



Press Release by:

- Amsterdam Marathon Organiser – LeChampion
- Amsterdam Marathon title sponsor – TCS
- Global Sports Communication / RunPuck

Our Mission:

To excite and inform worldwide audiences by providing improved information and insights into the sport of distance running. In the words of World Athletics President Sebastian Coe:

“You need to create a connection, and the key connection is understanding.”

Goal for 2022 TCS Amsterdam Marathon

Our goal is to deploy “RunPuck”, an innovative live event management system technology which helps to create a stronger connection between the race and international TV viewing audiences. We want to engage our viewers with real-time data-driven insights, leaderboards, and speed and pace information so that our TV audiences gain a better understanding of the field of play and get more enjoyment from watching the race.

What is RunPuck?

RunPuck is a device to communicate live running event data.

We like to call the device the “Who, What, Where” of the race: from the information provided by RunPuck our viewers will know where runners are on the route and what is happening away from the pictures. The data generated by RunPuck enables our platform to show athletes’ race positions in the race, even when the cameras are not showing them on screen.

For each individual athlete RunPuck will present data specifics such as distance covered, running speed and the expected finish time. RunPuck provides more information for the viewer and fills the gap where the TV cameras are sometimes missing.

Future ambition

Our ultimate goal is to make RunPuck and the connections made through our innovative technology available to anyone taking part in running whether for fun or for competition regardless of their age or ability.