

***Sports Coaching Platforms: -- Markets Reach \$864 Million By 2021***

LEXINGTON, Massachusetts (November 4, 2015) – WinterGreen Research announces that it has published a new study Sport Coaching Platforms: Market Shares, Strategy, and Forecasts, Worldwide, 2015 to 2021. Next generation sports coaching platforms leverage better software technology, they support high quality data gathering and sharing in the specific sport or activity in which they are being used. Platform coaching modules are highly targeted to specific situations.

Sports coaching platforms make teams more functional, improve player performance. The quality of coaching athletes and coaching teams is better with the introduction of some automated process. The availability of coaching modules provides coaches with many distinct possibilities for strategic maneuvering. The ability of athlete health and muscle metrics to trainers increases options for increasing athlete effectiveness. The availability of annotated video, instantly available on the smart phone makes athletes and teams train better. Better sports at every level is made possible by the coaching platforms. Platforms offer information integration and distribution which ever is the appropriate response. Vendors are able to stimulate better conditioning and better team play. Platforms provide accelerated annotated video distribution to the right people efficiently.

In sports and fitness technology, it is not about what data can be shown, it is how meaningful the data is in terms of improving athletic performance or managing overall personal fitness. Sports coaching platforms have become a way to bring big data to the coach and help him craft on-field strategy, tuned to actionable information.



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Annotated video is the fundamental technology set to revolutionize sport. As it is formatted in a manner that is appropriate for viewing on a smart phone, it becomes a valuable tool for improving sporting performance. Platforms and monitoring devices are being used by athletes and coaches to make team members better players. Fitness devices are being used to increase the levels and qualities of exercise. Vendors have been forced to realize that people need interpretation of data, they need to know the meaning of data collected by the team, letting the coach communicate a coherent strategy.

Sports coaching platform technology is poised to affect the way any game is played by professionals, shifting sports more than anything has ever done before. Sports and smart technology are poised to give teams that are early adopters significant competitive advantage. Professional sports teams and professional athletes are early adopters of coaching platform technology, driving market growth.

The professional athletes have the money to spend on development products. They have the most to gain from athletic performance improvements. Within the coaching platform technology industry, there seems to be a big market for professional athletes, trainers, and coaches who need that edge over their competitors to stay in the game. Amateur and school sports leagues are great users as well, leveraging the platforms to gain efficiency in team administration and coaching.

Sports analytics: is evolving beyond on field play analysis to biometrics analysis. The ability to analyze joint, muscle, heart, respiratory, cadence, and endurance parameters of the athlete or ordinary user is significant. In addition, the swing of the bat or the racket can be analyzed.

According to Susan Eustis, leader of the team that prepared the study, “Wireless technology is having a great affect on sports coaching platform technology. Within the software platform software industry, analytics have been able to permit coaches to tune the play of athletes in a more manageable manner. Market growth comes from professional athletes and teams that need to achieve an edge over their competitors and from school team consumers wishing to gain performance advantage in their local sports leagues. By adopting prebuilt modules of plays and adapting them to their players, teams are able to function more effectively.



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Annotated video facilitates coaching individual attention to athletes. Performance can be improved, coaching can be improved using coaching platform technology.”

Sports coaching platform technology forecasts indicate that the evolution of devices is in the context of smart phone adoption going to 9.5 billion by the end of the forecast period. The ability to offer sophisticated analytics for the team and the athlete is what provides sophisticated application capabilities. Apps are further evolving to provide tracking of motion and help provide mastery of various techniques for mastering some aspect of sport or fitness.

Sports coaching platform technology markets at \$49 million in 2014 are anticipated to reach \$864 million by 2021. Market growth comes as coaching platform technology further evolves. The sports segment is just part of a larger sports analytics market. With technology maturity, price points will decline rapidly and affordability will drive significant market growth, soon reaching billions of dollars. The companies that achieve measurable market share early in the evolution of the market are likely to maintain a strong presence in the billion dollar markets.

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