

“The Big Game” show starring Materazzi to uncover social impact on Brazilian teenagers at Sportel

Football reality show [“The Big Game”](#) (“O Grande Jogo”) will be presented at Sportel, world’s leading Sports Media & Tech Convention, on October 28-30 in Monaco. TV reality has made a major social impact on Brazilian teenagers from underserved communities by giving them a chance to get into the big sport. Marco Materazzi, the football star mentor of “The Big Game”, is coming along as an ambassador and speaker. He will engage with the convention’s guests and give autographs.

“The Big Game” is the flagship content created by the [Blockchain Sports Ecosystem](#). The international holding implements advanced performance-tracking, VR, and AI technologies into different kinds of sports, as well as produces its own video content. The company has its in-office production team consisting of professional graphic designers, film editors, and producers. Video team also engages local experts to shoot quality videos around the world and present a range of multi-genre content on sports and technology at Sportel.

Reality show captures talented teenagers from favelas as they pursue the dreams of millions of Brazilian youth – becoming professional football players. Guided by the world-class stars, they compete and learn the game secrets in professional stadiums. Teams battle it out for a grand prize of 1,000,000 Brazilian reals (~€165,000) and the opportunity to break into the global football scene.

The teams were assembled by five football legends and the World Cup Champions of different years: Materazzi (Italy), Trezeguet (France), and Brazilians – Bebeto, Dunga and Lucio. More than 5,000 participants and 70 qualifiers took place in Brazil before filming began. As a result, 128 teenagers got a chance to take part in the reality show of dreams.

The company will present a new reality show at Sportel, booth F08-09, with 2006 World Cup Champion Marco Materazzi. He will visit the convention along with the project’s team and give a speech on his role in “The Big Game”, the challenges he faced, and the future of the reality. Also, Materazzi will give autographs, take photos and engage with the guests.

Also the Blockchain Sports Ecosystem is bringing **“PHOTOchain”**. This podcast series invites the world-class football stars to “flip” a photo album of their most dramatic career highlights through. Athletes reflect on the factors that contributed to their successes or hindered breakthroughs, recalling the coaches, training conditions, and key elements they believe are essential for becoming a great football player. The notable participants include Romario, Trezeguet, Materazzi, Adebayor, Eboue, Silvestre, and other legendary football players.

Perhaps one of the most dramatic production works is a documentary **“Path to The Dream”** telling the stories of five different young men from underserved Brazilian communities. These boys have the opportunity to join the Blockchain Sports Football Academy, transforming their lives: from an abandoned favela field to a world-renowned stadium.

“Beyond Motorsport” is a docu-reality dedicated to building a high-tech motorsport academy, powered by the XR and VR technologies for teenagers in Spain. This reality show will offer a behind-the-scenes look at the academy's journey, from its inception to transformation into an advanced motorsport training facility.

Next up, **“The Big Moto Game”**, interconnected with the “Beyond Motorsport” show. While it is still at the conceptual stage, the main idea is that the motorsport academy's members compete for a grand prize package. It includes advanced training at the Blockchain Sports Motorsport academy, racers' tokenization on the Blockchain Sports digital platform, a cash prize, and participation in real competitions with one of the top MotoGP teams.

The team will also talk about **“Neuro Drift”** – a reality show dedicated to the impressive new project's development, where the main actors are artificial intelligence, racing cars, and, of course, humans. In each reality episode, developers, technicians, and pilots try to solve different technological tasks, leading to creating an AI-driven drift-car. In other words, the reality tells how the Blockchain Sports Drift team manages to achieve their goals.

About Blockchain Sports Ecosystem

[Blockchain Sports](#) is an international tech ecosystem building the future of sports by combining the advanced performance tracking, AI, VR and blockchain technologies. Headquartered in Dubai, UAE, the company operates worldwide. The team of 1200+ IT and sports experts are working to bring the project to life.

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