

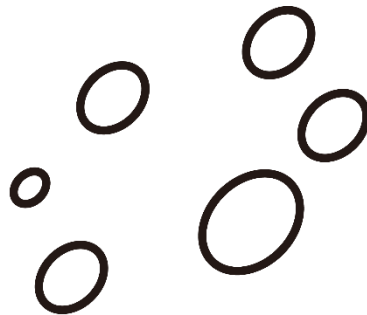
FOR IMMEDIATE RELEASE

July 23, 2025

Dentsu Launches “Sports Future Institute” to Explore the True Value of Sports

— First Initiative: Collaborative Research with Waseda University and Tokai University to Visualize the Experiential Value of Sports Viewing—

Dentsu Inc. (President & CEO: Takeshi Sano; Head Office: Minato-ku, Tokyo) today launched the “Sports Future Institute” (Director: Kuniko Obinata) to explore the true value of sports with a future-oriented perspective. As its first initiative, the newly launched institute will engage in collaborative research on “visualizing the experiential value of sports viewing” with Waseda University (President: Aiji Tanaka), Tokai University (President: Hideki Kimura), and other partners.



Sports Future Institute

powered by **dentsu** japan

The Sports Future Institute operates under the slogan “Let’s Expand Sports” and leverages the knowledge and expertise cultivated by Dentsu through years of experience in the sports business to explore the true value of sports with a future-oriented approach. Kuniko Obinata*, Dentsu Fellow and former Japanese Paralympic Team alpine skier has been appointed as director. The institute will collaborate with various stakeholders to make recommendations and disseminate information based on research findings.

The very first initiative of the institute will be to engage in collaborative research with Waseda University and Tokai University. This project aims to visualize the experiential value of sports viewing by analyzing spectators’ emotions through brainwaves, heart rate, and other biometric data.



Message from Kuniko Obinata, Director

“We have launched the Sports Future Institute to reexamine the value that sports possess and expand their potential. Leveraging the knowledge and experience that Dentsu has cultivated, we will challenge ourselves to create new value in sports to contribute to society and people’s lives.”

First Research Initiative: Visualizing the Experiential Value of Sports Viewing—Analyzing Spectator Emotions Through Real-Time Biometric Data—

To date it, has been difficult to quantitatively assess the experiential value of sports viewing, with primary research and evaluation typically based on subjective data and qualitative comments from post-event surveys and interviews. In light of these challenges, the Sports Future Institute has launched a collaborative research project with Waseda University’s Sport & Entertainment Management Lab., Tokai University’s Sports Management Strategy Lab., and Dentsu ScienceJam Inc. The project will use specialized devices to measure real-time biometric data such as spectators’ brainwaves and heart rate while viewing sports, enabling quantitative analysis of emotional changes through data. By combining measurement results with conventional subjective data, the analytical expertise that Dentsu has developed in its sports business, and research results from both universities, the project aims to quantitatively capture emotions such as “excitement,” “thrill,” and “suspense” while viewing sports, revealing the essential value of the viewing experience that has never been visualized before.

Using similar methods, the project will also work to elucidate the “emotional synchronization” unique to sports viewing. Sports viewing encompasses various styles, from real-time viewing with family, friends, and fellow fans to individual online viewing while interacting with peers via social media. Common to all styles is the frequent opportunity to “share emotions with others.” Research will examine how differences in viewing styles affect emotional synchronization and analyze its impact. For example, the research will clarify how emotional synchronization leads to effects on individual audience members’ well-being, such as “becoming kinder” or “feeling less lonely,” and reveal mechanisms that result in changes in perception regarding sports, leagues, teams, athletes, and sponsors.

In conjunction with the launch of the Sports Future Institute, an initial survey was conducted targeting matches played by the Japanese men’s national football team, with the cooperation of the Japan Football Association. Analysis of the survey data is currently underway, and research findings will be announced upon completion.

Based on these research findings, the institute will make recommendations and disseminate information to contribute to improvements in competition venues and stadiums, the evolution of sports content, and the optimization of entertainment businesses centered on the viewing experience.



* For Ms. Obinata's profile, see <https://dentsu-ho.com/people/1614> (Japanese only)

Dentsu Japan stipulates in its guidelines for the sports business that it will promote fair business practices while contributing to the sound development of sports-related projects and the creation of a better society through its operations.

https://www.dentsu.co.jp/sustainability/sports_business.html (Japanese only)

#####

Contacts

Media-related inquiries:

Branding Office, Dentsu Corporate One Inc.

Email: koho@dentsu.co.jp

Institute and joint research-related inquiries:

Operating Secretariat, Sports Future Institute

Email: sportsfuture@dentsu.co.jp