

# AI Outcomes for Sports & Entertainment

## Structured AI Adoption Methodology

### The Sports & Entertainment AI Challenge

Fan engagement AI has huge potential, but the data integration across venues, ticketing, concessions, and merchandise is typically fragmented. Most sports and entertainment organizations have rich data but can't activate it for personalized experiences. Meanwhile, operational AI for venue management, dynamic pricing, and content recommendation remains underexploited.

### Conversation Starter

*"How connected is your fan data across touchpoints? AI for fan experience requires data readiness that most organizations lack."*

### How OAIO Helps

OAIO delivers agent-specific data readiness that doesn't require enterprise transformation. We identify the highest-value fan experience opportunities and assess exactly what data integration is needed—no more, no less—to enable compelling AI-powered experiences.

### Priority AI Use Cases in Sports & Entertainment

- Personalized fan engagement and recommendations
- Dynamic pricing optimization
- Venue operations and crowd management
- Content curation and highlight generation
- Merchandise and concession optimization
- Player performance analytics and injury prediction

### The OAIO Approach

For Sports & Entertainment organizations, OAIO delivers:

- Industry-specific AI opportunity assessment (Pillar 1)

- Data readiness evaluation for sports & entertainment systems (Pillar 2)
- Governance framework addressing sports & entertainment compliance (Pillar 3)
- User experience design for sports & entertainment workflows (Pillar 4)
- FinOps modeling with industry-relevant benchmarks (Pillar 5)
- Engineering documentation for implementation (Pillar 6)

## Cloud Partnership Advantage

OAIO is delivered in partnership with AWS, Microsoft, and Google Cloud. Cloud partners subsidize engagements and provide technical validation, ensuring sports & entertainment organizations get access to the latest AI capabilities with reduced financial risk.

## Next Steps

Contact your Orion representative to discuss how OAIO can accelerate AI adoption at your sports & entertainment organization.