



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 APRIL 2026

From zero to global.

300+

GLOBAL  
CLIENT WINS

100+

GLOBAL  
EMPLOYEES

5

GLOBAL  
HUBS

7

INDUSTRY  
AWARDS &  
RECOGNITION

3500

LINKEDIN  
FOLLOWERS

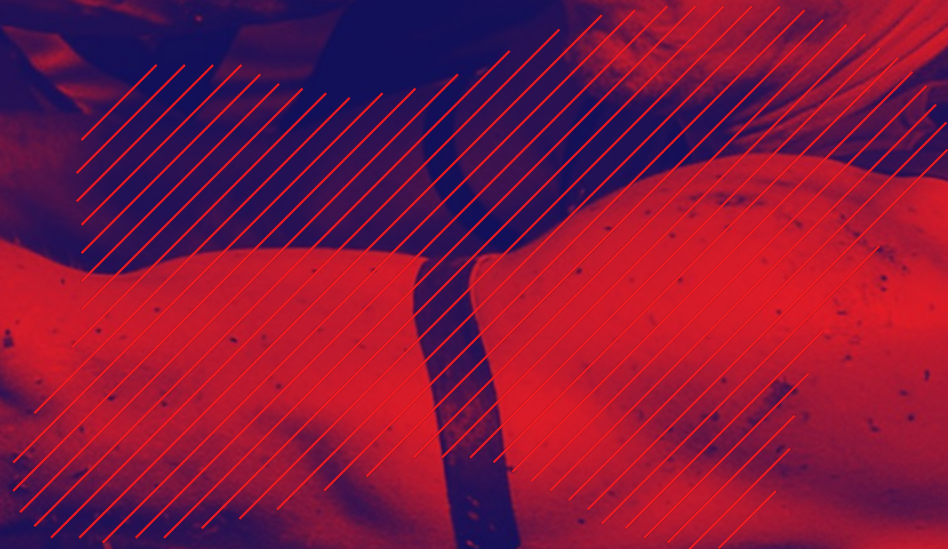
TRUSTED BY LEADING GLOBAL RIGHTSHOLDERS





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 & INDUSTRY RECOGNITION

### THE 25TH SPORT INDUSTRY AWARDS

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 rights holders 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](#)



2025 WINNER  
TECH BREAKTHROUGH AWARD

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](#)



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](#)



2026 SHORTLISTED  
BEST USE OF MEASUREMENT  
& INSIGHT AWARD

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](#)



SPORTS INDUSTRY AWARDS  
2026 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](#)



SPORTS INDUSTRY AWARDS  
2026 FINALIST  
BEST USE OF DATA &  
ANALYTICS SPORTS AWARDS

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](#)



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](#)

**“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

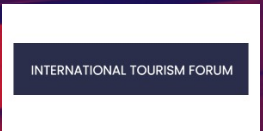


**"Our relationships are built on consistent delivery, strong analysis and expert teams."**

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.



2026 WINNER

**TECH  
BREAKTHROUGH  
AWARD**



2026 SHORTLISTED

**BEST USE OF  
MEASUREMENT  
& INSIGHT AWARD**



SPORTS INDUSTRY AWARDS

2026 FINALIST

**BEST USE OF DATA &  
ANALYTICS SPORTS  
AWARDS**



## PRECISION IN MEDIA MEASUREMENT

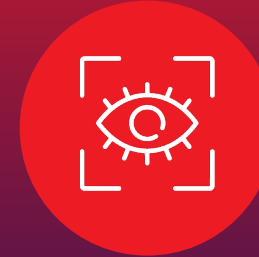
# The GSIQ Measurement Framework

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.

# 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:

### THREE MODULES

#### Destination Brand Health Module

- 12 Markets: Brazil, Canada, China, Colombia, France, Germany, India, Italy, Mexico, Spain, UK, US

#### Sports Tourism Module

- Tracking over 180+ destinations and major hotel brands

#### FIFA World Cup 2026 Module

- Over 30m+ data points in every new wave of results



## 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.



GLOBAL INTELLIGENCE.  
GLOBAL GROWTH.  
GO GSIQ.



2025 - WINNER  
BEST NEWCOMER AWARD



2025 - WINNER  
TECH BREAKTHROUGH AWARD



2026 - SHORTLISTED  
SPECIALIST AGENCY OF THE YEAR  
AWARD



2026 - SHORTLISTED  
BEST USE OF MEASUREMENT & INSIGHT  
AWARD



2026 - NOMINATED FINALIST  
BEST ADVISORY SERVICES AWARD



2026 - NOMINATED FINALIST  
BEST USE OF DATA & ANALYTICS  
IN SPORTS AWARD



2025 - NOMINATED FINALIST  
BEST ADVISORY SERVICES AWARD

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

**Co-Founder &  
Board Member of SEF  
– The Sponsorship  
Effectiveness Forum**  
Across-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.com**

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.

**Disclaimer** GSIQ, 2026, all rights reserved. The materials provided here are protected by copyright laws. Any unauthorised storage, reproduction, or distribution, in whole or in part, is strictly prohibited without prior written permission from GSIQ. The information is confidential and intended solely for the designated recipient(s) and its intended purpose. We make no warranties, express or implied, regarding the accuracy or completeness of this information. GSIQ shall not be liable for any losses or damages arising from the use or reliance on this information, except where such liability is unlawful.