Opportunities brought by innovation and digital technologies in sport

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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](http://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.
1. Presentation of European Platform for Sport Innovation

- **EPSI partners:**

  - 1. Universities and research institutes

  [List of universities and research institutes]

  - 3. Industries and organisations

  [List of 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
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;
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/](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 lost 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