

"SPARX" TALK BY ANDREAS HEYDEN: SHAPING THE FOOTBALL MEDIA EXPERIENCE OF THE FUTURE WITH ARTIFICIAL

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Algorithms that calculate goal probabilities and a Bundesliga match that looks different in Japan than in Poland. The German Football League is using artificial intelligence to shape the football media experience of the future.

In his "[Sparx](#)" talk, Andreas Heyden, Vice President Digital Innovations at the German Football League, shows how the Bundesliga experience for football fans is constantly being enhanced – and what innovations a billion Bundesliga viewers worldwide can look forward to next.

Regionalisation, localisation, personalisation

With verve, Heyden opens up the construction kit of intelligent services in the "Sparx" talk, with which the German Football League is working day by day on the media experience of the future. He brings machine learning into play, virtual LED advertisers and 36 cameras in the stadium that make it possible to offer match summaries with different focuses for rights holders in different countries – the local stars take centre stage and artificial intelligence automatically produces the corresponding highlight clips. This way, the individual fan experience is further regionalised and personalised and a viewer in Japan, for example, can watch a match based on his – Japanese – favourite players in the Bundesliga.

From live radio coverage to the virtual world in 50 years

Heyden outlines the German Football League as one of the most innovative media companies in the world. From the very beginning, it succeeded in reporting closer and closer to the game and building up a growing fan base, which it got closer and closer to over the decades. In the beginning, fans followed enthusiastic radio reporters from the early days and, in this initial phase of the medialisation of football content, enjoyed the matches "only" one day later thanks to motorbike couriers who brought film reels from the pitch to the TV stations. Then in 1972 the breakthrough: the first Bundesliga match on colour television – Bayern against Schalke.

Legendary. From here it went at a run via satellites, HD and fibre optic cables to today, where it is possible to watch Bundesliga matches live all over the world.

"We see a clear trend from a global product to a local product, to a personalised product. Sport has always been the sandbox where new things were tried and built," says Heyden about the innovative cosmos of Bundesliga coverage.

Andreas Heyden's "Sparx" talk "The Future of Football: 11 Friends & AI" will be online from 14 December: https://www.youtube.com/watch?v=bl_f8kHjnS8

"Sparx" – Ignites your mind. Decodes the future.

Video-Talks about IT, artificial intelligence and digital innovations

Under this visionary title, the innovative IT company Trivadis – Part of Accenture will launch the second season of its inspiring video talk series in November 2021. "Sparx" brings together some of the world's most brilliant minds in IT, who passionately share their knowledge in hands-on keynotes. Every fortnight, these experts reflect in short episodes of 10 to 30 minutes on future-relevant topics such as artificial intelligence, digital ethics or robotics, it's all about groundbreaking insights and new research trends.

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About Trivadis – Part of Accenture

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