

AI Unlimited Challenge™

Original formats. Connected technology. A starting point for partnership.

Build an audience experience people can help create.

Live Entertainment

Interactive Screen

Survival Audition

Awards Ceremony

Pro Sports

Esports

Competition AOS

[Shared foundation](#) / [Participation operations](#)

Supports the creative challenge at the heart of each work: participants enter their creations, compete, and the first-place winner becomes the protagonist of the experience.

VFI

[Independent technology](#) / [Voting integrity & fairness](#)

WisdomLink Studio's conviction: the world's No. 1 patent technology for voting integrity and fairness, including votes cast by AI. Its scope extends beyond entertainment.

Core challenge rules

Begin with a selected work, audience or occasion. Licensing, adaptation, technology integration and production responsibilities are shaped around the proposed edition. [Explore the portfolio](#)

Across every AI Unlimited Challenge™ work, people participate through creation, enter a Competition AOS challenge and become the protagonist by winning first place. Six representative series bring this shared journey into distinct audience worlds.

Authorship OS

[Shared foundation](#) / [Creative contribution](#)

Designed to help recognise creative contributions in work made with AI. Explore creator credit, permissions and the intended use of selected work.

P9 Security OS

[Independent technology](#) / [Digital security](#)

Focused on security for AI and digital services. Discuss the protection needs of your project and the relevant licensing scope.

One entry and one vote per person, per challenge.

Pro Sports

CREATION / COMPETITION AOS / FIRST PLACE

Create. Challenge. Become the fan protagonist.

A fan creates a match-day visual, competes through Competition AOS and wins first place to become the protagonist of the fan experience. This illustrative scenario follows Blue Pulse; the companion film shows its journey from creation to the stadium screen.



Illustrative sports challenge scenario - Original concept artwork

[Explore the Pro Sports challenge](#)

01

Create the work.

A fan develops an original visual with AI assistance. The challenge invites their ideas and creative choices, with creator recognition considered from the start.

02

Enter through Competition AOS.

Each person enters one creative work in the Competition AOS challenge, following the published participation rules.

03

Explore the competition.

Three different creations share the fan gallery. Viewers look closely, compare their creative directions and consider which work they want to see on match day.

04

Cast one vote.

Each person has one vote for the challenge. Viewers choose the creation they want to support under the edition's published voting rules.

05

Announce the first-place winner.

Blue Pulse wins first place in this illustrative challenge. Its creator becomes the protagonist of the fan presentation.

06

Put the winner at the centre.

The winner and their creation take the spotlight in the fan experience, including the authorised stadium screen. Content permissions and production plans are agreed for the edition.

Core challenge rules

One entry and one vote per person, per challenge.

The creative challenge has its own participation results. Official match scores, officiating and sporting decisions remain with the relevant authorities. Screen access, content permissions and production responsibilities are agreed for the edition.

One shared foundation.

Use these questions to prepare a focused conversation. Identify the experience you want to create, the resources available and the responsibilities to establish together.

Turn the audience idea into a shared scope.

Discussion area	Studio discussion scope	Partner information	Joint decisions
Territory and audience	Relevant format, participation journey and adaptation needs.	Sport or game title, audience, markets, languages and viewing platforms.	The edition's territory, audience, channels and adaptation boundaries.
Timing and challenge design	Creative invitations, entry stages, selection and recognition.	Match or event calendar, intended occasion and current development stage.	Challenge timing, review and announcement process, and the screen moment.
Rights and permissions	Format and brand permissions, relevant documentation and technology licensing scope.	Available event marks, footage, other content and the permissions controlled.	Permitted uses, media, term, territory and contributor recognition.
Technology needs	Public technology purposes and potential licensing fit for the proposed experience.	Audience needs, existing services and the team responsible for the project.	Agreed project scope, responsibilities and measures of success.
Production and delivery	Creative development, production or co-production scope for the chosen experience.	Venue and screen access, local resources, delivery requirements and partner roles.	Production responsibilities, approvals, delivery materials and the working schedule.

Bring the context you already have.

Tell us the sport, audience, territory, timing and collaboration you have in mind. We can discuss the creative package, rights and implementation scope for a proposed edition.

Discuss your Pro Sports edition

[Read this brief online](#) [Explore rights & licensing](#)