ARTIFICIAL INTELLIGENCE IN THE SPORTS INDUSTRY: ADVANTAGES, DISADVANTAGES, APPLICATIONS

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Annotatsiya: maqolada sportda sun'iy intellektdan foydalanish muhokama qilinadi, sportda sun'iy intellektdan foydalanishda paydo bo'ladigan asosiy rol, uni qo'llash istiqbollari va muammolar tasvirlangan.

Kalit so'zlar: sport olami, sun'iy intellekt, sportni prognozlash, sun'iy intellektdan foydalanishni tahlil qilish, sportchilarni monitoring qilish va kuzatib borish, aqlli texnologiyalar.

Аннотация: в статье обсуждается использование искусственного интеллекта в спорте, описывается ключевая роль, перспективы применения и проблемы, возникающие при использовании ИИ в спорте.

Ключевые слова: мир спорта, искусственный интеллект, спортивное прогнозирование, анализ использования искусственного интеллекта, мониторинг и сопровождение спортсменов, умные технологии.

Abstract: the article discusses the use of artificial and intelligence in sports, describes the key role, application prospects and problems arising from the use of AI in sports.

Key words: the world of sports, artificial intelligence, sports forecasting, analysis of the use of artificial intelligence, monitoring and accompanying athletes, smart technologies.

Not far is the time when our lives will be accompanied by rich technology. As we move closer to it, the world of sports is going through a sea change. The emergence of technology that studies ways to train a computer, robotic technology, an analytical system to think wisely, as well as a person, also known as artificial intelligence (hereinafter - AI), has changed people's views on many industries in life. [1] As a result, the introduction of AI into the ranks of the sports industry has

completely changed the attitude of people towards sports - and, as expected, will change it in the future.

AI, which covers a wide range of what is called "smart technology" in modern times, certainly affects the sports industry, enriching it with data and information. In recent years, AI has completely changed not only the methodology of sports, how we do it, but also how to analyze sports achievements.

Thanks to AI, the sports world has become more interesting, diverse and smarter for athletes, commentators, coaches, advertisers, organizers of various sports events, and finally, for spectators who can see sports events in real time.

Analysis of the use of AI in sports games suggests significant growth, which is explained by advances in technology, the growth of investments by sports organizations in its development and the use of data-based analytics.

According to world forecasts, the sports analytics market will reach a value of $22 billion by 2030, while the AI sports market will reach a value of $19.9 billion by the same time.

AI in sports involves the application of technology to several aspects of the sports sector, enabling the transformation of the sports environment by improving player performance analysis, injury prevention, strategy planning, fan engagement, and operational efficiency through the use of machine intelligence, data analysis, and predictive modeling.

Key aspects of the use of AI in a sports environment consist of: tracking and analyzing the gameplay in real time, analyzing the game of athletes, predicting potential injuries, tactical information, fan participation, predictive modeling and operational optimization, virtual reality experience.

In the sports industry, AI collects and analyzes data, because statistics in the sports industry have always stood and will remain in one of the leading positions. This allows you to improve the strategy of not only training, but also radically track athletes in real time, conduct performance statistics and build predictive modeling based on the data. Such a transformation of the field of sports allows you to increase productivity based on algorithms built by AI.

This prevents injury to athletes, improves interaction with fans, and creates a pleasant experience from this event.

AI allows you to analyze the game of athletes. Its algorithms examine information about players’ performance, such as their gait patterns, speed and endurance. In other words,

AI becomes a carrier of valuable information using various visual effects and data that reflect the physical, physiological and even psychological characteristics of the players. This allows coaches and analysts to work with the strengths and weaknesses of players and make changes to game strategies, find potential areas for their development and improvement.

As a tool for analyzing the gameplay, AI is also able to consider, study and simulate the playing styles of opponents in order to provide managers with recommendations on the best sports approaches and tactical choices on playgrounds based on the statistics obtained.

In addition, as a technology with clear mathematical analysis, AI is also able

to provide significant assistance in the process of judging sports games: having all possible technologies for viewing and analyzing video recordings of games, it can act as an accurate and independent mechanism in making informed, confirmed and fair decisions in real time.

The future of AI in the sports industry will lead it to significant reforms and transformations, properly changing the landscape of sports in many directions. But each medal has two sides: therefore, both advantage and disadvantages carry the application of AI in sports.

One of the significant drawbacks in using AI is its high cost, because modern and especially smart technologies have always been, are and will be expensive. The following drawback follows from the price aspect: not all sports teams can afford the use of AI, and, as a result, a deliberate inequality in the preparation and conduct of sports events is born from this.

In addition, where there are technologies, there will always be cybersecurity risks: the possibility of information leakage from databases can cause significant harm to each participant in a sports event, since information about athletes can get to both their competitors and attackers in general.

Stephen Hawking, Elon Musk suggested that AI machines can later gain intelligence and oppose humanity if their programming is disrupted or used incorrectly. [2]

Combining AI and sports is not just a technological trend, it is a cultural evolution.

That means a future in which sport retains its inherent human spirit and passion, but is elevated and enriched by the boundless possibilities of AI. As we stand at the intersection of technology and tradition, one thing is clear: the future of sports bathed in the brilliance of AI is not just brighter - it is revolutionary.

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