

IBM AI

- AI

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2025 8 20 / / -- IBM IBM AI

* 12 2 — AI — 2024 AI ** 85% 63% AI 35% 30% A

51% 37% 32% —73% 59%

27% 80% 2027 AI 56% AI 33%

IBM Kameryn Stanhouse AI —

- 90%
- 40% 35%
- F1
- 82% 91% 44% 41% 35%
- 2024 2025 27% 29%
- 74% 18 44

- 35% 29%
- 67% 65% 65%
- 2024 9% 2025 11% **
- AI 2025 21% 2024 20% **

https://newsroom.ibm.com/image/IBM_Sport_Survey_Report_2025.pdf

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** 2024 2025 2024

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