yahoo!sport | Yahoo Sport UK

# 2019 Yahoo Sports Technology Awards Shortlist Revealed

**Yahoo Sports Staff**
Fri, 1 Feb 2019

Sports Technology Awards

***Adidas and F1 amongst Shortlistees for Global Sports Technology Awards***

Yesterday the 2019 Yahoo Sports Technology Awards' shortlist was revealed, showcasing leading innovations from the sector's most dynamic brands. Judged by a panel of global industry experts, the technology and brands which impressed most included industry mainstays Hawk-Eye, Formula 1 and Adidas, as well as disruptive newcomers Livelike VR and Guided Knowledge.

Rebecca Hopkins, Sports Technology Awards Group CEO, said 'We are in the sixth cycle of the Yahoo Sports Technology Awards and this year's entries, once again, push the boundaries of innovation across the sector. The shortlist highlights frontrunners in every area and proves that these Awards highlight the industry's technical progress like no other. Every successful brand should be proud to have made it this far given the high standard of competition. We look forward to unveiling the winners on 2nd May in London.'

Devon Fox, Director of Digital Platform Innovation at the PGA Tour and one of the 2019 judges, added 'There were, as always, a wealth of amazing innovations to review, making shortlisting a difficult task. It has been fascinating to judge these awards and enjoy advance knowledge of what influences the sector. Investors searching for the next big tech disrupter should check out the work we've seen.'

The 2019 ceremony will be hosted at the Roundhouse, London, on May 2nd, an experience enjoyed by leading industry figures, innovators and international athletes, who will be flying in from around the world for the event. Tickets are

**Agency of the Year**

- Fanview Media
- InCrowd
- Lagardère Sports and Entertainment for the Total Africa Cup of Nations
- Project11 Sports
- The Goat Agency
- Winners FDD for the UEFA GROW IT Maturity Matrix

**Best App**

- Fishbrain
- GameOn for Sky Sports Jeff Bot
- Lagardère Sports and Entertainment for the West Ham United Official App
- Major League Soccer Mobile App
- MatchPint
- SportsCastr

**Best Digital Technology**

- ATP Media Portal
- FieldTurf for Intelligent Play
- IBM Watson and ESPN Fantasy Insights
- iRewind for Migros iMpuls
- StreamAMG Cloud Matrix
- WSC Sports

**Best Innovation of the Year**

- BT Sport and EE deliver 5G
- European Tour for ShotClock Masters
- Hawk-Eye Inspection System for NASCAR
- Hawk-Eye Live Ball Tracking in Tennis
- SciSports for Insight Global Football Recruitment Platform
- Vald Performance for the GroinBar Hip Strength Testing System

**Best Sports Broadcast (Single or Series)**

- Discovery and Eurosport
- FIFA TV for the 2018 FIFA World Cup™
- LiveLike VR, Fox Sports and BBC Sport for the FIFA World Cup
- Pixellot Automatic Production
- Sky Sports for the Premier League Augmented Reality Studio

**Best Sports Equipment, Apparel or Wearable Technology**

- Guided Knowledge Wearables
- LID Helmets
- Solos Smart Wearable Technology
- Sports Performance Tracking for SPT2
- STATSports Apex Pro
- The Occlusion Cuff Elite

**Best Technology for Athlete Welfare**



- Catapult Movement Module

- Return2Play

**Best Technology for Elite Performance**

- 15th Club for the Ryder Cup
- Kinetic Performance Technology for GymAware
- K-MOTION
- SBG Sports Software for RaceWatch Race Strategy
- SIS Pitches for SISGrass Hybrid Pitch Technology
- SPORTLOGiQ Performance Analytics Platform

**Best Technology for Fan Engagement**

- BBC Sport 2018 FIFA World Cup Russia™ VR App
- CTP for Your Call Football
- Dimension Data for the Tour de France 2018
- Formula 1 and Goodform for F1 Fan Voice
- Formula 1 and Meshh for Project Fanzone
- Xperiel for The Real World Web

**Best Technology for Participation**

- CAP2 for CoursePro
- Cricket Australia Coach App
- Motitech for Motiview
- MyLocalPitch
- Sports Engineers and Tennis Australia Competition Management Software
- ASB GlassFloor

**Best Technology for Sports Betting**

- Betradar Managed Trading Services
- Fresh8 Gaming
- Genius Sports Group
- Incentive Games
- Scientific Games for OpenBet
- Trustly Group for Trustly Pay N Play®

**Best Technology for Sports Commerce**

- AtletasNOW
- mycujoo
- Minute.ly
- Nielsen Sports for Sports Connect
- SeatServe: In-Seat Delivery
- Worldpay for My Business Mobile

**Most Innovative Sports Partnership**

- Avid for the European Championships Glasgow 2018
- Genius Sports and the PGA Tour
- Harlequins and Adidas for the Flash Charity Jersey
- IBM Aspera and Fox Sports for the World Cup 2018
- Intel and LaLiga
- Mitel and Major League Baseball

- Powerboat P1 for the Panther Race Boat Upgrade
- The R&A for Modernising the Rules of Golf
- The Ocean Race for Southern Ocean RAW
- Winners FDD for the UEFA GROW IT Maturity Matrix

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# More than 80% of applications from overseas -- "Sports Tech" program promoted by Dentsu and U.S. investment companies

Atsushi Nagata September 13, 2019 07:00

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PR | Looking for a home from luxury, spaciousness, and height to peace of mind, safety, and comfort
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1 two To the next page

"SPORTS TECH TOKYO" is an acceleration program from Japan that is being held for domestic and international startups. A panel discussion was held on August 30 to introduce the current situation of this project promoted by Dentsu and Scrum Ventures, an American investment company, and to explain "Why is Sports Tech now?". It is one of the sessions of the event "Microsoft Innovation Lab 2019" held in Tokyo, and the title is "Go sports, Go global! / THE FULL PICTURE AND CHALLENGE OF SPORTS TECH TOKYO.

Profiles of 4 speakers

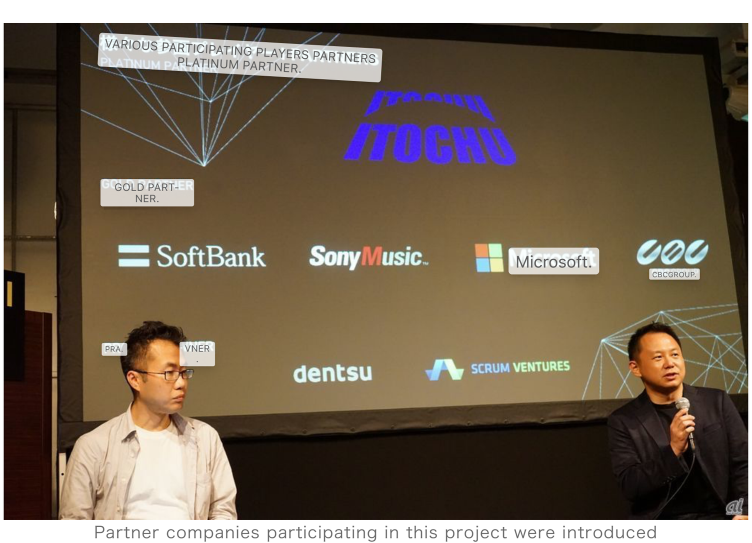
Take Masaru Ikeda, who has been involved in the operation of startup media, as a moderator, and as a panelist, Fumihiko Nakajima, Director of Dentsu's CDC Future Business Tech Team, Director of Business Development, Sports Takayuki Hioki, President of Branding Japan, and Takehiko Nakamura, President and CEO of Blue United Corporation, took the stage. Mr. Nakajima mainly served as a project explainer, both of whom were familiar with domestic and foreign sports business situations, and also served as mentors of this project, and Mr. Nakamura, supplemented based on their own experience.

-PR-

According to Scrum Ventures, the scale of the sports industry is expanding in the United States, and it is estimated to be more than 50 trillion yen as of 2016. Among them, the scale of investment in sports tech-related startups has approximately tripled in the four years from 2011 to 2015. In the meantime, the growth and industrialization of sports is mentioned as one of the "10 public-private strategy projects" of the government's "Japan Revival Strategy 2016", and the market size of the sports industry, which was 5.5 trillion yen in 2015, will be increased by 2025. It shows a policy to expand to 15.2 trillion yen.

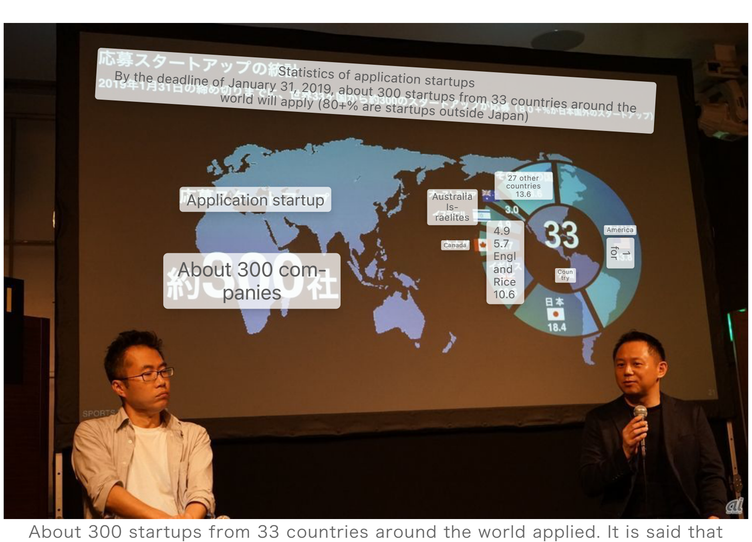
Overview of SPORTS TECH TOKYO

Mr. Nakajima appealed to his attitude of aiming for "creating a new industry through sports". The Rugby World Cup will be held in 2019 and the Tokyo Olympics and Paralympics in 2020 will attract attention to Japan, and the momentum of open innovation between large companies and startups is increasing. After mentioning, he said about holding this project, "I think it's a very good time from Japan to the world, from the world to Japan."



Partner companies participating in this project were introduced

By the deadline of the end of January 2019, about 300 startups from 33 countries around the world applied for this project. It is said that more than 80% were overseas startups. In April, 12 of the finalists who could participate in the acceleration program of the project were announced. The breakdown of each headquarters location is 6 companies in the United States, 1 company each in Japan, the United Kingdom, India, Spain, Finland, and Israel.



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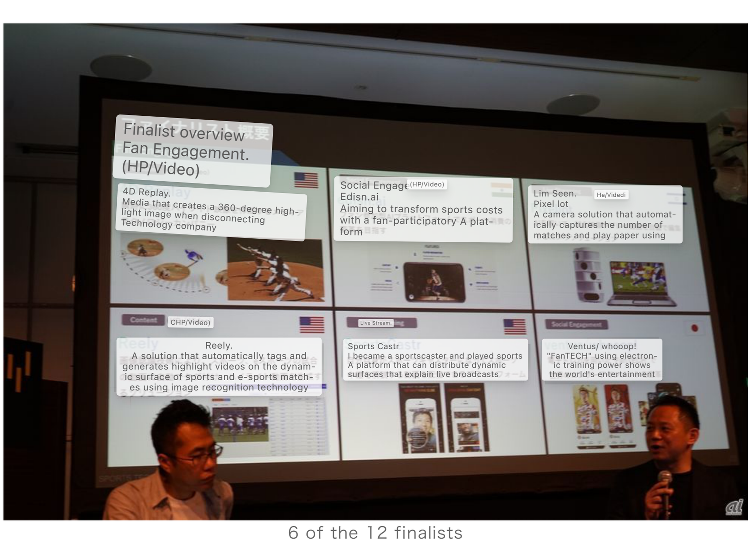
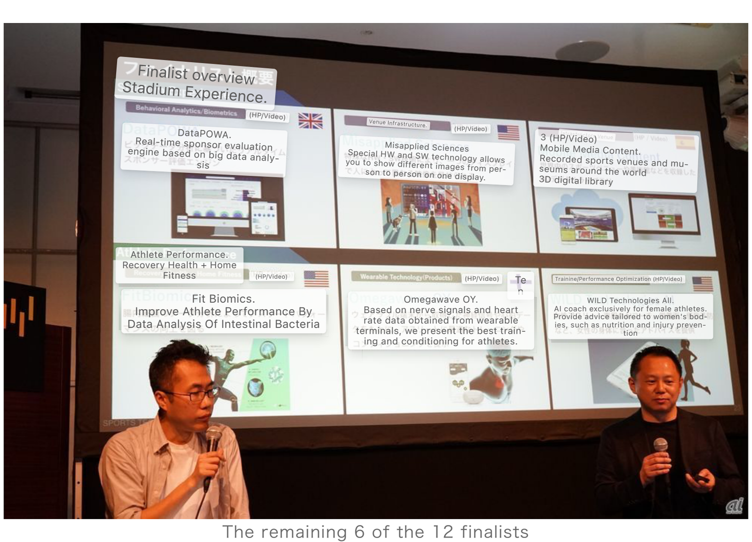
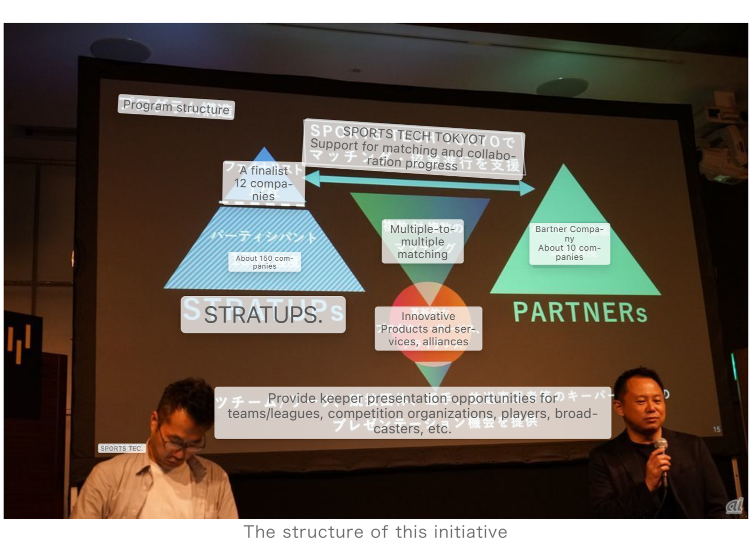


6 of the 12 finalists



The remaining 6 of the 12 finalists

Among them, 4D Replay (USA) is a media technology company that instantly creates 360-degree highlight images that also became a hot topic on the TV broadcast of the 2019 World Judo Championship. SportsCastr (same) is a platform where you can become a sportscaster and distribute videos explaining sports broadcasts. Regarding Pixellot (Israel), it was announced in July that it would start a joint demonstration experiment on the sports video distribution business using AI cameras in conjunction with Asahi Broadcasting Group HD, NTT West, Asahi Shimbun, Dentsu, and Nissen. There is.

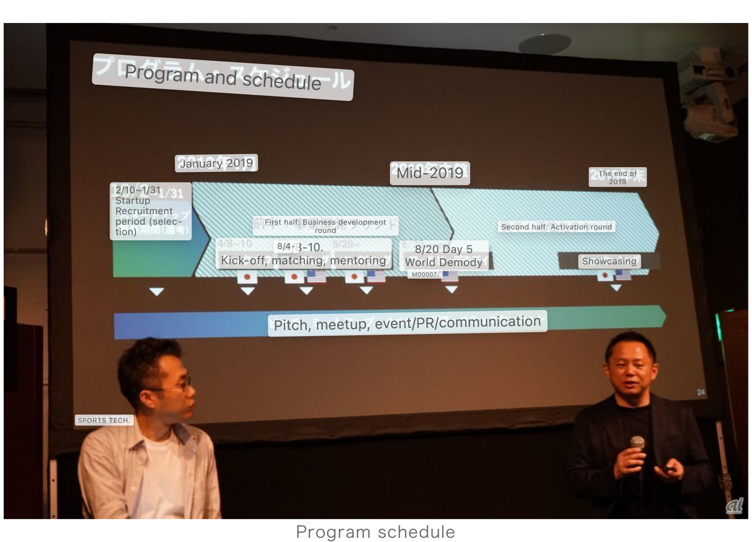


The structure of this initiative

On August 20, the "SPORT TECH TOKYO World Demo Day" was held at Oracle Park, home of the Major League San Francisco Giants, where 12 finalists announced the results of the program. A total of more than 300 people, including related parties, mentors, and leading investors in Japan and the United States, gathered, and the pattern was also introduced.

The presentation of the company selected as the finalist was introduced

A total of 25 demo booths were also set up at the venue, including 12 finalists and 13 companies that did not reach the selection, and a lively exchange of opinions with investors. At the main event, the Finalist Pitch, new partnerships with sports clubs, leagues, and competition organizations were announced. In the second half of the "SPORT TECH TOKYO" after the middle of 2019, it is said that demonstration experiments on products will begin while taking advantage of these partnerships.



Program schedule

Next page: Japanese sports are "50 years behind"

1 two To the next page

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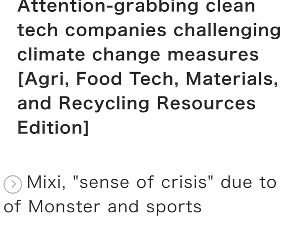
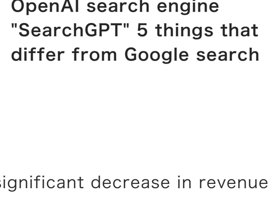
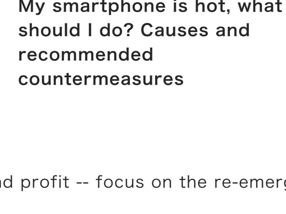

Attention-grabbing clean tech companies challenging climate change measures [Agri, Food Tech, Materials, and Recycling Resources Edition]


OpenAI search engine "SearchGPT" 5 things that differ from Google search


My smartphone is hot, what should I do? Causes and recommended countermeasures

- Mixi, "sense of crisis" due to a significant decrease in revenue and profit -- focus on the re-emerge of Monster and sports — May 10, 2019 19:40
- Microsoft admits that regular password changes are useless — April 26, 2019 11:54
- Microsoft updates "Flash" deletion plan from "Edge" and "IE" — September 3, 2019 11:08
- 3 trends in cybersecurity — July 2, 2019 06:30

List of articles Companies and industries Microsoft. Dentsu #Sports #Startup

## I want to read together [PR]

Outbrain

The dog barked every time her pregnant husband approached her, and she wa… (Playsstar)
A clever dog stayed away from the stranger's grave. Everyone was shocked that… (Student sea)
A woman gave $30 to a homeless child. What on earth did you knock on her door… (Learnitwise)
The tragic true story of the fate of an abandoned baby with a disability without han… Xfreehub
Take a photo that a drone shouldn't take Dazzllin.
[Book review] Is it because of the "nature of the brain" that you can't clean up? -- "My…

## ZDNET Japan Featured Headlines

- Mr. Torvals talks about the aging of "Linux" maintainers and the issue of successors - also mentions the 20th anniversary of "RTLinux"
- First impression of "iPhone 16 Pro" -- 3 features that I liked after trying it out
- "iPad Pro" equipped with "M4" chip in "iPadOS 18" is "pansling" -- some users report
- "iOS 18" features to hide ads appear in public beta
- To take a screenshot scrolling with "iPhone"

ZDNET Japan Security Trend 2024 Autumn 9/26 14:00
The optimal solution for security measures in the cloud era that is required now
ZDNET Japan Special: Modern BIT. Data utilization to the next stage

## Planned advertisement -PR-

- The future shown at CES2024 Innovation in manufacturing and solving social issues Nikon's "society where people and machines co-create"
- Key points for choosing a house for the next 30 years "Safety, safety, and comfort" required for the living environment What is a "moss" to visualize?
- Essential for business promotion!

## Articles recommended by the editorial department

- Creating a data-driven culture in the logistics field -- What is the efficiency that Yamato Logistics is challenging for the "2024 problem"?
- Does "Bitcoin" have assets -- Mercari, which started a savings service, asked the CEO in charge
- The challenge of cultured meat is a huge cost -- the road to commercialization from Forsea Foods, an eel developer
- What is a sustainable business learned from the past history -- Yang, people, and Japan Post Group, to solve the problems of agriculture and logistics
- HAPS for communication quality measures, d-points for banks - Ask Mr. Maeda, the new president of NTT DOCOMO, who took office in June
- "NEITHER AN AGENCY NOR A CONSULTING" I&CO SOLVES CORPORATE PROBLEMS
- Efficient pallet management by "reviewing the obvious work" -- TOTO and UPR challenge the logistics issue in 2024
- Ask Housecom President Tamura -- "It's better than a long time ago" is not good, a well-ventilated workplace increases customer satisfaction
- "Twitch" Ask CEO Dan Clancy -- What I gained from the theater major and Google enrollment, the presence of VTuber and the prospects of the Japanese market
- Meta fraud advertisement "confirmed of sharp decline" and "proof of what can be done if you do it" -- Ask LDP, Congressman Kobayashi, who has taken measures
- Mitsubishi Estate's CVC "BRICKS FUND TOKYO", which has entered its third year -- What is the investment strategy to find 2%?

## Popular articles

1. Panasonic, 45mm diameter ultra-small LED light -- a clean space created with "inconspicuous lighting"
2. "Pixel Watch 3" is an excellent smartwatch that makes you want to change your smartphone to Pixel.
3. Apple "AirPods 4" review: Noise cancellation is an unexpected level
4. How to view DM on Instagram without adding "Read"
5. "Galaxy A55 5G" review: A solid smartphone that is sufficient for daily use, but also disappointing

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SPORTS BUSINESS AWARDS

# Sports Business Awards: The Nominees Are ...

3.18.2019

*We are pleased to present the nominees for the 12th annual Sports Business Awards, which recognize excellence over the past year. Please join us for the awards gala on May 22 at the New York Marriott Marquis at Times Square.*

## Sports Team of the Year

Atlanta United FC
Golden State Warriors
Milwaukee Brewers
Milwaukee Bucks
Portland Thorns FC
Washington Capitals

## Sports League of the Year

Major League Soccer
National Basketball Association
National Football League
PGA Tour

## Sports Event of the Year

100th PGA Championship
2019 NHL All-Star Game
Bank of America Roval 400
Super Bowl LIII
U.S. Open Tennis Championships

## Sports Sponsor of the Year

Anheuser-Busch InBev
Capital One
Geico
Pizza Hut
State Farm

## Sports Facility of the Year

Banc of California Stadium
Fiserv Forum
Mercedes-Benz Stadium
State Farm Arena
USTA Billie Jean King National Tennis Center

## Best in Sports Media

CBS Sports
ESPN
Fox Sports
NBC Sports Group
Turner Sports

## Best in Digital Sports Media

B/R Live
DAZN
ESPN+
NBA League Pass
NBC Sports Gold

## Best in Sports Social Media

"Friday Night Stripes": Adidas/Intersport/Twitter
Gritty
JuJu Smith-Schuster
WWE

## Best in Mobile Fan Experience

Bleacher Report
DraftKings Sportsbook
ESPN
NASCAR
Twitter

## Best Talent Representation of the Year

Boras Corporation
CAA Sports
Endeavor
Excel Sports Management
Octagon
Wasserman

## Best in Sports Event and Experiential Marketing

CSM LeadDog
Endeavor Global Marketing
Engine Shop
GMR Marketing
Intersport
Wasserman

## Best in Corporate Consulting, Marketing and Client Services

CAA Sports
Endeavor Global Marketing
Momentum Worldwide
Octagon
Scout Sports and Entertainment
Wasserman

## Best in Property Consulting, Sales and Client Services

AEG Global Partnerships
CAA Sports
Endeavor
Excel Sports Management
Legends
Oak View Group

## Best in Sports Technology

Clear
Greenfly
Second Spectrum: Clippers CourtVision
SportsCastr

## Sports Breakthrough of the Year

BodyArmor
Los Angeles Football Club
MGM Resorts
Minor League Baseball: Copa de la Diversión

## Athletic Director of the Year

**Ray Anderson,** *Arizona State University*
**Mitch Barnhart,** *University of Kentucky*
**Jennifer Cohen,** *University of Washington*
**Blake James,** *University of Miami*
**Jamie Pollard,** *Iowa State University*

## Sports Executive of the Year

**Don Garber,** *Major League Soccer*
**Jimmy Pitaro,** *ESPN*
**Michael Rubin,** *Fanatics*
**Eric Shanks,** *Fox Sports*
**Adam Silver,** *National Basketball Association*

## Lifetime Achievement Award

**Tim Finchem**

***First Look podcast, with SBA analysis at the 22:57 mark:***

Oops, we couldn't find that track.
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PODCASTS

**SBJ Morning Buzzcast: September 23, 2024**

September 23, 2024

Start your morning with Buzzcast. SBJ's Austin Karp looks at Netflix's NFL plans, potential Pac-12 realignment news this week, GEICO exiting NASCAR's premier sponsor rung, the Heat dropping $50 million on arena upgrades and more.

00:00 | 19:40

**ESPN's Troy Aikman, Coom's Jeb Terry and Disney and DirecTV shake on it**

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September 19, 2024

On this week's pod, we come to you from AKS DRIVE in Frisco and we get a Texas-sized week come from Pro Football Hall of Famer Troy Aikman. The ESPN "MNF" analyst joins SBJ's Austin Karp to talk about the state of the NFL, his business interests and what he has learned from Dallas Cowboys owner Jerry Jones. Later in the show, Coom CEO Jeb Terry talks with Karp about how the immersive reality company is taking the fan experience of watching games to the next level. Co-host and SBJ media writer Mollie Cahillane breaks down the latest in the Disney-DirecTV battle and SBJ combat sports writer Adam Stern gives us a firsthand account of UFC 306.

**SBJ Presents: ONE Championship Co-Founder and Group President Hua Fung Teh Sponsored by ONE Championship**

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August 27, 2024

Explore ONE's explosive growth worldwide and the upcoming event in Denver, ONE 168.

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**Inside Coom at SBJ Drive** — 1 MINS

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**Rachel Axon Interviews Elmo** — 2 MINS

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2025 Tech Week
2025 Sports Business Awards: Tech
2025 CAA World Congress of Sports

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