Nobody Remembers the Gate: How Sports Rebuilt the Fan Experience Around Credentials, AI and the Keepsake

A Gramercy Tech white paper on the US mega-event cycle, 2024 to 2028

Summary

The biggest crowd at the 2026 World Cup was outside the stadium. More than 9 million people went to FIFA Fan Festivals, about 2 million more than attended matches. Seven weeks before kickoff, 805,000 people showed up in Pittsburgh to watch names get read from a stage at the NFL Draft. Sport has learned what many event teams are still figuring out: the experience around the event is the event.

Behind that shift sits a new stack. The badge has become an identity system. AI has moved from the control room to the fan's phone. And the activations people line up for all hand them something personal to keep. This paper maps how that happened between 2024 and 2026, what the US mega-event run through LA28 will demand next, and why brand sponsors, not leagues, are the buyers to watch.

- **The crowd moved outside.** 9 million+ at World Cup Fan Festivals versus about 7 million at matches. 805,000 at the 2026 NFL Draft.
- **The badge got smarter, not obsolete.** Paris 2024 issued 640,000+ accreditations. The NFL enrolled 250,000+ credential holders in facial authentication across all 32 teams. Every program still kept the printed credential as the universal fallback.
- **AI walked out of the back office.** Milano Cortina 2026 introduced the first official large language model at an Olympics. LA28 has Google Gemini in its founding partnership. 54% of fans already use AI tools for sports information.
- **The keepsake wins the line.** Super Bowl LX's busiest booths were a personalized print shop, an AI sketch robot and a video of each fan's own touchdown dance.
- **Sponsors hold the budget.** Sports sponsorship is the largest US experiential category at $16.98 billion, and brands, not leagues, own the activation.
- **Trust sets the speed limit.** 57% of fans worry technology dilutes the authenticity of sport. Biometric law and EU AI rules will decide what scales.

The playbook is clear. Connect the credential, the gate, the activation and the keepsake into one journey, and give every fan something worth taking home. Sport is proving it at the scale of millions. Enterprise events are next.

Market context: fans are back, and they expect the venue to know them

Live attendance is growing again, and the people driving the growth are the ones who expect the most from venue technology. In the US, sports event attendance rose 3% in 2024 over 2023, with half of that gain coming from women's sports (Two Circles, cited by Capgemini). Globally, the share of fans who often attend in person climbed from 34% in 2023 to 37% in 2025, led by Gen Z and millennials.

Fans are paying more for the privilege. Admission prices for sporting events jumped 22% year over year in May 2024, which raises the bar for every touchpoint between the parking lot and the seat. Venue owners are responding with capital: the global smart stadium market is projected to grow from $19.6 billion in 2024 to $41.7 billion by 2029.

The 2026 FIFA World Cup reset the scale of what a US-hosted event looks like. Roughly seven million spectators attended matches, and more than nine million more visited official Fan Festival sites (Inside World Football). The crowd outside the stadium was larger than the crowd inside it.

Indicator	Value	Period	Source
US sports attendance growth	+3%	2024 vs 2023	Capgemini Research Institute
Fans who often attend in person (global)	37%, up from 34%	2025 vs 2023	Capgemini Research Institute
Sporting event admission price change	+22%	May 2024, YoY	Capgemini Research Institute
Global smart stadium market	$19.6B to $41.7B	2024 to 2029	Capgemini Research Institute
Venues planning cashierless concessions	47%	2025 plans	Verizon and Stadium Tech Report
FIFA World Cup 2026 Fan Festival visitors	9,017,000+	June to July 2026	FIFA

Credentialing and print: the badge became the front end of a data system

The printed credential is not disappearing at sporting events. It is being rebuilt as the visible layer of an identity and access system, with biometrics and mobile credentials running alongside it. The scale is the story: Paris 2024 issued and managed more than 400,000 Olympic

accreditations and 240,000 Paralympic accreditations, and recorded 3.7 million access-control scans across the two Games (The Sports Examiner, reporting Atos results).

The physical credential still carries the trust

At the Olympics, the credential doubles as an identity document. The Paris 2024 Olympic Identity and Accreditation Card was a printed plastic card on a branded lanyard with a photo and a security hologram (Olympic Museum). Press cards were pre-validated and mailed from May 2024, so the printing and fulfillment window opened months before the first event (IOC).

The 2026 FIFA World Cup ran the same playbook across three countries. Media accreditation opened January 26, 2026 and closed March 31, 2026, with written press and photographer quotas distributed through a Quota Management System (Graphic Online). The Fan Festivals alone accredited more than 22,332 media representatives, reporters and influencers (FIFA).

Host cities bought accreditation as a service

FIFA's hiring shows how operational this work has become. Regional accreditation managers were responsible for fully equipped Accreditation Centers and for managing consumable stock, the card and ribbon supplies that keep printers running (TeamWork Online). Boston's host committee contracted a separate accreditation vendor for its Fan Festival and required it to integrate with the event management company so credentials matched the site's access design and security policy (GoFractional).

Biometrics moved from pilot to league standard

The NFL made facial authentication standard for credentialed staff, media and vendors across all 32 teams in the 2024 season, after a six-stadium pilot in 2023 (The Record). By December 2024, provider Wicket reported more than 250,000 enrolled credential holders, over 1 million matched credentialing decisions and 650+ devices in use (Wicket). The system is opt-in, with traditional entry kept as an alternative.

MLB took the same idea to the fan gate. Go-Ahead Entry, built on NEC gate technology, expanded in 2024 to the Giants, Astros and Nationals alongside the Phillies (Stadium Tech Report). The Brewers and Twins added it for 2025, with fans enrolling by uploading a selfie to the MLB Ballpark app (MLB.com). In Cleveland, 35,000 Browns fans enrolled and more than 10,000 entered by face on an average 2023 game day (ASIS Security Management).

Fans are split but open. Roughly half (49%) of fans surveyed in 2025 said facial recognition entry is useful to them (Capgemini Research Institute).

What this means for the badge

Three patterns now define sports credentialing:

- **Hybrid by default.** Printed credentials, mobile passes and biometric enrollment coexist, because every major program keeps an opt-out path.
- **Credential as data record.** The card is the output of a vetting, quota and access-zone workflow. The value sits in the system behind the print.

- **Crossover to conferences.** Wicket opened a credentialing webhook in late 2024 so third parties can bring stadium-grade facial check-in to conference registration and session scanning (Wicket). Sports is now a proving ground for corporate event entry.

AI at sporting events: from back-of-house tool to fan-facing product

AI is now working at every layer of a sporting event: the gate, the concourse, the broadcast and the phone in the fan's hand. Fans are ahead of many organizers. In a 2025 survey of 12,017 fans across 11 countries, 54% said they had switched from traditional search to AI tools for sports information, and 59% said they trust AI-generated sports content (Capgemini Research Institute).

What fans say they want

Fan expectation (2025 survey)	Share of fans
Want player performance metrics during matches	70%
Want AI to aggregate all sports info in one place	67%
Want AI-personalized sports content	64%
Want to compete virtually against a pro during a live game	63%
Want real-time personalized highlight reels	56%
Would pay a premium (about 8%) for AI-enhanced viewing	27%

Source: Capgemini Research Institute, Beyond the game (2025).

Venue operations and commerce

The most practical AI in US venues removes friction. Cashierless, computer-vision concessions are moving into the mainstream, with AiFi running a cashierless store at State Farm Arena and Amazon's Just Walk Out operating in NFL stadiums (Foley & Lardner, 2026). Verizon's 2025 stadium connectivity report flagged a sharp rise in generative AI adoption inside venue operations. Foley's forecast for 2026 to 2028 is that generative AI becomes the venue's "experience router," not a trivia chatbot.

Personalization and content

Leagues are using AI to turn each fan's behavior into personal content. The NFL and Adobe expanded their partnership in 2025 so fans can create team-themed content with Adobe Express and Firefly, and so the NFL OnePass app can serve tailored highlights and offers (Capgemini Research Institute). The ICC's Champions Trophy 2025 sent every fan a personalized recap of their predictions and votes after the tournament, a digital souvenir built from their own participation.

The Olympic benchmark

Milano Cortina 2026 set the global marker. The IOC announced the first official large language model in Olympic history, built on Alibaba's Qwen, powering an Olympic AI Assistant for fans and supporting Games operations (China Daily). Olympic Broadcasting Services added AI-driven 360-degree replays, real-time curling stone tracking and automated clipping of highlight moments (Dealroom, summarizing Wired). Inside the Athletes' Village, an AI pin-trading station using gesture and speech recognition became a social hub, turning an old Olympic ritual into an interactive experience (Daily News Botswana).

Security and crowd safety

Paris 2024 was the first large-scale legal test of AI video surveillance in the EU. France's 2023 Olympic Games Law authorized algorithmic analysis of camera feeds to flag eight event types, including crowd surges, abandoned objects and a person on the ground, while excluding facial recognition (Swissinfo, Reuters). The IOC also ran an AI system monitoring social media in 35+ languages to flag abuse aimed at athletes before they saw it (Capgemini Research Institute).

Experiential: the fan festival is now the main event

The biggest crowds in US sport now gather outside the stadium. The 2026 NFL Draft in Pittsburgh drew a record 805,000 attendees over three days, beating Detroit's 775,000 from 2024, and Washington, D.C. is targeting one million in 2027 (Fox News Outkick). Some reporting notes the count includes repeat entries to the perimeter (The Ticketing Business), which itself shows how much these sites depend on access and counting technology.

The same shift played out at the World Cup. FIFA Fan Festivals operated for a combined 348 days across 13 host cities, screened all 104 matches, and hosted more than 873 musical acts (Fox 5 Atlanta, citing FIFA). Content captured at the festivals earned 811 million video views across 200 posts on FIFA channels (FIFA). The festival was a media engine as much as a gathering.

What leading activations have in common

The strongest sports activations of 2025 and 2026 share four traits:

- **A personal artifact to take home.** At the Super Bowl LX Experience in San Francisco, the Visa Print Shop let fans build a personalized gameday poster with their chosen chant, an airbrushed name or team, and San Francisco stamps (Event Marketer). The Brewers opened a "Customization Corner" for personalized jerseys at American Family Field in 2025 (MLB.com).
- **AI that makes the fan the subject.** Toyota's Touchdown Drive at Super Bowl LX used an AI sketch robot to draw each fan's game face, and captured touchdown dances as videos delivered to fans' phones (Event Marketer).
- **A thread to the broadcast campaign.** Event Marketer flagged a clear 2026 trend: brands like Rocket Mortgage, Uber Eats and Novartis built activations that extended their Super Bowl commercials into physical space.
- **Immersive media at city scale.** Outfront Media's exclusive deal with the Bay Area Host Committee for Super Bowl LX and the World Cup offered brands projection mapping,

drone shows, 360-degree domes and activations built with generative AI and AR (Sixteen:Nine).

Participation over spectacle

Fans want to be in the moment, not just near it. 63% of fans say they would like to compete virtually against a well-known player during a live game (Capgemini Research Institute). The same research found that more than half worry that excessive technology dilutes the authenticity of live sport. The winning formula puts the fan at the center and keeps the technology out of the way.

US case studies: a once-in-a-generation run of mega-events

The US is in the middle of an unbroken sequence of global events, from Super Bowl LX and the World Cup in 2026 to the LA28 Olympic and Paralympic Games. Each one is raising expectations for credentialing, AI and fan experience that will carry into corporate and B2B events.

Event	When	Scale	What stood out
FIFA World Cup 2026	June 11 to July 19, 2026	About 7M at matches; 9M+ at Fan Festivals	13 host-city festivals with separate accreditation programs; 22,332+ festival media accredited
2026 NFL Draft, Pittsburgh	April 23 to 25, 2026	805,000 attendees (league count)	Record Round 1 crowd of 320,000; Fanatics reported record draft merchandise sales
Super Bowl LX Experience, San Francisco	February 3 to 7, 2026	Multi-floor fan fest at Moscone Center	Personalized print shop, AI sketch robot, broadcast-linked brand activations
NFL league-wide facial credentialing	2024 season onward	32 teams; 250,000+ enrolled	Largest facial biometric deployment in sports to date, per the vendor
MLB Go-Ahead Entry	2024 to 2025 expansion	About seven ballparks by early 2025	Opt-in, selfie-based hands-free entry for ticketed fans
LA28 Olympic and Paralympic Games	July 2028	70,000+ volunteers and workers expected	Google Cloud as official cloud provider with Gemini and AI Mode; Rapiscan

Event	When	Scale	What stood out
			named for AI-enabled screening and access control

FIFA World Cup 2026: accreditation at continental scale

The World Cup proved that accreditation is now a distributed operation, not a single desk. FIFA ran central media and stakeholder accreditation, while each host city procured its own Fan Festival accreditation vendor and integrated it with local security and site design. It also showed the political exposure of credential data. In Los Angeles, labor and immigrant rights groups challenged the personal information FIFA required from SoFi Stadium workers, and a complaint alleged violations of the California Consumer Privacy Act (NBC Los Angeles).

Super Bowl LX: the activation as souvenir factory

The Super Bowl LX Experience is a useful template for any branded event. The activations that drew lines produced something personal: a printed poster, a robot-drawn portrait, a video of a fan's own touchdown dance (Event Marketer). The team that owns that output, from capture to print to delivery, owns the memory.

LA28: AI is in the founding contract

LA28 is the first Olympic organizer to sign AI as part of a top-tier founding partnership. Google will provide cloud infrastructure, Gemini and AI Mode in Search to support Games operations and fan discovery during NBCUniversal's coverage (Google). Rapiscan will supply AI-enabled screening hardware and access control technology (LA28). Expect LA28 to define the US standard for AI-assisted entry and fan service through the end of the decade.

Global view: Europe sets the rules, the Olympics set the benchmark

Outside the US, the pattern is the same but the regulatory frame is tighter. European events have proven AI at scale while operating under GDPR and, increasingly, the EU AI Act. That makes them the best preview of the constraints US organizers will eventually face.

Event or market	Year	Technology milestone
Milano Cortina Winter Olympics	2026	First large language model at an Olympics (Alibaba Qwen); cloud broadcasting as standard; AI tagging of 8+ petabytes of archive footage
Wimbledon	2025	Electronic line calling replaced roughly 300 line judges on all 18 courts; IBM watsonx powered Match Chat and live Likelihood to Win

Event or market	Year	Technology milestone
Paris Olympic and Paralympic Games	2024	640,000+ accreditations; 3.7M access scans; 18M app downloads; 45,000 volunteers selected from 300,000+ applications
Paris 2024 security	2024	First legal framework for algorithmic video surveillance at major events in France
European football stadiums	2024	Privacy International found 25 of the top 100 soccer stadiums already using facial recognition
Prince Moulay Abdellah Stadium, Rabat	2025	Smart crowd-management technology, ahead of Morocco's co-hosting of the 2030 World Cup

Paris 2024 proved accreditation scale

Paris remains the reference point for credentialing volume. The Games issued more than 400,000 Olympic and 240,000 Paralympic accreditations and processed 3.7 million access-control scans, all coordinated by IOC technology partner Atos (The Sports Examiner). Venues were equipped with IoT sensors, Wi-Fi and 5G so fans could pull live stats, replays and athlete information (Capgemini Research Institute).

Milano Cortina 2026 made AI the headline

The IOC framed Milano Cortina as its most intelligent Games. AI-powered Olympic Assistants built on Alibaba's Qwen served both fans and Olympic organizations, and the same technology now powers personalized AI audio guides at the Olympic Museum in Lausanne (Context.ph). Omega deployed a ring of 14 8K cameras in figure skating that feeds an AI model measuring airtime, jump height and blade angle (Interesting Engineering).

Tennis showed AI can replace a tradition

Wimbledon's 2025 move to electronic line calling ended a 148-year tradition of human line judges (Technology Magazine). On the fan side, IBM's Match Chat let fans ask an AI assistant questions in real time during live singles matches. The lesson for organizers: when AI is accurate and visible, even the most traditional audiences accept it.

Challenges: trust is the constraint, not technology

The technology works. What slows adoption is trust: in how identity data is collected, how AI is used, and whether the experience still feels human. Four risks stand out for 2026 and beyond.

1. Biometric and credential data is a legal and reputational exposure

US rules remain a patchwork. Illinois amended its Biometric Information Privacy Act in August 2024 so damages accrue per person rather than per scan, and added electronic consent (Davis Wright Tremaine). In April 2026 the Seventh Circuit held the amendment applies retroactively, though BIPA litigation risk remains (Sidley Austin). Civil liberties advocates have called for stadium facial recognition to be opt-in only, with a convenient alternative, prompt deletion and no sharing with law enforcement absent a warrant (The Register).

Credentialing data is also political. The World Cup accreditation dispute in Los Angeles showed that the personal information collected to print a worker's badge can become a public controversy (NBC Los Angeles).

2. AI surveillance faces stricter limits abroad

France's Olympic algorithmic video surveillance came with tight conditions. The Paris police commissioner had to end the authorization immediately if the conditions justifying it lapsed, and the presence of monitoring cameras had to be signposted for the public (BCLP). The program also sits alongside the EU AI Act's transparency obligations. Global organizers must design for the strictest regime they operate in.

3. Fans fear too much technology

In Capgemini's 2025 survey, 57% of fans agreed excessive technology could compromise the authenticity of sport, and 53% said overuse has diminished the fun of live viewing (Capgemini Research Institute). Many fans also cannot say what data is collected from them or how long it is kept. Technology that is invisible and optional performs better than technology that demands attention.

4. Integration is harder than deployment

Mega-events now run accreditation through central systems, host-city vendors, security partners and event management companies at once. Boston's World Cup host committee had to integrate its accreditation vendor with the event management company so credentials matched the site access design and security policy (GoFractional). Every hand-off is a point where data, print stock or access rules can fall out of sync.

The sponsor angle: brands buy the experience, not the league

Leagues and organizing committees run the gates. Brands run the moments fans remember. Sponsorship rights buy a brand access to the audience, but the activation is where that access turns into participation, content and data, and the activation is the part the brand owns and budgets for itself.

That budget is large and growing. Global experiential marketing spending rose 8.3% to $138.94 billion in 2025 and is forecast to grow 10.3% in 2026, with Olympic and World Cup sponsors named as a key driver (Inside Radio, citing PQ Media).

Indicator (PQ Media, 2025)	Value
Global experiential marketing spend	$138.94B, up 8.3%

Indicator (PQ Media, 2025)	Value
Forecast global growth, 2026	+10.3%
US sports sponsorships, largest US experiential category	$16.98B
US sports and entertainment events	$9.48B
US B2B experiential growth	+10.3%, faster than B2C

Source: Inside Radio, citing PQ Media's Global B2C and B2B Experiential Marketing Forecast 2026 to 2030.

What sponsors need that the league does not provide

- **An activation that earns the line.** At Super Bowl LX, the crowded sponsor booths produced something personal: Visa's custom print shop, Toyota's AI sketch robot and touchdown-dance videos (Event Marketer).
- **A physical extension of the media buy.** Rocket Mortgage, Uber Eats and Novartis built Super Bowl LX activations that brought their TV commercials into physical space. Sponsors want the experience to carry the campaign.
- **Content at scale.** FIFA Fan Festival content earned 811 million video views across 200 posts (FIFA). Every AI portrait or personalized print a fan shares extends the sponsor's reach.
- **First-party data the brand keeps.** League apps and ticketing capture the fan for the rights holder. An opt-in sponsor activation is one of the few places a brand captures engagement data of its own.
- **A B2B program around the consumer moment.** US B2B experiential spend grew faster than B2C in 2025. Sponsors use mega-events to host customers, partners and employees, which is Gramercy Tech's core enterprise business.

Outlook and recommendations

Between now and LA28, the winning sports events will treat credentialing, AI and experience as one connected fan journey rather than three separate vendor contracts. The badge, the gate, the activation and the souvenir all draw on the same identity and the same data, and the organizers who connect them will own the relationship with the fan.

Five moves for event organizers

1. **Design hybrid entry.** Offer biometric or mobile fast lanes, but keep a printed credential path for every audience. Opt-in is now the industry norm, from the NFL to MLB.
2. **Treat print as a data output.** On-demand badge and credential printing should pull from the same registration record that drives access zones, so a change in status updates the card, the scanner and the app at once.
3. **Put AI where it removes friction or creates a keepsake.** The highest-value uses in 2025 and 2026 were faster entry, cashierless concessions, and AI-generated portraits, sketches and personal recaps fans could take home.

4. **Build the privacy case into the experience.** Publish what is collected, how long it is kept and who sees it. Design for the strictest regime you operate in, whether that is GDPR, the EU AI Act or Illinois BIPA.
5. **Measure participation, not just attendance.** The Fan Festival and NFL Draft numbers show that the crowd outside the venue is now the larger audience. Count who engaged, created and shared, not just who walked through the perimeter.

Where Gramercy Tech fits

Gramercy Tech already runs the full stack these trends describe, from arrival to activation, for enterprise brands such as UPS, Google and Delta. The table maps each stage of the sports fan journey to the relevant Gramercy Tech capability.

Fan journey stage	Trend in sport (2024 to 2026)	Gramercy Tech capability
Registration and accreditation	Quota systems, vetting, host-city vendors	GXP platform and GXP Connect
Arrival and check-in	Hybrid biometric, mobile and printed entry	Arrival for check-in; Print for on-demand badges and credentials
Access and session control	Zone-based scanning at scale	Scan
Wayfinding and information	AI assistants and in-app guides	Guide
Fan activation	AI portraits, sketches and personalized prints	Prism (AI portrait), Sketch (AI drawing), Canvas (AI image generation), Mosaic
Participation and gamification	Fans want to compete and play, not watch	Seek, a Google Gemini-powered AI scavenger hunt

The proof point that travels best from corporate events to sport is participation. At UPS, Seek drove about 35% attendee participation with zero manual adjudications, and the platform won Best AI for Attendee Engagement at the Event Technology Awards AI Edition. Sports organizers are chasing exactly that outcome: fans who take part, create something personal and leave with it.

Sources

All sources were published between 2024 and October 2026. Survey and attendance figures are as reported by each source.

Source	Publisher	Published	Used for
PQ Media: US leads global experiential marketing growth	Inside Radio (citing PQ Media)	June 2026	Experiential and sports sponsorship spend
LA28 prepares to open Games-time volunteer applications	LA28	June 2026	Delta founding partnership and Volunteer Program
Google to power LA28 with cloud infrastructure, AI tools	Ada Derana (Reuters)	October 2025	LA28 founding partner roster; 70,000+ volunteers and workers
Google signs on with LA28 as Founding Partner	The Sports Examiner	October 2025	LA28 technology partners and supporters
Fan Festival extends historic World Cup 2026 experience	FIFA	July 2026	Fan Festival attendance, media accreditation, video views
FIFA Fan Festival: Record 9M fans	Fox 5 Atlanta	July 2026	Festival operating days, musical acts
Fan Festivals a hit as nine million attend	Inside World Football	July 2026	Match versus festival attendance
Pittsburgh breaks NFL Draft attendance record	Fox News Outkick	April 2026	NFL Draft attendance
Pittsburgh sets NFL Draft attendance record	Pittsburgh Steelers	April 2026	NFL Draft attendance
Pittsburgh sets attendance record for 2026 NFL Draft	The Ticketing Business	April 2026	Counting methodology caveat
Top 12 Activations at Super Bowl LX Experience	Event Marketer	February 2026	Super Bowl LX activations
Outfront secures Bay Area deal	Sixteen:Nine	August 2025	Super Bowl LX and World Cup experiential media

Source	Publisher	Published	Used for
Immigrant rights groups to rally outside FIFA offices	NBC Los Angeles	2026	World Cup accreditation privacy dispute
World Cup 2026 media accreditation opened	Graphic Online	January 2026	FIFA media accreditation timeline and quotas
Accreditations Regional Operations Manager, FWC26	TeamWork Online	2025	FIFA accreditation center operations
Senior Manager, Accreditation and Access Management	GoFractional (Boston 2026)	2026	Host-city accreditation vendor integration
Paris 2024: Atos access control results	The Sports Examiner	2024	Paris 2024 accreditation and scan volumes
Paris 2024 press accreditation	IOC	2024	Paris 2024 credential fulfillment
Paris 2024 identity and accreditation card	The Olympic Museum	2024 Games artifact	Physical credential design
NFL to roll out facial authentication league-wide	The Record	August 2024	NFL facial credentialing rollout
What's New with Wicket, December 2024	Wicket	December 2024	NFL enrollment and scan volumes; conference webhook
NFL stadiums to use facial recognition	ASIS Security Management	August 2024	Cleveland Browns fan enrollment
NFL to begin using face scanning tech	The Register	August 2024	Civil liberties safeguards
Stadium entry coverage	Stadium Tech Report	2024	MLB Go-Ahead Entry expansion
What's new at American Family Field in 2025	MLB.com	February 2025	Go-Ahead Entry; jersey Customization Corner

Source	Publisher	Published	Used for
Beyond the game: AI-powered sports engagement	Capgemini Research Institute	July 2025	Fan survey data, attendance trends, smart stadium market
Stadium Technology in 2026	Foley & Lardner	June 2026	Cashierless concessions, generative AI in venues
5 ways to boost the stadium fan experience	Verizon	2024	Cashierless concession plans
Alibaba's Qwen powers Milan Winter Olympics	China Daily	February 2026	First Olympic LLM
AI takes centre stage at Milano Cortina 2026	Context.ph	February 2026	Olympic Assistants, archive AI
AI, cloud tech and FPV drones at 2026 Winter Olympics	Dealroom (summarizing Wired)	February 2026	Olympic broadcast AI
AI has come to the Olympics	Interesting Engineering	February 2026	Omega AI camera systems
How Chinese elements shine at Milan-Cortina	Daily News Botswana (Xinhua)	February 2026	AI pin-trading station
The year that tech changed Wimbledon	Technology Magazine	2025	Electronic line calling, IBM Match Chat
Explainer: How France plans to use AI to keep Paris 2024 safe	Swissinfo (Reuters)	2024	Paris 2024 AI surveillance scope
Algorithmic surveillance takes the stage at the Paris Olympics	Lawfare	August 2024	Paris 2024 legal framework
AI surveillance and data privacy at the Games	BCLP	September 2024	Paris 2024 safeguards, EU AI Act

Source	Publisher	Published	Used for
Google joins LA28, Team USA and NBCUniversal	Google	October 2025	LA28 AI and cloud partnership
Rapiscan named LA28 official provider	LA28	2026	LA28 AI-enabled screening and access control
Illinois revises biometrics law	Davis Wright Tremaine	August 2024	BIPA amendment
Seventh Circuit holds BIPA amendment retroactive	Sidley Austin	April 2026	BIPA litigation outlook