



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 2022.

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 Communications & Information Technology (MCIT)



OWNER AND SECTOR

Owner Supreme Committee for Delivery & Legacy (SC)

Sector Sports



BUDGET ACROSS AUGMENTED AND VIRTUAL (AR/VR) ECOSYSTEM

The Qatar market for Augmented & Virtual Reality (AR/VR) is projected to reach **USD 63 million** by 2026, at a compound annual growth rate (CAGR) of 14% from 2022 to 2026.

