LIGA BBVA

CENTRO DE INNOVACIÓN TECNOLÓGICA 2.0

MANAGEMENT MODELS / SPONSORSHIP AND FINANCIAL MODELS

XI ASPC INTERNATIONAL FORUM ON ELITE SPORT

Concept

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RESOURSES:

- Innovation and Technology
- Research, Methods and Development
- Training and Knowledge
- Analytical Intelligence

OBJETIVES:

- To improve the performance of every player in every level
- To improve the level of the league
- Improve and increase fan experience
- Increase market shares and look for new markets
- Increase the economic benefits

Democratizing technology

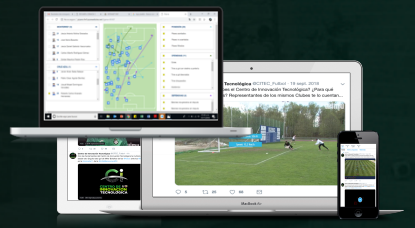
Unique in the world

Video analysis

Performance monitoring

Medical monitoring

Tactical análisis, Telemetry & Scouting



CENTRO DE INNOVACIÓN TECNOLÓGICA

- Men's national team
- Youth squads
- Female's National Team
- Referees
- LIGA BBVA MX
- U-20
- U-17
- U-15
- LIGA BBVA MX FEMENIL
- ASCENSO BBVA MX

LIGA BBVA MX

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Tech deployment

LIGA BBVA MX

- 18 Clubs
- 504 Devices

ASCENSO BBVA MX

- 14 Clubs
- 392 Devices

Nationals Teams

- Men's National Team
- Women's National Team

U22
U20
U18
U17
U16
U15

112 Dispositivos

- Referees — 28 Devices

Matches
65,790

Trainings
30,000

Heartbeats of players analyzed
4,800,000

6,500
Hours by year

1,375
Players WIMU

298,000
Reports

4,500
Sessions

Time Line

A-18 Tournament

C-19 Tournament

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Smart video
for all stadiums & traning pitches

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Tracking

2

Cloud

Video recording

1

Pixellot

Video System

3 Auto-production

OTT / Streaming

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High performance analysis
for all Mexican Players

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Measure

1

Electronic Performance & Tracking System

In matches & trainings

2

Knowledge to improve

3

- Performance optimization
- Decrease risk injuries
- Return to play

CENTRO DE INNOVACIÓN TECNOLÓGICA

2.0

Technological Integration

Sports Science Database

- Artifitial intelligence
- Analytical intelligence
- Decision making
- Knowledge database

1 Petabyte of physical, game and video performance data, concentrated for analysis.

Sponsorship model

Fan Experience

- G-Local Community
- Mixed (Physical - Virtual)
- Non stop
- Democratized
- Themed
- Personalized
- Unparalleled (Money cannot buy)

Fan Engagment

- Personalized content
- Second Screen
- Gamification
- Immersion

Sponsorship model

- Atention
  - Digital social impact campaigns
  - Sports development
- Interest
  - Recognition
- Desire
  - Aspirational
- Action
  - Interaction

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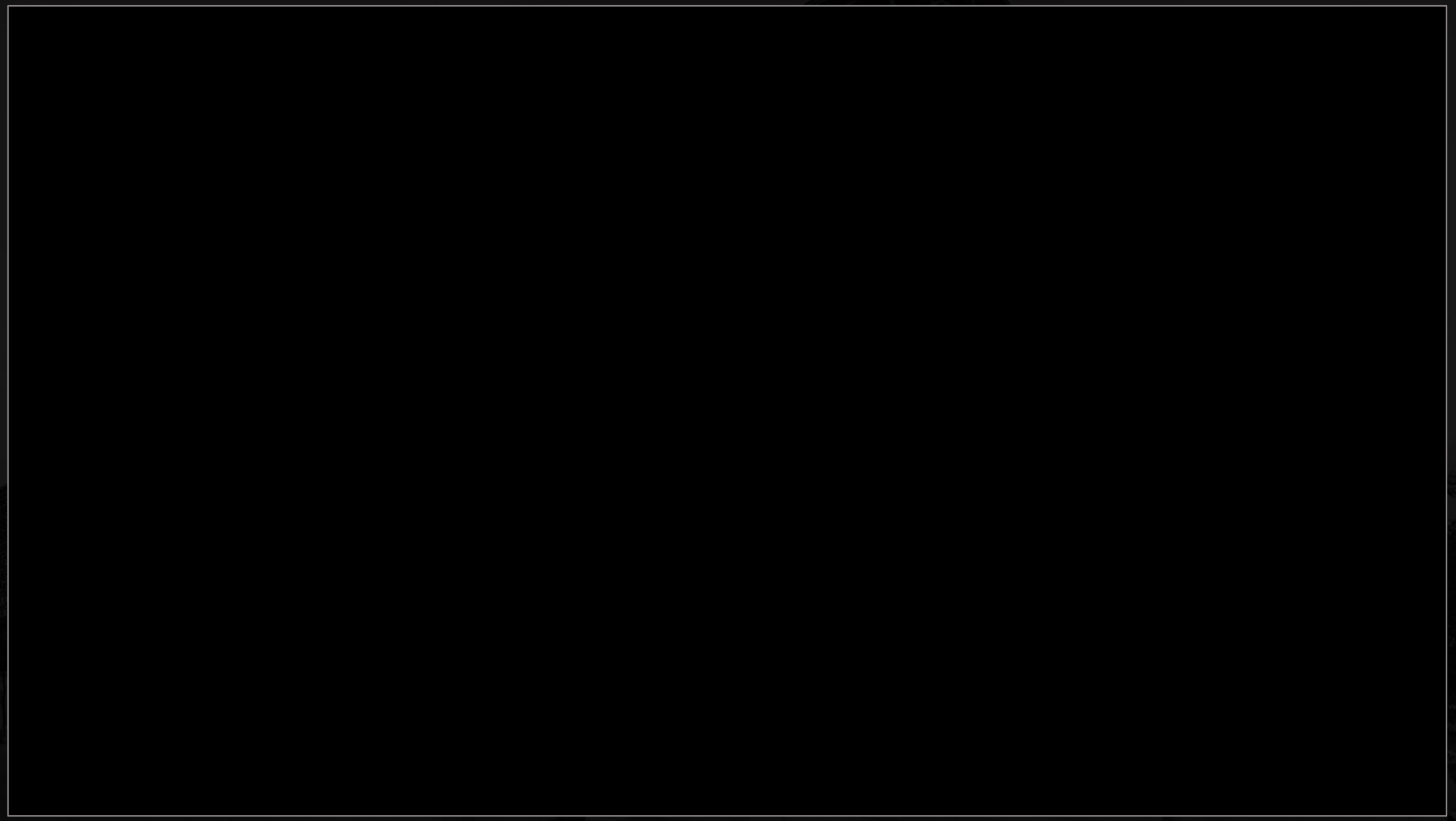
Videoclip

10,000 goal in the Estadio Azteca



58,826 Impressions
2,006 Interactions

67,989 Impressions
1,891 Interactions

LIGA BBVA MX

ASCENSO BBVA MX

CENTRO DE INNOVACIÓN TECNOLÓGICA 2.0

Videoclip

LIGA BBVA MX

ASCENSO BBVA MX

Videoclip

CENTRO DE INNOVACIÓN TECNOLÓGICA

2.0

Digital files / Digital Records

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Digital Fan Engagment

Artificial Intelligence

- Automated sorting of videos and images
- Predictive analysis to improve performance
- Smart Panels sports information

Augmented Reality

- Gamification of data for fans
- Enhance physical training

Catch Me

Social Networks

13.18 Millions of followers

+20% Interaction

Generated by CITEC

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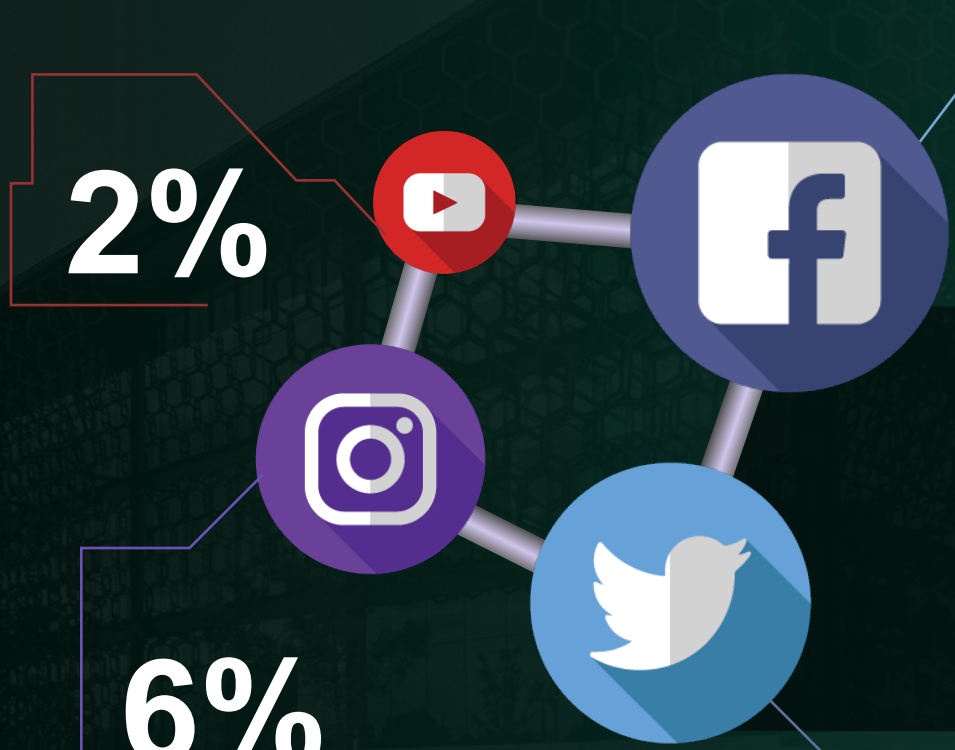
LIGA BBVA MX



2%

67%

6%

25%

4th Worldwide

Official App

2.6 Billion visits

7.12 Million downloads

Platform

80.61%

19.39%

Country

83.76%

13.32%

Other 2.92%

Official Web page

43.50 Million reproductions

LIGA BBVA MX 68%

COPA MX 12%

ASCENSO BBVA MX 7%

LIGA BBVA FEMENIL 13%

Expansion and future of digital platforms

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- Expansion:
- Futuro

LIGA BBVA FEMENIL

LIGA BBVA Sub's

2019 | 2020 | 2021 | 2022 | 2023

CITEC BIG DATA Automate Dealer "IAD 360"

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Data Monetization

CITEC MEDIA HUB GENERATOR

Gamification

CITEC OTT Smart Graphics & Interactives

Fan Experience

CITEC/WIMU FABRIC SENSORS

CITEC/WIMU for WOMEN

CITEC / WIMU /Voit TRASSO BALL Tracking Smart System of Ball

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Thank You All