

# Alibaba Cloud Powers Olympic Games



# Alibaba Cloud

Special Issue



Alibaba Cloud  
[www.alibabacloud.com](http://www.alibabacloud.com)





# CONTENT

|   |    |
|---|----|
| Exploring the Sports’ Digitization Together               | 3  |
| Digital Transformation Beyond Sports                      | 5  |
| Smart Sports  | 7  |
| Events Simulation Services                                | 11 |
| Fan Video Hub   | 13 |
| Press Conference on the Cloud                             | 15 |
| Worldwide TOP Partner Alibaba Supports Le Club Paris 2024 | 17 |
| Three Years as Olympic Partner But Just Getting Started   | 19 |
| ApsaraDB Named a Leader                                   | 21 |

# ABOUT US

Editor in Chief / Selina Yuan  
Editor / Stephanie Gao, Ryan Zhao  
Website Planner / Sandy Zhang, Sue Zhou  
Writer / Stephanie Gao, Ryan Zhao, Yanjia Zhang  
PR Advisor / Claudia Ju

Legal Advisor / Ava Zhao  
Proofreading Editor / Ryan Sims, Wei Tong  
Art Director / Sophie Wang  
Designer / Longze Ma



# Exploring the Sports' Digitization Together

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.



Selina Yuan

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

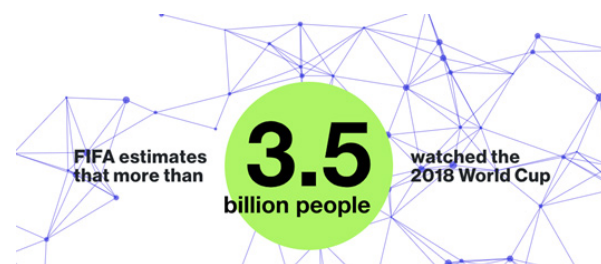
This article was originally produced by MIT Technology Review Insights in association with Alibaba Cloud, and was published on Technologyreview.com on January 29, 2021.

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.



**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.