

/ Building a Sports Identity Layer That Traverses Industries & Use Cases



2026 Annual Participants Meeting



/ Introduction



Dustin Sullivan



Simon Skarsholm



/ Why isn't there a sports data standard?

1. Sports is Dynamic & Complex



2. Misaligned Incentives Across Industry Participants



**SPORTS
DATA
EXCHANGE**



/ An Open Standard for Global Sports Data

/ Sports Data Exchange

> SDX ID

All major Leagues,
Games, Teams,
People, Venues,
updated 365 days
per year

> SDX CLI Tool

Download SDX
catalogs, match to
source IDs, write
directly into your Db
tables

> SDX Marketplace

Create and securely
share mapping
catalogs w/ partners,
customers and
suppliers

/ Why are we doing this?

> Embracing The Risk

Groups w/ the least benefit:

- Sports Data Providers

> Marketing Spend

SDX > traditional marketing channels

> Future Outlook

- Monetizing the Network Effect, but;
- SDX = Always Open & Free

/ SDX Schema



/ Media Events vs Competitive Events

/ Media Events

- > Superbowl
- > UFC 229

/ Competitive Events

- > Superbowl
- > Nurmagomedov vs McGregor
- > Ferguson vs Pettis
- > Reyes vs Saint Preux
- > Lewis vs Volkov
- > Waterson vs Herrig



/ SDX IDs

Globally unique identifiers for core sports entities

30

Sports

1500

Competitions

650K

Events

50K

Teams

750K

People

10K

Venues

/ SDX ID – Events & Media Events

UFC UFC 327

/ mevent_u7G1R2cVx9Tq1HkZ5bipLj

Date:
04/11/2026

Main Event:

Jiří Procházka

/ person_X3n81vL2kR7tYpH6cZI4wJ

Carlos Ulberg

/ person_5bTz12q9Kc8R1vXyHn7lLp

Venue:

Kaseya Center in Miami, Florida

/ venue_Y6mJ2v8ZtQk4L9pX1cHrWn




UEFA Champions League

/ event_cmUrakuNTjcK7RIGUkTkaW

Round: Date:
Final **07/01/2025**

Participants:

 **Paris Saint-Germain**

/ team_xT9qLmP2ZaKfH7sVwRjC8Y

 **Inter Milan**

/ team_Qw8JkLm3PzTgHcV2YbR7sX

Venue:

Munich Football Arena, Munich

/ venue_IR8ZpYq7XcLkJwT2HfVa9N

/ SDX ID – Competitions & Venues




NFL

/ comp_a9Kf2Lx71pR3mTzV8HcibY

Location: USA Teams: 32 Start Date: 09/09/2026

Current Champions:

 **Seattle Seahawks**
/ team_P4vJk8t1ZqXnM6rCwL2yDh

Digital Footprint:

X @NFL
@NFL
nfl.com



Wembley Stadium

/ venue_KY16I7qNWmRXxhxgliKc4g

Capacity: 81,044 Surface: Grass

Address:
South Way, Wembley, London

Coordinates:
51.5560° N, 0.2796° W

Digital Footprint:

X @wembleystadium
@wembleystadium
wembleystadium.com

/ SDX ID – Teams & Players



Max Verstappen

/ person_cMcs5Gt4IW2kdol1800BJI

Team:



Red Bull Racing

/ team_Uq7ZkP8mT2XcLwYHf9RjGN

Attributes:

NED · 09/30/1997 · 72kg · 1.81m

Digital Footprint:

X @MaxVerstappen1

Instagram @MaxVerstappen1

Website verstappen.com



LA Lakers

/ team_koTqb92qJSTUriciem3IJP

Competition:



NBA - Western Conference

/ comp_Lk9TqW2mZxR8sHfVYpJcG7

Venue:

Crypto.com Arena, Los Angeles

/ venue_pZ4RtYwK8mNcJqHsV7GdXa

Digital Footprint:

X @lakers Instagram @lakers

Website lakers.com

/ SDX CLI Tool

- Runs on Linux, macOS, Windows
- Downloads entire SDX catalog locally (SQLite, incremental updates)
- Matches your database rows: exact match → fuzzy matching
- Writes SDX IDs into your Db tables (idempotent, safe to automate)
- Supports Postgres, MySQL, SQL Server out of the box

> CLI Commands:

1

> SDX Catalogue Sync

Download the entity catalogue locally

2

> SDX Mappings Sync

Download partner ID mapping files

3

> SDX Sync SDX

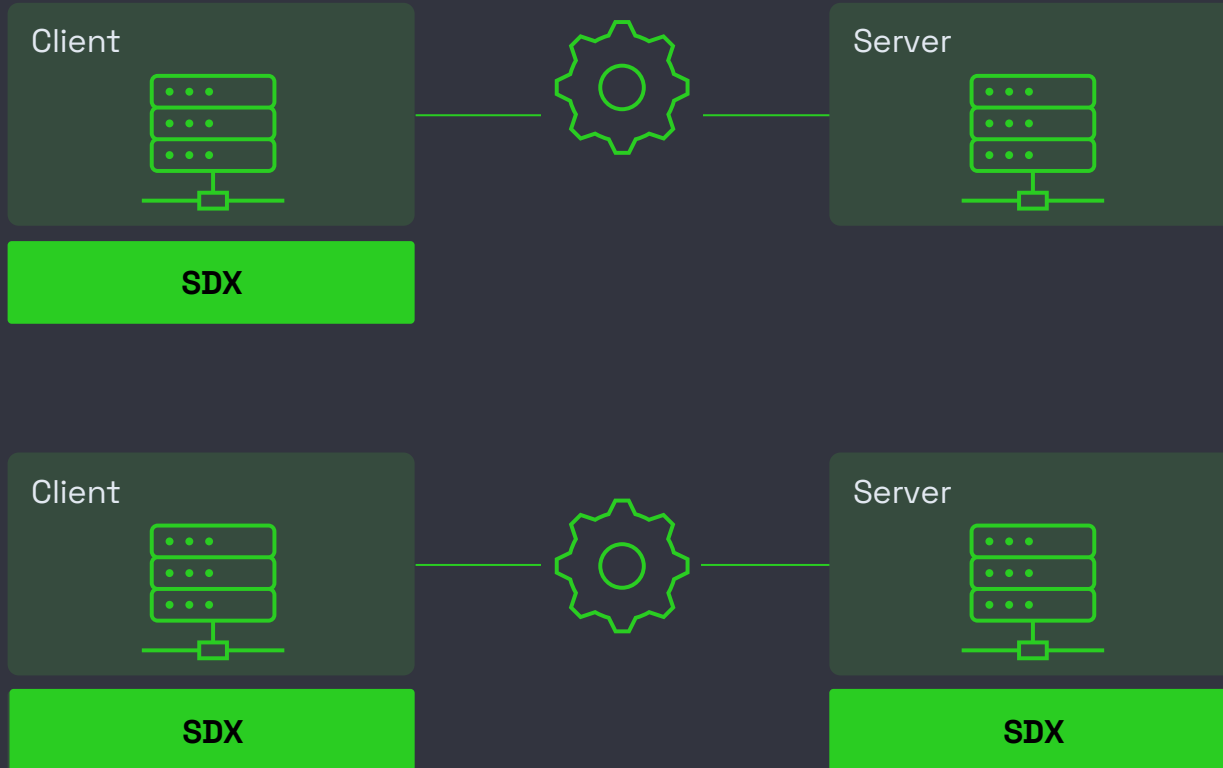
Match rows → write SDX IDs

4

> SDX Sync <provider>

Resolve non-partner provider IDs

/ Use Cases



/ SDX Marketplace

Share Partner Mapping Catalogs with all systems across your ecosystem

- Partners
- Customers
- Suppliers

> Access Controlled Catalogs

> Open Catalogs

/ Looking Forward

...for SDX

- Continue Sharing Existing Data Production & Workflows
- Coverage Expansion (30 → 100+ sports)
- Mapping Features & Functionality
- [insert early adopter ideas/requests]

...as a member of EIDR

- Pre-seeding new “Event” entity type
- Continue Working Group participation
- Listen, Learn, Iterate, Evolve

/ Building a Sports Identity Layer That Traverses Industries & Use Cases



2026 Annual Participants Meeting

