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Desk Research: Best Practices in Digitalisation of Grassroots Sport Clubs

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Introduction

Desk research: Best Practices in Digitalisation of Grassroot Sport Clubs

In order to create a strong DigiRoot platform, it is crucial to first collect and identify valuable information from international practices that use digitalization in grassroots sports. The activity involves conducting desk research to identify important measures for digitalisation, effective software solutions, appropriate digital tools for sports club management, and educational programs for club employees. The information collected from this research will contribute to the development of the DigiRoot Learning and Information Platform and teaching materials for club employees.

As a crucial step before having first expert group meetings and start creating material, it is important to start with analysing what is already out there. Here, we will have two areas to conduct research. First, we will look for digitalization projects that were successfully conducted and see what was already possible. Second, we will have a look into professional sport to see what is possible there. Professional sport clubs have the chance to access way more funds and are usually many years ahead regarding technology and the use of digitalization in their processes.

Digitalisation projects in grassroots sports

One of the main challenges for grassroots sports clubs is to keep up with the changing needs and expectations of their members, who are increasingly using digital technologies in their daily lives. Digitalization can offer various benefits for grassroots sports clubs, such as improving communication, enhancing member engagement, increasing efficiency, and creating new revenue streams. However, many clubs lack the resources, skills, and knowledge to implement digital solutions effectively. Therefore, it is useful to learn from the experiences of other clubs and organizations that have successfully adopted digitalization in their practices.

The Sport Club Digital Maturity Model (SCDMM), developed by the Sports Club Research Centre at the University of Jyväskylä, Finland, is a self-assessment tool that helps sports clubs evaluate their current level of digitalization and identify areas for improvement. The SCDMM consists of six dimensions: strategy, leadership, culture, processes, infrastructure, and innovation. The tool provides feedback and recommendations based on the club's responses, as well as best practices and case studies from other clubs. The SCDMM is available online and can be used by any sport club, regardless of size, sport, or country. This work acts as a great inspiration and has various relevant points that will be discussed later.

The Playwaze platform, created by a UK-based company, is a comprehensive digital solution for grassroots sports management. The platform allows clubs to create their own websites, apps, and social networks, where they can manage memberships, bookings, payments, competitions, teams, and communication. The platform also integrates with other digital tools, such as Google Calendar, Stripe, PayPal, and Sport England's Club Matters. The platform aims to reduce the administrative burden for club volunteers and staff, and to increase the participation and satisfaction of club members.

The SportEasy app, developed by a French company, is a popular digital tool for grassroots sports coaches and players. The app enables coaches to organize training sessions, games, and tournaments, and to communicate with their players and parents. The app also allows players to confirm their availability, check their statistics, and interact with their teammates. The app supports various sports, such as football, basketball, rugby, hockey, and volleyball, and is available in multiple languages. The app claims to have over 1.5 million users in more than 160 countries.

Digitalisation projects in professional sports

Professional sports clubs have access to more advanced and sophisticated digital technologies than grassroots sports clubs, and they use them for various purposes, such as enhancing performance, engaging fans, and expanding their reach. Digitalization can provide valuable insights and opportunities for professional sports clubs, but it also poses some challenges, such as data privacy, ethical issues, and competitive balance. Therefore, it is important to examine the digitalization practices in professional sports and to see what lessons and implications they have for grassroots sports clubs.

Some examples of digitalization practices in professional sports are:

- The use of wearable devices and sensors, such as GPS trackers, heart rate monitors, and accelerometers, to collect and analyze data on the physical and physiological aspects of athletes> performance. These data can help coaches and trainers to optimize training plans, prevent injuries, and improve recovery. For instance, the German football club FC Bayern Munich uses a system called SAP Sports One, which integrates data from various sources and provides real-time feedback and recommendations to the coaching staff.

- The use of video analysis and computer vision, such as drones, cameras, and artificial intelligence, to capture and process data on the tactical and technical aspects of sports performance. These data can help coaches and players to improve their decision-making, skills, and strategies. For example, the Spanish football club FC Barcelona uses a system called Mediacoach, which provides video and statistical information on every player, action, and situation during a game.

- The use of social media and digital platforms, such as Facebook, Twitter, Instagram, and YouTube, to communicate and interact with fans and stakeholders. These platforms can help clubs to increase their brand awareness, loyalty, and revenue, by creating and sharing engaging content, offering personalized experiences, and generating feedback and data. For example, the American basketball team Los Angeles Lakers has over 40 million followers on Facebook, which is the highest among all NBA teams, and uses the platform to post live videos, behind-the-scenes stories, and exclusive offers.

What can grassroots sports clubs learn from professional sports clubs?

Grassroots sports clubs can learn a lot from the digitalization practices of professional sports clubs, but they should also be aware of the differences and limitations that exist between the two levels of sport. Some of the main points that grassroots sports clubs can take away from professional sports clubs are:

- Digitalization can offer various benefits for sports clubs, but it also requires careful planning, implementation, and evaluation. Clubs should have a clear vision and strategy for digitalization, and align it with their goals, values, and culture. Clubs should also choose the appropriate digital tools and solutions that suit their needs, resources, and capabilities, and monitor and measure their impact and outcomes.

- Digitalization can enhance the quality and quantity of data available for sports clubs, but it also raises some challenges and risks. Clubs should ensure that the data they collect and use are reliable, valid, and relevant, and that they comply with the ethical and legal standards and regulations. Clubs should also protect the data they have from unauthorized access, misuse, or loss, and respect the privacy and rights of the data subjects.

- Digitalization can create new opportunities and possibilities for sports clubs, but it also requires constant adaptation and innovation. Clubs should keep up with the latest trends and developments in digital technologies, and be open to experiment and learn from their experiences. Clubs should also foster a culture of digital literacy and competence among their staff, volunteers, and members, and provide them with adequate training and support.

Sport Digital Maturity Model

Introduction to Digital Maturity in Sports Clubs The article presents a novel maturity model tailored for sports clubs, the "Sport Club Digital Maturity Assessment." This tool allows clubs to assess their current digital transformation status, compare with peers, and identify areas of potential improvement. It addresses the need for sports organizations to adapt to the digital era, leveraging technology to enhance their operations, fan engagement, and competitive edge.

Background and Importance of Digital Transformation in Sports Professional sports clubs in Europe have evolved into significant social and economic entities. With the accelerating professionalization and commercialization of sports, these clubs are now complex global enterprises. Digital transformation in sports clubs is not just about digital communication or creating new touchpoints for fan engagement but encompasses the entire value chain, including support processes.

Digital Maturity Models for Sports Clubs Digital maturity models are crucial as they help organizations understand their baseline in digital transformation and foster a culture that is conducive to digital inquiry and transformation. For sports clubs, this involves unique challenges due to their complex nature, fan-centric approach, and dual objectives of sporting and economic success.

Development of the "Sport Club Digital Maturity Assessment" The model was developed using a systematic, transparent method adapted from Becker et al. and Neff et al., focusing on reducing complexity and emphasizing the model's key aspects. The assessment framework includes various dimensions, such as fan engagement, digital strategy, processes, technology, and governance among others.

Application and Insights from Initial Implementation Initial application of the model involved twelve sports clubs from football, ice hockey, and basketball, primarily from Germany and Switzerland. The assessment provided insights into both general trends across sports and individual analyses, showing significant variability in digital maturity levels across clubs. Some clubs excelled in areas like digital strategy and external environment, while others lagged, particularly in technology and data management and governance.

Core Findings and Observations

- The article notes that digital maturity varies widely even among top-tier clubs.
- There is no direct correlation between a club's financial resources and its digital maturity. Smaller clubs often compensate with agility and decisiveness, characteristics akin to startups.
- The digital maturity assessment helps clubs identify where they stand in terms of digital transformation and outlines areas for potential improvement.

Strategic Recommendations for Digital Advancement For effective digital transformation, the article emphasizes the importance of a clearly documented digital strategy, adequate resource allocation, and the decoupling of digital and sports performance objectives. It also highlights the need for a cultural shift within organizations to fully integrate digital operations.

Conclusion The study concludes that all sports clubs recognize the necessity of digital transformation, but they are at different stages in this journey. It underscores the importance of continuous evaluation and adaptation of digital strategies to stay competitive and relevant in the rapidly evolving sports industry.

This summary encapsulates the key elements and findings of the article, providing a comprehensive overview suitable for readers looking to understand the digital maturity landscape within the sports club sector.

2

Best practice examples from grassroots sport

Digitalization of member administration including member portal and player exchange

Sport Entity:
SV Mölschbach 1948 e.V.

SCOPE OF DUTIES
Digitise member administration:
- Member master data maintenance after receipt of the signed membership application
- Creation of member statistics association reports
- Contribution system
- Data protection compliant

PREVIOUS SOLUTIONS
Mainly manual and round-the-clock:
- Membership application must be submitted to the head of department, the board of directors or the membership representative
- Data on the membership application was saved offline in
The current membership programme has been entered
- Data is only stored and saved locally (personal computer)
- Member portal and player exchange did not exist

LIMITATIONS
- High manual effort for volunteers and new members
- Low degree of digitalisation (many work steps were processed analogue on paper)
- High error rate in data acquisition
- Low flexibility, no decentralised and location-independent work possible
- No digital offer for member networking (portal/player exchange)

CONSEQUENCES
- High time commitment for volunteers and new members
- Incorrect or incomplete member data
- Flexible working and division of labour for member administration is not possible
- Communication between members and agreements on events did not take place

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Digitalisation of member administration including member portal and player exchange
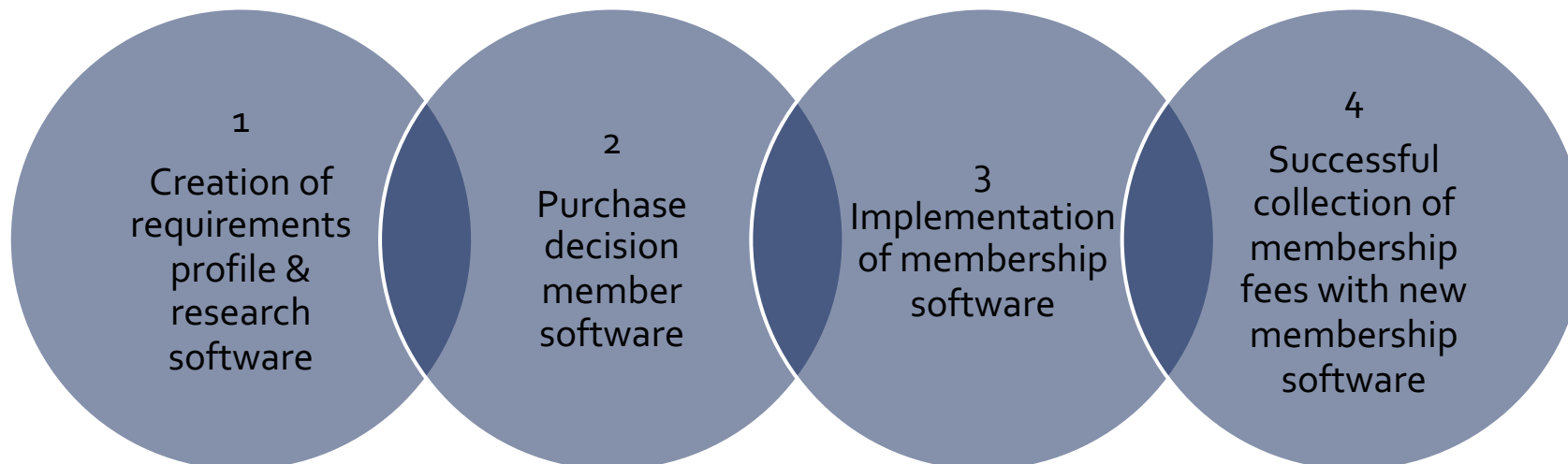
PROJECT IDEA

Introduction of a modern and contemporary software solution for the Member administration. A membership portal and a player exchange are to be set up create a "digital clubhouse".

- Web-based, digital member management for browsers and mobile app
- Online member portal
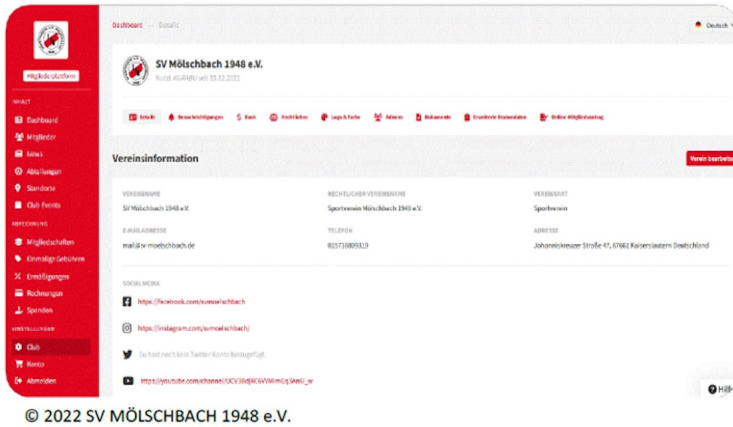- Player exchange (e.g. tennis department)

PROJECT GOALS

- External: contemporary and modern presentation of the organisation
- Increased member satisfaction
- 24h service

Internal: Modern organisation management

- Easier work and time saving
- Distribute club administration across several shoulders
- Extensive communication functions
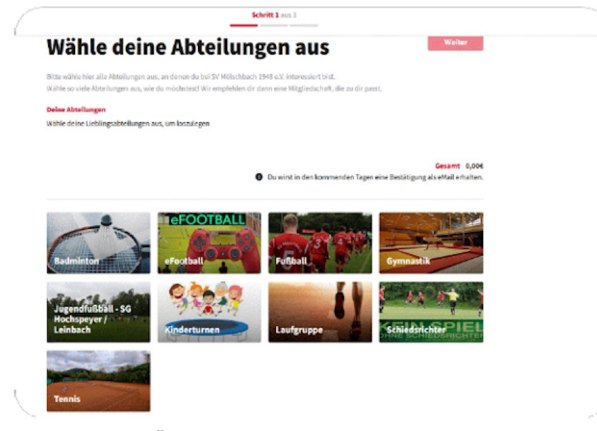
Milestones in the realisation of the project

1
Creation of requirements profile & research software
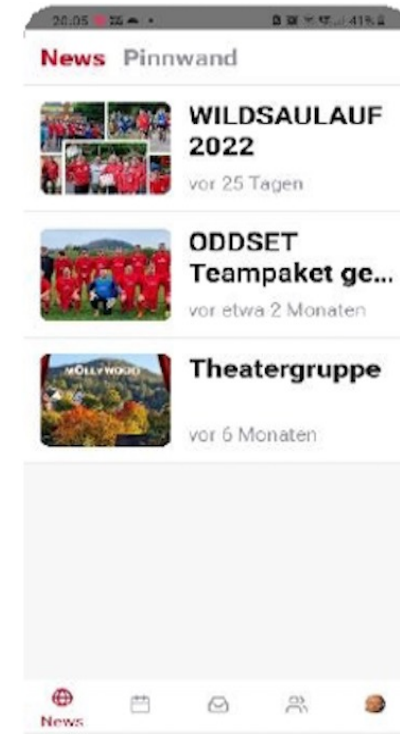
2
Purchase decision member software

3
Implementation of membership software

4
Successful collection of membership fees with new membership software

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Results of the digitalisation project

Member administration KURABU

Member portal

Club member APP

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TARGET ACHIEVEMENT

1

- External: contemporary and modern presentation of the organisation
- Increased member satisfaction
- 24h service

2

- 4 admins take over the administration
- Time saving for the member administrator (data entry) approx. 15 minutes per form
- Fast processing - enormous time saving

MEASURABLE EFFECTS

- Internal: Modern organisation management
- Easier work and time saving
- Distribute club administration across several shoulders
- Extensive communication

- Members are informed quickly and efficiently about News about the association
- Increased member satisfaction through personalised inform
- 15 new members have registered via the member portal

Gaining the valuable experience

1 Planning is the basis
- It is important to draw up a project plan and form a team of experts

2 Compliance with the four phases
- Planning phase, stocktaking, action phase and evaluation

3 Involvement of all groups of people
- During project realisation, members and employees should be asked for feedback

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Increase the number of digitalized, hybrid sports offers for children and seniors

Sport Entity:
Turn- und Sportverein
1886 Haardt e.V.

SCOPE OF DUTIES
- Digitization of suitable sports offers / club events as hybrid or online events

PREVIOUS SOLUTIONS
- All sports programs and events are held "on site" with a few exceptions

LIMITATIONS
- Extreme restrictions due to legal regulations as a result of the corona pandemic
- Lack of room capacities for "on-site" events
- Use of trainers from the supra-regional environment due to travel times/
  - costs more difficult
- Participants complain about high travel times and missing or
- Low attendance rates at important general meetings / board meetings
- Not modern: traditional "on-site" sports activities are no longer sufficient for club loyalty

CONSEQUENCES
- Many sports activities cannot be planned or offered
- Trainers leave the club. New ones are hard to find
- Participants look for associations or professional providers of better opportunities (online offers)
- Information flow and decisions are very strongly restricted
- Attractiveness of the association suffers

Digitalisation of member administration including member portal and player exchange
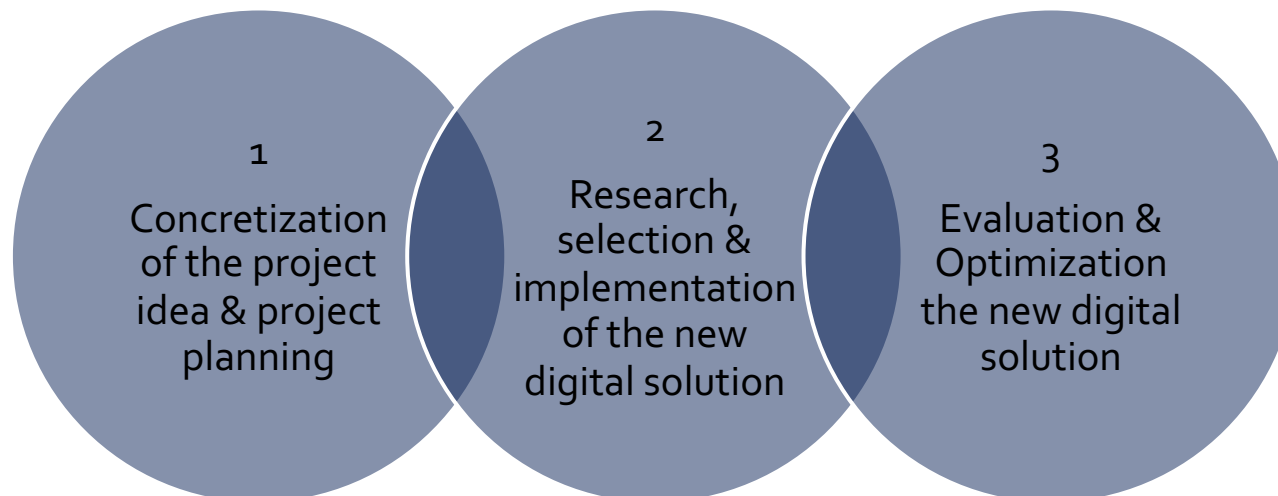
PROJECT IDEA
- Provision of technical requirements (intelligent camera, large screen, computer, etc.) for the digitalization of suitable sports/event offerings as online or hybrid events

PROJECT GOALS
- Improvement of technical equipment and software (camera with focusing and video conferencing system)
- Expand course offering as hybrid and/or online event
- Counteract membership decline due to corona

Milestones in the realisation of the project

1
Concretization of the project idea & project planning

2
Research, selection & implementation of the new digital solution

3
Evaluation & Optimization the new digital solution

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Results of the digitalisation project

Online "Kinnerfasching fer dehum"

Hybrid event "Rucken Aktiv"

Online "Fascia" (preparation)

Hybrid General Meeting 2022

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TARGET ACHIEVEMENT

1 Improvement of technical equipment and software

2 Expand course offering as hybrid and/or online event

3 Counteract loss of members due to corona

MEASURABLE EFFECTS

- Technical equipment and software improved simple operation and operational safety and
- Technical stabilization led to positive feedback and acceptance
- intelligent person tracking technique very popular with trainers

- Digitized range of courses (e.g. Back Active, Fascia)
- High demand for online / hybrid events among participants
- General meetings are always held as Hybrid event carried out

Membership losses during the peak phase of the pandemic 2020-2022 only 3% and thus well below the general association average

Gaining the valuable experience

1 **Acceptance of digital media**
- The use of digital media is Normalitut arrived
- Acceptance of digital media by all Age groups(!)

2 **Some problems only become apparent later**
- The technology used is not a real problem, but the poor technical equipment used by participants
- Participants: few suitable sports rods at home

3 **Good trainers are essential**
- Some trainers: fundamental aversion to digitalization in sports activities
- Problem and solution: nothing works without motivated / well-trained trainers

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Improvement of the training and of the game through the use of digital tools

Sport Entity:
Südwestgirls

SCOPE OF DUTIES
- Digitalisation of training exercises to improve training
- Create and provide videos
    - with training exercises for independent training (e.g. from home)
    - for ad-hoc feedback during training sessions to recognise and improve your own training performance
    - for the professional use of social media channels

PREVIOUS SOLUTIONS
- Use of private mobile phones
- Direct verbal coaching
- Exercises for at home communicate verbally or in writing

LIMITATIONS
- local ties
- Children must hear spoken words immediately understand
- Videos are stored on private equipment and decentralised
- No access to film material recorded on other mobile phones

CONSEQUENCES
- Children have no template to orientate themselves by
- wrong technique is learnt
- No motivation to do exercises at home to be carried out
- No separation of voluntary work and private life on your own mobile phone, which means that the GDPR is not complied with

Digitalisation of member administration including member portal and player exchange
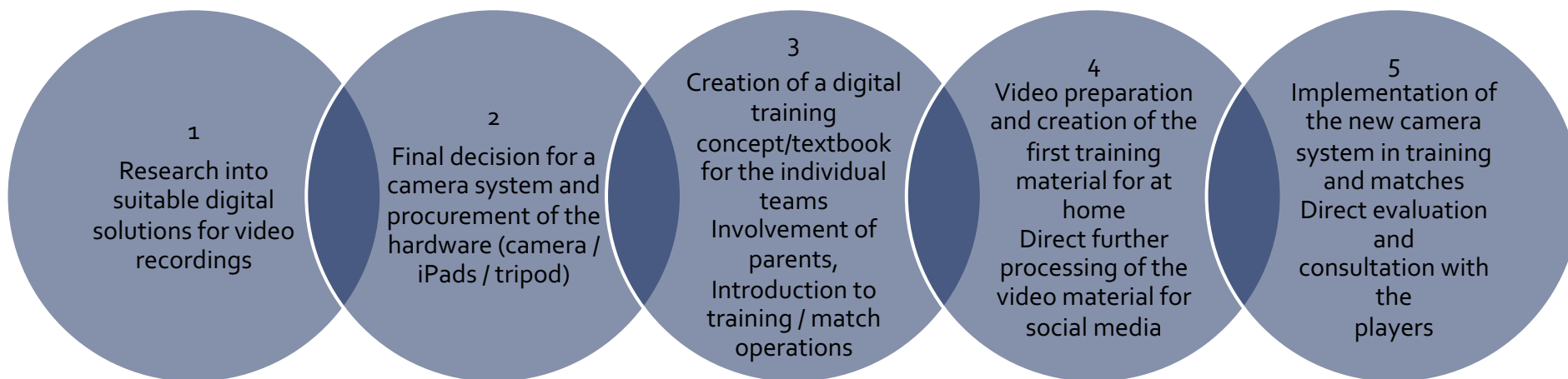
PROJECT IDEA
- A camera system is used to record and edit training sessions and make them available to the players to help them prepare for matches and training sessions
- In addition, wide-angle shots from a height can be used during a game to show tactical perspectives at half-time
- Afterwards, the video material can also be edited and used on the association's social media channels for an attractive external presentation

PROJECT GOALS
- Improvement of individual training and overall team performance
- Make exercises more accessible to the players
- Optimisation of purchases and use of existing services and platforms such as Instagram or TikTok and GDPR-compliant
- Utilisation of the video material for an attractive external presentation of the association

Milestones in the realisation of the project

1
Research into suitable digital solutions for video recordings

2
Final decision for a camera system and procurement of the hardware (camera / iPads / tripod)

3
Creation of a digital training concept/textbook for the individual teams Involvement of parents, Introduction to training / match operations

4
Video preparation and creation of the first training material for at home Direct further processing of the video material for social media

5
Implementation of the new camera system in training and matches Direct evaluation and consultation with the players

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Recording of game scene

Evaluation of the scene after the game

Recording of training exercise

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TARGET ACHIEVEMENT

1 Improvement of individual training and the overall team performance

2 Make exercises more accessible to players

3 Optimisation of processes and use of existing services and platforms such as Instagram or TikTok and GDPR-compliant

MEASURABLE EFFECTS

Results are usually immediately visible and can be internalised straight away
- Qualitative improvement in training is evident

Exercises are understood more quickly, less time is needed per training session to explain them and there is therefore more time for other forms of play

Material is centrally and immediately available and must not be collected by other trainers

Now GDPR-compliant, as videos are no longer

stored on private mobile phones

Gaining the valuable experience

1 **Difference between theory and practice**
Theoretically, there is no difference between THEORY and PRACTICE - but in the realisation of a project, there are always new things that you hadn't originally thought of

2 **Project planning and thinking through to the end**
The importance of good project planning and thinking solutions through to the end.

3 **Balance between cost and benefit**
It is important to weigh up the costs and benefits on an hourly basis. Pragmatic solutions can always be found.

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Development of a digital communication strategy

Sport Entity:
SV Robern

SCOPE OF DUTIES
- Social media marketing for the external presentation of the organisation

PREVIOUS SOLUTIONS
- Content creation on demand
- author-averse appearance
- No networking of the channels

LIMITATIONS
- No communication strategy
- No planned publications
- Different communication at all levels Platforms
- Focus in communication only on first Team

CONSEQUENCES
- High manual effort
- Dispatch of important club information with a time delay - or not at all
- Partial communication of inconsistent information (e.g. different dates for events)
- The club's programme is not sufficiently communicated to the outside world

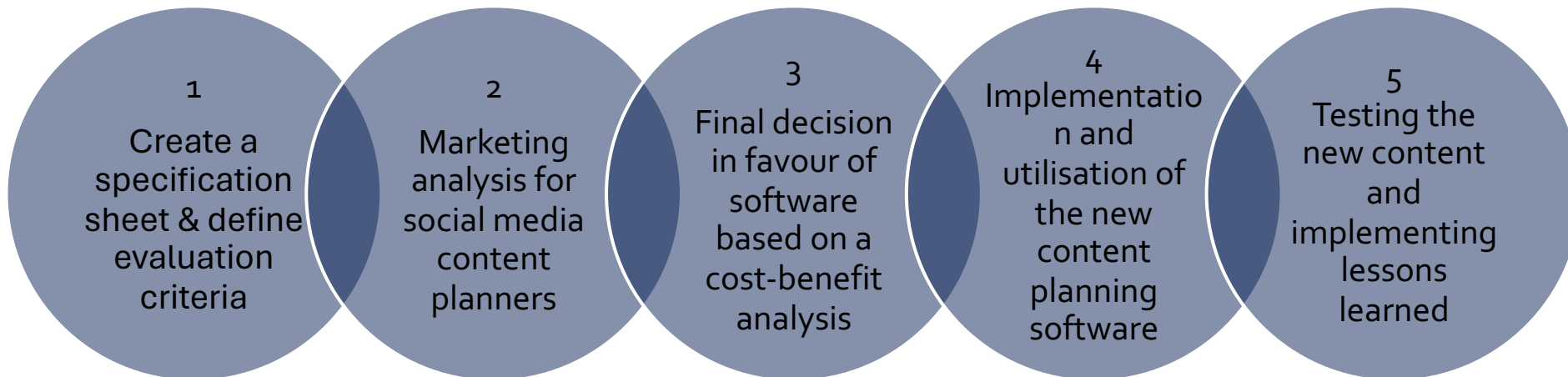# Digitalisation of member administration including member portal and player exchange

PROJECT IDEA
- Active content planning involving all divisions
- Centralised planning and publication of content
- Cross-divisional use of software
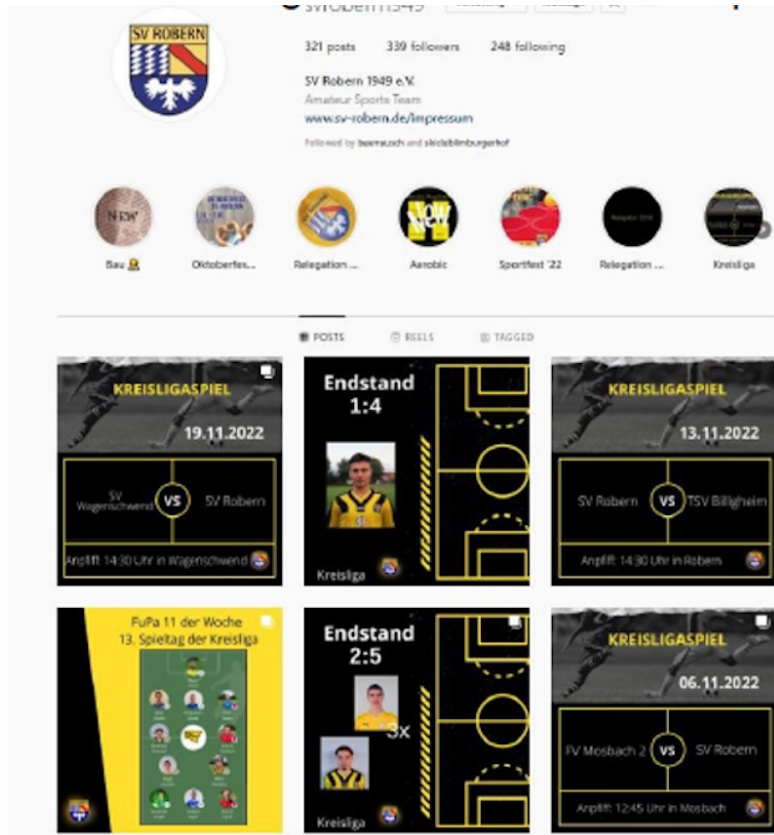- Time decoupling of content creation and publication

PROJECT GOALS
- Increase the variety of contributions: at least 1 contribution per department increase in followers to
  - 300 Instagram followers
  - 700 Facebook followers
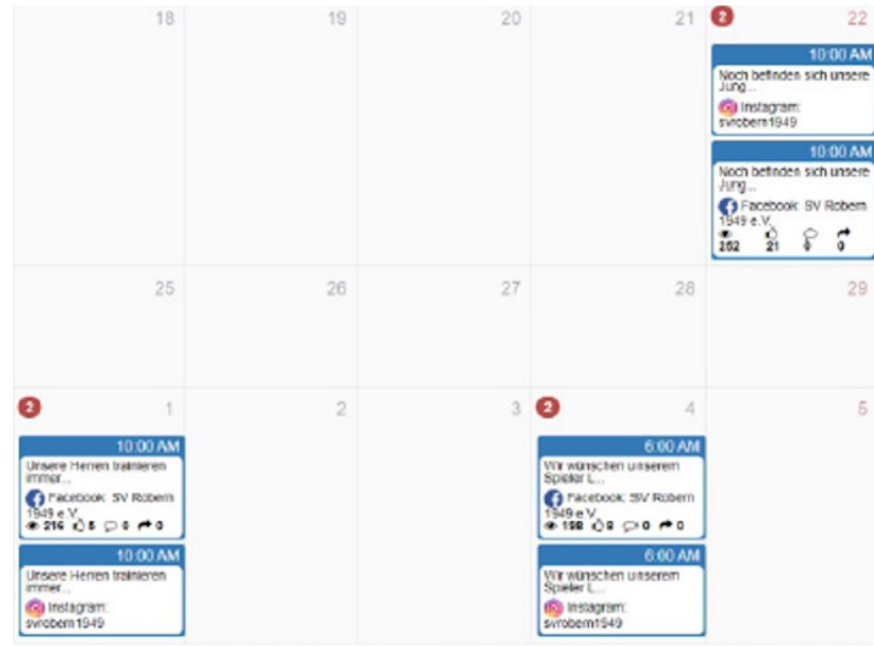- Recruitment of new members: 10 new club members / course participants per year Win

Milestones in the realisation of the project

1
Create a specification sheet & define evaluation criteria

2
Marketing analysis for social media content planners

3
Final decision in favour of software based on a cost-benefit analysis

4
Implementation and utilisation of the new content planning software

5
Testing the new content and implementing lessons learned

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Planning view and new social media presence

TARGET ACHIEVEMENT

MEASURABLE EFFECTS

1 Increasing the diversity of contributions

New content: Contributions also to events, birthdays and other divisions
New formats: Reels, videos, stories

2 Increase in range

Facebook: +30 followers (+10%)
Instagram: +184 followers (+100%)
10,000 views for one video (November 2022)

3 Recruitment of new members

no significant influence yet

Gaining the valuable experience

1 Before starting a project, it is necessary to understand where the organisation stands in terms of digitalisation

2 Digitisation projects need the necessary attention within the association - especially from the board of directors

3 Project goals and ideas must be critically scrutinised and constantly reviewed with regard to the current situation
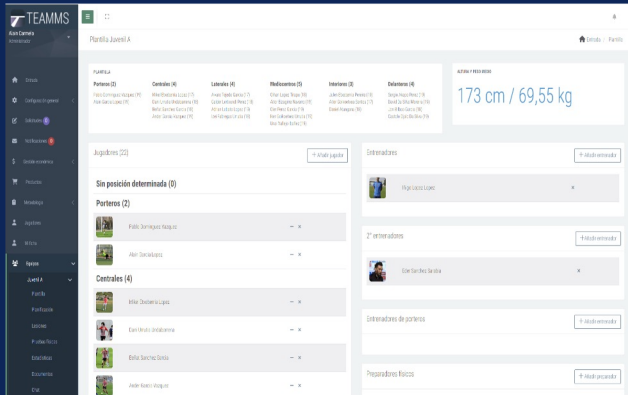
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3

Best practice examples from professional sport

Management tools

Sport Entity: Danok bat, Athletic club Bilbao campus
Tech Company: Grupo Campus

Source: -

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Area	Date
Operations	2024

Headline

Digitize your club in an easy and simple way, with the Teamms tool for sports management.
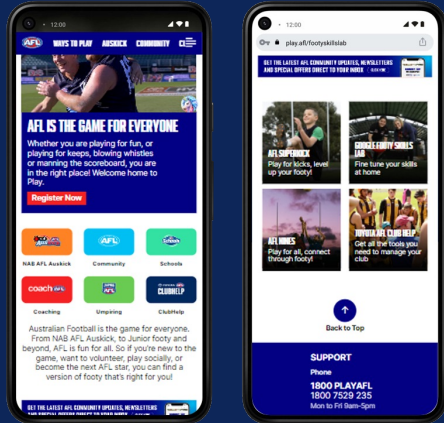
Description of Case Study

Teamms is a web management tool + app for football clubs. It is the ideal solution to save time and dedicate it to what is really important: your organization and your athletes.

With Teamms you can manage all aspects of your organization: administration, payments, complete communication system and notifications, competitions, training, methodology, product catalog… Keep all your organization, players, coaches, family members… connected thanks to the web and the app, and control everything from the management tool. In addition, you can find a large database with more than 600 football exercises.

Teamms is compatible with all major web browsers (Chrome, Firefox, Opera, Safari) and is available as an app for mobile devices with Android and iOS operating systems.
It's 100% free.

Growing grassroots and community participation

Sport Entity: Australian Football League (AFL)
Tech Company: Layercake

Source: Layercake

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Area	Date
AFL Community Website	2023

Headline

A unified and integrated technology stack enables the AFL to provide a thriving community ecosystem

Description of Case Study

The AFL had a vast network of disparate systems that served the Community network. These systems were difficult to maintain. Layercake was engaged to address these challenges and provide the AFL with an opportunity to grow the participation base and achieve additional revenue channels.

SOLUTION
This required an extensive consolidation of multiple technologies and functions. The AFL required a high-quality solution to empower internal teams to self-serve content updates without development cost, while providing a seamless user-experience. The Optimizely digital experience platform was selected to enable Content Management and the ability to incorporate multiple community websites, all while achieving data-driven confidence in the results. The new solution allowed the AFL to make use of data already existing within the network, as well as to efficiently collect data from outside the network. Google Analytics 4 (GA4) was implemented to optimise the user journey and provide meaningful insights into the customer experience. GA4 has enabled cross-site measurement capabilities from Play. AFL through to the registration platform which is another way that the AFL is able to drive higher conversion rates in season registrations.

Description of Case Study

RESULTS

The new community platform creates centralised customer information, providing the AFL with intelligence that is crucial for future marketing efforts and community participation initiatives. The AFL has achieved measurable benefits across productivity, engagement and brand awareness for the community network. A summary of other gains include:

- 60% INCREASE IN USERS TO 3.3M
- 61.2% INCREASE IN UNIQUE VIEWS TO 2.6M
- 2.4 M NEW USERS....
- 5.4 INCREASE IN PAGE/SESSIONS
- Centralised, seamless solution
- Consolidation and upgrade of critical business systems
- Improvement in quality control and security
- Ability to aggregate, connect and activate analytics data in meaningful ways
- Robust analytics, data collection and integration
- Ability to create new content and micro-sites with ease
- Enhanced site performance & accessibility
- Reusable site features and components across the ecosystem
- Consistent branding and Customer Experience across channels
- Centralised location for AFL Club Help
- Enhanced club finder and search clubs to better allow users to register
- Ability to nurture and retain existing participants with an optimised user journey
- Long term growth within the Grassroots and Community ecosystem

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Changing the face of community sport streaming

Sport Entity: Cluch
Tech Company: Layercake

Source: [Layercake](#)

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Area	Date
Entertainment	2023

Headline

Bringing innovation, insights and exposure to sporting clubs at the local level with live and on–demand streaming

Description of Case Study

Cluch is a live and on-demand streaming network dedicated to community sports. Cluch aims to provide sporting leagues and club teams with world-class streaming solutions that were previously limited to elite-level sport. Cluch required a cost-effective and efficient solution to manage and scale their operations.

SOLUTION
Using Streamcake, Layercake's proprietary Media Orchestration Platform (MOP), Cluch was able to implement a centrally managed hub to streamline its operations. Using cloud media services from AWS for the entire workflow, Cluch was able to have all vision received and processed directly in the cloud. With this managed infrastructure, cloud scale concurrency was made possible, and any network concerns were offloaded, with no workflow bottlenecks. Streamcake facilitates this automation, with on-demand media service creation, automation and monitoring features via a dashboard and single user interface. The platform has enabled large-scale remote production teams with nationwide and global event locations, to be easily managed by a central operational hub.
Streamcake integrates with multiple 3rd party systems including encoders, video players, cloud services, web CMS, graphics, editing and CDN's. This enabled Cluch to easily route video, audio and data across networks, connecting locations, equipment and functionality for seamless and secure streaming delivery.

Description of Case Study

RESULTS

The implementation of the <u>Streamcake</u> platform has resulted in significant cost savings and operational efficiencies for Cluch. The ability to leverage its own cloud infrastructure has provided scalability and a reduction in operating costs that was not previously achievable. <u>Streamcake</u> simplified Cluch's solution architecture, reducing problem points and complicated streaming infrastructure management. It has helped to reduce manual workloads and has supported a larger volume of events with a reduced operational workforce.

Results at a glance:
- 16K+ live events delivered in 18 months
- Average live duration of 2 hours and 5 minutes
- 122 – peak concurrent stream events
- 2M+ minutes of live vision streamed
- 5,200+ Live Events in 6 months
- Average 350 Streams Per Week
- Average 200 Streams Every Saturday
- 800% Growth in Minutes Streams
- 0% Growth in Operational Resourcing
- 55% Cost Reduction per Stream
- Additional Functionality to Added to Workflows to Provide More Customer Features (Trimming, Live-to-VOD, Archive)
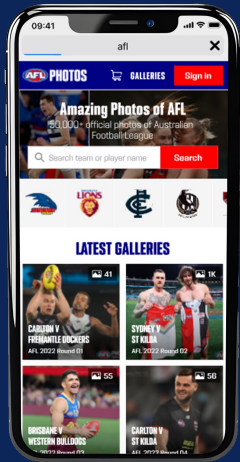
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From legacy system to digital transformation

Sport Entity: Australian Football League (AFL)
Tech Company: Layercake

Source: [Layercake](#)

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Area	Date
Media	2023

Headline

A digital transformation for the official home of the AFL photos

Description of Case Study

The AFL Photos team provides the most comprehensive photographic coverage of Australian Rules Football in Australia. Layercake was engaged to review current Photos operations and systems, recommending a solution that reduced technology debt, complexity, risk, and leveraged new technology aligning to AFL's strategic direction. With an exponentially growing repository of over 1 million media assets, the original AFL Photos website had become difficult to maintain, support and manage. The system was disparate and incompatible with other technology being used by the AFL and its partners.

SOLUTION
Layercake set out to transform the technology underpinning the Photos website by taking advantage of the cloud hosted Dalet Flex platform, which was already in use by the AFL. This approach was a sustainable way forward, remediating the silo and technical debt that had emerged from using outdated technology. The solution removed reliance on legacy 3rd party systems, streamlined workflows, while providing strategic integration with AFL ID single sign-in technology.
Layercake seamlessly managed the transition and migration of 1+ million existing data and image assets to the Dalet Flex platform. These image assets and the metadata associated with
them were then brought to life with Mediacake, Layercake's media management and commercialisation platform. Mediacake provides an updated portal in the cloud and a user interface which provides an empowered experience for AFL staff, fulfillment partners, subscribers and public/fan users.

Description of Case Study

Mediacake delivered enhanced functionality for the AFL including:
- AFL ID integration – with Staff and Fan/public AFL ID integrated allowing users to create an AFL ID or add the AFL Photos portal to their AFL ID's portfolio of AFL products
- Improved management of Galleries and categorisation of photos on the website
- The utilisation of API's to create photo galleries and integrate with Flex, Telstra Systems, payment systems and cloud accounts
- Functionality that enables Getty and AFL to receive, deliver and publish shared AFL photos and distribute to partners

RESULTS
Maximising the power of collaboration to deliver real value
The AFL has achieved an elevated user experience for internal brand and marketing teams, clubs, rights holders and media and commercial partners.
- Supports AFL ID (SSO)
- Fully supported, cloud hosted, centralised, solution
- Technical debt relieved
- Improved user interface and user experience
- Enhanced functionality
- Improved reporting
- Improvement in quality control and security
- Faster publishing and response time
- Brand integrity upheld with consistency across channels
- Future-proof: transitioned to cloud and removed reliance on 3rd party legacy systems
- Decreased operational overheads
- Solution aligned to AFL Technology Strategy

TESTIMONIAL

"*Mediacake has digitally transformed AFL Photos for the future, giving us the ability to scale, and expand our offering.*"

"*Layercake's media and sport league experience was behind the decision to engage them on this important and complex project for the AFL. Quanah, Padraig and Domenic were professional in their communications with the team and understood the importance of maintaining delivery standards while we were in transition to the new platform. We are delighted with the UX design and that the project came in on time and budget.*"

Monica Forlano, Head of AFL Studios

DigiRoot
Making sport clubs future ready

From legacy system to digital transformation

Sport Entity: National Rugby League (NRL)
Tech Company: Layercake

Source: Layercake

DigiRoot
Making sport clubs future ready

Area	Date
Digital Transformation	2020–2022

Headline

Industry leading digital transformation projects for the national rugby league

Description of Case Study

Industry Leader: NRL Digital Transformation
Led the National Rugby League (NRL) Digital Transformation. Delivering a complete ecosystem across Digital, Asset Management, Social, Content, Infrastructure, Commercial, Data and Operations. Exceeded revenue projections and delivered over 2M registered user.
NRL Digital Valuation

Market Leader: NRL Game Development Transformation
Led the National Rugby League (NRL) and Touch Football Australia (TFA) Game Development Digital Transformation. Delivering a fully integrated Digital Eco System that runs the NRL Participation, Competitions, Education, Data Insights and Mobile services.
Play NRL Website, Touch Footie Website

Digitisation and Workflow Optimisation: NRL Media Assets
Transformed NRL Media operations to efficient automated digital solution and valuable revenue generating asset. Developed the strategy, solution design and delivery that optimised asset workflows from creation to archive encompassing, metadata and logging integration (Stats/EVS), automation(AI/ML/Workflow). online product publishing, rights management and licensing.
Digitisation, Video Operations, NRL Dalet

Digitisation and Workflow Optimisation: NRL Content Production
Optimised Content Production via a Digital and cloud first approach. Designing smart and light solutions and leveraging leading cloud workflows for NRL Content team. These were key to ensuring NRL easily navigated Covid, manage remote production seamlessly when other much larger organisations were struggled to access an publish content. Solution design enabled NRL to switch core platform with minimal impact to content production operations.
Studio Content Optimisation, NRL Dalet, Live Clipping & Publishing, Live Blackbird Page18

Football Management System

Sport Entity: -
Tech Company: Orion Innovation

Source: Orion Innovation

DigiRoot
Making sport clubs future ready

Area	Date
Digital Transformation	2024

Orion Innovation

Headline

**Revolutionizing Football Administration:
Digital Transformation Journey with a Governing body**

Description of Case Study

Introduction:
The Football Governing body embarked on a digitalisation journey aimed at modernising its operations over the past 5 years. The initiative aimed to address various challenges and enhance the overall efficiency of processes.

Objectives of the Program:
- Replacing Legacy Systems: Transitioning from outdated systems to modern, scalable solutions.
- Improving Usability and Data Management: Enhancing user experience and data handling capabilities for football stakeholders and their organizations.
- Reducing Administrative Burden: Streamlining administrative tasks to alleviate the workload on stakeholders.

Core Modules Developed by Orion:
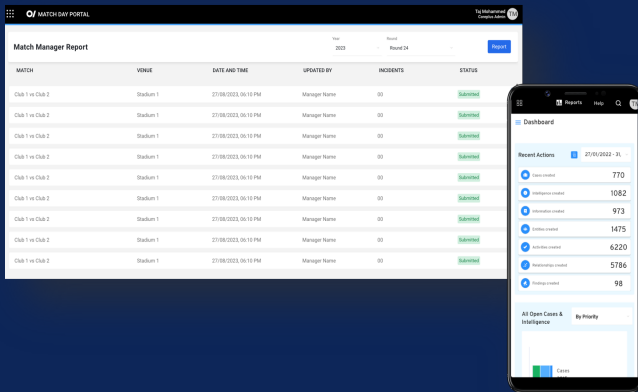
Player Registration:
- Developed a grassroots registration platform to facilitate seamless player registration processes across all levels of the footballing community.
- Streamlined registration workflows to enhance efficiency and accuracy.

Affiliation & Accreditation:
- Designed and implemented a comprehensive system for managing club affiliations and accreditations.
- Ensured clubs adhere to standards set by the Governing body, promoting professionalism and excellence in football administration.

Discipline:
- Introduced "Discipline," an automated system for tracking and managing red and yellow cards in professional games.
- Improved transparency and accountability in disciplinary proceedings while reducing manual intervention.
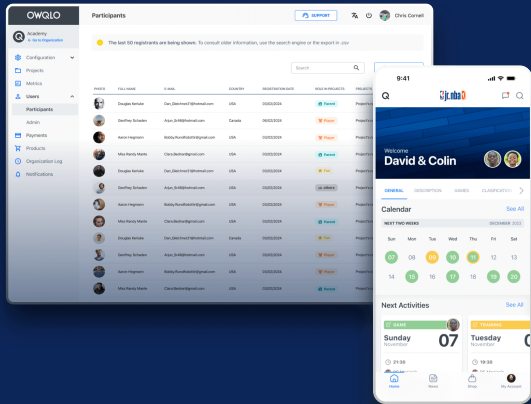
Management tools

Sport Entity: Jr.NBA, BARÇA Academy, MADCUP
Tech Company: OWQLO

Source: OWQLO

DigiRoot
Making sport clubs future ready

Area	Date
Operations	2024

OWQLO

Headline

The Operating System for your Sports Organization
Unleash your Potential, Optimize, Centralize, and Simplify the sports experience

Description of Case Study

OWQLO is the **all-in-one sports operating system** for clubs, competitions, academies, campus, and fan clubs. They have clients such as Jr.NBA, Barça Academy and MADCUP.

Unlocking the **full revenue potential** of a sports organization through its one-stop-shop platform by **aggregating monetizable transactions** for the benefit of the entire sports user community.

Enhancing your community's involvement with a thorough and user-friendly interface that simplifies the sports experience. This includes streamlined ticketing, smooth organization management, effortless merchandise and sports equipment purchases, as well as other potential revenue streams such as trips, hotels, restaurants, and car rentals.

Streamline operations with a **centralized hub**, providing administrators with the tools to efficiently manage and enhance every aspect of the sports organization.

jr.nba
OWQLO

OWQLO bridging the gap from on-court action to off-court digital interaction:
OWQLO is revolutionizing how the NBA connects and empowers its youth and grassroots community globally, **bridging the gap from on-court action to off-court digital interaction**, by weaving a strong network of passion and talent in basketball.
OWQLO has provided the Jr NBA with competition and community tools that have allowed them to connect all Jr NBA players around the world.

Present in +40 countries digitizing the Jr NBA leagues, OWQLO has democratized access to technology in the Jr NBA from anywhere in the world.
Bringing the knowledge of the best NBA referees and coaches thanks to our **e-learning platform** with several monthly worldwide streamings and specialized programs for Africa.

Sport Entity: Jr.NBA
Tech Company: OWQLO

FY22 vs FY23

	FY23	FY24
Countries	16	34
Jr. NBA Leagues	49	95
Players	7,400	12,034
Fans & Parents	6,300	14,838

Highlights

- **Doubled** the number of leagues and countries reached through the app
- **37,305** total reach of the programs on OWQLO
- **Expansion** to Italy, the Netherlands, Lithuania, Jordan, Portugal, Albania

77K TOTAL SUBSCRIBERS

32,531 NEW SUBSCRIBERS FY23

72% YOY GROWTH

45 NUMBER OF PROGRAMS

150+ HOURS LIVE STREAMED

USERS PER COUNTRY – TOP 5
1. 16,022
2. 6,342
3. 5,595
4. 4,948
5. 3,610

USERS PER Jr. NBA LEAGUE – TOP 3
1. Jr. NBA England League — 6,051
2. Jr. NBA Poland League — 2,916
3. Jr. NBA Greece League — 2,308

USERS PER PROGRAM – TOP 3
1. Jr. NBA EME Finals — 1,248
2. Jr. NBA European Finals — 1,050
3. Abu Dhabi Games 2022 — 739

2023 - Three Continental Tournaments

Arena Sport Finals	European Finals	EME Finals
Belgrade May 24-26	Valencia June 21-24	Abu Dhabi August 16-19

DigiRoot
Making sport clubs future ready

OWQLO as Madcup's scalability engine:
Spearheads Scalability Success: Pushing MadCup's*** **Growth by 300%** and Fueling International Expansion in the Last Three Years (Teams from 34 Countries in 2023), Launching a Global Basketball Cup in 2024, and Planning Further Sports Diversification.

- Exponential growth of the tournament in just three years thanks to technology scalability.
- **New revenue streams** unlocked.
- Future expansion in other geographies (US and Asia) and other sports, starting with basketball.
- Really **high value perceived** by the different stakeholders of the tournament (top value generator for the organization).

MadCup

	2021	2022	2023
Number of Participant (children and staffs)	5.000	9.000	14.000
Number of Teams	350	620	915
Total Number of Users (Player and Fans)	13.000	19.000	31.000
Clubs and Teams Enrollment	250.000 €	500.000 €	750.000 €
Tickets (Civitas Metropolitano)	0 €	0 €	132.000 €
Digital Sponsorization		350.000 €	700.000 €
Travel HUB (Hotel, Flights and Trains)		1.900.000 €	2.800.000 €
Food and Beverage Hub		250.000 €	350.000 €
Digital Assets (Cards, Token, NFT, etc)		0 €	10.000 €
E-learning & Subscriptions		0 €	12.000 €
Sports Equipment Marketplace		0 €	30.000 €
Other		300.000 €	1.000.000 €
GMV ADDED BY MADCUP THROUGH OWQLO	250.000 €	3.300.000 €	5.784.000 €
OWQLO'S INCOME FROM THE AGGREGATION OF THIS GMV		115.500 €	202.440 €

Sport Entity: MADCUP
Tech Company: OWQLO

OWQLO as an engine to increase revenues:

OWQLO and ISL Agency, Barca's official partner in the USA, are joining forces to unite over 14,000 children and their families under The Barca common banner. This collaboration is connecting their passion for soccer with **innovative revenue mod**els that strengthen the entire community.

In this first year of collaboration, Barça Academy USA has broken records for campus registrations and the focus is to raise the average ticket for each user and to tie in the incredible community behind the more than 35 campuses, academies and experiences they have.

One of the values of this collaboration is how ISL agency has gone from using countless software for each of their verticals, to **using OWQLO as their all-in-one operating system**.

Sport Entity: BARÇA Academy
Tech Company: OWQLO

Description of Case Study

OWQLO driving value in management and monetisation:

At OWQLO, we are revolutionizing the economic potential of amateur sports clubs with our innovative technology and monetization strategies.

C.D Villanueva de la Cañada is one of the best and most recognised grassroots football teams in Madrid.

Our collaboration with CD Villanueva de la Cañada, has doubled their number of athletes **from 300 to 630** in less than two years, optimizing their management and digitizing their processes.

due to the addition of new transaction lines that they did not have before, such as an online **We have enabled them to increase their revenues** to a large extend channel for merchandising, sports equipment, food & beverage, ticketing, etc.

Sport Entity: C.D Villanueva de la Cañada
Tech Company: OWQLO

DigiRoot
Making sport clubs future ready

Information Registration System & Competition Management

Sport Entity: Croatian Water Polo Federation, and others
Company: Furki Sport

Source: FurkiSport

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Making sport clubs future ready
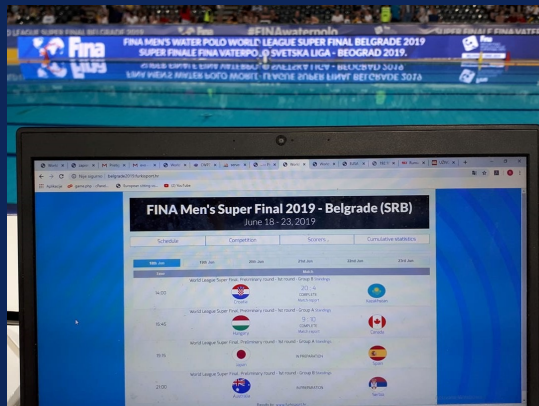
Area	Date
Operations & Data	Since 2021

Headline

Creating tools for digitalisation of sport federation processes as a sport governing body and competition management through live scoring, streaming and display systems

Description of Case Study

INFORMATION REGISTRATION SYSTEM (IRIS):
- Data entry and management for clubs, players, coaches, sport officials, transfers with information about:
    - Data and bio about player, coach, sport official
    - Registration number and status
    - Confirmation of registration
    - Tracking of medical exam validity
    - Tracking of coach licence validity
    - Tracking of players transfers
- Competition management
    - Registration lists for all competitions
    - Player list for matches
- System for Accreditation management

COMPETITION MANAGEMENT
- Live scoring systems with analytical data and competition schedules and result books
- Scoreboard with real time display systems and statistical data of each player
- Live streaming with link to the data from live scoring and action replay

OTHER REFERNCES:
- Olympics and Special Olympics real time displays
- World, European, Asian and etc. Games or Championships
- University Games
- Multiple national federations in different sports

Data Enrichment Solution

Sport Entity: Real Madrid, Atlético de Madrid, Sportian (La Liga), RC Celta.
Tech Company: XEERPA

Source: Xeerpa

DigiRoot
Making sport clubs future ready

Area	Date
Technology -Data	2024

xeerpa

Headline

Empowering sport company with Precision through Social Data Enrichment

Description of Case Study

XEERPA is a data enrichment solution that, through gathering information from social networks and leveraging advancements in user navigation, enables the analysis and creation of more precise and personalized activations tailored to audience interests. Among its clients in the sports realm are teams such as Real Madrid, Atlético de Madrid, Sportian (La Liga), and RC Celta.

These sports giants rely on the power of social data, implementing social registrations across various channels, thus incentivizing users to utilize this capture method to obtain solid analyses that aid in making informed decisions.

This translates into higher conversion rates for brands, as personalized campaigns have a greater likelihood of acceptance. Additionally, it provides invaluable guidance for teams when making significant strategic decisions. Modules like Buyer Persona and Singular Communities automate weeks of profile analysis with just one click, while new developments like Connect One drive record centralization, enhancing user experience and facilitating powerful integrations and analyses for brands. Buttons such as Twitch (a pioneer in the world of gaming) or Google (with data from YouTube) offer highly powerful analyses that aid in understanding user behavior in the digital realm.

Internal Load Control

Sport Entity: NY Knicks, US Soccer, Wolfsburg, Watford
Tech Company: ThermoHuman

Source: **ThermoHuman**

![DigiRoot - Making sport clubs future ready]

Area	Date
Injury Prevention and Performance	2024

Headline

Applying thermography for injury prevention, improving return to play and identifying the type of fatigue after competition

Description of Case Study

DESCRIPTION
We are pioneers and world leaders in using thermography to help reducing injury rate, improving return to play and identifying
the type of fatigue after competition.

EXPERIENCE
We gather both scientific experience (60 articles published) and clients in more than 45 countries (LaLiga, NBA, Premier League, NFL, Bundesliga, Serie A, etc.)

PRODUCT:
We provide: a thermal camera, our software and education to evaluate athletes fast (15
seconds per player), non invasively (taking a picture before training) and providing objective information about injury risk, return to play and fatigue in real time.

SYSTEM:
ThermoHuman is multi-platform and cloud computing-based, so it only requires an internet connection and the results can be seen in real time in different devices.

Management tools

Sport Entities: CAB Obradoiro, SD Logroñés
Tech Company: Clupik

Source: Clupik

DigiRoot
Making sport clubs future ready

Area	Date
Operations	2024

CLUPIK

Headline

Save time and generate new revenue channels, by optimising your club with the leader club management software in the market

Description of Case Study

Clupik is the all-in-one sports operating system for clubs, federations, leagues and tournaments. We've pro, semi-pro and grass-roots customers like CAB Obradoiro and SD Logroñes in more than 25 countries.

We provide a club management software + professional website + customised app to each club, with a really competitive price and making the onboard really easy so every club manager can afford and implement the new technology in few days.

More than 6.000 clubs already manage the administration, digitise their registrations with online payment, engage through their own app and website, automate their results and standings, sell more with their online shop, organise their trainings and competitions, offer digital activations for sponsors, manage their social media... Clupik is the perfect solution for a sport club. From very pro to grass-roots.

Management and training tools

Sport Entity: Guatemala Olympic Committee, Grancanaria Basketball Club Base School, Arenas Corzas Rhythmic Gymnastics Club, Lorenzo Competition Motorcycle School, Catalan Tennis Federation, etc.
Tech Company: Graffos

Source: Graffos

DigiRoot
Making sport clubs future ready
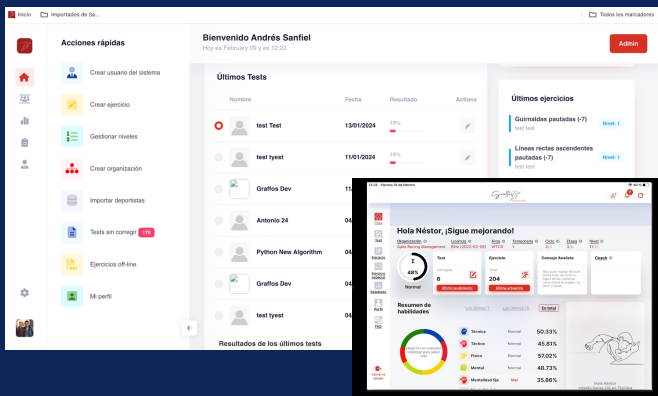
Area	Date
Operations	Since 2019

Headline

System composed of a tracking backend and a mobile App that allows mental skills tests, mental training and monitoring of the athlete by their coach or staff.
Help your players feel better and make the coach's job easier!

Description of Case Study

The Graffos system allows us to know the mental abilities of each athlete, identify those that are lacking and train them to increase sports performance. **This is the perfect tool for grassroots schools.**

Great tool for the coaching staff because they know how to personalize the work individually and adapt the training plan to the needs of each individual or group. Anticipate information allowing **the coach to be part of the system**.

Our system uses **self-developed mathematical algorithms and AI**.

Scientifically validated methodology. More information on the website https://graffos.es/

Benefits for grassroots schools
- Helps mature in balance.
- Enhances skills such as Self-esteem, Resilience, Motivation, Concentration and many others.
- Help the coaching staff improve dialogue with athletes.
- Provides personalized recommendations for coaches and players.
- Helps you better manage frustration.
- Improves integration in the group.
- Facilitates communication.
- Identify and promote the management of fears.
- Boosts growth mindset.
- Improves introversion and shyness.
- Strengthens tolerance to frustration.
- Provides mental well-being.
- In short, it helps children be happier.

Management tools

Sport Entity: RCD Espanyol - Escuela Dani Jarque
Tech Company: Competize

Source: Competize

DigiRoot
Making sport clubs future ready
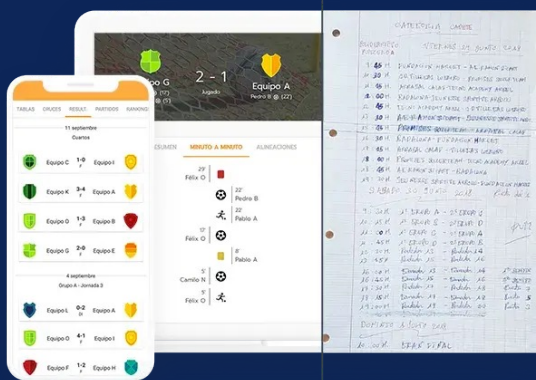
Area	Date
Management	2023

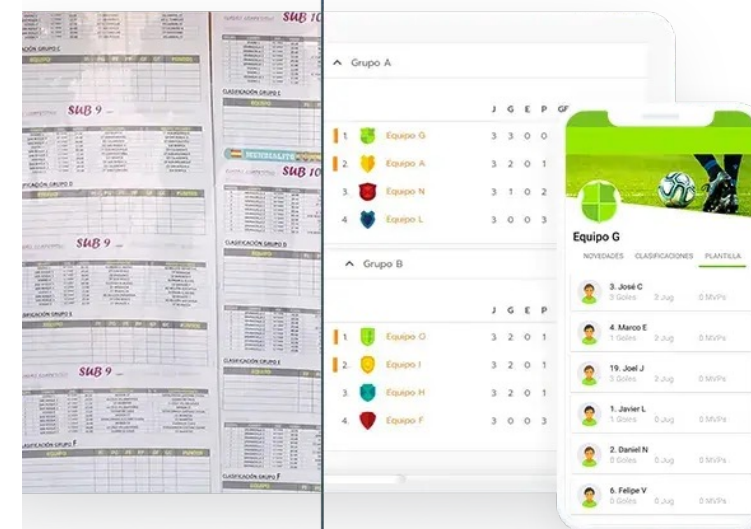## Headline

Comprehensive league and tournament management making your championships easy to organize, play and follow

Description of Case Study

Better communication for participants
It offers a fan app to keep your teams and fans informed anytime, anywhere.

Simplify logistics
Publish schedules, geo-locate venues. Make sure everyone knows where and when it's played.

Differentiate yourself from the competition
Bring more value to your players by offering them personal profiles with match statistics.

Generate more followers
Interact with news, photos, and videos. It allows you to follow favorite events and teams.

Send mobile notifications
It provides a professional service with live Android and iOS notifications.

Management Tools

Sport Entity: Olympiacos SFP
Tech Company: CJT Solutions

Source: CJT Solutions

Making sport clubs future ready

Area	Date
Operations	2024

Headline

CJT is the all-encompassing sports management suite for entities ranging from clubs and competitions to academies and fan clubs

Description of Case Study

Olympiacos has been collaborating with an external company to develop new technology and artificial intelligence applications, in conjunction with the needs for digitizing services.

By leveraging a comprehensive points system, CJT Members Cards increase sales and provide entry and access control while tracking member habits and offering subscription expiration notifications.

With CJT Loyalty Cards, organizations can foster a strong connection with sponsors and clients, thanks to an integrated award system and the issuance of gift. At the heart of our system, CJT CRM seamlessly connects member cards with loyalty cards, ensuring a unified and efficient management experience.

TicketIn expands offerings to include sports event ticketing, connecting tickets to member cards and sponsors/clients for a cohesive approach.

Registration and monitoring card for academies, which includes managing 18 different academies. This program provides the capability to accommodate any additional academies within the sports organization, while simultaneously being able to detect when an athlete transitions form one sport to another.

This process has greatly aided in the digitalization of the club's registration and issuance procedures, as well as in maintaining their record, ensuring compliance with GDPR regulations since everything is electronically stored and not passed from office to office.

Additionally, it has improved the club's ecological footprint, as a club Olympiacos, with over 3000 children in its academies, previously issued documents in a traditional manner, resulting in a significant paper usage.

However, with digital issuance of cards and athletes having their cards in their wallets, simply checking the card via a QR code at the entrance of each sports facility has saved many kilograms of paper annually.

This not only makes the process digital but also environmentally friendly and in line with the current standards of the era.

Grassroots & High-performance report

Sport Entity: Several
Tech Company: Several

Source: GSIC Report

DigiRoot
Making sport clubs future ready
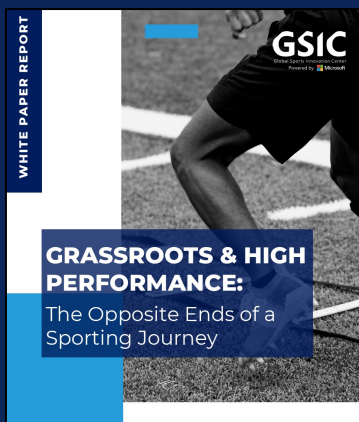
Area	Date
High Performance	2022

Headline

**Grassroots & High-performance:
The Opposite Ends of a Sporting Journey**

Description of Case Study

In this paper we have attempted to identify the foundational basis of, and connection between, Grassroots Development and High Performance. We have explained how public policy & government legislation can combine well with capital investment to deliver lasting value. The beneficiaries are not only the fans who have been the historical focus in Sport, but also the far larger, and likely more important, societal stakeholder – the Sporting Citizen.

We say as much because Sport's ability to engage the public – whether kicking a ball in the back garden or competing for a local team or celebrating the return of heroes at a ticker tape parade – unites all sections of society, uniquely. This showcase the importance of Grassroot Development as a priority for governments.

Online Programs

Institution: GSIC

Source: Founderz web

DigiRoot
Making sport clubs future ready

Area	Date
Education	Launched in 2024

Founderz

Headline

AI & Innovation in Sports Online Program for Sport Organizations

Description of Case Study

Generative AI as a Game Changer
GenAI is revolutionizing every sector in the world, including the Sport Industry. It is time to explore its endless possibilities.

Data Analytics, reimagined
AI in sports analytics enables real-time strategy adjustments and injury prevention, significantly enhancing both performance and safety.

AI & Sports: Limitless Projection
The Global Artificial Intelligence in Sports Market is projected to reach a value of USD 16 Billion by year 2030.

Fan Engagement Personalization:
Deloitte states that personalization can increase fan engagement by 20%. AI tools can deliver unique, tailored experiences.

NFTs Tickets

Sport Entity: S.S. Lazio
Tech Company: Binance

Source: Cointelegraph

DigiRoot
Making sport clubs future ready

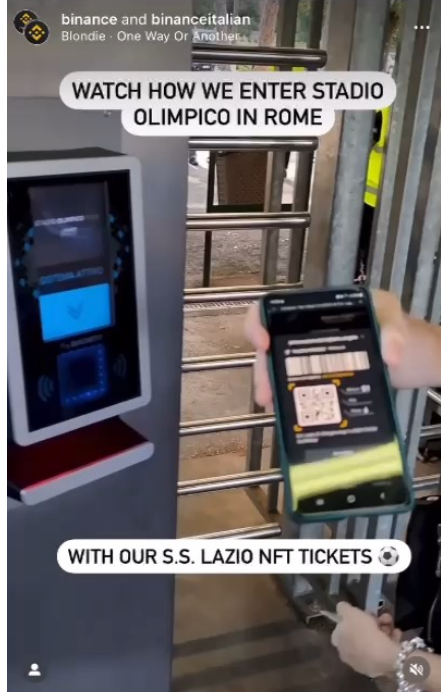| Area	Date
Ticketing	2022/2023 Season

Headline

The Club's fans using Binance will be able to enjoy digital tickets that will them exclusive benefits
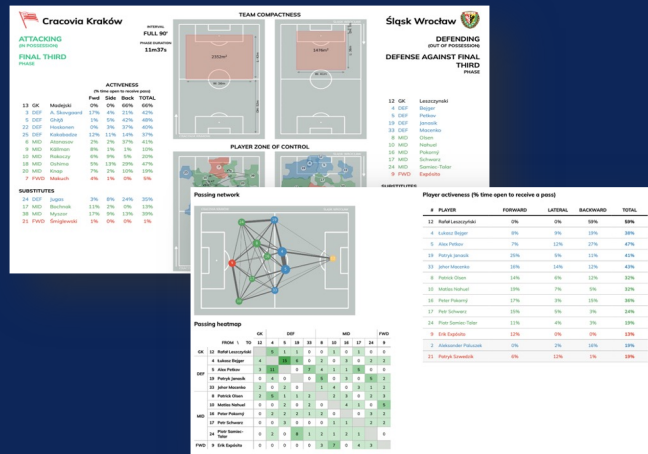
Description of Case Study

Benefits:

- Simplified access to the Stadio Olimpico on match days

- Special discounts in the Lazio store and at Europa league matches

- LAZIO Fan Token raffles

- Access to a series of new experiences organized by the team

Fans claim their tickets at Lazio's official stores, through social media and on the Binance Fan Toke platform.

Analytical Reports

**Sport Entity**: Chelsea FC, Wisła Kraków, PKO Ekstraklasa
Tech Company: ReSpo.Vision

Source: ReSpo.Vision

![DigiRoot - Making sport clubs future ready]

Area	Date
Analytical Data	Since 2021

ReSpo·Vision

Headline

Get the deepest insight into your own game with automatically generated analysis report based on a single broadcast camera

Description of Case Study

ReSpo.Vision is deep-tech company working in the sports industry, providing an AI & Computer Vision based optical tracking system that automatically collects player skeletal tracking data from any single camera recording (e.g. a TV broadcast).

Our 2D & 3D player and ball tracking data, captured up to 50 times per second, opens up the possibility of providing clubs with advanced statistics and physical data at every level of football.

Based on a simple broadcast feed, our algorithms transform video into real data and analytical reports including player heat maps and zones of control, formations shapes and distances between players, activity and press analysis along with advanced physical metrics.

Requiring only a single view camera, without the need for expensive and complicated stadium hardware installation, our system is adaptable to any club in the world at no extra cost.

Immersive 3D VR view

Sport Entity: SofaScore
Tech Company: ReSpo.Vision

Source: ReSpo.Vision

DigiRoot
Making sport clubs future ready
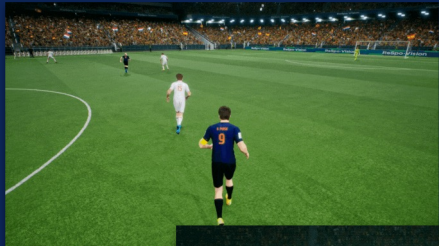
Area	Date
Media & Entertainment	4Q 2024

R·V ReSpo·Vision

Headline

Immersive 3D VR – Unlock new perspective & full experience

Description of Case Study

In our quest to create the best tools, we use AI, deep learning and computer vision to recreate any real-world game in an immersive 3D environment. This allows for unlimited camera perspectives (including player POV), opening up completely new use cases such as immersive replays, virtual stadiums or VR football training.

With our technology, you'll be able to see the sporting event through the eyes of the players, whether you're a striker, defender or goalkeeper.
At the same time, coaches have a tool that allows them to see exactly what the player saw in the action on the pitch, helping them to better assess players and develop positioning or decision-making skills.

Our visuals increase fan engagement and time spent with sports content, increasing monetisation potential and media rights value for rights holders (e.g. sports media, broadcasters, OTT platforms or directly clubs).

Metaverse Experience
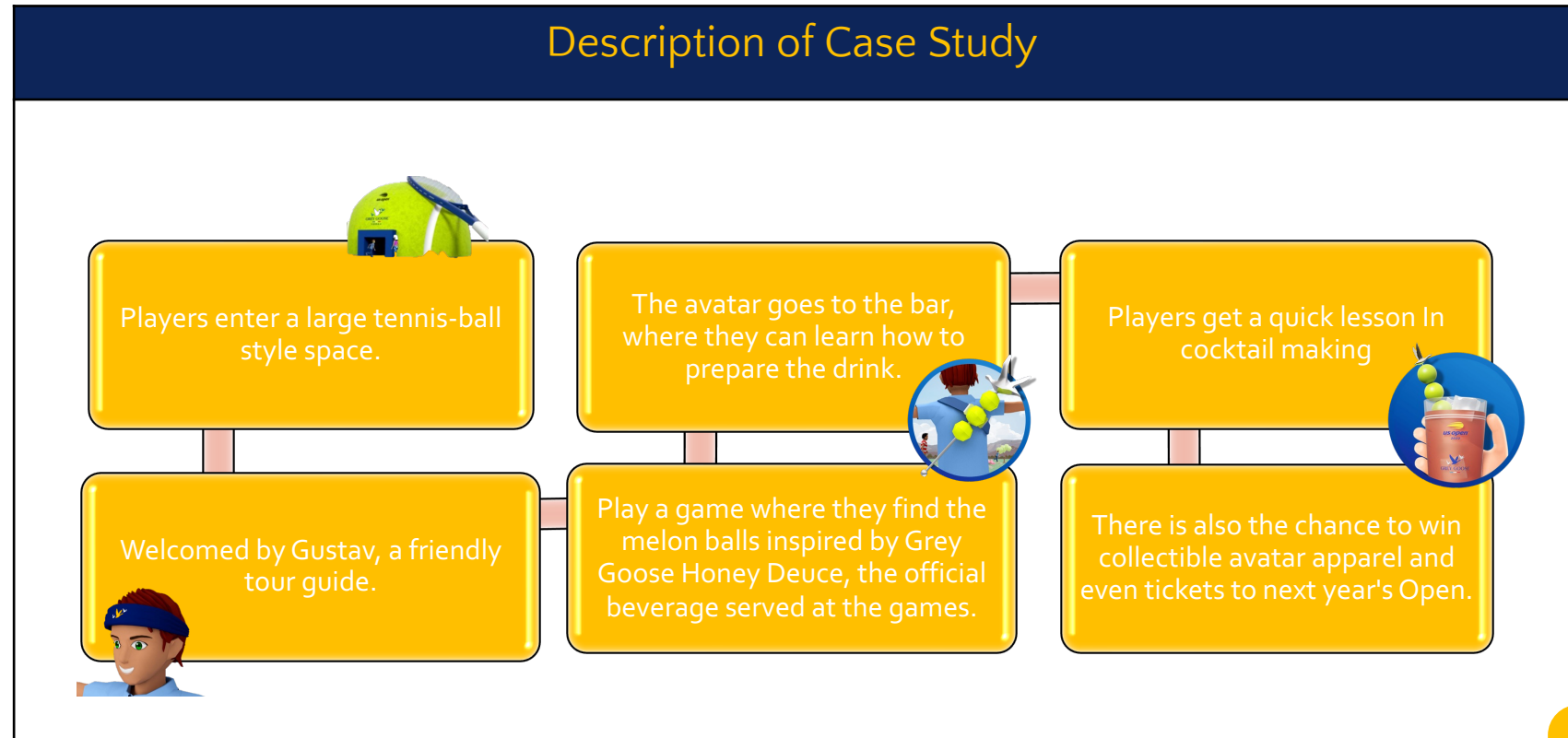
Competition: US Open
Tech Company: Decentraland

Source: Elmarketingdeportivo

DigiRoot
Making sport clubs future ready

Area	Date
Fan Engagement	4Q 2024

Headline

The Grey Goose VIP Lounge moves to the metaverse to welcome all tennis and US Open fans in a virtual space in Decentraland

Description of Case Study

Players enter a large tennis-ball style space.

Welcomed by Gustav, a friendly tour guide.

The avatar goes to the bar, where they can learn how to prepare the drink.

Play a game where they find the melon balls inspired by Grey Goose Honey Deuce, the official beverage served at the games.

Players get a quick lesson In cocktail making

There is also the chance to win collectible avatar apparel and even tickets to next year's Open.

Digital Marketing

Sport Entity: Bilbao Basket
Tech Company: LIN3S

Source: Bilbaobasket

DigiRoot
Making sport clubs future ready

Area	Date
Business Insights	May 2022

LIN3S

Headline

Bilbao Basket and LIN3S have reached a sponsorship and collaboration agreement for the 21/22 and 22/23 season, where the digital consulting firm becomes the Digital Marketing Partner of the Club

Description of Case Study

Objectives of the agreement:

- The implementation of the strategy and management of subscriber acquisition campaigns, both through social networks.

- The strategy and management of the relationship with users through email marketing.

- Digital analytics of the Club, which will help to deepen the knowledge of its digital ecosystem and its use.

Digital Sponsorship

Leagues: Campeonato de Europa de League of Legends (LEC), Liga Latinoamérica (LLA)
Company: Banco Santander

Source: Santander

Making sport clubs future ready

Area	Date
Sponsorship	June 2022

Headline

This new sponsorship, places Santander in the global eSports ecosystem and is an opportunity for the bank to drive innovation, diversity and digitalization

Description of Case Study

Santander will deploy a variety of resources to promote the brand and raise awareness among the League of Legends communities during eSports events:

- The use of the logo in different locations.
- Exclusive content segments.
- Commercial space during broadcast breaks.
- Print material.
- Prizes and VIP tickets to the finals.

Digital Operations

Sport Entity: Manchester United
Tech Company: DXC Technology

Source: ReSpo.Vision

DigiRoot
Making sport clubs future ready

Area	Date
Team Operations	July 2022

Headline

DXC Technology become Manchester United partner to transform its operations and enhance the soccer experience for its fans around the world

Description of Case Study

General Objective: Focus on the club's digital transformation and innovation.

App management:
- Presence 214 global territories.
- Downloaded in 68 global markets.
- Actions: streamline analytics data helping the club deliver a more personalized experience to fans through the club's digital channels

Partnership: Official T-Shirt Sleeve Sponsor

Services:
Development of digital presence:
- Website
- Media platforms,
- Approach a global community of 1.1 billion fans.

Data analysis and engineering:
Platform that will aggregate data and provide new information for strategic planning and business performance.

Manchester United Foundation
Positive technological impact on people, the environment and society, through digital workshops, programs and face-to-face seminars.