

ARTIFICIAL INTELLIGENCE FOR EVENT COMPANION APPLICATION IN SPORTS

Artificial intelligence is defined as “the theory and development of computer systems able to perform tasks that normally require human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages”

OPPORTUNITY DEFINITION | ARTIFICIAL INTELLIGENCE | EVENT COMPANION APPLICATION

This opportunity is the key digital interface for event delivery and fan experience, including tools for event information, ticketing, player engagement and stadium experience, while also offering a single unified payment solution across the full event lifecycle.

TARGET MARKET

Target Market

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

Target Users

- Sports Venues
- Tourists & Visitors
- Transport Services
- Event Organizers



KEY PROBLEM STATEMENT | NEED

Traditional and ineffective processes put in-place to govern the user journey overwhelm Sports fans attending major events, wasting a lot of their time and making access to information inconvenient. This solution is expected to streamline the fan's journey across the different stadium interaction models, while presenting data in a structured manner.



PROCUREMENT CYCLE

Identification Stage

The opportunity will be tendered in 2022.



TIMESPAN



Total duration of 3 – 4 years including implementation, testing and operations.

ADJACENT OPPORTUNITIES

- Sports Event Second Screen
- Smart Ticketing Platform
- Fan Chatbot

STAKEHOLDERS

- Supreme Committee for Delivery & Legacy (SC)
- Ministry of Communications & Information Technology (MCIT)
- Qatar Tourism Authority (QTA)
- Ministry of Culture & Sports (MCS)
- Qatar Museums



OWNER AND SECTOR

Owner Supreme Committee for Delivery & Legacy (SC)

Sector Sports & Logistics



BUDGET ACROSS ARTIFICIAL INTELLIGENCE ECOSYSTEM

The Qatar market for Artificial Intelligence (AI) is projected to reach **USD 59 million** by 2026, at a compound annual growth rate (CAGR) of 17% from 2022 to 2026.

