

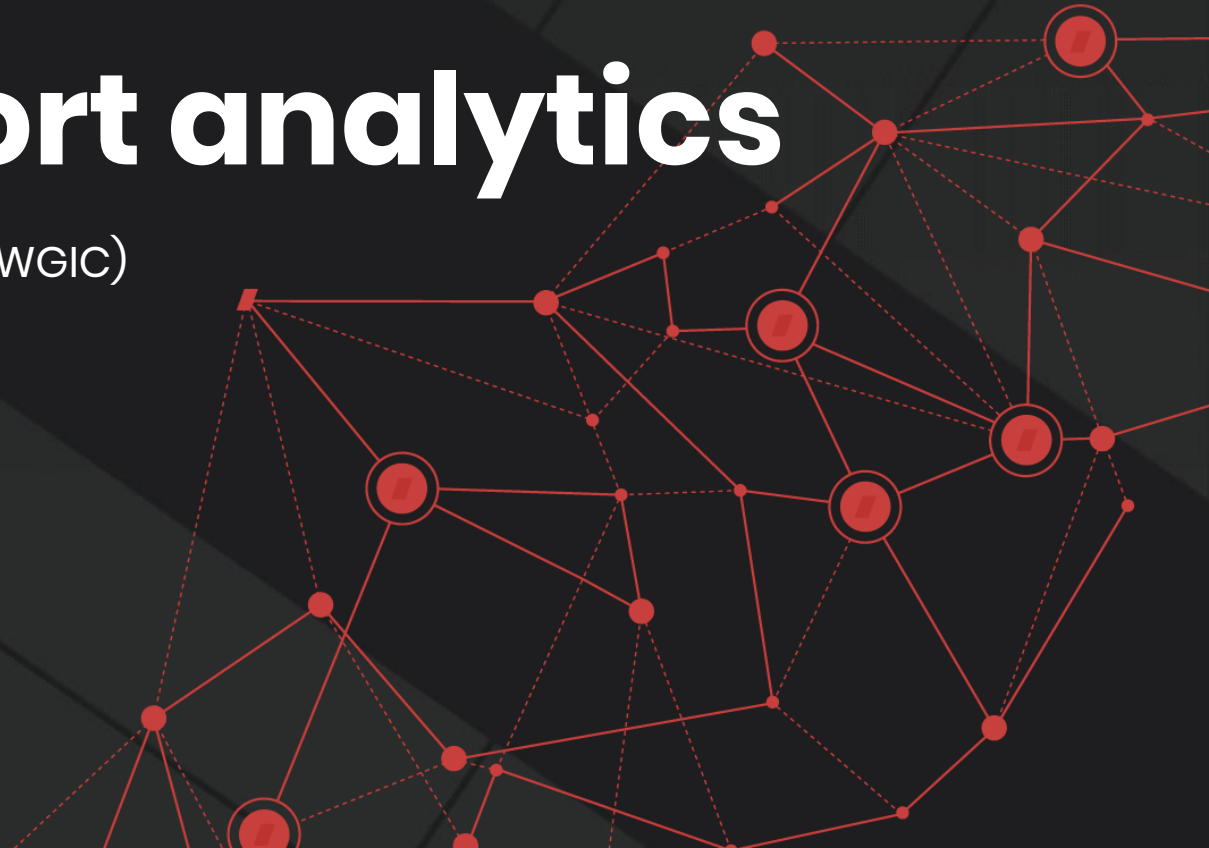
UBIQUITOUS LOCATION VALUES AND BIG DATA ANALYTICS

Digitalization in sport analytics

United Nations World Geospatial Information Congress (UNWGIC)

21 November, 2018 in Deqing

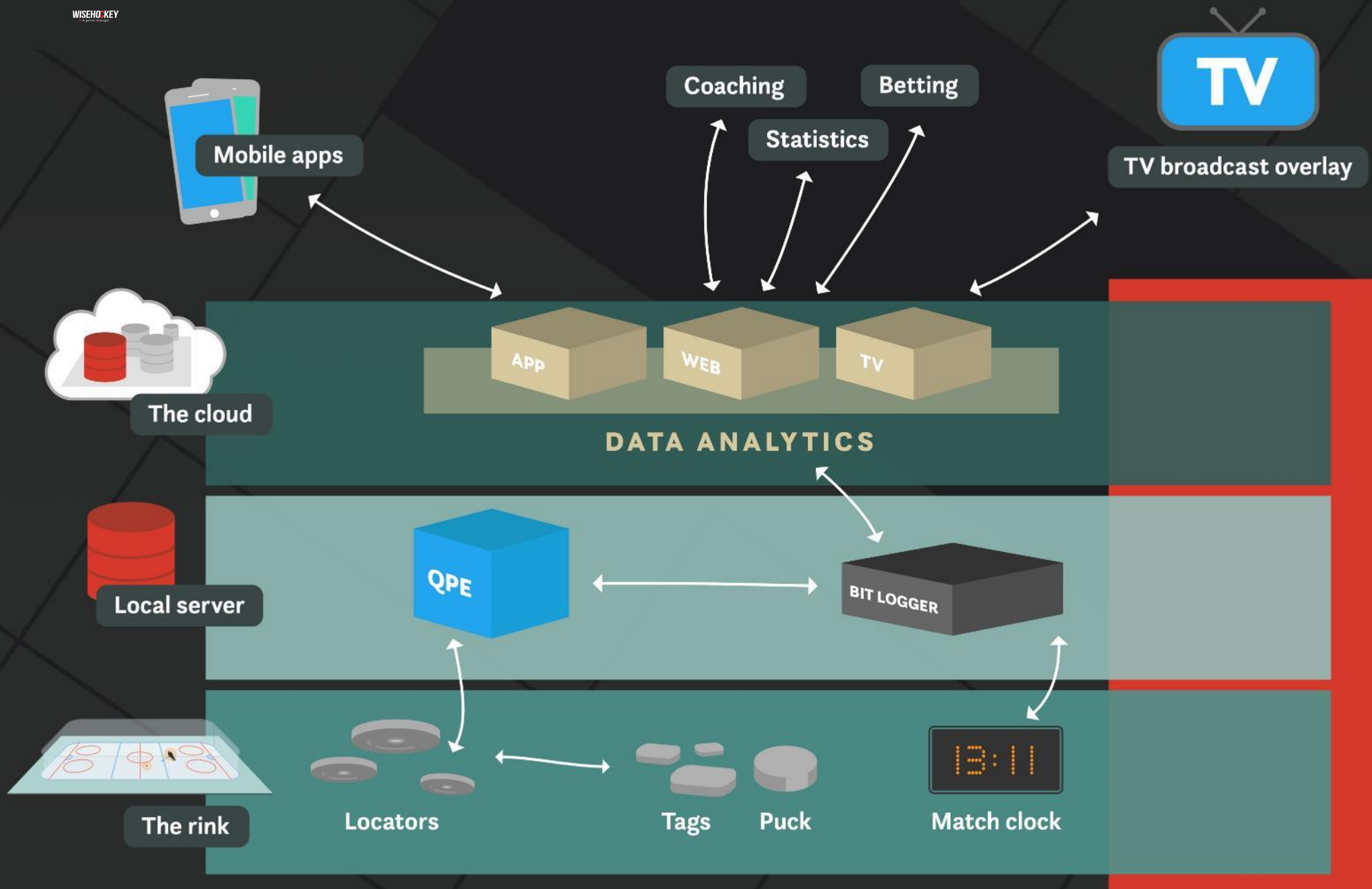
Miska Kuusisto, Head of Sales, Bitwise Oy



It is not just about statistics,
Wisehockey digitalizes whole event, real-time

AND IT IS ALREADY IN USE.





REMOTE MONITORING

Quuppa

[Click video](#)
[Click here](#)

Player performance

Ice time, distance, average speed, maximum speed (game/period/shift)

Distance and maximum speed of the puck (game/period/shift)

Player heat maps

Puck control

Player +/- statistics

Heart rate e.g. with Polar

Team performance

Powerplay & shooting effectiveness

Team skating summary

Faceoff wins/loses/area

Interactive shooting maps
(wide/over/saved/puck speed)

Tactical performance

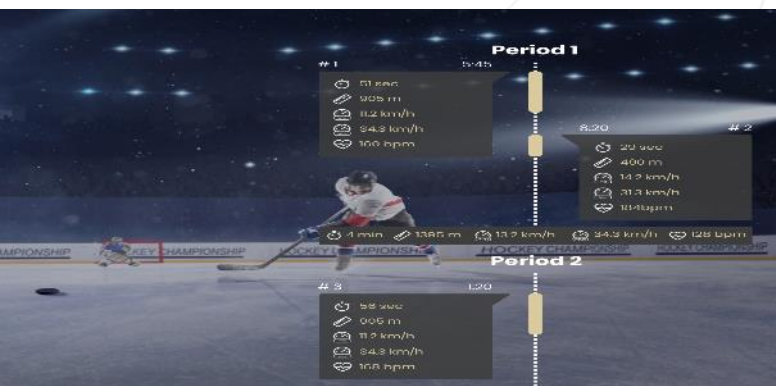
Wiseplayer, game record

Expected goal measure (momentum)

Puck heat maps

Offensive / defensive performance

Pressure analysis



Why real-time data is important?



The world's largest taxi company own no vehicles



The largest accommodation provider owns no real estate



The most popular media provider creates no content



The most valuable media provider creates no content



The fastest growing television network lays no cables



The most valuable retailer has no inventory

Non of these companies existed twenty years ago.

Same is ongoing in sports right now.

Digitalization is already in sports ⁷

NHL, MGM Resorts form sports betting partnership

Commissioner Bettman calls deal 'exciting and groundbreaking for our League'

NHL.com October 2018

"From our standpoint, we believe that whether it's our intellectual property or data, whether it's video of our game, we have important assets. And if somebody is going to avail themselves or want to avail themselves of those assets in order to conduct their business, then we're going to need to have a negotiation,"

Gary Bettman, NHL commissar, August 2018

Formula One strikes \$100m deal to sell betting sponsorships **Financial Times, September, 2018 (for live betting)**

As part of a \$25B proposal for two new FIFA tournaments, SoftBank Chair & CEO Masayoshi Son would "play a major role" in new joint venture FIFA Digital Corp., and a consortium led by SoftBank would "take over some of FIFA's most valuable operations," according to Tariq Panja of the N.Y. TIMES. FIFA would be a 51% "partner in the new joint venture."

ESPN, May 2018

The NHL Wants All Teams
Involved in eSports Next Year
July 2018

Gary Bettman says NHL wants cut of gambling action
NHL commissar July 2018, The Star

Finnish Liiga announces new
partnership, which brings AI based
Wisehockey analytics platform for
season 2018-19.
September 2018

NBA signs deal with MGM to be gaming partner, June 2018

Jim Murren, CEO of MGM, sitting side by side with Silver, called the deal "historic." "The foremost mission is to maintain and preserve the integrity of the game, the fan experience for the NBA fans, [and] in fact help catapult further the global presence of the NBA," Murren said. "As a global entertainment company, I feel MGM has an opportunity to partner with the NBA to do that."

Real-time service opportunities

Direct product impact

TV entertainment

Data mining for betting

Fan engagement

App monetization

Arena experience

Only with
Real-time analytics

Future opportunity

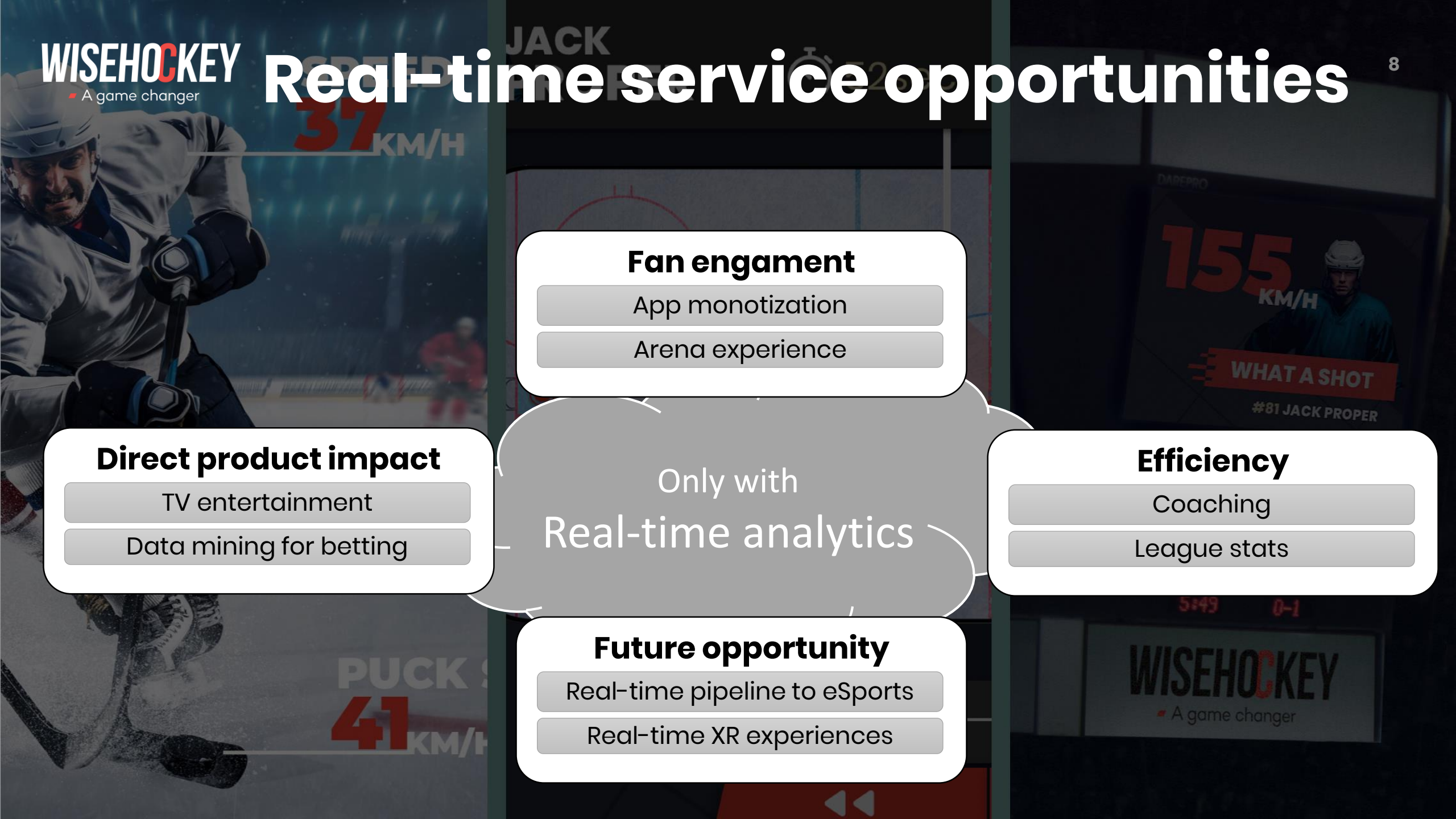
Real-time pipeline to eSports

Real-time XR experiences

Efficiency

Coaching

League stats



What makes the difference?



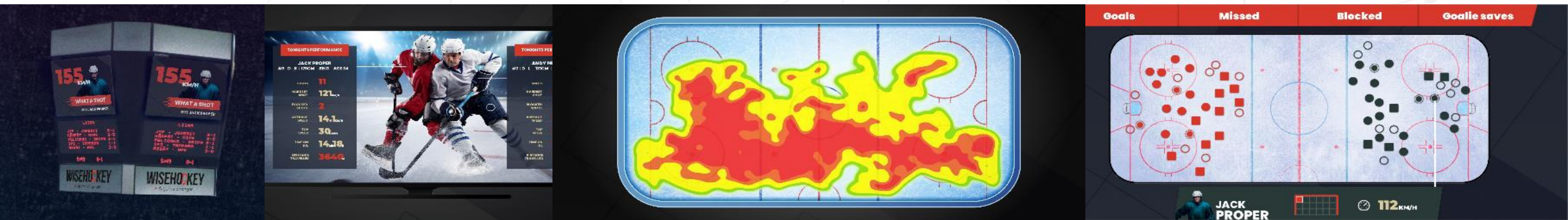
Game is virtualized, **real-time**

All measures are **accurate and automated**

Unlimited options to benefit game data through **media API's**

(Puck) tagging means you can get most accurate real-time data **effective way**

Enables totally new services that are not existing currently



Wisehockey web page www.wisehockey.com



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BITWISE