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**ABSTRACT**

**CHALLENGES AND OPPORTUNITIES IN IMPLEMENTING INTERNET OF THINGS (IoT) IN SPORTS**

An increasingly digital world is driving the sports industry to accommodate, and Internet of Things (IoT) can bridge the gap between the physical world and the digital space. IoT plays a role in sports today through player development, player safety, and fan engagement. Coaches, players, and fans are able to shape game strategy, analyse potential injuries, and customize experience by analysing data collected via multiple devices. The biggest challenge and limitation in implementing IoT is at present, many sports organizations implement IoT in a disconnected and segregated fashion. Rather than looking at it as IoT, organizations often view these technologies independently and fail to identify the benefits of combining these components. IoT brings endless potential opportunities for sports organizations to increase their efficiency and offerings, and create a personalized, one-of-a-kind setting for fans. In order to capitalize on all of the benefits, sports organizations should consider these guiding principles in order to maximize the power and benefits of IoT: harnessing the power of data, thinking in an agile manner, and looking at the entire fan experience from end-to-end.