



BOOK 1 OF 3

Maximizing the value of sports media assets

The definitive guide to media asset management and content supply chain

Book 1

The essentials of media asset management for sports

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CHAPTER 01

Introduction

With the rapid rise of global streaming services competing with traditional linear broadcast platforms over the past 10 years, there has been an explosion in the quantity and range of sports content.

While the traditional ‘fan favorites’ such as football, tennis, and basketball have remained central to the overall viewership, there have also been increased opportunities to cover more diverse and niche sports. In large part this is due to the availability of more streamlined production solutions making it easier to deliver sports content on a restricted budget.

But with (greatly) increased production and output comes a growing need for optimized workflows and a management system to match. With more content to handle and distribute across more platforms than ever before, efficient and versatile media asset management (MAM) systems are now of critical importance to sports leagues, federations, broadcasters, and other rights holders. Without reliable asset management workflows in place to manage your content supply chain, you risk sitting on a treasure trove of content that your teams can’t find and monetize, losing audiences and sponsors in the process.

Understanding the challenge that comes with not having a reliable system in place is key but knowing what to look for when considering media asset management workflows and solutions can be a challenge. It’s for this reason that we’ve created this new guide for sports broadcasters, clubs, leagues, federations, and streamers. In these pages you’ll find an exploration of the tremendous new creative and commercial possibilities of modern-day MAM, including a detailed look at how advanced MAM platforms can transform sports content workflows and enable organizations to remain competitive as the market evolves.

With information on everything from MAM basics to specific ways in which sports content production, distribution and monetization can be optimized through real life use cases, this guide provides invaluable insights for everyone engaged in the sports content business.

CHAPTER 02

What is Media Asset Management (MAM), and how does it help

Media asset management (MAM) comprises various processes and technologies used for the management and organization of media files, including video, audio, images and data.

The overriding objective of a MAM system is to allow users to access, discover, retrieve, and use media assets as quickly and easily as possible so you can get content to your audiences in the fastest and most efficient way.

The inherent nature of sports – which tends to involve extensive camera configurations, as well as instant replays, highlights generation, and the use of archive content – means that it has

always generated a significant number of assets. For example, the digitization of historic sports content has been a priority for many sports broadcasters and federations in recent years.

But at precisely the same time that the organization of existing sports programming has become more critical, so has the need to effectively manage the vast amount of new sports content being produced.

So how do MAM systems help? In short, they offer five key workflow steps to make content more manageable and easily monetized:



01

A centralized place for all your media assets

Whether it's years of existing media assets currently sitting on servers and hard drives, or live camera feeds, a MAM system will provide reliable ways to get content into the system.



02

Adding visual understanding and context to your asset

Getting content into the system is the first step, but if you leave the file with its basic filename, you make it nearly impossible for production teams to find it again in the future. That's where **metadata** comes in. **Put simply, metadata is data that provides information about other data. So this could be information on where a video was shot, who was playing/who is in shot for that clip, whether a goal was scored and who scored it, etc.**

This elevates your media assets from simply being stored somewhere, to being visually understood. Far from simply telling users what the clip is about – like a filename could do – metadata tagging helps users understand what's happening inside the clip at the exact timecode it's happening. Want to put a collage together of all the red cards, touchdowns, or 3-pointers thrown in a season? Thanks to solid metadata logging, a MAM system will show you the exact clips (and sections of clips) where all that action happens, in seconds.

A MAM system should make entering this metadata easy. Whether it's manually entered through a dedicated logging system by experts in your sports, or through AI, you need this metadata to make your content easily found.

What is Media Asset Management (MAM), and how does it help



03

Search and discovery

Now you've got your assets in the system and have your metadata logged, your teams can now search, filter, and easily discover new and old content. Want to put together a piece on a specific player? Just type their name into the MAM system and find every single clip they appear in, ready to be published as is or used in a bigger edit.



04

Video editing

MAM systems can integrate with your existing editing platforms such as Adobe Premiere Pro or Avid, typically with an integration panel that provides access to your MAM and the assets inside it within the video editing system itself. This makes it easy for video editors to find and use the clips and live feed files they need.

Some MAM systems also offer their own built-in web browser-based editing platform, perfect for quick edits and for social and marketing teams to produce additional content without being experienced video editors.



05

Publishing, distribution, and archive

Once your content is ready to go, your MAM system will make it easy to publish to all your end points, such as OTT and social channels, or 3rd parties who need access to your content.

A MAM system will make it easy to put content into archive storage with relevant metadata so it can be found easily in the future.



06

Administration and security

Your content is priceless and needs protecting, so a MAM system should make it easy to control who has access to what content and when.

PGA TOUR's epic MAM journey with Vizrt and AWS



It was determined that the Viz One MAM platform and all workflows would be moved to AWS. As well as enabling it to take more than

16,000

LTO tapes out of the picture, the new configuration allows the Tour and its media partners to find historic clips in the cloud and on-demand.

[Read the case study](#)

As the organizer of professional golf tours in North America, the PGA TOUR is one of the most important and influential organizations in the sport worldwide. Not surprisingly, it also possesses a colossal and ever-growing archive of video assets that need to be managed in an optimum way – both for archive purposes and the generation of new or retrospective content.

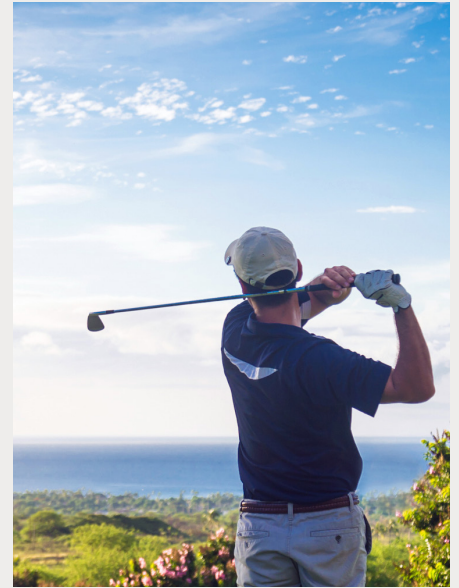
The PGA TOUR's journey towards deploying a MAM platform began in 2010, when it selected Amazon Partner Network independent software vendor Vizrt to fulfil its media asset management needs with an on-premises deployment of Viz One. In addition to managing video assets across multiple tiers of on-premises storage, it was also employed to associate valuable metadata such as scoring information provided by the tour's proprietary scoring system. A few years later, in 2013, PGA TOUR worked with media partners to add masses of additional content to its archive.

Starting with cloud storage

More recently, the organization took another decisive step in its asset management journey by working with AWS to migrate more than 7 petabytes of content to Amazon S3. In conjunction with this, it implemented a multi-tier storage strategy with high-resolution assets in Amazon S3 Glacier Deep Archive, mezzanine media files on Amazon S3 Glacier Instant Retrieval, and low-resolution proxy files stored on Amazon S3.

Going fully cloud

But then in 2021, the PGA TOUR began to realize an expansive new vision for its MAM that would also allow rapid and



easy access to video assets for internal and external users. Recognizing that an on-premises solution created challenges in terms of queue-based content retrieval – and the additional risks of storing an invaluable archive into a Florida hurricane-hotspot – it was determined that the Viz One MAM platform and all workflows would be moved to AWS. As well as enabling it to take more than 16,000 LTO tapes out of the picture, the new configuration allows the Tour and its media partners to find historic clips in the cloud and on-demand.

Unmatched flexibility and scalability

The cloud-based operation also offers greater flexibility and security. For example, it's now much easier to scale streaming capacity up or down to match the needs of specific events. The ability to scale and burst IT capabilities as and when needed, without having to invest in permanent IT infrastructure that won't always be used, also brings major cost benefits.

Moreover, with concerns about the impact of extreme weather on the existing on-premises location, the cloud affords a more protected, redundant and geographically dispersed solution. Ultimately, no cost could justify not going to the cloud for workflows and content archive – they are too valuable to risk.

As of 2025, all Viz One services, workflows and assets for the Tour are operating in the cloud, and the organization has also been working on ways to integrate other technologies, including production tools that will help optimize content output.

CHAPTER 04

Challenges in managing sports content

Put simply, the greatest single challenge in managing sports content in 2025 is that there is so much more to manage than was the case even 10 years ago. While some of the content expansion has come from 'traditional' linear broadcasters growing their own sports portfolios, it is the major streaming services who are largely responsible for this unprecedented explosion in output.

A look at some recent data from Nielsen content data business unit **Gracenote** underlines how much of the new and additional sports content is being delivered by streaming services. In February 2025, Gracenote found that five of the top on-demand video services – Prime Video, Apple TV+, Disney+, Paramount+ and Netflix – had collectively increased their sports programming by more than 72% in the previous quarter. If it was in any doubt, such data surely confirms the pivotal importance of sports to their platforms.

It's not only the amount of content that is growing; it's also the number of services and outlets bringing it to sports fans around the world. Two significant trends are worthy of note here: the rise of the FAST (free ad supported television) model in the US and elsewhere, and the popularity of 'pop-up' channels created to provide content about individual sports or tournaments.

It almost goes without saying that – as much as possible – sports broadcasters want to manage and deliver all this programming without adding unduly to their running costs or team workloads. In this context, the inclusion of automated metadata capacity that allows organizations to efficiently manage, search, filter and retrieve content based on various critical criteria has never been more important. Fortunately, this is becoming ever-easier and more cost-efficient thanks to the deployment of automation, including AI-powered efforts, that minimize the need for manual input.

Similarly, increased automation is also helping broadcasters to negotiate the additional complexities that come with the introduction of new outlets and platforms, such as social media channels with their phenomenal demand for highlights reels and interview clips.



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CHAPTER 05

What makes sports content unique?

One thing that has remained unchanged as the linear era has given way to one dominated by streaming is the enduring appeal of multiple sports around the world. Despite a population of more than 8 billion and counting, there is a remarkable merger around sports such as football (3.5 billion viewers), cricket (2.5 billion), tennis (1 billion) and baseball (500 million), according to recent figures from Sport for Business.¹

With the attendant sponsorship and advertising opportunities in so many top-tier sports, it's not surprising that broadcasters are consistently experimenting with new forms of content – and ways of monetizing it. This ranges from very brief clips geared towards social media channels, towards more long-form retrospectives. But whilst the output can be varied, broadcasters seek technology platforms that will allow them to 'create once, publish multiple times' with a minimum of human labor in terms of editing, processing, embedding ads and other key production tasks.

The extent to which expectations around content and fan engagement are shifting was highlighted [in recent research conducted by Vizrt](#) focused on finding out what viewers

actually want to see. The report highlighted the importance of sports analysis, replays, augmented reality (AR) graphics and virtual studios to engage most audiences. For example, 77% of sports fans agreed that graphics are important, or very important, when watching on the go, while more than half of those surveyed said that graphics and virtual elements help them understand the game/match better.

So, **delivering immersive and data-rich sports content is already vital to retaining audience share** – and will only become more so for the next 'digital native' generations.



There's a drastic shift in how the younger demographic is interacting with, and consuming, sports content. To truly keep these fans engaged, broadcasters must adapt their content for the younger generation's viewing habits. Millennials and Gen Z want shorter, snappier content they can watch on the go, but that is rich with augmented reality graphics, real-time data, and exciting analysis to feel fully immersed in the game.

Andrew O'Neil
VP Sports, Strategy & Growth at Vizrt

Indeed, the Vizrt research has been cited by some leading broadcasters engaged in their own new facility projects. For example, new DMC operation [blinx](#) has geared its production capabilities towards delivering short-form content, including for social media channels, that meets the expectations of younger generations.

In many ways, this trend is news for sports broadcasters and their technology partners because it means that the demand for innovation – and, therefore, potential market differentiation – is stronger than ever. However, in practical terms, it also creates challenges for sports services in terms of how to streamline and optimize their workflows – including how they access and utilize content assets new and old.

The answer to these challenges is to put a powerful sports-focused MAM – such as [Vizrt's Sports Content Factory](#) – at the center of your operations.

Ready to do more with your sports content?

Request your Sports Content Factory demo today to see for yourself how you can transform your media management and content supply chain strategy to maximize your content and delight fans!

[Request Your Demo Today!](#)

You've just finished **Book 1 | The Essentials of Media Asset Management for Sport**

Ready to learn more about how you can revolutionize your sports workflows with Vizrt's Sports Content Factory, discover use cases, and future trends? Then be sure to check out **Book 2 | Revolutionizing Sports Workflows with MAM Technology** and **Book 3 | The Future of Sports Content: Trends, Use Cases, and Success Stories.**

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