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# AI IS TRANSFORMING SPORTS

## THE \$60B REVOLUTION

From injury prediction to fan engagement,  
AI is rewriting the rules of the game

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**\$60.8B**  
by 2034

**AI in Sports Market Size  
Growing at 21% CAGR**

From \$8.9B in 2024 → 7x growth in 10 years

## CATEGORY 1

# Performance Analytics



## Billions of Data Points Per Game

Second Spectrum's "Dragon" platform tracks every player and ball movement, generating billions of data points for tactical analysis



## Real-Time Coaching Insights

LA Rams use SprintAI + Google Cloud to adjust player workloads mid-drive based on biometric data



## Computer Vision Leading Growth

Growing at 30% CAGR — 8K cameras and edge GPUs enable real-time pose estimation

## CATEGORY 2

# Injury Prevention



## 72% Injury Prediction Accuracy

Zone7's AI forecasts injuries 1-7 days before they occur, analyzing 200M+ hours of football data



## 66% Injury Reduction

Getafe CF saw injuries drop 40% in Year 1, then 66% in Year 2 as the AI engine learned



## NFL Digital Athlete

38 cameras per stadium at 5K/60fps running millions of injury simulations using AWS

## CATEGORY 3

# Fan Engagement & Betting



## "Touch-to-Bet" Innovation

Genius Sports' BetVision lets fans tap players on screen to instantly access betting markets



## AI-Powered Madden NFL Cast

NBC's Peacock streams virtual game overlays with real-time AI graphics and predictions



## 25% Revenue Lift from Personalization

AI-driven fan personalization driving massive growth for sportsbooks like DraftKings & FanDuel

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*Once or twice could be coincidence, but five out of seven is different. The AI caught 5 of our 7 muscle injuries before they happened.*

— Jordi Cruyff, on Zone7 adoption

**Key Insight:** The shift from intuition-based decisions to data-driven intelligence isn't replacing coaches—it's giving them superpowers. Teams using AI analytics are winning more games AND keeping players healthier.

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# Is your favorite team using AI to gain a competitive edge?



Drop your team in the comments!

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## KEY NUMBERS

**700+**

Sports organizations use Genius Sports AI

**50+**

Elite clubs use Zone7 for injury prediction

**70%**

Reduction in scouting time with AI video analysis

**\$8B**  
VALUATION

**2001**  
FOUNDED

**28%**  
YOY REVENUE GROWTH

**NYSE**  
PUBLIC (GENI)

The dominant force in sports data distribution. Exclusive official data partner for NFL, MLB, NBA, and 100+ leagues worldwide. Powers betting feeds for every major sportsbook.

 **Recent Move:** Acquired Vaix (Jan 2025) to add generative AI for auto-generated highlights and content. MLB took an ownership stake extending partnership through 2032.

**\$1.5B+**

MARKET CAP

**2016**

FOUNDED

**700+**

SPORTS PARTNERS

**NYSE**

PUBLIC (GENI)

Creator of BetVision — the "Touch-to-Bet" revolution. Partners include NFL, Premier League, NCAA, DraftKings, FanDuel, ESPN, and CBS.



**Game Changer:** GeniusIQ platform uses ML + Gen AI to create augmented broadcasts, automated officiating, and real-time fan engagement across 120+ soccer leagues.

**\$400M+**

VALUATION

**2006**

FOUNDED

**3,700+**

TEAMS WORLDWIDE

**ASX**

PUBLIC (CAT)

The GPS tracking vest synonymous with elite sports. Used by Premier League, NFL, NBA, and now available to consumers via Catapult One at accessible prices.

 **Latest Launch:** Vector 8 (March 2025) — AI-powered athlete monitoring with instant cloud sync, delivering real-time workload analysis for Chelsea, Bayern Munich, Ajax, and more.

z7

Zone7  
INJURY PREDICTION

\$50M+

FUNDING

2018

FOUNDED

50+

ELITE CLUBS

72%

PREDICTION ACCURACY

The "secret weapon" of elite football clubs. Analyzes 200M+ hours of data to forecast injury risk 1-7 days in advance. Identifies body part and severity.

 **Proof Point:** Rangers FC adopted Zone7 and dominated Scottish Premiership. Getafe CF reduced injuries 66% over two seasons. The AI gets smarter with more data.

**\$82M**  
TOTAL FUNDING

**2012**  
FOUNDED

**150+**  
PRO TEAMS

**16K**  
DATA POINTS/JUMP

One-stop hub for athlete data across NFL, MLB, NHL, Premier League. Their "Capture" system uses IR cameras to scan movements in 30 seconds — no lab needed.

 **Impact:** Pro rugby team using Kitman saw 30% fewer injuries and 10% higher player availability over two seasons. Now partnering with WNBA's Unrivaled league.

2s

# Second Spectrum

COMPUTER VISION ANALYTICS

**Acq.**  
BY GENIUS SPORTS

**2013**  
FOUNDED

**NBA**  
OFFICIAL PARTNER

**1B+**  
DATA POINTS/GAME

The AI behind NBA tracking. Their "Dragon" platform generates billions of data points per game. Powers augmented reality graphics for NBA League Pass broadcasts.

 **Tech Edge:** Coaches use Second Spectrum for real-time player spacing, defensive alignment, and fatigue-adjusted shot probability. 2x MIT Sloan Analytics Award winner.

**\$1.2B**

EST. VALUE

**1981**

ORIGINS (OPTA)

**500K+**

EVENTS/SEASON

**Top 5**

MARKET LEADER

Home of Opta data — the gold standard in football statistics. OptaAI Studio generates automated insights, contextual game data, and predictive modeling for broadcasters.

 **Key Product:** Live Match Tracker with real-time visual data feeds and predictive event modeling. Powers integrity monitoring to detect match-fixing anomalies.

HD

# Hudl

## VIDEO ANALYSIS & SCOUTING

**\$4B**  
VALUATION

**2006**  
FOUNDED

**200K+**  
TEAMS SERVED

**40+**  
SPORTS COVERED

World's largest football video library (Wyscout). AI-powered cameras auto-capture matches. Used from grassroots to pro for scouting, recruiting, and performance analysis.

 **Moneyball 2.0:** Leicester City used Hudl data to find Riyad Mahrez for £400K — later sold for £60M. Ecuadorian talent now discovered via Wyscout visibility.

WH

# WHOOP

BIOMETRIC WEARABLES

**\$3.6B**

VALUATION

**2012**

FOUNDED

**NFL/NBA**

LICENSED PARTNER

**AI Coach**

NEW FEATURE

The wrist strap ubiquitous among elite athletes. Measures HRV, sleep quality, strain, and recovery. Backed by LeBron James, Patrick Mahomes, and other sports icons.

 **NBA Bubble Hero:** WHOOP's Oura-style sleep and readiness scores helped teams manage player health during COVID isolation. Now launching AI chatbot for personalized health advice.



# WSC Sports

## AUTO-GENERATED HIGHLIGHTS

**\$100M+**

FUNDING

**2011**

FOUNDED

**300+**

LEAGUE PARTNERS

**Real-Time**

HIGHLIGHT CREATION

AI that watches every frame of live video and creates highlights instantly. Partners include NBA, NFL, Premier League, ESPN, DAZN, and Olympic broadcasters.



**Content Revolution:** What took editors hours now happens in seconds. AI generates personalized fan content, auto-tagged clips, and social media packages at scale.

## FINAL THOUGHTS

# The AI Sports Playbook



### Data is the New Draft Pick

Teams using AI scouting find undervalued talent before rivals — Leicester's £400K→£60M Mahrez trade proves the ROI



### Prevention > Treatment

72% injury prediction accuracy means fewer stars on the bench. Healthy rosters win championships.



### Fans Become Players

Interactive betting, personalized content, and AI broadcasts are turning passive viewers into engaged superfans

 FOLLOW FOR MORE AI INSIGHTS

**JJ Shay**

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