



# Rise of Artificial Intelligence in Sport



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“ Sport isn't averse  
to using artificial  
intelligence ”

Introduction

Artificial Intelligence (AI) is the simulation of human intelligence on different platforms. Smart machines can fulfill tasks, which humans take weeks to complete, in a few days. This allows humans to shift their priorities to other areas. Artificial intelligence can learn to understand inputs, retrieve data points and draw conclusions.

There are mobile applications in the present-day, which can help adjust fitness goals based on height and weight. However, these applications are about to evolve to the next level, with new wearables and metrics set to arise.

The key to success in utilizing artificial intelligence will be down to how much a club/team will look to integrate it into their daily operations. There are numerous aspects in which these could be applied, such as game strategy and player training, and predicting injury and fatigue to plan for important games in a competition/season.[1]

Artificial intelligence is at the infancy stage of deployment in sport and will be serving as the assistant to the staff, although, certain clubs are already relying on chatbots to assist with fan queries regarding matches.

AI can bring many unprecedented benefits. For instance, coaches and players will have more time to interact and understand mutual expectations, while the artificial intelligence analyses complex data sets. In the future, we may witness the usage of it during games, as well as by broadcasters, ticket management and other sports administration.



[1] Roy, B. (2019). AI Augmented Sports Revolution.

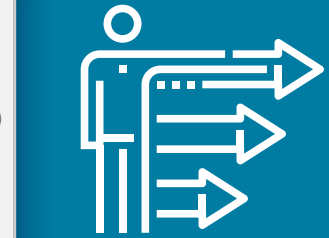


# 6 Challenges of implementing Artificial Intelligence in Sport



## 1. Vision

The club/team needs to develop a long-term vision, recruitment and gameplay vision and make sure each is in line with the other. After the strategy is set, they can align the technology accordingly.



## 2. Cost

Deployment of artificial intelligence in a club/team will require the organization to hire developers (if they wish to build their personalized platform) or utilize a third-party platform. The cost of deploying these technologies and training staff in utilizing them will be a factor.



**Artificial  
intelligence  
will help  
sport  
further  
evolve.**





SMART PAPERS



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