
AI IS TRANSFORMING SPORTS

THE \$60B REVOLUTION

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

\$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



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.

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

 Drop your team in the comments!

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



Sportradar
DATA & INTEGRITY

\$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.



Genius Sports

BETTING & ENGAGEMENT

\$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.



Catapult Sports

WEARABLES & PERFORMANCE

\$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.



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.



Kitman Labs

PERFORMANCE INTELLIGENCE

\$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.



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.



Stats Perform

AI ANALYTICS & OPTA DATA

\$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.



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.



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

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JJ Shay

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