



GLOBAL INTELLIGENCE.
GLOBAL GROWTH.
GO GSIQ.

GSIQ

GLOBAL SPORT, SPONSORSHIP & TOURISM INTELLIGENCE



GLOBAL INTELLIGENCE.
GLOBAL GROWTH.
GO GSIQ.

GSIQ is a global research and insights agency.

MAY 2024 TO FEBRUARY 2026

From zero to global.

300+

GLOBAL
CLIENT WINS

100+

GLOBAL
EMPLOYEES

5

GLOBAL
HUBS

5

INDUSTRY
AWARDS &
RECOGNITION

3000+

LINKEDIN
FOLLOWERS

TRUSTED BY LEADING GLOBAL RIGHTSHOLDERS



DAVIS CUP



2025 - WINNER
BEST NEWCOMER AWARD



2025 - WINNER
TECH BREAKTHROUGH AWARD



2025 - NOMINATED FINALIST
BEST ADVISORY SERVICES AWARD



2026 - SHORTLISTED
BEST USE OF MEASUREMENT & INSIGHT

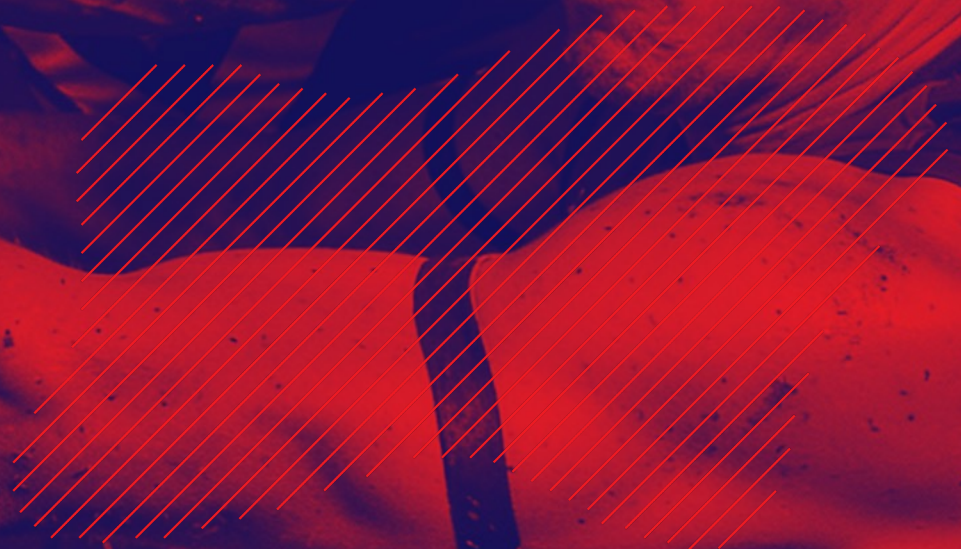


2026 - SHORTLISTED
SPECIALIST AGENCY OF THE YEAR



GLOBAL INTELLIGENCE.
GLOBAL GROWTH.
GO GSIQ.

WHAT WE DO





WHAT WE DO

We measure sport everywhere fans watch it.

Sport + Tourism + Live Experiences + Entertainment + Culture + Economy





WHAT WE DO

**We measure live
experiences everywhere
audiences engage.**

Sport + Tourism + Live Experiences + Entertainment + Culture + Economy



WHAT WE DO

**We measure travel and tourism
everywhere experiences drive
destination appeal.**

Sport + Tourism + Live Experiences + Entertainment + Culture + Economy



GLOBAL INTELLIGENCE.
GLOBAL GROWTH.
GO GSIQ.

ABOUT





WHO WE ARE

GSIQ is a global research and insights agency, specialising in intelligence analysis for the international sports, sponsorship, and tourism industries – and where they converge.

Our insight spans the full ecosystem shaping modern sport and travel:

- + Sport
- + Tourism
- + Live Experiences
- + Entertainment
- + Culture
- + Economy



ONE BUSINESS. TWO PILLARS.

We've structured our business around two interconnected pillars:

+ Sports & Sponsorship

+ Tourism Insights

Designed to reflect how these sectors now operate — overlapping and increasingly connected.

This structure allows us to support rights holders, brands and destinations with insight that reflects how modern sport works:



As a live experience



A driver of destination appeal



A source of audience and economic impact

“Major sports events and destinations are no longer just about the game or the place.”

“Sport now integrates live entertainment, digital media and travel experiences — blurring traditional boundaries.”

GSIQ reflects this reality.

Sport + Tourism + Live Experiences + Entertainment + Culture + Economy



ONE BUSINESS. TWO PILLARS.



Focused on sport and sponsorship, this pillar combines deep industry expertise with tailored research to deliver actionable insight.

Working alongside rights owners and brands, we drive strategic growth and maximise sponsorship impact through media research, consumer insight and expert consultancy.

This focus enables our clients to compete with clarity – strengthened by insight from our broader, interconnected approach.



Dedicated to the global tourism, travel and leisure industry, this pillar focuses on primary consumer research to help clients understand shifts in sports tourism and identify opportunities for growth.

We measure the success of campaigns and activations, assess destination brand perception, and deliver audience segmentation and thematic insight to support informed, long-term decision-making.

Sport + Tourism + Live Experiences + Entertainment + Culture + Economy



EXPERT-LED. LOCALLY ROOTED. GLOBALLY CONNECTED.

We operate through a global network of expert-led hubs, each rooted in its local market and connected through a franchise model — powered by shared tools, insight and expertise.

From major sports and sponsorship projects through to tourism research, live experiences, and cultural events, we deliver tailored solutions with regional precision and global impact.

AMERICAS

Focused insights for the world's most dynamic and diverse sports, sponsorship and tourism landscape.



Nicole Hollomon
Managing Partner,
United States

UK & EUROPE

The heart of global sport – where heritage meets innovation in global sport and sponsorship.



Charlie Dundas
Co-founder,
UK & Europe

Joshua Marcus
Co-founder,
UK & Europe

MENA

Driving transformation through intelligence and powering progress across MENA's sports, sponsorship, and tourism landscape.



Sam Dawson
Managing Partner,
MENA

INDIA & SUBCONTINENT

GSIQ supports rightsholders and brands across India and the Subcontinent with the insight to make bold ideas work.



Joseph Eapen
Managing Partner,
India & Subcontinent

AUSTRALIA & NEW ZEALAND

Bold ideas and real-world insight delivered to one of sport's most progressive regions.



Campell Jamieson
Director,
Australia & New Zealand

Ted Harwood
Managing Partner,
Australia & New Zealand

TOURISM INSIGHTS

Shaping the future of global tourism, navigating change with innovation.



Eva Stewart & Oliver Rowe
Co-founders &
Global Managing Partners,
Tourism Insights



GSIQ TECH. BUILT FOR INSIGHT.
POWERED BY EXPERIENCE.

TECH

With over 15 years of experience developing insight platforms for some of the world's leading stakeholders, GSIQ's team has a proven track record of delivering smart, scalable technology that turns data into decision-ready tools.

Building our own technology means we can rapidly prototype, adapt and evolve platforms around client needs — keeping them current, flexible and responsive as requirements change, and without reliance on external suppliers.

GSIQ PROPRIETARY TECHNOLOGY



2025 WINNER · TECH BREAKTHROUGH AWARD

GSIQs INTELLIGENT SPONSORSHIP MEASUREMENT TECHNOLOGY

SIQ LIVE + CRYSTAL

SIQ LIVE

Real-time sponsor exposure tracking — updated every 3 seconds across broadcast and digital.

CRYSTAL

AI-driven global audience modelling — fills gaps across 24,000+ unrated TV channels.

CLIENT IQ

Our state-of-the-art platform that provides clients with secure, real-time access to all their data, including customised insights, metrics, and analysis.

TACTIQ

Tourism Activity Tracking Intel

TACTIQ is a dynamic, best-in-class, tracking system that reveals how, where, and why people travel.

“Technology alone does not solve problems. Intelligence, experience and know-how do. That's what we build — tools clients really need.”



WHAT WE DO

Built for the challenges of now — and the opportunities ahead.

SOLUTIONS

STRATEGIC CONSULTANCY

In sports and sponsorship, data is everywhere — but clear, actionable strategy is rare. We turn information into insight, guiding decisions that unlock growth and competitive advantage.

MEDIA RESEARCH

From broadcast to digital, knowing the true value and performance of your media is key to protecting and growing sponsorship ROI. We deliver the clarity you need to maximise every channel.

CONSUMER & FAN RESEARCH

Knowing who your audience is, what drives them, and how they're changing is essential to deeper engagement and stronger commercial results. Our research reveals the insights that power smarter, faster action.

ECONOMIC IMPACT ASSESSMENT

In sports and events, proving economic value can be game-changing. We measure impact and legacy, giving you the evidence to win support, secure funding, and drive growth — strengthening your event for years to come.

DIGITAL & SOCIAL LISTENING

Your online presence can be your greatest asset or your biggest risk. We track conversation, spot trends, and uncover opportunities to connect better, respond faster, and protect your brand.

BRAND RESEARCH

Your brand is one of your most valuable assets — but only if you understand it. We uncover how it's perceived, where it stands in the market, and what drives loyalty, giving you the edge to grow.

“Yesterday’s playbook won’t win tomorrow’s game. We build intelligence-driven solutions that keep you competitive, relevant, and ready for what’s next.”

ADVANCED ANALYTICS

By linking data sources, applying AI tools, and modelling scenarios, we reveal patterns and predictions that guide smarter decisions, unlock new opportunities, and deliver measurable results.

THOUGHT LEADERSHIP

We transform data into compelling insights and impactful content that shape conversations, set the agenda, and strengthen your brand's authority.



AWARDS & RECOGNITION



**SPORT
INDUSTRY
AWARDS**

2025
WINNER

**BEST NEWCOMER
AWARD**

The **FEVO Sport Industry Awards** celebrates the immense work done around the sector, whether it's delivering world-leading events of all formats and scale or using sport as a platform to drive social change, to those campaigns that have an ingenious creative spark which reverberates throughout the industry and beyond.

[MEET THE WINNERS](#)



2025
WINNER

**TECH BREAKTHROUGH
AWARD**

GSIQ's INTELLIGENT SPONSORSHIP
MEASUREMENT TECHNOLOGY

SIQ LIVE + CRYSTAL

The **Leaders Sports Awards** celebrate excellence and innovation in the global sports industry, recognising the individuals and organisations whose work is shaping its future. Across nine categories, they honour outstanding achievement, dedication, and impact from across the world of sport.

[LEADERS IN SPORT WINNERS](#)



SPORTS INDUSTRY AWARDS

2025
FINALIST

**BEST ADVISORY
SERVICES AWARD**

The **Sports Industry Awards (SPIA)** is the Middle East's premier platform celebrating excellence in sport. SPIA honours organisations and individuals who have made significant contributions to the industry through innovation, impact, and professionalism – fostering growth and excellence across the MENA region's sporting landscape.

[VIEW NOMINATED FINALISTS](#)



European
Sponsorship
Association

2026
SHORTLISTED

**BEST USE OF
MEASUREMENT &
INSIGHT AWARD**

GSIQ's REAL-WORLD
SPONSOR PRECISION:
MEDIA INTELLIGENCE TOOLS

**SIQ+ SIQ+ SCORE SIQ LIVE
EPGIQ CRYSTAL**

The **ESA Awards (European Sponsorship Association)** recognise best-in-class sponsorship across Europe. This award category recognises the best example of actionable use of data and insights, demonstrating intelligent application of quantitative or qualitative analysis and its positive impact on decision-making in commercial partnerships or sports and entertainment campaigns.

[VIEW SHORTLIST](#)



2026
SHORTLISTED

**SPECIALIST AGENCY
OF THE YEAR**

For a quarter of a century **The Sport Industry Awards** have celebrated the immense work carried out within the sector. From agencies delivering world-class events and campaigns, to rightsholders using sport as a platform to drive social change, or brands activating a sponsorship that reverberates around the industry and beyond, and suppliers elevating fan experience on behalf of their clients – all are recognised.

[VIEW SHORTLIST](#)

“We’re proud to receive industry recognition that reflects our commitment to excellence and inspires us to keep improving.”



GLOBAL INTELLIGENCE.
GLOBAL GROWTH.
GO GSIQ.

WHO WE WORK WITH





WHO WE WORK WITH

300+ global client wins.

From established leagues to emerging sports, organisations rely on GSIQ for clear, credible insight.

Trusted by the leading global rightsholders



"Our relationships are built on consistent delivery, strong analysis and expert teams."



WHO WE WORK WITH

Tourism & Travel

We work across the tourism & sports ecosystem, supporting destinations, event hosts, brands, agencies, advisors and associations through insight and collaboration.





GLOBAL INTELLIGENCE.
GLOBAL GROWTH.
GO GSIQ.

HOW WE MEASURE





PRECISION IN MEDIA MEASUREMENT

Turning real-world partner exposure into accurate, decision-ready insight.

The partner and media landscape has never generated more data — yet achieving precision has never been harder.

Fragmented platforms, inconsistent standards and delayed reporting often tell teams what happened, but not why — or what to do next.

GSIQ's Media Intelligence Tools are built as one coherent measurement framework — designed to solve this.

Not by adding more data, but by connecting exposure and audience — combining machine learning with expert human judgement to reflect how partnerships actually perform in the real world.



PRECISION IN MEDIA MEASUREMENT

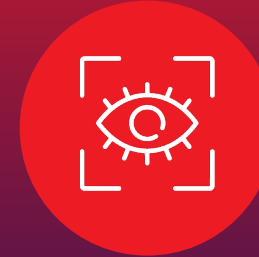
The GSIQ Measurement Framework

Precision comes from connection — not complexity.

GSIQ's Media Intelligence Tools are built as a single, measurement framework that connects how partners are seen, who sees them, and what that exposure is worth.

Rather than measuring media, audience and valuation in isolation, we bring them together into one consistent measurement approach — designed to reflect real-world partner performance.

Connecting three essential elements



EXPOSURE

What appears, where it appears, and for how long?

Captured across broadcast, digital and social media using machine learning.



AUDIENCE

Who sees that exposure, how and where?

Modelled at scale to reflect real viewing behaviour across markets and platforms.



VALUE

What that exposure is worth?

Assessed using consistent valuation logic, validated and enhanced by expert human judgement.

“Connecting exposure, audience and value is essential. What sets GSIQ apart is what we do with that connection.”

One Connected Framework

CONNECTS exposure, audience and valuation in a single methodology — consistently applied across markets and platforms.

AI & Machine Learning Precision

CAPTURES every instance of sponsor branding accurately, ensuring nothing is missed.

Comprehensive Media Coverage

COVERS brand exposure across broadcast, online press and social media in real time.

Market-Leading Innovation

INNOVATES with proprietary solutions that advance sponsorship evaluation.

Deep Industry Knowledge

APPLIES deep expertise to set the benchmark for sponsorship intelligence

Expert Human Analysis

ENHANCES data with expert insight and strategic recommendation.

Developed by GSIQ

BUILT in-house by industry experts, shaped by real-world reporting demands.



PRECISION IN MEDIA MEASUREMENT

Our Media Intelligence Tools

These tools bring the GSIQ Measurement Framework to life – capturing exposure, translating it into audience, and applying consistent valuation across markets.

SIQ+

Cutting-edge **image recognition technology** that powers our SIQ Tools, accurately capturing **every instance of sponsor branding across media** channels.

SIQ LIVE

Real-time exposure tracking with **data refreshed every 3 seconds**, offering **instant insights** into sponsor branding.

SIQ+ SCORE

Our **sponsorship evaluation score methodology**, our bespoke evaluation tool combining AI and human expertise to quantify branding impact and provide actionable recommendations.

EPG IQ

Our **global broadcast auditing tool** that's **up-to-air-time-accurate**, monitors scheduled broadcasts, transforming distribution estimates into accurate coverage reports.

CRYSTAL

Bridging the gap between rated and unrated markets, revealing and measuring audiences reliably, where official ratings don't exist.

CLIENT IQ

GSIQs **clients customised dashboard** platform offering **24/7 access** to dashboards and comprehensive analytics, seamlessly integrating insights for strategic decisions.



2025 - WINNER
TECH BREAKTHROUGH AWARD

GSIQs INTELLIGENT SPONSORSHIP MEASUREMENT TECHNOLOGY

SIQ LIVE + CRYSTAL



2026 - SHORTLISTED
BEST USE OF MEASUREMENT & INSIGHT

GSIQs REAL-WORLD SPONSOR PRECISION: MEDIA INTELLIGENCE TOOLS

SIQ+ SIQ+ SCORE SIQ LIVE
EPG IQ CRYSTAL

TACTIQ

TOURISM ACTIVITY TRACKING INTEL

Global Travel Research Programme built to empower your tourism strategy and marketing.



GLOBAL QUALITY DATA.

TACTIQ continuously captures quality data in:
TWO MODULES

Destination Brand Health Module

- Geo: United States, Canada, Mexico, United Kingdom, Germany, Italy, France, Spain, India, China, Colombia, Brazil
- Tracking over 180+ destinations and major hotel brands
- Over 30m+ data points in every new wave of results

Sports & Events Tourism Module



INSIGHTS YOUR WAY.

A subscription unlocks a full suite of actionable intelligence tools:

- Data access & analysis tabs
- Dynamic dashboard in Tableau
- Segmentation
- Reports
- Custom client questions
- Excel files
- Dedicated account support
- Optional custom research



FASTER, SMARTER INTELLIGENCE.

TACTIQ combines thousands of inputs across:

- Traveller profiles
- Past & future trip behaviour (*destination, timing, spend, trip types*)
- Destination marketing funnel
- Destination imagery & salience
- Booking channels, payment methods
- Accommodation brands and choices
- Advertising & media impact
- Trending destinations' rankings
- Travelling for events

Actionable intelligence built for smarter tourism growth.

Built in-house by global specialists across sport, live events & tourism intelligence.



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GSIQ



SPORT INDUSTRY AWARDS
2025 - WINNER
BEST NEWCOMER AWARD



LEADERS SPORTS AWARDS
2025 - WINNER
TECH BREAKTHROUGH AWARD



SPORTS INDUSTRY AWARDS
2025 - NOMINATED FINALIST
BEST ADVISORY SERVICES AWARD



European Sponsorship Association
2026 - SHORTLISTED
BEST USE OF MEASUREMENT & INSIGHT



THE 20th SPORT INDUSTRY AWARDS
2026 - SHORTLISTED
SPECIALIST AGENCY OF THE YEAR

Sponsors of the UK Sponsorship Awards
Underscoring our commitment to the industry

Co-Founder & Board Member of SEF – The Sponsorship Effectiveness Forum
Cross-industry initiative championing evidence-led sponsorship

Member of ESA – European Sponsorship Association
Strengthening our ties across the European sponsorship ecosystem

Founder member of MESBN – the Middle East Sports & Business Network
Supporting business collaboration and innovation

GSIQ is a global research and insights agency specialising in intelligence analysis for the international sports, sponsorship, and tourism industries – and where they converge. Our bespoke, client-centred approach ensures data-driven analysis delivers impactful results.

With an unwavering commitment to excellence, we tailor our approach to meet each client's unique objectives, delivering insightful analysis that empowers informed decision-making and drives success. Partner with GSIQ for a genuinely client focused experience, backed by proven, industry-leading solutions.

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