SPORT BRAND MEDIA: Technology is fundamentally transforming the sports business

Munich, 5th of November 2026. Technology is transforming sport: from performance analysis and Branding to the direct relationship between clubs and fans. Data, artificial intelligence and digital platforms are helping to improve sporting performance, make partnerships more measurable and develop long-term business relationships from fan interactions. The challenge for sports organisations is to translate technological potential into tangible results. SPORT BRAND MEDIA will demonstrate how this can be achieved on 30th November and 1st December 2026 in Munich.

Data as the foundation for fan engagement, commercial partnerships and sporting success

More and more data is being generated in sport. However, it is not the volume of data that matters, but how it is used. Digital systems enable operational processes to be managed efficiently and centrally. Yet it is only when data, systems and responsibilities work together that measurable benefits arise for all stakeholders. Specific forums led by technology leaders at SPORT BRAND MEDIA will demonstrate how this is achieved and highlight the innovations and practical examples that exist in sport.

As a leading active tech company, Garmin is forging partnerships centred on experiences. Together with the German Ski Association and Handballgemeinschaft München, it is demonstrating how closely technology, sporting performance and sponsorship are becoming intertwined. Guests include the former national handball player and world champion Dominik Klein.

Paktum's aim is to enable sports organisations, clubs and Branding agencies to achieve more efficient processes, greater transparency and professional management of their sponsorship activities. This will be illustrated and discussed using partnerships with HSV, the Nürburgring, DEL2 and the Bietigheim Steelers. Auric, in turn, uses Eintracht Frankfurt and Club Brugge to demonstrate how linking memberships, digital services, merchandise and paid offerings can succeed in developing a long-term relationship with fans from individual transactions.

From logo to live moment

In its forum, Sportradar demonstrates how technology acts as a catalyst for brands and opens new Branding opportunities for rights holders. In an age of scarce attention spans, sporting moments are more important than ever: live data enables targeted campaigns that are delivered precisely when fans' emotions and engagement are at their peak. From the countdown before kick-off to adverts that match scores, goals and results in real time, this creates new commercial inventory. Dynamic creatives and attention measurement make the impact measurable in terms of brand lift. Katharina Zietz, Head of Brand & Media / Branding at KFC Germany, and Annika Bruchhaus, Senior Brand & Branding Manager at Polestar, are among those demonstrating how this works in practice.

Expert Session for Technology Companies and Start-ups

At the industry summit, technology meets sport. For technology companies and start-ups, access to the Brandt and contact with users and customers is the decisive factor for success. SPORT BRAND MEDIA sees itself as a business and networking press release 2026 SPORT

BRAND MEDIA platform that offers partners the opportunity to engage with rights holders, federations, clubs and sponsors.

With the new ‘Expert Sessions’ format, the conference has created an additional offering specifically for this purpose. Companies such as Ahoi Sports, atlantis dx, Blocksport, COMBridge, Conversario, Stackwork, Velvet Pass, Roboticket, Sponsorights and Playmakers will be presenting their innovations, products and services.

“The sports ecosystem is undergoing change. Topics such as technology, innovation and AI are no longer optional extras these days, but essential requirements that must form an integral part of the sports system. It is therefore vitally important that start-ups and technology companies engage with users in the sports sector – namely clubs, federations and sponsors. The difference is made where technology and data lead to better decisions and results,” says Florian Kurz, member of the Board of Directors of the ESB Marketing Netzwerk.

Technological innovation in sport cannot be measured solely in terms of automation, reach or data volumes. What matters is whether it creates meaningful experiences, builds trust and delivers added value both economically and in sporting terms. This is precisely where SPORT BRAND MEDIA comes in.

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