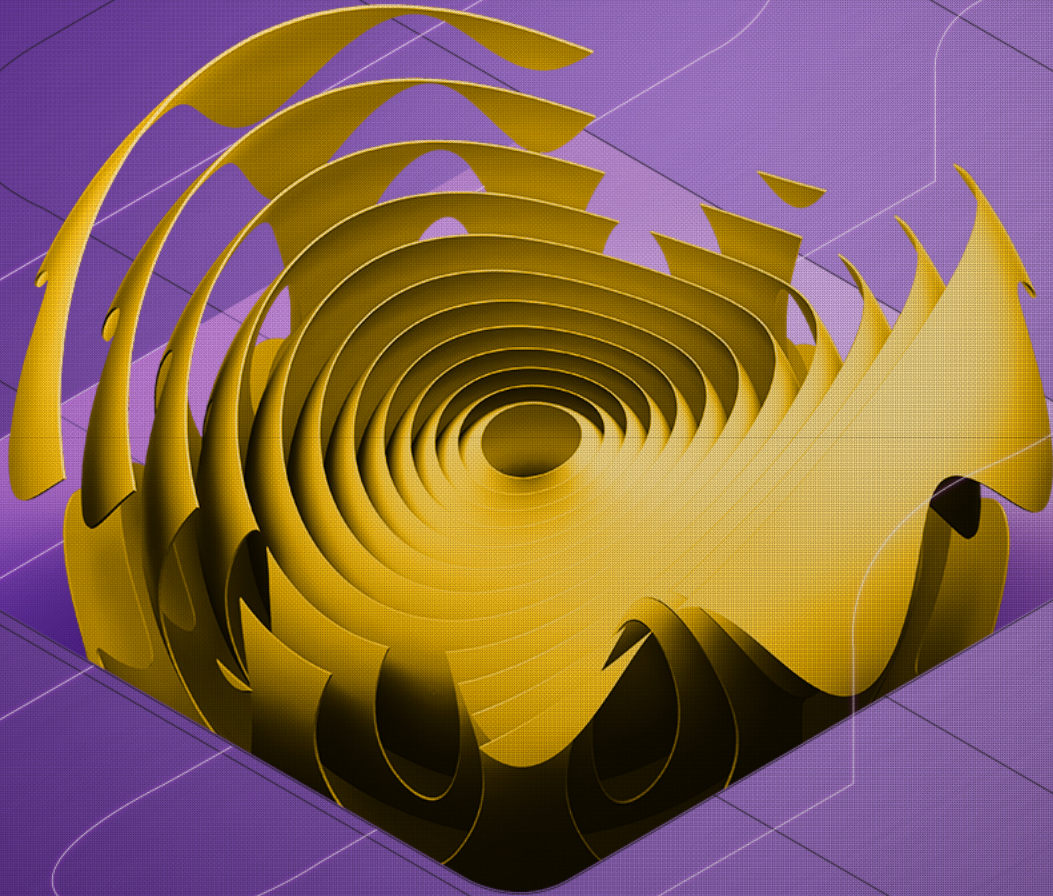




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# Artificial Intelligence in Sport

## Tennis Industry Association Spring Forum

*Bella Phillips*  
*Pinsent Masons*



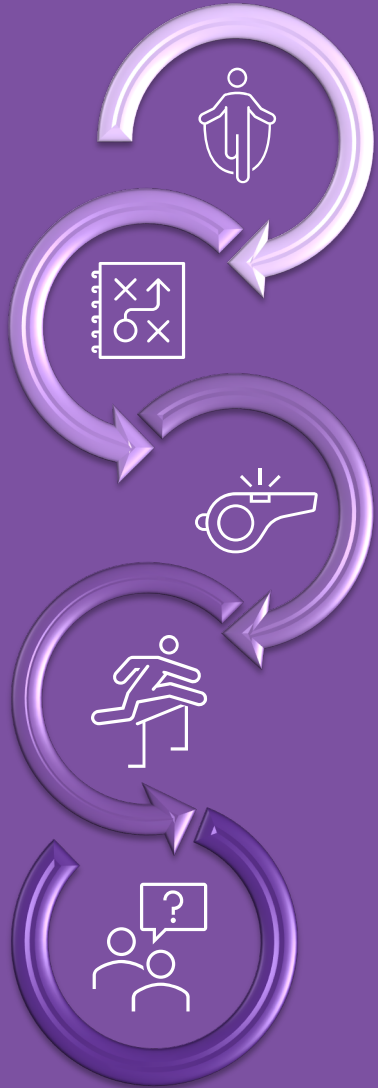
Thursday 1<sup>st</sup> May 2025

A purpose-led professional services  
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# Agenda

1. What is AI?
2. Key themes of AI policy – UK and EU
3. Use cases for, and in, sport
4. Potential risks of using AI
5. 10 Golden Rules
6. Q&A





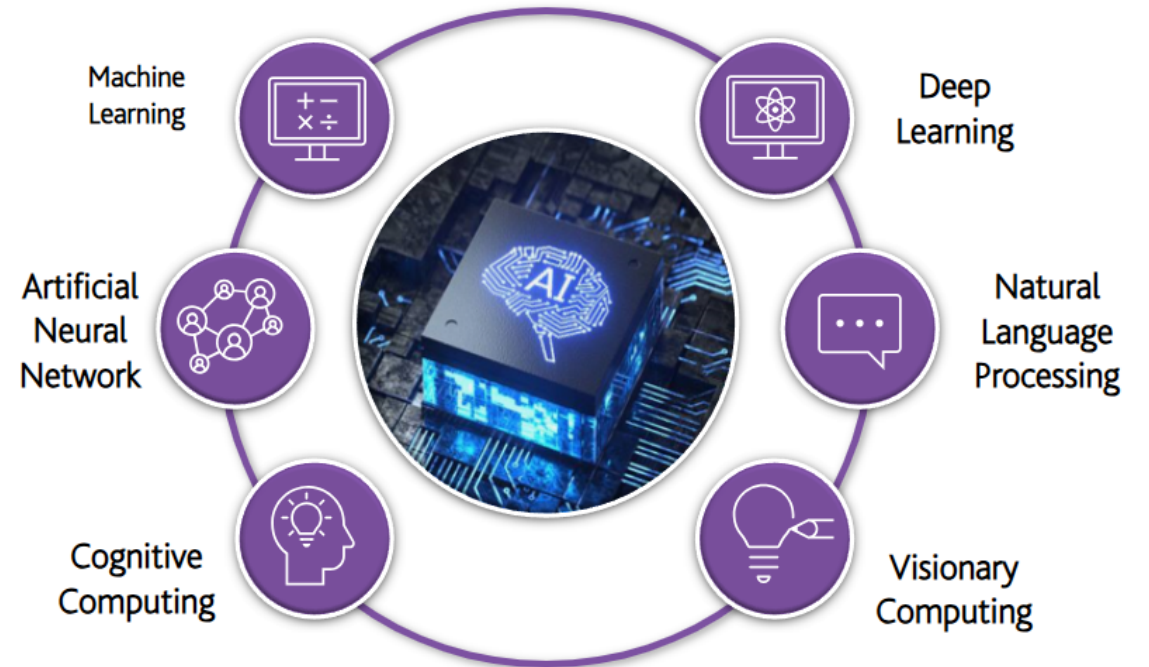
# What is AI?

## The basics

- Simply put, Artificial Intelligence (“AI”) is the capacity of a machine or software to learn
- Machine learning and deep learning are commonly referred to as part of the process towards AI functionality
- OECD Approach sets out that:



*An AI system is a machine-based system that, for explicit or implicit objectives, infers, from the **input** it receives, how to generate **outputs** such as predictions, content, recommendations, or decisions **that can influence physical or virtual environments**. Different AI systems vary in their levels of autonomy and adaptiveness after deployment.*



# Key themes in UK and EU policy

- The United Kingdom
  - Existing legal frameworks.
  - **Innovation:** AI Opportunities Action Plan: Making the UK a centre for AI innovation by “ramping up AI adoption across the UK to boost economic growth, provide jobs for the future and improve people’s every day lives”.
  - **Legislation:** AI (Regulation) Bill introduced to House of Lords, to make provision for the regulation of artificial intelligence.
  - **Regulation:** UK regulators active in this space and AIOAP encourages them to take a proactive approach to support the sector.
- The EU
  - The EU AI Act
    - Staggered compliance deadlines
    - Extraterritorial effect
    - Roles including providers, deployers
    - Risk based approach
    - Obligations such as transparency, reporting, risk assessments
  - **Upcoming changes to EU AI policy:** Aimed at reducing regulatory complexity and boosting competitiveness.

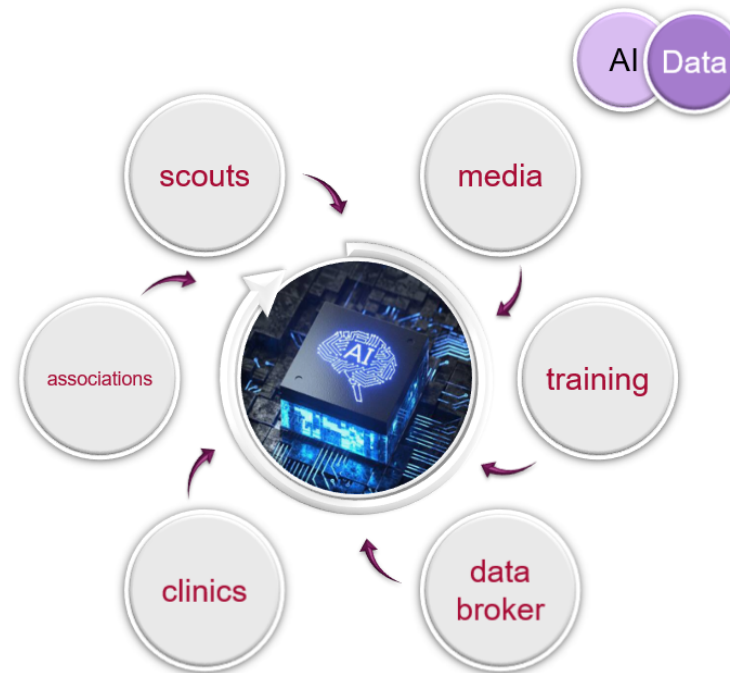




# Use cases for sport

Where does AI fit in?

- Applied Scientific Training (AST)
  - training analytics
  - intensity and performance control
- Match / Gameplay Analysis
  - real-time opportunities
- Media and broadcasting
- Testing of material and equipment
- Talent scouting (recruitment)
- Digital twinning
- Injury analytics





# From stadium to community club

Where does AI fit in?



Scheduling



Member  
engagement



Event  
management  
and marketing



Smart  
equipment  
booking



Wearable  
technology



# Overview of potential risks of using AI





# 10 Golden Rules

Top tips for future-proofing

## *The short answer: AI readiness*

- ✓ Ask your workforce to tell you when, and how they want use AI, and set a clear policy for use.
- ✓ Put in place training and education.
- ✓ Keep a human involved to manage risk.
- ✓ Fact-check answers given by AI platforms.
- ✓ Read the T&Cs for the AI solution you want to use, before use ;)
- ✓ Respect and protect IP and personal data.
- ✓ Put a team/person in charge of AI governance and developments.
- ✓ Tell members about how you use AI, get them involved, and let them feedback their ideas and concerns.
- ✓ Keep the club in the loop by signing up to newsletters, Gov.uk AI updates and horizon scanning.
- ✓ If you want to develop AI or use it with valuable, or personal, data, think about compliance early on so it is baked into the AI project process.





# Q&A



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