



# SPORTS VIRTUAL & AUGMENTED REALITY IS COMING TO A BACKYARD NEAR YOU

NEW USES FOR PLAYER TRACKING DATA AND ATHLETE BIOMETRIC DATA

EXCITING PRODUCTS POSE CHALLENGES

## The Most Realistic VR and AR Athletes Will be Based on Player Data

Imagine the day when you scrimmage in your backyard with your favorite NFL team, practice your swing with your favorite major league baseball player, or score the winning goal with your favorite soccer team. The future of virtual, augmented and mixed reality can make this dream come true.



### XR: Virtual, Augmented and Mixed Reality Experiences

New sports fan engagement experiences utilize a combination of digital and biological realities: virtual reality, augmented reality and mixed reality – collectively referred to as “XR.” The most realistic athletes in XR will be those that are created using player tracking data (PTD) and athlete biometric data (ABD) collected from elite athletes.

In fact, a new MLB virtual reality experience, *Play The Pros*, challenges Detroit Tiger fans to hit against MLB pitchers. This fan engagement product incorporates pitcher

PTD. “You can’t just hit off a generic pitcher,” says creator Monsterful VR’s CEO, Jarett Sims.<sup>1</sup> Teams can use batting and swing data collected from sensors to create a VR experience specific to that team.

### PTD and ABD Creates Unique Challenges for XR Creators

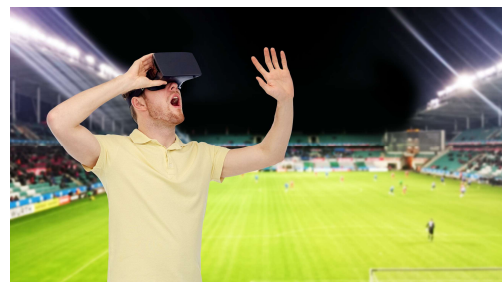
This data includes biological and behavioral characteristics of players plus their movement on-field. As a result, it has publicity rights and other intellectual property rights –valuable commodities – that the owner has a right to protect, use and generate revenue from.

Athletes, leagues, teams, unions and others who collect, contribute and use PTD and ABD must protect their property rights, receive fair compensation, and mitigate risk of loss or litigation. To do so, these parties may create and maintain data rights management strategies. These strategies must consider which party owns the data, who may use different data types, and the cost to do so. Additional factors should address how consent to use data will occur and how the data will be licensed in each new revenue stream. These initial strategies will protect PTD and ABD as well as corresponding legal rights.



### Balancing Data Rights & Dollars

Data rights management strategies are needed to protect the legal rights in data as it is commoditized and monetized for fan engagement experiences.



**Contact Us for More Information**  
For strategies to protect and capitalize on your data, contact [Kristy@SportsDataStrategies.com](mailto:Kristy@SportsDataStrategies.com)

<sup>1</sup> Jen Booton, *Virtual Reality Batting Game Could Drive MLB Ballpark Revenue*, SportTechie, Sept. 28, 2017.