

SUCCESS CASE

AN AI-DRIVEN DATA REVOLUTION

How LALIGA harnessed its data and
levelled up the competition with
Sportian's cutting-edge solutions



A data and sporting giant

Spanish premier football league LALIGA caters to billions of fans globally. But as technology advances and fan expectations rise, the league needed a strategy to stay at the forefront of sports entertainment and continually engage its audiences across the world.

“Digital transformation for LALIGA, above all, means being competitive. If we’re not competitive, we won’t be around in the next five years,” explains Javier Tebas, President, LALIGA. “The fans want a lot more today. They want to know their clubs and their heroes through social networks. But they now demand information seven days a week. They want to know what happens in between games.”

With a repository of 300 terabytes of information, 400 digital assets, and websites that serve a user base of 200 million, LALIGA needs a specialist tech partner to turn a mountain of data points into actionable insights that can be applied through generative AI, and reap the dividends for fan experience, club performance, and league reputation.

AT A GLANCE

- ◆ Achieved **30% increase** in mobile app usage
- ◆ Access to **50 new** AI-powered metrics for clubs and fans
- ◆ Applied **300 terabytes** of data through AI capabilities

“Giving fans the most cutting-edge experience deepens their loyalty, helps fill the stadiums, and instils a level of passion unseen in other sports. That’s only possible with the right technology that drives continual innovation for sports entertainment.”

JAVIER TEBAS
PRESIDENT, LALIGA



THE CHALLENGE

Wrangling data to spark league-wide transformation

Managing LALIGA’s digital ecosystem is a colossal task that requires oversight of more than 600 decisions every day — with millions of data points being gathered, interpreted, and displayed in near real-time, across multiple departments. But even this colossal intake wasn’t enough to fulfil the needs of fans, clubs, and the wider league:

LIMITED DATA USE

Underutilised data continues to result in sub-par experiences that don’t meet fan expectations.

REACTIVE, NOT PROACTIVE

Without adequate data, clubs miss out out on opportunities for improvement, from further training enhancements to better marketing strategies.

MISSED REVENUE OPPORTUNITIES

A lack of data also inhibits the league’s ability to identify and capitalise on new revenue streams.

Bringing a new, innovative level of data management to a whole league is no mean feat. Many of LALIGA’s clubs lack the budgets and resources to implement AI solutions themselves, and, in a sports ecosystem where evenly-matched competitors with similar capabilities add to the excitement, imbalance between clubs risks spoiling the fun and leaving some teams out in the cold.

To better utilise its data sources and apply ongoing, intelligent improvements that scale with its clubs, LALIGA adopted Sportian’s full suite of data evolution and AI innovation solutions.

THE SOLUTION

Accessible and innovative AI capabilities

Sportian's data evolution and AI innovation enables LALIGA to harness diverse data sources — including financial, performance, and fan information — by providing a digital platform that unifies data sets and prepares them for analytics and real-time machine learning. With innovative technologies now at its disposal, LALIGA is enhancing back-end operations, fan experiences, and on-pitch performances to ensure the league and its clubs provide state-of-the-art sports entertainment:

ELEVATING THE FAN EXPERIENCE

- ◆ AI technology provides real-time advanced insights to audiences through a fan-facing web portal, with access to 50 new performance metrics.
- ◆ Advanced models of Goal Probability, calculated within 30 seconds, now give spectators new perspectives play by play.
- ◆ Real-time match subtitles powered by AI provide dynamic insights and commentary at every moment, enabling all viewers to engage with the game on a deeper level.

EMPOWERING CLUBS AT EVERY LEVEL

- ◆ Modular AI solutions allow teams to leverage digital tools in line with their individual needs — without excessive cost.
- ◆ Advanced imaging tools capture real-time information about players. This is combined with configurable team alerts to inform on-field decisions, enabling clubs to optimise player performance and enhance overall competitiveness.
- ◆ Generative AI allows clubs without dedicated marketing departments to create and publish content automatically for greater fan engagement, without the need to scale.

UNLOCKING NEW GROWTH FOR THE LEAGUE

- ◆ Dynamic pricing intuitively adjusts ticket prices depending on factors like team performance, match significance, and fan engagement to create a more responsive approach to match attendance.
- ◆ The sponsorship value AI tool monitors how often sponsorship appears on screen, providing more concrete ROI to satisfy existing sponsors and attract new ones.
- ◆ Sportian's AI-powered language tool automatically translates streaming content to ensure that the voice of LALIGA resonates globally and creates a more accessible football experience.

“From empowering our clubs and engaging with fans on a deeper level, to raising the league's commercial and competitive standards, AI has allowed us to set a global benchmark for sports-applied innovation.”

MINERVA SANTANA
DIRECTOR OF INNOVATION, LALIGA

A more competitive league with cutting-edge sports entertainment

Powered by Sportian's data and AI capabilities, LALIGA has been able to transform fan engagement, drive revenue growth, and create new opportunities for its clubs. The league is now a global leader in technology innovation for sports entertainment, setting a precedent for other sports leagues and organisations worldwide:

INCREASINGLY IN-DEPTH AND PERSONALISED FAN EXPERIENCES

Fan-centric AI solutions ensure fans receive the experiences they want, precisely when they want them. A wealth of information, interactive content, and personalised interactions ensure LALIGA is continuing to fuel passion for the game and captivate audiences, resulting in a 30% increase in mobile app usage.

GREATER DEVELOPMENT OPPORTUNITIES FOR CLUBS

AI-powered marketing strategies and sponsorship deals have unlocked novel revenue opportunities and enabled clubs to foster new growth — without requiring more employee resources or finances.

BETTER COMPETITION AND GLOBAL IMPACT

Real-time performance analysis provides key insights for informed team decisions that elevate the overall quality of play within the league and raise the competitive bar. AI-powered decision-making has allowed LALIGA to optimise ticket pricing and secure new revenue streams. Meanwhile, automated translation services have made content readily available in 20 languages for social media teams, and expanded the league's global reach.

WHY SPORTIAN

AI technology is just one of the products and services we've developed to transform how teams, broadcasters, and fans engage with the sports they know and love. All Sportian solutions can be interconnected through its unique digital ecosystem, to help sports and entertainment organisations to improve performance, boost fan engagement, and strengthen broadcaster relationships.

To find out more about our services, get in touch.

WORK SMART IMPROVE RESULTS

