

Frankfurt, February 28, 2020

SportsInnovation 2020: Programme and partnerships

A few weeks before SportsInnovation 2020, the programme of the event is now publicly available. SportsInnovation is the platform for innovative technologies you can touch and the ideal meeting point for specialists to exchange information on the latest developments in the industry.

SportsInnovation 2020 (SI 2020), organized by Messe Düsseldorf in partnership with the DFL Deutsche Fußball Liga, which takes place from 25 to 26 March in the MERKUR SPIEL-ARENA in Düsseldorf, also offers the international sport and media industry an attractive supporting programme, including live matches, showcases and panel discussions that provide a great opportunity to actively shape the future. Scottish football commentator Derek Rae, who works for FOX and NBC among others, hosts the programme.

The SportsInnovation 2020 programme overview is now available here:

www.sportsinnovation.de/en/Visitors/Program_2020

New partnerships

The idea behind SportsInnovation, namely to present every technology you need to host and accompany a first-class sports event in the media, has convinced more companies in the sports industry to take part after the successful premiere in 2018.

Nine companies and start-ups will attend Sportsinnovation 2020 at the Israeli joint booth, aptly titled the "Israel Innovation Zone". The booth is the result of the cooperation between the Israel Economic and Trade Mission in Munich and the Israel Export and International Cooperation Institute.

Doron Hemo, Head of the Economic and Trade Mission at the Israeli consulate general is delighted by the idea. *"SportsInnovation's format – less a trade fair or congress and more a technology park you can touch – provides the ideal opportunity for our companies to present their innovative technologies."*

At a national level, four other German professional leagues will be taking part besides the DFL. These include the Liqui Moly Handball Bundesliga (HBL), the Easy Credit Basketball Bundesliga (BBL), the Deutsche Eishockey Liga (DEL), which together with the DFL form the "Initiative Profisport Deutschland" and the Deutsche Volleyball Bundesliga (DVL).

Range of exhibitors continues to grow

More than 60 exhibitors have already registered for SportsInnovation 2020 and ensure a diverse portfolio of state-of-the-art technologies in the fields of Broadcasting, Matches & Tournaments as well as Match Analysis and Stadium Experience. The aspect of "digital services" is frequently found in all four main topics - including streaming solutions, apps and cloud-based Microservices.

"At SportsInnovation, we will showcase how we can help the sports industry provide new and innovative services. We will be bringing 5G to the trade fair and, together with our partner DFL, will present a 5G-based augmented reality app for stadium visitors," says Michael Reinartz, Director Consumer Services & Innovation at Vodafone Germany, delighted.

To access the SportsInnovation 2020 exhibitor and product databases, click [here](#).

The following provides an overview of the focal points at SportsInnovation 2020:

- **Broadcasting:** Live broadcast technologies; enhancing and transmitting signals; Media Asset Management systems (MAM).
- **Stadium Experience:** Fan entertainment; applications and advertising media; ticketing; payment systems; safety, security and technology like streaming solutions, apps and cloud-based Microservices.
- **Match Analysis:** Data collection, enhancement and visualisation; electronic recording systems; evaluation of performance, position and vital data.
- **Matches & Tournaments:** Radio systems; goal-line technology and video referee systems; sports medicine and physiotherapy; equipment and appliances as well as E-Sports.

For further information on SportsInnovation 2020, please visit

www.sportsinnovation.de/en/Home_1

About SportsInnovation

SportsInnovation is a joint event of Messe Düsseldorf and its partners, the DFL Deutsche Fußball Liga, the DFL subsidiary Sportcast and Gold Sponsor Deltatre.

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SportsInnovation 2020

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