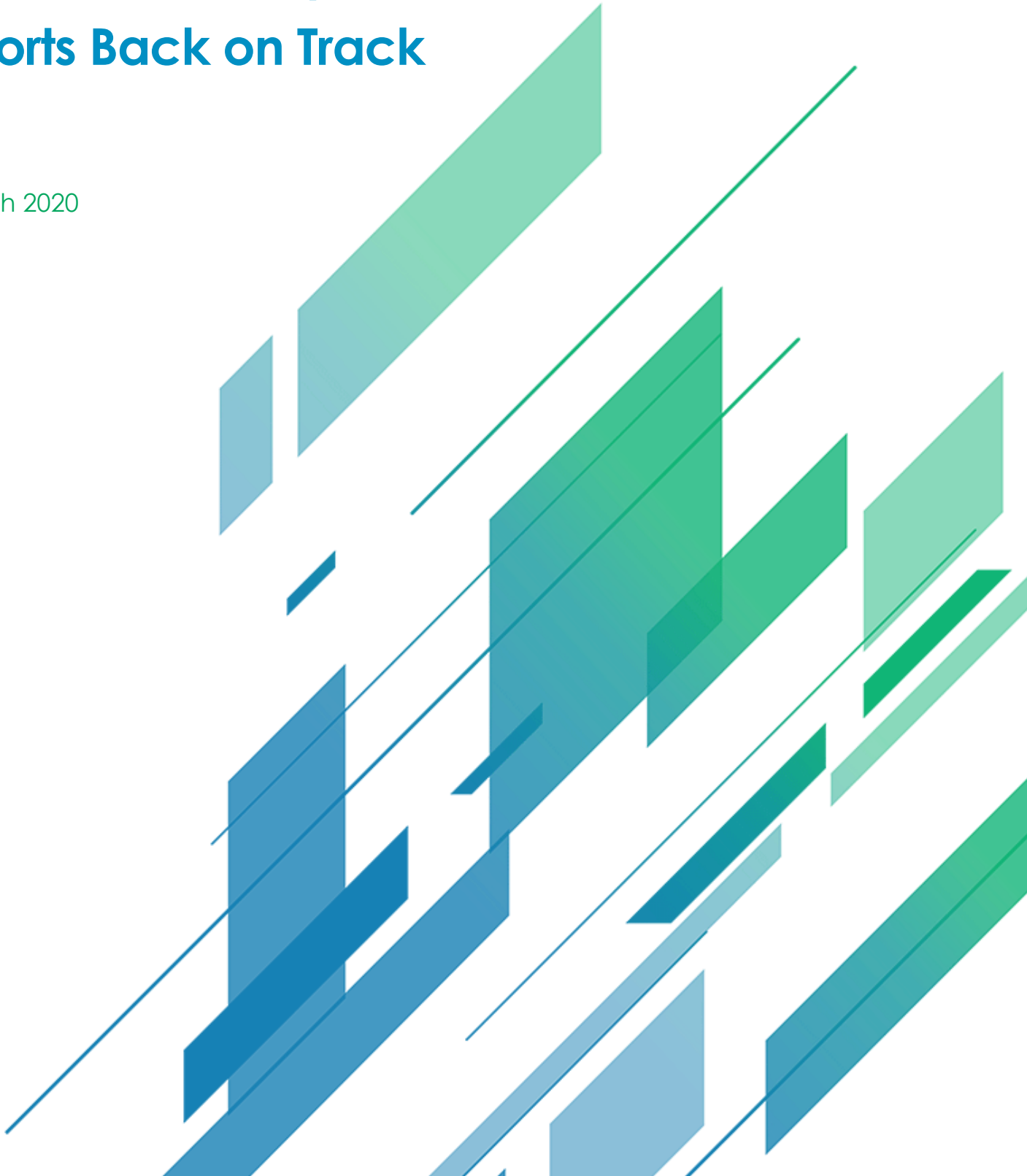


How AI Can Help Get Sports Back on Track

March 2020



Many industries have been dealt extremely severe blows by the Covid-19 virus, and there is no doubt that sports is among the most severely affected. The question facing the world of sports, is when will activity resume. As this is a matter of when and not if, how will the resumption of sports actually look?

While resumption of sports will be a crucial component in the “recovery” stage of society both psychologically and economically, financially things won’t be the same, at least initially.

Getting Back on Track

When signs of improvement begin to appear, leagues and competitions will rapidly begin to resume play. However, this is likely to happen before audiences return to the venues, either due to official limitations, or due to the lingering psychological impact of the virus.

For the top leagues, getting back on track will be faster than the secondary and lower divisions. Organizations in these leagues were struggling with low budgets before the crisis hit, so we can expect that the following years will be even more challenging for them. These leagues will depend to a large extent on meeting the demand for content that will have to be produced simply and easily and at reduced costs. Live video will enable the revenue streams necessary for the survival of both content aggregators and rights holders to once again flow from the following streams:

- Rights fees from broadcasters/OTT platforms
- Sponsorship deals
- Advertising
- Low-latency feeds for betting resellers
- Subscription-based viewing

Enter Automatic Production

The most cost-effective solution to rapidly unlock these revenues is AI-based automatic production. This advanced and simple to deploy solution allows a completely automatic, high-quality production with full graphics and commentary. The live game is delivered from venue to end-user along with features of editing and publishing personal highlights as well as detailed statistical data and analysis.

We are likely to see sports organizations, teams and educational institutions that are already using AI-Automated production get a head start getting back on their feet by being able to renew revenue streams quickly and keeping teams and fans connected.

Additional Benefits for Federations, Leagues, Clubs and Content Platforms

1. Create More Live/On-Demand Content

Adding entire leagues to streaming channels and OTT platforms will offer new revenue opportunities. Moreover, as more games are produced and streamed, new fans will discover new content and raise viewership and interest in both live games and highlights.

2. Offer More Than Just Live

We offer a range of options for adding short-form content to enrich the live coverage. Automated game highlights, automated player highlights (in Basketball) and full game statistical and video breakdowns four hours after the game is over.

3. Upgrade Your Venue

Once you install a Pixellot system you can use it to stream all additional games that are taking place at the venue. In addition, our technology has specific functionality for the coaching staff to capture and analyze all footage, including game and training sessions all the way down to specific drills.

4. Increase Player Motivation

While athletes might not admit it, the fact that the game is being watched live is a major motivating factor for performance and in the reality of games being played in largely empty arenas and perhaps even behind closed doors, knowing that your game is being covered can be significant for the level of the game and the quality of the production.

Pixellot Is with You All the Way

Pixellot provides live coverage for more than 130 leagues and produces upwards of 40,000 live games each month from 6,000 fields and venues around the world. We work with clubs, leagues, national associations, educational institutes and governing bodies and have been supporting their media and video analysis needs for more than six years. Our team of experts is here to assist you at every stage of the way as you prepare for the next season.

- **Planning:** Understanding your market reality, needs and opportunities
- **Deployment:** Assist and plan delivery and system installations
- **Implementation:** Go live (broadcasting/streaming)
- **Growth:** Work together to maximize reach and engagement

Get Back on Track with Pixellot!

Contact us for more

information [ProFile Sports.TV](https://www.profilesports.tv)

diana@profilesportsapp.com

Phone: 602.672.7327