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The Future of GenAI in Sports

# The starting lineup

Technology and innovation have always found a home in professional sports. From instant replay to wearable tech that monitors both health and performance, technology is embedded in almost every aspect of the game. Today, the first wave of AI innovation is cresting—and the industry is bracing for impact.

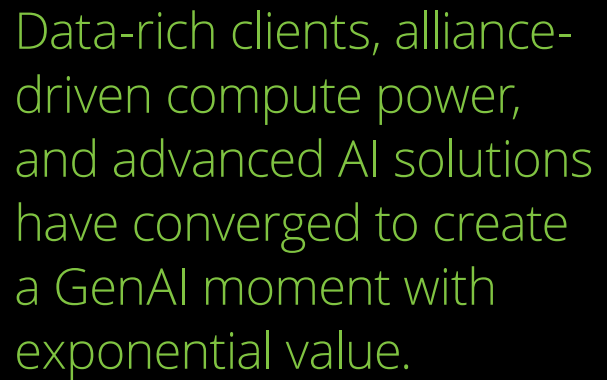
So what can AI do for you right now—and where do you start when the technology is constantly evolving? We'll examine the roots of today's AI revolution; explore how leagues, teams, and governing bodies can get the biggest bang for their AI buck; and show you how to launch your own AI journey.

## Game time for AI

This Generative AI (GenAI) moment represents the convergence of three critical elements: massive amounts of data, the computing power needed to process it, and the expertise that can transform it into business value.

- **The power of data.** Thanks to the explosion of smart devices, the amount of data generated each year has increased exponentially. To fully understand today's customer and marketplace trends, organizations should capture and integrate both public and private data sets.
- **The power of computing.** Advancements in compute power enable these massive new datasets to be analyzed more quickly than ever.
- **The power of transformation.** The right third-party providers can build custom solutions that make it possible for data scientists and data engineers to transform data into actionable insights.

The convergence of these factors has created a GenAI moment with exponential value. Over the coming decade, the technology is expected to have a [cumulative global economic impact of \\$19.9 trillion](#) through 2030 and drive 3.5% of global GDP in 2030,<sup>1</sup> transforming professional sports data from a costly liability to a valuable asset.



Data-rich clients, alliance-driven compute power, and advanced AI solutions have converged to create a GenAI moment with exponential value.

<sup>1</sup> ["Artificial Intelligence Will Contribute \\$19.9 Trillion to the Global Economy through 2030 and Drive 3.5% of Global GDP in 2030,"](#) IDC, September 17, 2024.



# The value of GenAI for sports organizations

Sports organizations sit at the center of a complex set of industry stakeholders—including media, broadcast, streaming, and social platforms; merchandise and apparel; ticketing; and brands—that together deliver a complete experience. They act as the gateway to the fan and consumer experience, controlling amenities, ease of attendance, infrastructure, and more—factors ripe for GenAI-driven improvements.

From the executive suite to the playing field, GenAI offers sports organizations the opportunity to become more creative, personal, and purposeful while reducing menial tasks.

- **Fan experience.** AI will accelerate transformation of the fan experience, using data-driven insights to create personalized profiles and tailoring media content to boost engagement and strengthen fan bases.
- **Event/venue management.** Event and venue management will be predictive and proactive, with GenAI doing everything from monitoring and scheduling maintenance to streamlining game-day parking and transportation.
- **Revenue.** AI will enable new and adapted revenue streams, including dynamic personalized pricing, AI-enabled interactive loyalty programs, predictive sales-lead forecasting, and data monetization.
- **Marketing.** GenAI can generate original content, manage relationships, and conduct A/B testing for campaign effectiveness, helping to simplify and scale marketing campaigns and support overloaded design teams.
- **Media content.** AI will support rapid distribution through traditional media channels with automated content creation, editing, and natural language localization supported by real-time analytics.
- **Business operations.** AI can convert traditional data into new insights, informing financial and operational management and reporting—for example, enhancing integrity by using AI-detected patterns to identify match fixing.
- **Sports operations.** Using biometrics, AI-enhanced player experiences and coaching support tools will automatically suggest training and rehabilitation plans and generate instructional videos to supplement coaching, recruiting, and scouting.



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Worldwide Olympic and Paralympic Management Consulting Partner

## AI in action with the IOC

**Challenge:** The International Olympics Committee (IOC) recognized that AI would have a transformative impact across aspects of the global sports industry. To strengthen its role as a trusted global leader, the IOC sought to establish a clear vision and well-defined AI strategy to inform its organization, partners, and athletes around the world how they can leverage and harness the opportunity of AI in sports.

**Approach:** Deloitte practitioners worldwide fostered a highly collaborative environment with cross-functional IOC stakeholders, executing a framework designed to address key organizational objectives around guiding principles, use cases and opportunity areas, capabilities, and governance.

**Result:** Deloitte successfully helped the IOC identify a path for owning and overseeing the safe and responsible application of AI in sports, while delivering an AI agenda, playbook, and prioritized use case roadmap.

Learn more about [Deloitte's partnership with the IOC](#)

# AI-driven use cases

Today's AI technology has many potential use cases in professional sports, with more arising rapidly as the technology advances (see figure 1).

Figure 1. Selected AI use cases, professional sports

	Fan experience	Organizational operations	Event/venue management	Media/content	Sports operations (gameplay)	Marketing	Revenue
<b>Business growth</b>	Renewal and retention	Enhanced sponsorship analytics	GenAI digital venue	Audio translations and descriptions	Instructional video generation	Campaign development and execution	Personalized ticketing
<b>Cost reduction</b>	Content localization	Automated financial reporting	Budget tracking	Press generation	Scouting report ingestion	Direct sales	Activation companion
<b>Customer experience enhancement</b>	Live predictive traffic control	Supply chain management	Predictive transportation	Quality control and localization	Real-time player analytics	Personalized consumer engagement	Fan experience loyalty
<b>Workforce productivity gain</b>	Automated customer service	Predictive content distribution tool	Workforce management	AI-enabled content cutting and condensing	Player tendency analysis	Customer profiling	Predictive lead scoring
<b>New product/innovation</b>	GenAI digital twins	NIL assistant	Event planning assistant	AI-powered broadcast	Coaching playbook	A/B testing of campaigns	GenAI event competition
<b>Operational efficiency</b>	Customer sentiment-driven call support	Digital data assist	AI scheduling assistant	Content localization	Player rehabilitation	Ad personalization	Strategic concessions pricing
<b>Risk and regulatory management</b>	Real-time conflict sensing	Match-fixing pattern detection	Structural risk analysis	Real-time censoring	Dynamic game simulation	Brand safety	Licensed anti-doping compliance analytics

Source: Deloitte United States analysis



## Three powerful real-world case studies

### Rulebook query and response tool

#### Challenge

A professional sporting league's rulebook is a single source of truth containing complex hierarchies and dependencies, which can be hard for lay readers to understand. As the fan base has grown, league officials have received an increasing number of requests for explanation and clarification.

#### Objective

Develop an automated query and response tool that can answer questions quickly and accurately, in a scalable manner.

#### AI-powered solution

Reply to user-generated email queries using an AI-enabled large language model (LLM) education solution.

#### Benefits

- Fewer resources needed for time-consuming, rule-specific manual responses
- Higher-quality responses, leading to improved brand perception and greater overall fan satisfaction
- Ability to evolve with the rules, scale with demand, and provide insight into areas of fan interest

### Marketing content generation and localization

#### Challenge

Customized marketing content, including personas, social media and advertising content, and localization/translation, is a time-consuming, labor-intensive process with constantly shifting parameters.

#### Objective

Develop a customizable marketing platform that generates initial drafts of custom content.

#### AI-powered solution

Using simple prompts with an LLM built with tailored content-targeting and personas, a GenAI platform was designed that can create custom-generated marketing content and translations for leagues, teams, and players.

#### Benefits

- Rapid deployment of customized content
- Fan-personalized, market-specific content
- Rapid translation for global reach

### Stadium and venue management modeling

#### Challenge

Stadium entry and exit is plagued by long wait times, inefficient foot traffic mapping, and lack of public planning and transportation.

#### Objective

Develop an AI-enabled mapping and transit forecasting system to help major venues and stadiums develop highly efficient entry and exit strategies.

#### AI-powered solution

An advanced AI model tracks human and vehicle movement, accounting for multiple variables (congestion, road configuration, demand) and suggesting optimal exit points and paths.

#### Benefits

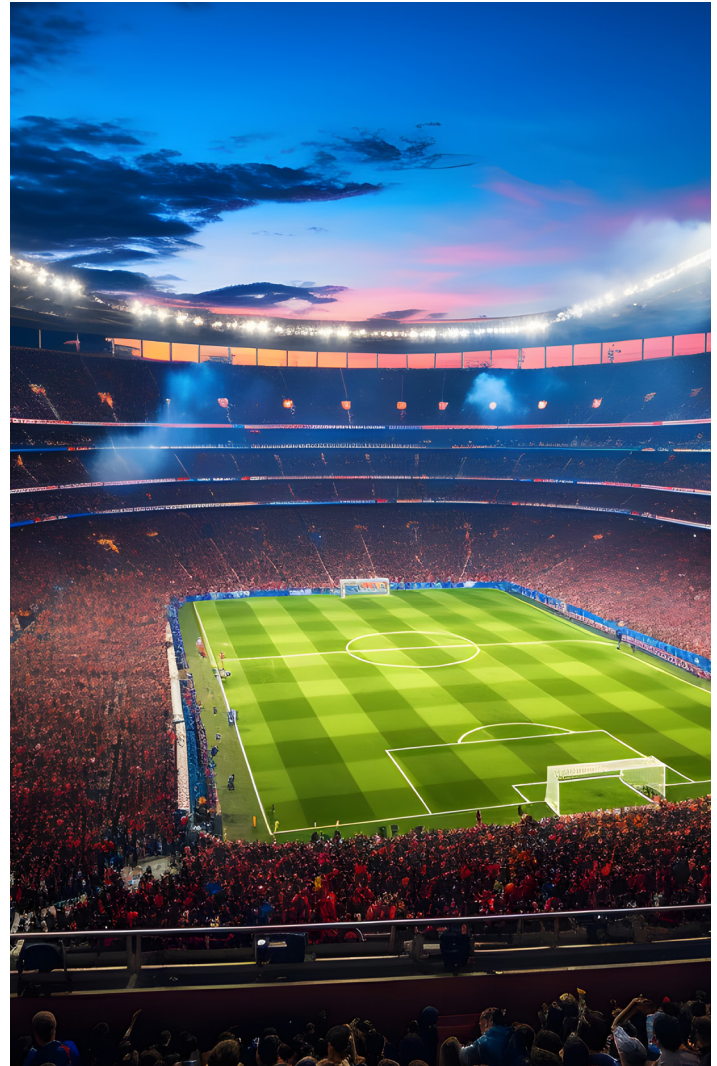
- Elevated fan experience from enhanced venue entry/exit
- Improved local and city-planning relationships through mutually beneficial traffic planning
- Event-specific planning, with rapid redeployment of personnel and other resources

# Getting started with GenAI

Given the rapid rate of GenAI innovation, sports organizations that fail to invest time and resources in AI technology risk falling behind the competition. That investment should encompass considerations including strategy, governance, talent, culture, and delivery. From establishing partnerships with subject matter specialists to developing the internal technical capacity to build and execute against a return on investment focused AI roadmap, it's a complex task but one well worth the investment.

Not sure where to begin? Here are six ideas for getting started with GenAI:

- **Start the AI conversation.** Schedule executive-level conversations to understand leaders' AI fluency and identify existing internal, competitive, or industrywide AI initiatives.
- **Establish a leadership team.** Define key organizational stakeholders, possible areas for AI application, and ways to communicate and build accountability for AI planning. Gain leadership buy-in on a capability roadmap and design and deployment of proof of concept (POC).
- **Identify opportunities.** Work with AI deployment specialists to target prime opportunities for integrating AI. Identify areas of support within the organization. Consider the components needed to establish a strong technology foundation.
- **Develop an AI roadmap.** Advance your planning with an ROI-focused AI roadmap that assesses the opportunity landscape. Identify initial use cases, the right technology team, and a realistic initial timeline.
- **Manage risk.** Whatever path you take, you need a trustworthy GenAI framework. Consider the guardrails and safety mechanisms you'll need to assess and mitigate risk—from bias and hallucinations to privacy concerns and ethical data usage. Establish a framework that uses compliance, governance, reviews, and controls to ensure safe, reliable, responsible, transparent, and fair use of AI within your organization.
- **Launch and sustain.** A productive and consistent ability to deploy AI tools and initiatives starts with culture. That means educating employees and driving change management across business processes. Test, deploy, and evaluate your AI projects. And be sure to give everyone—even late adopters—the opportunity to see and celebrate the AI wins.



No matter where you are on the sports AI maturity scale (figure 2)—from just learning about AI to launching POCs or deploying solutions at scale—Deloitte's AI sport practitioners worldwide can help you expand your capabilities and generate additional value for your organization, fans, and key stakeholders.

## Figure 2. The sports AI maturity scale

Sports organizations sit within each of the four key areas of growth as they position themselves across the AI maturity scale.



Source: Deloitte United States analysis



# Crossing the finish line

GenAI is a powerful new tool that can transform the core pillars of value creation in sports, but it requires a thoughtful, strategic effort to reap significant benefits. The technology offers sports organizations a wide range of opportunities—if they can address risks within a trustworthy framework while keeping up with accelerating technological change.

The good news is that professional sports organizations are well-positioned to leverage the transformational capabilities AI offers, on and off the field. To prepare, industry leaders must look beyond traditional sponsorship and in-kind partnerships to develop the talent, data, and strategic systems necessary to keep pace with the rapid transformation of AI tools and applications.

# Contact us

## Global and United States

**Peter Giorgio**

[pgiorgio@deloitte.com](mailto:pgiorgio@deloitte.com)

**Kevin Westcott**

[kewestcott@deloitte.com](mailto:kewestcott@deloitte.com)

## Australia

**Sandra Sweeney**

[ssweeney@deloitte.com](mailto:ssweeney@deloitte.com)

## Canada

**Jeff Harris**

[jeffharris@deloitte.ca](mailto:jeffharris@deloitte.ca)

## China

**Crystal Wang**

[cryswang@deloitte.com.cn](mailto:cryswang@deloitte.com.cn)

## France

**Gilles Lucien**

[glucien@deloitte.fr](mailto:glucien@deloitte.fr)

## Germany

**Stefan Ludwig**

[sludwig@deloitte.de](mailto:sludwig@deloitte.de)

## India

**Chandrashekar Mantha**

[cmantha@deloitte.com](mailto:cmantha@deloitte.com)

## Israel

**Oren Roseman**

[orrosman@deloitte.co.il](mailto:orrosman@deloitte.co.il)

## Italy

**Luigi Oronato**

[loronato@deloitte.it](mailto:loronato@deloitte.it)

## Japan

**Kazuhiro Fukushima**

[kazuhiro.fukushima@tohatsu.co.jp](mailto:kazuhiro.fukushima@tohatsu.co.jp)

**Go Miyashita**

[gmiyashita@tohatsu.co.jp](mailto:gmiyashita@tohatsu.co.jp)

## Korea

**Dong Sup Jeong**

[dongjeong@deloitte.com](mailto:dongjeong@deloitte.com)

## Middle East

**Hassan Malik**

[hmalik@deloitte.com](mailto:hmalik@deloitte.com)

## New Zealand

**Paul Shallard**

[pshallard@deloitte.co.nz](mailto:pshallard@deloitte.co.nz)

## Poland

**Przemyslaw Zawadzki**

[pzawadzki@deloittece.com](mailto:pzawadzki@deloittece.com)

**Jakub Gornik**

[jgornik@deloittece.com](mailto:jgornik@deloittece.com)

## Portugal

**Jean Gil Barroca**

[jbarroca@deloitte.pt](mailto:jbarroca@deloitte.pt)

**Rui Pedro Vaz**

[ruivaz@deloitte.pt](mailto:ruivaz@deloitte.pt)

## Singapore

**James Walton**

[jmwalton@deloitte.com](mailto:jmwalton@deloitte.com)

## South East Asia

**James Walton**

[jmwalton@deloitte.com](mailto:jmwalton@deloitte.com)

## Spain

**Simon Howard**

[sihoward@deloitte.es](mailto:sihoward@deloitte.es)

## Switzerland

**Philipp Luettmann**

[pluettmann@deloitte.ch](mailto:pluettmann@deloitte.ch)

**John Tweardy**

[jrtweardy@deloitte.ch](mailto:jrtweardy@deloitte.ch)

## Taiwan

**Sam Chu**

[samhchu@deloitte.com.tw](mailto:samhchu@deloitte.com.tw)

## United Kingdom

**Timothy Bridge**

[tbridge@deloitte.co.uk](mailto:tbridge@deloitte.co.uk)

**Mark Lillie**

[mlillie@deloitte.co.uk](mailto:mlillie@deloitte.co.uk)

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