IDA Ireland

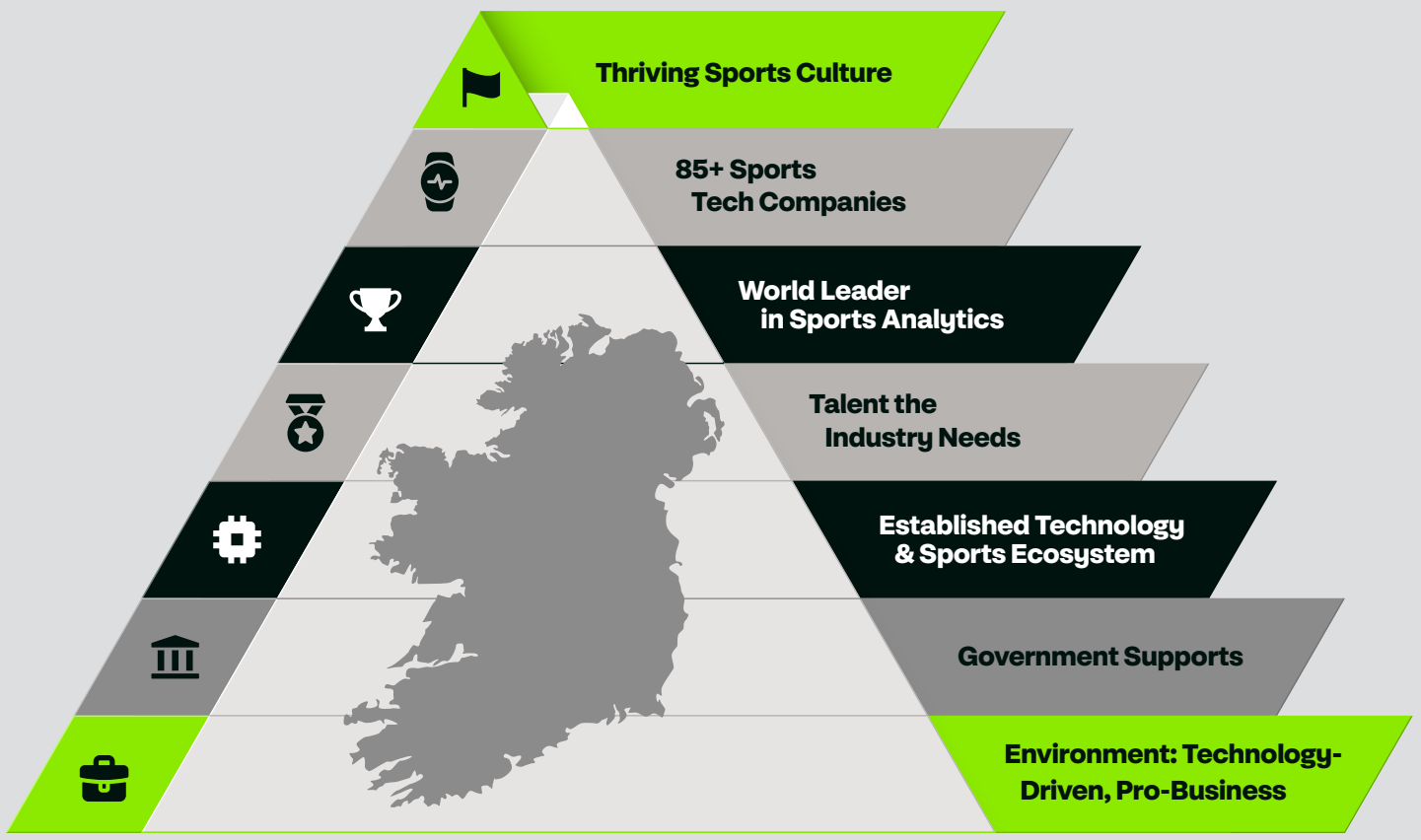# On Your Marks:
Why Ireland for Sports Tech

Ireland is a global centre for sports technology, services and innovation.

Pyramid

- Thriving Sports Culture
- 85+ Sports Tech Companies
- World Leader in Sports Analytics
- Talent the Industry Needs
- Established Technology & Sports Ecosystem
- Government Supports
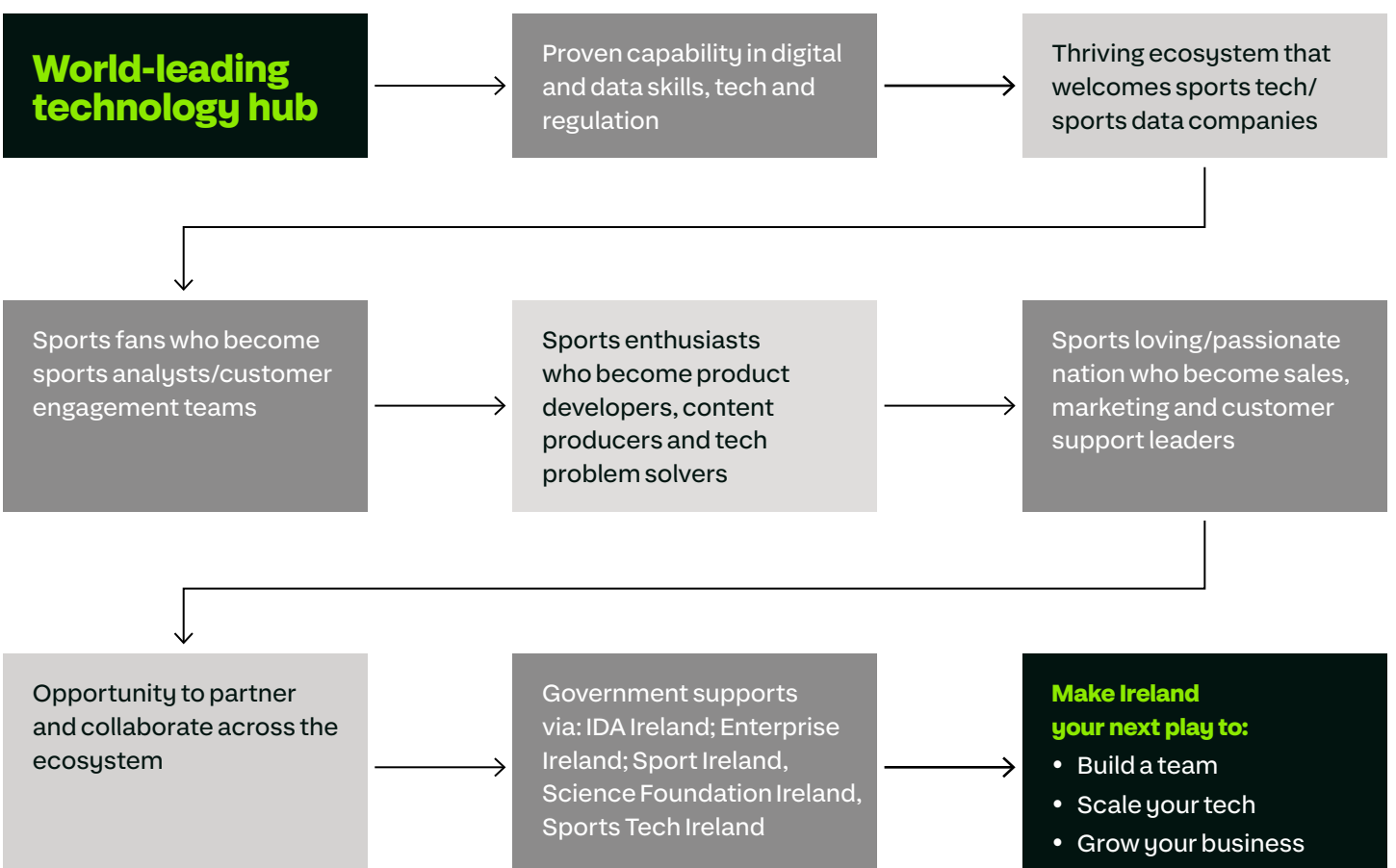- Environment: Technology-Driven, Pro-Business

Destination Ireland

A global sports tech hub
Ireland has **85+ businesses** dedicated to sports performance, analytics, IoT, wearables and more, including **Stats Perform, Output Sports, Orreco, Strava, WHOOP** and **Kitman Labs**.

Tech companies
including **13 of the top 20 global names**, offer deep skills capability, international expansion know-how and partnering opportunities for the Sports Tech industry.

Government backing
The **Irish Government's State bodies** for Sport, Foreign Direct Investment, Irish Enterprise & Start-ups, Science & Research Development and Talent Upskilling are **working dynamically and collaboratively** to drive the growth of the sports tech and sports innovation sectors.

Talent availability & skills development
Ireland has **specialised courses, co-designed by Sports Tech Ireland and Technology Ireland Digital Skillnet** to directly address the needs and challenges of a data-driven environment and fuel the pipeline of talent for the sector.

Focused support
A dedicated steering body, SportsTech Ireland, fosters the sports tech cluster, building connections between commercial bodies, start-ups, entrepreneurs, research facilities, VCs and Government.

Snapshot of world leading players who established operations in Ireland

Sports Tech/ Fitness/Wearables	Technology Companies	Broadcasters/ Content Producers	Sports Property/ Rights Owners	eSports
Companies established for the Sports & Fitness Industry	Mainstream tech that has been applied to the Sports Industry	Traditional and emerging channels	Leagues, teams, ownership stakeholders, stadiums	Crossover between traditional sporting marketing and gaming technology
WHOOP	IBM	Meta	WORLD RUGBY	RIOT GAMES
STATS PERFORM	Apple	YouTube	CROKE PARK	BLIZZARD ENTERTAINMENT
fitbit	Microsoft	yahoo!		EA GAMES
STRAVA	viagogo	TikTok		WYLDE
DRAFTKINGS	Google			
CATAPULT	intel			
PFF	Qualcomm			

Flowchart

- **World-leading technology hub** → Proven capability in digital and data skills, tech and regulation → Thriving ecosystem that welcomes sports tech/ sports data companies
- Sports fans who become sports analysts/customer engagement teams → Sports enthusiasts who become product developers, content producers and tech problem solvers → Sports loving/passionate nation who become sales, marketing and customer support leaders
- Opportunity to partner and collaborate across the ecosystem → Government supports via: IDA Ireland; Enterprise Ireland; Sport Ireland, Science Foundation Ireland, Sports Tech Ireland → **Make Ireland your next play to:**
  - Build a team
  - Scale your tech
  - Grow your business

Irelands Ecosystem

Logos shown: One, DELL EMC, Cisco, Microsoft, Google, Workday, Cognizant, Land Rover Jaguar, SAS, Salesforce, Sports Tech Ireland, ICHEC, Sage, Dassault Systèmes, Engaging Content Engaging People, Clubforce, LERO Software for a better world, Ericsson, IBM, TSSG, tixserve, Golfgraffix, Hewlett Packard Enterprise, HubSpot, BRACE, Insight, ORRECO, CONNECT, axway, redhat, Guidewire, KITMAN LABS, zalando, Johnson Controls, Enterprise Ireland, RugbySmarts, LEARNOVATE Leading Learning Innovation, vmware, amazon, Analog Devices, CeADAR Ireland's Centre for AI, SPORT IRELAND, SAP, Citrix, Apple, SIEMENS, accenture, intel, init, Qualcomm, MathWorks, Facebook, yahoo!

The talent to succeed

Our deep tech expertise, combined with our passion for sports, supports the growth of a world-leading hub for sports tech and innovation.

Diverse and engaged talent pool:
- Over **120,000** people employed in the tech sector in Ireland
- This includes a rich pool of professionals skilled in **software, cybersecurity, and data.**
- Ireland's share of sport related employment is larger than England (on a per capita basis)

Ireland ranks 1st
- For attracting and retaining talent
- For flexibility and adaptability of people
- For workforce productivity
- For Equal opportunity

Investing in the next generation
- Specialised courses like **Digital Athlete**, co-designed by Sports Tech Ireland and Technology Ireland Digital Skillnet
- **105+ courses in AI** and related areas
- A network of Centres for Research Training in **Data Analytics and AI**
- MSc in **Immersive Software Engineering:** "first-of-its kind" launched in 2022

Research expertise

Ireland is home to world-class digital and data research centres suited to sports tech needs including hardware, software, analytics and AI.

CeADAR Ireland's Centre for AI

CeADAR is a market-focused technology centre that drives the accelerated research, development, and deployment of AI and data analytics technology and innovation into businesses.

Insight SFI Research Centre for Data Analytics

Insight is one of the largest data analytics centres in Europe. Research areas include augmented human, sustainability, trustworthy AI and smart stadiums.

ADAPT Engaging Content Engaging People

ADAPT is pioneering new human-centric AI techniques and technologies like personalisation, NLP, data analytics, intelligent machine translation and human-computer interaction.

LERO Software for a better world

LERO is among the world's most highly regarded software research centres. Focuses on sectors including connected autonomous vehicles, health, wellbeing and human performance, and regtech.

Did you know

- Ireland created the **first international Postgraduate Diploma Programme in Sports Analytics,** Technology and Innovation, created by the Sports and Technology sectors.
- Our share of **AI talent grew 500%+** 2016-2022.
- Ireland has the **6th highest International workforce** in Europe.
- Ireland's **pro-business environment** support companies in achieving growth goals and developing new technology.
- **Sport is a passion** for many people in Ireland. This cultural mindset makes it a great place to create, grow, and scale sports tech.
- 16 of the top 20 **most-watched programmes on Irish television in 2023** were live sporting events and for Ireland.
- **Paris 2024** was the country's most successful ever Olympic Games.
- Ireland will host the **Ryder Cup in 2027.**
- **Europe's first esport science** research lab was founded in Ireland in 2016.
- Ireland is home to Europe's largest (+450 researchers) **Data Analytics Research Centre** (Insight) which works with sports bodies including the GAA, Connacht Rugby, and English Premier League clubs.
- Ireland is a **global regulatory hub for digitally driven** and data focused companies; it's the primary EU data protection authority for Meta, Google, Microsoft, TikTok and X.
- Ireland hosts an annual **Sports Technology & Innovation Event** is held at the National Sports Campus in Dublin.

Partnering with you

As Ireland's inward investment promotion agency, IDA Ireland is by your side to help you set up and grow your business in Ireland.

Our free and confidential client service includes:

- Dedicated IDA Ireland Account Manager
- Long-term after-care service supporting the Irish operation into the future
- Introductions to peer companies
- Access to government
- Connections with industry associations
- Collaboration with 3rd level institutions
- Hosting tailored fact-finding visits
- Information gathering, analysis and evaluation
- Funding programmes and incentives
- PR and media support
- Employment permits and visas
- Property solutions

For more info, please visit our **website**