AIMBROAD

DIGITAL ENTERTAINMENT CONTENTS PLATFORM

Aim to become
Tesla of Digital Football Industry

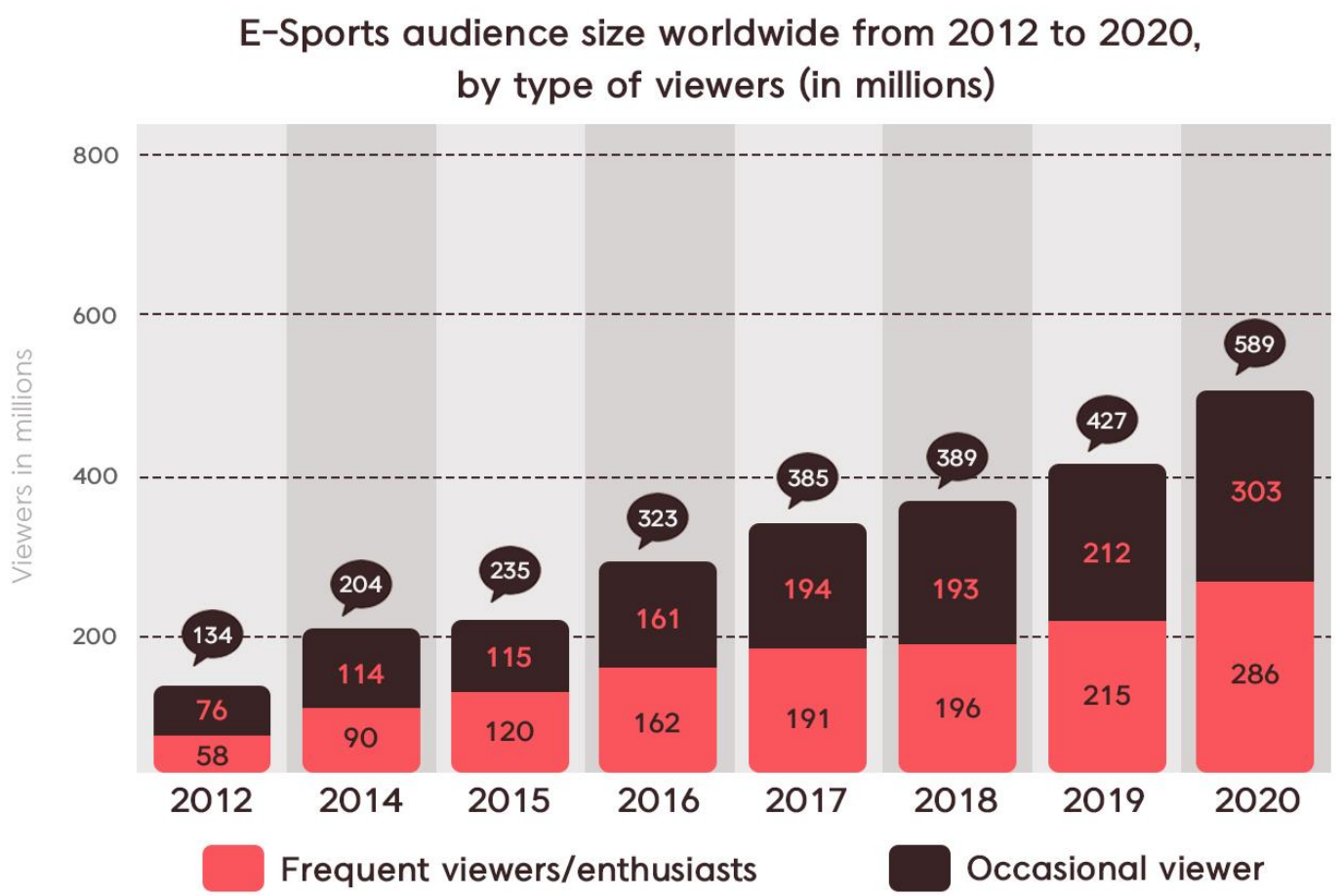
AIMBROAD

VISION

Provide transformable technology for DIGITAL industry from ANALOG industry
Able to give New Digital Experience from real-time Digital Contents

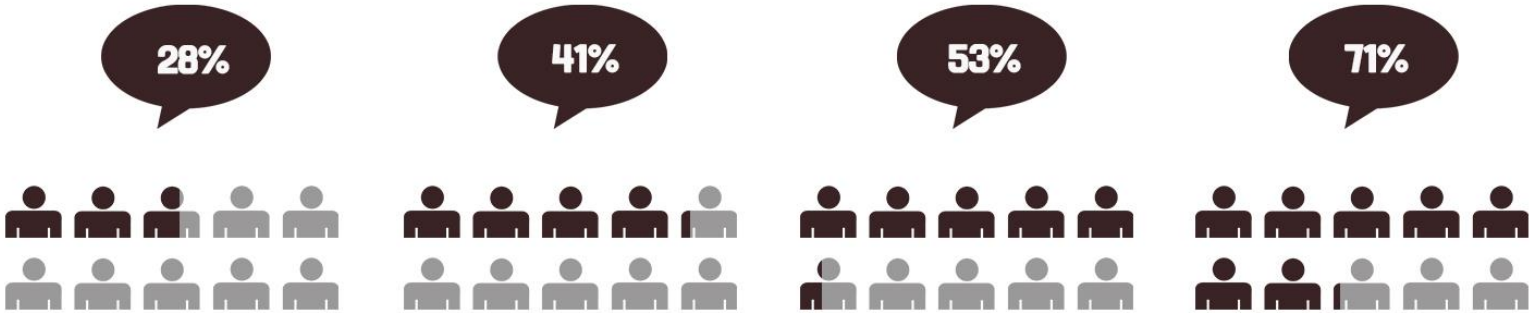
DIGITAL FANDOM

Experience LIVE Football AI Data!


E-Sports audience size worldwide from 2012 to 2020,
by type of viewers (in millions)
Viewers in millions
800
600
400
200
134
76
58
204
114
90
235
115
120
323
161
162
385
194
191
389
193
196
427
212
215
589
303
286
2012
2014
2015
2016
2017
2018
2019
2020
Frequent viewers/enthusiasts
Occasional viewer

POSITIONING ESPORTS : WHAT THE FAN THINK

ACROSS MARKETS – U.S., UK, FRANCE, GERMANY



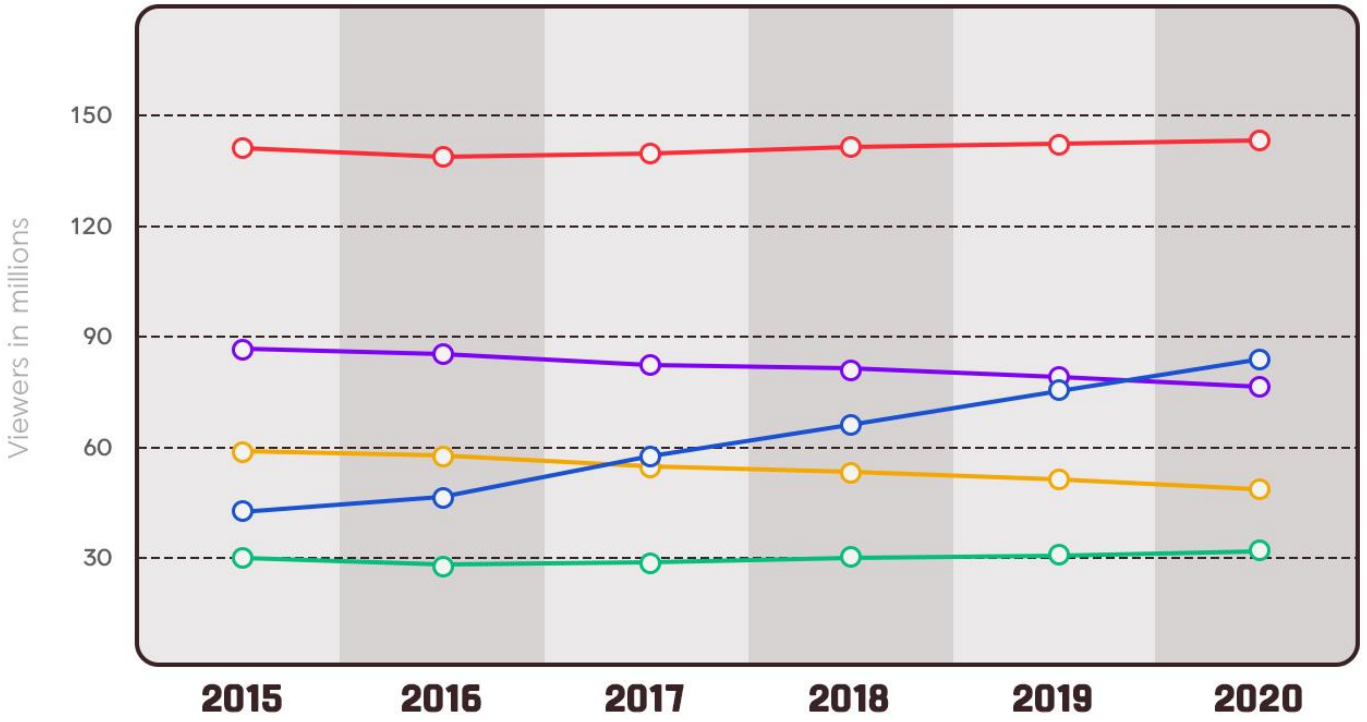
OF ESPORTS FANS ACROSS THE 4 COUNTRIES THINK ESPORTS SHOULD BE AN OLYMPIC SPORT.

THINK ESPORTS SHOULD BE A UNIVERSITY/ COLLEGIATE SPORT.

CONSIDER ESPORTS TO BE AN ACTUAL SPORT.

THINK ESPORTS WILL BECOME A MAINSTREAM ACTIVITY IN THE NEAR FUTURE.

Overall, E-Sports viewership will outstrip the viewership of most of the established sports in the US



VIEWER RANK

1ST NFL 144

2ND e-Sports ARENA 88

3RD 82

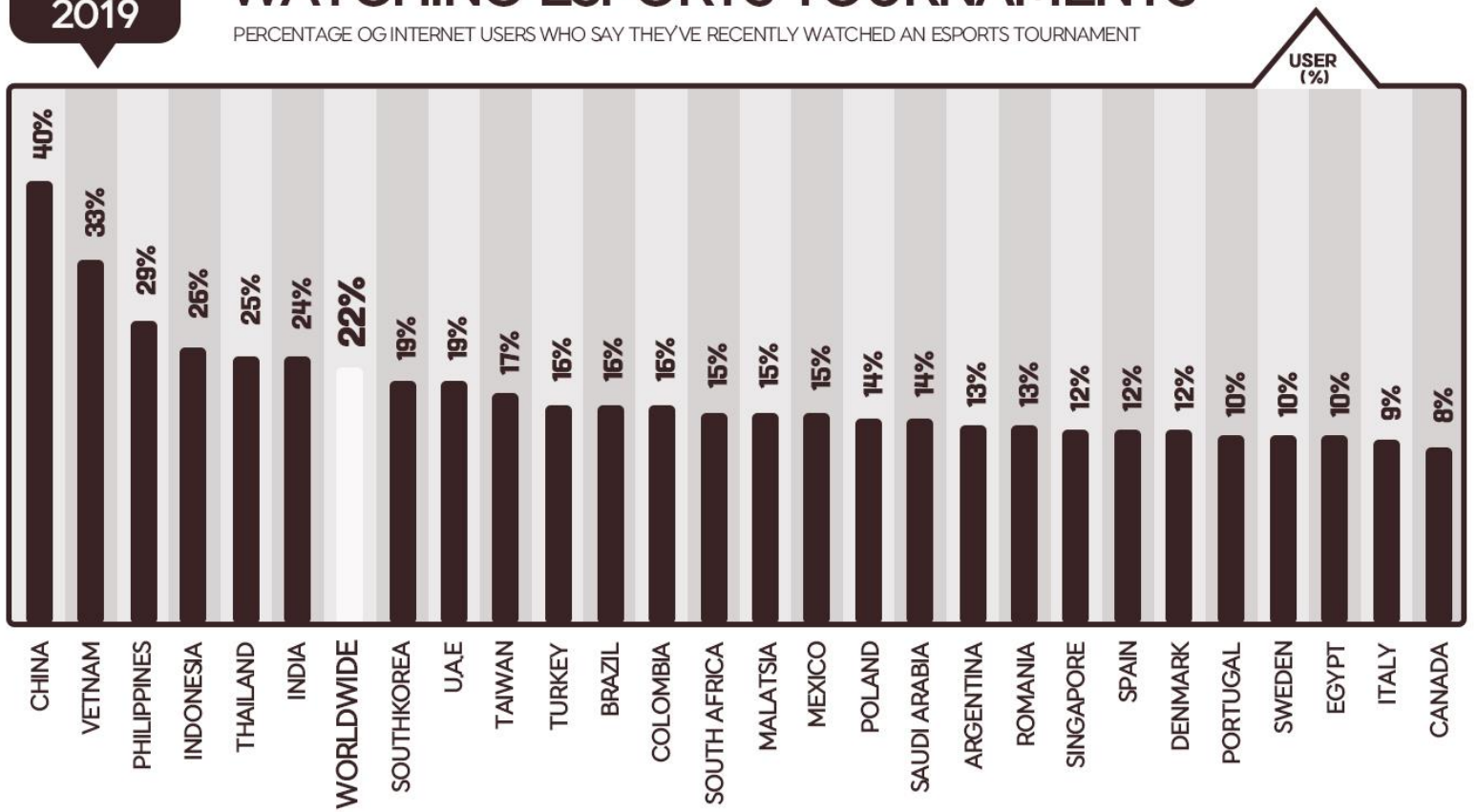
4TH NBA 52

5TH NHL 36

JUL 2019

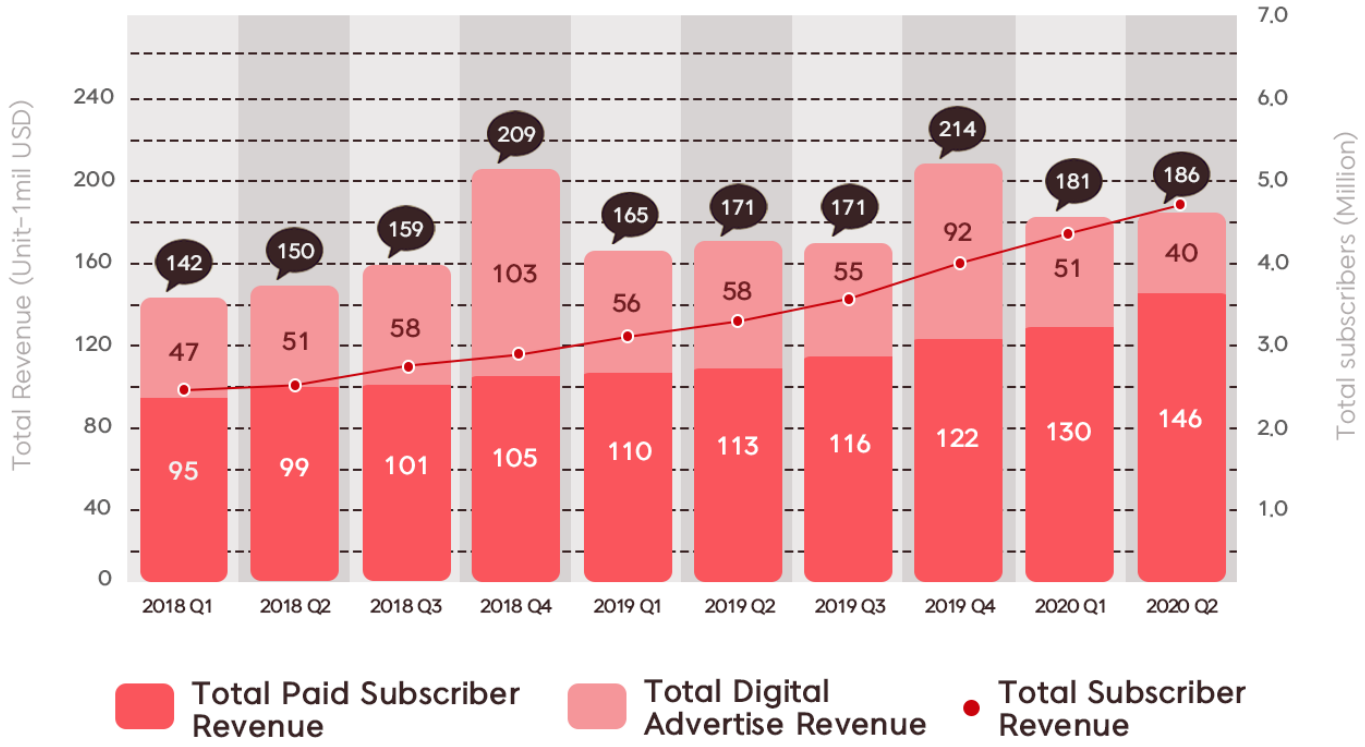
WATCHING ESPORTS TOURNAMENTS

PERCENTAGE OG INTERNET USERS WHO SAY THEY'VE RECENTLY WATCHED AN ESPORTS TOURNAMENT



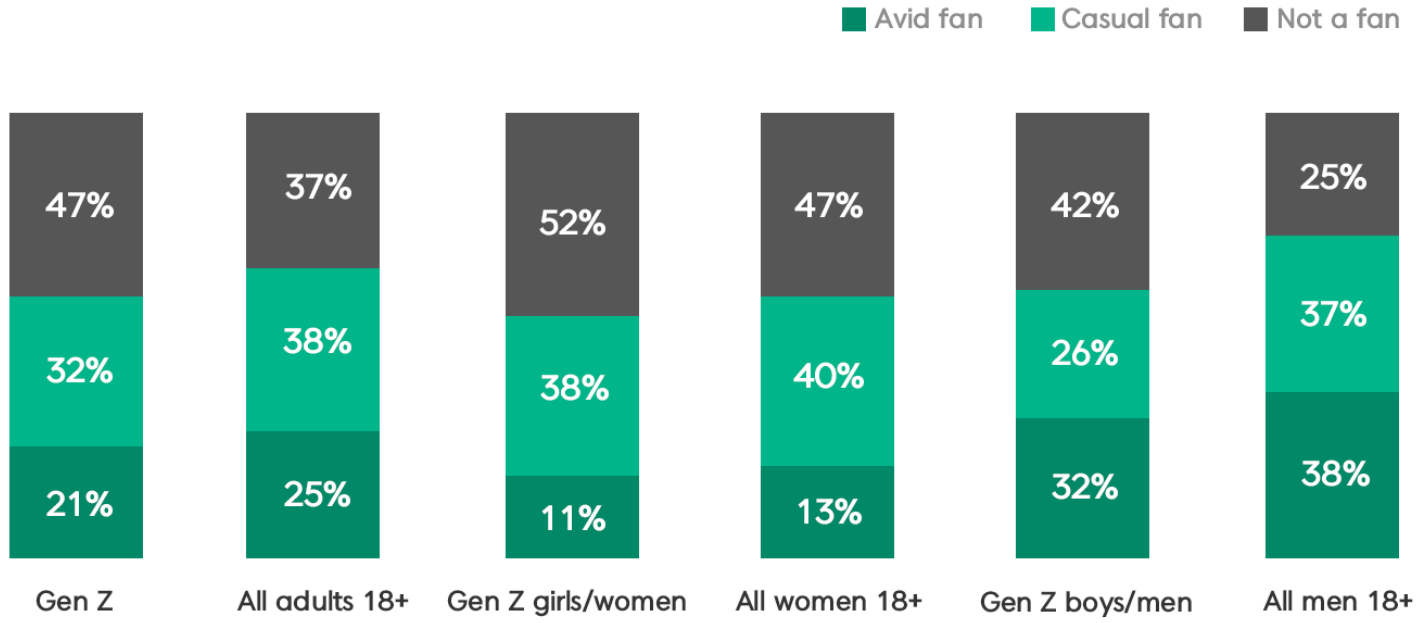
ALL NEWS

Subscription is growing part of NewYorkTimes' Digital Revenue



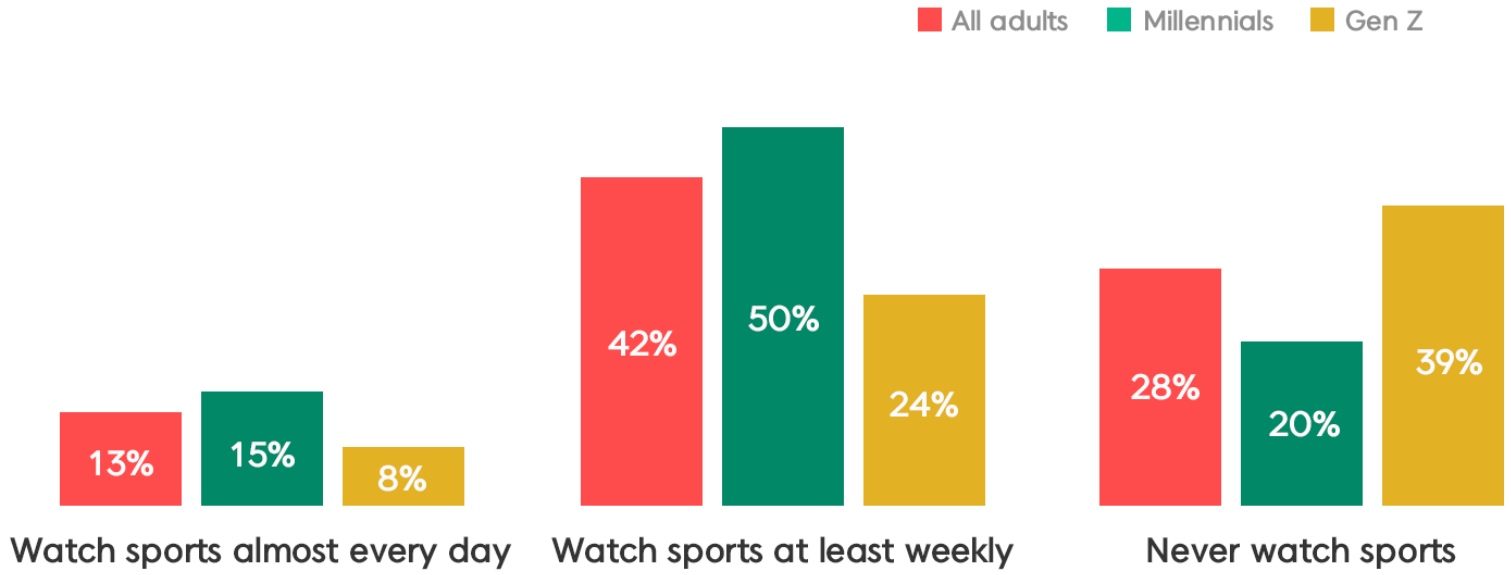
Gen Zers Less Likely Than Public to Identify as Sports Fans

Respondents were asked whether they consider themselves "avid" sports fans, "casual" sports fans or not sports fans



Gen Zers Are About Half as Likely as Millennials to Watch Sports Often, Twice as Likely to Never Watch

Respondents were asked how often they watch live sporting events



Current Status of Global Enterprise's Digital transformation

Twitch TV
Acquired by Amazon
$1 billion
↓
Contract EPL broadcast

Netflix
Subscriber
200 million
↓
Contract Legue1 broadcast

Wattpad
Acquired by Naver
$600 million

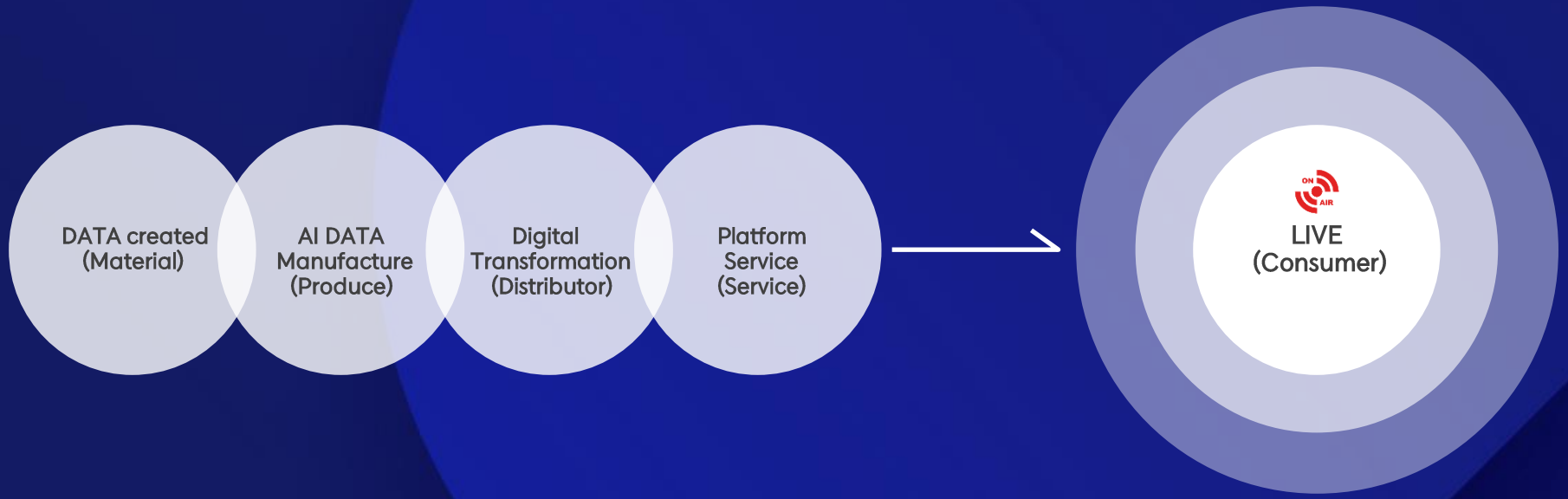
DIGITAL FUN
(Consumer)

Disney
the largest shareholder of ESPN
80%

TikTok
Contract Champion's league broadcast
$300 million

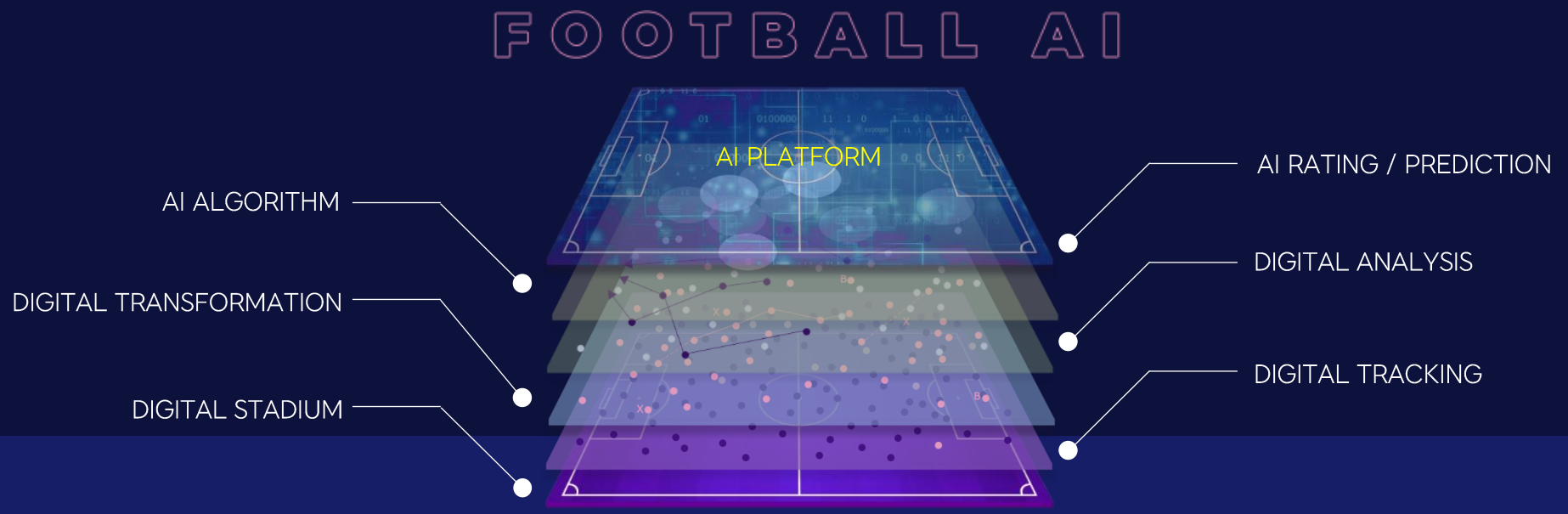
OUR TECHNOLOGY

Complete real-time digital technology process in 1 second of time



Football AI Neural Network

FANN (Football Artificial Neural Network) is an AI neural network analysis algorithm that learns optimized attack strategy scenarios by learning neural network data accumulated from the past and by converting technology of real-time player data and technical connection with other players into data connection signals, converting and analyzing digital code.



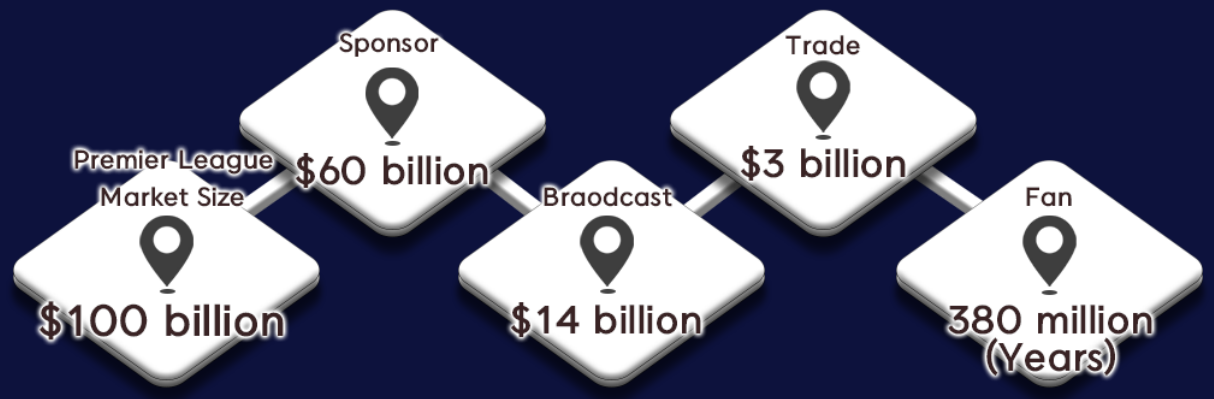
AI Data Mining Enterprise

Grows as an AI Data Mining Enterprise based on world first rea-time football AI platform

Real-time data is accumulated
Constantly, Simultaneously, Continuously

WHAT WE DO

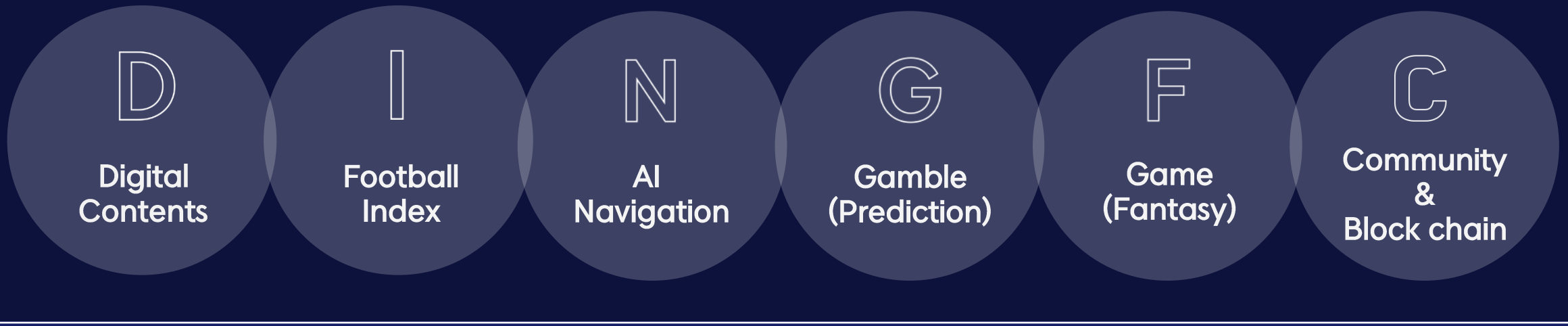
Premier League



Worldwide Football Market Size

$1 trilion

AI contents Development Kit (ADK)



Our AI Services

Real Time AI Digital Contents

AI Goal Review

AI Highlight

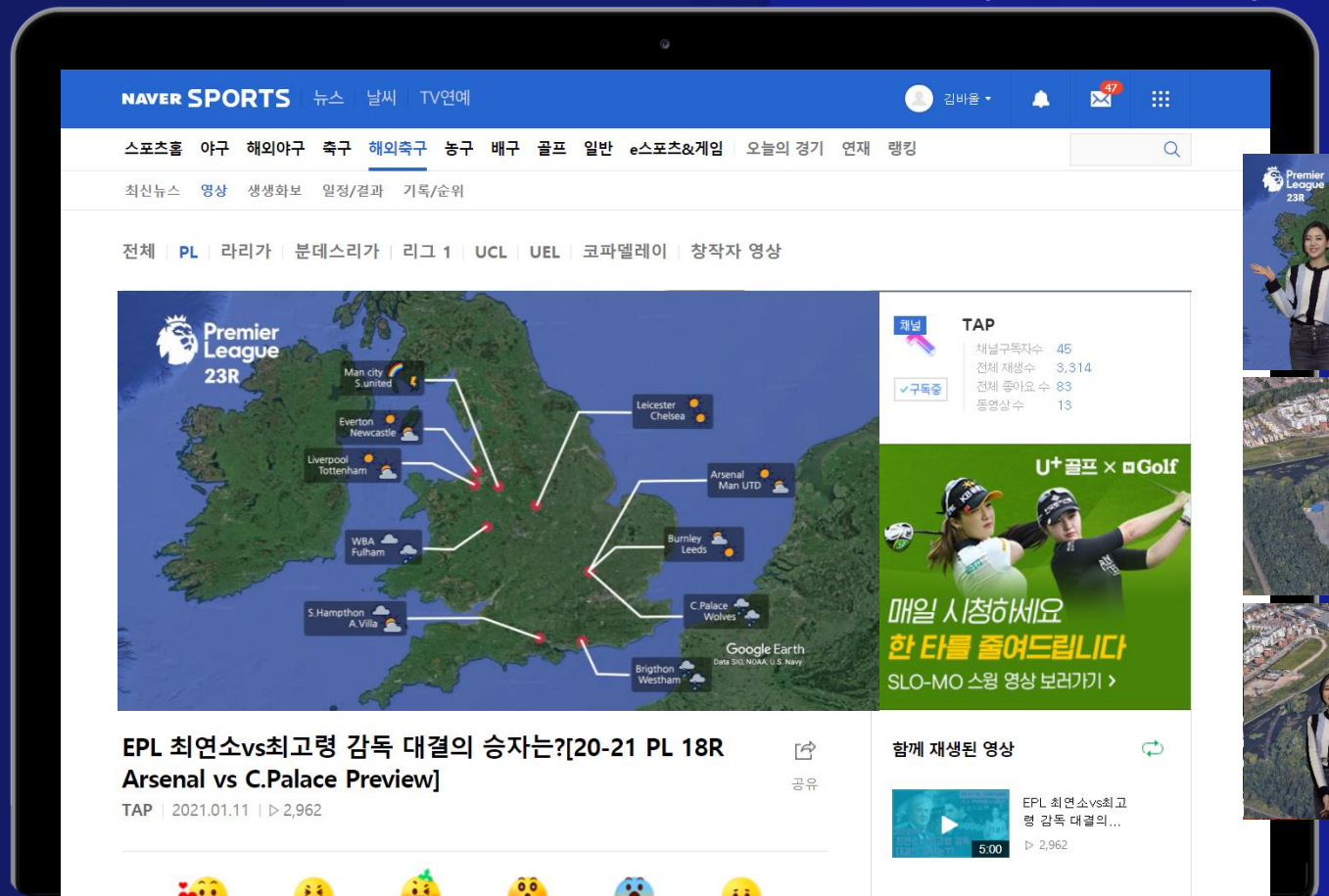
AI News

Complete real-time digital technology process in
1 second of time

Digital Entertainment Service(OTT)

AI Preview /AI Weather Chart

England Premier League

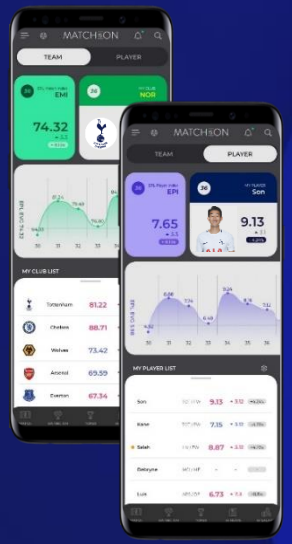


AI Subscribe Service
(Highlight/NEWS/Winning Story)

Google Play | Download on the App Store

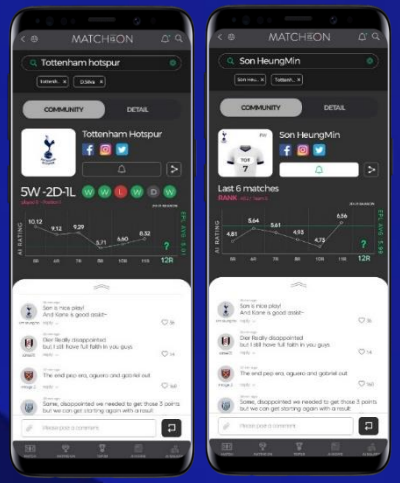
AI Subscribe Service

Subscribe
Team & Player



Real Time
Digital Contents

AI Rating
Team & Player



Community
Team & Player

Football Navigation Service(AI)

NAVIGATION

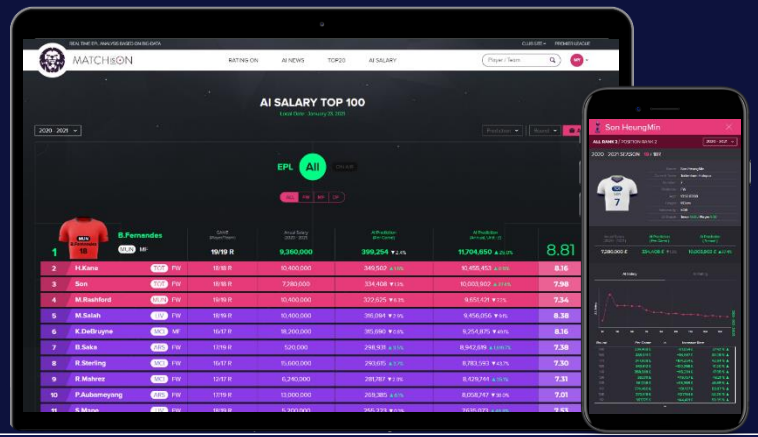
REAL TIME Digital Contents

AI Robot & Chatbot

AI VOICE

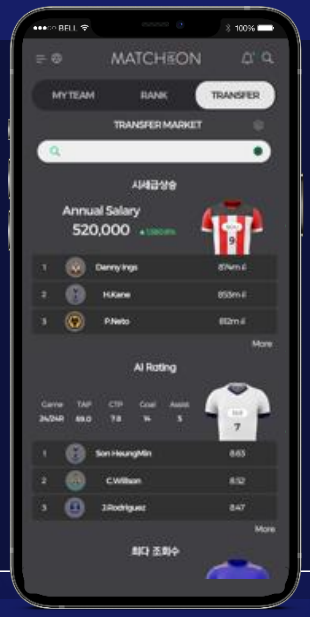
REAL TIME Digital Contents

AI Fantasy Game



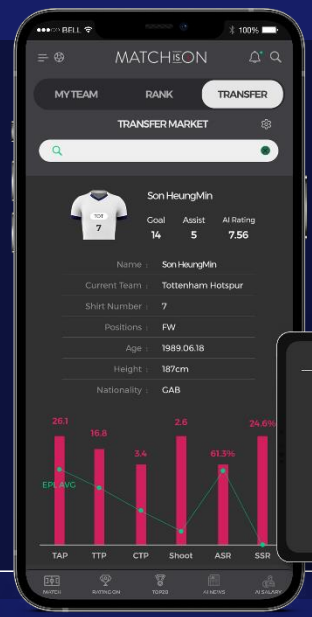
Trace all of PL players' salary

MY Squad



Transfer Market

MY Player



Player Information

AI Traces SON's annual Salary

REAL TIME A.I SALARY

헤럴드경제

실시간 뉴스 러시아 전역서 나발니 지지 시위…정치적 위기 처한 푸틴

스포츠

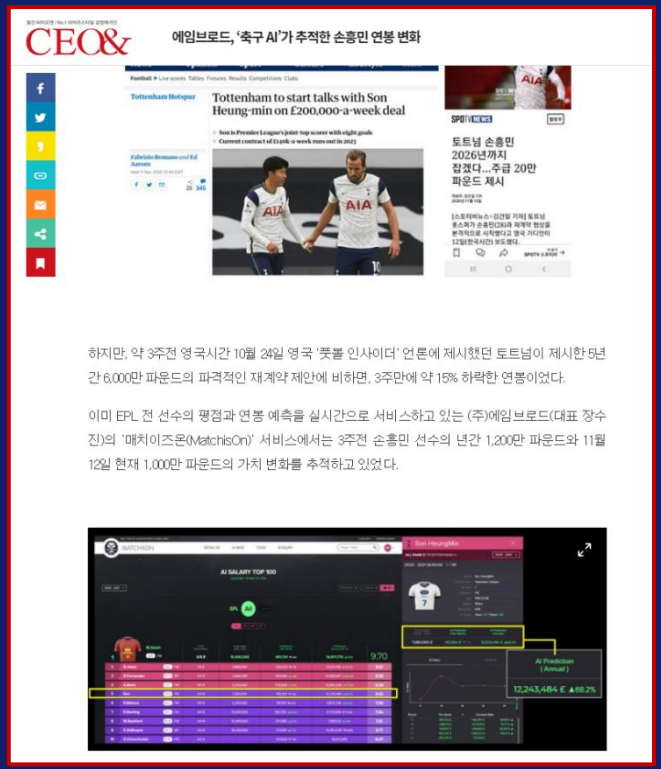
축구 AI는 손흥민의 연봉을 이미 알고 있었다?

2020.10.26 11:02

손흥민이 득점 후 세레머니를 하고 있다. [사진=토트넘]

스포츠팀=정종훈 기자] 토트넘 홋스퍼가 손흥민 붙잡기에 나섰다. 영국 '풋볼 인사이더'는 "토트넘이 손흥민에게 5년간 6,000만 파운드(약 883억 9천만원)의 재계약을 제안했다. 기존계약이 2023년 6월에 종료되지만 일찌감치 손흥민과 더욱 먼 미래를 함께하는 의지를 드러냈다.

측했다는 점이 흥미롭다. '에임브로

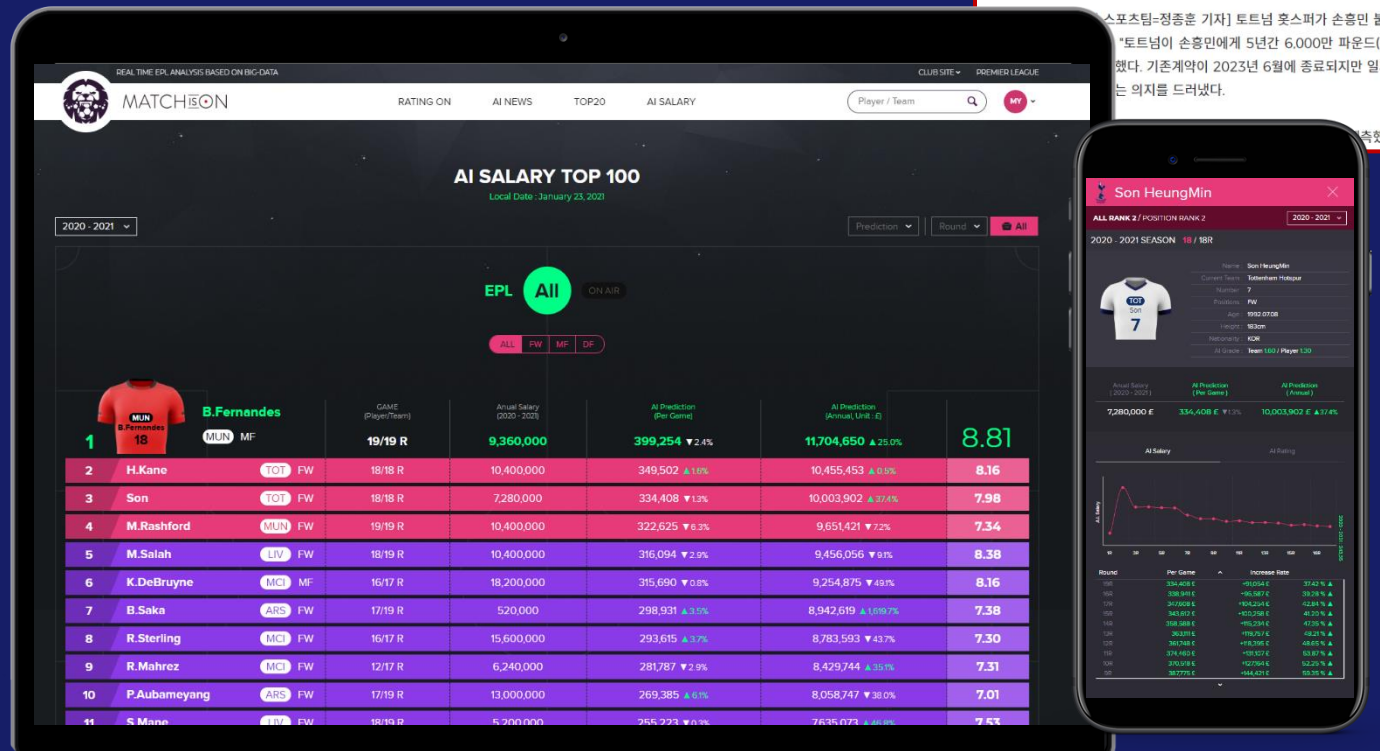

CEO& 에임브로드, '축구 AI'가 추적한 손흥민 연봉 변화

Tottenham to start talks with Son Heung-min on £200,000-a-week deal

토트넘 손흥민 2026년까지 잡겠다…주급 20만 파운드 제시

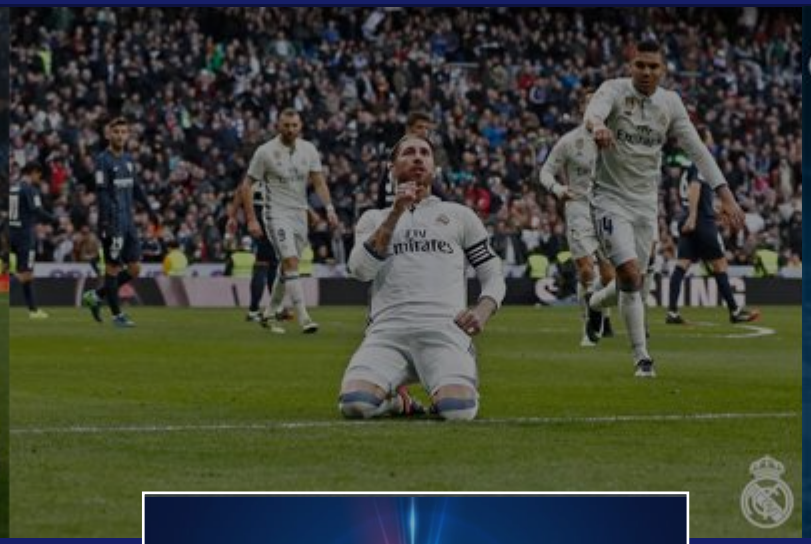
하지만, 약 3주전 영국시간 10월 24일 영국 '풋볼 인사이더' 언론에 제시했던 토트넘이 제시한 5년간 6,000만 파운드의 파격적인 재계약 제안에 비하면, 3주만에 약 15% 하락한 연봉이었다.

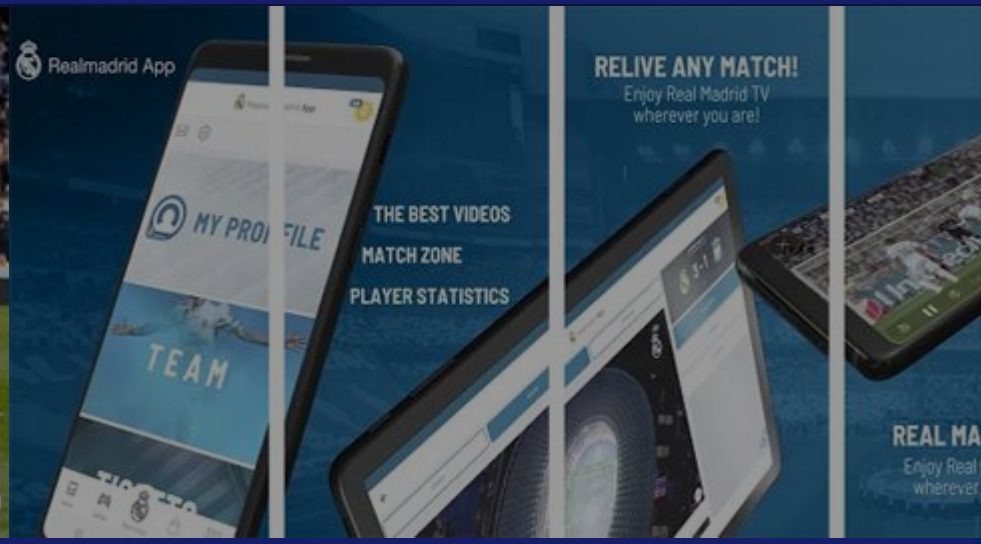
이미 EPL 전 선수의 평점과 연봉 예측을 실시간으로 서비스하고 있는 (주)에임브로드(대표 장수진)의 '매치이즈온(MatchisOn)' 서비스에서는 3주전 손흥민 선수의 년간 1,200만 파운드와 11월 12일 현재 1,000만 파운드의 가치 변화를 추적하고 있었다.



Premier League

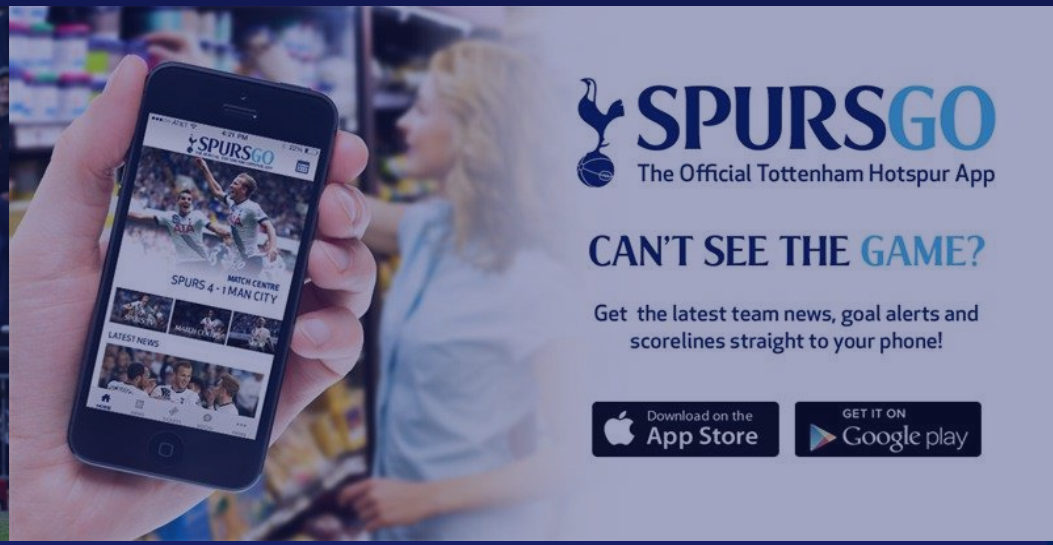
EPL All Players
AI traces annual salary
In real-time





Embedding

ON AIR Real Time
Digital Contents



Digital Transformation from 100 years of Analog Football

KFA

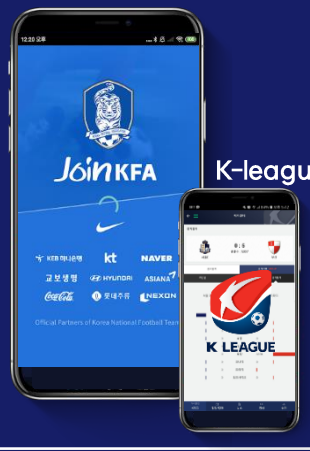
Real-Time

As soon as match is Finished

00:00

90:00

KFA



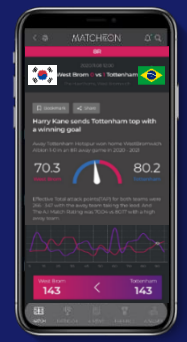
K-league

AI GOAL Review

NAVIGATION

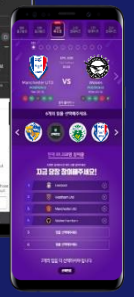
AI Highlight

AI News



COMMUNITY

GAME

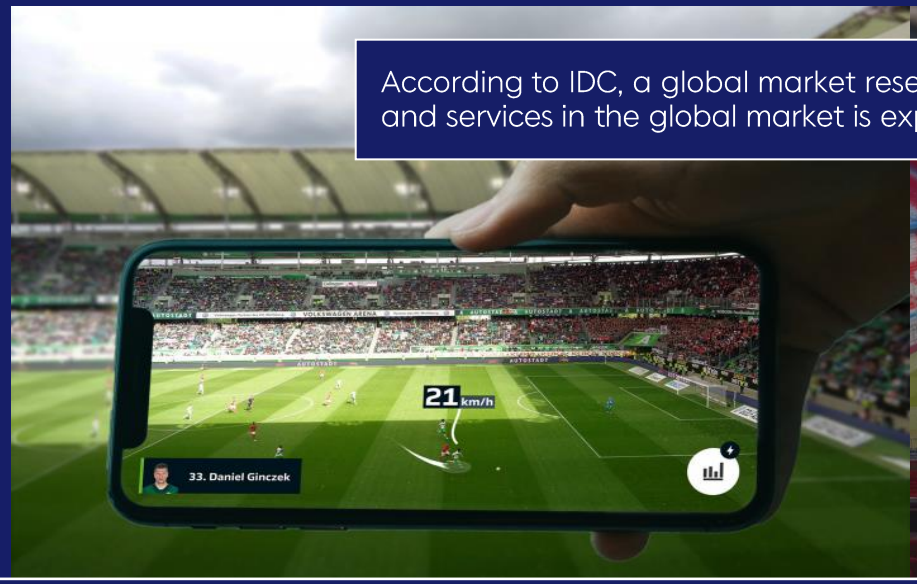


- Various type of Digital Participatory Content
- Digital-converted NEW ecosystem

Digital Transformation of 100 years-Analog Football

AR/VR

REAL TIME Digital Contents



According to IDC, a global market research firm, spending on AR and VR products and services in the global market is expected to grow to $215 billion by 2021.

Hologram

REAL TIME Digital Contents

According to Electronics and telecommunications research institute (ETRI), World hologram market size is expected to continue to grow from $41.6 billion in 2020 to $116.2 billion in 2025.

THANK YOU