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CASE STUDY · MARLUC SYNOPSIS

Premier League Companion powered by Copilot

IMPLEMENTED 2025 ONWARDS · MEDIA AND PUBLISHING · UK · BAND E · CLAIMED ONLY

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The Premier League launched a Copilot-powered fan assistant on its app and website in July 2025 as part of a five-year deal with Microsoft. No usage or outcome figures have been published; an early review found it very limited.

ABOUT THIS SYNOPSIS

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Facts and figures are as reported by the sources listed below, which may be incomplete, self-reported or out of date. Check the original source before relying on any figure.

The impact band, proof marker and SEAM view are MarLuc's opinion. The organisation is not a MarLuc client and has not reviewed or endorsed this synopsis. Names and trademarks belong to their owners.

NOTICE WORDING LAST UPDATED 16 NOVEMBER 2026

AT A GLANCE

No measurable effect: no results reported.

AI used: Generative AI assistant (Microsoft Copilot on Azure OpenAI) answering fan questions over League data and content.

Implemented: 2025 onwards. Grade: band E, No measurable effect, Claimed only.

Headline result, as reported: Fan assistant launched July 2025 on 30 seasons of stats, 300,000 articles and 9,000 videos; no results published

1 · The case

The facts, as reported by the 4 sources listed at the end. Where a source is silent, the field says "Not reported".

Organisation

The Premier League. England's top football league. The League and Microsoft describe its audience as 1.8 billion fans in 189 countries. Headcount: Not reported in the sources. Canvas block: 3. Customers and proposition. Also 6. Data and technology.

Business challenge

The challenge. The Premier League said it wanted to engage fans in new ways, from personalised content to real-time match insights. Its chief executive said the partnership would help it deliver innovative experiences to supporters around the world.

Who implemented it

Microsoft (Model or cloud provider): Official cloud and AI partner; provides Copilot, Azure OpenAI and Azure..

Technology (SEAM pillar E)

SEAM types: T3 API integrations, T4 RAG / vector search over your own data. Deployment: Cloud APIs. Vendors and products: Microsoft, Premier League Companion, Microsoft Copilot, Azure OpenAI.

Where it was built in: In the Premier League app and website. The League says it draws on over 30 seasons of statistics, 300,000 articles and 9,000 videos; the Fantasy version uses official match and Fantasy Premier League data, per Microsoft.

What changed

Before: fans could already find statistics, articles and video on the League's site and app, but needed to know where to look, per the League's senior gaming manager. After: they can also use a conversational assistant on that content. Changes inside the League's own operations, from the Microsoft 365 and Dynamics deployment, are described as planned and no results are reported. [1] [2] [3] [4]

What it cost

Not reported

What it saved

Not reported [1] [2] [3] [4]

Governance and control

The assistant's terms of use say it can make mistakes, that no guarantee is given that statistics or information are accurate, complete or up to date, and that users can report wrong or inappropriate output to the League. Accountable owner, testing and monitoring: Not reported.

S2 · Accountable owner · Not reported
Not reported.

A1 · Safe use · Claimed
The terms of use restrict what users may do with the assistant and say it was produced with reasonable skill and care. [2]

A2 · Human in the loop · Claimed
For the Fantasy version the League says managers keep control of their squads and the tool will not predict points. [4]

A3 · Monitoring and assurance · Claimed
The terms of use invite users to report wrong or inappropriate output; for the Fantasy version, the League's senior gaming manager said it would watch how users interact and iterate. No monitoring results are reported. [2] [4]

A4 · Vendor AI · Not reported
The terms say the assistant is provided by Microsoft and disclaim any guarantee of accuracy by the League or Microsoft; how the League oversees the vendor's AI is not reported. [2]

A5 · Agent controls · Not reported
No agents described.

A6 · Standards and regulation · Not reported
Not reported.

What worked, what did not, what is unproven

WORKED

– Not reported

DID NOT

– At launch, TechRadar's reviewer found the assistant very limited: users were offered three prompts at a time with no way to write their own, and the reviewer called it essentially pointless at that stage. The League told the reviewer user input was planned.

UNPROVEN

– Usage, satisfaction and any effect on engagement or revenue: Not reported.

– Whether open-text questions and translation shipped for the main Companion as planned: Not reported. Microsoft's 2026 article describes managers asking their own questions in the Fantasy version.

– Benefits from the wider partnership, such as match analysis and internal productivity: Not reported.

Timeline

Jul 2025 Premier League and Microsoft announce a five-year partnership; Premier League Companion launches on the app and website [1]

Jul 2025 TechRadar review finds the first version limited to three preset prompts [3]

Jul 2026 Microsoft describes a Fantasy Premier League Companion, built on Azure OpenAI, ahead of the 2026/27 season [4]

2 · Grade and SEAM assessment

MarLuc's opinion, made on the evidence above. How cases are graded: marluc.co.uk/case-studies/how-we-rate

Level of change and impact

Claimed: Not applicable. Grade: E, No measurable effect. Proof: Claimed only. Level of change: Not graded.

No level assessed: band E, no results reported. The assistant is in use; the sources give no measurable effect either way.

The SEAM view and lessons learnt

The sources describe what was launched and promised, not what it changed. The League calls the partnership one of the most significant technology transformations in its history, while the one independent review found the first release thin. A leadership team should ask what usage and engagement measures would count as success, and how wrong answers about statistics are caught, since fans can check them easily.

1. Define success measures for a fan-facing assistant before launch.
2. Release with enough freedom to be useful, then widen it.
3. Publish what the assistant is built on and how errors are reported.

Evidence

Score 1 of 4. Self-reported: League and Microsoft announcements; one independent hands-on review at launch.

Evaluation method. Company announcements and one independent review; no outcome measurement.

Sources disagree. The League and Microsoft describe a transformation in fan experience; TechRadar's launch review found the first version limited and not yet useful.

Status. In use, by the League's account; a Fantasy Premier League version was described by Microsoft ahead of the 2026/27 season.

3 · Original sources

Read these in full. To challenge a fact or a grade, use the contact form at marluc.co.uk or the link on https://marluc.co.uk/case-studies/premier-league-companion-copilot

[1] Premier League: Premier League announces partnership with Microsoft
https://www.premierleague.com/en/news/4338015/premier-league-announces-partnership-with-microsoft

[2] Premier League: Terms of use, Premier League Companion powered by Copilot
https://www.premierleague.com/en/terms-and-conditions/pl-companion

[3] TechRadar: The Premier League Companion is a new AI-powered tool for soccer fans, but it's useless - at least for now
https://www.techradar.com/computing/artificial-intelligence/the-premier-league-companion-is-a-new-ai-powered-tool-for-soccer-fans-but-its-useless-at-least-for-now

[4] Microsoft Source EMEA: Fantasy Premier League Companion gives managers a new tool for success
https://news.microsoft.com/source/emea/features/fantasy-premier-league-companion-gives-managers-a-new-tool-for-success/

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