# Sports technology undergoes transformation with AI and immersive experiences



The sports technology landscape is undergoing a critical transformation, becoming an integral component of both in-game performance and commercial success. Reports indicate that advancements in technology are reshaping how sports are played, viewed, and monetised. Notably, a group of experts associated with the industry recently shared their insights on the trends, opportunities, and challenges set to define sports technology in the coming years.

Rohn Malhotra, Founder and Managing Director of SportsTechX, noted that grassroots and recreational sports are witnessing a surge in the adoption of sports-specific wearables, particularly in football. He highlighted that by 2024, two-thirds of investments in sports technology were channelled towards enhancing fan experiences; this trend is expected to persist with innovations like immersive mega screens and smart ticketing. Furthermore, new broadcasting models, characterised by collaborative ventures—such as those between the NFL and The Simpsons, as well as the NBA with Disney—are anticipated to create additional revenue streams.

Jenna Kurath, Vice President of Startup Partnerships at Comcast, elaborated on how artificial intelligence (AI) and immersive experiences will converge to redefine the sporting experience. She pointed out that the application of AI might facilitate real-time language translations in video production, thus broadening the global reach of sports. Enhancements are also expected in fan interactions through better social media insights and immersive viewing technologies, allowing for a more personal experience. Kurath posited that these developments will transform broadcasts into interactive marketplaces, further fuelling commercial opportunity.

Adding to the discussion, Jean-Baptiste Alliot, Co-Founder and Chief Strategy Officer of LaSource, remarked on the shift towards a more integrated approach to technology in sports, moving beyond mere novelty to sustainable growth. He indicated that AI, blockchain, and smart infrastructure are now included in long-term strategic plans across the industry, signifying a maturation of the technological landscape.

CiCi Bellis, Founder and Managing Partner of Cartan Capital, predicted advancements in data analytics and AI as essential to optimising athlete performance and enhancing fan engagement. She highlighted that wearables and sensor-enabled equipment would improve tracking real-time data for athletes and coaches.

The financial ecosystem supporting sports technology is also experiencing significant growth. More than US$4.4 billion was secured through private placements in sports technology in 2024, with approximately 25% directed towards fan engagement platforms. Amid rising expectations, venture capital investment is likely to surge in 2025 as the sector consolidates and evolves. Malhotra underscored the media rights landscape as both a challenge and an opportunity, saying that innovative broadcast technologies are in high demand as stakeholders seek to enhance their product visibility.

In parallel, the integration of AI across various sectors, including sports and beyond, is being identified as a potential game-changer. As reported, the potential for AI to transform industries hinges on large-scale adoption and effective collaboration. Despite the promise of AI, challenges such as integrating it within existing infrastructures and addressing ethical concerns, including algorithmic bias, remain significant hurdles.

OpenAI’s technology, which has gained attention for its innovative applications, has not been without controversy. Allegations concerning its ethical implications have called for straightforward dialogues regarding accountability in AI development. Clara Shih, noted in a discussion, emphasised the intricacies associated with AI, highlighting that it’s not merely about aggregating data to train a model but also about adhering to new security and privacy standards.

Microsoft is also at the forefront of AI developments, leveraging its partnership with OpenAI to strengthen its market position. This alliance is expected to enhance the capabilities of platforms such as Azure and Windows. Key developments are on the horizon, including AI-powered features aimed at increasing productivity across Microsoft Office 365. As stated, the success of these integrations could significantly bolster Microsoft's standing in the tech sector.

While Microsoft continues to thrive in the AI domain, other tech giants are racing to enhance their own AI offerings. The competitive landscape necessitates sustained innovation and adaptation strategies to mitigate market volatility.

Looking ahead, the consensus among experts forecasts a future where technology—particularly AI—becomes the cornerstone of both sports performance and viewer engagement. The anticipated evolution in technology could lead to profound shifts in the sports landscape, defining the experiences for athletes, teams, and fans alike. As these trends unfold, stakeholders in the industry are expected to navigate both the promising opportunities and inherent challenges that accompany the digital transformation of sports.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://momentumsportsny.com/2025-sports-technology-trends-what-athletes-need-to-know/> - This article supports the claim that sports technology is transforming athlete performance and training methods through AI-driven analytics and smart wearable tech. It highlights tools like Rapsodo and HitTrax, which are revolutionizing baseball analytics.
* <https://www.theupside.us/p/our-2025-upside-sports-tech-predictions> - This piece corroborates the trend of increased investment in sports technology, particularly in enhancing fan experiences and performance through innovations like wearable technologies and AI-powered data analysis.
* <https://www.forbes.com/sites/forbestechcouncil/2023/11/15/the-future-of-ai-in-sports/?sh=5c1a5e6d6e5b> - This article discusses how AI is transforming the sports industry by enhancing fan engagement and athlete performance, aligning with the article's focus on AI's role in sports technology.
* <https://www.sporttechie.com/ai-sports-performance-enhancement/> - This article explores how AI is being used to enhance sports performance, including real-time data analysis and personalized training plans, supporting the article's claims about AI in sports.
* <https://www.bloomberg.com/news/articles/2023-10-25/microsoft-openai-partnership-boosts-ai-capabilities> - This article highlights Microsoft's partnership with OpenAI, which is expected to enhance AI capabilities across various platforms, aligning with the article's mention of Microsoft's AI developments.
* <https://www.cbinsights.com/research/report/sports-tech-trends/> - This report provides insights into the growing investment in sports technology, including trends in fan engagement and performance enhancement, supporting the article's claims about the financial ecosystem of sports tech.
* <https://news.google.com/rss/articles/CBMitAFBVV95cUxNZDBqZlVoUG1KS3k0dWI3aWhvblNBVV9PRl9xbko4SmZXQTNMSllhTVdwWGV4VXhzMEQtdHR4NTJ5dmFES1NoU3FzYTFxNHBRVHpLMmhPc2otQ2tCOXJLcDR4TWxnUFFCbmVGd3JCNk1pQ2pya09STFVwOHJuY3o2eXBJR2lnc1d1UjBkRUZudnlBdkxhdjJNMHl0VlpPM2h5elFZaWRqZlNOVnJ3TEtrRk1tZmY?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data