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.
Real-time features, examples

**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 owns 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

**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*

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

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

**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."

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

Only with Real-time analytics

Fan engagement
- App monetization
- Arena experience

Direct product impact
- TV entertainment
- Data mining for betting

Future opportunity
- Real-time pipeline to eSports
- Real-time XR experiences

Efficiency
- Coaching
- League stats
What makes the difference?
Unique features

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](http://www.wisehockey.com)

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