

Artificial Intelligence in Sports

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ABSTRACT

Artificial intelligence (AI) refers to technology that emulates human tasks. AI has shown rapid progress in numerous disciplines, with sports being no exception. It is being adopted in all areas of sports to enhance the game and fan experiences. From enhancing performance analytics for athletics, preventing injuries, as well as allowing coaches to tailor plans in real-time, AI is already seeing an impact on the way the games are played. AI is transforming sports science, empowering sports scientists with innovative tools to optimize training, enhance performance, and manage player health. It has become a game-changer for sports teams, coaches, and players. In this paper, we explore how AI technologies are impacting sports.

KEYWORDS: *artificial intelligence, machine learning, AI, generative AI, sports.*

How to cite this paper: Matthew N. O. Sadiku | Samuel A. Ajayi | Janet O. Sadiku "Artificial Intelligence in Sports" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Volume-9 | Issue-6, December 2025, pp.643-653, URL: www.ijtsrd.com/papers/ijtsrd99869.pdf



IJTSRD99869

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INTRODUCTION

Artificial intelligence (AI) has fundamentally transformed numerous aspects of our daily lives, revolutionizing how we work, communicate, and interact with technology. The sports industry, as a significant sector of global entertainment and professional development, has not remained untouched by this AI revolution. Professional sports is a big business and AI is able to have a positive impact on the entire process. The use of AI is becoming an increasing fixture in sports. AI is being used to enhance all areas of sports from the athlete to the fan, the coach to the referee, and even in judging athletic competition. Sports referees and judges are also taking advantage of AI. Besides helping athletes, coaches, and referees, AI is having a positive impact on fans and their engagement with teams. AI-powered chatbots and LLMs continue to improve fan interaction with professional sports teams [1].

WHAT IS ARTIFICIAL INTELLIGENCE?

The term “artificial intelligence” (AI) is an umbrella term John McCarthy, a computer scientist, coined in 1955 and defined as “the science and engineering of intelligent machines.” It refers to the ability of a

computer system to perform human tasks (such as thinking and learning) that usually can only be accomplished using human intelligence [2]. Typically, AI systems demonstrate at least some of the following human behaviors: planning, learning, reasoning, problem solving, knowledge representation, perception, speech recognition, decision-making, language translation, motion, manipulation, intelligence, and creativity.

The 10 U.S. Code § 2358 define artificial intelligence as [3]:

- “Any artificial system that performs tasks under varying and unpredictable circumstances without significant human oversight, or that can learn from experience and improve performance when exposed to data sets.
- An artificial system developed in computer software, physical hardware, or other context that solves tasks requiring human-like perception, cognition, planning, learning, communication, or physical action.

- An artificial system designed to think or act like a human, including cognitive architectures and neural networks.
- A set of techniques, including machine learning, that is designed to approximate a cognitive task.
- An artificial system designed to act rationally, including an intelligent software agent or embodied robot that achieves goals using perception, planning, reasoning, learning, communicating, decision making, and acting.”

AI provides tools creating intelligent machines which can behave like humans, think like humans, and make decisions like humans. The main goals of artificial intelligence are [4]:

1. Replicate human intelligence
2. Solve knowledge-intensive tasks
3. Make an intelligent connection of perception and action
4. Build a machine which can perform tasks that requires human intelligence
5. Create some system which can exhibit intelligent behavior, learn new things by itself, demonstrate, explain, and can advise to its user.

AI is not a single technology but a range of computational models and algorithms. The concept of AI is an umbrella term that encompasses many different technologies. AI is not a single technology but a collection of techniques that enables computer systems to perform tasks that would otherwise require human intelligence. The major disciplines in AI include [5]:

- Expert systems
- Fuzzy logic
- Neural networks
- Machine learning (ML)
- Deep learning
- Natural Language Processors (NLP)
- Robots

These computer-based tools or technologies have been used to achieve AI’s goals. Each AI tool has its own advantages. Using a combination of these models, rather than a single model, is recommended. Figure 1 shows a typical expert system, while Figure 2 illustrates the AI tools. These tools are gaining momentum across every industry. Analytics can be considered a core AI capability.

AI IN SPORTS

As humans, we innately love sports. It is thrilling, dramatic, and speaks to our inborn combative nature. Sports are also a multi-billion-dollar industry. The sports industry has seen an onslaught of technological advancements over the last decade. The world of sports is undergoing a rapid digital transformation,

driven by advancements in technology, particularly artificial intelligence (AI). The application of AI in sports such as Football, Tennis, Formula 1, and Cricket has become increasingly popular in recent years. Figure 3 shows a typical player [6], while Figure 4 shows a typical sport [7].

AI is transforming the field of sports science by providing unprecedented insights and tools that enhance training, performance, and health management. AI is set to continue to shape the way sports are played, viewed, and marketed around the world for years to come. AI technologies, such as computer vision, machine learning, and natural language processing, are being deployed to analyze vast amounts of data and provide valuable insights that were previously unattainable. AI integration in sports extends far beyond basic performance analytics, encompassing strategic planning, real-time decision-making, and exercise prescription. Figure 5 shows a sports stadium [8], while Figure 6 is a representation of AI in sports [9].

Professional sports are extremely competitive, with games often decided by a matter of seconds or inches, so many teams are turning to artificial intelligence to gain an extra edge on the competition. AI helps coaches recruit the best athletes, reduce player injuries and make better play calls. AI is revolutionizing the sports industry in numerous ways, from improving player performance to enhancing fan experiences. Figure 7 shows a few ways in which artificial intelligence is revolutionizing the sports industry [10], while Figure 8 shows real-world examples of AI in the sports industry [10].

The advent of generative AI is enabling new possibilities across the many facets of the sports industry. GenAI’s application to sports unveils unprecedented prospects that had been out of reach until now. It brings many advantages across different facets of the industry. Sports teams that effectively leverage GenAI gain an edge over their opponents who lag in adoption. To mitigate risks, sports organizations must ensure GenAI is deployed responsibly with ethical considerations in mind. Figure 9 shows GenAI in sports [11].

APPLICATIONS OF AI IN SPORTS

AI applications in sports include key areas such as biomechanics, performance enhancement, sports medicine, health monitoring, coaching, and talent identification. These areas represent some of the most impactful and promising uses of AI, with significant potential to advance sports science and practice. Key areas of applications include the following [7,12-16]:

- *Sports Sciences:* AI has emerged as having a pivotal role in reshaping the landscape of sports sciences. The application of AI in sports dates to early systems such as cybernetics in the 1960s, which employed mathematical models to simulate tactical decisions in basketball. Since then, advancements have rapidly evolved. The use of AI terminology in sports science can frequently lead to misinterpretations. It is crucial to distinguish between different levels of AI and the tools used. Currently, AI enables sports scientists to leverage massive datasets that were previously too complex for manual analysis, transforming data into actionable insights.
- *Sports Medicine:* Physical and mental health are very important for everybody but are especially important for elite athletes whose overall health and well-being directly impact their sporting performance and financial livelihood. AI is increasingly being adopted to address numerous challenges in sports medicine. Traditional methods of sports medicine for athletes rely on teams of specialized doctors, orthopedists, and physiotherapists and can be limited by personal bias, high costs, inconsistent availability, and difficulty in tailoring care for rare or complex cases. AI has the potential to resolve these issues by providing numerous applications in sports medicine, including (i) injury prevention, (ii) rapid diagnosis, (iii) rehabilitation and recovery, and (iv) real-time personalized treatment planning. Rehabilitation can also assist athletes recovering from spinal cord and brain-related injuries. Machine learning (ML) is changing the way health care is practiced and recent applications of these novel statistical techniques have started to impact orthopaedic sports medicine. In sports medicine, supervised learning methodology has been applied to predict several outcomes of interest.
- *Sports Advertising:* Artificial intelligence is making a big impact on sports advertising. It is really good at looking at what viewers like and making ads just for them. This means no more random ads during your favorite game, only stuff you care about. So, AI is not just changing the way we watch sports; it is also changing the way companies advertise to us. It makes ads more personal, timely, and effective. That is a win-win situation for everyone.
- *Sports Journalism:* The use of AI in sports journalism has also become increasingly popular in recent years. AI has revolutionized sports journalism by streamlining the reporting process and enhancing the way sports events are covered. Through the integration of artificial intelligence, the task of reporting on sports has become more efficient and less reliant on human presence at every game. These AI systems are designed to gather insights automatically and can intelligently synchronize with computer vision technologies to accurately interpret and report what is happening during sports events. This automation allows for consistent, detailed coverage of not only major sporting events but local matches as well, without the need for a large number of human reporters on the ground.
- *Sports Analytics:* This is a science that involves the analysis of data to improve the on-field performance of athletes and the decision-making ability of coaches. Artificial intelligence has proven to be a game-changer in sports analytics, offering new ways to break down complex data and make real-time decisions. AI-powered sports analytics also plays a significant role in navigating the off-field or business side of sports. Sports analytics, the use of AI in generating data that satisfies a specific need, is critical to team operations. Among the types of off-field sports analytics data that a franchise can collect is information related to ticket sales and the purchase of team merchandise by fans. The integration of AI into sports analytics has provided sports broadcasters with the ability to access real-time data that they can relay to commentators doing the play-by-play analysis of the game.
- *Biomechanics:* Biomechanics focuses on describing motion (kinematics) and the factors driving it (kinetics). Analyzing biomechanical data supports improvements in movement patterns, technical skill execution, and injury reduction. Technology has played a crucial role in sports biomechanics especially when examining highly dynamic motions that occur over short time-periods. AI is increasingly applied in biomechanics to improve: (1) data collection methods outside laboratory settings, and (2) the ability to integrate different types of data to make more accurate predictions about important outcomes.
- *Refereeing:* Owing to human limitations, referees may not be able to make accurate decisions directly through the naked eye due to inattention, blind areas, and other reasons. With the continuous development of perception technology, perception technology is used to present controversial penalty scenes in the

progress of games to help referees make more accurate decisions. AI-powered technologies demonstrate the transformative role of perception systems in enhancing the precision and reliability of sports officiating. Hawk-Eye can also serve as a line judge in tennis, using different camera angles and AI systems to make decisions with almost 100% accuracy. The sight of human line judges, by contrast, is accurate only about 75% of the time. Figure 10 shows how to improve referee decision-making with AI [9].

- *Talent Identification:* AI is increasingly being integrated into coaching techniques and talent identification. Its role in coaching focuses on providing deeper insights into athletes' performance, developing personalized training programs, and enabling real-time feedback. Talent identification is a crucial part of athlete development, aiming to spot young athletes with the potential to excel in their respective sports. Traditionally, it has been driven by subjective assessments from coaches and scouts, often limited by human biases and regional constraints. AI offers new ways to automate, analyze and enhance the talent identification process, bringing data-driven objectivity.
- *Injury Prevention:* Athlete health and performance are deeply interconnected and preventing injuries is a top priority for teams and coaches in professional sports. Advances in AI-powered image recognition are providing valuable tools for both injury prevention and recovery, offering data-driven insights that enhance athlete safety. When it comes to athlete injury recovery, AI offers valuable tools for tracking progress and ensuring that players are fully prepared to return to competition. AI in injury prevention and athlete injury recovery offers cutting-edge solutions that not only enhance player safety but also optimize the recovery process. Numerous sports companies are leveraging AI to offer personalized training, nutrition, and recovery programs to athletes. AI can help prevent injuries that result from poor technique. For example, the NFL has also developed an AI-powered injury prevention program, called The Digital Athlete.
- *Fan Engagement:* This is another area where artificial intelligence has the potential to make a significant impact in the sports industry. By leveraging AI, teams, and leagues can provide their fans with a more immersive and personalized experience, which can lead to increased engagement and loyalty. One way in

which AI is being used for fan engagement is through chatbots, which are computer programs that use natural language processing to understand and respond to fan queries in real time. These chatbots can be integrated into social media platforms or websites to provide fans with instant access to information about their favorite teams and players.

BENEFITS

Artificial intelligence is changing the game for sports teams in a big way. AI is transforming the sports industry by providing valuable insights into athlete performance, game statistics, and opponent strategies. It is not only altering how teams strategize and operate, but it is also changing how athletes train and recover. Other key benefits of AI in sports include the following [13]:

- *Enhancing the Athlete:* When it comes to the world of competitive sports, the difference between winning and losing often comes down to the smallest of margins. Indeed, every second matters. AI-driven innovations and insights are transforming athletic competition, changing and improving the way athletes train, perform, and recover. AI is able to provide athletes and coaches with deeper insights on both individual performance as well as team and opponent performances.
- *Personalization:* Personalization is another significant benefit of AI in sports. By offering personalized, data-driven insights on player performance through an in-depth analysis, AI allows athletes to improve performance, stay healthier, and recover faster. From custom training programs to injury prevention, the impact of AI on individual performance is reshaping how sports organizations and players approach both preparation and recovery. AI tools can help recommend the "best" seat for particular customers, based on sports fans' historical data. Tailoring training programs to individual players remains one of the key challenges in sports. Traditional approaches often fail to accommodate the varying needs of individual players, but AI-driven tools are bridging this gap by offering real-time feedback and predictive insights.
- *Predictive Analytics:* The potential of predictive modeling, a sophisticated form of AI, extends beyond traditional fields such as marketing or finance. It is transforming the way we approach sports analytics and player performance. There is likely no area of the sports industry that has not been touched by predictive analytics. By using AI to analyze historical performance data, coaches

can predict how athletes will perform under specific conditions or against opponents. Sports organizations use predictive analytics to enhance fan engagement, facilitate injury prevention, or provide a competitive edge. In addition to training, predictive analytics for game strategies will become more powerful as AI continues to advance. By analyzing vast amounts of game data, AI will be able to make increasingly accurate predictions about game outcomes, opponent behavior, and optimal strategies.

- *Performance Enhancement:* Optimal performance in sports results from years of specialized training, dietary and recovery processes, and strategic implementation. Collecting, analyzing, and interpreting training and competition data, now enhanced by AI, has the potential to further improve performance.
- *Sleep Quality Enhancement:* Poor sleep not only hampers physical performance but also increases the risk of injuries and cognitive impairments, such as slower decision-making and reduced tactical accuracy. Adequate sleep is crucial for elite players, directly impacting energy recovery, cognitive function, and overall performance. However, players often face challenges in achieving the necessary sleep duration and quality due to intensive travel schedules, late-night games, and lifestyle factors. AI technologies significantly enhance the monitoring and optimization of sleep patterns by leveraging wearable devices equipped with advanced biosensors.

CHALLENGES

While AI offers tremendous benefits to sports science, challenges and gaps remain. Key issues include ethical concerns around data privacy and potential biases in AI algorithms, which might lead to discrimination or unfair advantages. One of the key obstacles is the unpredictability of sports, where AI models may struggle to account for human physiological variability and complex team dynamics. Another challenge involves the potential over-reliance on AI insights in decision-making. Other challenges of AI in sports include the following [10,14,17]:

- *Ethical Concerns:* As AI becomes more integrated into sports science, several ethical concerns and challenges arise, particularly related to data privacy and the potential for over-reliance on technology. AI systems in sports often collect vast amounts of sensitive information, including biometric data, physiological metrics, and personal details, raising concerns about how these

data are stored, shared, and used. While AI tools provide valuable insights, they should complement human judgment rather than replace it, particularly when dealing with the unpredictable nature of sports.

- *Privacy Concerns:* One of the most prominent concerns with AI in sports is the issue of privacy. Ethical and privacy concerns are critical when applying AI in sports, particularly regarding sensitive data such as athletes' health metrics, performance statistics, and biometric details. While these datasets are invaluable for improving training and performance, they pose significant risks of unauthorized access, misuse, and discrimination. For example, biometric data – such as injury risk predictions or physiological stress markers – could be used by teams or sponsors to exclude athletes from competition or contracts, even in the absence of clinical symptoms or athlete consent. These concerns underscore the importance of implementing robust frameworks to ensure responsible and transparent AI deployment in sports.
- *Collaboration:* Interdisciplinary collaboration between sports scientists, data scientists, and AI engineers is essential to developing AI tools tailored to the unique needs of sports. Successful collaboration demands clear communication, shared goals, and mutual respect for each discipline's methods. Without such collaboration, AI applications risk becoming technically sound but impractical or oversimplified.
- *Bias:* AI models can unintentionally perpetuate biases if the data used for training is not representative of the full spectrum of athletes, teams, or demographics. This can lead to unfair assessments or recommendations. Sports companies must ensure that AI models are trained on diverse, unbiased data sets and are continuously audited for fairness.
- *Transparency:* AI systems in sports, particularly those used for decision-making in areas such as player recruitment, game strategy, and fan engagement, must be transparent in their operations. Lack of transparency can lead to mistrust and confusion, especially when results are questioned or contested.
- *Data Accuracy:* AI systems heavily depend on the quality and accuracy of data. In sports, where minor mistakes can lead to significant consequences, any inaccuracy in data collection or analysis can negatively impact decisions made by coaches, teams, or even fans. Companies must

ensure that the data collected is of the highest quality and that AI systems are tested for reliability.

- *High Expenses:* One of the major drawbacks of implementing AI in sports is the high expenses associated with it. AI technology requires advanced hardware and software tools, which can be quite expensive. Additionally, hiring experts in AI and machine learning to develop and maintain these systems can also add to the cost. Smaller teams or organizations may not have the financial resources to invest in AI technology.
- *Layoffs:* The implementation of AI in sports can lead to potential layoffs. As AI technology is designed to automate certain tasks, it can lead to a reduction in the number of human employees required to perform those tasks. This can result in job losses for those whose roles have been automated.

FUTURE OF AI IN SPORTS

Sport has evolved into a data-rich field where technology integrates seamlessly with athletic performance, health, and strategy. AI in the sports industry has grown exponentially in recent years, driven by the increasing demand for personalized fitness experiences, data analytics, and wearable fitness technology. The future of AI in the sports industry holds exciting potential across various domains, from enhancing performance analysis to transforming fan experiences. The role of AI in sports will continue to expand, creating more efficient, immersive, and data-driven experiences for athletes, teams, and fans. The future of AI in sports promises even greater innovation as image recognition technologies continue to advance.

The future of sports artificial intelligence looks bright, with endless possibilities for enhancing nearly every aspect of the sports industry. Despite the many challenges of AI, it is unlikely to replace human expertise in sports science. Human intuition, experience, and the ability to read situational context remain invaluable.

CONCLUSION

The integration of artificial intelligence (AI) in sport has become transformative, creating numerous opportunities to enhance talent identification, performance and tactics, health and fitness, broadcasting, ticketing, betting, stadium design, etc. By identifying talented athletes earlier and more accurately, the quality of play in the sports world is bound to get better. There are truly no limits to the number of uses for AI in the sports industry; we are only limited by our own creative capacity. Artificial

intelligence is not just a fleeting presence in the sports industry; it is here to stay, poised to shape its future in many fascinating ways. The future of sports artificial intelligence looks bright, with endless possibilities for enhancing nearly every aspect of the sports industry. More information on AI in sports industry is available from the books in [18-30] and the following related journals:

- The AI Journal
- AI Magazine
- Journal of Intelligence
- Intelligent Sports and Health
- Journal of Sports Sciences

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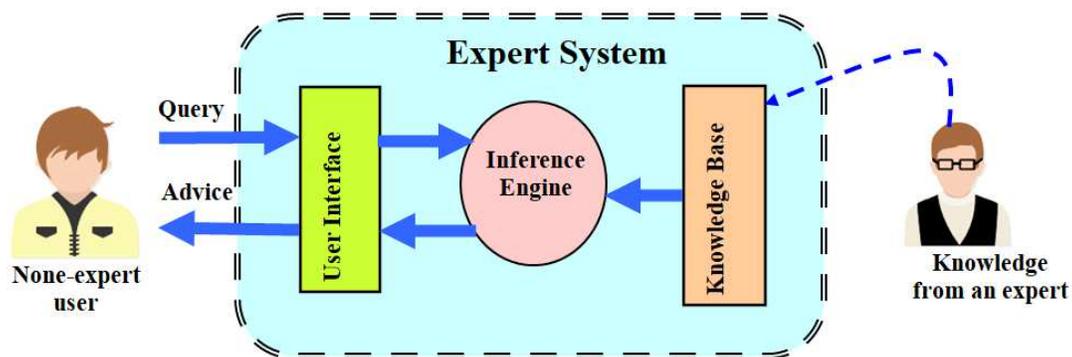


Figure 1 A typical expert system.

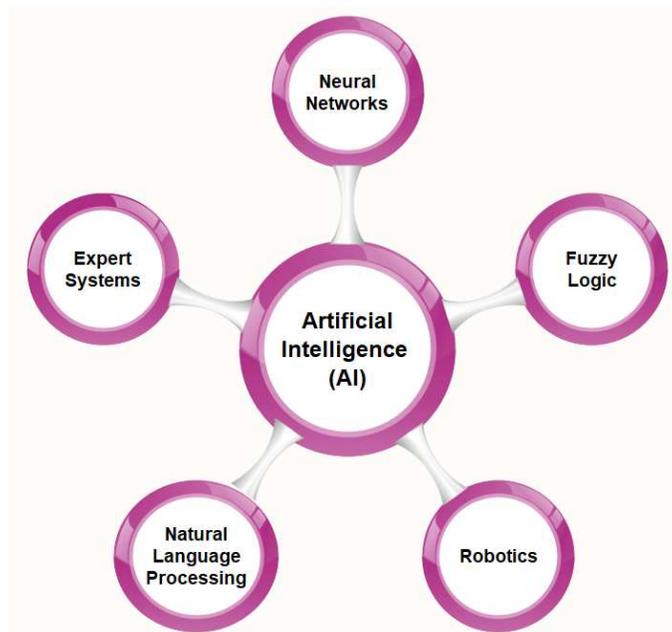


Figure 2 AI tools.

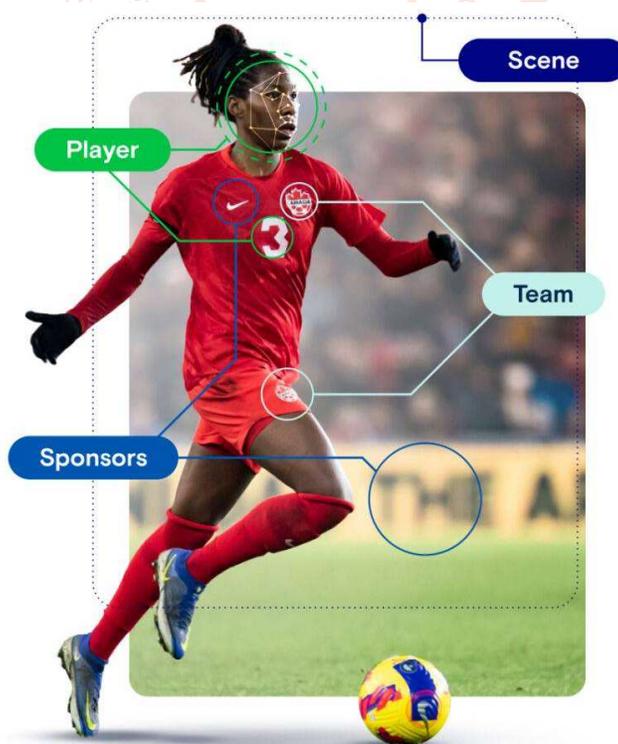


Figure 3 A typical player [6].



Figure 4 A typical sport [7].



Figure 5 A sports stadium [8].



Figure 6 A representation of AI in sports [9].



Figure 7 Ways AI is revolutionizing the sports industry [10].

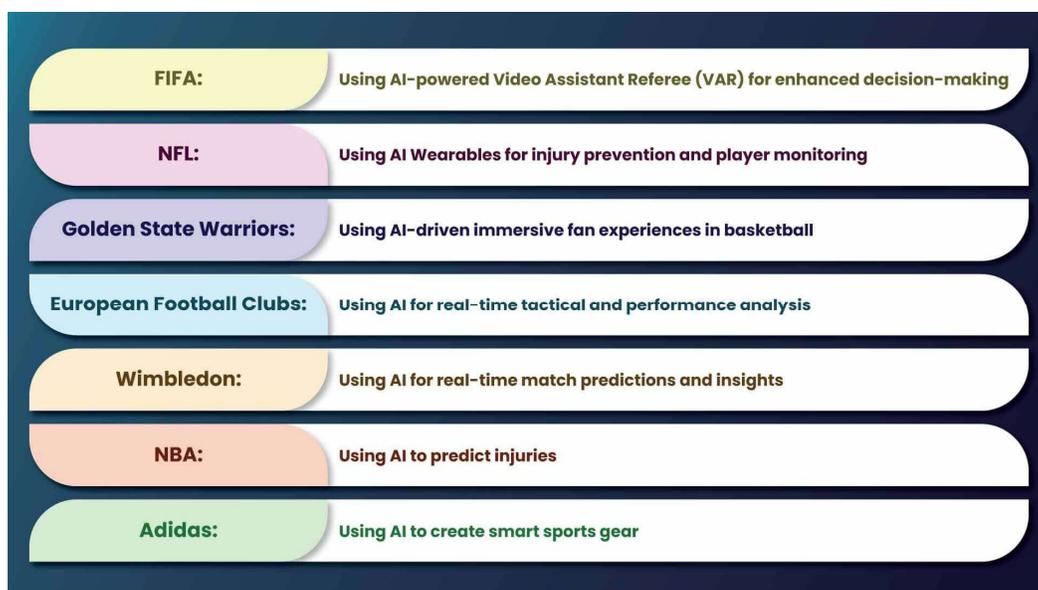


Figure 8 Real-world examples of AI in the sports industry [10].



Figure 9 GenAI in sports [11].



Figure 10 How to improve referee decision-making with AI [9].

