

# SPORTS INNOVATION 2020

## MEET THE FUTURE OF SPORTS | MEDIA | STADIUM



### EVENT STRUCTURE DATA OF SPORTSINNOVATION 2018

#### 47 EXHIBITORS FROM 11 COUNTRIES

presented products and services from the following product segments:

- » Broadcasting
- » Match analysis
- » Digital services
- » Stadium experience
- » Match & competition
- » Other



#### 939 VISITORS FROM 21 COUNTRIES, TOP 10 VISITOR COUNTRIES:

- » Germany
- » Great Britain and Northern Ireland
- » Switzerland
- » Japan
- » Netherlands
- » Austria
- » Spain
- » Italy
- » Australia
- » France



#### THIS IS HOW VISITORS RATE SPORTSINNOVATION 2018:

- » Quality of range on offer 93%
- » Format 94%
- » Overall rating 96%

#### THE TOP 5 EXHIBITOR COUNTRIES:

- » Germany
- » Great Britain
- » America
- » Poland
- » Switzerland

#### EXHIBITORS ASSESS THE SPORTSINNOVATION 2018 WITH AN OVERALL RATING OF 91%

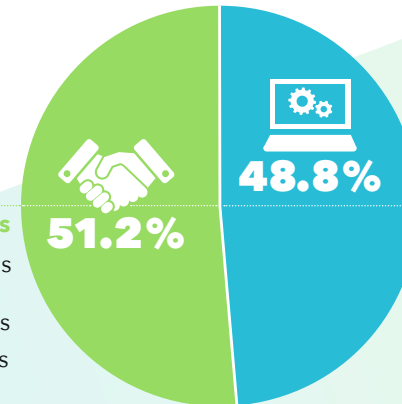
#### VISITOR TARGET GROUPS

##### Clubs & Associations

- » Club representatives of German professional leagues
- » Professional leagues international
- » Sports associations
- » Operators of sports facilities
- » Sports science

#### HOW INNOVATIVE WAS SPORTSINNOVATION?

In total, **29 cameras** were utilised to produce the matches. These included **14 special cameras**. Some of these special cameras had never been used in a football TV production before.



#### Broadcast & Medien

- » Companies broadcast industry
- » Media partners
- » Marketers
- » Digital solutions

#### THE PERFECT SETTING FOR CONFERENCES

- » Steering Group of the World Leagues Forum
- » AK match analysis of the DFL
- » Commission internationalisation of the DFL
- » Commission club media DFL
- » Association of German stadium operators