

USA Cycling Partners with Eon Media to Generate Automated Brand Recognition ROI Data For Livestreamed Events

Eon Media's technology was featured at the 2020 Tokyo Olympics, USAPRO Championships, and Mountain Bike National Championship events.

October 20, 2021, COLORADO SPRINGS, CO -- USA Cycling is proud to announce a partnership with Eon Media to use Eon's new AI-based brand recognition technology at its events. The technology was used over the past two weeks at the 2020 Tokyo Olympics, and earlier this year at the USA Pro Championships and Mountain Bike National Championship events. USA Cycling and Eon Media first started working together as a part of the Comcast NBC Universal SportsTech accelerator program.

Eon Media's solution allows broadcasters to detect logos in real-time during a live sporting event to generate accurate brand exposure data across the arena, players' gear, graphic overlays, and commercial breaks enabling accurate ROI measurement on advertising investment.

The partnership was created as Eon Media's CEO and founder, Ashish Agrawal, and USA Cycling Chief Commercial Officer, Bouker Pool, met after Eon was selected as one of the 1,000 companies who applied to participate in the Comcast Sports Tech Accelerator, of which USA Cycling is a partner. Pool was impressed by the potential of the startup.

"Eon Media's innovation around brand recognition and ROI with an AI-based platform will revolutionize sponsor and brand tracking within livestream and televised events," said Bouker Pool, USA Cycling Chief Commercial Officer. "As we livestream more of our events, it is important that we understand the ROI value for our sponsors and those brands that show up in the broadcasts. Eon Media's early results with our events are impressive and we look forward to sharing this with our partners."

Eon Media first used its AI-based brand recognition platform with the FloSports livestream of the USA Cycling Professional Road races in June. The partnership continues with brand exposure measurement at future USA Cycling National Championship events in 2021 including Collegiate Track National Championships and CycloCross National Championships.

"The collaboration has been extremely fulfilling and we are just getting started. With the diverse catalog of USA Cycling sponsors, we believe that our product can enable new monetization opportunities and drive targeted fan engagement. We believe that technology should simplify and enrich experiences for everyone, and being able to partner with USA Cycling for the Tokyo Olympics 2020 and other events has been an honor," said Ashish Agarawal, CEO and Founder of Eon Media.

About USA Cycling

USA Cycling is the national governing body for the sport of cycling in the United States and oversees the disciplines of road, track, mountain bike, cyclocross, and BMX. With a mission to develop the sport of cycling in the United States at all levels and to achieve sustained international racing success, USA Cycling supports cyclists from enthusiasts just beginning in the sport to seasoned professionals. We may be best known for the identification, development, and selection of cyclists to represent the United States in international competition, but equally important is our support of amateur bike racing through grassroots development programs and the provision of critical infrastructure to run organized racing.

Recently, we have broadened our mission to support enthusiasts and the events in which they participate like gran fondos and fun rides. Learn more at www.usacycling.com

About Eon Media

Eon Media's flagship solution allows broadcasters to detect logos in real-time during a live game and generate accurate brand exposure data across the arena, players' gear, graphic overlays, and commercial breaks generating accurate ROI measurement. Eon provides a new monetization opportunity by automatically detecting brands in real-time during gameplay without any 3rd party dependencies. Eon reduces the 40+-second lag to net-zero when watching a live game on Internet-connected devices, and provides up to 70 percent cost savings by significantly reducing video-on-demand content processing time. Learn more at www.eonmedia.ai.

Media Contact:

Eon Media - Ashish Agrawal (ashish@eonmedia.ai)

USA Cycling - Bouker Pool (bpool@usacycling.org)