MARLUC

CASE STUDY · MARLUC SYNOPSIS

Wimbledon AI commentary, Catch Me Up and Match Chat

IMPLEMENTED 2023–2026 · MEDIA AND PUBLISHING · UK · BAND D · CLAIMED ONLY

VERSION 1.0 · PUBLISHED 25 NOVEMBER 2026 · UPDATED 25 NOVEMBER 2026 · FACTS CHECKED 25 NOVEMBER 2026

Since 2023 the All England Club and IBM have used generative AI for highlight commentary, player summaries and a match question-and-answer assistant. Its 2023 commentary drew criticism and was folded into a new feature; early errors in 2024 were corrected during the tournament.

ABOUT THIS SYNOPSIS

This is MarLuc's summary and grading of publicly available sources, for information only. It is not investment, legal, financial or professional advice, and should not be relied on for any decision. Readers must validate it against the original sources and, where appropriate, challenge its conclusions.

Facts and figures are as reported by the sources listed below, which may be incomplete, self-reported or out of date.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

AI used: Generative AI summaries, commentary and assistant (IBM watsonx and Granite models) plus predictive match statistics.

Implemented: 2023–2026. Grade: band D, Task support, Claimed only.

Headline result, as reported: Generative AI fan features at Wimbledon each year since 2023; per IBM, the club reports its work with IBM contributed to 16% more engagement in 2025

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 All England Lawn Tennis Club (Wimbledon). The All England Lawn Tennis Club manages The Championships, Wimbledon, the oldest of the four tennis Grand Slams, per the club and IBM. IBM has been its official technology partner since 1990, per ITPro. Headcount: Not reported in the sources. Canvas block: 3. Customers and proposition. Also 6. Data and technology, 4. Operations and process.

Business challenge

The challenge. The club said it wants to provide a high-quality experience for fans wherever they are in the world. For the 2023 commentary feature, IBM said it was a step towards commentary for matches outside the Show Courts, which already have live human commentary. In 2024 IBM's Kevin Farrar told ITPro the aim was to broaden the aperture and tell more stories about more matches.

How it was addressed. Each year the club and IBM run a planning cycle: ideas in spring, a decision on features in autumn. In 2023 they used watsonx foundation models to produce commentary and captions for highlight videos. In 2024 Catch Me Up, powered by IBM's Granite model, generated pre-match and post-match player cards, personalised by location and myWimbledon profile; the 2023 commentary was reported as scrapped for that year and folded in. In 2025 Match Chat, built on watsonx Orchestrate with AI agents and language models trained on Wimbledon's editorial style, let fans ask questions during singles matches. In 2026 IBM and the club added Key Moments and an upgraded Match Chat, and IBM says it used its AI development tool Bob to move 15,000 content assets to a new platform architecture. [1] [2] [3] [4]

Who implemented it

IBM (Software vendor): Official technology partner; supplies watsonx, Granite and the IBM Slamtracker platform..
IBM iX (Consultancy): Experience design partner within IBM Consulting that worked with the club on the 2023 commentary..

Technology (SEAM pillar E)

SEAM types: T3 API integrations, T7 AI agents, T8 Predictive / ML models. Deployment: Not reported. Vendors and products: IBM, IBM watsonx, IBM Granite, watsonx Orchestrate, IBM Slamtracker.

Where it was built in: In the Wimbledon app and wimbledon.com, drawing on match data and the club's editorial style.

What changed

Before: written player and match content produced by the club's content team, with live human commentary on Show Courts only. After: generated summaries and commentary for more players and matches, plus a question-and-answer assistant. IBM reports all AI-generated content undergoes human checks. [1] [2] [3] [4]

What it cost

Not reported

What it saved

By IBM's account, a content archive mapping task that could traditionally need four to five IBM specialists for months was done by one engineer within 4 weeks, during the rebuild of the club's digital platforms. Per IBM's 2026 release, the club reports its efforts with IBM contributed to 16% more engagement across platforms in 2025; the AI features' share is not given. [1] [2] [3] [4]

Governance and control

IBM told ITPro that all AI-generated content undergoes human checks; errors on Catch Me Up cards were corrected during the tournament. Named owner, error rates and monitoring: Not reported.

S2 · Accountable owner · Not reported
Not reported.

A1 · Safe use · Not reported
Not reported.

A2 · Human in the loop · Claimed
IBM told ITPro that all AI-generated content undergoes human checks; ITPro noted that errors in 2024 appear to have been missed by the content team. [2]

A3 · Monitoring and assurance · Claimed
IBM said errors were recognised and dealt with quickly; fans flagged errors on X in 2024 and the app was updated. [2]

A4 · Vendor AI · Claimed
IBM is both vendor and co-designer; the club and IBM run an annual planning cycle for features. [2]

A5 · Agent controls · Not reported
Match Chat is built with a collection of AI agents on watsonx Orchestrate, per IBM; no limits on their actions are reported. [3]

A6 · Standards and regulation · Not reported
Not reported.

What worked, what did not, what is unproven

WORKED

– Catch Me Up was meant to tell stories about players the content team and journalists were not writing about, by IBM's account.

– Errors that fans flagged in 2024 were quickly updated in the app, per ITPro.

– New generative AI features were announced for each tournament from 2023 to 2026.

DID NOT

– The 2023 AI commentary drew criticism from pundits worried about replacing human commentators, and was reportedly scrapped for 2024, per ITPro.

– In 2024 Catch Me Up cards contained errors, including a wrong British ranking and win count for a named player, and some US spellings, per ITPro.

UNPROVEN

– How many fans used each feature: Not reported.

– How much of the 16% engagement rise the AI features account for: the club credits its wider efforts with IBM.

– Error rates in 2025 and 2026: Not reported.

Timeline

Jun 2023 IBM and the club announce generative AI commentary for highlight videos, built on watsonx [1]

Jun 2024 Catch Me Up, generated player summaries on IBM Granite, launched; the 2023 commentary feature is reported as folded into it [2]

Jul 2024 Fans spot errors in some Catch Me Up player cards; they are corrected during the

Jun 2025 Match Chat assistant debuts for singles matches [3]

Jun 2026 Key Moments added and Match Chat upgraded; platforms rebuilt with AI-assisted tooling [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: D, Task support. Proof: Claimed only. Level of change: Task support.

Task support (Level 1, band D): features add content for fans and the content team still checks it. No change to the club's structure or process is reported, and no measured benefit is attributed to the AI.

The SEAM view and lessons learnt

The features come from a long-running annual cycle with a vendor, and the club's engagement gain cannot be separated from its wider digital rebuild, marketing and the tournament itself; the club credits the partnership as a whole. The sources are mostly IBM releases, with one independent report that found errors in 2024. Before copying, leadership should decide who checks generated content before and during live events, and what measures would show the features add value beyond novelty.

1. Check generated content before publication, and have a fast fix route for live errors.
2. Test audience reaction to AI voices and replacement of people before launch.
3. Report feature use, not just overall engagement, to judge value.

Evidence

Score 1 of 4. Self-reported: IBM releases, two of them joint announcements quoting club executives, and one independent trade report (ITPro) on the 2024 launch that quotes the club's digital products lead. Club statements appear mainly inside vendor releases, which is weak evidence.

Evaluation method. Vendor and club announcements; one independent report. No evaluation of effect.

Sources disagree. IBM's 2024 account says the 2023 commentary was integrated into Catch Me Up; ITPro also reports it was reportedly scrapped for 2024 after criticism from pundits.

Status. Announced for the 2026 Championships, per IBM's June 2026 release.

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/wimbledon-ibm-ai-fan-features

[1] IBM Newsroom: IBM Brings Generative AI Commentary and AI Draw Analysis to the Wimbledon Digital Experience
https://uk.newsroom.ibm.com/2023-06-21-IBM-Brings-Generative-AI-Commentary-and-AI-Draw-Analysis-to-the-Wimbledon-Digital-Experience

[2] ITPro: Wimbledon's new Catch Me Up AI feature promises to keep fans up to date at the tournament
https://www.itpro.com/technology/artificial-intelligence/wimbledons-new-catch-me-up-ai-feature-promises-to-help-cover-all-areas-of-the-tournament-after-it-irons-out-some-of-the-wrinkles

[3] IBM Newsroom: The All England Lawn Tennis Club and IBM Launch New AI Features for Real-Time Wimbledon Fan Engagement
https://newsroom.ibm.com/2025-06-17-the-all-england-lawn-tennis-club-and-ibm-launch-new-ai-features-for-real-time-wimbledon-fan-engagement

[4] IBM Newsroom: Wimbledon and IBM Introduce New AI-Powered Fan Experiences and Modernized Digital Platforms for The Championships 2026
https://newsroom.ibm.com/2026-06-22-wimbledon-and-ibm-introduce-new-ai-powered-fan-experiences-and-modernized-digital-platforms-for-the-championships-2026

The All England Lawn Tennis Club (Wimbledon) website: https://www.wimbledon.com

Version 1.0 · Published 25 November 2026 · Updated 25 November 2026 · Facts checked against sources 25 November 2026 · Downloaded 27 November 2026. This PDF may be out of date: the latest version, and a way to report an error or a better source, is at https://marluc.co.uk/case-studies/wimbledon-ibm-ai-fan-features

VERSION HISTORY

v1.0 25 November 2026 First published