIZE FAN ENGAGEMENT



HEAD OFFICE: Rome, Italy

EMPLOYEES: 1-10

ESTABLISHED: 2017

WEBSITE: stargraph.it/en

EMAIL: hello@stargraph.it

KEY CLIENTS: Infront, Giro d'Italia, Petronas, Misano World Circuit, FIGC, TIM, Lega Serie A

RELEVANT SPORTS: Applicable across all sports

TAGS: Athlete Empowerment / Promotion, Fan Analytics, VR (Virtual Reality) / AR (Augmented Reality)

SUMMARY

Stargraph is a digital platform to generate positive ROI from sponsorship activation attracting, engaging and converting true fans (not followers). Stargraph is able to create new Apps, Web-Apps or integrate the following high added-value services within existing platforms:

1. Digital Autographs (Stargraph)
2. StarCards (postcards printed and shipped all over the world on which augmented reality content is activated)
3. Augmented Reality
4. Fan Relationship Management

WHAT'S EXCITING

One of the most iconic cycling races in the world (Giro d'Italia), a 6 time Formula1 World Champion, the Italian National Football team and many others are the customers that choose Stargraph in 2020. And we're working on a new B2C app to create a direct relationship between Stars and Fans: the Star's Inner Circle is already chosen by 30 esports stars.

TRAK SOFTWARE

SPONSORSHIP MANAGEMENT & MARKETING COLLABORATION SOFTWARE



HEAD OFFICE: Salt Lake City, UT, United States

EMPLOYEES: 1-10

ESTABLISHED: 2015

WEBSITE: trak.io

EMAIL: info@trak.io

KEY CLIENTS: Monumental Sports & Entertainment, Sporting KC, Coca-Cola, Aquarius Sports & Entertainment, Baltimore Ravens

RELEVANT SPORTS: Applicable across all sports

TAGS: Business Intelligence, Performance Data Analytics, Sponsorship Analytics

SUMMARY

Trak enables sponsorship marketers of all types to depart from traditional means of facilitating and executing partnerships in joining the world of modern partnership management. We've applied many years of industry-related experience and created 1 place to collaborate on everything sponsorship from pre-sales to analyzing and presenting returns on partnerships. Our intuitive, cloud-based platform raises the bar when it comes to strategy, execution and analysis and creates efficiencies that feel like extra manpower and the justification sponsors need today.

WHAT'S EXCITING

Most recently, we have incorporated data Insights, a Performance Index, visual Dashboards and digital Presentations to help put the results next to the work and quickly present in digital slideshow format. Integrations with SSB and TicketManager have helped make this truly the 1-source of truth for everything sponsorship. Trak has successfully helped groups from individuals to collegiate summer league baseball teams to the most complex North American multi-property groups.

ULTRA SYNC SPORTS

DISPLAYING HOME FAN SUPPORT IN THE STADIUM



HEAD OFFICE: Melbourne, Australia

EMPLOYEES: 1-10

ESTABLISHED: 2020

WEBSITE: ultrasyncsports.com/investors

EMAIL: damien@ultrasyncsports.com

KEY CLIENTS: Samsung

RELEVANT SPORTS: Soccer

TAGS: Fan Analytics, Health / Med Tech

SUMMARY

In a time of empty stadium, fans cannot participate in live events, but they want to and teams cannot see and feel their fans support anymore.

Our solution: A live, interactive experience displaying the collective emotional connection of the audience. We create live, interactive experiences displaying the collective emotional pulse of the fans, both at home and in the stadium. Now, individuals can put their heart in the game - literally.

WHAT'S EXCITING

We have our prototype ready and working, as well as the web display. We are member of the Global Sport Innovation Center (GSIC) powered by Microsoft and based in Madrid. We're also part of the Microsoft premium start up program in March 2020. Thanks to our work on Heart Rate from mobile we recently started to work with Samsung Innovation Center. Finally we're working on displaying global emotional response of the fans during the games.

WALLJAM

SMART WALL TECHNOLOGY

HEAD OFFICE: Kimpton, United Kingdom
EMPLOYEES: 1-10
ESTABLISHED: 2014
WEBSITE: walljam.com
EMAIL: tim@walljam.com
KEY CLIENTS: Real Madrid, Adidas, Panini, UEFA, LTA
RELEVANT SPORTS: Soccer
TAGS: Performance Data Analytics

SUMMARY

Walljam has developed proprietary patented sensor-based intelligent targets that capture and measure individual performance data based on the accuracy power and speed of a ball strike. Used for most ball sports Walljam has been commissioned by some of the world's largest brands and rights holders to engage with their fan base, including DHL (Rugby World Cup 2019), Real Madrid (#RMWOF Experience), Panini, Adidas, Nissan (Women's Cricket World Cup), the LTA (Wimbledon). In 2020 Walljam secured a global license from UEFA to operate a series of official venues.



WHAT'S EXCITING

Building on sports experiential retail (Top Golf, Flight Club, Swingers), Walljam is transforming its business model from pop up fan engagement activations to deliver permanent social entertainment, live experiences operated within retail settings under their new brand Metrix. In partnership with the UEFA Champions League, the first venue will be in West London, football-themed allowing customers to be both active and entertained.



YARR TV

MULTIDEVICE FAN ENGAGEMENT AND INTERACTION PLATFORM

HEAD OFFICE: Donostia - San Sebastian, Spain
EMPLOYEES: 1-10
ESTABLISHED: 2012
WEBSITE: yarr.tv
EMAIL: contact@yarr.tv
KEY CLIENTS: Adidas, Reebok, Cosmopolitan, Absolute, Galp
RELEVANT SPORTS: Applicable across all sports
TAGS: Social Media

SUMMARY

Yarr TV is a Fan Generated Content amplification platform for Smart Stadiums and Clubs. We aim to boost Fan Experience and Engagement using our socialwalls and social quizzes, polls and contests solutions on the screens of stadiums, but also on the rest of touchpoints between clubs and their fans.



WHAT'S EXCITING

Yarr TV is redefining the experience of the social and mobile fan inside the stadium and pre and post-match. We enable fans to connect to smart stadiums: scoreboards, jumbotrons, displays, smartphones and social media.



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