

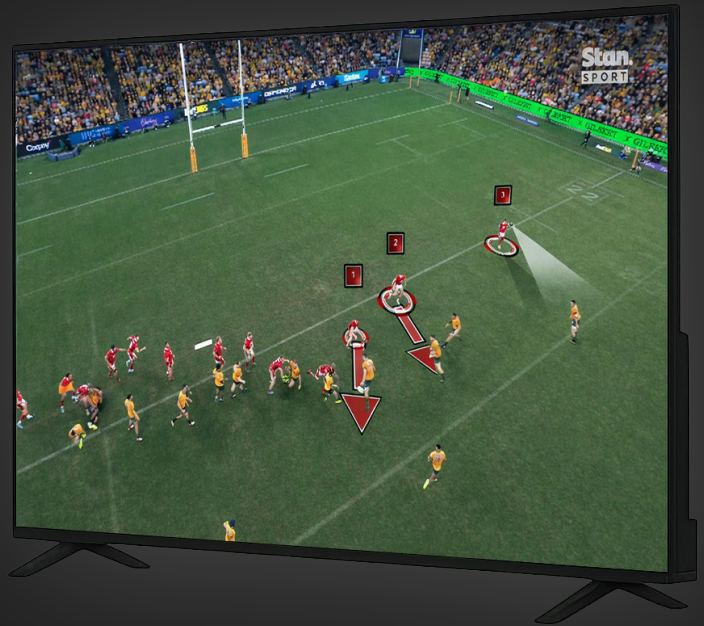
Fast, engaging, intelligent: Game-changing sports analysis with Viz Libero

SPEED | AUTO-TRACKED CLIPS | SIMPLICITY | DATA-INTEGRATIONS | POWERED BY VIZ AI

The choice of the world's top networks for making sports understood.

Power up your match coverage with incisive analysis and thrill fans with Viz Libero, the choice of the world's top multi-platform sports networks like Warner Bros. Discovery, Sky Networks and more. With the **most comprehensive set of tools**, everything you need to make your coverage stand out is right at your operator's fingertips. Plus, it's easy to use so you can go from **zero to on-air in seconds**, and feature analysis in replays during a match.

Viz Libero is designed to help broadcasters and analysts quickly and intelligently break down tactical plays and share it with fans in a way they can truly connect with. From explaining strategies to highlighting player movements, Viz Libero gives you the tools to add clarity, depth, and creativity to all the action on the field, court or ice.



78%

increase in engagement

“

We use Viz Libero in so many ways to bring match analysis to life. This is then shared on our direct to fans digital platform and social media. We saw a 78% increase in engagement after implementing Viz Libero. It's amazing to see how well younger fans are embracing the analysis content we produce.

Atle Rosseland
Team Leader and Supervisor
Performance Analysis, UEFA

Trusted by



...and more

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LEARN MORE AT [VIZRT.COM](https://vizrt.com)

PRODUCT BRIEF | [VIZ LIBERO](#)

2



Game on with graphics

Viz Libero is a turn-key solution for any sport with superior calibration that radically speeds up the process of creating analysis.

Soccer, rugby, basketball, handball, athletics, ice hockey, swimming, tennis, and even kabaddi – apply Viz Libero’s extensive and versatile features to boost your coverage and wow fans. Fast processing to get your content on air in record time.

- ✓ Analysis for any sport
- ✓ Precise & superior calibration
- ✓ Photo realistic 3D camera flights
- ✓ Virtual/AR Player
- ✓ Replay system integration
- ✓ AI to speed up tasks
- ✓ Virtual Presenter
- ✓ Virtual Advertising
- ✓ Quick data integrations
- ✓ Easy to use interface
- ✓ Virtual Stadium
- ✓ Augmented Reality
- ✓ Cloud/Hybrid compatibility
- ✓ Native data visualization tools
- ✓ Multi-export social-media ready clips

83%

Fans feel graphics and virtual elements make them more immersed in the sports content

[See our survey results](#)

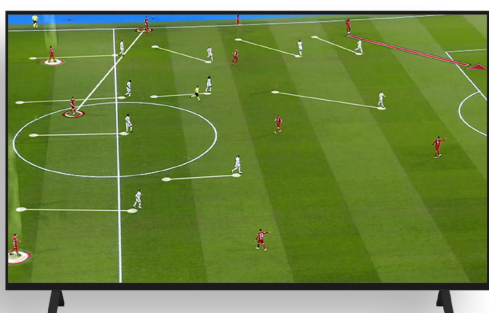
Comprehensive capabilities



Versatile feature set

Supporting a wide range of sports, Viz Libero offers more than **70 annotations** to highlight player positions, team tactics, and key moments such as player tracking, speed analysis, distance/height, tactical lines and telestration.

Unique to Viz Libero, you can build custom tools. Whether it's football, basketball, tennis or ice hockey, Viz Libero adapts to every sport. And with value-based packages – you can customize and choose the features you want in your Viz Libero package.



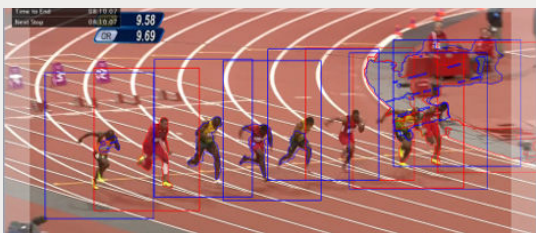
Advanced 3D analysis

Viz Libero combines unparalleled precision with ease of use and speed. Advanced tracking technology, tied-to-field graphics that stay perfectly aligned with live or recorded footage, regardless of camera movement. This precision creates an immersive viewing experience that engages fans like never before.



Automatic player tracking

The simplest way to track a player or several players using our unique tracker. Simply select a tool like 'player marking', click on a player and play back. The player is then automatically tracked, and you can add a label or stats with ease. The tracking remains stable throughout.



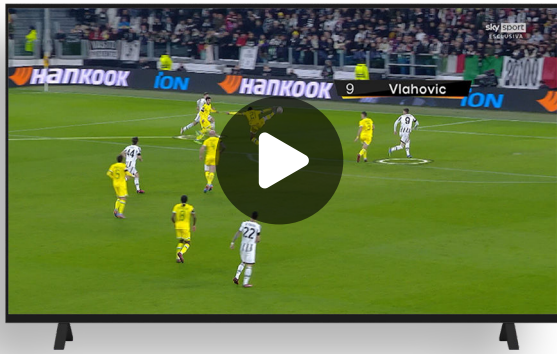
Legacy keyer



Vizrt AI Cutout

AI tools: turn a 10 minute task into a 1 minute job

Viz Libero harnesses the power of AI to simplify and speed up tasks (from minutes to mere seconds), such as the 3D Flights and Vizrt AI Cutout which can create crisp cutouts much faster and cleaner than the legacy keyer so you can easily move athletes around to create analysis, with just one click.

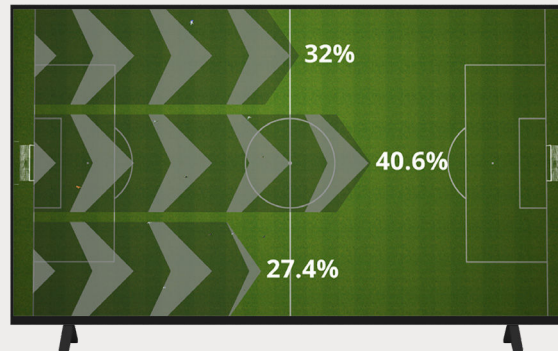
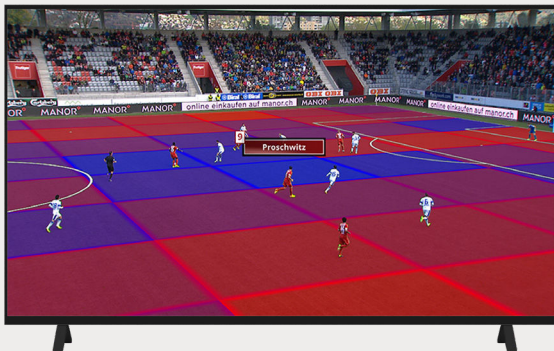


Capture Unique Angles

Create unique analysis not captured by the physical cameras at the stadium to show viewers a different perspective. Use any available video – live video input, from a replay system or from files. And Viz Libero will generate amazingly realistic virtual 3D camera flights so you can help fans better understand major moments in full detail. You can customize and choose the features you want in your Viz Libero package.

Data-Driven Storytelling

Data is at the heart of sports. Speed, angles, distance, goals score—you name it. With Viz Libero, you can easily incorporate data, without any need for coding or extra steps, from popular live data providers and map that data. Heat-maps, player stats, team performances, shots at goal—a wealth of information can be presented in interesting ways using the Viz Libero Datacenter.



Heat-map and attack map are among the many visualization options available with Datacenter in Viz Libero

Immersive AR

Combine sports analysis with AR. Place your presenter right into the fray to dissect tactics and give your viewers new perspectives of play. Highlight the achievements of individual players by transporting them from the field into the studio, using Viz Libero's innovative AR Player feature.





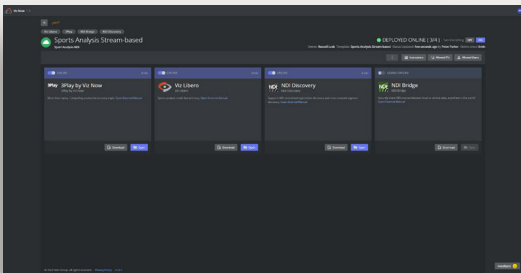
Virtual Stadium

Walk through or fly over a virtual stadium in the studio to give fans a bird's eye view of the action. Viz Libero makes it effortlessly easy to differentiate your sports coverage and give fans even more.



You always want something new, something special. The thing with this tool (Viz Libero Virtual Stadium) is you grip the audience. People like it. It's something different. It's something special. Another angle. And it helps me to perform better.

Erik Meijer
Sky Sports Germany pundit



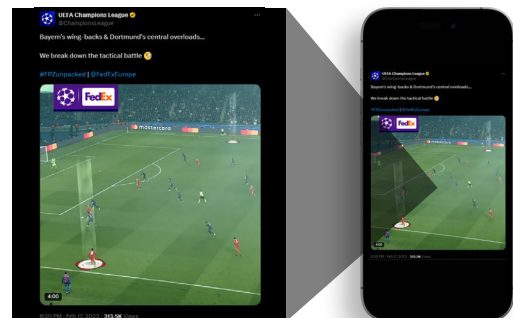
Cloud Ready

Viz Libero's AWS certified cloud compatibility makes it possible to efficiently collaborate and create content, no matter where your team is located. **Access Viz Libero in the cloud via Viz Now. No extra equipment or crew needed.**



Complements Replay Workflows

The tightest integration with leading replay systems EVS, Evertz, and Viz 3Play. Replays look sharper with rich data-driven customized graphics. Supports all video formats, including 4K, HDR, 1080p and IP in their native format and all workflows.



Social-Ready Content

Optimize clips direct from Viz Libero for all the popular aspect ratios, and share across social media. From game-winning goals to pivotal saves, highlights drive fan conversations and can unlock new revenue streams.

Click on image for source

UEFA wins over a new generation with direct to fans analysis



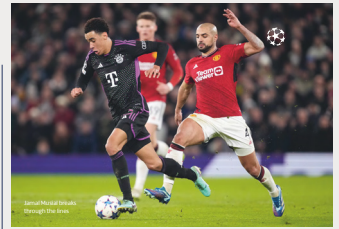
GROUP STAGE

The trend of coaches creating structures to gain a numerical advantage in attacking areas was evident in the 2023/24 group stage. For UEFA's technical observers, the ways in which Bayern München, Real Madrid and Borussia Dortmund set up were all worth highlighting as notable examples, and the observers also shone a light on the challenge that centre-backs increasingly face in defending space against mobile attacking units.

FLUID BAYERN'S FALSE NINES

Bayern began the group stage with a bang – a 4-3 home win over Manchester United in which their attacking set-up caught the eye of UEFA's observers with Harry Kane and Jamal Musiala both operating as No 10s.

The image here, viewable in a clip in the online report, shows how Kane would drop deep and help the flow of play to the wingers, Leroy Sané and Serge Gnabry, who between them accounted for more than half of Bayern's progressions in the attacking third (27% each).



Musiala did likewise, and both in this match and in the return fixture he also showed the ability to pick the ball up in deep areas and carry it forward. To quote Kane, by exploiting his speed and agility, Musiala "drives with the ball and plays a good final ball". Bayern coach Thomas Tuchel's wish to utilise these strengths was underlined at one point in the sides' meeting in Manchester when he was seen instructing Musiala to fall back and collect the ball from his centre-back.

From Manchester United's point of view, the fact Bayern's central attackers were dropping back gave their centre-backs a dilemma over when to push up. "It was very clever, as playing with false nines created confusion and stretched United's central defenders," said Roberto Martínez.

Similarly, for Christian Eriksen and Casemiro, the holding midfielders responsible for protecting the space in front of the defenders in Munich, they had to decide whether to zonally mark Kane and Musiala or push up closer to Bruno Fernandes. When they got that decision wrong, Bayern – with Leon Goretzka and Joshua Kimmich forming a box with the two No 10s – could create overloads.

On this aspect, Martínez reflected: "Generally there are more coaches working on trying to give a structure to their team to get numerical advantages to score goals." In Bayern's case, he added, they were particularly productive in this contest when one of their full-backs got into the final third to ensure an overload against the United back four.

"Jamal and I played more as No 10s and we allowed the wingers to almost play one-v-one against the full-backs."

HARRY KANE | BAYERN FORWARD



[Click on image for source](#)

UEFA, the European football governing body, organizes one of the world's most prestigious club competitions—UEFA Champions League. And importantly, it understands how to create compelling content, combining analysis, deep expertise and storytelling to engage and inspire fans.

The Challenge

The challenge UEFA faced is the same experienced by content creators everywhere—ensuring content reaches fans. So, UEFA decided to meet fans where they are—on social media.

Since February 2023, UEFA has been creating analysis clips using Viz Libero to embrace this shift in fan engagement. Short-form content such as video clips also extends the lifespan and replay value of match information, while at the same time creating new ways to monetize content via sponsorship deals

Solution - Analysis Clips

The analysis clips blend three key elements: emotion, education, and entertainment. UEFA creates short videos for social media showing key moments in Champions League matches combined with expert analysis that break down the strategy behind the play. As well as direct to fans (D2F) content, such as reports and match analysis, available exclusively on their website.

Viz Libero provides the tools to go beyond basic annotations, with AI driven features like photo-realistic 3D views. Giving fans a deeper understanding of the beautiful game. A richer story with data, but still easy enough to digest and more importantly share. For the fan—it's better than having a front row seat—it's taking them directly to the field of play.

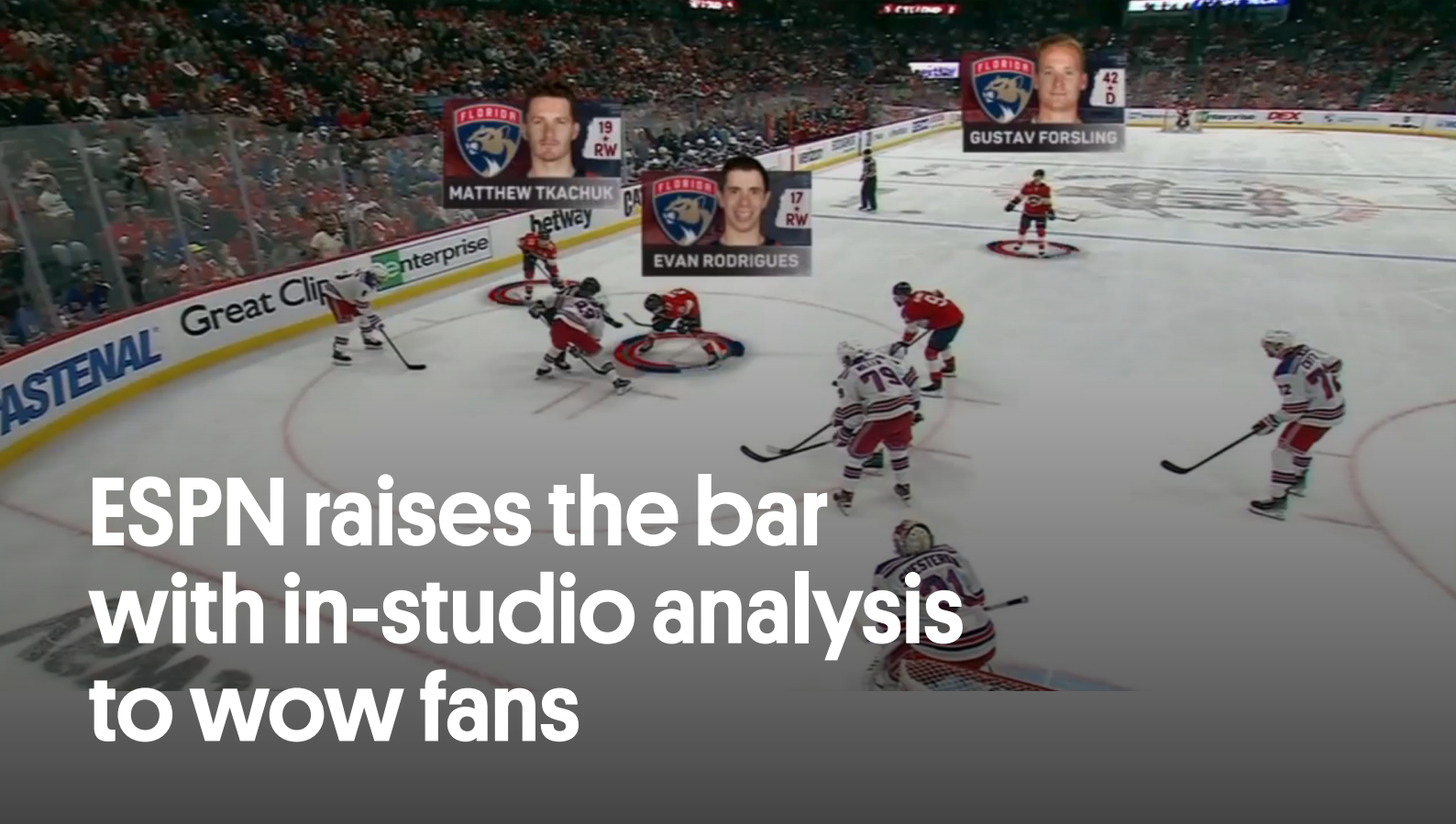
Outcome

Since implementing Viz Libero-driven content on their social platforms, UEFA has seen a significant increase in engagement, particularly among younger audiences.

The goal was to increase the 1 million views/clicks on X (Twitter) by 20% year-on-year. With Viz Libero, UEFA saw engagement increase by over 78% instead in the first year.

With Viz Libero, UEFA turned sports analysis into something that's not just insightful but also shareable and entertaining—perfect for today's digital age.

[Read the case study on UEFA's fan engagement success](#)



ESPN raises the bar with in-studio analysis to wow fans

The Challenge

Today's sports fans want more; they want insightful analysis, dynamic storytelling, and an immersive viewing experience that keeps them hooked from face-off to the final whistle.

For ESPN, staying ahead meant finding innovative ways to captivate their audience. To provide fans with deeper insights into the game while delivering content that is visually attractive and easy to understand.

Solution - Visualizing data and game strategy with Viz Libero

ESPN combines Viz Libero's advanced tools to bridge the gap between raw data and game strategy, to create sports storytelling magic.

From in-game analysis created right in the studio to post-game breakdowns, Viz Libero has been ESPN's long-time go-to platform, transforming complex game tactics into visually engaging content.

ESPN's analysts are expert Viz Libero users, deploying the software to:

- ✓ Break down plays in real-time with telestration.
- ✓ Visualize key moments, providing fans with an enhanced understanding of game strategies.
- ✓ Engage audiences with graphics that not only highlight critical events but also educate viewers on the nuances of the game.
- ✓ Offer fans unique angles with photo-realistic 3D flights.

The Viz Libero operator works alongside pundits, who are former players to create a collaborative environment where real-world expertise and technical precision combine to deliver unparalleled analysis in tight turn-around windows.

The outcome

ESPN's use of Viz Libero adds a new dimension to their sports storytelling, giving fans new perspectives they'd never experienced before.

What fans are saying

Love this. ESPN hockey coverage has gotten better every year.

1:10 PM • Jan 01, 2025 • 200K Views

34 2.3K 10.9K 150K

Great seeing stuff like this done for the sport and REAL fans.

5:50 PM • Jan 05, 2025 • 100K Views

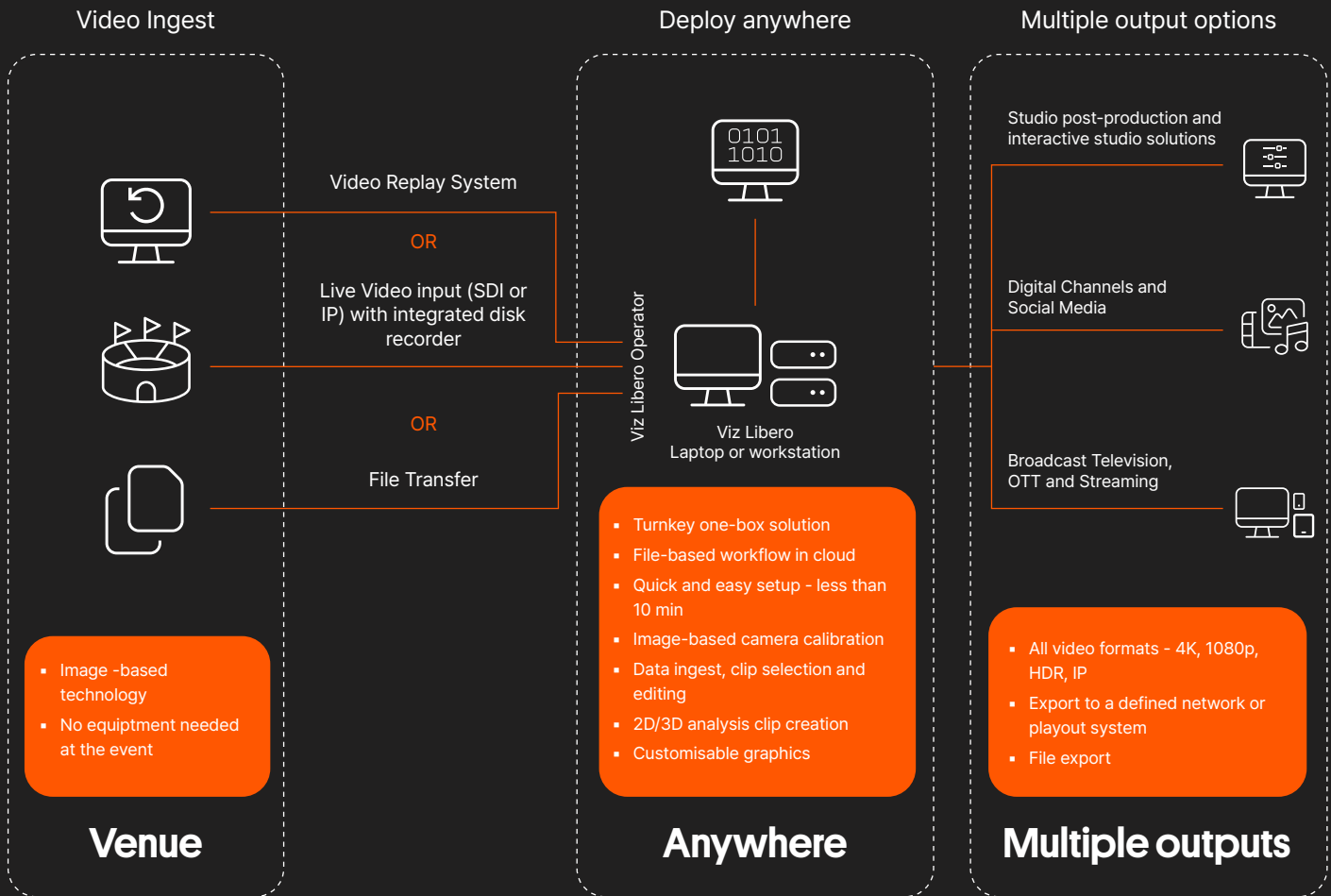
50 1.5K 6K 80K

Plays that once seemed complex or inaccessible to casual fans are now clear, dynamic, and exciting to watch. By combining cutting-edge visuals with expert analysis, ESPN not only deepens fan engagement but also reinforces its reputation as a leader in sports broadcasting innovation.

Viz Libero workflow

Integrate with:

- Video Replay Systems: EVS, Dreamcatcher
- File-based workflow in cloud
- Stats & Tracking Provider: OPTA, NFL/NGS Data, NBA Advanced Data
- Media Asset Management System Viz One



Ready to
captivate fans?

Connect with us now

