

ROLE OF ARTIFICIAL INTELLIGENCE (AI) IN THE PROMOTION OF SPORTS

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ABSTRACT

AI can be used in various ways to enhance the overall experience for both athletes and fans. For starters, AI-powered data analytics can help teams and coaches analyze player performance, identify patterns, and make informed decisions. This can lead to improved training strategies and game plans. AI can also be used to enhance the fan experience. With AI, sports broadcasters can provide real-time analysis and insights during live broadcasts, giving fans a deeper understanding of the game. Additionally, AI can help personalize content for fans, providing tailored recommendations based on their preferences and interests. Another cool application of AI in sports promotion is virtual reality (VR) and augmented reality (AR). These technologies can provide immersive experiences for fans, allowing them to feel like they're right in the action. Imagine being able to watch a game from the perspective of your favorite player or experiencing the atmosphere of a stadium without actually being there. Furthermore, AI can assist in injury prevention and player safety. By analyzing player data and movement patterns, AI algorithms can identify potential risks and help develop strategies to minimize injuries. This can be a game-changer in keeping athletes healthy and prolonging their careers. Overall, AI has the potential to revolutionize the sports industry by providing valuable insights, enhancing fan engagement, and improving player performance and safety. This research paper is an endeavor to bring out the role of AI in the promotion of Sports.

KEYWORDS: *Artificial Intelligence, Performance, Sports, Real-time analysis, Virtual reality, Augmented reality, Algorithms.*

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