

THE WINNERS

BEST TECHNOLOGY FOR SPORTS COMMERCE



F1 Fan Voice is an online research community consisting of almost 100,000 F1 Fans from more than 100 countries, which is used to drive commercial returns by informing decision making around F1's direct to consumer revenue streams.

The judges said: This was a great submission; research is commonplace but this is genuinely impressive in terms of scale, scope and detail. Having the governing body so firmly committed to promoting it to fans and making it open to all is commendable. The results are genuinely informing and driving decisions for F1 (and the teams) rather than this being a PR exercise. It's exciting to see a platform developed that can deliver continuous fan insight with impressive levels of engagement driving commercial success.

FORMULA 1 AND GOODFORM: F1 FAN VOICE ONLINE RESEARCH COMMUNITY

MOST INNOVATIVE SPORTS APP



Spond is a free app and website making the organization of grassroots sport easier. It ensures attendances, manages communications and collects money. Spond now has over 600,000 monthly active users globally and 2 million events are created on the platform each year.

The judges said: Whilst other entries were exceptional, this emerged as one of the slickest sports organizing tools out there; not only is it a great way to lessen workload and bring people together, we really hope some superstars of the future are born out of this initiative as they may have otherwise never found their way into sport.

SPOND: GRASSROOTS SPORTS ORGANIZATION

BEST DIGITAL TECHNOLOGY



Xperiel's invention is the first and only technology that allows brands to create mixed reality experiences for fans. Their platform connects new and existing Internet of Things infrastructure with consumers' mobile devices allowing, professional sports teams to engage fans with AR and predictive gaming activations through their team apps.

The judges said: This is the future of sport spectatorship and great to see that it has already arrived! It is very cool to engage fans further with the event experience and connect the world even further and is a genuine example of, putting fan experience right at the heart of an initiative. Fascinating and good work!

XPERIEL: ROX PLATFORM, CREATING MIXED REALITY, GAMIFIED AND INTERACTIVE EXPERIENCES

BEST SPORTS EQUIPMENT OR WEARABLE TECHNOLOGY



PlayerMaker has created a device (an f-sensor) which is mounted on a player's boots in a non-intrusive way. Utilizing cutting-edge motion sensors and advanced machine learning algorithms, it tracks all technical, tactical, biomechanical and physical movement on and off the ball, giving managers and coaches a granular understanding of their players' and team's performance. Used by elite level clubs worldwide, the PlayerMaker device delivers a competitive advantage to some of the most forward-thinking coaches.

The judges said: This is innovative and time saving, especially for team analysts. The proposition is clear, as is the data it provides.

PLAYERMAKER: PERFORMANCE TRACKING AND ANALYSIS

MOST INNOVATIVE SPORTS BROADCAST OR BROADCAST TECHNOLOGY



Sunset+Vine worked on the live coverage of Eliud Kipchoge's sub-2 hour marathon record attempt on October 12th 2019. Sunset+Vine provided the live coverage of the record attempt that was broadcasted internationally on television, YouTube and on the event website. Its integration of teams producing the live feed - with SingularLive - and the feature and social/digital content provided a genuine viewing innovation that really linked the main broadcast with the website content to the extent that the web team were included on the live broadcast talkback circuit. This allowed the live production team to steer commentators to specific subjects [i.e. training in Kenya] while the graphics team triggered a second screen signpost; the combination provided a true multiscreen viewer experience.

The judges said: This event was a unique and historic event and was excellently served by this entry that adopted a wonderful, customised approach to the broadcast.

SUNSET+VINE: INEOS 1:59 CHALLENGE

AGENCY OF THE YEAR



Delete is an independent, full-service digital agency, delivering market-leading, digital transformation for high profile brands and organizations looking to embrace digital at the heart of their marketing, communication and operation. The FA, PRO14 Rugby, Southampton FC and The Open are some of the sports brands which trust Delete to implement innovative products and services into their businesses. The strategies and solutions created are bespoke to each clients' needs and enable them to disrupt their markets, turn heads and connect with their customers, fans and audiences. Delete's recent work includes the creation of a new digital platform to host The 148th Open at Royal Portrush, its central Education Hub and Global Personalisation Strategy for The FA, its fully integrated club retail store for Southampton FC, and its headless content management, digital marketing and fan engagement solution for Pro14 Rugby.

The judges said: Delete has shown clear examples of how their services and strategies can bring institutional and financial benefits to clients across a range of sports. Their technological solutions have broken sales records and this shows that they have robust solutions that can manage high demands along with high quality marketing strategies.

DELETE

RIGHTS HOLDER, GOVERNING BODY OR TEAM OF THE YEAR



World Athletics, formerly the International Association of Athletics Federations is the international governing body for the sport of athletics. Included in its charge are the standardization of rules and regulations for the sports, recognition and management of world records, and the organisation and sanctioning of athletics competitions, including the World Athletics Championships.

World Athletics emerged this year's winner, in no small part owing to the technology they embraced at the World Championships. Congratulations World Athletics

WORLD ATHLETICS

BEST TECHNOLOGY FOR INJURY PREVENTION OR REHABILITATION



PROTECHT was created to combat head injuries. These mouthguards are implanted with a hypersensitive sensor system which measures the intensity and frequency of head impacts and reports it in real time to the pitch side team. The system provides information on collisions that may go unseen or those that are unintended in training environments. The data is then used to change a player's training, or even to pull a player out of a match altogether.

The judges said: Sport needs more technology to help prevent head injuries and this product is a massive step in the right direction. As a product it is both innovative and strong, offering impact sports the potential to recognise and understand concussion better. It is so important to reduce the threat of injury and technology like this increases our chances exponentially.

SAP WITH KEYTREE AND SPORTS & WELLBEING ANALYTICS: PROTECHT INTELLIGENT MOUTHGUARD

BEST TECHNOLOGY FOR ELITE PERFORMANCE



Sportlogiq developed iCE and PiTCH, AI-driven performance analytics platforms for pro hockey and soccer players and teams. It is linked to video so users can compare players and teams, and view data visualizations for added context. Traditional data collection reveals who made a pass, to whom and to where, whilst AI driven collection shows who else they could - or should - have passed to, and the effectiveness of that pass. Body Pose data also shows which way players are facing, and analyses anticipation and proactivity. This means subjective things like 'decision making' and 'bravery' can now be quantified.

The judges said: This product is technically very advanced and replaces manual monitoring of players' decision making in team sports. It's a clear market leader in hockey having been able to predict game situations, then gives players and coaches feedback on elements previously not measurable - like bravery - is a huge step forward. Now you really will know what needs to be worked on in your game.

SPORTLOGIQ: ICE & PITCH, CAMERA TRACKING DATA AND INSIGHTS

USE OF ESPORTS BY A SPORTS BRAND



F1 Esports is an industry leading esports programme and is a key strategic initiative of F1's digital transformation to engage with a new and younger fan demographic, who are digitally savvy, global and growing. F1 Esports is a significant pillar in the strategy to make F1 more accessible, reduce barriers to entry and participation for fans, as well as to create a new grassroots entry point into motorsport in the future. The programme engages with huge volumes of esports players in its Qualification stage across online and live activities, before giving the best the chance to be signed by an official F1 team at the Pro Draft, and represent them over a 12 race Championship; the Pro Series. It also extends the opportunity for race goers and F1 fans to engage and participate in the sport in a more immersive way through live F1 Esports activations at 18 of the 21 Grands Prix as well as 4 F1 Festivals annually. Now in its third season, it has been hugely successful and continues to grow both in terms of participation, engagement and viewership among target demographics.

The judges said: This entry does a fantastic job connecting to a younger audience, the game is an exciting extension to its overall efforts.

FORMULA ONE DIGITAL MEDIA: F1 ESPORTS

BEST TECHNOLOGY FOR PARTICIPATION

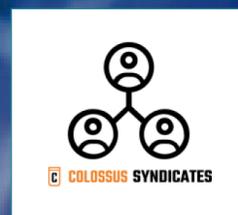


Pitchero provides digital technology to grassroots sports clubs helping club officials and team coaches manage their day-to-day operations. Clubs now have the tools to build a professional website, manage club membership and collect payments online, organize teams and communicate with players and parents, publish content online including: match reports, stats, videos and photos. Pitchero's goal is to create technology which increases club participation and revenue - whilst reducing club administration.

The judges said: This is a great one-stop shop for volunteer / grassroots organisations which offers an excellent solution for many grass roots sports clubs. With this you can manage fixtures, rosters, volunteers, fundraising and give clubs a promotional platform website. In short it is a brilliant way to help sports clubs achieve the most from finance, engage the community and connect easily. It is an excellent product and a slick design.

PITCHERO: CLUB MANAGEMENT SOLUTION

BEST TECHNOLOGY FOR SPORTS BETTING



Colossus Syndicates transplants the concept of crowdfunding into the sports jackpot experience, enabling players to join forces to fund tickets into Colossus jackpots across language and currency borders. Any player can assume the role of either Syndicate Captain, making the ticket selections and controlling cash-out decisions; or contributor, funding tickets created by other players. By buying into bigger tickets than they would want to fund on their own, players increase their chances at a payout, while enjoying a more social and engaging betting experience. Embedded social media sharing functionality encourages the promotion of tickets, as well as interaction among players, while a Captain Leaderboard gamifies the experience and rewards good performers.

The judges said: Great submission. It articulates the challenge - making sports betting more social and interactive - and the solution very clearly and provides tangible evidence of success in terms of financial results.

A complex product to design and implement so the Colossus team deserve a lot of credit for pulling it off. Using players as effectively 'micro affiliates', recruiting more players and creating a virtuous cycle of referrals is very clever and genuinely innovative.

COLOSSUS SYNDICATES: SPORTS 'CROWDBETTING'

BEST TECHNOLOGY FOR FAN ENGAGEMENT



SingularLive is a digital platform empowering content creators to design, build, control and distribute overlays all through a web browser. On 12th October 2019 Eliud Kipchoge ran a sub-two hour marathon, recording a time of 1:59:40 - the equivalent of running 100 metres in 17 seconds... 422 times in a row. SingularLive provided unprecedented interactive viewing of the live stream on the event's official website. Interactive overlays allowed each viewer to select which graphics and event data to display on demand, allowing every user to enjoy a unique, personalised experience.

The judges said: This submission is world-class in every way and offered an experience that blew us away.

SINGULAR.LIVE INTERACTIVE OVERLAYS

CAPGEMINI INNOVATION OF THE YEAR



GeniusLive is a video solution that automates every step of streaming, production and OTT. It also enables leagues and federations to integrate their live and on-demand video content with performance analysis, fan engagement and other tools.

To engage the modern fan, sports have to publish low latency, HD streams and highlights across multiple platforms but for leagues beyond the top tier, the costs of expensive hardware, production and personnel have been immovable barriers to OTT entry. A lack of cost-effective streaming technology has created an imbalanced model where only the largest rights holders can showcase their sport to a global audience and those beyond the top tier are prevented from building one. GeniusLive is an end-to-end solution that automates every step of streaming, production and OTT, providing a platform and commercial lifeline for sports of all sizes. As hardware-agnostic software, GeniusLive can power any camera system including smartphones. Its' unique AI and computer-vision capabilities removes the costs of hardware, production and camera personnel, providing live and on-demand video content to transform how they drive revenue, engage fans and expand their audience.

The judges said: This is a really interesting solution for governing bodies and leagues where normal methods of broadcast production just don't make economic sense. It is good to see such accessibility and opportunities being provided to minority sports

GENIUS SPORTS: GENIUSLIVE STREAMING

MOST INNOVATIVE SPORTS PARTNERSHIP



ASICS, one of the most prestigious running brands in the world, and iRewind, a global leader in personalized video technology, partnered to use personalized content to convey its brand and product messaging as well as capture new leads for its loyalty programme. As a part of its sponsorship activation, ASICS provided personalized videos to thousands of runners at selected running events, delivered within minutes. iRewind's personalized video technology was seamlessly integrated into the ASICS website and provided a natural digital extension of ASICS' sponsorship engagement. Whatever the event the videos generated hundreds of thousands of views and brand awareness well beyond the runners of the different races. This has been the first time that finisher videos were produced 'live', meaning that the final, personalized video product was delivered to the racers within merely minutes.

The judges said: This entry was excellent and its appeal was immediately apparent. Offering significantly more interesting imagery than the usual still photos available, technically it was impressive and its results and engagement rates are testament to this. It is great to see such a clear demonstration of technical innovation in sport.

ASICS AND IREWIND: REACHING FUTURE CUSTOMERS