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# 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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- What is "Offshore DX" and cloud ERP for the future of small and medium-sized enterprises?
- Looking for a home from luxury, spacecrafts, and height to peace of mind, safety, and comfort
- Aim to improve recruitment competitiveness and employee satisfaction with off-peak commuter passes

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"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-

ZDNET Japan Security Trend Autumn 2019
The overall view of security measures for the 2020 Tokyo Olympics and Paralympics
Cybersecurity

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, Cosm'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, Cosm 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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