

Digital Sport

Enriching fan engagement with seamless connectivity, empowering elite coaching with real-time insights, and enhancing player wellbeing through advanced support.



Background

The UK sports industry contributes over £100bn to the economy each year, with the average fan spending more than £1,000 annually.

Despite the cost-of-living crisis, UK sports events still drew over 70 million attendees in 2024.

Coaching influences at least 20% of a team's performance—shaping a club's success on and off the field.

Meanwhile, injuries remain a costly challenge, with around 15% of players sidelined at any time, costing Premier League clubs over £40m annually.

The Challenge

The UK is home to hundreds of professional sports clubs, all competing for success—both sporting and commercial.

Those that deliver results on and off the pitch have the greatest opportunity to grow their fan base and revenue.

The Opportunity

By engaging fans, empowering coaches with insights, and protecting player welfare, clubs can harness technology for success.

Those that embrace digital innovation will gain a competitive edge on and off the pitch.

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Sheffield Hallam,
Sports Research Centre

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The Solution

dbfb, a provider of Connectivity Solutions and Digital Platforms, has built a suite of solutions to drive fan engagement, equip coaches with impactful digital tools, and protect player welfare—helping to reduce injuries and accelerate recovery time.

By placing an emphasis on enriching the fan experience, whilst maximising coaching impact, and safeguarding player wellbeing, together we can build partnerships that drive success both on and off the field.

Fan engagement



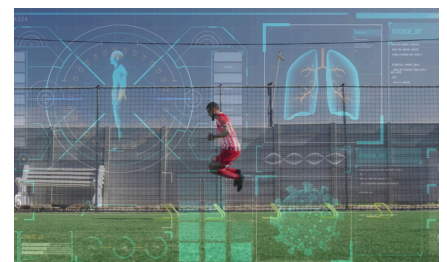
- Improving fan experience with seamless WiFi, 5G connectivity, IoT innovations - ensuring fast access, greater engagement and enhanced public safety.
- Boosting fan loyalty through personalised branded offers, streamlined, hassle-free parking, and real-time event information.
- Empowering staff with effective communication tools and advanced data analytics for smoother operations and better decision-making.

Coaching impact



- Maximising coaching impact with cutting-edge digital tools that enhance performance analysis, refine strategies and drive smarter decisions.
- Bringing coaching methodologies to life through seamless digital collaboration and real-time insights that elevate performance.
- Equipping coaches with secure, reliable mobile devices, ensuring they have the power to lead with confidence anytime, anywhere.

Player welfare



- Leveraging AI-driven human movement analysis to measure, refine, and optimise player performance.
- Using data-driven insights to prevent injuries, personalise recovery plans for faster, safer rehabilitation.
- Creating safe environments that prioritise player welfare and wellbeing, with controlled recovery spaces and mental health support to build resilience and maintain peak performance.



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