

FOR IMMEDIATE RELEASE

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AI Predicts Real-Time Football Matches AI11 (AI ELEVEN) Offers New Spectator Experience

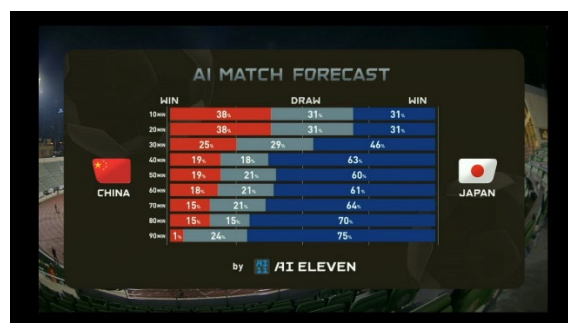
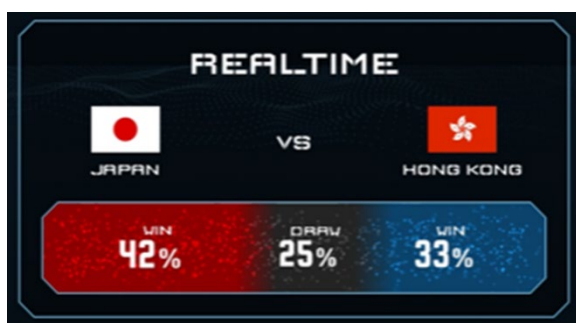
Dentsu Inc. (President: Toshihiro Yamamoto; Head Office: Minato-ku, Tokyo), Data Artist Inc. (President: Satoru Yamamoto; Head Office: Minato-ku, Tokyo), and Team Twelve Inc. (President: Jeongsun Park; Head Office: Seoul, Korea) have developed an AI program, AI11 (AI ELEVEN), (hereinafter referred to as AI11), and have started its service. AI11 uses AI to predict the outcome of a football game using real-time match footage, thereby providing an innovative and fun spectator experience.

< 「AI11」 Logo >



AI ELEVEN

AI11 was first introduced as a pilot program at the EAFF E-1 Football Championship 2019, an international football tournament held in Busan, Korea from December 10-18. This program was developed through deep learning, for which approximately 480 past matches including the ones from the EAFF E-1 Championship were used to predict match results, analyzing elements such as ball and player movements, combined with Team Twelve's match analysis method. Real-time match prediction was provided during the 2019 E-1 tournament, and this viewing experience was offered on TV and online.



Going forward, the Company aims to further improve the value of watching football by introducing this system to various competitions through content distribution companies.

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