

WEEK 3-3 · ARTIFICIAL INTELLIGENCE

AI IN 2026

SPM 261 — Introduction to Sport Management

AI

HOW WILL AI CHANGE SPORTS?

Give examples — your own ideas.

| Module – Sport Technology Presentation

| Presentation Schedule Link

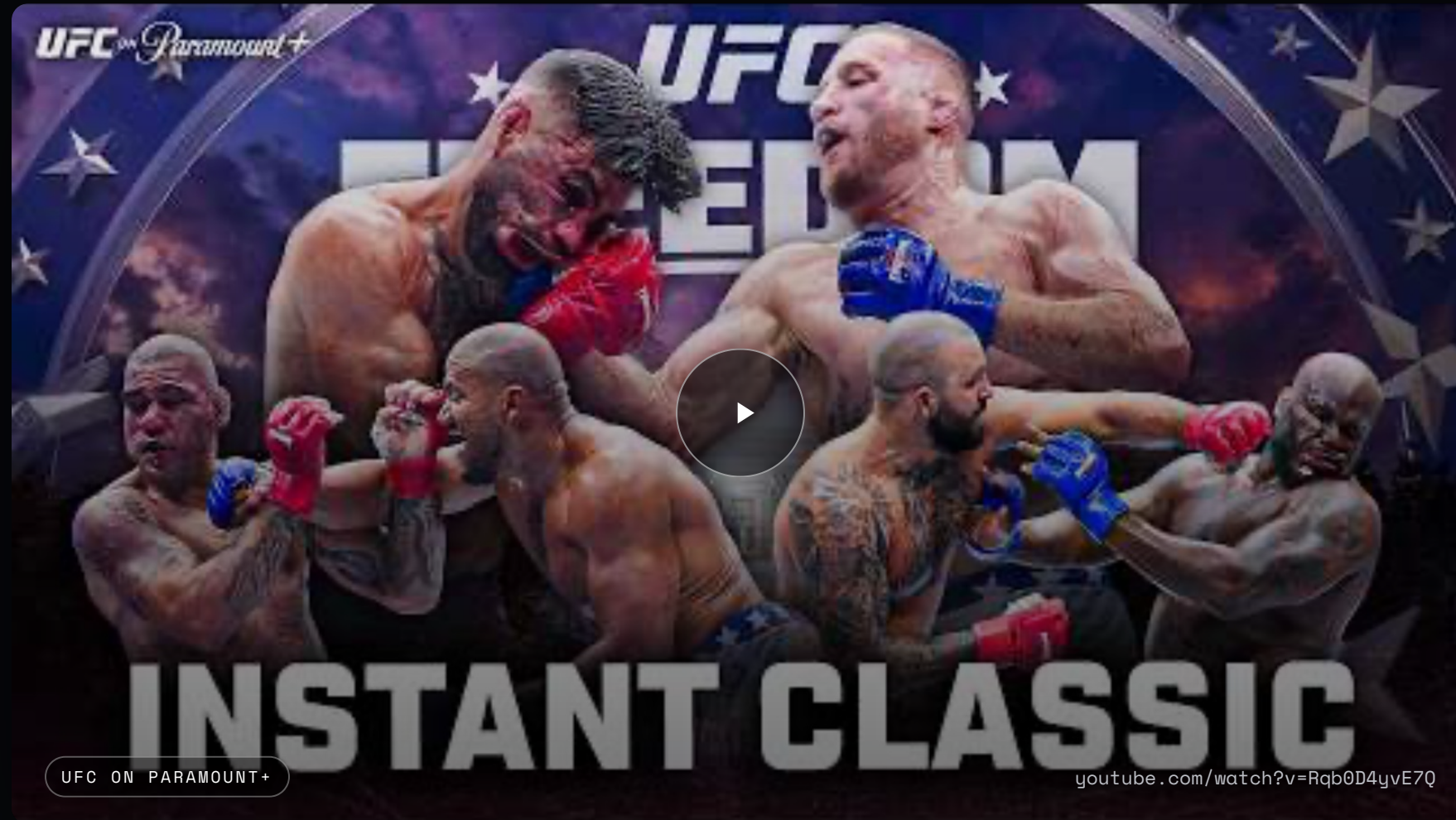
REAL-TIME

PLAY-BY-PLAY COMMENTARY



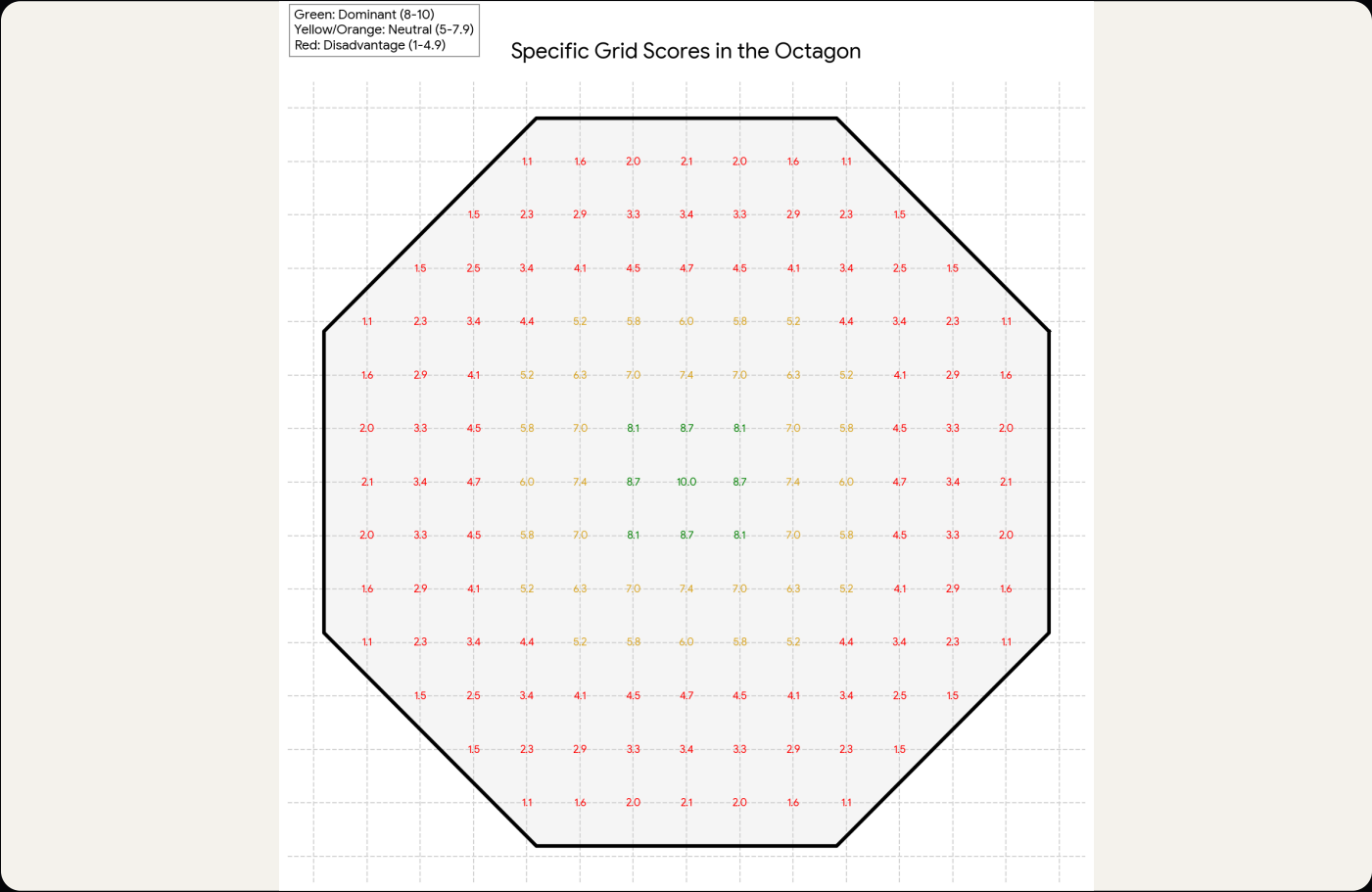
REAL-TIME

GAME PREDICTION & ANALYSIS



REAL-TIME - GAME PREDICTION & ANALYSIS

SPECIFIC GRID SCORES IN THE OCTAGON



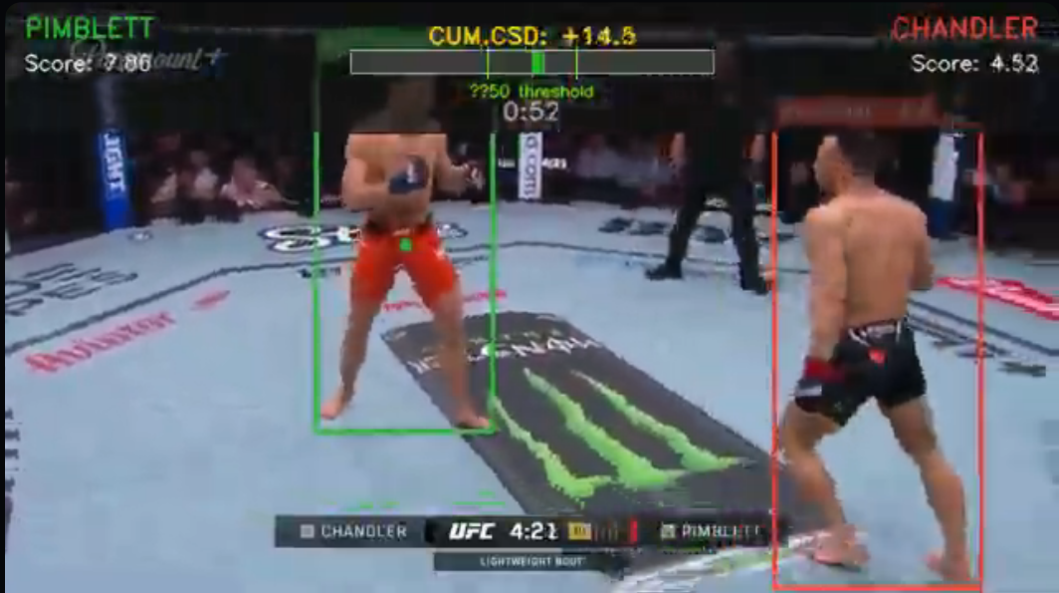
Green – Dominant (8-10)

Yellow/Orange – Neutral (5-7.9)

Red – Disadvantage (1-4.9)

REAL-TIME — GAME PREDICTION & ANALYSIS

CUMULATIVE CSD, TRACKED LIVE



— Pimblett vs. Chandler — live CSD tracking

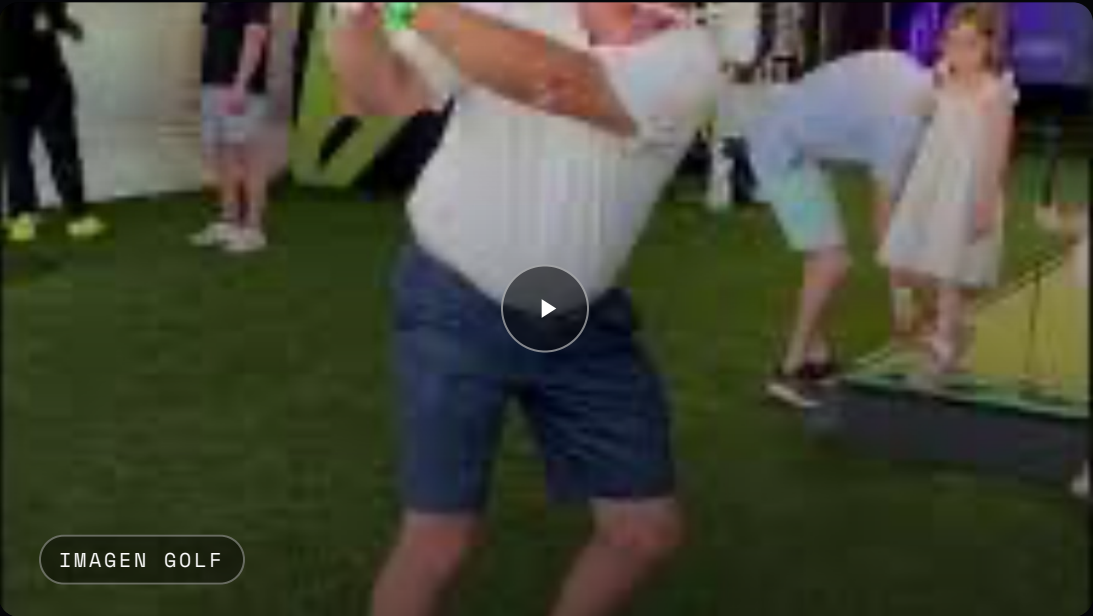
▶ watch — Google Drive

73%	98%	216s
Prediction accuracy, of 52 main-event bouts	Of fights crossed the ± 50 cumulative CSD threshold	Time to a definitive prediction, before round one ended
Decision	87.5%	
Submissions	63.6%	
KO / TKO	58.8%	
Dataset: 52 UFC main-event bouts, UFC 270 through UFC 326 (January 2022–March 2026)		

PHYSICAL AI

GOLF

TENNIS



VS



PHYSICAL AI

HELIX – HOUSEHOLD ROBOTICS



FIGURE

youtube.com/watch?v=8xEuFQz4E4A

PHYSICAL AI

ON THE COURT



PHYSICAL AI

ON THE PITCH



AI

We are living through one of the most significant transformations in the history of work.

AI is reshaping roles and redefining the nature of performance itself.

AI is already smarter than we are.

SPM 261 – WEEK 3-3

QUESTIONS?
