Welcome to the 2017 United Kingdom Sports Analytics Conference.

Sports Analytics, Sports Digital and Sports Technology is among the most exciting, cutting-edge and transformative young industries in the UK and Europe. Data and technology, together, can make more possible every day. From human performance, sports marketing, sports broadcasting, media and sport entertainment, connected devices, sports technologies, wearables and healthcare, eSports and virtual reality – are all inextricably linked to understanding and applying sports technologies to our lives.

Our hope is for the UK and Europe to become global pioneers of everything Sports, Data and Technology. The deep love of sports and communities will allow the creation of new jobs, skilled workforce and growth opportunities to take athletes, clubs, franchises, companies and powerful ideas to the world. We thank our sponsors, organizers and of course – all attendees – who make this vision a reality in the years ahead. With 60+ speakers & panellists and more than 700 attendees, today we celebrate the successes, challenges and future growth markets. We hope you learn vigorously, explore new concepts and network widely with many of the leaders in Sports and technology-related industries.

Data is a new competitive advantage for the future of sports, media, wellness and entertainment – the right imagination, leadership, culture and hard work will ensure outstanding long-term success in the UK and across Europe.

2017 United Kingdom Sports Analytics Conference
24th November 2017

KPMG
15 Canada Square
Canary Wharf
London E14 5GL
UK

For security reasons, please keep your Sports Analytics Conference Lanyard visibly on your person at all times whilst in the KPMG Canary Wharf venue.
FOUNDER OF THE SPORTS ANALYTICS WORLD SERIES

I would like to extend a warm welcome to all attendees of the UK Sports Analytics & Sports Technology Conference. Our Sports Analytics World Series is an international conference series celebrating the best and brightest in Australia, India, UK, China, Japan, Netherlands for 4,000 people.

I’d like to thank our organisers – Marc Roufeil, Ryan McCumber, Sam Barton, Scott Ward, Kit Ho, Yi Ding and David Murikumthara for making today happen.

For the UK, when the passion of sports and the power of technology come together, we believe it allows athletes and teams and organisations to achieve greater outcomes. The UK has a great love for sports and is a growing power in sports data, sports innovation, sports entrepreneurship and sports technology. The UK love sports and big data, wearables, IoT, business intelligence, fan engagement, digital marketing, talent identification, fatigue management, sports tech, sports leagues, eSports, advanced sports statistics and more. Today we celebrate the thought-leaders, pioneers, game-changers, educators, vendors, sme’s and innovative startups across the sports tech landscape across sports, media, entertainment, health and travel industries. We thank our 700 attendees over this year’s SAC UK event. Enjoy your time at the event and learn from those who are at the forefront of Sports and Technology in the UK and from around the world.

We thank our major sponsors who help lead and transform the global industry everyday: KPMG, Loughborough University London, Sportradar, Genius Sports, Amsterdam Arena, Vizrt and YinzCam.

John R Persico
Sports Analytics World Series

We welcome our guests to KPMG London headquarters in Canary Wharf to celebrate everything Sports, Technology, Human Performance, Innovation, Data Analytics, Stadiums, Media and Entertainment and Business. The United Kingdom is one of the world’s pioneers in each of these sectors and today we welcome guests from 25 countries.

The story of KPMG’s global involvement with the Sports Analytics World Series starts back in 2015. We hosted the inaugural conference in Melbourne Australia which now annually attracts over 1100 attendees and VIPs. The conference program was a startup, with major global potential. Today we work closely with the global organizing team who have a vision to run 10 conferences worldwide by 2020. We help celebrate the wider Sports Data and Sports Technology ecosystem as one of the most vibrant, transformative and fast-moving industries in the world; we collaborate and create an open global ecosystems with clubs, teams, businesses, vendors, advisors, startups and governments to learn, share and grow at the intersection of Sports and Data, Digital and Technology. KPMG has a international proud commitment to the Sports, Media, Data, Business and Entertainment sectors. In 2018 we look forward to supporting the Sports Analytics World Series expansion with 5,000 people attending across Australia, India, China, Japan, UK, Netherlands and Singapore.

Thank-you to Mr Tim Jones, KPMG Global Head of Management Consulting for his ongoing leadership and outstanding support of this vision. We thank many of our UK and Europe family, friends and corporate partners for making today possible. We thank Nathelie Stevens leading the KPMG events and logistics team for her tireless operational efforts.

Sam Barton
UK Head of SportsTech @ KPMG
Ryan McCumber
Director of Sports Analytics @ KPMG
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**400+ ORGANISATIONS**

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THANK YOU

We thank our speakers, panellists and supporters that made London SAC17 possible.
Download the free UK Sports Analytics Conference 2017 Mobile App to access all Speaker, Panelist and Session information from the palm of your hand.

analyticsinsport.com/app

Anticipating where new opportunities lie is critical in today’s competitive business landscape. KPMG can help you unleash the power of innovation to take advantage of market disrupters today enabling your business to harness tomorrow’s potential. Learn more at KPMG.com/innovation.

Anticipate tomorrow. Deliver today.

Innovation is a game changer.
Envisioning new possibilities takes a unique perspective.
Welcome Address

LISA HENEGHAN
Partner, Global Head of Technology @ KPMG

Lisa is the Global Head of KPMG’s Technology Consulting business. In this capacity she leads a network of more than 7000 practitioners, who are working with clients to turn their technology vision into reality. Outside of her global leadership, Lisa focuses her time within the Insurance Sector, where has a track record in driving complex technology transformation, both in terms of core systems and overall technology capability. Lisa spends much of her time working with the Boards and Executive Committees of these organisations acting as a bridge between business leaders and their technology counterparts and helping them to navigate an increasingly complex set of decisions to enable them to gain benefit from the digital disruption that is at the heart of our world today.
The age of Big Data is upon us. In industries throughout the world, the collection and analysis of data is a focal point of decision making. Sports are no exception – not surprising given that professional sports are billion dollar industries. In the past decade, sports such as baseball and basketball have started integrating statistical and objective analysis into player evaluation and team management. Soccer – football, the Beautiful Game – is slowly beginning to accept data and analytics as a decision-making tool. Chris Anderson is one of the world’s leading innovators in the field of soccer analytics.

A pioneer of soccer analytics, Chris Anderson is the author of “The Numbers Game: Why Everything You Know About Soccer Is Wrong”, and Managing Partner of Anderson Sally LLC. A sought-after soccer industry advisor, Chris’s work focuses on using rigorous and appropriate analysis to acquire, manage, and build and sustain clubs in the context of global competition for talent and success. Before co-founding Anderson Sally, Chris was a professor at Cornell University; he has held visiting appointments at Oxford, Stanford, and the LSE, and has taught management strategy at Cornell’s Johnson School of Management and Northwestern University’s Kellogg School of Management. Anderson has been a frequent commentator on the use of analytics in football and Big Data in high performing organizations.
Joanna Adams
CEO @ England Netball
Joanna has been CEO of England Netball, the fastest-growing female team sport in the country, since 2015 having joined the organisation in 2010 as Commercial Director. Under Joanna’s strategic guidance, England Netball has achieved record figures for participation with over 103,000 members, was awarded National Governing Body of the Year at the Sport Industry Awards, and has won the rights to stage the Netball World Cup in Liverpool in 2019. Joanna’s 20+ years working with brands, rights-holders and the media have helped establish her as one of the most highly-regarded and innovative Chief Executives in British sport.

Future of Media and Broadcasting
What will the broadcast look like in 2022 for the FIFA World Cup? Is Silicon Valley tech companies Amazon, Netflix etc a threat to traditional Broadcasters and how is OTT, VR and AR changing the paradigm in how fans consume content and how is it measured to appease sponsors. The panel will also explore how highlights are digitally manipulated and fans are being empowered with tools to become self editors.

PANEL #1: MEDIA & BROADCASTING
TRACK 2

Moderator: Alex Holt
Partner, UK Head of TMT Global Chair Telecoms & Media @ KPMG

Lee Walker
Managing Editor @ Bleacher Report
Lee is the Managing Editor at Bleacher Report. He is the former Managing Editor, English Language Websites at Eurosport, and Senior Sub-Editor at Sky Sports.

Simon Green
Head of BT Sport @ BT Sport
Simon Green joined BT on 1 November 2012 as Head of BT Sport to lead the launch of BT Sport and in August 2013 BT Sport started broadcasting from the brand new purpose built studio facility on Queen Elizabeth Olympic Park. Simon started his TV career as an accountant for Champion TV the channel that eventually became Sky Sports. Since then he has had a role in many sports channels and new launches throughout the world including Fox Sports in Australia & the US and Setanta in the UK. Most recently he worked as a consultant to the commercial team at The FA, managed the launch of BoxNation and served other contracts for Endemol and TRK Ukraine in Kiev.

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Spencer Nolan
Head of Consulting Europe @ Nielsen Sports
Spencer joined Nielsen Sports in May 2014 from Chellomedia, a subsidiary of Liberty Global, where he was Strategy & M&A Director. At Chello/Liberty, he led the valuation of numerous sports rights globally as both a channel owner and platform operator with deals valued from €1 to €1bn. Prior to Chellomedia, Spencer was a consultant at Deloitte and McKinsey where he worked extensively in the Media Practice. Spencer brings significant media industry and corporate valuation experience, and has been instrumental in developing Nielsen Sports media clients across both rights holders and broadcasters.

Lee Walker
Managing Editor @ Bleacher Report
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SESSION 1: 8:50AM – 9:25AM

PANEL #1: MEDIA & BROADCASTING

TRACK 2

SPORTS DATA

TRACK 3

Where's the Context? Capturing Team Strategy through Playing Styles

STATS is a world leading sports data and technology company. With 35 years of sport intelligence, STATS powers sports. STATS was a pioneer in sports data when it was founded in 1981. Today, STATS has grown to become the world's leading sports data and technology company with operations and sports coverage on every continent (except Antarctica). Today's presentation focuses on capturing team strategy through playing styles.

Matt Chrisp
Commercial Analytics Director @ beIN

Matt joined in February 2016, to launch the Commercial Insights team based in London. He leads a team of insights and analytics executives, seeking out the value that content drives for beIN’s platforms and channels across our international portfolio. Matt’s team is also responsible for valuing entertainment and sports rights for beIN and beIN’s competitors, to contribute to bidding strategy in the various major tender processes that beIN participates in. Matt started his career in New Zealand at KPMG, before taking a 9 month sabbatical to play rugby in London in 2009, which he never made it back from. Since then Matt has held positions at the National Basketball Association, Sony Pictures and A+E Networks during which time he contributed to new ventures across the various elements of the pay-tv ecosystem.

Paul Power
Data Scientist @ STATS

Paul Power has been a data scientist within STATS for 5 years, with a focus on applying machine learning techniques to spatiotemporal data in order to create new technical and tactical insights for football. He has provided consultancy to numerous Champions League teams and national Federations including delivering modules for the UEFA Pro Licence. His recent research has led to the creation of a model to evaluate the risk and reward of passes, providing an accurate measure of passing quality and automatically detecting set piece situations and recommending optimal offensive and defensive set up.

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FOOTBALL ANALYTICS

Football Analytics, from the locker room to the board room

Real Sociedad, the Spanish football club, is more than a football team. It’s a reference for the city and a community of 90 schools, 1,500 coaches and 12,000 players. Now, technology is empowering all of them to achieve their goals on the field and out of the field. The success of this project is data and the insights they are getting thanks to the power of Microsoft Sports Digital Platform. Juan Iraola, Real Sociedad CTO and Sebastian Lancestremère, Microsoft Sports General Manager, will be sharing the keys of this project.

SESSION 2: 9:35AM – 10:10AM

SEBASTIÁN LANCESTREMÈR
Global Sports Business, General Manager @ Microsoft Corporation

Sebastian is the Head of Microsoft Sports, defining the digital transformation corporate strategy, new business models and monetization opportunities for Clubs, Leagues and Federations. He is also leading the digital transformation partnership with Real Madrid and the Spanish Football League. Industrial Engineer and MBA in Buenos Aires, with 20 years of experience at Microsoft and 26 years in the IT industry. He has specialized in “digital marketing strategies” and the “business of entertainment, media and sports” at Harvard Business School. He is the president of the Global Sports Innovation Center, member of the advisory board of the Sports & Marketing Center at ESIC, and guest speaker at Universities and conferences.

JUAN IRAOLA
Head of Digital @ Real Sociedad

In charge of defining and implementing the digital strategy across all the areas and business within the club, with the main goal to be closer to people and fans, improving the processes and business operations and identifying new revenue streams. MA degree in Industrial Engineering obtained from the University of Navarra. Consultant and project manager during more than 25 years in different sectors as sports, advertising, software development and consultancy, aerospace, machine building, automotive, retail; leading projects mainly focused on ERP, CRM, Business Intelligence, defining and implementing Marketing Online and Digital Transformation Strategies.
YinzCam is an American software and mobile app company. It specializes in creating applications for professional sports teams and sport venues. As of 2017, YinzCam’s software had been downloaded over 30,000,000 times. The applications generally offer real-time statistics, multimedia, streaming radio, social media. The live video technology offering instant replay, including NFL RedZone, is offered within sports venues. We hear from CEO and Founder, Priya Narasimhan, a Professor of Electrical & Computer Engineering at Carnegie Mellon University in Pittsburgh.

Priya Narasimhan is the CEO and Founder of YinzCam, Inc., a company focused on mobile live replays and scalable algorithms and technologies to provide the mobile apps for over 150 professional sports teams/venues around the world, including the NFL, NBA, NCAA, NHL, NRL, and more. Priya Narasimhan is also a Professor of Electrical & Computer Engineering at Carnegie Mellon University, with research interests in the fields of distributed systems, fault-tolerance, embedded systems, sensors, and cloud computing.

Catapult operates at the intersection of three high growth industries; sports science, technology and analytics. With over 300 staff based across 16 countries worldwide, working with over 1520 elite teams from 35 different sports we provide sporting organisations with data-driven solutions to help make better informed decisions about elite sports performance. In this presentation John will talk around how Catapult are overcoming some of the challenges faced by practitioners and how we are working to help improve workflow, decision making and player development through novel uses of technology.

As Catapult’s Director of Business Operations, John is responsible for implementing new product development strategies globally and overseeing the operations behind our services. He has 15 years’ experience in the delivery of analysis solutions to elite teams and began his career in performance analysis working at Norwich City, Middlesbrough and with the Ivory Coast at the 2010 World Cup. Subsequently John has held product leadership roles at Prozone, Opta and Perform Group.
How research methods can be used to develop advanced sports products

The very essence and origins of most sports are reliant on the equipment used to play them. Sports evolved in part due to the materials and methods available to manufacture the balls, shoes, clothing and other equipment required. In recent teams significant advances have been made in many of the available technologies and sports equipment has progressed accordingly. As we enter a revolution in digital manufacture, this talk considers how new approaches to design and analysis of sports performance might allow truly personalised and customised products based on individual’s data.

ANDY HARLAND
Institute Director, Head of Sports Technology Research Group @ Loughborough University

Professor Harland is active in research across a broad range of topics related to sport, including measurement and instrumentation in sport, product design and development, injury prevention and simulation. A number of projects have been concerned with sports footwear, apparel, protective gear and hard-goods, with particular focus on a wide range of hollow and solid sports balls. He has supervised over 20 PhD students. Professor Harland’s research in soccer balls has been applied by adidas in tournament balls used in FIFA world cups since 2006 and UEFA European Championships since 2004 and his research in cricket helmet impacts underpinned the revision of the British Standard 7928:2013; Specification for Head Protection for Cricketers.
UNLOCKING THE VALUE OF DATA

Growing the game: data’s role in the unstoppable growth of 3x3 basketball

Established leagues, federations and rights holders are always looking for new and inventive ways to improve their operations. But what role can official data and technology play in driving the growth of a newly established sport?

In partnership with Genius Sports, FIBA has placed official data at the heart of 3x3’s aggressive growth strategy, culminating in its recent admission to the Olympic track, starting with the Tokyo 2020 Games.

This session will analyse how when applied to robust technology, data can be an invaluable asset in connecting a sport with a global audience and driving new and official revenue streams.

SESSION 3: 10:25AM – 11:00AM

ALEX SANCHEZ
3x3 Managing Director @ FIBA

Alex Sanchez has more than 20 years’ experience in the areas of management consulting and M&A (merger & acquisitions). Since 2010, he has led FIBA’s initiative in 3x3 basketball. Alex initially developed a white paper that included a revolutionary click & brick approach to sports and an individual world ranking for a team sports such as 3x3; he is now managing director of FIBA’s 3x3 business unit. Major achievements have been the inclusion of 3x3 in the Olympic Games, securing sponsorship funding, designing and embracing a worldwide 3x3 competition network and creating a yearly World Tour for professional 3x3 players with global TV coverage and a worldwide reach with millions of fans on social media.

BEN TURNER
Director - Sports Partnerships @ Genius Sports

As Director – Sports Partnerships, Ben Turner oversees Genius Sports’ partnerships with the NBA, FIBA and several other international basketball clients. He has extensive experience in sports technology having led the company’s strategy to build an API-based ecosystem which is now proven to transform the ways in sports leagues and federations engage with their fans and drive revenues from their data. Under Ben’s direction, FIBA LiveStats became the international standard for basketball statistics collection, used by over 180 of Genius Sports’ partners in 120 countries worldwide, including use at all FIBA Junior World Cups and Regional Championships. In 2013, he also co-led a successful pitch to FIFA resulting in a multi-year contract to develop and roll out FIFA Connect Platform – a first of its kind system to provide accurate participation data across the world of football.
Combatting Dichotomania

The history and popular culture of sport emphasises dichotomies: win or loss; goal or miss; winner or unforced error. As sports analysts, we often fall into this trap of recording the outcome as the defining moment of each play. Instead of working backwards from the result, we should be tracking forwards from the process, the context, and the physical constraints. All measurements contain a mix of luck and skill. We will talk about how to build an analytical framework that puts only the most relevant and remediable statistics in front of coaches.

DARREN O’SHAUGHNESSY
Analytics Consultant @ Hawthorne Football Club

Darren has spent the past 18 years working with data in dozens of different sports. He is passionate about performance analysis, from live data collection through to building decision support tools for coaches and sporting organisations. With qualifications in physics and computer science, he brings an R&D approach to understanding what is happening on the [field/court/wave/table/course/canvas]. As a consultant to Hawthorn Football Club, he has been a (small) part of a team that reached four consecutive AFL Grand Finals.
FOOTBALL BENCHMARK

Football Benchmarking – Benchmarking and Valuing a Sports Team

Sports and digital industry experts will analyze the change in football clubs’ business model, focusing on the opportunities and long-term impact of digital transformation on the football industry and its influence on the club-fan relationship. The panelists will also share insights into the clubs’ current efforts to adapt their strategies to the digital age, the true value of their large digital communities and how can these be leveraged to gain a competitive advantage.

SEBASTIÁN LANCESTREMÈR
Global Sports Business, General Manager @ Microsoft Corporation

Sebastian is the Head of Microsoft Sports, defining the digital transformation corporate strategy, new business models and monetization opportunities for Clubs, Leagues and Federations. He is also leading the digital transformation partnership with Real Madrid and the Spanish Football League. Industrial Engineer and MBA in Buenos Aires, with 20 years of experience at Microsoft and 26 years in the IT industry. He has specialized in “digital marketing strategies” and the “business of entertainment, media and sports” at Harvard Business School. He is the president of the Global Sports Innovation Center, member of the advisory board of the Sports & Marketing Center at ESIC, and guest speaker at Universities and conferences.

ANDREA SARTORI
Global Head of Sports @ KPMG

Andrea is the Global Head of Sports, and the Head of Real Estate, Leisure and Tourism in Central & Eastern Europe. Andrea is a Partner at the Hungarian firm in Budapest, having begun his career at KPMG in South Africa in 1994, in Cape Town. For the past 20 years, he has been an active participant and initiator in the lifestyle real estate, sport, leisure and tourism industries, and performing engagements in more than 35 countries.

LUIS VICENTE
Founder & Chairmen @ 3Vs Sports Partners

Senior Sports Industry Expert with 25 years experience in Executive Management, Commercial Growth, Talent Management, Strategy, Content, Digital, Data, Relationship Management, Marketing and Brand development. A Proven Sports Innovator and Transformational Leader, has created, developed and executed world first commercial opportunities at the highest level in Motorsport, Football, Athletics and Sailing, managed some of the largest global names in the football industry and lead the transformation of some of the most known football brands into global properties.
GLOBAL INNOVATION

TRACK 2

Creating the Most Innovative & Entertaining Stadiums

Max Reckers & Sander van Stiphout will present a vision on the innovation in performance analysis for both teams and stadiums. The way the Amsterdam Innovation Arena is implementing new technology is an inspirational example for stadiums and clubs around the globe. Concrete examples of future and current innovations will be presented to support their vision.

SANDER VAN STIPHOUT
Director @ Amsterdam ArenA

Sander van Stiphout is the director of Amsterdam ArenA International, the consultancy and management branch of the Amsterdam ArenA, since 2006. He has worked in stadium projects worldwide and was involved in projects related to all recent major tournaments. His successful business development in Brazil resulted in management positions held by the company in the stadiums of Salvador, Natal and Porto Alegre. Sander was special stadium operations consultant to the Qatar Supreme Committee in relation to the FIFA World Cup 2022 preparations.

MAX RECKERS
Performance Technology Consultant @ Amsterdam ArenA

Former performance analyst for Manchester United, Bayern Munich and the Dutch National Team before and during the Worldcup in 2014. Currently working for both Ajax and the Amsterdam ArenA.
How to deliver a visually compelling analytics package

Sports analytics and data have evolved tremendously over the last decades. Team tactics have taken up a major role in all sports and a superior tactic can make the difference between winning or losing. In order to outperform others, it is crucial that coaches and players understand each other’s ideas. Sport teams around the globe use Viz Libero for game day preparation, player development and post-game analysis, giving coaches a unique view into every angle of every play and a tool to make their players understand their message.

THOMAS NELSON
Head of Sports, NEMEA @ Vizrt

Thomas has held a number of roles at Vizrt including, Graphics Specialist and Business Development Manager in Sports. His current role is Head of Sports, NEMEA.
SPORTS LEAGUES AND DATA  TRACK 1

MACHINE LEARNING & AI: Driving Next Level Fan Engagement

Sportradar’s partnerships with the likes of the NBA, NFL and NHL, as well as with a range of global sports such as tennis, snooker and esports puts the company in a truly uniquely position to survey the evolution of fan expectations worldwide. Data holds the key to a world of insight and engagement opportunities, but it can be a burden if not handled and harnessed properly. Ashok reviews what sports fans now demand and how media, broadcasters, websites, apps and digital publishers can meet those demands if they know what to do, and where to look.

ASHOK BALAKRISHNAN
Senior Vice President - Product & Technology @ Sportradar

Technology leader with expertise in building teams and delivering advanced technology products to market and mission critical capabilities for organizations. Successfully led various innovative consumer digital products and transformative initiatives through vision, strategy, roadmap and execution. Extensive experience in real time internet scale platform architectures that power ecosystem of millions of connected devices and apps.
PANEL #2 -- FAN ENGAGEMENT AND BRAND

TRACK 2

Moderator: PROF. JAMES SKINNER
Director of the Institute for Sport Business @ Loughborough University London

How Digital is Disrupting Fan Engagement
Today's sports fan experience begins with a love for a team or player which quickly extends to ticketing, merchandise, game experience, in-home viewing, and all forms of fan interaction across media mediums. Analytics provides sports media and sports clubs with an opportunity to provide fans with new insights and information. This panel will discuss the challenges and opportunities for better storytelling with analytics in digital marketing.

SAM YARDLEY
Associate Director, Client Services @ Two Circles

As Associate Director, Client Services, Sam leads a number of Two Circles projects – both in the UK and increasingly internationally – that help professional clubs and governing bodies grow commercial revenue across ticketing, membership, retail and hospitality. A graduate of Cambridge University, previous to Two Circles Sam worked at strategy consultancy Accenture, where he led strategic change projects for some of the world’s largest companies – as well as government ministries and start-ups – across three continents.

PRIYA NARASIMHAN
CEO & Founder @ YinzCam

Priya Narasimhan is the CEO and Founder of YinzCam, Inc., a company focused on mobile live replays, scalable algorithms and technologies to provide the mobile apps for over 150 professional sports teams/venues around the world, including the NFL, NBA, NCAA, NHL, NRL, and more. Priya Narasimhan is also a Professor of Electrical & Computer Engineering at Carnegie Mellon University, with research interests in the fields of distributed systems, fault-tolerance, embedded systems, sensors, and cloud computing.

ALISON O’BRIEN
Director of Insight & Customer @ Rugby Football League

A data, research and insight specialist with over 15 years experience in FMCG, retail and sport. Held a number of roles providing sound strategic and actionable insight to Management Boards; driving customer strategy and strengthening strategic direction to help unlock growth. Currently responsibility for insight and customer activities at the Rugby Football League; embedding a data and insight driven culture; creating a single customer view and valuable commercial data asset, launching and utilising membership. Leading improvement in customer understanding, service, journey’s and experience within the organisation and across the sport.

CHLOÉ JULIEN
CEO & Head of B2C @ BandSquare & AP2S Fimalac

After working in the Marketing & Digital Strategy team at Universal Music, Chloé founded BandSquare, a survey and data management platform first dedicated to artists and now working with sport and e-sport industry. The company was acquired in 2017 by top entertainment conglomerate, Fimalac, and its’ ticketing subsidiary AP2S. Among BandSquare clients: PSG & LFP (Professional football league in France). BandSquare helps them to understand fan expectations from ticketing offers to on-site live experiences while collecting fans data: email, age, gender, location + affinities with brands, media, etc to enrich CRM data and optimize ads budget.
TODD DEACON  
Co-Founder @ Unscriptd

Todd is a Co-Founder of Unscriptd, an athlete media company created with the guiding thought to make athletes better publishers. Unscriptd's technology platform connects athletes with their partners (teams, leagues, events, sponsors and agents) to enable social content distribution, publishing, measurement and remarketing to enable partners of athletes to realise the power of athlete media. Unscriptd has offices in London, New York, Barcelona and Melbourne.

DANIEL PELCHEN  
Performance Analyst @ Collingwood FC

As Performance Analyst (Data) at the Collingwood Football Club, Daniel's role sees his time shared across the various functions of the Football Department as the Club’s quantitative specialist. Particular focuses of his work include critical analysis of the game plan and competition game trends, KPI analysis and talent identification. Outside of his work at Collingwood FC, Daniel is completing a PhD in Sports Analytics at Deakin University. His Dissertation is on Quantifying Potential in Prospective Australian Rules Football Draftees.


Understanding Potential in the AFL Draft

The ability to make well-informed decisions regarding the key input of player talent can provide Australian Football League (AFL) Clubs with a rare source of competitive advantage. Given the role of player drafts in equally distributing talent across the league, knowing which specific characteristics indicate player potential presents an important area of understanding. Daniel's work with Collingwood FC seeks to identify which of the vast array of available information can best assist recruiting staff in making more strategic draft decisions.
Lunch Break
LIFE AFTER SPORTS

TRACK 1

SIMON ALBRIGHTON
Partner @ KPMG

Simon leads KPMG’s Consulting practice in the Midlands. He has worked for KPMG in Nottingham, Birmingham, London and Oslo performing a variety of roles in Audit, Forensic, and Transaction Services. The majority of his day to day work sees him delivering forensic work such as fraud or accounting investigations, disputes and litigation, regulatory and expert witness work.

SCOTT WARD
Global Head of the Personal Development Programme for Athletes @ KPMG

Scott Ward is the Global Head of the Personal Development Programme for Athletes. Having created the programme personally, Scott understands the requirement for such a provision within the sporting fraternity. Being forced to retire from professional football in 2005 due to injuries Scott has since worked within the financial industry leading strategy and market development for multiple organisations. Scott has since completed an MBA at Warwick Business School and written papers on athlete transition including the cultural, societal and business environment when attempting to change their vocation while addressing the importance of approaching such topics as early as possible during a person’s development.

MARK HUNTER
CEO (interim) @ London Youth Rowing

After adding a Silver medal from the London 2012 Olympics to his 2008 Beijing Olympics Gold medal, Mark put up his oars and retired from being a full time athlete. He was determined to experience something completely different and out of his comfort zone so he worked in London as a Project Manager, putting together client proposals and looking after client projects. While he valued the experience of working in the City, a new opportunity came to him that provided him with a better use of his skills.

GARY CHARLES
Founder and CEO @ GCSportsCare and GCCare

Born in Newham, London, Charles first came into notability at Nottingham Forest, when he became a regular alongside Roy Keane, making his debut on 7 November 1987. Due to his colour and skills, he was dubbed the Brazilian. His manager at Nottingham, Brian Clough, commented on his dribbling abilities by saying: “When Charles plays a one-two, he goes like a gazelle. It’s so effortless – at first it looks as if he’s not moving, yet he’s 40 yards up the field.” In June 1991, he made his debut for England, playing two friendlies, one the 8th and other on the 12th, against New Zealand and Malaysia respectively. Only a few days earlier, Charles was famously fouled by Paul Gascoigne in the 1991 FA Cup Final. This was the challenge that caused Gascoigne’s cruciate ligaments to tear, forcing him out of the game for several months.

KPMG Personal Development Programme (PDP) for athletes

KPMG’s Scott Ward and Simon Albrighton will be presenting a unique global programme designed for sporting bodies to support and educate athletes, coaches and parents via bespoke lifestyle workshops and online programmes. Programmes are designed and delivered via a tailored portal to enhance participant’s life skills, personal awareness and provide important tools for them to help shape the future of all those partaking. By utilising data analytics, the portal provides a proactive way of learning that has never been provided within sport previously unique to each user. Following launches globally, the team will also have a huge announcement to make!
COGNITIVE COMPUTING IN SPORTS

Cognitive Computing in Sports

Hear about how IBM are applying their cognitive computing platform, Watson, in their work with Wimbledon, showing how they can better understand #WhatMakesGreat and how they better equip journalists on the ground. They will also share details on the Toronto Raptors "War Room", consisting of a dozen touch screens that are exposing advanced cognitive insights straight to the recruitment and coaching teams. The IBM Emerging Technology Specialists will then present their brand new research in player analytics, data integration and player recruitment, showing how IBM's machine learning capabilities and the Watson Data Platform can better assist sports teams and organisations.

SESSION 6: 1:40PM-2:10PM

JOE PAVITT
Master Inventor and Emerging Technology Specialist @ IBM

Joe is an IBM Master Inventor and Emerging Technology Specialist, working in IBM Research. Whilst having a background in Aerospace Engineering, in his current role, Joe works with a variety of different sports clients on problems including fan engagement, player performance and player recruitment. Joe also has experience in small pieces of freelance data journalism, exploring effective relationships between players and assessing an overall team chemistry. More recently, Joe has used IBM Watson's cognitive computing capabilities and developed a natural language interface to interact with GPS, Video, SportsCode and Opta data, making it considerably easier for analysts to explore the data recorded for a sports event.
IN THE MOMENT - FAN LOYALTY & SPONSORSHIP

Mercedes Benz stadium in Atlanta is currently viewed at as the mecca of stadiums, it changed the game literally. Hear about the cutting edge technology inside Atlanta’s stadium as well as designs from leading stadium architects for what the next future stadiums (e.g. Tottenham) have planned. Stadiums are being designed to increase sound for the home fans while drowning out the sound for away fans. How are innovation hubs and accelerators playing a role in the new innovative designs and operations of the ideal stadium.

WEN MIAO
@ Sacramento Kings

Mr Wen Miao is recognised as a leading technology innovator in the area of Fan Engagement and Stadium analytics. Mr. Miao is currently the founder and CEO of LAVA, a real-time fan engagement and marketing analytics platform that delivers experiential loyalty through individualized fan experiences. LAVA works closely with the Sacramento Kings and Golden One Centre to create a cutting edge technology ecosystem that anticipates and responds to fan’s needs on a hyper-individualised basis, completely transforming the live event experience. Prior to LAVA, Mr. Miao served as Senior Vice President at TIBCO Software, where he was responsible for the development and launch of a new real-time, predictive customer engagement platform.
Real-time data and sports performance, hosted by OPTA

Part of Perform Group, OptaPro works with over 200 clubs and federations to provide them with detailed analytics and cutting-edge tools, helping to support them in recruitment, performance analysis and opposition analysis. During the session the panel will explore how applying data can influence team and player performance rather than describe it and how a combination of quantitative and qualitative approach can help aid recruitment and analysis.

BEN MACKRIELL
Head of OptaPro

Ben Mackriell is the Head of OptaPro at Perform Group managing OptaPro's global operations, working directly with Professional Football, Rugby & Cricket Clubs providing and supporting their use of Opta performance data in Match analysis and Scouting. He is responsible for OptaPro's global strategy in product development, data application and data science directly with professional clubs performance departments.

BEN STEVENS
Head of Performance Analysis @ Crystal Palace

Ben Stevens is the Head of Performance Analysis at Crystal Palace FC. Ben has previously held positions at Newcastle United Football Club and Southampton FC as the Head of Performance Analysis and as a Performance Analyst.

CHRIS ANDERSON
Senior Partner @ Anderson Sally

A pioneer of soccer analytics, Chris Anderson is the author of "The Numbers Game: Why Everything You Know About Soccer Is Wrong", and Managing Partner of Anderson Sally LLC. A sought-after soccer industry advisor, Chris’s work focuses on using rigorous and appropriate analysis to acquire, manage, and build and sustain clubs in the context of global competition for talent and success. Before co-founding Anderson Sally, Chris was a professor at Cornell University; he has held visiting appointments at Oxford, Stanford, and the LSE, and has taught management strategy at Cornell’s Johnson School of Management and Northwestern University's Kellogg School of Management. Anderson has been a frequent commentator on the use of analytics in football and Big Data in high performing organizations.
A Smarter Approach to Investment in Football Clubs

As football enjoys a phenomenal rate of financial growth, there has been a simultaneous increase in overseas investment into the sport. However, very few investors have been able to take a truly strategic approach to finding the right club for them, and even fewer clubs been able to properly value their squad, and football operations processes. This presentation looks at how buyers and sellers can take a smarter approach to investment, and in doing so build more sustainable and successful football clubs.

OMAR CHAUDHURI
Head of Football Intelligence @ 21st Club

Economics graduate from the University of Warwick, and Head of Football Intelligence at 21st Club. Omar previously worked at Prozone Sports and Decision Technology.
SESSION 7: 2:20AM-3:00PM

PANEL #4: STADIUMS OF THE FUTURE

Moderator: RYAN MCCUMBER
Director of Sports Analytics @ KPMG

Panel Description
Mercedes Benz stadium in Atlanta is currently viewed at as the mecca of stadiums, it changed the game literally. Hear about the cutting edge technology inside Atlanta’s stadium as well as designs from leading stadium architects for what the next future stadiums (e.g. Tottenham) have planned. Stadiums are being designed to increase sound for the home fans while drowning out the sound for away fans. How are innovation hubs and accelerators playing a role in the new innovative designs and operations of the ideal stadium.

CHRISTOPHER LEE
Managing Director @ Populous (EMEA)

Chris is the Managing Director of Populous for the EMEA region, a Senior Principal in the London office and a member of the firm’s world wide board. Born on the east coast of Australia, Chris has degrees in both Design and Architecture. He has worked around the world for major international sports clients and designed over 30 stadia on five continents, including: the main stadium for the Sydney Olympic Games; the Millennium Stadium in Cardiff, which was Europe’s first stadium to have a moving roof; the Emirates Stadium for Arsenal Football Club; Aviva Stadium in Dublin, the national stadium for Ireland’s football and rugby teams. Currently Chris is leading the design team for Tottenham Hotspur’s new stadium in North London.

SANDER VAN STIPHOUT
Director @ Amsterdam ArenA

Sander van Stiphout is the director of Amsterdam ArenA International, the consultancy and management branch of the Amsterdam ArenA, since 2006. He has worked in stadium projects worldwide and was involved in projects related to all recent major tournaments. His successful business development in Brazil resulted in management positions held by the company in the stadiums of Salvador, Natal and Porto Alegre. Sander was special stadium operations consultant to the Qatar Supreme Committee in relation to the FIFA World Cup 2022 preparations.

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ANDREW EDGE
Senior Architect @ Arup

Andrew is a qualified architect with an expertise in sports architecture and venue design. Since graduating Andrew has gained a wealth of experience in all stages of sports venue design from concept to completion. He has worked on stadium projects, indoor arenas and elite training venues in the UK, Europe and the Middle East including the London 2012 Olympic Stadium. He has in depth knowledge of the technical requirements for multiple sports including football, rugby union, tennis and athletics.
Beyond xG models: Assessing football players using big data and artificial intelligence

How much did a player contribute to his team’s performance during a football match? Answering this question can help inform decisions about player recruitment, retention and valuation. However, arriving at a satisfactory metric is challenging due to the low-scoring and dynamic nature of football matches. Therefore, most current approaches tend to focus on either quantities or qualities of rare events like assists and shots. In this talk, I will present a novel approach that assigns a value to any player action on the pitch using big data and artificial intelligence.

JAN VAN HAAREN
Head of Data & Analytics @ SciSports

Jan is the Head of Data & Analytics at football data company SciSports in the Netherlands and a Scientific Collaborator of the DTAI Sports Analytics Lab at the University of Leuven in Belgium. He received a PhD in Machine Learning in 2016 and an MSc in Computer Science in 2011 from the same university. During his PhD, he has worked on several fundamental machine learning research topics as well as concrete applications to sports and football in particular.

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www.vumeroinstitute.com
Esports is booming with revenues predicted to reach £1bn with 600 million audiences by 2020. The panel will explore the challenges of rapid growth and "Esports authenticity" when traditional media/sports markets move into Esports; the importance of industry data; what traditional sports and media industries can learn from Esports; how existing brands, teams, and leagues need to utilise streaming and best practices in Esports.

Moritz Maurer, Head of eSports Integrity at Genius Sports has over five years’ experience working in the eSports space, more specifically in eSports betting. He set up and ran GGwins – a pioneering eSports betting operator – before he joined Betgenius in 2015. Later that year he was integral in launching the industry’s first comprehensive pre-match and in-play eSports betting product, which is now integrated in more than a dozen major operators. Moritz regularly speaks at events and contributes to articles on the subjects of eSports, the eSports betting opportunity and eSports integrity.

Prof. Federico M. Winer is the Head of Entertainment Industries EMEA at SAP. He is a trusted industry advisor for both SAP customers in eSports, game publishers, sports betting, lotteries and others. He is visiting lecturer at Universitat Pompeu Fabra [Catalonia] and DeporTEA [Buenos Aires]. He graduated in Humanities and Arts [UOC, 2017], Executive Master in Business Administration [EADA&UCLA, 2014], Telecommunications and Computing [IES Guineueta, 2004] and Journalism [TEA, 2001]. Federico has developed international business for media, sports and entertainment firms since the start of his career, with a firm understanding of how humanities and IT coexist.

Chester founded the ‘British Esports Association’ in 2016 – the national body for esports in the UK whose main aims are to help develop the UK’s grassroots esports scene and provide an infrastructure to nurture future British talent. Chester also created ‘The eGames’, an international esports competition where Pro Gamers represent their country. The eGames was showcased in Rio 2016 alongside the Olympics within British House. Chester has over 24 years senior management experience within the advertising, marketing, sports, esports and leisure industries. He is an advisor for MARV Films (Layer Cake, Kick-Ass and the Kingsman films) and helps the charity SportsAid.

Richard joined Nielsen Sports (formerly Repucom) in 2013 and as Consulting Director has led strategic projects on sponsorship valuations and strategy, commercial strategy and economic impacts for Nielsen’s key global Sports and Entertainment clients, including Rights Holders such as FIFA, The FA, West Indies Cricket Board, AEG and Arsenal, and Brands such as Sony Playstation, Visa and Standard Life. Prior to joining Nielsen Sports, Richard completed his MBA at London Business School and has worked across consumer insight, research, and data analytics at Two Circles, Futures Sport, Experian Hitwise, PwC Consulting, and Tesco (both Stores and Telecoms).
TENNIS ANALYTICS

Re-imagining Tennis with Data

See how Infosys and ATP World Tour™ have partnered to reimagine tennis with data driven analytics, insights and digital experiences. We’re helping fans delve deeper – from learning all about their favorite player in numbers, to uncovering the secrets of player performance, to getting decisive views of action at critical match moments. Reading between the data isn’t easy. Especially when you have millions of data points to deal with. But we’re smashing data and acing insights with our AI platform, the Infosys Nia Data, an open-source analytical machine that transforms data in real-time to make the tennis experience more informative and immersive.

MOHAMED ANIS
AVP @ Infosys Limited

Anis is a technology evangelist with 20 years of experience bringing technology led innovation to some of the largest organizations across the globe. As an avid sports fan, Anis has been spearheading the development of new products for sports analytics and transforming fan experiences, helping leagues and clubs increase fan engagement while being able to efficiently monetize their assets.

KITMAN LABS

The Use of Machine Learning in Injury Risk Analytics - Conventional Thinking Vs Practical Application

We will be exploring the use of machine learning and comparing different techniques to understand how teams can best leverage their data to understand causative factors of injury incidence and apply this knowledge to the decision making process.

STEPHEN SMITH
CEO & Founder @ Kitman Labs

Stephen founded Kitman Labs in 2012 with the vision of revolutionising health and performance in elite sport. Stephen’s passion for blending science, leading user experience techniques and machine learning has resulted in industry-first innovations that bring meaning to the masses of data collected on athletes, quantify injury risk, and simplify daily life for coaches and staff. These innovations are used by 100 teams across the globe in 30 different leagues including some of the best-known sporting brands. His eight-year background as Senior Injury Rehabilitation and Conditioning Coach with the Leinster Rugby Club in Ireland and his Master’s thesis on combined risk factors as predictors of athletic injury served as the foundation of Kitman Labs.
Afternoon Break
SESSION 9: 4:00PM – 4:40PM

PANEL #6: UNIVERSITIES IN SPORTS TECHNOLOGY

TRACK 1

Moderator: JOHN R PERSICO
Director @ Sports Analytics World Series

PANEL DESCRIPTION
We showcase cutting-edge innovations and latest research from UK and European university leaders in Sports Technology, Sports Performance and Sports Data— ranging from sports human performance, fans engagement, sports digital marketing analytics, sports equipment, sports IoT, wearables, artificial intelligence and advanced sports engineering. We discuss future thought-leadership, growth and commercialization by universities and how Sports & Data education can unlock the enormous potential in the 21st century for the UK and Europe.

PROFESSOR MIKE CAINE
Dean @ Loughborough University London

Professor Mike Caine is the Dean of Loughborough University London and is responsible for leading the team to deliver an outstanding learning environment and student experience. Mike has a First Class Honours Degree from Loughborough University and a PhD from the University of Birmingham. He is a Professor of Sports Technology and Innovation and was the inaugural Director of Loughborough’s Sports Technology Institute from 2006-2010. Mike has collaborated with many of the world’s leading sporting goods brands, developing and commercialising new products. He is also the founder of two spin-out companies.

DR DAVID JAMES
Director of the Centre for Sports Engineering Research (CSER) @ Sheffield Hallam University

Dr David James is the Director of the Centre for Sports Engineering Research (CSER) and Reader. David’s current research is focused on sports mechanics, injury prevention and the ethical considerations of an increasingly scientific sporting arena. David is a visiting professor at TU Delft, Netherlands, and the Editor-in-chief of the 2017 International Conference on Sports Engineering in Jaipur, India.

SHELLEY ELLIS
Lecturer in Performance Analysis (Biomechanics) @ Bournemouth University

Shelley Ellis’s primary research interest is with the development and use of equipment within sport. This work uses a biomechanical technique analysis approach, combining anthropometry and ergonomics with performance in the sporting domain. This is currently being applied within a project that addresses the design of white water kayaks for female athletes.

PROFESSOR MIKE CAINE
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STEFAN LITZENBERGER
Deputy Program Director of the Bachelor program Sports Equipment Technology @ University of Applied Sciences

Stefan Litzenberger is the Deputy Program Director of the Bachelor program Sports Equipment Technology at the University of Applied Sciences. He is a reader in biomechanics, biomechanical modelling & simulation and motion analysis laboratory. He also teaches in the Master programs Sports Equipment Technology and Healthcare and Rehabilitation Science. Stefan is a member of the executive committee of the International Sports Engineering Association (ISEA) where he heads the subcommittee education.
BatSense, Intel Powered ‘wearable’ for Cricket Bats

The "Bat Sense" technology developed by Speculur is a little module that can be attached to the top of a cricket bat, blending seamlessly into the grip. The dongle has been designed to lock onto the bat and tested with forces up to 1500G so that it doesn't fly off the handle. Powered by Intel's Curie, Bat Sense allows batsmen to measure six important metrics of their batting performance; Maximum bat speed, bat speed at impact, backlift angle, time to impact, impact angle and follow through angle.

ATUL SRIVASTAVA
Founder & Managing Director @ Speculur

Atul brings together a career studded with experience and accolades. He is an ex-Indian Army officer, a highly respected figure in Indian corporate circles and a world traveler, Atul truly is a professional's professional. At Speculur, Atul is at once the strategist, the thinker, the visionary, the mentor and the conscience keeper of the organization. Atul envisioned the concept of smart wearables in cricket and took his passion to Silicon valley, where he convinced Intel to put their best and brightest engineers to execute his grand vision for the future of cricket. Trusted by athletes, officials, business honchos and his team – Atul's passion and commitment are the strongest assets of the Speculur brand and are indeed its driving force.

Football and Technology – New Crowdfunding Platform

KICKRS is an online platform that aims to revolutionise the future of (e)sports financing, both for fans and clubs. We allow fans to invest in their favourite professional sports teams, participate in their projects and voice their support. We help professional sports teams to get easy access to cheap capital, maximise their return on digital investments and improve their fan activation.

PIERO MILIONE
Head of Business Intelligence @ Kickrs

Originally from Italy, I spent good part of my life studying and working around Europe (Ireland, Denmark, Germany, etc.). After an initial focus on Online Marketing, my interest for numbers and technology brought me to learn about data analytics (almost entirely self-taught). Since February 2015 I’m working on KICKRS, where my passions for sports and data finally converged and, since January 2016, I’m head of Business Intelligence.
**GAME SCHEDULING**

**TRACK 1**

**Running Point on the NBA Schedule - How KPMG evaluates 200M schedules per minute to arrive at the NBA schedule**

How KPMG uses its proprietary algorithm to solve the world’s most complex sports scheduling problem. With 30 teams playing 82 games, teams sharing arenas with ice hockey, concerts and even other NBA teams plus an incredible amount of flying and travel logistics, it is amazing that the NBA tried to solve this manually for the last 30 years. Our solution uses cloud computing to churn through 200 million schedules per minute and at the end we went through 35 trillion schedules before we landed on the final 2016/17 schedule. This session will also include an introduction of the KPMG Athlete Personal Development Program from Anish Behl, Director – People and Change Advisory Services.

**RYAN MCCUMBER**
Director of Sports Analytics @ KPMG

Ryan is a Director with KPMG and the global lead for KPMG Sports Analytics. This includes coordinating the Sports Analytics World Series as well as identifying sports technologies and analytic assets and sharing across the members firms. The flagship asset of KPMG Sports Analytics is their Game Scheduling Software which has been implemented at the NBA, MLB and NBL (National Basketball League Australia). Ryan is actively discussing with sports leagues in Europe and Asia on how to optimize and improve their game schedule. In addition to game scheduling he is also focused on improving the fan experience, via fan journey mapping and real time in-stadium analytics to target fans with wow moments and offers.

**SESSION 10: 4:55PM - 5:30PM**

**PROEM SPORTS**

**TRACK 3**

**Logic Beyond the Field - Demystifying Off-field Analytics**

Off-field analytics is multi-disciplinary and deals with the analysis of fan engagement, ticketing, merchandising, loyalty programs etc. Off-field analytics essentially aims to connect rights-holders to the fans, who are the life source of any sports organisations revenue. The complexity of this topic revolves around quantifying fan behaviour based on numerous internal and external factors and understanding its economic impact on every dimension of the Sport Business.

**CHIRAAG PAUL**
Founder & CEO @ Proem Sports Analytics

Chiraag is the Founder & CEO of Proem Sports Analytics, a specialised sports data firm that pivots on data technologies to help rights-holders take informed decisions. Previously, he had been a professional footballer in the top divisions across three different countries including Brazil and England. Following his sports career, Chiraag acquired a wealth of global corporate exposure in blue chip firms within Sports Management, Strategy Consulting and Private Equity. Using his experiences on and off the field, Chiraag was able to identify and help cater to a growing need within the Sports industry through Proem Sports. Proem Sports Analytics are a one-stop destination for all matters related to off-field management, be it data capture, fan intelligence, or marketing analytics. Headquartered in Singapore, Proem provides business guidance and insights through proven data driven methodologies, and helps keep the people who matter most to our clients happy—the fans!
GameChangers Finalists

SAM BARTON - MODERATOR
UK Head of SportsTech @ KPMG

Sam Barton is KPMG’s early stage business lead and specialises in SportsTech, Esports and Gaming. He was KPMG’s first Special Advisor to HRH The Duke of York, KG supporting The Duke’s Pitch@Palace and iDEA initiatives and the Project Manager for KPMG’s global roll-out of the "Inspire Confidence Empower Change" Purpose programme. Sam has extensive restructuring experience which he draws upon to support scaling-up businesses.

PROF. JAMES SKINNER - MODERATOR
Director of the Institute for Sport Business @ Loughborough University London

James held academic appointments at three Australian universities prior to his appointment as the Director of the Institute for Sport Business at Loughborough University London. He has conducted research for international and national governing bodies, professional sporting organisations and the Australian Sports Commission. James is a visiting Professor at the Russian Olympic University, Beijing Sport University and Ulster University.
Fan Tiers

Los Angeles, California

@FanTiers

www.fantiers.com

Pitcher - Austin James, Co-Founder

Company Description

Fan Tiers is a platform that lets you prove your fan loyalty. Fans earn points for watching or attending games, buying gear and showcasing their team knowledge, redeemable for both status and rewards. Teams, leagues, sponsors, and vendors get access to detailed fan engagement metrics across the entire spectrum of a fan’s life cycle. Teams and partners can now measure, and maximize, fan equity, while each and every fan gets the recognition they deserve.

Product Service/Why its Different

Fan Tiers allows for consumers to provide their fan interaction data, across all platforms of merchandise purchased/tickets purchased/games attended/games watched/trivia correctly answered, for the purpose of earning points. Points earned will qualify the user for team specific loyalty tiers.

Earned points can be redeemed for rewards such as a coupon, a gift, and in the future a unique fan experience such as a seat upgrade, special access at a sporting event.

An app for team representatives to manage their loyalty program and to analyse/gain insights into how their fans are interacting with their brand/team. Likely a web-based tool similar to other platforms for analytics, managing social media, CRM, etc.

Find a Player

Glasgow, Scotland

@findaplayer

www.findaplayer.com

Pitcher - Jim Law, Founder & CEO

Company Description

Find a Player is a sports participation network that delivers instant, local sport straight to your fingertips regardless of your ability or commitment. Our app covers over 140 different sports & has 2 core functions. 1. Connecting sports people to games & clubs on a local basis & 2. Simplifying & automating the game admin process.

Product or Service/Why its Different

Delivering a product which has the chance to scale globally takes huge amounts of time, persistence and commitment. To date more than 25,000 hours of development and several million lines of code have gone into our product to get it to a standard that today’s consumer expect. We believe it stacks up as a user experience with global apps such as Uber or Justeat - delivering instant solutions for our users in a few taps.

The confidence we have in product was validated in May this year when we beat numerous global brands (including Arsenal, British Rowing, the New York Marathon and German FA) to win the prestigious ‘Best App’ category at the 2017 Sports Technology Awards.
imin
London, United Kingdom

Pitcher - Nishal Desai, Co-Founder

Company Description
imin is a technology company dedicated to thinking differently about how to approach the challenge of physical inactivity. We work across the physical activity sector with public and private organisations to help them to harness the power of open data to create better experiences for end users and providers.

Product Service/Why its Different
Currently, it is very hard to book sports and fitness activities, because search is hindered by the fragmented nature of our sector. imin’s data platform is the most comprehensive source of real time data on sport and fitness activities for everyone, everywhere.

Our suite of APIs is used by sports, health, and wellness organisations to build apps that help people find and book sport and fitness activities. imin provides these organisations with:
- Real time data on all activities (court availability, spaces in classes).
- Integrations and payment flows to systems used by the fitness operators - enabling “book now” functionality.
- Access to activity data from new sites automatically without any “on the ground” sales effort.

REFSIX
West Sussex, United Kingdom

Pitcher - Hassan Rajwani, CEO & Co-Founder

Company Description
REFSIX is a smartwatch & mobile app for football referees. Referees use the app during matches to record match incidents (goals, cards and subs) whilst also tracking performance stats like distance and positioning. Released in July 17 and being used by referees in 25 countries.

Product or Service/Why its Different
We help referees record match incidents (like goals, cards and subs) during matches in real time using a smartwatch (like an Apple Watch). The app also tracks physical data about the referees performance during matches such as distance covered, positioning and hear rate.

Our target market is specifically grassroots referees and our aim is to help referees and their coaches understand their performance data correlated with match decisions to provide detailed understanding of their game management and enable better coaching and development of referees.

Resulting in better referees, who have a higher chance of progressing up the ladder, resulting in better matches.
Run An Empire
London, United Kingdom
@RunAnEmpire
www.runanempire.com
Pitcher - Ben Barker, Co-Founder & CEO
Company Description
Run An Empire is a location-based strategy game for runners. Players are challenged to build an empire fit for their people. They must claim real world land by patrolling the streets and raiding the territory of others.
Product Service/Why its Different
Run An Empire is a location-based strategy game for runners currently available on iOS. Our aim is to make running as addictive, fun and social as gaming. Runners often lack the motivation to keep running and to get started with running. We are here to change that.
We are different from the typical running/fitness tracker. We address a younger audience; our user acquisition and monetisation strategies are inspired by successful gaming businesses such as Pokemon Go. Our target audience are millennial runners.

TeamPro
Brighton, United Kingdom
@TeamProCo
www.teampro.co
Pitcher - Ryk Waters, CEO
Company Description
TeamPro is an online service enabling sports clubs to better manage their teams and provide a premium experience, including video lineups. Making every player feel like a professional. Over the last year TeamPro has gained over 62,000 users, growing at a rate of 7% per month.
Product or Service/Why its Different
Our specialised software removes the background from player images and videos, ensuring they always look their best.
Picking a team has never been easier! Managers drag players into position from a list of people they know are available to play.
Everyone dreams of playing at the pinnacle of their sport. Now players at all levels can start living the dream, with their own video lineups and rolling news channel.
There are no other services in the market that enable managers to produce great looking video lineups, without the need for any video editing skills!
VideObserver, SA

Portugal

@videobserver

www.videobserver.com

Pitcher - Fernando Sousa, CEO

Company Description

Videobserver is a platform for sports performance data and video analytics accessible to teams in all competition levels. It focuses on team performance and extends to fan engagement. Since 2014, our SaaS model acquired users in 40 countries across 5 continents, and achieved a 27% quarterly median growth in recurring revenues.

Product Service/Why it's Different

By creating this internal database, they can reach 200%+ efficiency gains in all the match analysis process, they help in boarding new coaching teams, they create a unique database that can provide valuable information to other departments in the club or team, like management, medical or marketing.

It will also provide historical and evolution information about team and players, from academy to professional level.

Zegami

Oxford, United Kingdom

@TeamProCo

www.zegami.com

Pitcher - Samuel Conway, CEO

Company Description

At Zegami our mission is to leverage human pattern recognition to its fullest. We do this by attaching images to data and presenting them back in our unique visual interface. This provides faster interaction and a brand-new perspective, leading to new discoveries and insights.

Product or Service/Why it's Different

Zegami is a visual search and analytics tool that provides a unique perspective on data with the use of images. For the Professional Sports we offer a new way to interact with player data:

- Turn Fans into Analysts - A quick browse of the statistics pages of the professional sports leagues shows that player data is typically tabular in format, and has limited interactivity.
- Player Recruitment - Zegami offers a way to simply group players by selected criteria, and quickly drill down into all the data associated with those players.
Networking
Drinks
MODERATORS

ALEX HOLT
Partner, UK Head of TMT Global Chair Telecoms & Media @ KPMG

Alex is a highly accomplished Executive with 20 years international telecoms, technology and media experience. After 15 years in industry, Alex joined KPMG as Chief Operating Officer for Sectors, managing KPMG’s large corporate, public sector and private equity business. Following a successful period of growth, Alex now leads the firm’s UK TMT Sector and is Global Chairman of Comms and Media, managing a significant team generating +$1bn of income across Advisory, Tax and Audit, working with the sectors’ leading organisations and influencers.

RYAN BAHIA
Marketing Coordinator @ Perform Group

Ryan Bahia is the Marketing Coordinator at Perform Group and is responsible for the marketing of OptaPro who offer a range of data and analytical tools to professional football clubs, leagues and federations.

RYAN MCCUMBER
Director of Sports Analytics @ KPMG

Ryan is a Director with KPMG and the global lead for KPMG Sports Analytics. This includes coordinating the Sports Analytics World Series as well as identifying sports technologies and analytic assets and sharing across the members firms. The flagship asset of KPMG Sports Analytics is their Game Scheduling Software which has been implemented at the NBA, MLB and NBL (National Basketball League Australia). Ryan is actively discussing with sports leagues in Europe and Asia on how to optimize and improve their game schedule. In addition to game scheduling he is also focused on improving the fan experience, via fan journey mapping and real time in-stadium analytics to target fans with wow moments and offers.

JOHN R PERSICO
Director @ Sports Analytics World Series

John is a global education leader in Sports Analytics and Sports Technology. His passion is training, certification and people at the intersection of Sports and Data, Digital and Technology. He formerly worked in Private Equity, Investment Banking and Management Consulting.

PROF. JAMES SKINNER
Director of the Institute for Sport Business @ Loughborough University London

James held academic appointments at three Australian universities prior to his appointment as the Director of the Institute for Sport Business at Loughborough University London. He has conducted research for international and national governing bodies, professional sporting organisations and the Australian Sports Commission. James is a visiting Professor at the Russian Olympic University, Beijing Sport University and Ulster University. He is a former board member and Director of Football Queensland, Australia, and has been nominated by the Australian Federal Government’s Minister for Sport to be Australia’s representative on the WADA Education Committee. He has a particular research interest in research design and methods for sport business.
Australia
India
UK
China
Japan
Netherlands

www.analyticsinsport.com