



# BEYOND PERFORMANCE

2025 #3

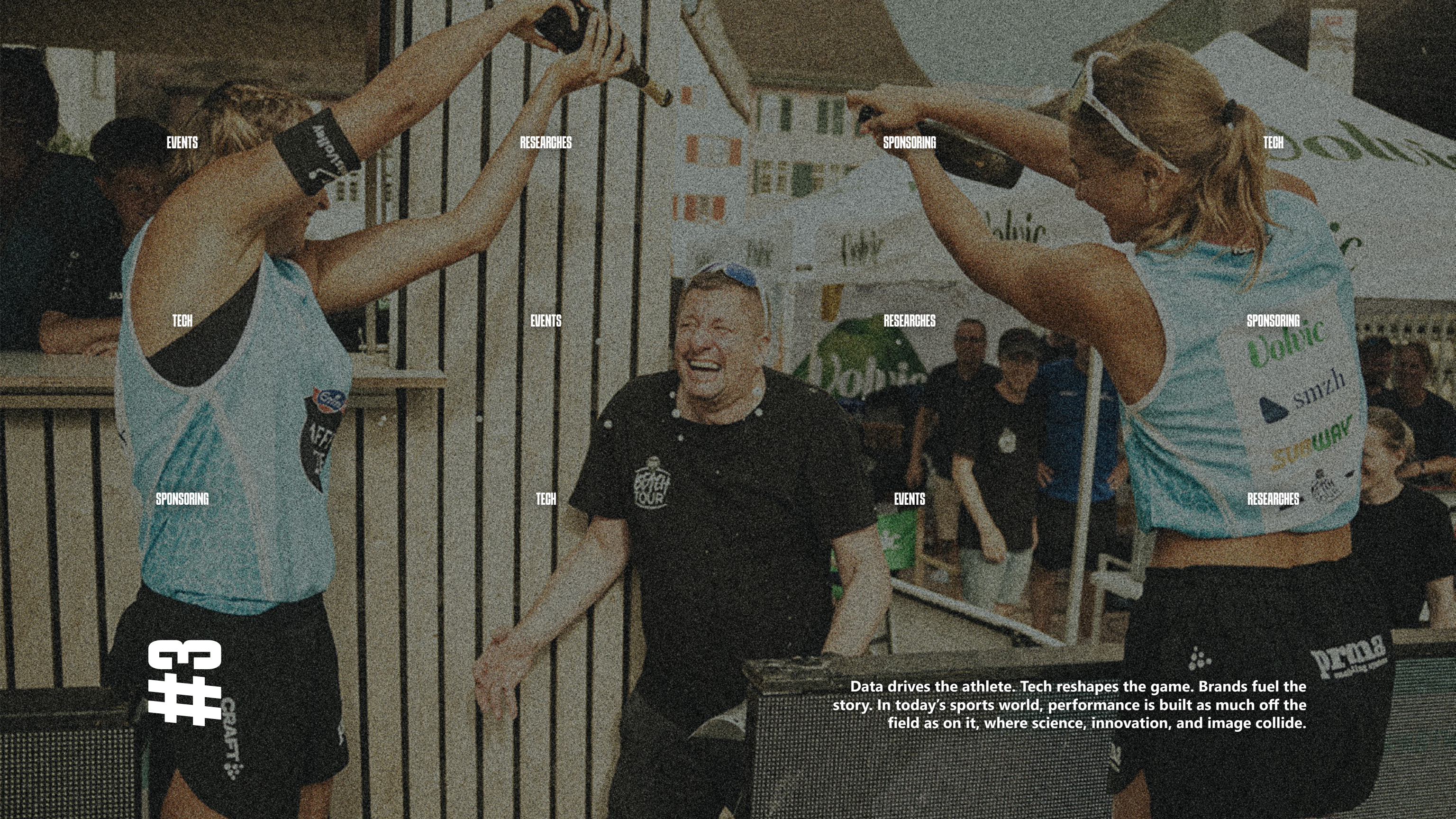
Your sports business snack.

MADE BY GPS PERFORMANCE  
ISSUE #3

In a world where sport evolves faster than the seasons, staying ahead takes more than passion: it takes perspective. This newsletter serves it up: sharp insights, fresh trends, and bold ideas. A smart snack for those shaping tomorrow's sport industry.

EVENTS  
RESEARCHES  
SPONSORING  
TECH





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Data drives the athlete. Tech reshapes the game. Brands fuel the story. In today's sports world, performance is built as much off the field as on it, where science, innovation, and image collide.



# EVENTS

At the **Tour de France 2025**, Tadej Pogačar underlined his status as the defining rider of his generation by capturing a fourth overall victory in 76 h 00' 32". His decisive attacks on Hautacam and in the mountain time trial to Peyragudes left Jonas Vingegaard trailing by more than four minutes, while Florian Lipowitz completed the podium to become the first German rider in nearly two decades to achieve that feat. Jonathan Milan secured the green jersey thanks to his consistency in the sprints, while Pogačar added the polka-dot jersey to his collection, further emphasizing his dominance across terrains. The final stage in Paris, featuring the steep climbs of Montmartre under heavy rain, saw Wout van Aert triumph, providing a dramatic close to a Tour defined by mastery, resilience, and spectacle.

The **World Aquatics Championships** in Singapore provided a stage for both emerging stars and established champions. Canada's Summer McIntosh, only 18 years old, captured four individual gold medals, including a 400 m IM victory in 4:25.78, placing her among the select few to achieve such dominance at a single World Championships. France's Leon Marchand showed composure and tactical brilliance to win the men's 400 m IM in 4:04.73, while Tunisia's Ahmed Jaouadi stunned the field in the men's 1500 m freestyle with a nine-second personal best. Australia's Meg Harris claimed her first major global title in the women's 50 m freestyle, Ruta Meilutyte defended her 50 m breaststroke crown for a fourth consecutive edition, and the U.S. women's 4×100 m medley relay team set a new world record in 3:49.34. The championship was a balance of record-breaking youth performances and the consistency of seasoned champions.

At the **Open Championship 2025 at Royal Portrush**, world number one Scottie Scheffler asserted his dominance with a composed and commanding performance, carding four rounds under 70 to finish at 267 (17 under par) and secure his first Claret Jug with a four stroke victory over Harris English who closed at 13 under, while Chris Gotterup finished third at 12 under. Scheffler opened

the final day with three early birdies, stretching his lead to seven before a double bogey on the 8th briefly narrowed the margin. He answered with birdies at the 9th and 12th and completed a steady back nine without mistakes to seal a near flawless triumph. The result not only gave Scheffler his fourth major title, after winning the Masters and the PGA Championship earlier in the year, but also placed him within reach of the career Grand Slam.

The **FISU World University Games 2025** in Rhine Ruhr unfolded from 16 to 27 July, with Japan topping the medal table by capturing 34 gold medals, showcasing the strength of its university sport system. The Games hosted 150 nations across 18 sports, with student-athletes delivering standout performances that signaled their readiness for the senior elite stage. Notably, several emerging competitors in athletics, swimming, and gymnastics generated excitement, not only through podium finishes, but by demonstrating depth and poise in high-pressure situations. The event reaffirmed the University Games as a critical proving ground for the next generation of global sports talent.

In Chengdu, from 7 to 17 August, the **2025 World Games** celebrated the prowess of non Olympic sports while serving up striking national achievements. Host nation China led the medal table with an impressive tally of 36 gold, 17 silver, and 11 bronze medals, its most successful Games to date. In individual highlights, archery saw Mike Schloesser of the Netherlands clinch men's individual compound gold, outlasting Curtis Broadnax (USA) and Rishabh Yadav (India) in a high scoring final. The Games delivered drama, upsets, and athletic artistry across disciplines as diverse as wushu, beach korfbal and inline skating, reinforcing the World Games' reputation for celebrating sporting innovation and global diversity.

The **Esports World Cup 2025** in Riyadh, held from 8 July to 24 August, marked the second edition of this major international digital sports festival, featuring 26 events across 25 esports titles and a staggering \$71.5 million prize pool, the largest in esports

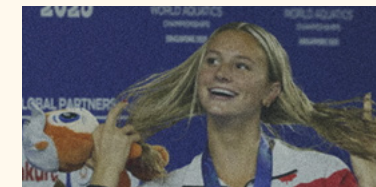
history. In chess, Magnus Carlsen captured the inaugural Esports World Cup title by defeating Alireza Firouzja in the final, taking home \$250,000 and advancing his team, Team Liquid, in the overall standings. Additional highlights included EVOS Divine (competing as EVOS Esports) winning the Free Fire title and securing \$300,000 with star player Rasyah earning MVP honors. The Saudi team Twisted Minds also shone brightly, capturing championships in both PUBG: Battlegrounds and Call of Duty: Warzone, contributing to Saudi Arabia's growing presence in elite esports. The event solidified esports' reach and influence, blending legacy games like chess with cutting-edge digital competition.



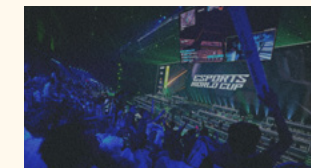
Pogačar's Fourth Title



Future Stars in Rhine-Ruhr



McIntosh Dominates Singapore



Riyadh Breaks Records

Chengdu Showcases New Sports



The Open Championship





# RESEARCH

## Action anticipation in sports performance

This review looks at how athletes anticipate actions using the temporal occlusion paradigm, where videos are cut off at different points to test prediction accuracy. Findings show that experts predict outcomes earlier and more accurately than novices, thanks to sharper perceptual-cognitive skills. Key cues include opponents' body movements and situational patterns. The study notes methodological limits but points to tools like eye-tracking for deeper insights. It concludes that anticipation is trainable and central to performance in many individual sports.



## Immersive VR with Real-Time Swing Feedback

This study tested a VR system that gives tennis players instant feedback on swing speed and power. Players showed improved swing consistency, better awareness, and higher motivation. Accuracy gains varied, but engagement remained high. The results suggest VR can be a strong tool for motor skill training. It highlights technology's role in modern coaching.



## Attribution Training to Reduce Choking in Athletes

Researchers examined how attribution training helps athletes handle failure. The intervention reduced fear of failure and self-criticism while increasing self-efficacy. Athletes trained to interpret setbacks constructively performed better under pressure. Results show that psychological framing can prevent choking. The method offers a practical mental skills tool for coaches.



## Machine Learning and Biometric Scanning

This paper proposed a framework combining biometric scans with machine learning to predict athletic performance. The model processed complex physiological data for accurate forecasting. Tests showed it could identify trends and performance risks earlier than traditional methods. The approach improves individualized training and monitoring. It confirms the potential of AI in athlete development.



## PATS for Skill Assessment

The study introduced Proficiency-Aware Temporal Sampling (PATS), a video analysis method for evaluating complex skills. Unlike traditional models, it preserves entire movement sequences while weighting proficiency levels. Applied to sports like bouldering, basketball, and also music, it delivered higher accuracy in skill recognition. This helps capture nuances of performance progression. It shows promise for automated, fair skill assessment.







### McLaren Rebrands as «McLaren Mastercard Formula 1 Team»

Mastercard became the title sponsor of McLaren's F1 team starting next season, with the team officially renamed accordingly. The deal features a "Team Priceless" initiative offering exclusive fan experiences like driver meet-and-greets and hot laps.



### Olympic Rule 48: What You Need to Know

Rule 40 of the Olympic Charter restricts how athletes, coaches, and officials can appear in sponsorship campaigns during the Games. It prohibits the use of Olympic terms, symbols, or imagery unless tied to an official Olympic sponsor. For Milano–Cortina 2026, any athlete campaigns must already be running 90 days before the Games, with IOC notification by December 19, 2025, and a blackout period from January 30 to February 24, 2026. While Olympic branding is off-limits, generic athlete advertising and limited "thank-you" messages are permitted. National bodies, such as the USOPC, also impose their own processes like Personal Sponsor Commitments to ensure compliance.



### Fashion meets Emerging Sports

Fashion's embrace of sport continues to deepen and diversify. Brands like Clinique and Vuori are now sponsoring padel and women's rugby, while stylists like Khaite are engaging with tennis, accelerating the convergence of lifestyle, sport, and cultural storytelling.



# SPONSORING



# TECH

Developed by Sport IQ and Wilson, the SIQ Smart Basketball embeds an ultra-lightweight sensor within the valve, providing detailed data like spin, arc, release time, and touch points, without compromising ball feel. Blind testing during the 2025 NBA Summer League proved it's performance-ready; usage in actual league games is under review, especially for officiating enhancements like possession and contact analytics.

**SIQ Smart Basketball: The NBA's Potential Game-Changer**

Harmonic has launched major enhancements to its VOS®360 Media SaaS and VOS360 Ad SaaS, now offering geo-synced, low-latency streaming, interactive multiview, AI-powered real-time highlight generation, and dynamic in-stream advertising. This cloud-native solution redefines content delivery, enabling broadcasters and leagues to push immersive, low-delay experiences with better engagement and monetization opportunities. Live demos are scheduled for IBC 2025 in Amsterdam.

**Harmonic's VOS360: Next-Gen Live Sports Streaming Platform**

Chennai-based startup Neurostellar introduced Orbit, a wearable headband that combines EEG and PPG sensors to monitor focus, stress, cognitive load, and mental fatigue in real time using AI. Targeted at elite performers including Olympic athletes and chess grandmasters, Orbit delivers lab-grade mental metrics and insights, addressing a long-overlooked facet of performance. Early pilots span high-pressure domains such as esports and executive training.

**Orbit by Neurostellar: EEG Headband for Mental Performance**



## Swiss Slalom Specialists Hit the Slopes in New Zealand

As part of their pre-season preparation, several of Switzerland's top slalom athletes traveled to New Zealand to train during the Southern Hemisphere winter, taking advantage of premier venues like Roundhill, Coronet Peak, and The Remarkables. This strategic move allows them to return to competition-ready form early, honing fundamental skills and gaining volume time long before the European season commences. New Zealand's consistent snow conditions, varied terrains, and efficient lift systems enable focused, high-quality training blocks for technical refinement. This off-season strategy not only maintains momentum but also provides Swiss skiers with a performance edge as they gear up for the World Cup and Olympic season.

## Alexis Monney

In August, Alexis Monney was honored by LesVins de Morges with his own vine in Vufflens-le-Château. The day continued with an interview by Joël Robert, followed by an autograph session and an aperitif on the village square.

## Lavaux Ladies Open 2025

Just a few days to go before the Lavaux Ladies Open returns to the Golf Club de Lavaux. The tournament will once again bring together rising stars of the Ladies European Tour Access Series, offering them a stage to secure their place on the main tour.

## Zoé Claessens

Zoé Claessens confirmed her place at the top of Swiss BMX racing by winning the 2025 Swiss Champion title. Already a European Champion and Olympic medalist, she once again showed consistency and power on the track, mastering every round with authority.



# GPS PERFORMANCE

## Crafting Collaborations That Shape the Sports Industry

Founded in Lausanne at the heart of the global sports ecosystem, GPS Performance is a strategic agency dedicated to advancing elite sports. With over 25 years of experience, we support athletes, brands, federations, and events—helping them thrive in an increasingly competitive and dynamic environment.

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## Empowering Athletes

We help world-class athletes build sustainable careers. From commercial optimization to personal branding, contract management, legal guidance, and communication strategy, GPS Performance provides tailored support so athletes can focus fully on their sport.

## Amplifying Brands

We enable brands to maximize their impact through sport. Our services include sponsorship strategy, athlete and event partnerships, activation planning, and performance measurement—ensuring that every collaboration delivers both visibility and value.

## Elevating Events

GPS Performance brings expert support to sporting events: from sponsor acquisition and hospitality concepts to global promotion and operational management. We create high-impact experiences that resonate with audiences and partners alike.

## Driving Federation Growth

We help federations and sports institutions professionalize and expand their activities—through strategic consulting, sponsorship development, and enhanced management practices.



# DISCLAIMER

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