

Insights

AI AND THE GAMES - EMBRACING A NEW AGE FOR SPORTS

DIGITAL SPEAKS SERIES / SUMMER OF SPORTS TECH

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SUMMARY

The Games have kicked off in true Parisian style and is promising to be a groundbreaking spectacle, not just for the inspirational athletic feats we are certain to see but also for the innovative use of artificial intelligence (AI) tools that will feature more prominently than ever before. These advancements are set to play a transformative role in the Games, enhancing athletes preparation for, and experience in, the Games as well as for spectators and viewers worldwide. We have taken a closer look at some of the use cases of AI in the Games.

ATHLETE PERFORMANCE

Athletes spend years training for the Games, and one sport which has embraced the benefits of AI as part of its lead up is surfing. Similar to the wave pool technology, USA Surfing has worked with Microsoft to create a tool that improves surfers' performance. The models are taught the mechanics of surfing (movement, equipment and the environment) and then a motion analysis tool provides data on the surfer's body position, the surfboard and the wave. This technology helps identify any bad habits that could cause injuries and provides invaluable insights which gives coaches the ability to make more accurate decisions about training programmes and tactics for competition. USA Surfing has acknowledged that human relationships between coach and athlete, trainers and support crew are still fundamental in training athletes, however this AI tool and possible new advancements in the future will be an effective partner for assembling the greatest athletes.

ATHLETE EXPERIENCE

Coordinating tens of thousands of athletes with differing cultures and languages in one place is no mean organisational feat so it is not a surprise to see the International Olympic Committee has introduced a chatbot called 'AthleteGPT' to assist athletes to navigate all that comes with being an athlete staying at the Olympic village. This new chat service, which will be hosted on the 'Athlete

365' platform is designed to provide on demand easy and quick answers to Frequently Asked Questions on topics such as social media guidelines, anti-doping rules and other Games' specific regulations. According to online demonstrations of the chatbot, when it was asked a query about whether posting photographs from venues is allowed during the Games, a quick response came back alerting the user to the prohibition on posting commercial content, AI-generated content or recordings from restricted areas on Athletes personal websites and social media accounts.

FAN ENGAGEMENT

AI is set to transform the spectator experience too with first-of-its-kind immersive AI experiences for fans on site in Paris. These tools will use AI and computer vision to take visitors on a journey of becoming an athlete by analysing athletic drills to match each fans' profile to a particular sport. Chatbots and virtual assistances will provide real time information about events, schedules and results, allowing fans to receive personalised recommendations. Technology like this ensures that fans stay connected and engaged throughout the Games, fostering a sense of inclusion and community and encouraging future participation in this event.

The Games are not just a celebration of athletic prowess but also a showcase of how technology can improve the experience of athletes, organisers and fans alike. As AI continues to evolve, its application in sports will undoubtedly expand, setting new standards for future Games and encouraging major technology players to innovate and partner together with the worlds best sportspeople to strive for the highest sporting success.

Stay tuned for further insights on the Games from our [Sports, Media and Entertainment Team](#) and please get in touch with Marcus Pearl, Kate Jeffery, Abbey James or Max Dixon if you would like to know more about these AI developments.

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MEET THE TEAM



Marcus Pearl

London

marcus.pearl@bclplaw.com

+44 (0) 20 3400 4757



Kate Jeffery

London

kate.jeffery@bclplaw.com

+44 (0) 20 3400 3667



Max Dixon

London

max.dixon@bclplaw.com

+44 (0) 20 3400 4018

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