

# THE FUTURE OF MOBILE | SPORT

Mobile tech already supports how athletes train, recover and perform. By 2030, smarter wearables and real-time data will drive even greater performance, while also changing how fans experience and consume the game.



## NUTRITION & RECOVERY

**TODAY** Ella uses a fitness app to log her meals and sleep hours. She tracks macronutrients, uses a smartwatch to monitor rest, and gets recovery scores each morning.

**IN THE FUTURE** Ella's smart bedding, fridge sensors, and wearables sync in real time to a mobile recovery dashboard. Her sleep, energy intake, and hydration are analysed by an AI coach, which suggests adjustments to her meals, training load and sleep.

## REAL-TIME TRAINING COACH

**TODAY** Ella uses a mobile app synced with GPS trackers in her jersey to review running patterns, disposal efficiency, and fatigue. She shares the data with coaches to adjust workload / recovery.

**IN THE FUTURE** Ella's wearable syncs with a 5G-connected AI engine that analyses her movement, opponent positioning, and in-game ball data in real time. Tactical insights and workload feedback are delivered directly to her and her coach during training.



## SMART STADIUM EXPERIENCE

**82%**

of fans use their phones during live games to post, stream, check stats and replays – mobile isn't just a second screen – it's part of the game-day experience.

**TODAY** Fans enjoy a connected experience, using mobile apps to access tickets, find their seats, check live stats and share on socials. Big screens and mobile enhance how they follow the action, enabling inclusive experiences for different audiences.

**IN THE FUTURE** Fans will wear AR (augmented reality) glasses and use 5G apps to stream live stats, replays and custom views. They'll personalise the experience and order food or drinks from their seat, making stadiums more interactive than ever.

## IMMERSIVE SIMULATION

**TODAY** Ella watches video clips of opponents and past games on a tablet and joins team review sessions to plan matchups and strategy.

**IN THE FUTURE** Ella puts on XR (extended reality<sup>1</sup>) glasses connected via 5G and steps into a real-time simulated match. She walks through tactical scenarios, set plays and opposition defence. The AI adjusts the speed and complexity based on her learning and position



<sup>1</sup>XR (Extended Reality) blends the physical and digital worlds using technologies like augmented reality (AR) and virtual reality (VR). It lets users interact with real-time 3D environments—perfect for immersive training, design, or play.