



AUGMENTED AND VIRTUAL REALITY (AR/VR) FOR AR FAN EXPERIENCE IN SPORTS

AR enhances the user's current view of reality with digital information, while VR immerses the user in a simulated environment, obscuring reality

OPPORTUNITY DEFINITION | AUGMENTED AND VIRTUAL REALITY (AR/VR) | AR FAN EXPERIENCE

This project aims to use AR, VR and MR to provide fans with an opportunity to experience the excitement of an event or professional sport, both inside and outside of the stadium.

TARGET MARKET

Target Market

Supreme Committee for Delivery & Legacy expects **2.5 million fans** to visit Qatar for FIFA 2022.

Target Users

- Tourists & Visitors
- Home Viewers
- Event Organizers
- Media Companies



KEY PROBLEM STATEMENT | NEED

To create legacy for Qatar's Sports sector, technologies like AR, VR, and MR that simulate the real-world are needed to enable engaging and interactive sports events. This implies an opportunity to bridge the gap between IoT and smart devices, while managing fan expectations for major sports events.



PROCUREMENT CYCLE

Identification Stage

The opportunity will be tendered in 2021.



TIMESPAN

Total duration of 2 – 3 years including implementation, testing and operations.



ADJACENT OPPORTUNITIES

- Sports Event Second Screen



STAKEHOLDERS

- Supreme Committee for Delivery & Legacy (SC)
- Qatar Olympic Committee (QOC)
- Ministry of Culture & Sports (MCS)
- Ministry of Transport & Communication (MOTC)
- Event Organizers



OWNER AND SECTOR

Owner Supreme Committee for Delivery & Legacy (SC)
Sector Sports



BUDGET ACROSS AUGMENTED AND VIRTUAL (AR/VR) ECOSYSTEM

The Qatar market for AR/VR is projected to reach **USD 49 million** by 2022, at a compound annual growth rate (CAGR) of 36% from 2019 to 2022.

