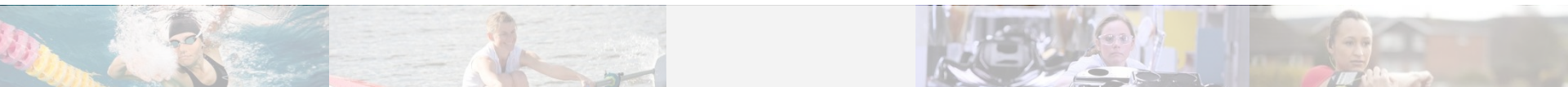


Opportunities brought by innovation and digital technologies in sport

Alberto Bichi

Co-Executive Director of EPSI



Presentation Outline

1. EPSI – European Platform for Sport Innovation

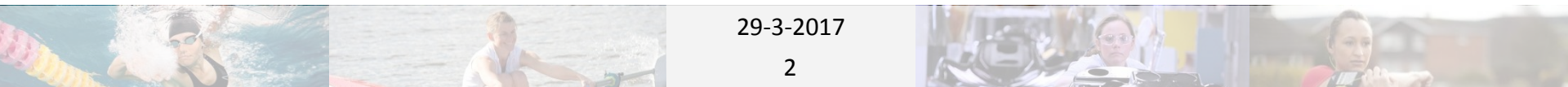
- The Strategic Research and Innovation Agenda

2. Benefits of digital innovation for sport

- General content / trends
- Digital innovation encouraging physical activity / performance / injury prevention
- Digital innovation increasing Fair Game and Good Governance
- Digital innovation boosting economic growth
- Digital technologies expanding the sport fan base

3. Digital innovation: A threat or an opportunity for sport and sport business?

4. Conclusion

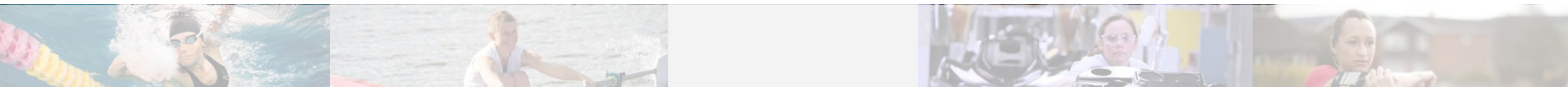


1. Presentation of European Platform for Sport Innovation www.epsi.eu

EPSI is a membership-based networking organisation within Europe that focuses on innovation in the areas of physical activity related to sport, leisure and health.

Mission:

- Stimulates networking around innovation & among its members : High tech companies, sport companies & SMEs, universities, research organizations, clusters, centre of excellence etc;
- Creates business opportunities among its members;
- Coordinates/ Kick - Start EU/national & regional projects development and projects execution;
- Informs its members on European call for proposals and public tenders.
- Organizes Brokerage & Matchmaking Event and Annual Conference / gathering.
- Drafted the Strategic Research and Innovation agenda for the sport sector.

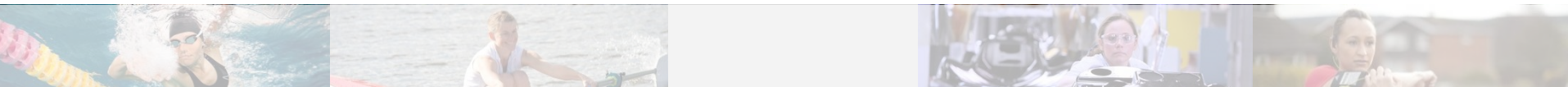


1. Presentation of European Platform for Sport Innovation

➤ *The Strategic Research and Innovation agenda:*

- Provides a guide to future innovation actions especially in the framework of EU programs: Horizon 2020 / EFSI / ESIF (Structural funds) / etc...
- Identifies future opportunities for innovation in the sport sector
- Defines a road map for R&D meeting health, social, environmental and market needs.

epsieu STRATEGIC RESEARCH
AND INNOVATION AGENDA
2016-2021



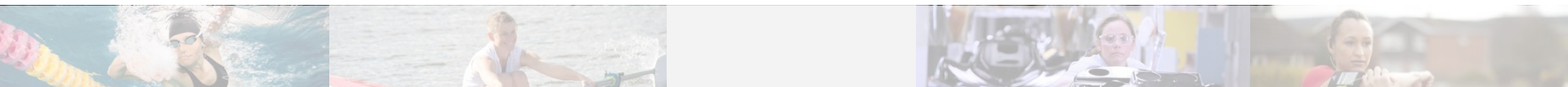
1. Presentation of European Platform for Sport Innovation

➤ EPSI partners:

• 1. Universities and research institutes



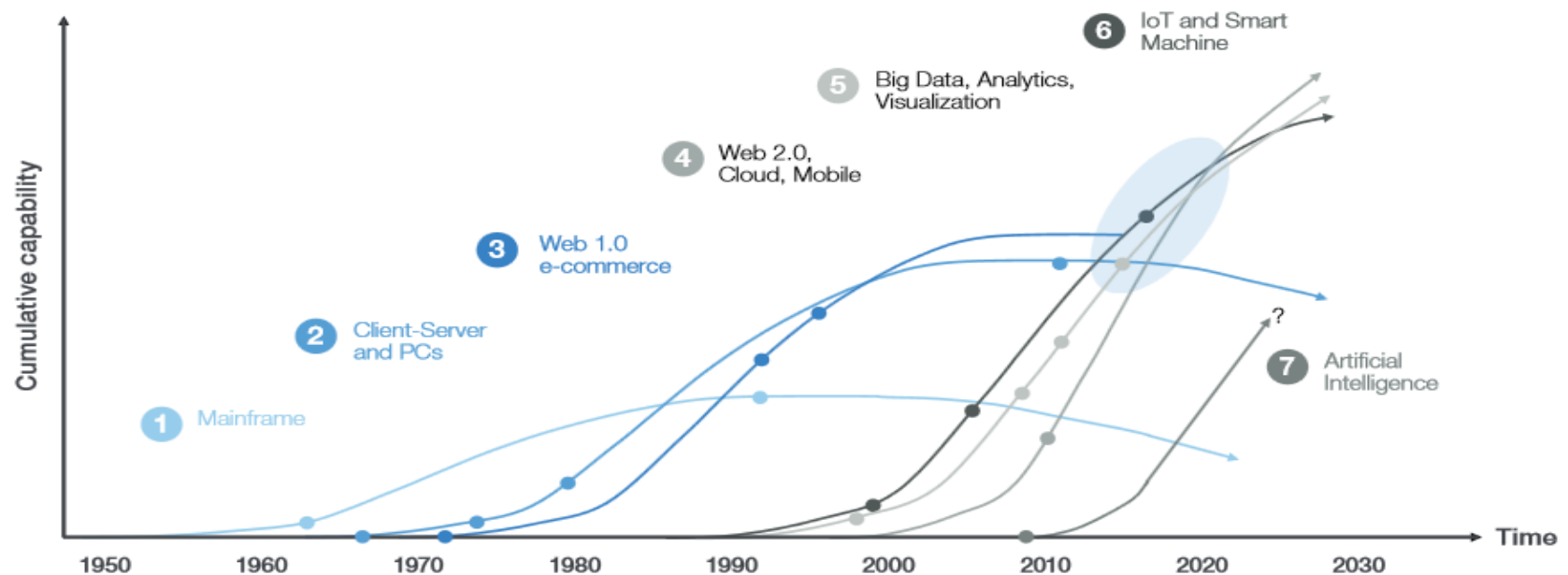
• 3. Industries and organisations



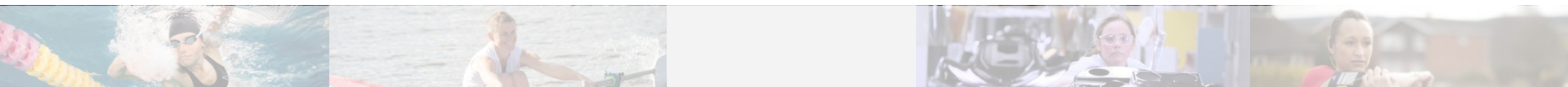
2. Benefits of digital innovation for sport

- **General content/trends:** The effects of technologies such as mobile, cloud, artificial intelligence, sensors and analytics are accelerating progress exponentially. **Technology is a multiplier.**

Figure 1. The combinatorial effects of new technologies are accelerating the pace of change



- Source: Economic Word Forum: Digital Transformation of Industries



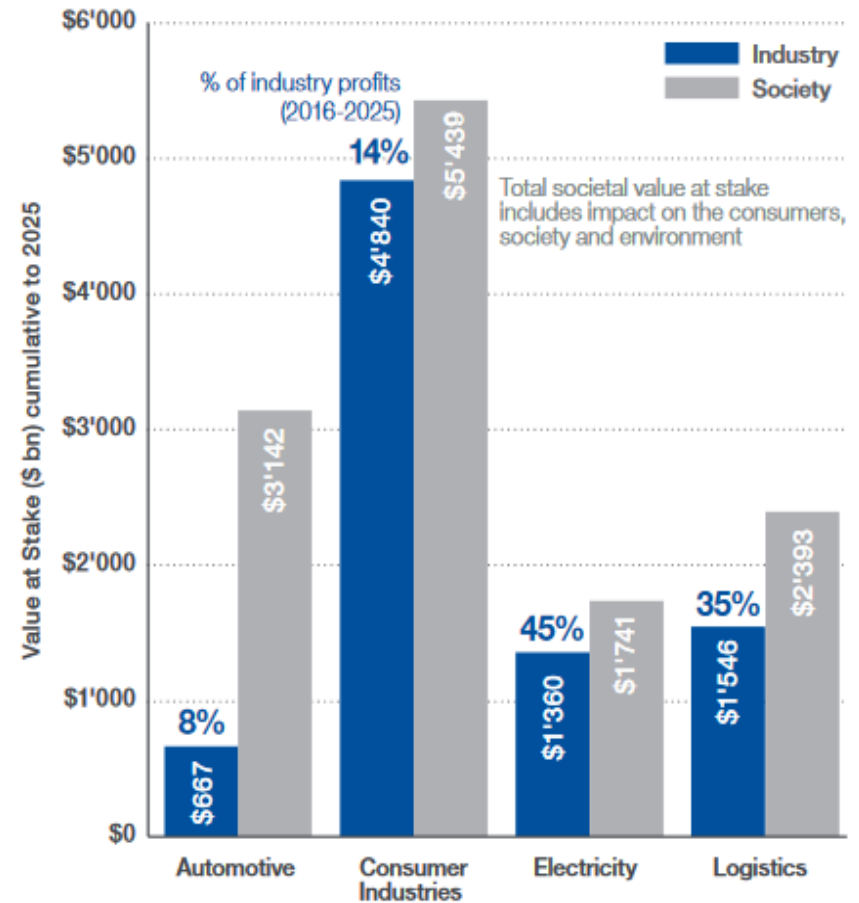
2. Benefits of digital innovation for sport

➤ *General content/trends:*

- Rapid advances in digital technology are **redefining business and society**.
- Digital transformation **provides industry with opportunities** for:
 - ✓ Transforming customer expectations and how companies can address them;
 - ✓ Value creation.

• Source: Economic Word Forum: Digital Transformation of Industries

Figure 3. Digital transformation has greater value at stake for society than industry



2. Benefit of digital innovation for sport

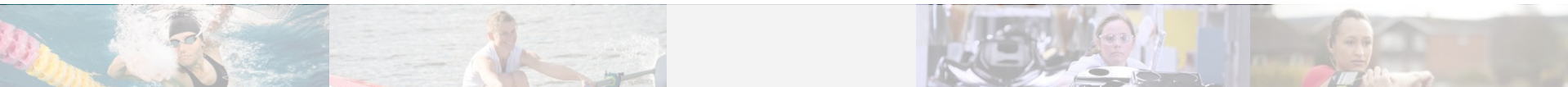
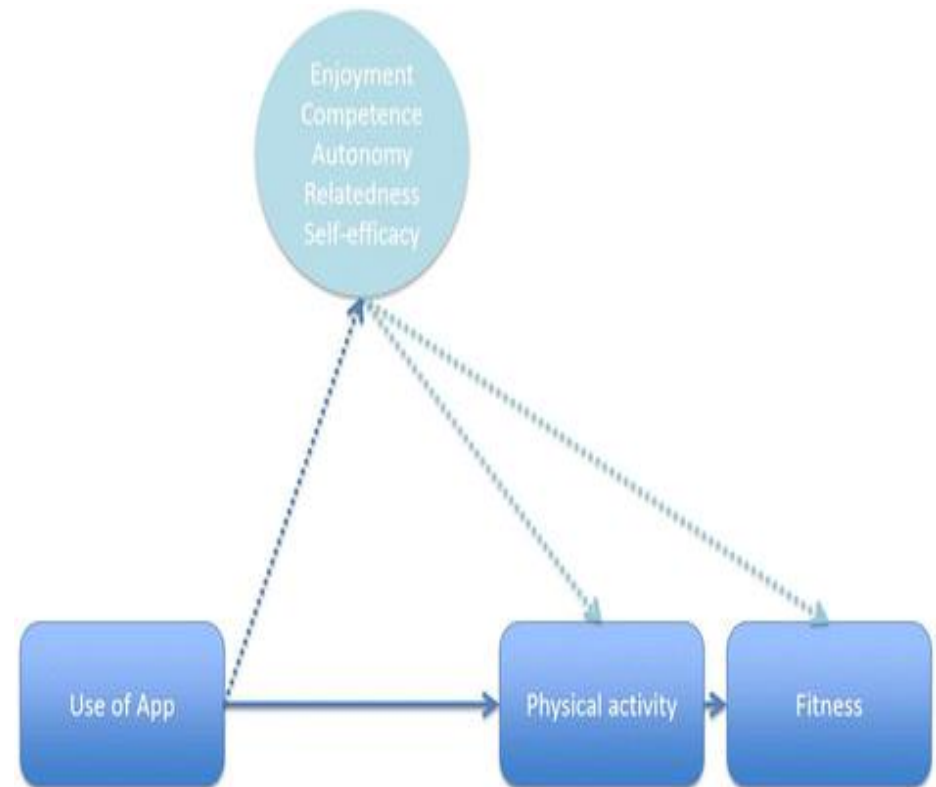
➤ *Encouraging physical activity & Performance:*

➤ **Assists athletes in achieving better results:**

- mobile health applications (apps)
- online exercise and fitness sites

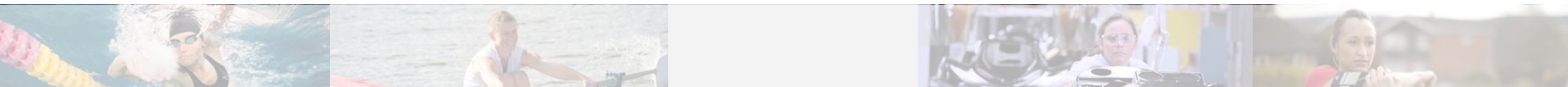
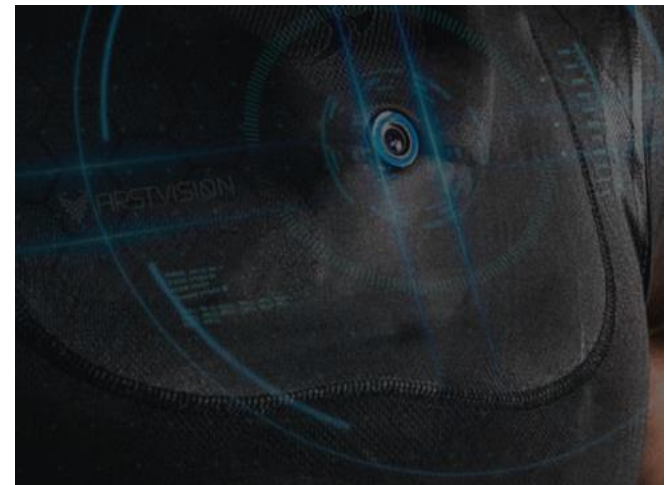
[Runkeeper app](#) tracks:

1. Sport activities;
2. Nutrition;
3. Strength.



2. Benefit of digital innovation for sport

- *Encouraging physical activity & Performance & Injury prevention:*
 - Increases data collection and athlete information thanks to products intelligence (Internet of Things): [The Babolat example](#)
 - Help athletes to avoid injuries:
[First V1sion \(Wearable Electronics Pioneers\)](#)

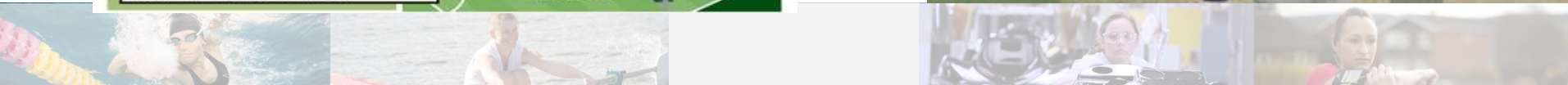
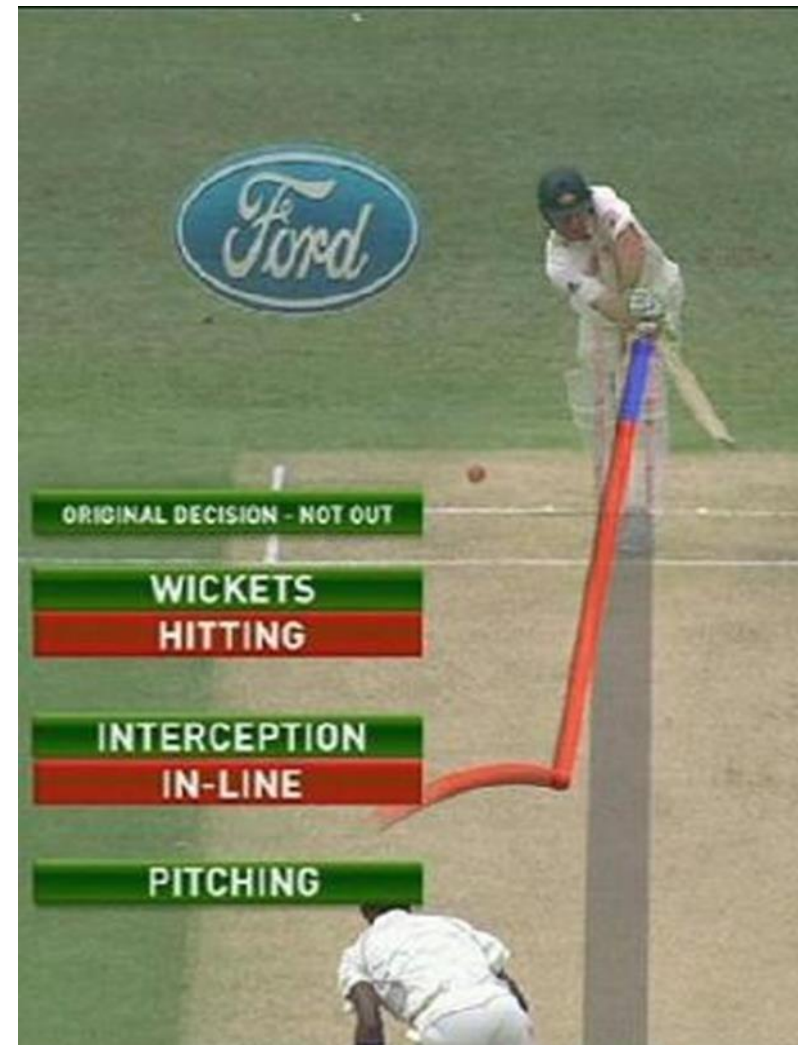
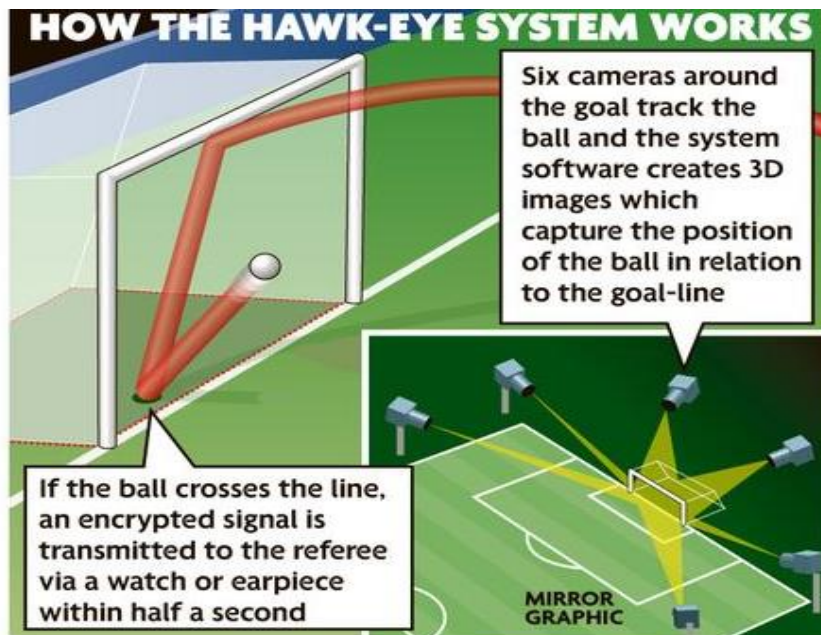


2. Benefit of digital innovation for sport

➤ *Digital innovation increases Fair Play and Good Governance:*

- Hawk-eye:

<http://www.hawkeyeinnovations.co.uk/>

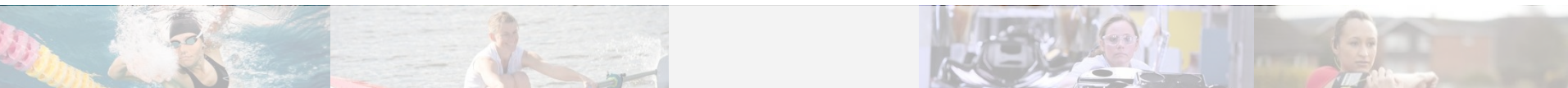


2. Benefits of digital innovation for sport

➤ *Digital innovation boosting economic growth:*

Speed Factory: Adidas launched a new automated manufacturing process in a facility called Speed factory. This can lead to manufacturing returning back to Europe increasing the European economic growth.

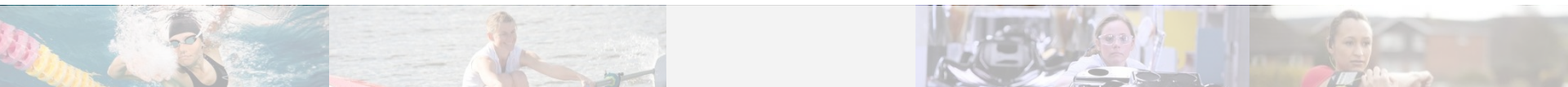
- ✓ Challenges the idea of centralised production;
- ✓ Opens the doors to personalisation of products to the need of the consumers;
- ✓ European Reshoring.



2. Benefits of digital innovation for sport

➤ *Digital innovation boosting economic growth:*

- **By better promoting social activism/social responsibility** (applications/social media)
- **By creating new business opportunities to sale image/television rights /sponsoring.**
- **Have Success in revenues and expenses:**
 - ✓ Real time information allows to better know consumers' desires and expectations.
 - ✓ To raise brand awareness by increasing sponsoring through digital campaigns.



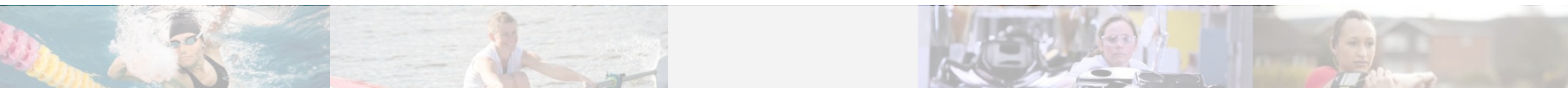
2. Benefits of digital innovation for sport

➤ *Digital technologies expanding the sport fan base:*

■ **By giving fans a close inside:**

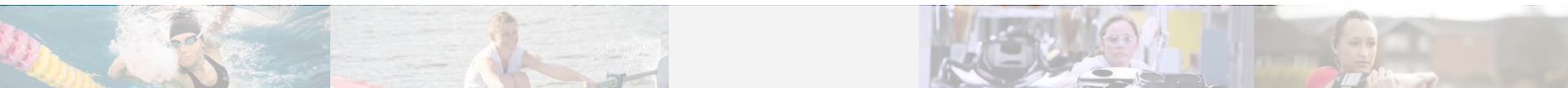
- ✓ Regular updates on the online platforms develops strong community feeling.
- ✓ Online and real time information about sport events, news, updates and press conferences.

- **By creating a greater room for discussion:** supporters to become commentators and share their opinions in their own language with people from all around the globe.



3. Digital innovation: a threat or an opportunity for sport and sport business?

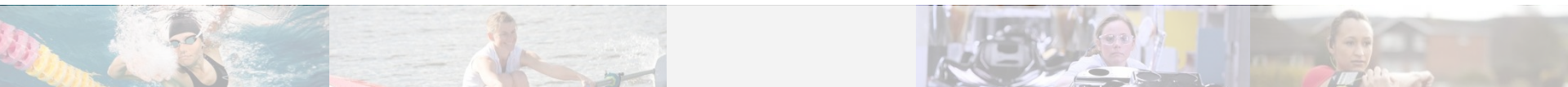
- **THREATS: Having online platforms increases the following risks:**
 - **Cyber risks / technological issues in the sport industry:** Attacks can imply major problems
 - ✓ loses on tickets sales,
 - ✓ decrease the security at sporting events,
 - ✓ Decreases the performance team and sportsmen and
 - ✓ Influence the impact of athletes data / injuries.
 - ✓ Negative impact to the brand image
 - **Threats for intellectual property rights:** Image rights, TV rights, sport goods , marketing campaigns are some of the areas experiencing the greatest loss due to violations of intellectual property rights.



4. Conclusion

- The benefits digital innovation brings – to society and industry – **is estimated to 100 trillion dollars over the next 10 years.**
- Digital transformation provides industry with great opportunities for value creation. It used to take Fortune 500 companies an average of 20 years to reach a billion-dollar valuation; today's digital start-ups are getting there in just 4 years.
- digitalization will have a central role in tackling many of the societal challenges we face today. For instance :
 - ❑ the world's energy and natural resource usage .
 - ❑ further increases in life expectancy and the growing cost structures of overburdened health systems.

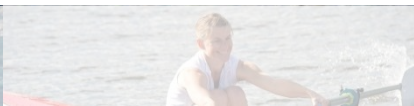
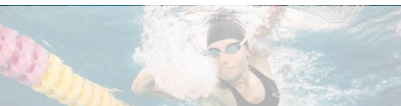
• *Source: Economic Word Forum: Digital Transformation of Industries*



THANK YOU

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www.EPSI.eu



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