

ASCOT AND UTTERBERRY: SMART TICKETING AT ASCOT

The UtterBerry™ System consists of a collection of miniature, artificially intelligent, ultra-low power sensors. These wireless sensors self-calibrate to form a mesh network and relay data between each other, working as a family of sensors in any particular area. They do not require line of sight between each other. For real-time remote access to the sensor data, the sensors are supported by a Base Station providing connectivity to the Internet or Local Network. UtterBerry worked with Ascot Racecourse on some of the smartest and most secure tech initiatives in sport. We tested concepts to help improve customer experience and venue security. This included providing access to ticketing and payments using a smart badge, indistinguishable from the traditional and iconic Ascot racing day badge, but with UtterBerry technology embedded inside it. UtterBerry also used its sensor technology to provide additional monitoring of the density of people in a particular area and information about environmental parameters, to increase the comfort and safety of guests.



ASICS AND IREWIND: REACHING FUTURE CUSTOMERS

ASICS is one of the most prestigious running brands in the world and iRewind is a global leader in personalized video technology. ASICS Europe is using 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. The videos generated traffic to the ASICS eco-system, it nurtured earned media content and it helped ASICS capture valuable leads within its target audience. iRewind's personalized video technology was seamlessly integrated into the ASICS website and provided a natural digital extension of ASICS' sponsorship engagement. Whether it was a city marathon or a local women's run, the videos were a participant's favourite, generating 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.



FIBA AND ATRIUM SPORTS: THE CONNECTED STADIUM

The FIBA Connected Stadium is a joint initiative between FIBA, the world governing body for basketball and Atrium Sports, designed to put basketball at the forefront of changes to how sports are played and consumed. It is designed to support FIBA Federations and Leagues around the world grow and develop. This partnership puts best practice technologies within reach of basketball at every level and revolutionise how basketball is played, managed, and consumed. FIBA-affiliated venues worldwide have the opportunity to be equipped with smart technology that can capture and enhance video content without the need of a single person on site to run the production. This will transform stadiums into potent technological and commercial platforms by widening opportunities to broadcast, stream, distribute and monetise games and content. With 20 years' experience in sports technology, the Atrium Sports leadership team and the developers behind the technology are helping guide FIBA and its members through an increasingly complex technology landscape as part of an innovative plan to promote basketball into the next decade. The FIBA Connected Stadium is removing barriers to content capture, enhancement, production, and distribution faced by FIBA Federations and Leagues.



FITE AND ITV: EVERY WHICH WAY

FITE is the premiere global live streaming combat sports platform and ITV is a major free to air broadcaster in the UK. ITV had UK PPV rights; FITE had world minus US/UK for the burgeoning pro wrestling organization, AEW. The heady combination of a major broadcaster in the popular UK market to offer the audience reach via a linear television channel for weekly programs coupled with FITE's expertise with via online/OTT/Mobile delivery of PPV and subscription options in their #2 global market proved to be a highly successful and symbiotic partnership between two companies in the competitive content space. The partnership launched with 5 PPV tentpole events that expanded with a weekly subscription option. AEW often now outpaces the TV viewership of its pro wrestling competitor, WWE, with no slowing in sight. PPV and subscription numbers exceeded projections and synergies abound, resulting in additional PPV cooperation between the companies on boxing and other events. Both parties found the cooperation to be efficient and effective, as the combination leveraged both entities' entrenched customer bases and each firm's expertise to work smarter.



MLB AND MITEL: LONDON SERIES 2019

In baseball, communications are critical. If a coach can't challenge a call or a pitching coach can't summon a reliever, the pace of play is interrupted, impacting the integrity of the game and the fan experience. That's why, when the game is on the line, Major League Baseball® looks to Mitel, a global leader in business communications. Mitel has perfected the delivery of high-performance communications solutions to high-performance organizations, helping more than 70M users worldwide connect, collaborate, and provide better experiences for employees, customers and fans. In 2018, Mitel was selected by MLB as their Official Business Technology and Communications Partner. The partnership with MLB and Mitel scored notable achievements in the first year, including shortlisting for two Yahoo Sports Technology Awards: Most Innovative Sports Partnership and Rights Holder/Governing Body/Team/Sponsor of the Year. Continuing the winning streak, the partnership was expanded to bring professional baseball games to Europe for the first time ever with a two-game series played at London Stadium in 2019 and to be reprised in 2020. This submission primarily highlights the historic Mitel & MLB Present London Series 2019.



SUPPONOR AND LAGARDERE SPORT: VIRTUAL ADVERTISING

Supponor and Lagardere Sports have pioneered the use of Virtual Advertising (VA) in the DFL/Bundesliga, the first tier of German football. The collaboration is now into its 2nd season, with results now confirming the arrival of VA as (i) a significant incremental revenue stream and (ii) a means for renewed fan engagement. Clubs including Borussia Dortmund (BVB) have embraced the use of Supponor's virtual perimeter advertising product, 'DBRLive' in the league. Existing global sponsors of these clubs are now able to target their messages region by region - and local sponsors within international territories including China, North America or the Middle East are able to reach an engaged local audience through live sports. The target market is therefore the international live broadcast audiences for the Bundesliga, estimated to be 70% of the total audience for German football and the fastest growing element. This is an audience that has traditionally not been reachable by marketing messages due to in-stadium advertising targeting the domestic German market.

