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NBA players are improving performance with AI on Azure AI infrastructure
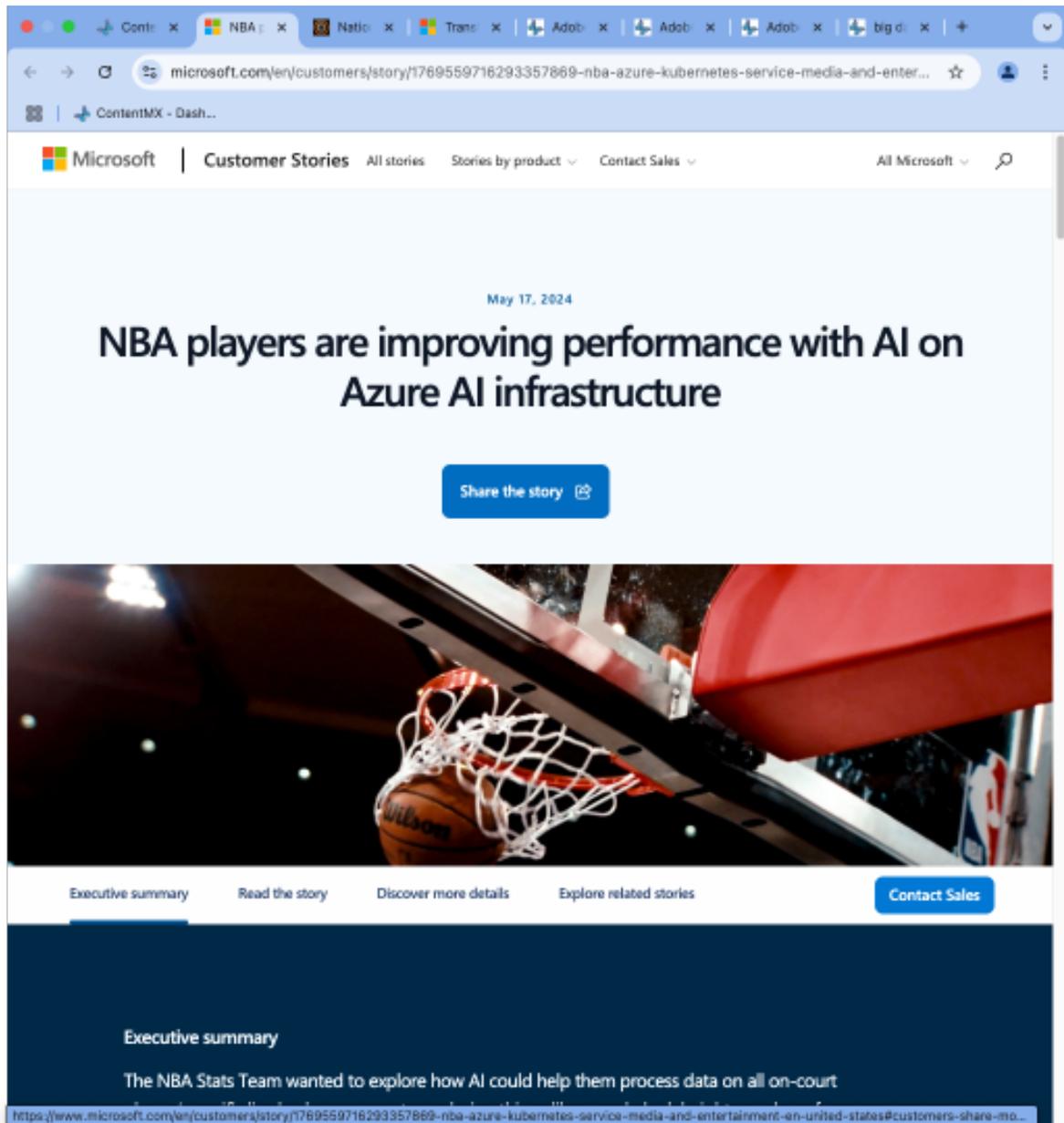
An NBA player generates a tremendous volume of stats in a single game – insights NBA coaches, broadcasters, and fans want in the heat of the action. Multiply that by 500+ players on 30 teams, and it's

easy to see why the NBA Stats Team would look to AI for an assist.

That's when it built a Microsoft Azure infrastructure to explore AI's potential to process and share data on players' on-court body movements, live. Based on Azure Kubernetes Service (AKS), the solution can manage up to sixteen gigabytes of raw data per game – sometimes more when games go into overtime. In addition to advancing the goal of maximizing fan engagement, the data is helping the NBA to better understand players' strengths and weaknesses and improve performance.

That's a win-win for the NBA and fans. Says NBA VP of Stats Technology Product Development, Charlie Rohif, in the customer story I share here: "We know that high levels of player skill and team performance thrill audiences and increase engagement."

For the full story, read the Microsoft blog post, "NBA players are improving performance with AI on Azure AI infrastructure," and watch the short video embedded.

To learn how ContentMX teams with Microsoft to help organizations perform at the top of their game with AI and Azure, reply to this email.

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