THE CONNECTED ATHLETE

Results and Analysis

Presented by **SPORTTECHIE** × **verizon**✓

RESEARCH OVERVIEW

We surveyed leaders from the top collegiate and professional sports programs around the globe to learn how they are leveraging technology to improve player performance and maximize team success. Questions focused on several key topics including:

Organizational Values

Regardless of the sport, elite programs share certain DNA. What are the top organizations focused on and what are their main values?

Evaluating Technology

Which technologies are teams prioritizing and what does the internal evaluation process look like across various levels of the organization— from management, to coaching staff, to players?

Budgeting for Technology

The latest sports tech comes at a cost. Who is conducting cost-benefit analysis? And what do budgets look like for deploying technology to improve player health and performance?

Integrating Technology

High caliber programs understand the need to embrace technologies that will help them gain a competitive edge. How are they integrating them into their operations?
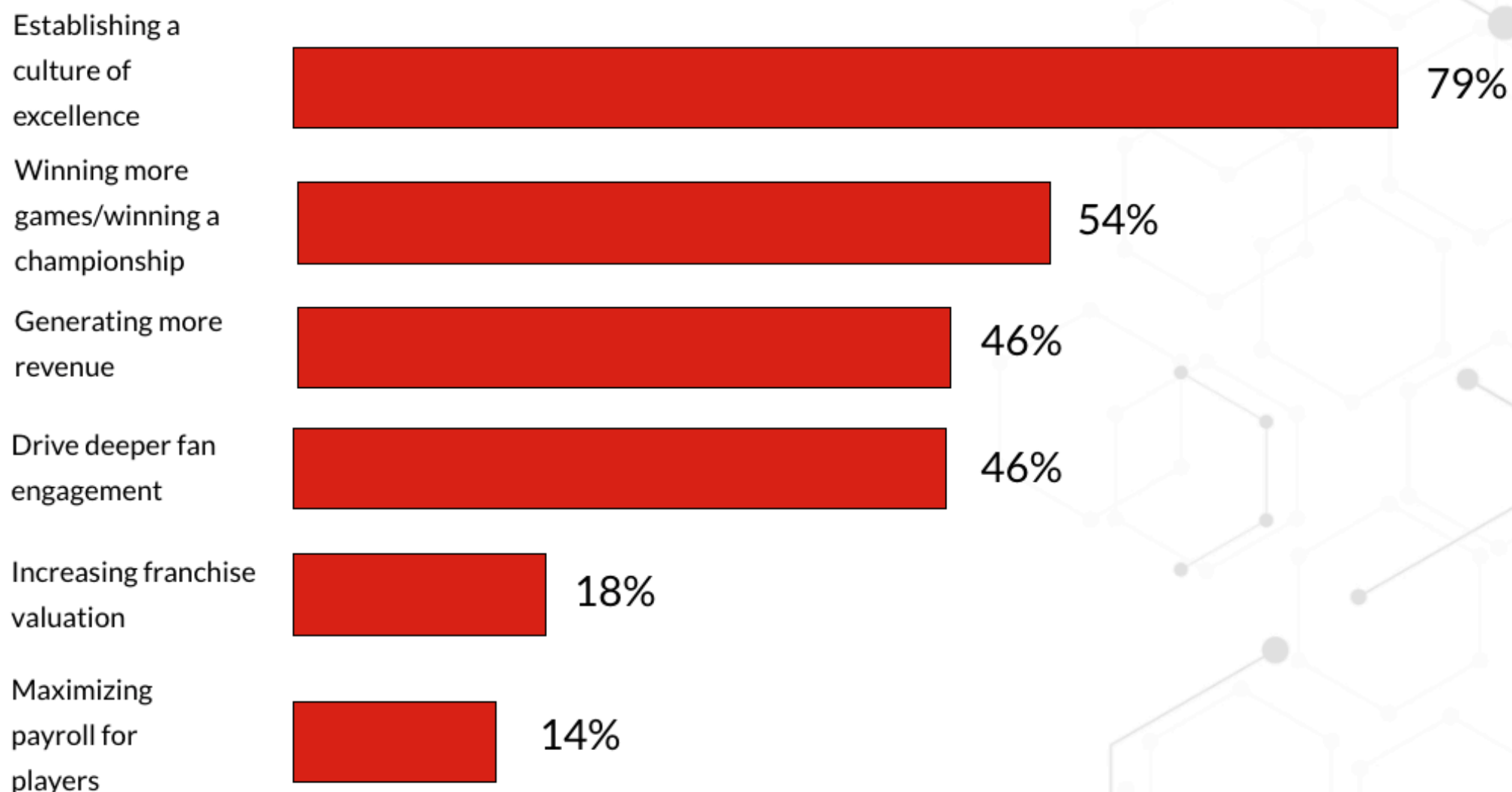
KEY TAKEAWAYS

1. Top teams and organizations are focused on implementing athlete performance technology to help establish a culture of excellence.

2. Teams are prioritizing sensor based and video capture technology to visualize statistical and performance analytics.

3. All levels of a sports organization— from management, to coaching staff, to players—are becoming more data literate than ever before.

4. Budgets for deploying technology are increasing and are mainly determined by input from coaches & training staff.

5. Organizations are evaluating advanced sports technologies on their ability to unlock their players' full potential.

Leading sports organizations are heavily focused on establishing a culture of excellence and winning more games/championships.

Survey Question:

My organization is focused on:

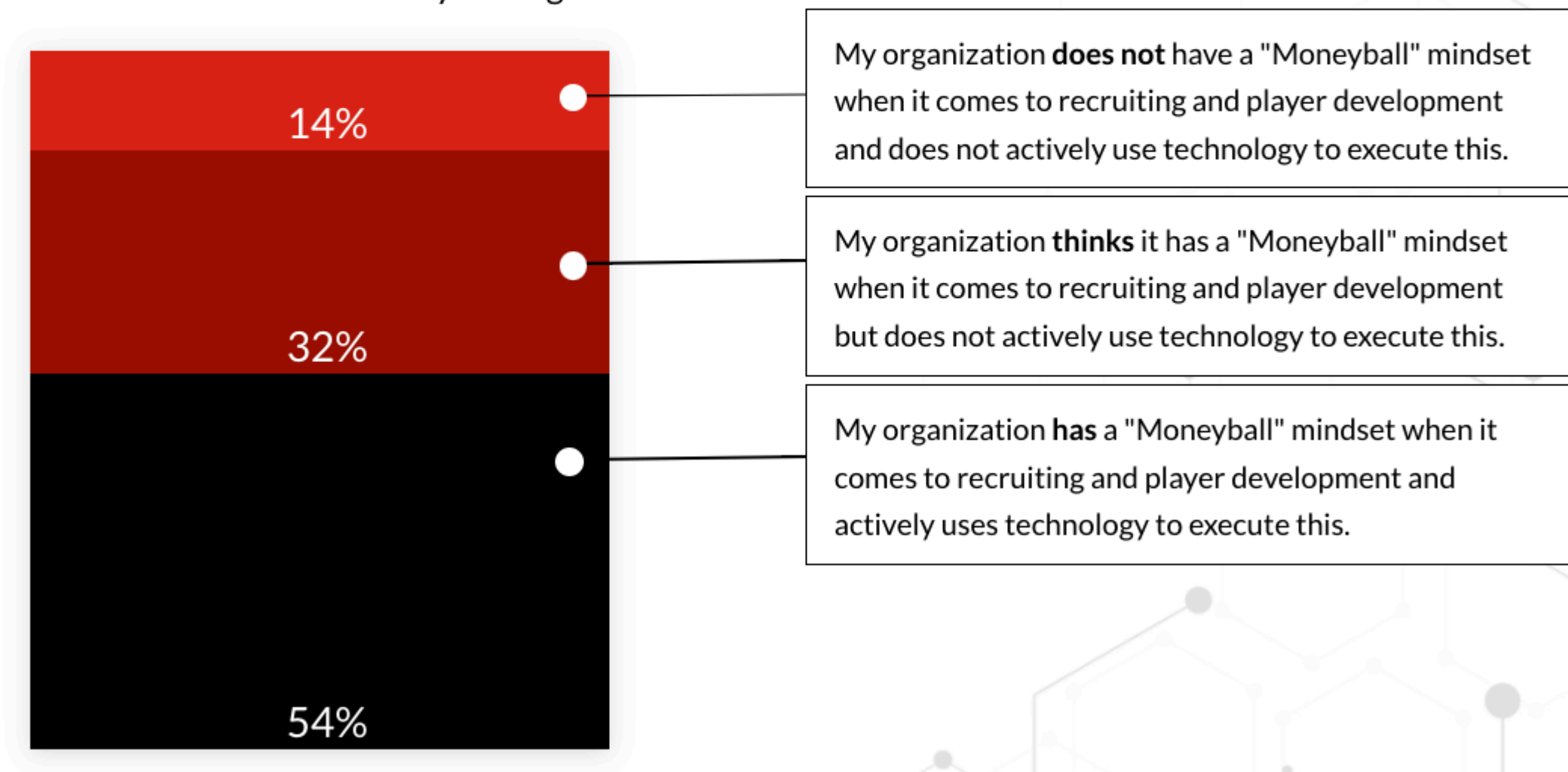|	
Establishing a culture of excellence	79%
Winning more games/winning a championship	54%
Generating more revenue	46%
Drive deeper fan engagement	46%
Increasing franchise valuation	18%
Maximizing payroll for players	14%

Sports industry professionals describe their organizations as having a "Moneyball" mindset when it comes to recruiting and player development.
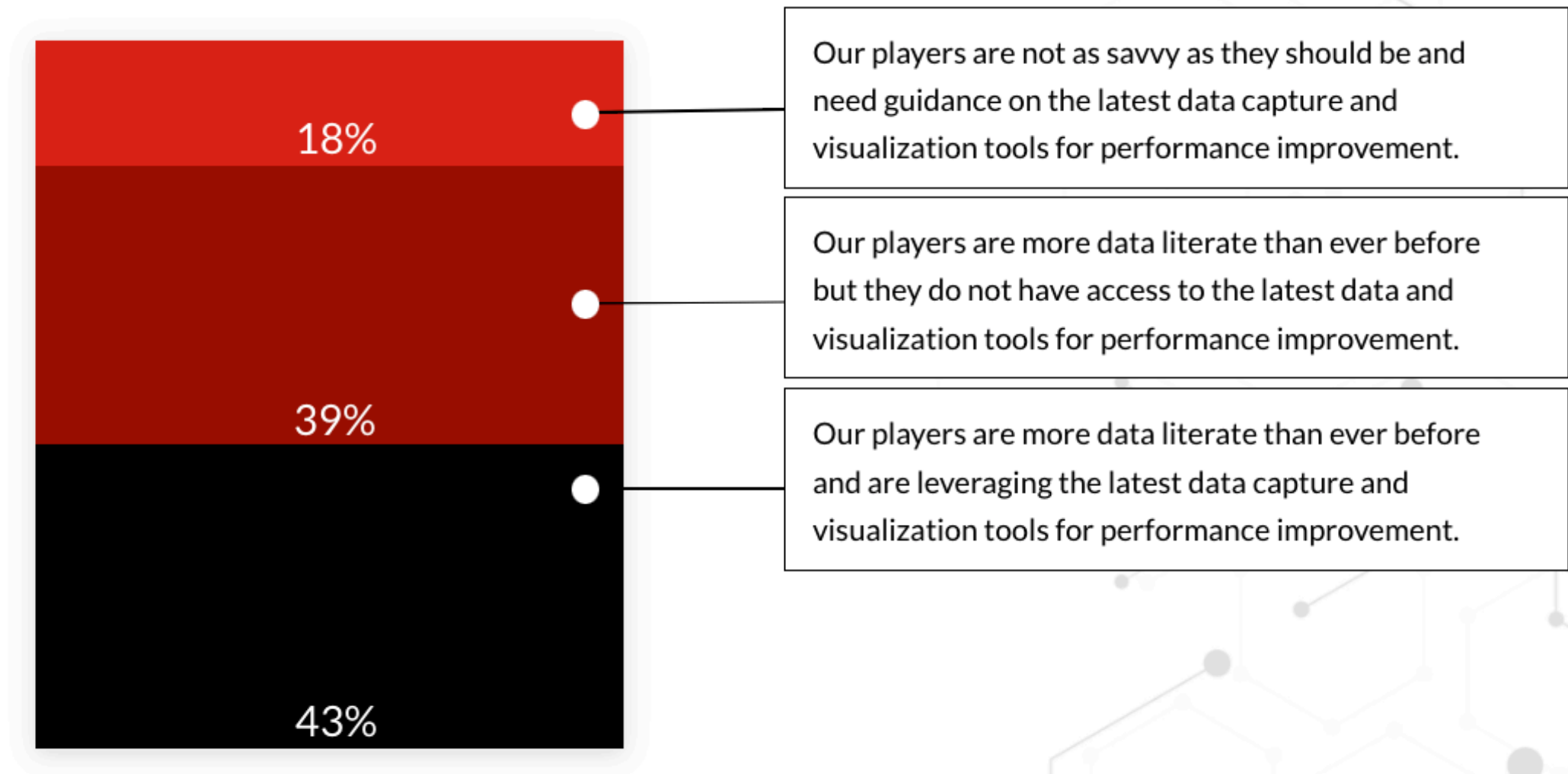
Survey Question:

Which statement best describes your organization?

14%

32%

54%

My organization **does not** have a "Moneyball" mindset when it comes to recruiting and player development and does not actively use technology to execute this.

My organization **thinks** it has a "Moneyball" mindset when it comes to recruiting and player development but does not actively use technology to execute this.

My organization **has** a "Moneyball" mindset when it comes to recruiting and player development and actively uses technology to execute this.

Professional sports teams and leagues describe their players as being more data literate than ever before.

Survey Question:

Which statement best describes your organization?

18%

Our players are not as savvy as they should be and need guidance on the latest data capture and visualization tools for performance improvement.

39%

Our players are more data literate than ever before but they do not have access to the latest data and visualization tools for performance improvement.

43%

Our players are more data literate than ever before and are leveraging the latest data capture and visualization tools for performance improvement.

Professional sports teams and leagues are valuing and embracing technology.

Survey Question:

Which statement best describes your organization?

14%

39%

47%
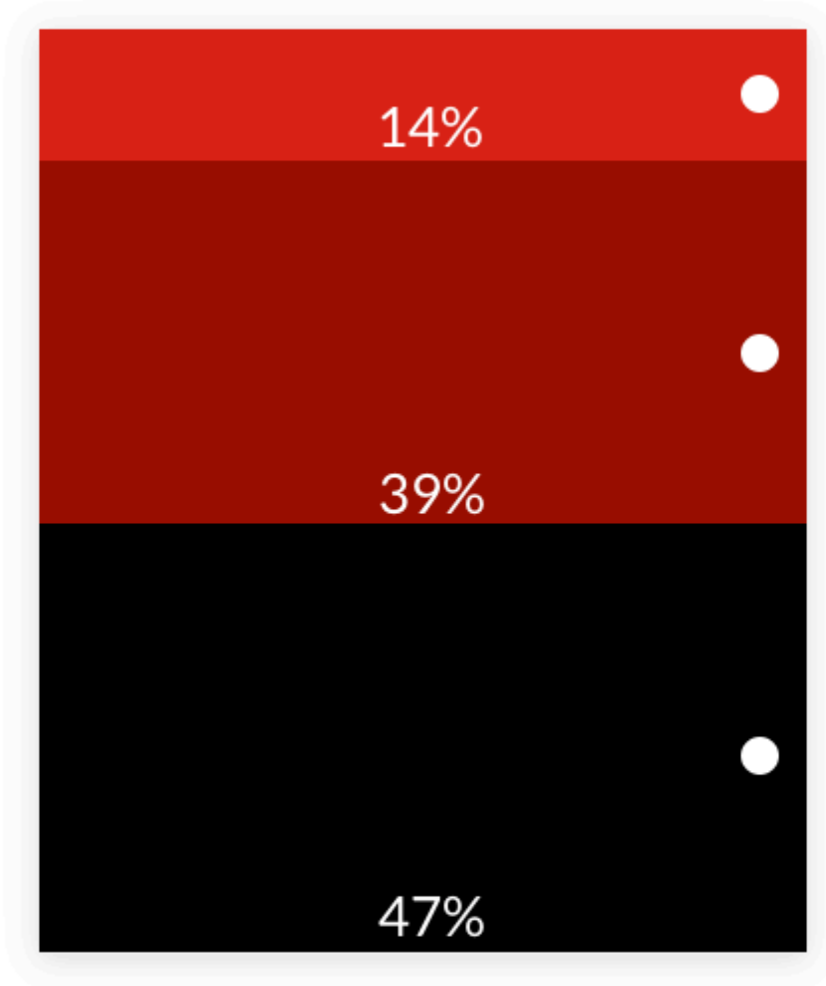
My team does not view itself as a tech-driven organization and we rely on the traditional ways of running a franchise.
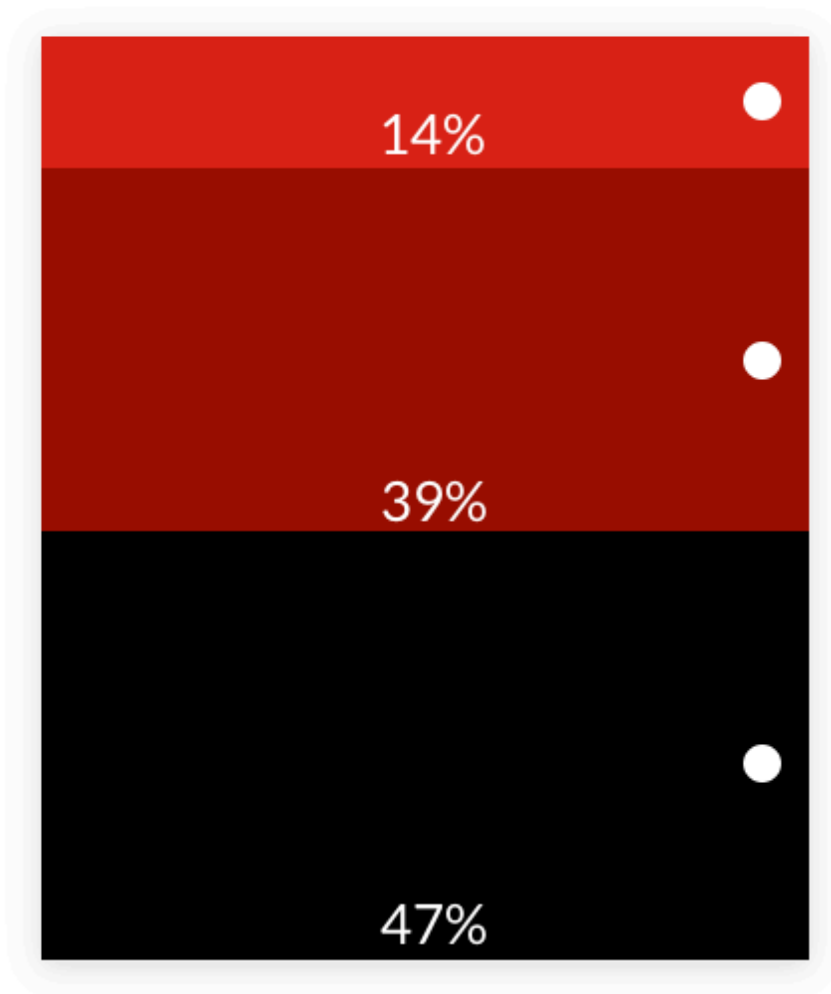
My team embraces technology but only in ancillary way, hours or even days after a practice or game.

My team finds value in being a tech-driven organization that uses vdeo and data to generate real-time insights and visualizations for coaches, trainers and players.

Professional sports teams and leagues are valuing and embracing technology.

Survey Question:

Which statement best describes your organization?

14%

39%

47%

| My team does not view itself as a tech-driven organization and we rely on the traditional ways of running a franchise. |
| My team embraces technology but only in ancillary way, hours or even days after a practice or game. |
| My team finds value in being a tech-driven organization that uses vdeo and data to generate real-time insights and visualizations for coaches, trainers and players. |

Embracing technology to mitigate the risk of injury, enable quicker recovery times, and extend the career of franchise players is very important to professional teams and leagues.

Survey Question:

Embracing technology to mitigate the risk of injury, enable quicker recovery times, and extend the career of franchise players is important to my organization.
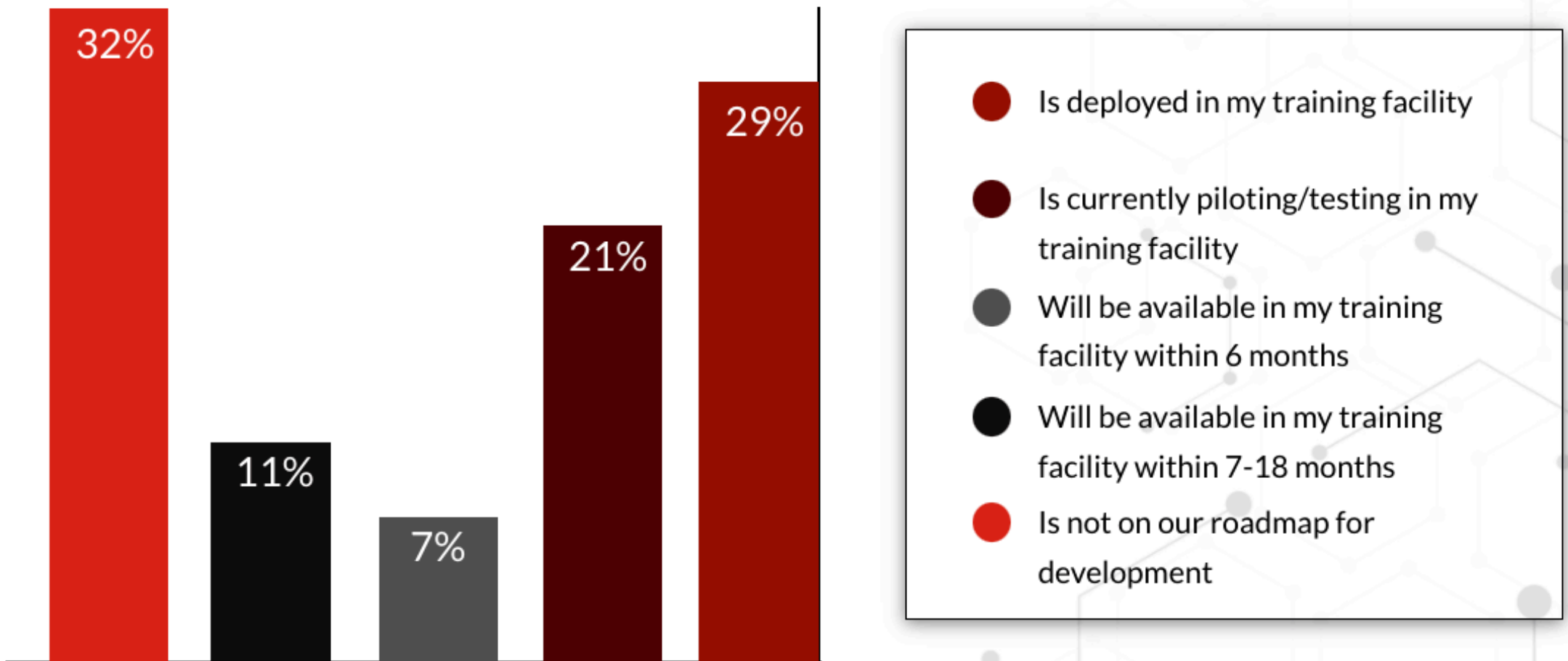
64%

Strongly Agree

21%

Agree

14%

Neither Agree nor Disagree

Using force measurement technology to conduct athlete screening, monitor training effectiveness and return to play protocols is still growing and being embraced.

Survey Question:

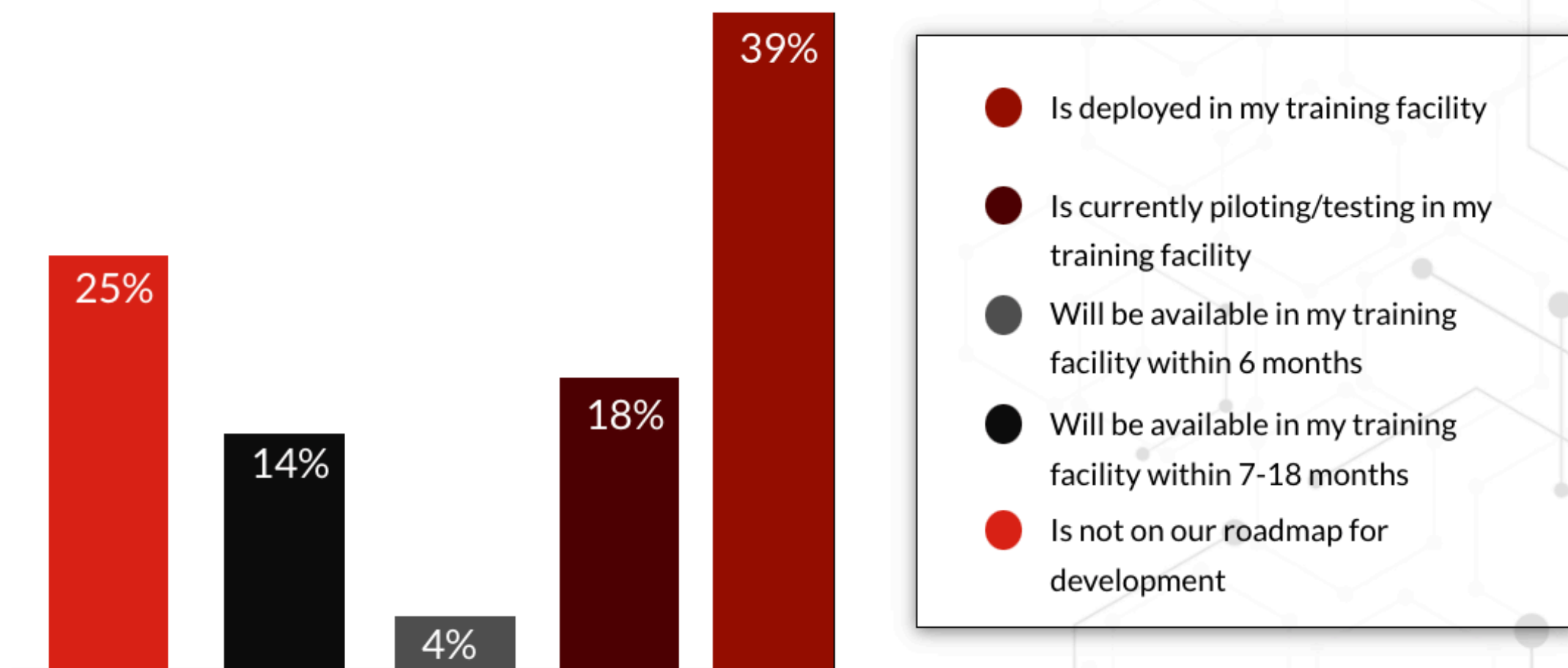Force measurement technology to conduct athlete screening, monitor training effectiveness and return to play protocols:

32%

11%

7%

21%

29%

● Is deployed in my training facility

● Is currently piloting/testing in my training facility

● Will be available in my training facility within 6 months

● Will be available in my training facility within 7-18 months

● Is not on our roadmap for development

Using sensor-based and video capture technology to visualize statistical and performance analytics is being adopted and embraced.

Survey Question:

Sensor-based and video capture technology to visualize statistical and performance analytics:

- ● **Is deployed in my training facility**
- ● **Is currently piloting/testing in my training facility**
- ● **Will be available in my training facility within 6 months**
- ● **Will be available in my training facility within 7-18 months**
- ● **Is not on our roadmap for development**

Chart values: 25%, 14%, 4%, 18%, 39%

Budgets for deploying technology to improve player health & performance will increase or stay the same.

Survey Question:

In 2022, my budget for deploying technology to improve player health & performance will:
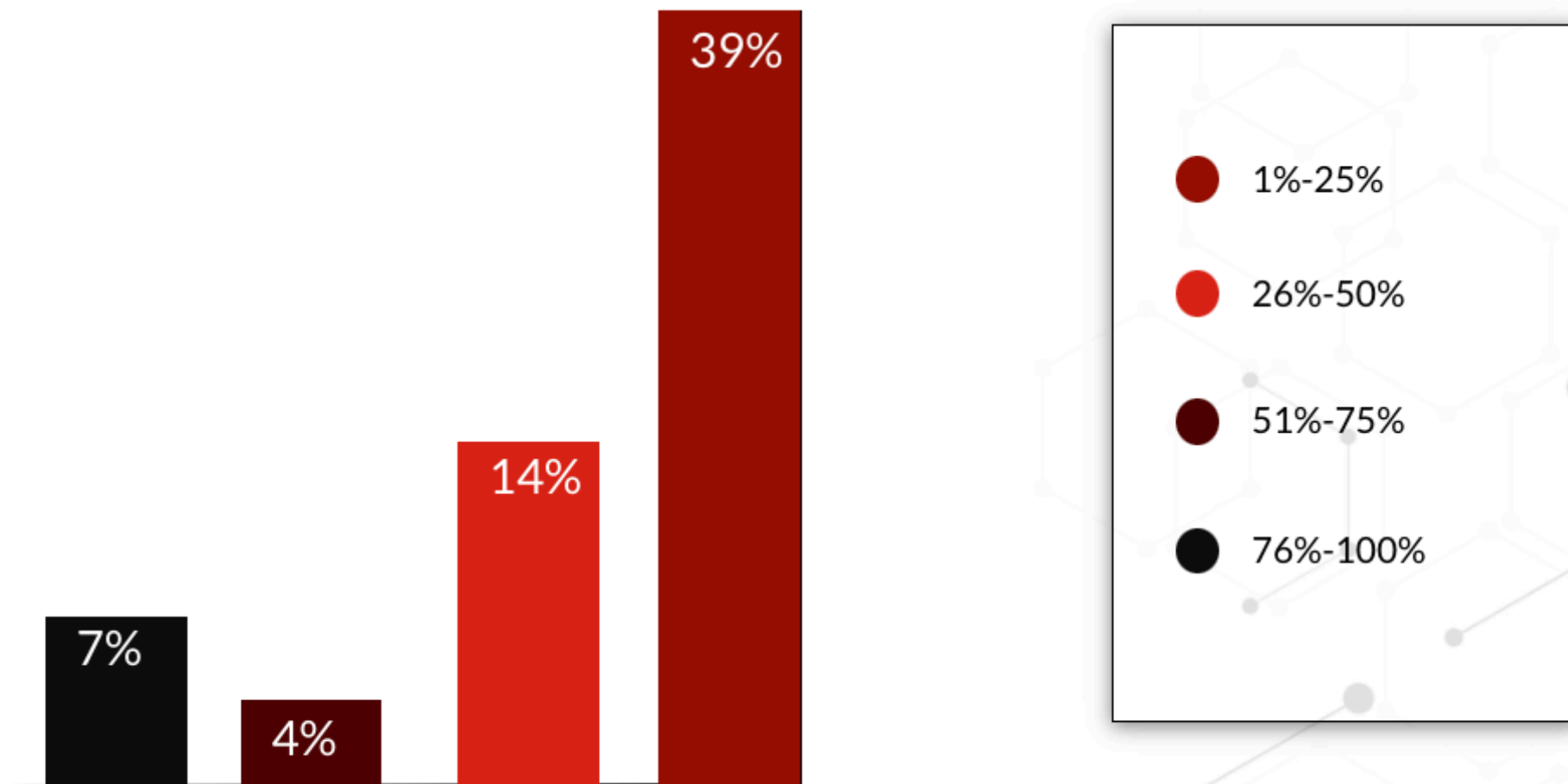
57%
Increase

43%
Decrease

Most budgets for deploying technology to improve player health & performance will increase from 1% to 50%.

Survey Question:

In 2022, my budget for deploying technology to improve player health & performance will increase by:

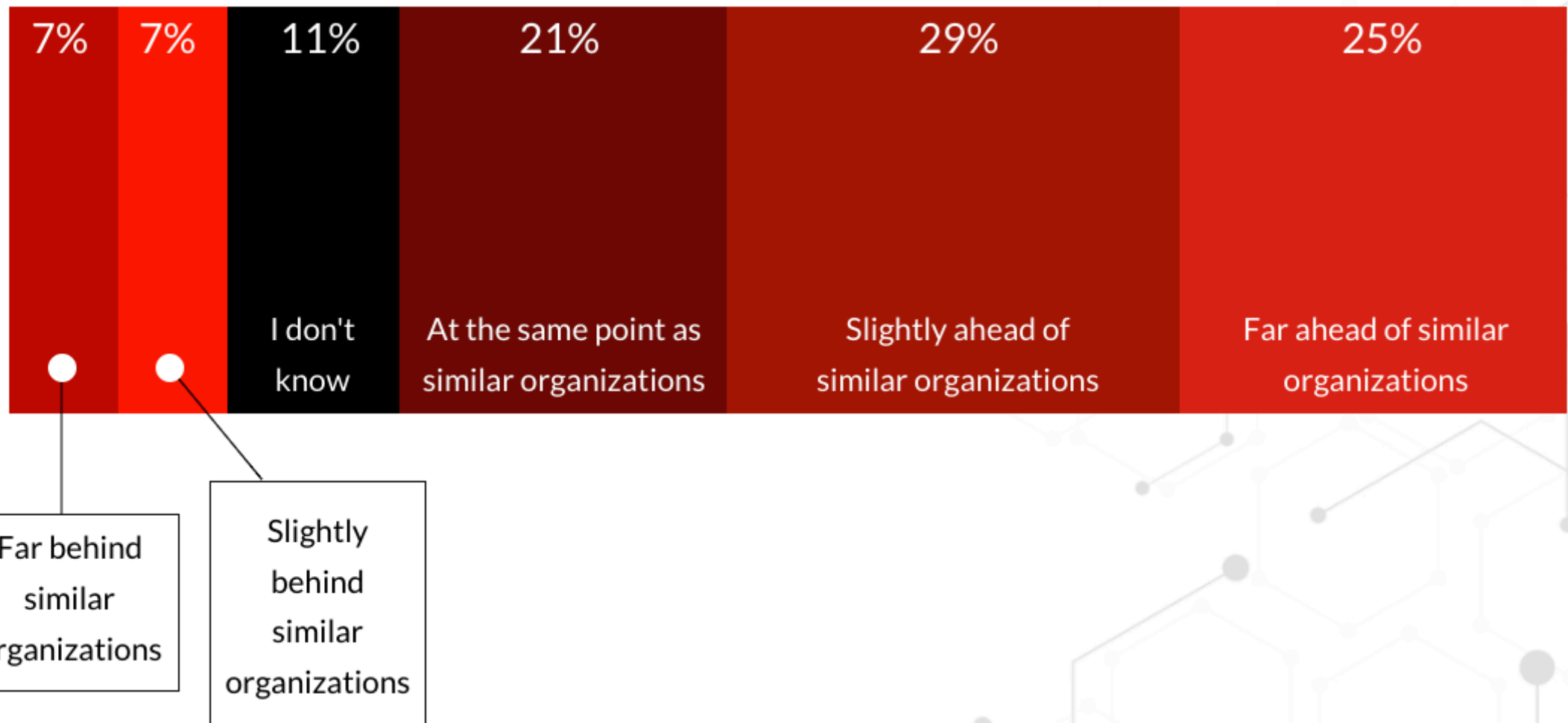|	
●	1%-25%
●	26%-50%
●	51%-75%
●	76%-100%

7%   4%   14%   39%

Teams describe their ability to analyze and integrate new player performance technology as either comparable or ahead of similar size organizations.

Survey Question:

When it comes to analyzing and integrating new player performance technology, my team is:

7%	7%	11%	21%	29%	25%
		I don't know	At the same point as similar organizations	Slightly ahead of similar organizations	Far ahead of similar organizations

Far behind similar organizations

Slightly behind similar organizations

Coaching, training staff and player development is the largest deciding factor when determining a cost-benefit analysis on player performance technology.
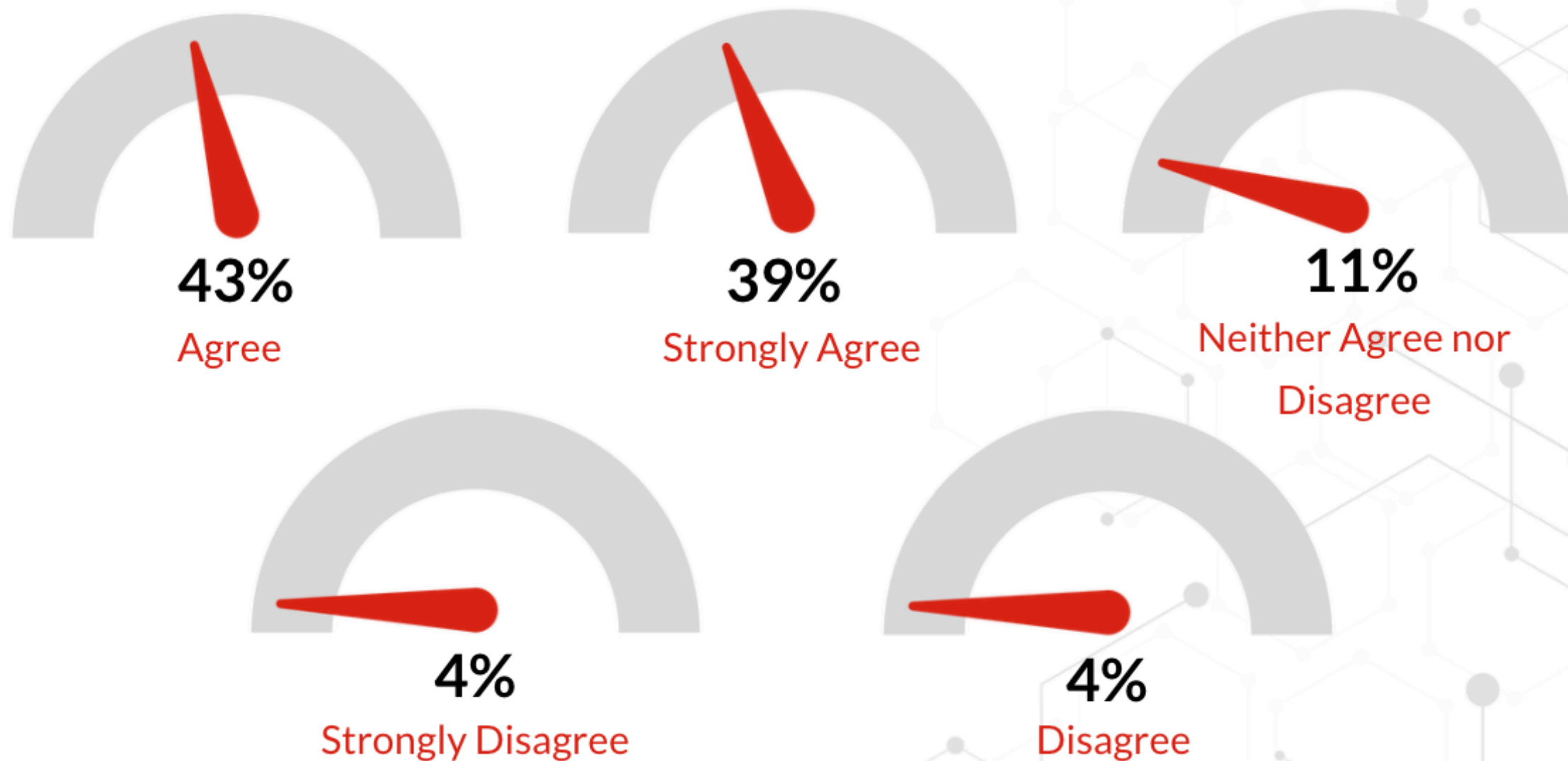
Survey Question:

When my team conducts a cost-benefit analysis on player performance technology, it includes input from:

Bar	Value
CXO/Fan Experience Department	4%
Human Resouces	7%
CRO/Sales/Marketing	7%
Owner	21%
CTO/CIO/IT/Business Development	29%
Outside Consultants	36%
CFO/Finance Department	36%
General Manager	36%
Players	36%
Team Physicians	43%
Analytics Team/ Sports Scientist	46%
Coaching & Training Staff	86%

Legend:
- Coaching & Training Staff
- Analytics Team/ Sports Scientist
- Team Physicians
- Players
- General Manager
- CFO/Finance Department
- Outside Consultants
- CTO/CIO/IT/Business Development
- Owner
- CRO/Sales/Marketing
- Human Resouces
- CXO/Fan Experience Department

A team's training facility and utilization of advanced technology is a valuable talent recruitment & retention tool.
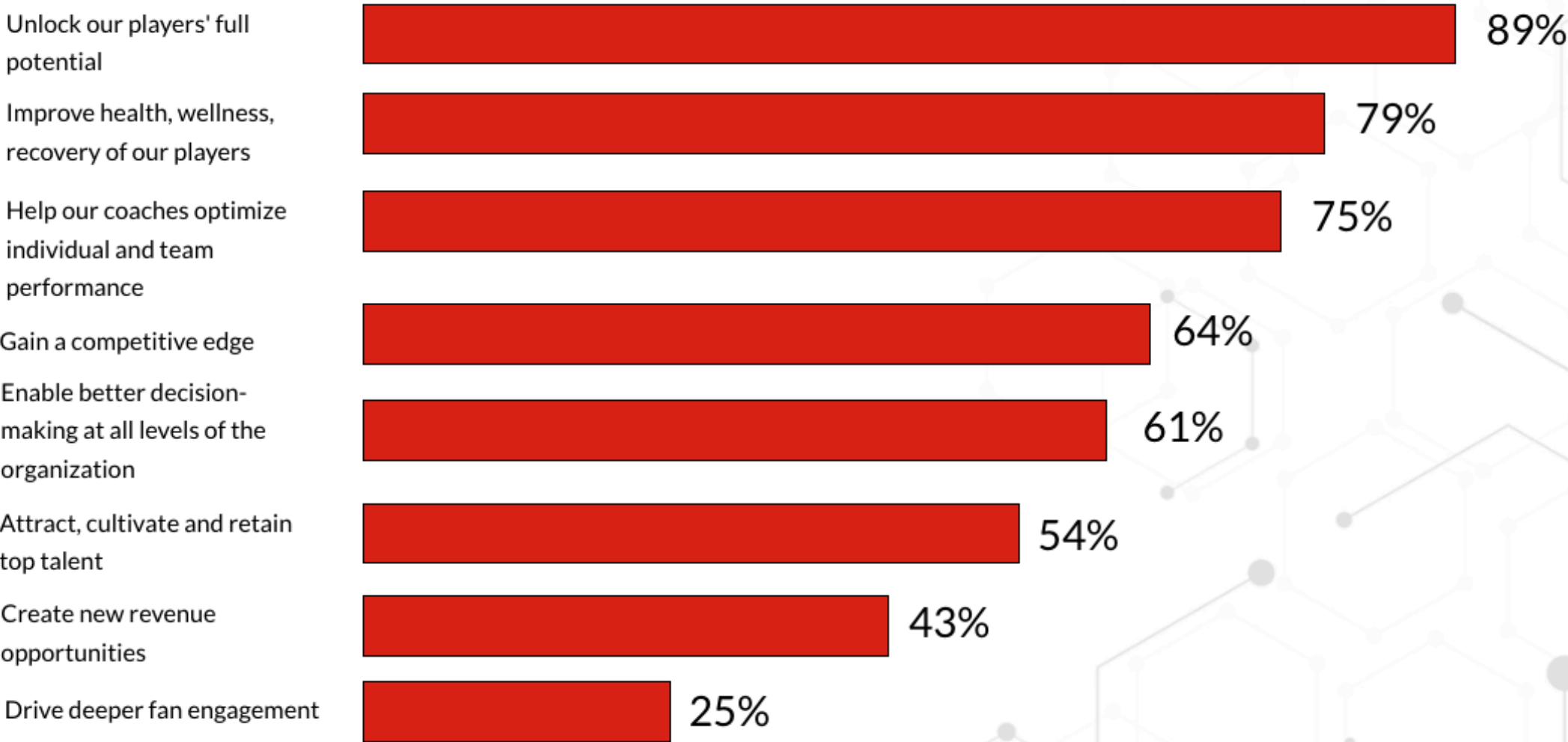
Survey Question:

My team's training facility and our utilization of advanced technology is a valuable talent recruitment and retention tool:

43%
Agree

39%
Strongly Agree

11%
Neither Agree nor Disagree

4%
Strongly Disagree

4%
Disagree

The ability to unlock players' full potential is a key factor of how teams evaluate how they will embrace advanced sports technologies

Survey Question:

My organization evaluates advanced sports technologies based on their ability to help us:

Category	Percentage
Unlock our players' full potential	89%
Improve health, wellness, recovery of our players	79%
Help our coaches optimize individual and team performance	75%
Gain a competitive edge	64%
Enable better decision-making at all levels of the organization	61%
Attract, cultivate and retain top talent	54%
Create new revenue opportunities	43%
Drive deeper fan engagement	25%

THANK YOU

Interested in learning more? Click here to take a deep dive

into the makings of a Connected Athlete today.