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Special Issue

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Exploring the Sports' Digitization Together

Selina Yuan

Sports challenge and inspire people; every Olympic Games attracts the world's greatest athletes, but how can we use modern technologies to empower and cover an event with over 100 years of history?

Alibaba has been a worldwide sponsor for cloud infrastructure & services of the Olympic Games since January 2017, and Alibaba Cloud wants to support the games with our technologies. There are a lot of games and matches during the Olympic Games. Some fans will watch in person, but most fans will watch remotely. At the venue, there are daily issues to address, such as fan management and ticket sales, while remote viewers deal with issues, such as livestream quality and stat tracking. Every moment during the Olympic Games could be a once in a lifetime historical moment.

Since the beginning of the COVID-19 pandemic, sports have faced new challenges. We need to consider how to overcome the challenges and make the path through all the difficulties. The core spirit of the Olympic Games is about never giving up and challenging the impossible. We believe in this core spirit and will work closely with the committees to move forward.

The technologies advance to support business continuity, the Olympic Games, and the people pursuing excellence. Alibaba Cloud wants to support the Olympic Games with our technologies and explore the Olympic Games' digital journey together.

Digital Transformation Beyond Sports

—— **By Stephanie Gao**

The sports industry has been applying technologies in new ways to address several challenges from the digitalized world.

Organizers need to overcome many hurdles to provide the best experience inside and outside of their sporting venues, across a growing range of channels, applications, and user groups.

Event attendees expect a seamless experience when navigating an event, at-home spectators want the best viewing experience possible, and the world's press wants to cover all of the action.

Cloud computing can help. The innovative cloud-based technologies are reshaping the sports industry and how sports organizers and athletes interact with fans. For instance, Alibaba Cloud's ApsaraVideo cloud technology could help bring the games to multiple screens with video on-demand while enriching the viewing experience and interaction levels. We can also imagine how such cloud technology can bring new aspects of fun and enjoyment to people that could not participate previously.

For the world's largest and most complex sports event, the Olympic Games, cloud technology is playing an increasingly important role. Alibaba Cloud is the official cloud service provider of the IOC and will use its technology to make the Olympic Games smarter. Alibaba Cloud is focusing on making the Olympic Winter Games Beijing 2022 cloud-based. It will offer unique experiences for attendees, including how they buy tickets, purchase merchandise, and engage via mobile technology. For the Olympic and Paralympic Games Paris 2024, the Alibaba Cloud infrastructure is supporting the official games, fan engagement, and educational

websites, as well as their planning and activation in the lead-up to the event.

Recently, Alibaba Cloud unveiled a series of cloud-powered solutions that will transform and digitalize how sports entertainment is traditionally organized,broadcast, and consumed. The solutions are designed to bring spectators closer to the events' center stage for more personalized and interactive engagement while helping organizers and broadcasters operate more efficiently, effectively, and securely.

Event organizers are set to benefit considerably from Alibaba Cloud's Event Simulation Services (ESS)*. Running on the cloud and powered by elastic compute, ESS can help organizers plan the layout of indoor venues virtually, optimizing the position of equipment and facilities without moving or commissioning a single piece of physical kit. ESS negates the time, expense, and risk of physical tests and run-throughs with the ability to create a digital twin, providing a comprehensive digital examination of a venue for all key stakeholders. When it comes to event broadcast planning, Alibaba Cloud's ESS enables broadcasters to simulate and test different camera positions before installing camera tracks, thereby offering audiences the best point-of-view. Furthermore, ESS provides organizers with a wealth of insights for post-event analysis for more effective future planning.

Alibaba Cloud also launched Fan Video Hub to help sports fans worldwide support their favorite teams and athletes more personally, regardless of location. The cloud-powered technology can act as an efficient aggregator that can collect and filter real-time videos uploaded by worldwide

fans to a variety of social network platforms before broadcasting them onto designated online platforms or in venues where the event is happening. Sports event organizers can initiate special projects encouraging fans to create personalized motivational videos that will be displayed in sports stadiums.

Broadcasters and journalists help spread the joy and excitement of sports to fans worldwide. Alibaba Cloud launched Press Conference on the Cloud to improve experiences and facilitate virtual media briefings using livestreaming and on-demand technologies. The solution broadens the reach and increases efficiency for journalists that do not need to join press conferences in person, saving them valuable time in crafting news stories and the

hassles of traveling to different locales in gigantic sports parks. Furthermore, with Press Conference on the Cloud, reporters can attend multiple briefings in multiple locations simultaneously to maximize efficiency and productivity.

In a recent interview with the International Olympic Committee, Alibaba Group Chief Marketing Officer Chris Tung said, "The company sees the partnership as a platform to showcase Alibaba's innovations and cloud technologies to the world through each edition of the Olympic Games, as well as an opportunity to showcase how digital technology can make a difference in engaging young consumers."

"I think this transformative effort will have

a profound impact, not only for the Olympic Movement but also for all the sports fans and spectators around the world, taking the Olympic Games to another level with the cloud technology we have and will continue to create," Tung said.

"This is what we want to achieve, and this is what we hope the world will see and appreciate."

For Alibaba Cloud, this is what inclusive technology means.

*This solution is neither officially approved by nor being delivered to the Olympic Games.

Smart Sports

This article was originally produced by MIT Technology Review Insights in association with Alibaba Cloud, and was published on Technologyreview.com on January 29, 2021.

How cloud is driving a digital transformation in major sports events that benefits athletes, teams, and fans worldwide.

Sport has been a pillar of human civilization for thousands of years. Murals and monuments of ancient Egypt, dated older than 2000 BC, depict events such as wrestling, archery, and javelin.

The Lascaux cave paintings in France, over 15,000 years old, appear to show sprinting and wrestling. Sports are a powerful force for good; sporting activity builds physical and mental health, while spectator sports bridge generational and cultural divides.

Over the past century, technology has completely changed the nature of sport. It has influenced the way athletes train and perform—consider Heuer's invention in 1916 of the first stopwatch accurate to one hundredth of a second, subsequently used in three Olympic Games in the 1920s. From the 1930s onwards, live television broadcasts of sporting events helped change many local games into global spectator sports.

FIFA estimates that more than 3.5 billion people watched the 2018 World Cup
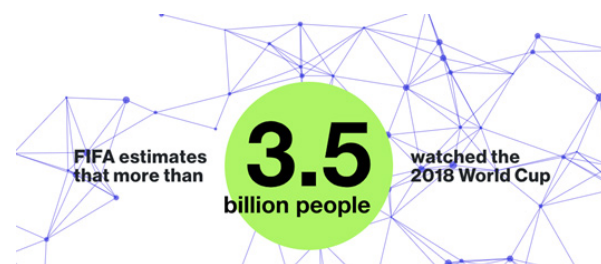
Technology has transformed sport from localized activities into a global industry, worth some $488.5 b in 2018.

And there is still a lot more it can offer the world of sports, from improving athlete performance to managing spectator experiences at major live events and delivering interactive home audience experiences. Sport is on the cusp of a major digital transformation, especially considering the rise of AI and the internet of things (IoT).

Modern wearable technology can also help capture vital performance data.

In 2016, Major League Baseball approved two devices for use during games: the Motus Baseball Sleeve, which measures stress on elbows, and the Zephyr Bioharness, which monitors heart and breathing rates. In 2018, Formula One mandated drivers wear gloves that include a pulse oximetry sensor to measure heart rate and blood oxygen.

Cloud computing sits at the center of these data analysis capabilities, including health, diet, training, and physical metrics. Moreover, deep-learning technology can help model the relationship between nutrition, sleep, and training with alterations in weather, including temperature,

wind, and other natural factors, to enhance athlete performance. Coaches, in consultation with their medical teams, can then design separate training routines tailored for individual sportspeople.

Immersive events for global audiences

Sports fans worldwide have a lot to gain through the increasing digitalization of sports and sporting events. For decades, spectator sports were largely passive and episodic, with fans attending occasional events and watching others on television or reading about them in newspapers. Today, social media and smartphones have facilitated interactive sporting experiences across multiple platforms in a perpetual stream. Fans no longer just want to watch their favorite player on a Sunday night; they want to hear about them recuperating on Monday, watch them train on Tuesday, and discuss their fashion choices on Wednesday.

According to a survey by Capgemini, almost

70%

of fans say that emerging technologies have enhanced their overall viewing experience, both inside and outside the stadium.

Fans watching remotely have primarily benefited from greater immersion in the actual live experience.

Other enhanced remote audience experiences include the ability to switch between different camera angles and more social viewing experiences: livestreaming a match on one half of the screen and interacting with friends on the other.

Silence in the stadium

Covid-19 has had an unprecedented impact on global sports. Across almost all sporting categories, from March 2020, training, as well as national and international competitions, have been cancelled or postponed. Not only did the coronavirus literally stop play; the impact on global sports' revenue streams and business models, from ticket sales to broadcasting to merchandise, has been immense. Associations and event organizers are now focused on what can be done to help the industry bounce back, and many of the solutions will come from embracing digital technology.

Given live audience restrictions during the covid pandemic, Shen Xue, president of the Chinese Figure Skating Association and former Olympic champion in pair skating, shared four imperatives for her sport at Alibaba Cloud's Apsara Conference 2020. These, she said, are to create new models of event hosting that minimize face-to-face interactions; transfer offline game watching to online game watching; produce brand new content from figure-skating events; and to further promote figure skating with new digital events. "All these challenges require the conventional way of sports events organization, communication, and promotion to be transformed and adjusted," said Shen.

The new live experience

At some point, however, live sporting events will resume. Before the pandemic, fans inside the stadium were using emerging technologies to, among other things, receive regular match updates (such as offside calls or relevant fun facts) while watching live; access high-speed WiFi to share content to social media; and order food and beverages online and have them delivered directly to their seats. Yet cloud computing is powering these new experiences and sources of entertainment for sports fans by stitching together digital marketing, commerce, viewing, and gaming solutions.

AR also has the potential to significantly augment the in-stadium experience.

It has already been successfully used in a face-painting app by the National Football League, allowing fans to take selfies with their chosen team's colors "painted" on their faces. The San Francisco 49ers used AR to enhance the value of certain limited edition merchandize in the team store—by scanning AR-enabled souvenir cups, fans were able to unlock premium video content from the team's Hall of Fame. More broadly, AR and other technologies may be able to vastly improve stadium shopping experiences for fans by offering them personalized recommendations based on purchase histories and allowing them to virtually "try on" new outfits and have them shipped without having to jostle with other shoppers in the store.

Intelligent sports planning

City and event planners will also benefit from the digitalization of sporting events, particularly in the way that the sports solutions leverage on smarter planning. This means that getting to and from major live events will be smoother and more efficient in future as vehicle traffic, public transport provisioning, and parking can be optimized using cloud technologies.

Based on expected visitor inflows, event organizers can assess passenger density around the city and provision bus or taxi fleets based on real-time demand and capacity. This data-driven intelligence and responsiveness can also play a part in managing an emergency scenario, such as a road traffic accident or response times to a medical incident.

At the sporting venue itself, spectators and organizers benefit from enhanced health and safety, thanks to visual AI technology and prediction software. One planning innovation spurred by covid-19 is the introduction of Alibaba's event simulation services (ESS) that allow remote event organizers to do virtual layout planning for the positioning of equipment, facilities, and cameras. "Now the planning team can stay at home, anywhere in the world, to design the layout of an overseas venue," said Yuan.

Cloud computing technology is bringing all sports fans—whether watching live or virtually—closer to the sports they enjoy. It's raising the bar on the sports themselves, and providing immersive experiences that allow fans to engage in many new and different ways. For sporting teams, associations, and event organizers, cloud services help them build their brand and audience and deliver events seamlessly and securely. These factors are crucial to bouncing back from 2020 and welcoming spectators back to major sporting events.

Events Simulation Services

Alibaba Cloud's Events Simulation Services is a highly versatile and intuitive solution that allows event organizers to optimize their sporting events in general. This solution is neither officially approved by nor being delivered to the Olympic Games.

Edited By Ryan Zhao

Digitally Transform Your Venue

Sports are a highly competitive pursuit, and fans want to be at the center of the action. At Alibaba Cloud, our Events Simulation Services (ESS) solution can help event organizers sprint ahead of the competition by optimizing your venue operation layout and providing media spectators with the best engagement experience.

ESS provides a remote and immersive cloud-based simulated environment to optimize every stage of your sporting fixture. It eliminates the need for physical venue surveys and rehearsals when your team plans an event from different countries. During an event, you can make operational adjustments in real-time using ESS, preventing and reducing various risk factors as an event unfolds while optimizing the engagement experience for your event stakeholders. ESS also provides plenty of data for post-event analysis.

In this article, we look at how ESS can simulate major event venues, including facility planning, traffic flow, camera positioning, and the logistics of broadcasting these events.

Field of Play

You can plan the layout of your indoor venues using ESS, allowing you to optimize the position of various pieces of equipment and facilities without moving or commissioning a single piece of physical kit.

You can use ESS to look around the simulated venue and check details, such as the placement of display boards, using its intuitive interface. You can optimize the size, placement, and angle of the equipment to visualize the best layout for spectators.

When it comes to broadcasting your event, you can also simulate and test different layouts, adding, reorienting, and simulating cameras, moving camera tracks, and viewing platforms to make sure the best POV is always available.

ESS allows you to visualize your camera set up from multiple angles and layers of granularity, including a traditional top view of the entire venue, where you can check the field of view for individual cameras across the stadium.

You can stand behind different cameras during simulated sports action. This allows camera operators to practice and test their responses to different events within a simulated environment.

Press Conferences

ESS also allows you to optimize the layout of your press conference areas. You can simulate the placement of the speakers, press, seating, and camera equipment in different rooms using the drag-and-drop interface. You can also make these adjustments in real-time to maximize the number of audience members during a live event.

Security and Flow Planning

ESS can simulate multiple operation zones of a venue, allowing you to secure the key entry and exit and optimize the flow of people and vehicles around the site.

You can maximize the coverage of your security cameras by checking their field of view for different access points across your site. You can simulate different scenarios, minimize potential bottlenecks, and react to busy periods or unexpected events effortlessly.

Outdoor Venue Simulation

Outdoor venues are often more difficult to simulate and test, compared to indoor venues, thanks to their scale and complexity.

You can use ESS' 3D modeling capabilities to create panoramic views of an outdoor space, providing a real-life look and feel for key areas. As a result, you can capture panoramic pictures and videos using different time phases, check different camera positions, and make the necessary adjustments to perfect your outdoor spaces and coverage.

Winning Events

ESS is a highly versatile and intuitive solution that allows organizers to optimize their sporting events using simulation to optimize their sporting events using 3D simulation. This negates the time, expense, and risks of physical tests and run-throughs, providing comprehensive digital awareness of a venue to all key stakeholders.

Fan Video Hub

This cloud-powered content curation solution automatically collects, filters, curates, and generates video content to deliver an enhanced event experience.

Edited By Ryan Zhao

Fan Video Hub Cheers on Olympic Athletes

Every moment counts at the Olympic Games for the competing athletes and the stadium-based spectators lucky enough to watch the action. What if you cannot attend the Olympic Games? With the new Alibaba Cloud Fan Video Hub, worldwide fans can show their support using the power of the Internet.

The Fan Video Hub automatically collects and filters content uploaded to a variety of social networking platforms. These videos are curated, checked, produced, and broadcast to a screen in an Olympic stadium or published on the web, creating the biggest fan support section imaginable.

The Fan Video Hub puts fans worldwide at the center of the Olympic action, allowing them to cheer on their favorite teams and athletes and see their videos in world-class venues and online.

Tokyo 2020

In the lead-up to the Olympic and Paralympic Games Tokyo 2020, fans were invited to participate in a project where they recorded themselves performing to a special beat. They could dance or clap along to the beat created from more than 1,000 different sound samples reflecting the themes of sport, Japanese culture, nature, and daily life.

For this project, fans were encouraged to upload their videos to social media using a unique hashtag specified by the Tokyo Organizing Committee of the Olympic and Paralympic Games. A compilation video of the submitted material will be displayed inside venues and on digital outlets online.

The Alibaba Cloud infrastructure has helped provide the required level of inclusivity that sits at the heart of this project, allowing anyone to join worldwide, regardless of language, disability, age, or gender.

The cloud-powered content curation solution leverages the latest cloud technology with several innovative features. It can curate and collect content from multiple social media platforms while filtering content and deleting inappropriate videos.

We have developed a solution to make a video from the curated content and display it on a stadium screen or the Internet.

Let's take a look at each stage of the Fan Video Hub:

1. **Curation:** When a video with the specified hashtag is identified, it is curated, and the system checks for the user's consent.

2. **Filtering:** The video is filtered and sorted depending on the type of content (video, image, or text.) The system also analyzes the content and reports anything inappropriate, taking a two-tier approach that includes automated and manual checks.

3. **Production:** The video is split and fit into a prepared template, making it easy to edit the file during the next stage. Multiple formats are created for different potential outputs.

4. **Output:** The video is output to its chosen destination. This could be a high quality video on a stadium screen or a smartphone-sized video delivered via a mobile app or website. The cloud-powered content curation solution encourages everyone to cheer on our Olympic athletes to the sound of the beat all over the world. This project inspires the Olympic athletes, energizes its venues, and lets everyone participate in the world's greatest games!

Press Conference on the Cloud

Press Conference on the Cloud is an innovative cloud-based solution that enables virtual press conferences with high efficiency and low cost. Alibaba Cloud has been working with Tokyo Organising Committee of the Olympic and Paralympic Games to utilise Alibaba's cloud technologies to deliver this solution utilising cloud products like ApsaraVideo Live and ApsaraVideo Media Processing etc.

Edited By Ryan Zhao

Press Conference on the Cloud Opens up the Olympic Games

The Olympic Games showcases the world of elite athletics, but not all the action takes during the games. Every Olympic Games also hosts a range of media and press conferences, giving journalists valuable insights into past and upcoming events.

Traditionally, journalists needed to attend these conferences in person to ask questions. Now, our Press Conference on the Cloud solution provides a different approach, allowing journalists to get the insights they need without physically stepping going to the press conference.

Press Conference on the Cloud allows the International Olympic Committee (IOC) and the

organizing committee for the Olympic Games (OCOG) to seamlessly manage and broadcast its press conferences virtually using livestreaming and on-demand technologies.

Compared to conventional media conferences, this innovative approach helps broaden the reach and increase the efficiency of the media industry and event organizers. It also reduces the travel costs of journalists since there is no need for individuals to attend in person.

Press Conference on the Cloud also scales the media influence and impact, allowing journalists to be in two places at once, accessing high-quality content and virtually interacting with Olympic representatives from anywhere in the world. They can replay any press conference on-demand.

For the Olympic Games organizers, operational costs are reduced since they do not need to accommodate journalists. The organizers can also maximize coverage by reaching to every interested party, even if they cannot attend every press conference in person.

How It Works

Press Conference on the Cloud livestreams to all authorized media and journalists, and they receive the most up-to-date press releases and news from the Olympic Games.

Press Conference on the Cloud is powered by Alibaba Cloud's all-in-one audio and video streaming solution. The ApsaraVideo Live service is an established solution based on our leading content hosting and delivery networks and large-scale distributed real-time transcoding technology.

This solution can provide high-definition and uninterrupted live audio and video services from the IOC to authorized media staff with low latency and high concurrency. Alibaba Cloud has a network of more than 2,800 nodes distributed across more than 70 countries and regions.

Press Conference on the Cloud also leverages our Content Delivery Network (CDN), which delivers content to users from the nearest nodes, providing

a high speed network for livestreaming and on-demand Olympic press conferences.

At the user end, our Video on Demand solution enables immediate downloading and viewing of videos without any delays and other performance issues.

Olympic Scale

Olympic sites can span a vast geographical region, and our solution is ready for this challenge. The Press Conference on the Cloud solution works across multiple sites, tailoring to the requirements of different conferences.

The one-hour International Olympic Committee Daily Briefing, for example, is held at the Main Press Center. Using the Press Conference on the Cloud solution, organizers can livestream the conference, record the conference, and save it on VOD to replay it later.

The Medalist Press Conferences are held at multiple venues. During each of these conferences, interpreters translate the speech into a range of different languages. Using Press Conference on the Cloud, the translation is packaged into the original video stream, generating a new stream for each language. After the new video stream is generated, it is transcoded and available on-demand.

At Alibaba Cloud, Press Conference on the Cloud is one of the many cloud-based products and solutions we have created to enable an Intelligent Olympic Games.

Worldwide TOP Partner Alibaba Supports Le Club Paris 2024

This article was originally published on Olympic.org on July 30, 2020.

Alibaba Cloud, the digital technology and intelligence backbone of Worldwide TOP Partner Alibaba, is supporting Paris 2024 with its "Le Club Paris 2024" initiative on https://club.paris2024.org/home

Each month until the Olympic and Paralympic Games Paris 2024, Le Club Paris 2024 will offer its members the chance to take part in fun challenges, enjoy exclusive meetings with Olympic and Paralympic champions, and participate in many other exciting sports and cultural initiatives.

"Four years from the Paris Olympic and Paralympic Games, we have launched 'Le Club Paris 2024', open to everyone with one watchword: Enter the Games. Your turn to play. Our ambition is to offer to everyone the opportunity to engage by our side and to fully live the experience. We are pleased to work with Alibaba Cloud on this mission, and by leveraging its cloud computing and digital transformation expertise, we can give everyone a unique experience as part of their own Paris 2024 journey," said Paris 2024 Engagement Director Romain Lachens.

Chris Tung, Alibaba Group Chief Marketing Officer, said, "As a World Olympic Partner since PyeongChang 2018, we have been working closely with the IOC and local organising committees to create more inclusive and next-generation Olympic Games, starting from Tokyo 2020 to Beijing 2022, Paris 2024 and beyond.

We are confident that our cloud technology and e-commerce innovations can help contribute to take the Olympic Games to new levels."

As the Worldwide Olympic Partner and official cloud service provider, Alibaba Cloud has been supporting Paris 2024's digital infrastructure since the organisation's inception, including hosting the official website, Paris2024.org. Alibaba Cloud's leading computing capabilities, together with its wide range of service portfolios, have supported Paris 2024 in delivering online projects rapidly while meeting the stringent requirement of website hosting.

"We are very excited to support Paris 2024 with its digital transformation journey, and to bring our leading technology capabilities to digitise the Olympic Games," said Selina Yuan, President of International Business, Alibaba Cloud Intelligence. "Together with Paris 2024, we are confident that Olympic fans will be able to experience the excitement, and spread the spirit of the Olympic Games to both online and offline communities."

For more information about Le Club Paris 2024, visit https://club.paris2024.org/home.

Three Years as Olympic Partner But Just Getting Started

This article was originally published on Alizila.com on January 23, 2020.

As a member of The Olympic Partner (TOP) Program for Alibaba Group, and we couldn't be more excited about the achievements we've accomplished together with the International Olympic Committee (IOC). As we are gearing up for the Olympic Games Tokyo 2020, I thought this was the right moment to offer an update on that progress.

We joined the TOP program as the official Cloud Services and E-Commerce Platform Services partner of the Olympic Games through 2028. Being a worldwide partner to the IOC supports Alibaba's globalization strategy and brings us greater visibility as we pursue our mission of serving 2 billion consumers around the world. But more than that, we share a vision with the IOC of using technology to level the playing field and enrich people's lives. To that end, we will leverage Alibaba's technology to digitally transform the Games while also helping the IOC attract more young fans around the world.

In three short years, we've already made a strong start. We were the founding partner of the Olympic Channel news and entertainment site, and we launched the first-ever Olympic online store on our B2C marketplace Tmall. In collaboration with the Olympic Broadcasting Services (OBS), we also introduced a more powerful and efficient way to broadcast the Olympic Games, called OBS Cloud. By leveraging our best-in-class technology, OBS Cloud will help transform the media experience by creating an optimal environment for Olympic rights holding broadcasters and by streamlining content production and distribution during game time.

We want to use our technology and computing power to build the infrastructure backbone of the Games, enabling an easy, secure and seamless experience for all stakeholders. This infrastructure includes a suite of digital products which are able to support event operations and experience. OBS Cloud is part of this. And through a partnership with fellow TOP Partner Intel, we created 3D Athlete Tracking, which uses cameras to extract data from athletes in motion to create optimized training programs for them.

These advances will help carry the Olympic Games into the digital era, creating a better experience for athletes, coaches, broadcasters, host cities and fans. But we're far from done. There's still much more to do.

First, we are "all in" for Tokyo 2020. In addition to Alibaba Cloud and Tmall, many other Alibaba business units will join in the excitement for Tokyo 2020. For example, our global marketplace AliExpress officially kicked off its Olympic activation with the IOC at the Youth Olympic Games last year in Lausanne, through online marketing campaigns that promote the Olympic spirit.

Over the next several months, you'll see more of our Tokyo 2020 plans unfold as we prepare for our onsite presence at the Olympic Games and introduce new ways in which we are leveraging our technology and ecosystem to help the IOC transform the Olympic Games Tokyo 2020 and beyond.

I'm also proud to announce – for the first time – the theme for the Olympic Games Tokyo 2020: supporting young people with the power of technology. We founded Alibaba because we saw the potential of technology to level the playing field for everyone, from small businesses to young people. Enabling youth with technology has been deeply rooted in our mission from day one. Today, hundreds of millions of young people are using our technology every day to enrich their lives. This mission is more important than ever in Tokyo 2020, as it's also shared by the IOC, the Tokyo Organizing Committee of the Olympic Games (TOCOG) and many other organizing committees. Engaging with the younger generation is an important goal for the IOC's Agenda 2020, and TOCOG wants to make Tokyo 2020 the youngest Games ever. We are working on a global advertising campaign in the lead-up to Tokyo 2020 meant to inspire young people. I will be able to share more in a few months.

Given our 12-year partnership with the IOC, we have our eyes on Beijing 2022 and Paris 2024 — and beyond. For one, we're focused on making Beijing a truly cloud-based Olympic Games that will offer a unique experience for attendees with how they buy tickets, purchase merchandise and engage overall via mobile technology. For Paris 2024, our cloud infrastructure is supporting the official Games site, fan engagement site and educational site, as well as their planning and activation in the run-up to the event.

We want the Olympic Games to be as interactive and engaging for fans and athletes as possible, and we are excited about our work with the IOC to get there. Together, and along with the other TOP Partners, we'll transform the Olympic Movement for the future.

Alibaba Cloud ApsaraDB

Alibaba Cloud Named a Leader in the 2020 Gartner Magic Quadrant for Cloud Database Management Systems

Please visit https://www.alibabacloud.com

Why Alibaba Cloud Database

Extensive Product Portfolio

Alibaba Cloud offers one of the most extensive portfolios of cloud database solutions and can provide the necessary solutions to store, process, analyze and manage your data to support and add value to your business. Our database systems support all the mainstream open-source and commercial database solutions, including MongoDB, PostgreSQL, MySQL, SQL Server, and Redis.

Proven Reliability and Scalability

Alibaba Cloud's databases can empower your business, no matter the scale. Database solutions like RDS and PolarDB supported Alibaba's systems behind the annual Double 11 Shopping Festival, China's Black Friday, the world's largest online shopping event.

Large and Growing Customer Base

Our database solutions have supported over 100,000 customers with more than 400,000 databases hosted on Alibaba Cloud. Alibaba Cloud is the number one choice among cloud database providers in Asia Pacific.

Paired with Powerful AI Solutions

Integrated with new and innovative AI solutions, our databases come with features such as auto-recovery and auto-optimization so that you can be more equipped in the cloud native revolution.