iSportz

7 SPORTS TECH TRENDS TO WATCH: 2023

TOPICS COVERED

- Sports Data Analytics
- Virtual Reality Training
- Augmented Reality
- 3D Printing Technology
- Blockchain Technology and NFTs.
- Pay-Per-View - Over The Top media (OTT)
- Wearable Sports Technology

INTRODUCTION

Technology has changed sports. From performance-enhancing analytics to advanced training methods, sports technologies are always looking to provide users with a competitive edge. As technology continues to advance, the potential for game-changing innovations is huge.

Here are seven sports technology trends to watch out for in 2023 and beyond:

SPORTS DATA ANALYTICS

The use of sports data analytics in player tracking is becoming increasingly commonplace in professional sports. Teams and clubs use comprehensive analysis and reporting tools integrated into SaaS sports management platforms to gain a competitive edge. It helps in player selection and scouting, performance analysis, injury prevention, and more.

- **Player selection and scouting**
  Data Analytics is used to help identify talented players and optimize team lineups.For example, StatMuse uses AI to analyze data from past games to predict which players are likely to perform well in future games. This information can be used by coaches and scouts to make more informed decisions about who to target for recruitment.

...SPORT DATA ANALYSIS

- **Performance analysis**
  AI can also be used to help athletes improve their performance. For example, companies like wearables manufacturer Catapult Sports use AI-powered analytics to provide detailed insights into an athlete's movements during training and competition. This information can be used by coaches to tailor training programs and improve technique.

- **Injury prevention**
  Injuries are prevalent in sports, but they can often be avoided with the appropriate data. AI can collect data on an athlete's motions and habits, allowing injury risk factors to be identified. Coaches and trainers may then utilise this data to create programmes that lower the risk of injuries.

The benefits of sports data analysis in tracking and data analysis are numerous. Read this blog to gain in-depth insights on the role of sports data analysis.

VIRTUAL REALITY TRAINING

Virtual reality (VR) training is an immersive, computer-generated simulation of a real or imaginary environment that allows the user to interact in a hyper-realistic way. VR training can be used for sports training, game simulations, and practice in a real environment.

VR can be utilised to generate game settings that might not be practical in the actual world, including competing against a team of aliens or practising in harsh weather. Virtual reality can also produce a realistic training environment, such as a recreation of a rival team's home field or any other stadium in the globe. This can aid players in adjusting to the different field configurations and sizes as well as the lighting.

...VIRTUAL REALITY TRAINING

Professional sports clubs have already embraced virtual reality training to assist players in getting ready for game circumstances, like the NBA's Sacramento Kings. In 2023, as VR technology advances, it is expected that more sports teams and players will begin utilising it as a part of their training regimen. This might revolutionise the way sports are played and improve performances from the best athletes in the world.

AUGMENTED REALITY

In recent years, augmented reality (AR) has grown more widely accepted, and this trend will continue. Sports organisations are already starting to experiment with AR, with the MLB using a system that allows fans to see real-time statistics and player information superimposed on the field.

- **Metaverse**
  With the advent of this tech, a new era of sports gaming is upon us. AR allows for a completely immersive and realistic experience that can transport users to another world.This technology is being used to create metaverse sports, which are virtual reality versions of real-world sports. These games are becoming increasingly popular, as they offer an unparalleled level of excitement and engagement. For instance, NFL Madden 18 launched an AR experience called “The 50-Yard Challenge” which lets fans play a mini game of football in their living room.

...AUGMENTED REALITY

- **Fantasy Sports**
  AR also has the potential to change the way we watch and play fantasy sports. Fantasy sports are already hugely popular, but with AR, they can become even more immersive. Imagine being able to observe your favourite athletes up close and personal in the stadium where they are competing. Also, you may watch the game in the comfort of your own home with live stats and highlights overlaid on it. This would take the experience to a whole new level.

As AR technology continues to evolve, there will be more innovative applications in the world of sports. The potential applications for AR in sport are endless with teams and leagues utilising this technology in the near future.

3D PRINTING

3D printing has become increasingly popular and its applications are seemingly endless. Manufacturing companies use 3D printing to create prototypes before producing final products for athletes. For instance, Adidas has been using 3D printing to create prototypes of new shoe designs and have a line of 3D-printed running shoes called the Futurecraft 3D. These shoes were created with the help of Carbon, a 3D printing company. Nike has also been using 3D printing and released their first line of 3D-printed shoes, called the Nike Vaporfly 4%. These shoes were created with the help of HP, a 3D printing company.

For wounded athletes, 3D printing is a lifesaver. Aimee Mullins, an amputee runner, competed in the Boston Marathon sporting a set of carbon fibre prosthetic legs that were manufactured by Solid Concepts, an additive manufacturing business in California. For the field of prosthetics, this represented the initial breakthrough. Currently, 3D printing technology is assisting athletes in every sport in giving their best efforts and pushing the limits.

BLOCKCHAIN TECH. & NFTs

Blockchain technology is revolutionising how sports fans interact with their favourite teams and athletes. Blockchain technology can enhance fan involvement by enabling a more effective and secure way to manage player contracts and tickets through the use of smart contracts. For instance, blockchain-based ticketing can assist in lowering fraud, preventing bots, and ensuring that tickets are delivered to fans in a safe manner.

With a blockchain network, player contracts may be handled in real time to avoid conflicts and guarantee that all parties are happy with the arrangement. Sports organisations may provide fans a more transparent and interesting experience by utilising blockchain technology, which may ultimately result in an increase in support and loyalty.

Future teams may provide their fans a more smooth and safe experience by utilising this cutting-edge technology.

PAY PER VIEW - OVER THE TOP MEDIA (OTT)

These platforms also offer live streaming of sports to fans around the world. They also offer demand, pay per view or even with a subscription based streaming service. Sports teams and coaches can rewatch every second and every camera angle of old matches anywhere, anytime and on any device to research strategies and counter strategies.

Fans from all over the world may watch sports in real time on these platforms. They also provide streaming services that are available on demand, pay per watch, or even with a subscription. For the purpose of researching plans and counterstrategies, sports teams and coaches may replay every second and every camera viewpoint of previous matches from any location, at any time, and on any device.

E-Sports streaming is currently quite popular with youthful audiences, and the average tournament draws close to 20,000 viewers. This is the start of a massive global sports streaming in a variety of sports.

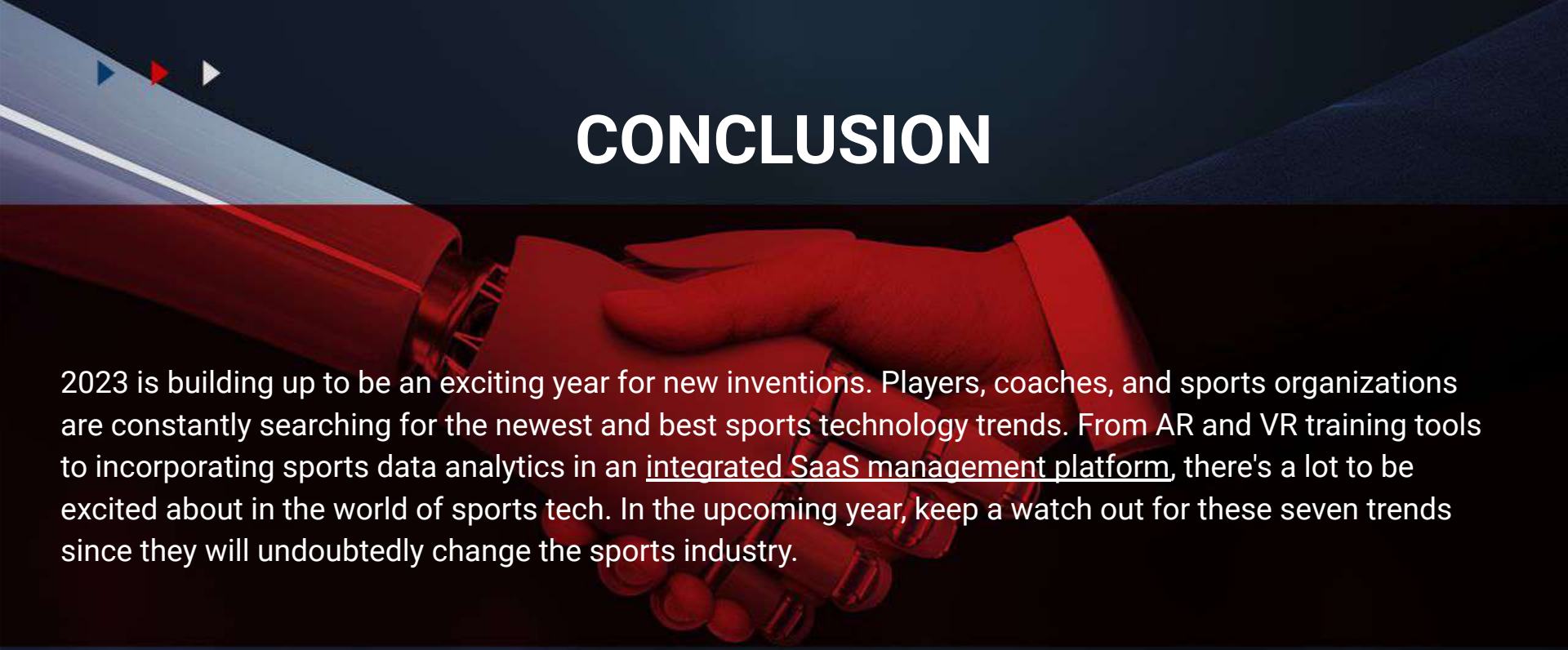
WEARABLE SENSOR TECHNOLOGY

Wearable sensors provide a practical approach to keep track of numerous elements of an athlete's fitness and health. Gyroscopes, accelerometers, heart rate monitors, GPS devices, and pressure sensors are all types of wearable sensors used in sports and are on the trend.

Gyroscopes measure the spin rate of a golf club or the rotation of a gymnast's body. Accelerometers measure the force of a tennis serve or the jump height of a volleyball player. Heart rate monitors track an athlete's heart rate during training or competition. GPS devices track an athlete's location and speed during a race or training session. Pressure sensors measure the impact force of a football tackle or the pressure exerted by a skier on his or her ski poles.

The way athletes prepare and compete in sports is changing as a result of wearable sensors. By offering real-time data, they track development and pinpoint areas for improvement. Wearable sensors offer a wealth of benefits for both athletes and coaches. By providing real-time data about an athlete's performance, they can help optimize training and prevent injuries.

CONCLUSION



2023 is building up to be an exciting year for new inventions. Players, coaches, and sports organizations are constantly searching for the newest and best sports technology trends. From AR and VR training tools to incorporating sports data analytics in an integrated SaaS management platform, there's a lot to be excited about in the world of sports tech. In the upcoming year, keep a watch out for these seven trends since they will undoubtedly change the sports industry.