

# Artificial Intelligence at FC Barcelona

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## ABSTRACT

FC Barcelona excels in data and digital assets, including information on 400 million fans, stadium attendees, and player positions. By utilizing AI and blockchain technologies, the club leads in innovation, generating knowledge, products, and services. Examples include personalized fan engagement using social media data, AI-driven player performance analysis, AI-assisted organization of historical digital assets, blockchain-based authenticity and security measures, and data-driven optimization of ticketing and e-commerce. FC Barcelona leverages these technologies to enhance the fan experience and stay at the forefront of sports innovation.