

# Google Cloud and PMY Join Forces to Transform Sports and Events with Generative AI

## Google Cloud and PMY partner with LIV Golf on Golf Companion App and first-of-its-kind live broadcast capabilities

**LONDON, NEW YORK, WEST PALM BEACH, Fla., and SUNNYVALE, Calif.,** Feb. 1, 2024 — Google Cloud and PMY Group (PMY) today announced a new, multi-year partnership in which Google Cloud will serve as PMY's technology partner for selected sports, events, and venue customers, helping to transform fan experiences through generative AI. Under the partnership, Google Cloud and PMY will work on projects with several major sports and lifestyle brands, including a multi-year agreement with LIV Golf.

As one of the first projects under the partnership, LIV Golf will begin unveiling a series of advancements in fan engagement, real-time data and statistics streaming, course and event mapping, and customizable experiences for fans and broadcast viewers. Leveraging PMY's expertise in transforming infrastructure, fan experience, and data intelligence, and Google Cloud's innovative generative artificial intelligence (AI) technologies, the partnership will help elevate the fan experience on and off the golf course, and deliver personalized engagement unique to the sport.

Built upon Google Cloud's Vertex AI platform, LIV's new "Any Shot, Any Time" feature—launching in summer 2024 on LIV Golf Plus—will create a highly innovative live broadcast experience. Fans will be able to select exactly which golfers, teams, or groups they want to watch at any given time, as well as searchable and customizable on-demand highlight reels from any round of any LIV tournament.

"LIV Golf has been associated with innovation from its inception and is a leader in incorporating the latest and greatest technology into the sport of golf," said **Matt Renner**, President of Google Cloud. "As the technology partner of choice for LIV and other PMY clients, we are thrilled to help them create more engaging fan experiences with our leading generative AI tools and cloud platform."

"This is a game changer for golf and most importantly, for the fans," said LIV Golf Commissioner and CEO **Greg Norman**. "We are proud to have Google Cloud on board as a technology partner of LIV Golf as we accelerate our league's digital transformation with the preeminent brand in this space. Working with Google Cloud and other world-class partners, our advanced approach to technology and innovation will revolutionize golf as we bring the sport into the future."

"As a player, captain and team owner, I am constantly exploring ways for LIV to expand the horizons of our sport," said Crushers GC captain **Bryson DeChambeau**. "Our partnership with PMY and Google Cloud enables the league and teams to develop a modern approach to maximizing technology to new levels in the game of golf we have never seen before. We always want to be better. We want to think outside the box and explore the impossible, and with Google Cloud, the impossible becomes reality."

In addition to "Any Shot, Any Time," LIV's Golf Companion App—powered by Google Cloud's AI technologies, including its latest large language models (LLMs)—will enable fans to explore a golf event like never before. Features will include 3D aerial overviews of each venue, advanced real-time statistics, virtual caddy views, and customized competition recaps. Also launching in summer 2024, the Golf Companion App will be available for free for consumers and can be downloaded on Apple and Google Play stores.

"The collaboration between Google Cloud, LIV Golf, and PMY is a result of a perfect synergy—PMY's global experience across data and major events, Google Cloud's advanced technologies, and LIV Golf's innovative approach. Our shared goal is to revolutionize the sports experience and unleash our combined expertise and world-class technologies for one of the world's most innovative sports properties, LIV Golf," said **Paul Yeomans**, Group CEO of PMY.

In addition to its partnership with PMY, Google Cloud has a long history of working with leading sports and entertainment brands, including [Major League Baseball](#), [SoFi Stadium](#), the [Football Association of England](#), and others.

### **About Google Cloud**

Google Cloud accelerates every organization's ability to digitally transform its business and industry. We deliver

enterprise-grade solutions that leverage Google's cutting-edge technology, and tools that help developers build more sustainably. Customers in more than 200 countries and territories turn to Google Cloud as their trusted partner to enable growth and solve their most critical business problems.

#### **About PMY Group**

PMY Group is a full-service technology solutions provider, specializing in enhancing the infrastructure, experience, and intelligence across sport and entertainment clients globally. From its origins in stadium technology, PMY has broadened its scope, now servicing over 1,000 clients in 14 countries, across a diverse array of sectors.

#### **About LIV Golf**

LIV Golf is a global sports league featuring individual and team competition, a 14-tournament schedule, and many of the world's best golfers. Founded in 2022, LIV Golf was designed to expand the game on an international level and finally unlock the sport's true and untapped economic and societal potential. Hall of Fame golfer and renowned businessman, Greg Norman, is the league's first and founding CEO and Commissioner. Only two years into operations and with tournaments across North and Latin Americas, Asia, Australia, the Middle East and Europe, LIV Golf is proving that it's possible to grow and improve the game for fans and golfers alike.

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