

ASTN Press Release

Swiss SportsTech Report adopts ASTN Sportstech Categorisation

Melbourne, Australia / Bern, Switzerland, 22 October 2026

Swiss Olympic, in collaboration with PwC and Generis AG, released Switzerland's first assessment of the national sportstech sector. The sportstech census explores the development of SportsTech Switzerland 2038, a strategic legacy initiative linked to a potential Swiss bid for the 2038 Olympic Winter Games.

As part of an international collaboration in sports technology and innovation, the authors adopted ASTN's market applications and sportstech technology stack categorisations.

"ASTN's market application and technology stack framework is an excellent fit for Switzerland as it captures the sports technology market more holistically than other comparable approaches", said Mike Kurt, Head of Strategic Innovation Partnerships at Swiss Olympic Innovation Hub.

This international collaboration between Switzerland and Australia marks the first opportunity to establish internationally comparable standards that support greater benchmarking and connections between national sportstech ecosystems. The approach also recognises ASTN's industry-focused methodology and structured innovation cluster development model.

"Sportstech is a sector of the sports industry that sits at the intersection of digital, electronic and advanced material technologies, where the business of sport, entertainment and gaming converge with active living, wellness and health", said Dr Martin Schlegel, Executive Chair of ASTN.

"In Australia, sportstech is also recognised as a significant economic development opportunity as the digital transformation accelerates and the nation prepares for Brisbane 2032. While the composition of the sportstech sector varies across countries, Switzerland is uniquely positioned to capitalise on its proximity to many international sports federations. As Australia's peak body for sportstech, we congratulate Switzerland on the work undertaken to date and look forward to continuing our collaboration".

The report identifies 402 companies generating CHF 8 billion in revenue and supporting 17,000 jobs. It further highlights distinct differences in market applications and technology stack between the sportstech ecosystems of the two countries.



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Swiss SportsTech Report download

<https://www.swissolympic.ch/verbaende/foerderung-unterstuetzung/Innovation-Hub?tabId=1cf8c7bc-3fdf-4b12-ad8a-1daf3b286fe7>

The Swiss Olympic press release is available in German and French

<https://www.swissolympic.ch/news/news-details-sow?pageId=d60b0cb8-e9bf-44fe-9d6e-e423ddfc54&entryId=349850>