AI FOR SPORT
BY ARTEFACT

SUMMIT
2024

NOVEMBER 20th

IN PARIS, STATION F

REPORT

Replays & Summaries of keynotes and panels

AI FOR SPORT BY ARTEFACT

SUMMIT 2024

The most impactful innovations and research at the intersection of AI and sport in an international Summit, focusing on specific areas such as new AI sports, how data is optimizing performance, how tech is becoming a huge asset for longevity and how AI is revolutionizing the sport industry.

For this 2nd edition, AI for Sport gathered over 2000 attendees, more than 200 athletes, 40 exhibitors, and 150+ startups.
A huge thank you to all of you who made this event such a success!

Visit our AI For Sport Website

Watch the Best Of Video

AI FOR SPORT
BY ARTEFACT

IN A FEW FIGURES...

2000+ ATTENDEES

Coming from the whole sport ecosystem with sports delegation, athletes, sports enthusiasts... but also tech and AI companies specialized in sports (startups, scale-ups, other large groups).

200+ ATHLETES

With athlete feedbacks, use cases or discussions on their use of Data and AI.

15+ SESSIONS

Speaked about their vision, strategies or concrete projects with testimonials on stage that allowed interactions with our attendees.

REPORT AGENDA - REPLAYS & SYNTHESES

AI FOR SPORT
BY ARTEFACT

Racing into the future with AI - Panel 1

Khurram Hassan, Director, **A2RL**
Massimiliano Balestreri, CEO, **Aladin**
[Moderator] Lorenzo Croati, Founder AI for Sport - Partner **Artefact**, Lead Open Innovation

Racing into the future with AI - Panel 2

Khurram Hassan, Director, **A2RL**
Alexander Bodo, CEO, **Pacetech**
[Moderator] Lorenzo Croati, Founder AI for Sport - Partner **Artefact**, Lead Open Innovation

Enhancing team performance: the role of AI in football

Ben Simpson, Sport Scientist, **PSG**
Christopher Carling, Head of Performance, **FFF** (French Football federation)
Sylvain Ract, Co-founder and CTO, **Footbar**
[Moderator] Matthieu Myszak, VP Data consulting, **Artefact**

The Data paradox for elite athletes: Balancing science, intuition, and mental adaptation

Alexandre Guyon des Diguères, Deputy Head Performance Department at **INSEP** (Institut national du sport, de l'expertise et de la performance)
Christian Clot, CEO, **Human Adaptation Institute**, explorer-researcher
Adrien Sedeaud
[Moderator] Pierre Moreau

Ultra-Data at the service of performance in Trail Running

Joseph Mestrallet
Maxime Charlier, Trail runner and ultra-trail enthusiast, Head of Client Development at **Moët Hennessy (LVMH),** Co-organizer of the Trail des Coteaux de Guerville
Mathieu Blanchard, Professional Ultra Trail athlete, winner of La Diagonale des Fous 2024
[Moderator] Lorenzo Croati, Founder AI for Sport - Partner **Artefact**, Lead Open Innovation

AI in Pools: Enhancing the performance of elite swimmers

Clément Secchi, Olympic medalist in swimming at Paris 2024 (4×100 m medley relay), **Fédération Française de Natation**
Yohann Ndoye-Brouard, Olympic medalist in swimming at **Paris 2024** (4×100 m medley relay)
Remi Carmigniani, researcher, **Ecole nationale des Ponts et Chausées**
[Moderator] Stephan Caron, Two-time Olympic medalist in the 100m freestyle (Seoul 1988 and Barcelona 1992) & co-founder, **OpenSwim application**

Performance analysis in Basketball

Kevin Seraphin, Former Professional Basketball Player, **NBA / French national basketball team**
Sarah Michel, Former Professional Basketball Player ; Two-time Olympic medalist (Tokyo 2020 and Paris 2024) with the **French Women's National Basketball team**
Fabrice Serrano, Director of Performance, S&C Coach at JL Bourg Basket and S&C Coach, **French Women's National Basketball team**
Gaspard Espitallier, Co-founder & CPO, **Mauna**
[Moderator] Cléo Henin, Sport journalist, speaker, animator and founder of the **podcast "Championnes du Monde"**

Ultra-Endurance: The Need for Data to complete 20 ironmans or conquer the toughest Triathlon in the world?

Luca Mollo, Vice President, Medical Director France, M.D.,**Pfizer**
Thomas Filaire, Partner, **Artefact**
Léa Giroulet, Senior Data Consultant, **Artefact**

How Data is used for fan experiences?

Jennifer D'Hoir, Director of **Global Public Policy and Corporate Communications**
Patrick Lucey, Chief Scientist, **Stats Perform**
[Moderator] Matthieu Myszak, VP Data Consulting, **Artefact**

Mainstage

Racing into the future with AI - Panel 1

Khurram Hassan
Director

Massimiliano Balestreri
CEO, Aladin

Lorenzo Croati
Founder AI for Sport
Partner, Lead Open Innovation

- **Introduction:** The Autonomous Racing League (A2RL) is a groundbreaking competition where AI-powered cars compete on high-speed tracks while humans observe. It serves as a platform to develop and test advanced autonomous technologies. The initiative combines robotics, AI, and automotive engineering to push the boundaries of innovation in both sport and science.

- **Objectives and benefits:** A2RL aims to leverage racing as a testbed for cutting-edge AI and robotics. The technology developed has real-world applications, particularly in improving road safety by compensating for human driving limitations. The vision includes using AI to act as a “driver angel,” potentially reducing accidents by making critical decisions in emergencies.

- **French participation:** France’s involvement is driven by SMEs and universities specializing in generative AI for mobility. The competition serves as a laboratory for innovation, with algorithms tested in high-performance conditions before being adapted for everyday vehicles like buses and trucks. Five French universities are contributing, highlighting the educational dimension of the initiative.

- **Public interest and challenges:** The league has garnered substantial interest, with 10,000 attendees, 30,000 ticket applications, and over a million online viewers for past events. Key challenges include the complexity of developing competitive algorithms, managing costs, and maintaining a balance between innovation and education.
- **Achievements and progress:** Significant progress has been made, with AI cars recently achieving lap times only 10 seconds slower than a seasoned F1 driver. This milestone demonstrates the rapid evolution of autonomous driving technologies, with further advancements expected in the near future.

- **Future plans and ecosystem building:** The league plans to expand globally, with upcoming races in Europe and Asia. France is a potential host for future events. A2RL also seeks to create an international ecosystem of innovation, connecting regions like Abu Dhabi and Europe. The model draws inspiration from Italy’s “Motor Valley,” which transformed the region into a hub of automotive excellence.

- **Team strategies and diversity:** Teams adopt varying approaches to algorithm design, reflecting cultural and technical diversity. While some prioritize aggressive tactics, others emphasize stability and precision. The competition highlights how innovation can emerge from different perspectives and methodologies.

- **AI as a New sport:** A2RL positions AI-driven racing as an emerging sport, combining technology, education, and entertainment. By inspiring participation and viewership globally, the league underscores the potential of autonomous systems to redefine not only motorsport but also broader technological applications.

- **Conclusion:** The Autonomous Racing League (A2RL) stands as a groundbreaking initiative at the crossroads of competition, technological innovation, and education. By bringing together international teams and experts in AI, robotics, and automotive engineering, it provides a unique platform to test high-speed autonomous technologies. Beyond pushing the boundaries of autonomous driving, A2RL paves the way for tangible advancements in road safety and the future of mobility. With its educational dimension and impact on the next generation of engineers and AI specialists, the league is shaping the innovators of tomorrow.

Mainstage

Racing into the future with AI - Panel 2

AI FOR SPORT
BY ARTEFACT

Khurram Hassan
Director

Alexander Bodo
CEO, Pacetech

Lorenzo Croati
Founder AI for Sport
Partner, Lead Open Innovation

- **Introduction:** Motorsports is embracing AI to revolutionize its approach to performance, safety, and fan engagement. Initially reliant on outdated tools like spreadsheets, the industry is now leveraging cutting-edge technologies to enhance data-driven decision-making. Motorsports is viewed as an ideal environment for innovation, given its ability to test and see immediate results.

- **The role of data in motorsport:** Racing generates vast amounts of data from high-resolution sensors on cars, producing gigabytes per lap. This data is essential for analyzing and optimizing car and driver performance. AI tools help streamline data processing, allowing engineers to focus on core tasks, like improving race strategies and vehicle efficiency

- **Improving safety with AI:** AI technologies have significantly enhanced safety by automating crash detection and deploying safety measures, such as flags or safety cars, with minimal latency. This reduces risks and prevents accidents that could result from delayed human responses. AI has also been applied to fine-tune vehicle systems for better control and performance.

- **Bridging the sim-to-reality gap:** Simulators are critical for motorsports teams, running 24/7 to develop optimal race strategies. However, the "Sim-to-Reality Gap" remains a challenge, as simulations don't fully replicate real-world conditions. AI is instrumental in refining these models, enabling teams to test and push limits without endangering drivers or vehicles.

- **AI-driven strategic decision-making:** Formula 1 teams increasingly rely on AI for strategy, using reinforcement learning to predict outcomes and make decisions. This marks a shift from instinct-based approaches to data-backed methodologies, providing a competitive edge in high-stakes races.

- **Gamification and fan engagement:** The integration of gamification transforms the racing experience, blending physical and digital elements. Fans can engage in gamified races, and virtual collectibles like coins and rings may soon appear on real-world tracks. These innovations aim to make the sport more interactive and appealing, especially to younger audiences.

- **Expanding AI applications in sport:** The use of AI is expanding beyond motorsports into other domains like drone and buggy racing. This diversification highlights the potential of AI to redefine various sports, providing more opportunities for innovation and audience engagement.

- **Conclusion:** The fusion of AI, technology, and entertainment is reshaping motorsports, offering exciting prospects for the future. Events like autonomous racing leagues are showcasing AI's transformative impact, laying the groundwork for further advancements in safety, strategy, and audience interaction.

Mainstage
Enhancing team performance: the role of AI in football

AI FOR SPORT
BY ARTEFACT

Ben Simpson
Sport Scientist

Christopher Carling
Head of Performance

Sylvain Ract
Co-founder and CTO

Matthieu Myszak
VP Data Consulting

- **Introduction:** AI and data analytics are transforming football by providing tools to enhance player performance, optimize tactics, and streamline workflows. In a roundtable discussion, experts from clubs, federations, and tech companies shared their insights on the current state and future potential of AI in football.

- **AI use cases in football:** Key applications include talent identification, performance analysis, and workflow optimization. At the French Football Federation (FFF), AI models are used to manage massive datasets encompassing millions of players and thousands of games, aiming to refine processes and break data silos.

- **The importance of data quality and context:** Accurate predictions rely on clean, reliable data and the proper contextualization of metrics. For example, player workload or distance covered during matches is meaningful only when factors such as game intensity, tactical schemes, and player roles are considered.

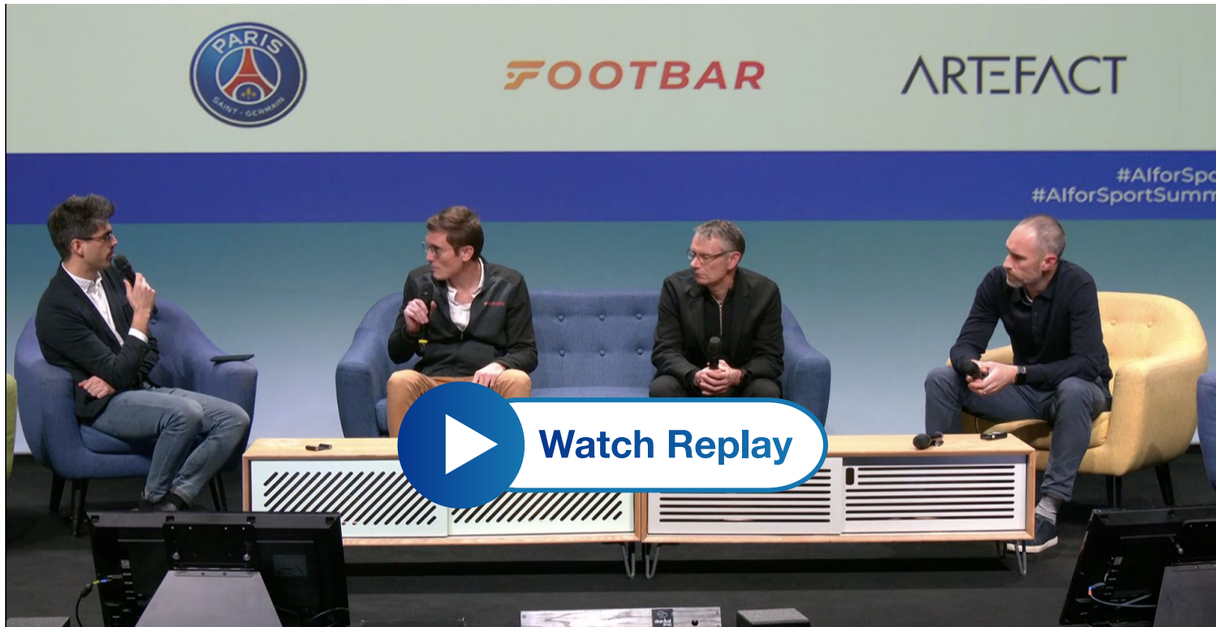
- **Generative AI and predictive modeling:** Recent advancements in AI enable deeper insights into football games. Generative AI, similar to technologies like ChatGPT, is being adapted to analyze player movements, game events, and tactical data. By combining datasets from multiple sources, the football industry can create comprehensive models to predict player potential, game outcomes, or injury risks.

- **Practical examples of AI in action:** Liverpool FC partnered with Google to optimize corner kick strategies using spatial and temporal data. Other tools, like advanced statistics (e.g., expected goals), help teams assess performance more effectively. These technologies allow clubs to analyze gameplay intricately and identify impactful tactics.

- **Challenges in adoption:** While AI capabilities are advancing, clubs must integrate these tools thoughtfully. Hiring professionals who can bridge the gap between technical data and coaching insights is essential. Simplifying complex analyses and asking the right questions are key to maximizing AI's benefits.

- **The role of coaching expertise:** Coaches' experience and intuition remain invaluable. Integrating their insights into AI models is crucial for improving decision-making and aligning AI outputs with real-world football dynamics. Collaboration between data scientists and coaches is essential for meaningful results.

- **Future directions:** The football industry is at the beginning of a transformative journey with AI. Building robust foundation models through collaborations and diverse datasets is critical.



Mainstage

The data paradox for elite athletes: Balancing science, intuition, and mental adaptation

Alexandre Guyon des Diguères
Deputy Head Performance Department

Christian Clot
CEO, explorer-researcher

Adrien Sedeaud
Deputy Research Director

Pierre Moreau
Founder of Dream Team and Executive Consultant | LVMH - Paris 2024 Olympics & Paralympics Games

- **Introduction:** The video titled "The Data Paradox for Elite Athletes: Balancing Science, Intuition, and Adaptability" delves into the intricate relationship between data analysis and high-performance sports. It examines how data science, personal intuition, and adaptability intersect in the world of elite athletics.

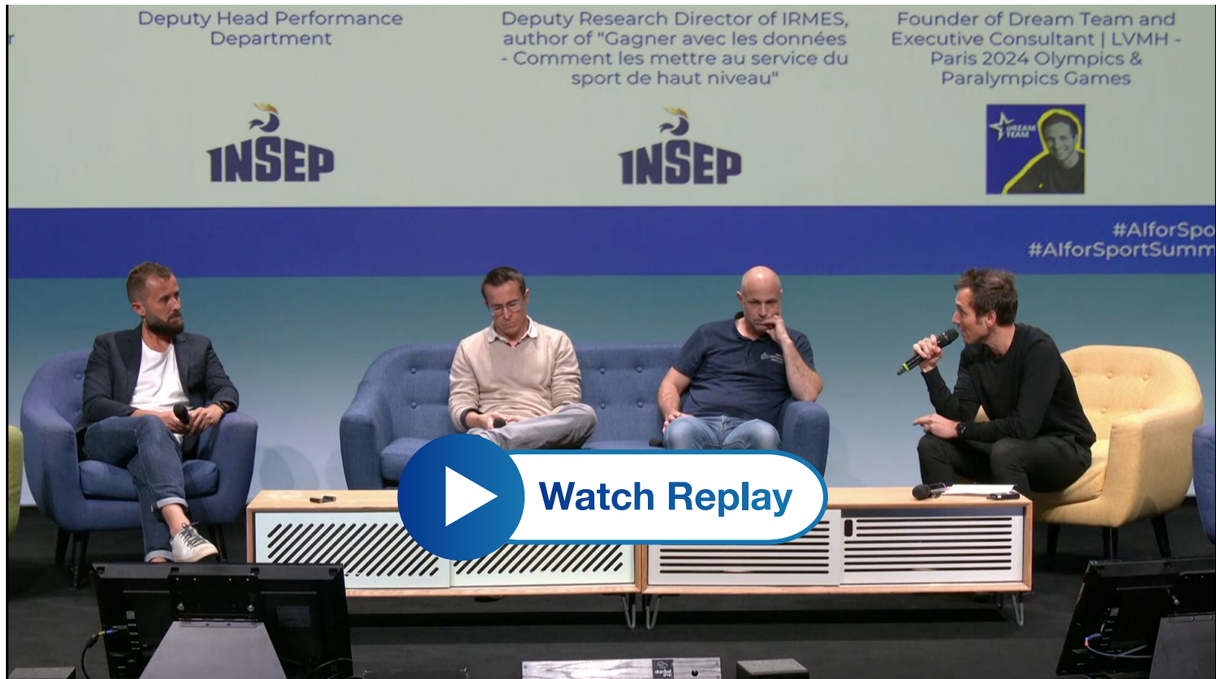
- **The Role of data in elite sports:** In modern sports, data science plays a pivotal role in enhancing performance. Through the collection and analysis of vast amounts of data, athletes and coaches gain critical insights into training, recovery, and strategy. This scientific approach helps optimize performance by identifying strengths and areas for improvement.

- **Balancing intuition and data:** Despite the advantages of data, the video highlights the enduring importance of an athlete's intuition. Developed through years of experience and practice, intuition enables athletes to make split-second decisions during competitions. The challenge lies in harmonizing the contributions of data with personal instincts to achieve peak performance.

- **Adaptability in a changing environment:** The discussion emphasizes that adaptability is vital for handling unpredictable variables, such as weather conditions, opponents' strategies, or unforeseen events during competition. While data can provide forecasts, the ability to adapt in real-time remains a crucial success factor.

- **The paradox:** The central paradox discussed is the risk of over-reliance on data, which could hinder the development of intuition and spontaneous adaptability. Excessive trust in analytics might distance athletes from their natural instincts.

- **Conclusion:** The video concludes by advocating for a balanced approach that integrates scientific data, personal intuition, and adaptability. By combining these three elements, athletes can enhance their performance while maintaining the ability to respond effectively to unexpected challenges.



Mainstage

Ultra-Data at the service of performance in trail running

AI FOR SPORT
BY ARTEFACT

Maxime Charlier

Trail runner and ultra-trail enthusiast, Head of Client Development at Moët Hennessy (LVMH), Co-organizer of the Trail des Coteaux de Guerville

Lorenzo Croati

Founder AI for Sport
Partner, Lead Open Innovation

ARTEFACT

Joseph Mestrallet

Founder,
High Performance Scientist

Mathieu Blanchard

Professional Ultra Trail athlete, winner of La Diagonale des Fous 2024

SALOMON

- **Introduction:** The video titled "L'ultra data au service de la performance en trail" explores the integration of advanced data analytics in trail running to enhance athlete performance.

- **Data collection methods:**Athletes utilize wearable devices, such as GPS watches and heart rate monitors, to gather real-time data during training and competitions. These devices track metrics like distance, elevation, speed, and physiological parameters, providing insights into performance and areas for improvement.

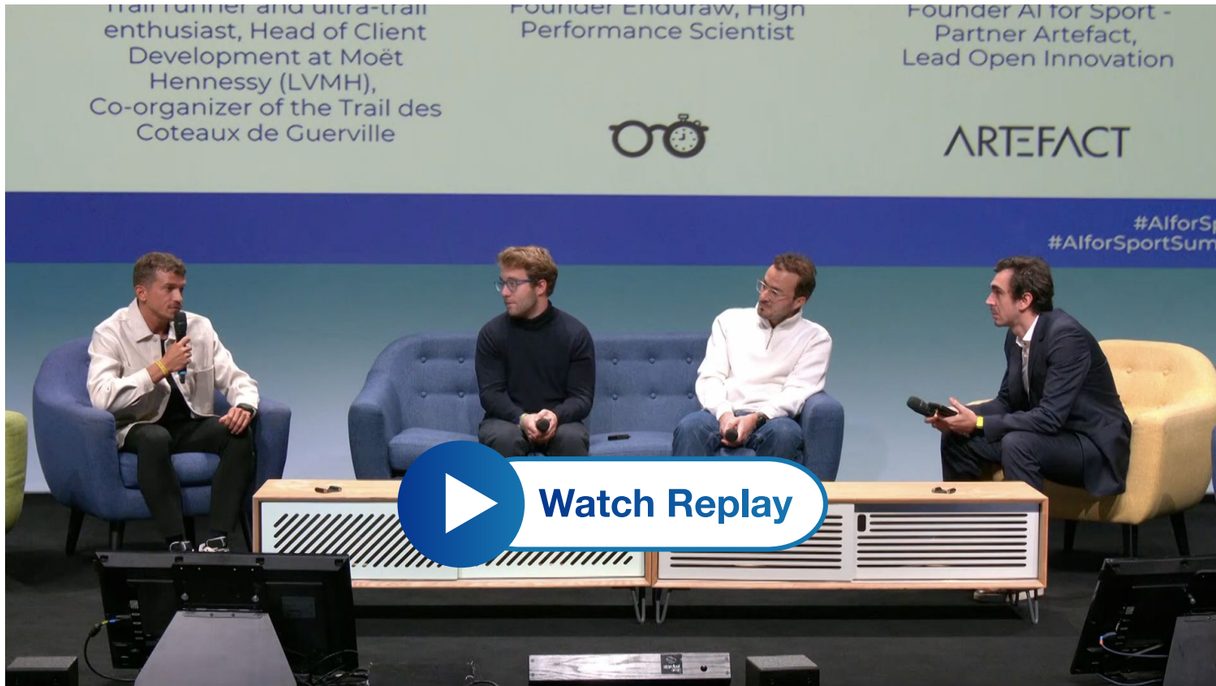
- **Data analysis techniques:** Advanced algorithms process the collected data to identify patterns and trends. Machine learning models predict performance outcomes, while statistical analyses assess training effectiveness. This analytical approach enables personalized training regimens tailored to individual strengths and weaknesses.

- **Applications in training:** Data-driven insights inform training adjustments, optimizing performance. Athletes can modify their routines based on data trends, focusing on aspects like pacing, endurance, and recovery. This method enhances efficiency and effectiveness in training.

- **Concrete examples:** The video presents case studies where athletes improved their performance through data analytics. For instance, analyzing split times and heart rate variability helped runners optimize pacing strategies, leading to better race outcomes.

- **Challenges and considerations:** While data analytics offers significant benefits, challenges include data accuracy, the need for technical expertise, and potential over-reliance on technology. Athletes must balance data insights with personal intuition and experience.

- **Conclusion:** Integrating ultra data into trail running represents a significant advancement in sports science. By leveraging data analytics, athletes can achieve higher performance levels through informed, personalized training strategies.



Masterclass stage
AI in Pools: Enhancing the Performance of Elite Swimmers

Clément Secchi

Olympic medalist in swimming at Paris 2024 (4×100 m medley relay)

Yohann Ndoye-Brouard

Olympic medalist in swimming at Paris 2024 (4×100 m medley relay)

Remi Carmigniani

Researcher

Stephan Caron

Two-time Olympic medalist in the 100m freestyle & co-founder

- **The use of AI in swimming performance:** The video explores the role of artificial intelligence (AI) in improving the performance of elite swimmers, focusing on research, technological integration, and practical application. Experts in swimming performance, data science, and AI share their insights into how these technologies are used to enhance training and performance analysis.

- **Research on AI in swimming:** The discussion begins with Rémi Carmiani, a researcher, who shares his experience working with AI in swimming. Since 2018, Carmiani has participated in a research program aimed at helping French athletes prepare for the 2024 Paris Olympics. His work focuses on integrating AI and hard sciences like physics and mechanics into swimming training. One key application of AI in this context is video analysis, which is traditionally a time-consuming and repetitive process. With AI, this task is significantly accelerated, allowing coaches and swimmers to receive feedback within minutes rather than days, enabling real-time adjustments during training.

- **AI in video analysis:** AI is particularly useful in analyzing swimmers' body positions during their strokes. The technology helps detect minute details such as the swimmer's movements and techniques. In the past, feedback on a swimmer's start could take a week, but now it can be delivered in five minutes, allowing for immediate improvements. This enables swimmers to refine their techniques with timely data, enhancing the overall training process. Carmiani emphasizes that AI functions as a powerful tool to support coaches by providing data-driven insights to complement their visual assessments of swimmers.

- **The role of AI in training and performance monitoring:** Carmiani and Johan also discuss how AI can aid in monitoring training loads and recovery. In swimming, understanding the athlete's condition and preventing overtraining is crucial. AI can track various performance indicators, including heart rate variability and lactate levels, to assess an athlete's readiness and adjust training loads accordingly. This allows for a more tailored approach, reducing the risk of injury and optimizing performance at key moments.

- **Future prospects of AI in swimming:** Looking ahead, Carmiani and Johan predict that AI's role in swimming will continue to grow, especially with the integration of sensors and video analysis in competition settings. As the technology becomes more refined, it may help swimmers improve performance in real competition environments, allowing for adjustments between heats and finals. The future may also see AI playing a critical role in preventing injuries by continuously analyzing the physiological state of swimmers and optimizing their recovery and training cycles.

- **AI beyond elite athletes:** A noteworthy development shared by Carmiani is the creation of the "Open Swim" app, which uses AI to personalize training programs for swimmers of all levels. With 600 training plans available, the app allows swimmers to benefit from AI-driven insights, helping to improve their skills regardless of their competitive level. By gathering data from users, the app aims to make training more personalized, benefiting both elite and amateur swimmers.

- **Conclusion:** In conclusion, AI is revolutionizing swimming by providing data-driven insights that improve performance, refine techniques, and monitor training loads. While there are challenges, such as the acceptability of new technologies in competitions, the future of AI in swimming looks promising. With its ability to offer real-time feedback and personalized training plans, AI is poised to further enhance the performance of swimmers worldwide.

Masterclass stage
Performance analysis in Basketball

AI FOR SPORT
BY ARTEFACT

Kevin Seraphin
Former Professional Basketball Player

Sarah Michel
Former Professional Basketball Player, Two-time Olympic medalist

Fabrice Serrano
Director of Performance, S&C Coach at JL Bourg Basket and S&C Coach

Gaspard Espitallier
Co-founder & CPO, Mauna

Cléo Henin
Sport journalist, speaker, animator and founder of the podcast "Championnes du Monde"

- **Introduction:** The session contrasts basketball, a team sport, with individual sports like swimming, focusing on performance analysis. The goal is to explore how technology and data are utilized to optimize athletic performance.
- **Guest athletes' achievements:** Sarah Michel has won multiple Olympic and European medals, while Kevin Séraphin, a former NBA player, has 47 caps for the French national team, bringing their experience into the conversation on using data to enhance performance.
- **Using data for performance:** Kevin shares how he used data, including weight, body fat, calorie intake, and blood tests, to monitor and enhance his performance. Sarah Michel discusses her focus on injury prevention and optimizing performance peaks, incorporating video analysis tools as part of her strategy.
- **Role of a physical trainer:** Fabrice, the physical trainer for the French women's basketball team, explains how data helps manage player fatigue, prevent injuries, and balance performance during high-demand competitions. He stresses the importance of finding the right balance between pushing players and ensuring recovery.
- **Managing team performance and peaks:** Fabrice also emphasizes the challenge of managing the varying physical conditions of players throughout the season. Ensuring players don't peak simultaneously is a key challenge, as reaching peak performance too early can affect team success during critical moments.
- **Tools and technologies:** Performance tracking tools include GPS, heart rate sensors, and strength metrics. Mona, a company that specializes in performance tracking software, uses AI to analyze and predict injuries, alongside more conventional data. This data helps coaches make informed decisions about player conditioning and readiness.
- **Challenges with athlete data collection:** A significant challenge in data collection is the reluctance of athletes to accurately report their physical conditions, especially when it comes to high-stakes events like national team selections. Self-reported data can be subjective, which complicates performance analysis and decision-making.
- **Innovations in data collection:** Mona aims to make data tracking more engaging and accurate for athletes. By combining player feedback with sensor data, Mona's system provides better predictions of performance and injury risks. This integration of subjective and objective data is key to improving performance analysis.
- **Advice for integrating data in sports:** Both Kevin and Sarah suggest an open-minded approach to using data in sports. They highlight the importance of coaching staff understanding the limitations of data and being open to integrating it effectively into their training regimens. Data should support, not replace, the human element of coaching
- **Conclusion :** Integrating data and technology in basketball, especially for performance tracking, injury prevention, and optimizing player conditioning, is increasingly essential. While tools like GPS, sensors, and AI play a pivotal role, challenges such as athletes' reluctance to report accurate data remain. A balanced, open-minded approach to incorporating data, while understanding its limitations, is key to enhancing coaching and performance strategies. The integration of technology with the human element of coaching is central to maximizing athletic potential.

Masterclass stage
Ultra-Endurance: The Need for Data to Complete 20 Ironmans or Conquer the Toughest Triathlon in the World?

Goulwenn Tristant

Ultra Triathlete, Winner of the Ultra-Triathlon World Cup in 2016, 2022, 2023 & 2024, of the 2023 SWISSULTRA and of the 2024 ULTRA-TRIATHLON ITALY

Maxime Grenot

Co-CEO and co-founder ALPI Training, Manager & Athlete Team Odlo x ALPI

Cyril Blanchard

First French Finisher and Record Holder of the Enduroman, entrepreneur, speaker, public speaking coach, and founder of the Podcast "Champion de ma vie"

Barthélémy Fendt

Founder of the "Extraterrien" media

- **Introduction:** Ultra-endurance triathlons push athletes beyond the traditional Ironman distances, demanding exceptional physical and mental resilience. Events like the Deca Ironman require participants to complete ten times the standard Ironman distances: 38 km of swimming, 1,800 km of cycling, and 420 km of running.

- **The Role of data in training and performance:** In ultra-endurance events, data collection and analysis are crucial for optimizing performance. Monitoring metrics such as heart rate, power output, and recovery times enables athletes to tailor their training regimens effectively. This data-driven approach helps in preventing injuries and enhancing overall performance.

- **Case Study - Ludovic Chorgnon's 41 Ironmans in 41 Days:** French athlete Ludovic Chorgnon gained recognition for completing 41 Ironman-distance triathlons in 41 consecutive days in 2015. His achievement underscores the importance of meticulous planning, data analysis, and mental fortitude in ultra-endurance sports.

- **Role of a physical trainer:** Fabrice, the physical trainer for the French women's basketball team, explains how data helps manage player fatigue, prevent injuries, and balance performance during high-demand competitions. He stresses the importance of finding the right balance between pushing players and ensuring recovery.

- **Challenges of Ultra-Endurance Events:** Athletes face numerous challenges in ultra-endurance triathlons, including extreme physical fatigue, mental exhaustion, and logistical complexities. Effective data utilization assists in managing these challenges by providing insights into optimal pacing, nutrition strategies, and recovery protocols.

- **Conclusion:** Ultra-endurance triathlons represent the pinnacle of athletic endurance, requiring a combination of physical prowess, mental strength, and strategic data application. As the popularity of these events grows, the integration of data analytics continues to play a pivotal role in pushing the boundaries of human performance.

Mainstage
How Data is used for experience ?

AI FOR SPORT
BY ARTEFACT

Jennifer D'Hoir
Director of Global Public Policy and Corporate Communications

sorare

Patrick Lucey
Chief Scientist

STATS PERFORM

Matthieu Myszak
VP Data Consulting

ARTEFACT

- **Introduction:** The video explores how data and AI technologies are reshaping fan experiences in the sports industry. The panel features Jennifer from Sare, a French company innovating in digital sports collectibles, and Patrick from Stats Perform, a leader in sports data analytics. Together, they highlight the growing role of data in enhancing fan engagement, improving sports insights, and shaping future trends in the industry.

- **Sare's mission and offerings:** Sare, founded in 2018, focuses on transforming how fans interact with sports and athletes through technology. The company offers digital sports collectibles, such as NFTs, using blockchain to issue digital sports cards, similar to traditional collectible cards like Panini. These digital collectibles, primarily related to basketball and soccer, allow users to own unique items and engage in fantasy games where they manage teams based on real-life player performances. Sare uses extensive data, from player statistics like goals and yellow cards to more nuanced metrics like ball play duration, to score and reward users in its fantasy league.

- **The role of data in Sare's platform:** Data plays a central role in the functionality of Sare's platform. The company collects detailed player data to power its fantasy game, enabling users to create teams and compete based on real-life sports statistics. Jennifer explains that the company has not yet incorporated generative AI into its platform, but it sees potential in using AI tools to further enhance user experiences, such as making the game more dynamic by allowing the simulation of player performances. Data is not only used for fantasy game statistics but also for tracking and rewarding player performance through unique experiences, such as meeting athletes or attending live games.

- **Stats Perform's data services:** Stats Perform, another key player in the sports data ecosystem, provides comprehensive data services to companies like Sare. As Patrick describes, Stats Perform collects and analyzes sports data through human observers and advanced AI systems. The company is known for providing essential data for broadcasters, sports teams, betting companies, and media outlets. Through its Opter brand, Stats Perform offers real-time scores, player statistics, and performance predictions. It pioneered the "expected goal value" metric in soccer, and its insights are widely used by sports networks and digital platforms like Amazon Prime and Canal Plus.
  -

- **AI and the future of data utilization:** Patrick discusses how AI is integrated into Stats Perform's operations, particularly in tracking and predicting player performance. The company has used computer vision since 2010 to collect tracking data, allowing it to offer detailed insights on player movements. More recently, generative AI has been employed to fill gaps in player tracking, such as when players are out of view in televised matches. This approach, combining AI and sports data, helps deliver more accurate, real-time information and opens up new possibilities for engaging fans.

- **Challenges and trends in data-driven fan engagement:** As data-driven platforms like Sare evolve, they face challenges in terms of regulation and data sharing. Jennifer mentions the need to adapt to potential regulatory frameworks in the coming years, which may require companies to share more in-game data with authorities. She also points out that using data to create more engaging fan experiences will be a major trend moving forward, particularly as the company looks to integrate gaming data and AI to offer more interactive and personalized experiences.

- **The next wave of data innovation:** Both Jennifer and Patrick highlight that the sports industry is on the cusp of significant advancements in how data is collected and used. Patrick suggests that we are at a saturation point with public data available on the internet, and the future will rely on differentiated, granular data that can be uniquely applied to industries like sports. Generative AI is seen as the key enabler, offering the potential to scale and refine data analysis, both for teams and individual fans. This shift promises to make data insights more accessible, providing new opportunities for sports analysis, fan engagement, and even personalized experiences in real-time.

- **Conclusion:** The discussion concludes with a shared sense of excitement about the future of AI and data in sports. Both companies are well-positioned to leverage the wealth of data they collect to offer innovative and engaging fan experiences. The integration of generative AI and the ability to scale data utilization will be crucial to driving the next wave of innovation, shaping the future of sports engagement for fans worldwide.

AI FOR SPORT
BY ARTEFACT

SUMMIT
2024

SUMMIT 2024

Lorenzo Croati
Partner
lorenzo.croati@artefact.com

Camille Guillard
Project Manager
camille.guillard@artefact.com

CONTACT

www.artefact.com

marketing-fr@artefact.com

ARTEFACT

19 rue Richer, 75009 Paris

artefact.com