

iSPORTiSTiCS Named the Official Sports Video AI Partner of the University of Michigan Sports Business Conference (MSBC)

The virtual event will count on iSPORTiSTiCS as a Recruiting and Business Case Partner, and to air "Michigan's Top Historic Plays, through the lenses of AI"



Kirkland, Oct 13, 2020 (Issuewire.com) - iSPORTiSTiCS, the AI smart sports video platform (SSVP), today announced its partnership with the [Michigan Sport Business Conference \(MSBC\)](#), to take place from the 21st to the 23rd of October, in an online format. iSPORTiSTiCS became the Official Sports Video AI Partner for the conference, and it is also a Recruiting and Business Case Partner. iSPORTiSTiCS joins a selected group of prominent brands supporting MSBC, including Morgan Stanley, Kellogg's, Miami Dolphins, Whistle Sports, Oak View Group, and Phoenix Sports Partners.

The University of Michigan has a proven record of forming referential leaders in academic and athletic spheres - and is the berth to alumni that reached celebrity status in sports and business. On the heels of such reputation, the MSBC has been bringing prominent leaders in the sports industry to connect with students - the future leaders in the space. Running yearly since 2012, this is the first time the event will go online. Without the traditional inclusion of a live football match, the event will still bring sports watching into the conference. MSBC will air "Michigan's Top Historic Plays, Through the Lenses of AI", Powered by iSPORTiSTiCS.

The University of Michigan Boasts a History of High-Performance in Sports and Business, with Accomplished Athletes and Leaders

The University of Michigan is a world-class institution, advancing research and education on a number of fields, and listing several Nobel Prize winners. When it comes to sport, the school also has a record of dynasty building achievement. U-M's rich athletics tradition began in 1865 and continues to this day with the Wolverines claiming more than 50 national championships in 12 sports. The school is linked to accomplished celebrity athletes like Tom Brady, Chris Webber, Meryl Davis, Michael Phelps, and Gustavo Borges. The University of Michigan also has a vast and influential network of alumni leading functions in organizations that shape sports business, like ESPN, Nike, Endeavor, Barstool, leagues like the NFL, NBA, NLL, and many professional teams.

The Michigan Sport Business Conference (MSBC) has been running every fall since in 2012. The event has brought prominent leaders to discuss cutting edge topics developing and affecting the sports business around the World. This year's keynote speaker will be Joe Tsai, Executive Vice Chairman of the Alibaba Group, in a conversation with Jessica Berman, Deputy Commissioner, National Lacrosse League. Panels will discuss hot topics in advertising, betting, Esports, entrepreneurship and the case for launching NHL's Seattle Kraken / Climate Pledge Arena.

"You gotta love the MSBC format!" said Vini Gholmie, Founder and co-CEO of iSPORTiSTiCS, "The conference brings students, the future leaders in sports, to hear directly from today's influencers - about their contributions to technology innovation and business best practices."

MSBC to Air "*Michigan's Top Historic Plays, Through the Lenses of AI*", Powered by iSPORTiSTiCS

In past years, the MSBC was timed so participants, students and alumni could enjoy a trip to the Michigan Stadium, The Big House, to watch some football, as part of the event program. This year, however, as the first time running in an online format, the conference will not include that awaited tradition.

"In our minds, in the organizing committee, we figured there had to be a way to bring the element of sports watching back into the conference, even in this online format," said Joshua Abramowitz,

Co-President at Michigan Sport Business Conference. "So we talked to iSPORTiSTiCS and they put their technology to work. The result: we will air, throughout the day, clips with top plays in Michigan's sports history, ranked according to AI."

iSPORTiSTiCS is a Smart Sports Video Platform (SSVP), with AI and computer vision technology that can see and understand what happens in sports videos. The algorithms detect athletes, courts, lines, motion, audio and more. The platform then generates automated highlights, auto-framing, and can also insert ads and graphics, as well as statistical and tactical analysis. It all works even with conventional cameras, without the need for complex and expensive equipment.

To generate the historic highlights, an extensive collection of public domain videos was put through the calibrated AI algorithms. This is yet one more example of how iSPORTiSTiCS has supported clients even during the sports hiatus - helping producers quickly remix historic video collections and enhance outputs with motion graphics and tactical analysis.

"We expect there will be controversy about the picks," said Alberto Sutton, Head of North America Business Development. "Just look at the amazing history of success UMich has. Trying to get 100, 1000

best moments would already be ambitious, let alone just this handful. We welcome the debate. More importantly, we wanted event participants to get their dose of Wolverines sports, watch historic plays and

Remember how they felt watching when it all happened."

iSPORTiSTiCS to Host a Business Case Competition and Recruiting Booth

iSPORTiSTiCS has also been awarded the status of Recruiting and Business Case Partner at MSBC. The company will host a virtual booth to meet participants and answer questions.

"iSPORTiSTiCS is growing and we are always looking for talent," said Rafael Vieira, Founder and co-CEO of iSPORTiSTiCS. "We look forward to the connections we can make at MSBC, with current and future leaders shaping the sports industry."

The business case competition will run throughout the week prior to the event and culminate with the contesting teams presenting to judges during the conference.

"What I like about the iSPORTiSTiCS case contest is that it will prompt students to tackle a real question, a real go-to-market decision, that the company is dealing with, right now," said Jason Lansing

Vice President of Partnerships. "Our MSBC organizing committee, we are all just thrilled to be working with iSPORTiSTiCS on all these partnership fronts: as our Official Sports Video AI Partner, and also as a Recruiting and Business Case Partner."

Registrations to MSBC are already open!

To learn more, and register to MSBC (Oct 21-23), please visit umsbc.com/. And to connect with iSPORTiSTiCS, please visit the company's event virtual booth and website at isportistics.com

About iSPORTiSTiCS

iSPORTiSTiCS is a smart sports video platform (SSVP), bringing AI technology to the world of sports video content. Leagues, federations, clubs, broadcasters, and OTT channels use it to monetize content, engage fans and expand audiences. The best way to describe it is to show it. Check out this clip (vimeo.com/368621130). It shows computer vision algorithms detecting athletes, courts, motion, audio and more. The technology then formats video outputs - with automated highlights, auto-framing, augmented tags, ads and graphics insertion, as well as statistical and tactical analysis. It all works even with conventional camera equipment, without the need for complex and costly infrastructure. Cool, right? Let's connect via isportistics.com, [@isportistics](https://twitter.com/isportistics), [linkedin.com/company/isportistics](https://www.linkedin.com/company/isportistics)

About the Michigan Sport Business Conference (MSBC), at University of Michigan

The Michigan Sport Business Conference (MSBC) has been running every fall since in 2012, organized by students in the Stephen M. Ross School of Business and School of Kinesiology's Sport Management - of the University of Michigan, in Ann Arbor, MI. The MSBC strives to inspire creativity and innovation in the sports industry and to empower the next generation of leaders in sports, media and entertainment. The conference connects current and future professionals and organizations. The event has brought prominent leaders to discuss cutting edge topics developing and affecting the sports business around the World. Find more and register at umsbc.com/, [@UMSBC](https://twitter.com/UMSBC), [#MSBC2020](https://www.facebook.com/UMSBC), [linkedin.com/company/umsbc](https://www.linkedin.com/company/umsbc)

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