

MEET THE SHORTLIST FOR:

BEST TECHNOLOGY FOR SPORTS COMMERCE

ATLETASNOW

AtletasNOW is a sports tech, which has the purpose of connecting sports tips through technology. The company wants to modernize registrations, connect talent to new opportunities, and unite athletes and practitioners of all modalities (coaches, sports clubs, colleges, sports service providers, federations and confederations).

[SEE PRODUCT VIDEO](#)

ATLETAS 

MYCUJOO

mycujoo is a unified streaming and media rights platform focusing on the "long tail" of football, enabling players, clubs, leagues and federations from underdeveloped football sectors to showcase their content, live and on-demand, reaching fans, communities and commercial partners. It's easy, free and delivers content via live streams which can be broadcast on mobile phones, multiple media, and embedded on rights holder channels, and platforms including Twitter and Facebook.

[SEE PRODUCT VIDEO](#)

 mycujoo

MINUTE.LY

Minute.ly is a pioneer in deep video understanding, specializing in video analysis and crowdsourcing technology, it automatically discovers what pieces of content truly engage users through real-time personalized experience. Its ground-breaking video technology analyzes video streams directly from pre-existing online content and is used by Fortune 500 media companies in major league sports.



NIELSEN SPORTS, SPORTS CONNECT

Nielsen Sports is the global leader in sports measurement, insights and sponsorship valuation, it provides more than 1,700 brands, rights holders, broadcasters and agencies with uniquely powerful and integrated solutions to help them make smarter business decisions. Nielsen Sports carries out its measurements across TV, online and social media as well as print media.

[SEE PRODUCT VIDEO](#)



SEATSERVE IN-SEAT DELIVERY

SeatServe enables fans to order food, drinks and merchandise on their smartphones, which is then delivered to their seats, from their nearest concession. SeatServe is a no brainer for venues; whilst generating incremental matchday revenue is its most tangible return, it also improves customer experience, enables sponsor activation and offers a data proposition.


Seat Serve

ASCOT, WORLDPLAY, MY BUSINESS MOBILE

Worldpay is a payments provider with unique capability to power global integrated omni-commerce. Worldpay offers clients a comprehensive suite of products and services globally. Working in partnership with Ascot Racecourse and Samsung (which provided the mobile devices), Worldpay provided mobile drinks vendors at Ascot with devices loaded with the app, spectators were able to pay for drinks on the go via their contactless card or smartphone.

