

MEET THE SHORTLIST FOR:

BEST DIGITAL TECHNOLOGY

ATP MEDIA PORTAL

ATP Media exploits the Tour's broadcast media rights and produces / delivers a huge amount of tournament information, documentation, and video content to our global broadcasters. Its new Media Portal was launched in 2018, incorporating a new contextual design, making information, documents and videos more accessible. The platform delivers more, including Electronic Press Kits and bespoke social content for broadcasters.

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FIELDTURF, INTELLIGENT PLAY

FieldTurf, which has 20,000 installations worldwide, partnered with Intelligent Play to create the first smart sports field: FieldTurf Genius. This technology is designed to help maximize the longevity, playability and safety of sports fields. The field can track the number of athletes playing, hours of use and send maintenance and usage prompts enabling owners to optimize scheduling, use and care.

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IBM WATSON, ESPN FANTASY INSIGHTS

ESPN Fantasy Football Insights with IBM Watson uses machine learning and the IBM Cloud to drive insight from disparate fantasy football data. Watson ingests millions of sources of information (blogs, podcasts and videos) to provide players with more varied information to inform their decision-making, offset bias, and gauge risk and reward. It also makes playing fantasy football more fun.



IREWIND, MIGROS IMPULS

iRewind is a global leader in personalised video technology, helping brands activate sponsors or marketing campaigns digitally by producing personalised video clips of their target audience. iRewind helped Swiss retailer and sponsor of several running events, Migros, engage with their "iMpuls" campaign, producing video clips of the participants and posting it on the "iMpuls" website.



STREAMAMG CLOUD MATRIX

StreamAMG's Cloud Matrix is a feed-based content distributor, designed for sports clubs and federations. It allows content editors effective use of archives by querying and returning dynamic content lists, which update the front-end website in real time. It enables broadcast, distribution, management, and monetization of video content, both live and on demand. StreamAMG believes their platform represents the future of OTT services in sports.



WSC SPORTS

WSC Sports generates personalised sports videos for every platform and every sports fan – automatically and in real-time. The platform is being utilized across media rights owners such as Turner Sports, Perform Group, the NBA, MLS, FIBA, and the PGA Tour. This enables partners to engage audiences, strengthen brand awareness and maximise monetization opportunities.

[SEE PRODUCT VIDEO](#)

