# AI transforms women’s football with new data insights and fan engagement



AI technology is rapidly altering the landscape of football, with significant implications for both the men's and women’s games. Warsaw-based Re.Spo Vision is at the forefront of this transformation, particularly with a focus on advancing women’s football and rekindling interest among Generation Z viewers. According to co-founder Pawel Osterreicher, AI has the potential to revolutionise data collection while offering an affordable solution that does not require players to wear additional technology.

Re.Spo Vision has already made strides in this field by capturing match data with just a single camera angle, a method that significantly lowers costs and simplifies operations. Their programme, used during last year's Copa America, has received FIFA certification, underscoring its credibility and utility. The insights gleaned from this AI technology provide in-depth analysis of game dynamics, capturing information on metrics such as acceleration, passing lanes, and zones of control. Osterreicher notes that these insights benefit teams of all sizes, citing Wisla Krakow's unexpected success in the Polish Cup as a testament to the impact of data-driven strategies.

Looking ahead, Re.Spo Vision aims to support the inaugural women’s World Club Cup in 2028, aligning this ambition with the broader trend of rising interest in women's sports. Osterreicher highlights the rapid growth of women's leagues compared to their male counterparts, suggesting that the market for female franchises represents a promising investment opportunity. Despite facing challenges in capturing younger audiences, who often turn to platforms like TikTok and Netflix instead of traditional sports, he believes that women’s sports could attract these viewers through innovative content delivery.

In Brazil, similar trends are being observed with the emergence of AI start-ups like Footbao and Cuju, which aim to democratise talent scouting for aspiring footballers. Footbao operates like a TikTok for football enthusiasts, enabling young players to share skill videos that are analysed by AI before being reviewed by human scouts. This model opens doors for female athletes and connects them with clubs across Europe—an essential step in promoting gender equality in sports.

Beyond talent scouting, AI is increasingly being integrated into fan engagement strategies. Companies like IBM and WSC Sports are automating content creation, allowing for personalised experiences tailored to individual viewer preferences. In Italy, the FIGC has partnered with WSC Sports to create AI-powered highlights for Serie A TimVision, the nation's premier women's football league, enhancing visibility and engagement through real-time content distribution. This reflects a growing recognition of the importance of engaging diverse audiences.

The application of AI extends to performance analysis, with tools developed to monitor player biomechanics and movements, assisting coaches in crafting personalised training programmes. Wearable devices collect vital biometric data, providing real-time feedback that can help prevent injuries and improve player performance. By leveraging these innovations, teams can make informed decisions that enhance their competitive edge.

As the discourse on women's sports continues to evolve, incorporating AI-driven solutions not only promises to reshape how the game is played but also how it is consumed by audiences. The future seems poised for a reinvention, where sports may need to adapt to the changing preferences of viewers accustomed to instant gratification offered by digital platforms.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.france24.com/en/live-news/20250603-the-beautiful-game-falls-for-ai-s-charms), [[4]](https://www.figc.dev/en/figc/news/figc-partnered-with-wsc-sports-to-bring-ai-video-highlights-to-the-womens-serie-a-timvision/)
* Paragraph 2 – [[1]](https://www.france24.com/en/live-news/20250603-the-beautiful-game-falls-for-ai-s-charms), [[2]](https://www.ft.com/content/94e1654a-c0e3-405d-92fd-82ef10f57ab7)
* Paragraph 3 – [[3]](https://www.forbes.com/sites/priyaoberoi/2025/01/23/ai-and-the-future-of-womens-sports-a-technological-renaissance/), [[4]](https://www.figc.dev/en/figc/news/figc-partnered-with-wsc-sports-to-bring-ai-video-highlights-to-the-womens-serie-a-timvision/), [[6]](https://www.appliedtechnologyreview.com/news/the-advantage-of-ai-in-innovating-womens-sports-nwid-1252.html)
* Paragraph 4 – [[5]](https://crustlab.com/blog/ai-apps-in-the-sports-industry/), [[7]](https://sabiogroup.com/news/game-changer-ai-helps-busby-girls-take-their-game-next-level)

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## Bibliography

1. <https://www.france24.com/en/live-news/20250603-the-beautiful-game-falls-for-ai-s-charms> - Please view link - unable to able to access data
2. <https://www.ft.com/content/94e1654a-c0e3-405d-92fd-82ef10f57ab7> - In Brazil, AI is revolutionising football scouting by enabling start-ups like Footbao and Cuju to identify promising youth talent through machine-based analysis of smartphone videos. Footbao, akin to a TikTok for aspiring players, allows users to upload skill videos, which AI screens before human analysts assess them. Cuju uses standardised exercises to assess global players and support skill development. These platforms aim to democratise access to football talent identification, especially for women, and have already facilitated connections with European clubs. However, experts caution that human judgment remains crucial for assessing adaptability and personal traits.
3. <https://www.forbes.com/sites/priyaoberoi/2025/01/23/ai-and-the-future-of-womens-sports-a-technological-renaissance/> - AI is transforming women's sports by enhancing fan engagement, personalising content, and optimising business strategies. Platforms like IBM Watsonx and WSC Sports automate content creation, providing real-time highlights and commentary. Streaming services such as DAZN use AI to recommend tailored content, deepening fan connections. AI also drives data-driven insights, aiding in sponsorship optimisation and game scheduling. Additionally, AI-powered tools assist in performance analysis and talent scouting, broadening the talent pool and improving team strategies in women's sports.
4. <https://www.figc.dev/en/figc/news/figc-partnered-with-wsc-sports-to-bring-ai-video-highlights-to-the-womens-serie-a-timvision/> - The Italian Football Federation (FIGC) has partnered with WSC Sports to create AI-powered highlights for Serie A TimVision, Italy's premier women's football league. This collaboration aims to enhance content production and distribution, increasing the league's exposure and fan engagement. WSC Sports' automation tools capture every game moment, generating real-time highlights shared across FIGC's digital platforms. This initiative reflects a growing trend of integrating AI to promote women's sports and attract a broader audience.
5. <https://crustlab.com/blog/ai-apps-in-the-sports-industry/> - AI is revolutionising the sports industry by enhancing player performance, preventing injuries, and improving game strategies. AI-powered tools track player movements and biomechanics, providing coaches with detailed insights for tailored training programs. By analysing biometric data and movement patterns, AI predicts and prevents injuries, suggesting preventive measures. Additionally, AI-driven analytics process vast amounts of game data, enabling teams to refine strategies and make informed decisions, thereby gaining a competitive edge.
6. <https://www.appliedtechnologyreview.com/news/the-advantage-of-ai-in-innovating-womens-sports-nwid-1252.html> - AI is driving innovation in women's sports by enhancing performance analysis, fan engagement, and talent development. Wearable devices collect biometric data, allowing AI to provide real-time feedback and personalise training plans. AI algorithms analyse game footage, assisting coaches in strategy formulation and performance evaluation. Additionally, AI-driven content generation tools enhance fan engagement by creating interactive experiences and increasing the visibility of female athletes, thereby promoting gender equality in sports.
7. <https://sabiogroup.com/news/game-changer-ai-helps-busby-girls-take-their-game-next-level> - Busby Girls Football Club is leveraging AI and data analytics to enhance player performance through innovative Veo camera technology. Sponsored by Sabio Group, the club records training sessions and matches, using AI to analyse player movements and team interactions. This technology generates personalised insights for coaches and players, identifying strengths and areas for improvement, thereby elevating the team's overall performance and understanding of the game.