



DIGI SPORTING

DIGI-SPORTING EVENT

Multiplier Sport Event. Digi-Sporting Project, European Event on Digital Transformation through Sports Science

Toledo (Spain). June 2nd 2022
University of Castilla-La Mancha (Campus San Pedro Martir)

10:00 - 11:00 h.: Inaugural conference: *New challenges in digitisation and digital transformation at the University*

Dr. Pedro Miguel Ruiz Martínez. Executive Secretary of Crue-TIC and Vice-rector of Strategy and Digital University of the University of Murcia.

11:00 - 11:30 h.: Coffee break

11:30 - 14:00.: Digi-Sporting forum I

PRESENTATION OF INTELLECTUAL OUTPUT 1

Analysis on the state-of-the-art. Guidelines on the application of new technologies, professional profiles and needs for the digital transformation of sports organizations

The objective of this project work package was to develop a manual on the areas of technology for digital transformation in sport. The guidelines include the state of the art of the 5 technological areas identified in the project, as well as the report of the field study on the actual implementation and importance of new technologies and digital skills in sports clubs.



PRESENTATION OF INTELLECTUAL OUTPUT 2

Curriculum for postgraduate training for the technologist-analyst in the field of sports science profile

The objective of this second phase was to design a study plan for the completion of a short-term online postgraduate course, which may be a draft of a master's degree, allowing a specialization of technologist-analyst in sport graduates in sport sciences with any specialization or area of work. It could also be suitable for people with higher training or not, that work effectively in the sports environment.



Other works and communications about the topic (presented by assistants):

- *Analysis of the social and economic impact of sports tourism post-Covid19: a case study.* María José Gomis Gomis. University of Alicante.
- *Challenge for Discounts.* Jordà Fernández Viñas. Physical Education Teacher (IES Lluís Domènech i Montaner).
- *Growth of the number of fans in the official profiles on Twitter, Instagram, Facebook and TikTok of the top 20 European football clubs according to their income.* Manel Valcarce-Torrente. International University of Valencia.
- *From Water to the Classroom. Effect of a flipped classroom program in blended teaching of nautical-aquatic sports in CAFD.* Vicente Morales-Baños. University of Murcia.
- *Differences in the Acceleration-Velocity profile between games and training: do you train like you play?* Antonio Alonso Callejo. University of Castilla-La Mancha.
- *Application for the creation of ground truth focused on the feeding of AI systems for the analysis of sports performance and the safe practice of physical exercise from video.* Aritz Badiola Bengoa. Deusto University.
- *Interactive web application based on player performance data for decision making in team sports.* Gabriel García de Baquedano Landaida. Deusto University.
 - *Evaluation of the performance of female handball players using artificial intelligence techniques.* Eusebio Angulo Sánchez Herrera. University of Castilla-La Mancha.
 - *Football, social networks and commercial impact to global audiences.* Pilar Aparicio. University of Barcelona.
- *OTT digital platforms. Case study "The League".* Toni Mora. López Sports Event Manager at You First.
- *Relationship between e-lifestyles and the use of the fitness center app.* Helena Ferreira Barbosa. Beja Polytechnic Institute.

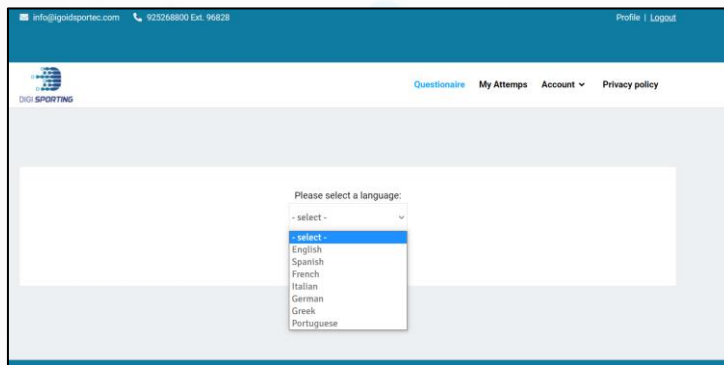
14:00 - 15:30 h.: Lunch break

15:45 - 17:00 h.: Digi-Sporting forum II

PRESENTATION OF INTELLECTUAL OUTPUT 3

Self-diagnostic interactive tool to define sports organizations specifics needs an guide on potential tools for covering these shortcomings

In this phase of the project, a self-diagnosis tool has been developed so that sports clubs can assess their level of digital transformation. The questionnaire is divided into technological areas and has an online tool.



PRESENTATION OF INTELLECTUAL OUTPUT 4

Quality Seal for recognizing digital transformation on sports organizations

Based on the results of the self-assessment tool, thresholds have been defined that lead to a quality seal to recognize the level of digital transformation of sports clubs, on 3 levels. In addition, the self-assessment tool links to a repository of materials to help digital transformation.



Other works and communications about the topic (presented by assistants):

- *The importance-valuation analysis in fitness Apps: The case of Fitbe.* Jerónimo García Fernández. University of Sevilla.
- *Evaluation of the EdMedia platform on the use of social media in student-athletes to promote their Dual Career.* Alberto Vidal Vilaplana. University of Valencia.
- *Tokenization in sports. A simple variance decomposition analysis.* Pablo Agnese. International University of Catalonia.
- *Physical variables of external load measured by GPS and their relationship with the risk of injury.* Antonio Alonso Callejo. University of Castilla-La Mancha.

17:00 - 18:30 h.: Round Table: *Technology and Football in the Business of Show Business*

Moderated by:

Javier Sánchez Sánchez. Lecturer at the European University. Responsible for the physical area of the CTA RFEF. FIFA High-Performance Manager.

Panelists:

Óscar Ugaz. Director of Strategy Atomikal. Professor MBA Real Madrid CF UEM y UPF-BSM and former Digital Business Manager Real Madrid.

Velasco Carballo. Member of the UEFA referees' committee and former President of the RFEF Referees' Technical Committee.

18:30 - 19:30 h.: Key speaker: *The influence of football and technology on education, society and economy*

Dr. André Seabra. Universidade do Porto. Director/Pedagogical coordinator - Portugal Football School - Portugal Football Association.

Request your attendance by writing to this email (info@igoidsportec.com) with the concept Digi-Sporting Event attendance

<https://www.digi-sporting.eu/>



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