



BOOK 3 OF 3

# Maximizing the value of sports media assets

**The definitive guide to media asset management and content supply chain**

## **Book 3**

The future of sports content: trends, use cases, and success stories

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# Future trends in sports content production

## Cloud-first workflows

The sports market is becoming much more complex and fractured than it used to be. Sports rights are often sold close to the timeframe of the event, while the number of outlets that need to be serviced is continuing to grow. Therefore, having an effective MAM that allows assets to be accessed and optimized is only going to become more important to a sports broadcaster, federation, or league wanting to remain one step ahead of the competition. Moreover, only a cloud-based system can provide the flexibility to spin-up additional capacity at short notice and minimal cost.

And the benefits of cloud don't stop at MAM workflows. The ultra-low latency live production workflows that are now possible in the cloud mean that a growing number of broadcasters feel confident deploying cloud-based systems for live sports production. After some very high-profile examples with the NHL, European League of Football (ELF), Chess.com, and Tupelo Honey demonstrating that the cloud (and Vizrt tools) are ready for mainstream production without the usual cost and carbon footprint of traditional productions, it's almost certain that we will see cloud-based live sports workflows become widely deployed in the next 2-3 years.



The cloud benefits were clear, with efficiency improvement being on another level. We can do all the productions in our studios (rather than in OB vans on-site), where we can produce four games in parallel. We are saving more than 300 tons of carbon dioxide per season... and an almost seven-digit figure per season has been reduced in production costs.

Levon Melikian  
Managing Director and Founder  
of novel media, the European League of  
Football's live production partner for  
the 2023 season

See the ELF's cloud live  
production case study

[Watch here](#)



**Discover our cloud live  
production solutions**

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## Continued incorporation of AI and Machine Learning

In relative terms, AI is still at a very formative stage for broadcast applications – including sports. A lot of experimentation is taking place across the industry. However, Vizrt is currently looking closely at how AI and Machine Learning can be used to further enhance elements of Sports Content Factory such as metadata generation, content recommendations and day-to-day production tasks – always focusing on adding functionality that is truly useful to the end-user.

## Meeting audience expectations with Vizrt's Sports Content Factory

Vizrt's Sports Content Factory continues to evolve to help broadcasters meet audience expectations. It is imagined that the increase in the number and diversity of sports streaming services will be maintained for the foreseeable future, as will the expansion of requirements surrounding content oriented towards social media channels.

With creative and commercial outcomes in focus like never before, it is anticipated that sports customers operating across tiers and geographies will continue to look to Vizrt's Sports Content Factory to allow them to create and distribute more content in as efficient a manner as possible.



## Use Case Scenarios



### Real-time highlights

Vizrt Sports Content Factory has been developed with the recognition that sports broadcasters have to produce more content to ever-tighter deadlines. This includes real-time games highlights, which fans expect to be able to access via social channels near-instantaneously. With Sports Content Factory, production teams can ingest, tag, edit, and distribute live footage quickly and easily.



### Archive management for historical content

The sophisticated metadata and logging capabilities of Vizrt Sports Content Factory mean that historical footage can be efficiently organized and accessed, making it possible to retrieve assets for the creation of retrospectives, documentaries and anniversary specials – allowing broadcasters, leagues and federations to maximize their brands and audience engagement, not least during the quieter periods of the year when there are fewer matches and fixtures.



### Social media clip distribution

With younger audiences in particular, there is a pronounced trend towards the use of digital platforms to view game highlights, interviews and other content. Sports Content Factory gives social media and marketing teams the tools to quickly edit and publish directly exciting content to multiple platforms with optimized formats.



### Multi-channel content repurposing

With Vizrt Sports Content Factory it's possible to repurpose a single piece of footage for multiple outlets, including linear television, OTT/streaming, and in-venue screens. This allows consistency of quality and branding to be maintained, regardless of platform.

# Telefónica and a globally renowned Spanish football club's use of Sports Content Factory to get content to fans, faster



**Federated search** was implemented between the existing on-premises Viz One system and the new Sports Content Factory system in AWS, allowing the use of material from both environments.

With an eye to the future, and the ever-evolving expectations of fans who want to engage with its content, a globally famous Spanish football club has chosen Vizrt MAM technology to expand its production capabilities.

A long-standing customer of Vizrt's live production and graphics tools, the club also has enhanced scope to access, manage and utilize high-resolution video in real-time thanks to Viz One/Sports Content Factory, ensuring it can deliver content ranging from highlights to player profiles and in-depth analyses across live TV, mobile apps, social media, and other platforms.

#### Expanding into cloud

Already using an on-premises deployment of Viz One for its daily TV production and archiving needs, the club wanted to address some of the challenges facing sports organizations around the world in terms of making production and distribution more flexible and efficient. Chief among its needs were the addition of internal and external export destinations, improvement of the ingest flow, creation of approval workflows, and the ability to filter content by source. Additionally, the club sought to streamline its digital distribution with specific integrations for Adobe CMS and Endeavor OTT. Sports Content Factory was the answer.

José Luis García Cabrera, COO and Technical Director of Telefonica Servicios Audiovisuales, outlines the full scope of the upgrade project:

"The latest MAM project involved the creation of the new Sports Content Factory environment, fully deployed on AWS infrastructure. This new system does not replace the existing club TV environment – which continues to operate locally on its premises – but augments it with additional capabilities such as automated ingest capabilities from AWS S3 storage, both for internal media and for content delivered by external agencies such as Condor Media.

"Federated search was implemented between the existing on-premises Viz One system and the new Sports Content Factory system in AWS, allowing the use of material from both environments. For editing, it is possible to work directly from the browser with Viz One: Story for direct editing and publishing to social media, OTT platforms, or Adobe CMS. Approval flows linked to the permissions system have been incorporated, ensuring that only approved content can be viewed or exported, as appropriate and under the conditions imposed by the club. Export destinations controlled by user group were created, allowing each department to access only the materials relevant to their role."

# Telefónica and a Globally Renowned Spanish Football Club's use of Sports Content Factory to get content to fans, faster



Robust and flexible solution that is fully aligned with the customer's strategic objectives

García Cabrera  
COO and Technical Director  
of Telefonica Servicios  
Audiovisuales

The club's MAM systems manage the entire content lifecycle from ingest, editing and cataloguing to publishing. The cloud-based architecture for the Sports Content Factory deployment supports scaling based on demand as it evolves in the future, storing high- and low-resolution content in AWS S3 as well as working with proxies for remote editing. Additionally, Viz One: Story is available for editing and publishing to social networks.

The project also saw the development of plugins that allow users to send content and metadata directly from Viz One to the various platforms. The system is also configured to recognize if content needs transcoding, and then automatically execute the necessary processes to adapt it to the company's format. These solutions were selected because they were compatible with what the club wanted, and due to the previous positive experiences of Vizrt.

Reflecting on the completed upgrade, José Luis García Cabrera said:

"I think that among the most recent improvements implemented, the club values most the integrations. Aside from those already mentioned, for example, I would highlight the ability to ingest content from external agencies. The system supports content arriving directly from AWS S3 buckets dedicated to the Sports Content Factory system, automatically applying preconfigured metadata and classifying the material according to its source.

In addition, the ability to control which users can view or edit content based on their group and approval status has brought further improvements to the workflow. The customer is also finding it useful to be able to employ Viz One: Story to edit content directly from the browser."

The end-result – which includes a cloud infrastructure managed by Telefónica and deployed via AWS – is described as a **"robust and flexible solution that is fully aligned with the customer's strategic objectives,"** says García Cabrera. **"It's also one that is fully achievable for customers in the full range of sports, and in a way that is cost-effective and offers them maximum versatility in the years ahead."**

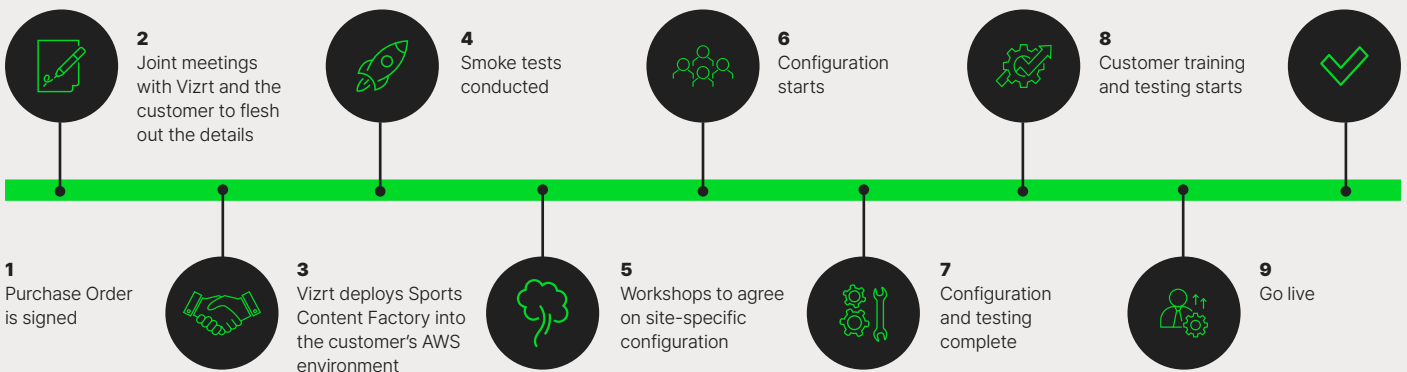
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# Get started with Sports Content Factory

The time needed to order and commission Sports Content Factory is one of the quickest for any MAM platform. On average, deployments take a total of just four weeks for most broadcasters and service providers, compared to the 9-12 months many other systems take to deploy and set up.

**4** weeks 

## Timeline



## Vizrt: More than just a software provider

When you choose Vizrt for your MAM and live production needs, you're partnering with a company that truly cares about your success. Extensive online and in-person training is available, while 24/7 support gives you confidence in knowing you're covered at all times.

Combined with Professional Services and Managed Services, Vizrt is a partner you can rely upon for your mission-critical content creation and management needs.

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# Summary

**The expansion of sports production and content services over the last ten years has been nothing short of phenomenal.**

While top-tier sports continue to drive the business, sports fans have also had greatly increased opportunities to access content pertaining to lower-tier and niche sports. Simultaneously, viewing habits have also shifted, with Gen Y and Z placing a growing emphasis on social media channels and mobile apps, where an increasing amount of viewing is now taking place.

More content, more platforms and increased viewer expectations mean that the case for effective sports media asset management systems has never been stronger. Traditional on-premises solutions where asset management

can be slow and inconsistent are no longer fit for purpose – especially when content needs to be accessible and deliverable to more platforms and third parties than ever before. A MAM system with sophisticated tagging, search and management capabilities is a vital part of the modern sports content company's arsenal and will only become more important as the market evolves.

If you haven't already begun your MAM journey, then there is no time to waste. With Vizrt's Sports Content Factory you'll have the tools you need to revolutionize your sports content production and archive – so get in touch today!

# 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!

