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**Press release**

## **Digitization is becoming increasingly important for the sports industry**

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- Second ISPO Digitize Summit for sports retailers, manufacturers and brands
- Digital technologies provide competitive advantages
- Successful start of the Electronic Sports Competition (ES\_COM)

**The second ISPO Digitize Summit, which ended last week, presented top speakers such as Moritz Hagenmüller from Accenture Strategy, Steffen Hack and Tim Janaway from adidas, Sebastián Lancestremère from Microsoft and Carsten Keller from Zalando SE. More than 500 participants attended the event to find out about the opportunities of digital change in the sports industry. After the Summit, the Electronic Sports Competition (ES\_COM), the first eSports and Gaming Festival in Munich, was held for the first time. It showed how great the interest in eSports and thus the potential for the sports business is.**

At the second ISPO Digitize Summit held in Munich on July 3 and 4, experts discussed amongst others how the future of retail can be shaped and the point of sale digitized, what opportunities eSports can offer and where the opportunities for AI-based business models lie in the sports and fitness industry or what digital change management and standardization in the value chain can look like. The [response](#) was consistently positive and is reflected in the figures: more than 500 participants were on site, around a third of whom came from abroad. Christoph Rapp, Project Manager ISPO Digitize Summit: "The awareness in the industry of how important digital know-how is has grown significantly compared to the previous year. The great interest confirms that we have made the right strategic decision with the ISPO Digitize Summit". In addition to this summit, ISPO accompanies the digital transformation in the sports industry all year round on [ispo.com](http://ispo.com).

### **Successful premiere of ES\_COM**

eSports promises great growth potential for the sports business. The Electronic Sports Competition (ES\_COM) was held for the first time in Munich from 5 to 7 July. On three days more than 860 eSports and gaming fans as well as influencers gathered and were [enthusiastic](#). The nearly 20-hour live program generated more than 145,000 views in the livestream via Twitch. In total, the event had a reach of 6.5 million. Highlights included the finals of Super Smash Bros. Ultimate, Mario Kart 8, Just Dance and the AMD Masters Rocket League Cup. For the start of the new "A Toy Story" movie a Roblox Game Jam was realized with the support of Disney. The participants could build their own game in workshops. On Sunday the offline FIFA tournament ended with about 400 games. The participants could build their own game in workshops. The offline FIFA tournament with around 400 players concluded on Sunday.

Pictures are available in the [picture archive](#).

### **About ISPO Digitize**

With the ISPO Digitize format, ISPO extends its digital strategy into the offline world and supports sports retailers and the sporting goods industry on their way to a digital, competitive future. The ISPO Digitize Summit is the digital conference for the sports industry that takes place annually at the ICM – International Congress Center München. In addition, the ISPO Digitize format is integrated into existing platforms and trade fairs such as ISPO Munich, ISPO Beijing and ISPO Shanghai. At [ispo.com](https://ispo.com), interested persons receive up-to-date information and insights daily.

### **About ISPO**

ISPO is the world's leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai as well as OutDoor by ISPO, the online news portal ISPO.com, and the business solutions ISPO Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

### **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.