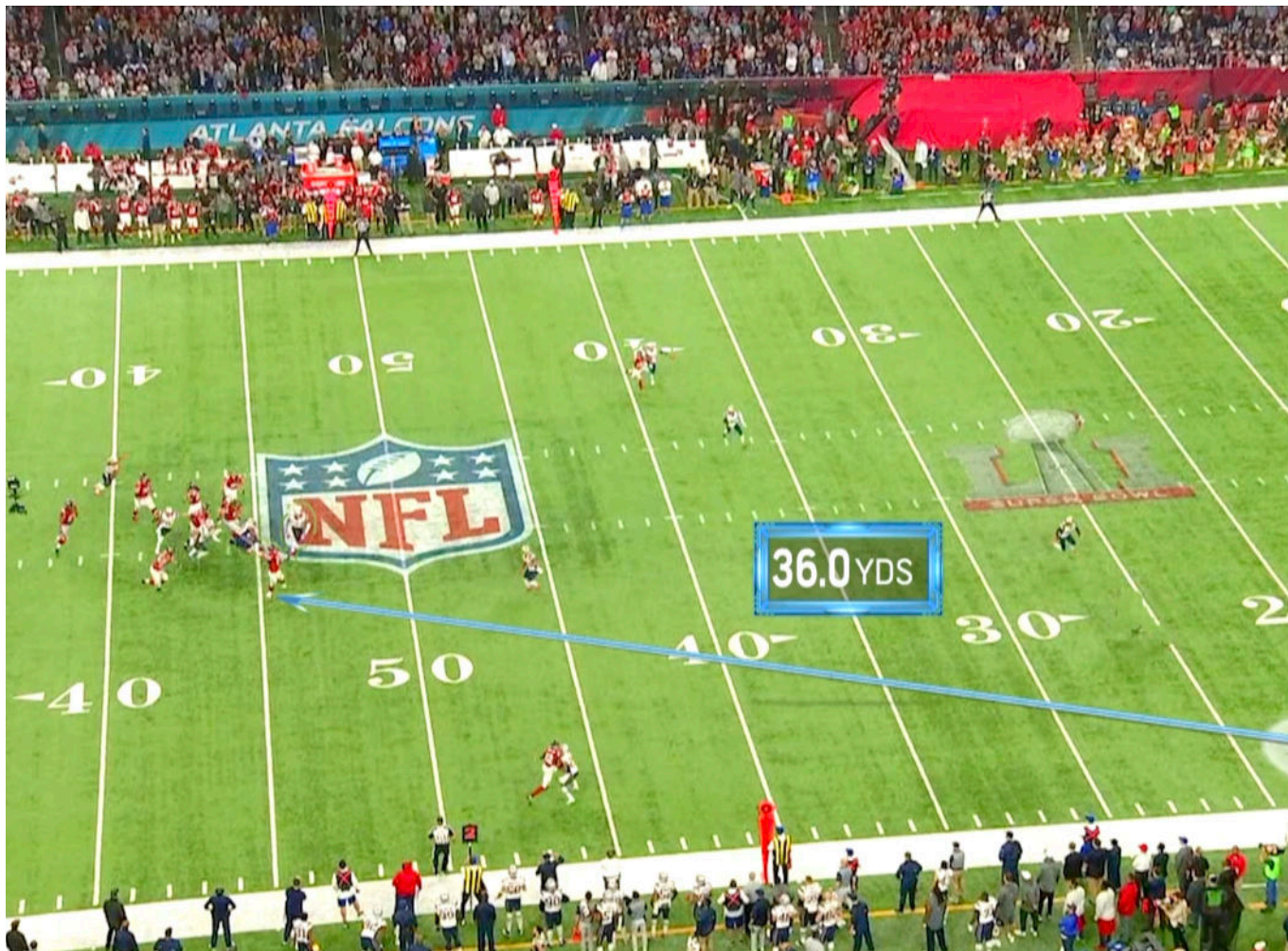# 5 Elements of Sports Storytelling Your Fans Want Right Now

Sports broadcasters have a tough job. Not only do you need to communicate complex stories in simple, engaging, and attractive ways, but you also have to do so really fast.

In order to inform, excite, and engage fans – ultimately inspiring loyalty that keeps viewers coming back – you have to combine the latest innovations in broadcasting technology with smart and compelling storytelling.

In this checklist, we break down five elements that viewers at home want to see come together to tell the story.

1. PINPOINTED ANALYSIS

When it comes to helping viewers understand game action, tactics, and controversies, sports broadcasters need immersive analysis made quick and easy. You can't grow fan enjoyment, engagement, and loyalty without providing fast and flawless in-game insights with major visual impact.

Fans love the combination of sports analysis, informative data, and augmented reality (AR) that innovations in graphics now allow for. Virtual 3D flights, views, and moves take sports analysis to a whole new level. Anchors can not only telestrate highlight clips using a touchscreen, but they can also step right onto the field to break down the play in the center of the action *or bring a virtual stadium into their studio for a bird's-eye view of the match on the pitch.*

Viz Libero is the leading sports analysis tool in the industry, offering endless possibilities to enrich and extend sports coverage and nurture fans' passion with more content, deeper insights, and new perspectives – faster than ever before. It's a turnkey, image-based solution. No equipment is needed at the event, and *live data can be fully integrated*, allowing you to quickly visualize stats and analysis.

"It's a very powerful tool because you don't have to say that the guy behind you has 200 league goals or that he is 25 years old because it says so on the graphics. It helps us to narrow the story down." *– Carsten Skjelbreid, Chief Sports Presenter, Discovery Networks Norway.*
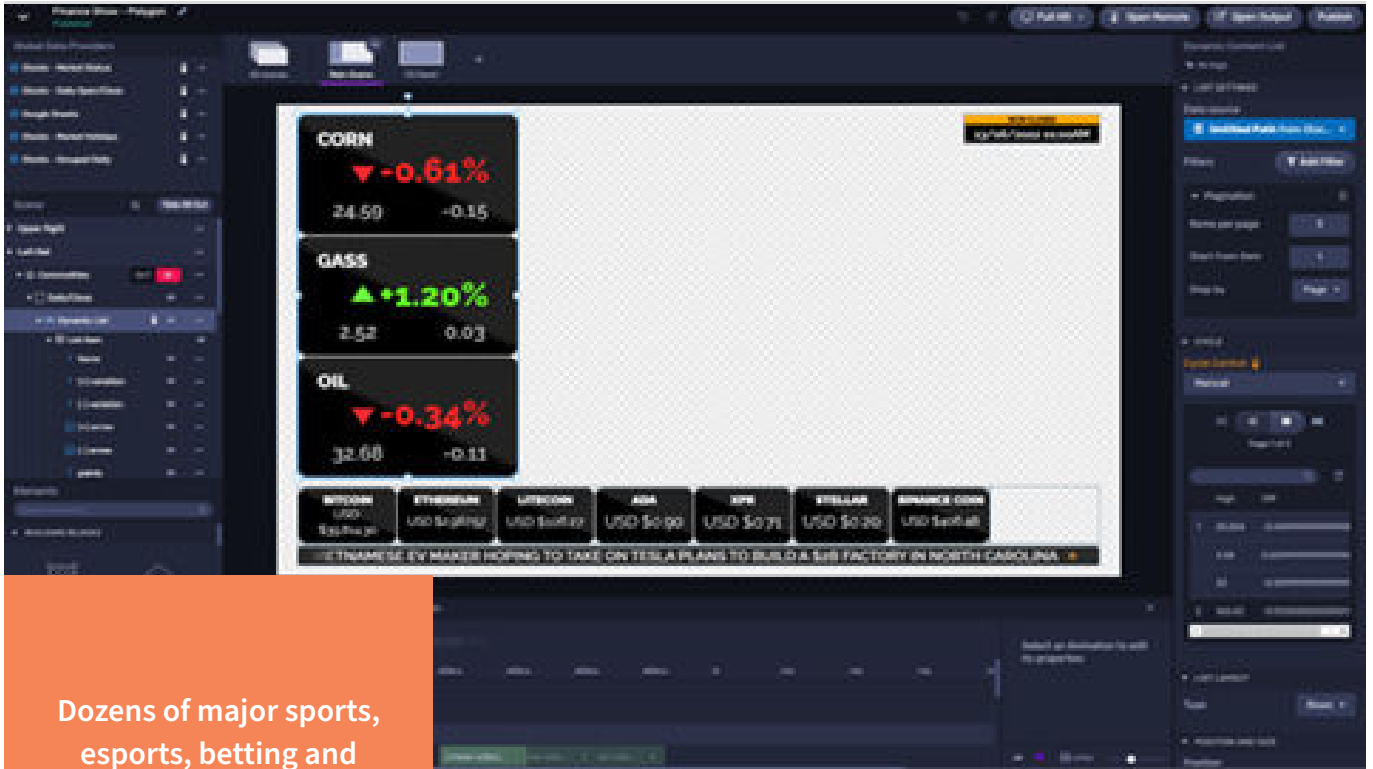
▶ **Watch Viz Libero in action today.**

> **"**
> *"It's a very powerful tool because you don't have to say that the guy behind you has 200 league goals or that he is 25 years old because it says so on the graphics. It helps us to narrow the story down."*
>
> **Carsten Skjelbreid,**
> *Chief Sports Presenter, Discovery Networks Norway*

Learn more at **vizrt.com**

Dozens of major sports, esports, betting and weather real-time data sources supported

Code-free live data integration – easy binding

No custom development needed

Support for different types of APIs

Data augmentation and transformation

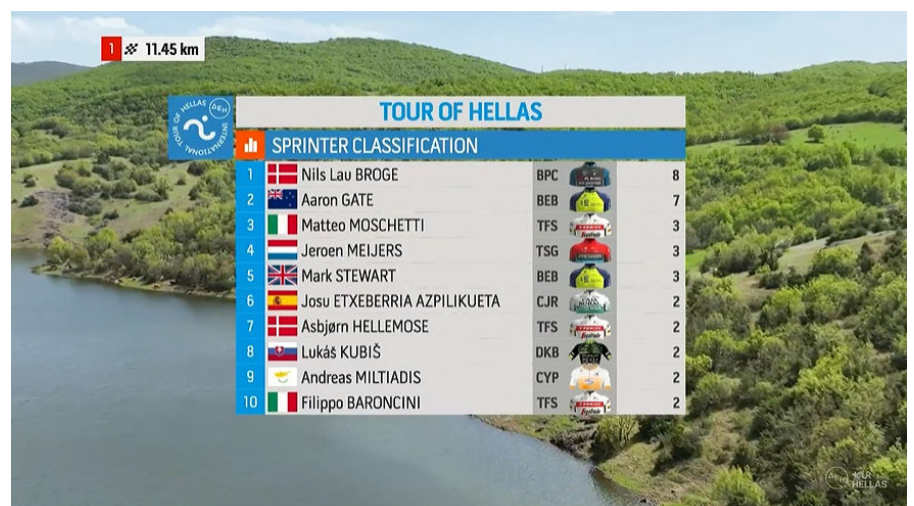**Custom translation and internationalization**

Supports all data workflows (cloud to cloud, local to cloud & cloud to local)
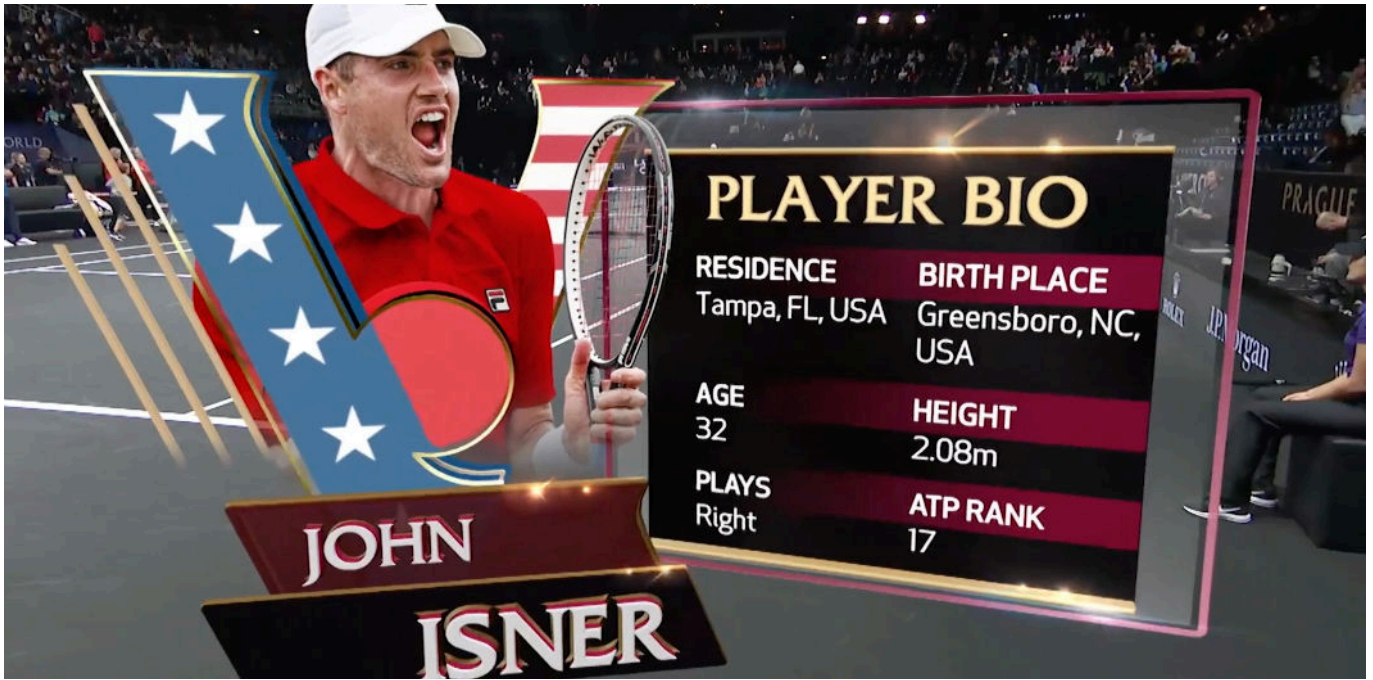
2. VIZ DATA CONNECTORS

The largest catalog of native integrations to live data sources

Tell a much more engaging sports story with real-time data-driven graphics. Viz Data Connectors simplifies the process of integrating live data into HTML5 graphics.

No coding or custom builds required. Viz Data Connectors consists of pre-defined links to seamlessly ingest data. The widest catalog of native integrations - more than 80+ sources - sports, esports, betting and weather. Intelligent data augmentations, transformations and custom translations to further ease match-day workflows.

3. DYNAMIC GRAPHICS

Did you know that 69% of your audience is watching content on their phones without sound? That makes the task of creating visually rich graphics, which help to illustrate your story, and playing them out in seconds all that much more pivotal.

With the wrong graphics tool, a show can feel shallow or difficult to follow. With the right graphics tool, it can feel vibrant and gives the image on the screen true depth.

Here are four components to creating dazzling graphics to convey a story that are available in Vizrt graphics solutions, the industry leader in real-time 3D graphics compositing, rendering, and video playout:

- **Selecting the Right Graphics Tool:**
  For nearly 30 years Vizrt has set the standard for market-defining soft-ware-based solutions for real-time 3D graphics. Whether your production requires a cloud-native, web-based platform for generating graphics from anywhere, or an on-prem solution that also connects to the cloud, such as **Viz Trio** – the most widely used, reliable and powerful control application for graphics and media on the market – Vizrt has you covered.

- **Augmented Reality (AR) Graphics:**
  Augmented Reality graphics, which was once nice-to-have, is now a must-have for sports producers who have complex, dataintensive stories they want to tell simply and visually. Whether you're producing a story on the match-up be-tween two teams or visualizing the record-breaking stats of the MVP mid-game, Vizrt is constantly advancing the artful creation and control of AR graphics through the myriad solutions we offer.

- **Adaptive Graphics™:**
  If you're still using 16:9 graphics that will be transplanted onto screens of vastly different sizes, then you're falling behind. Viz Engine 5's Adaptive Graphics automatically adjusts resolution and format to support specific display aspect ratios, such as studio video walls, virtual sets, and digital signage. What's more, Adaptive Graphics effectively enables your graphic artists to create once and publish multiple times with intelligent scaling and variable fonts.
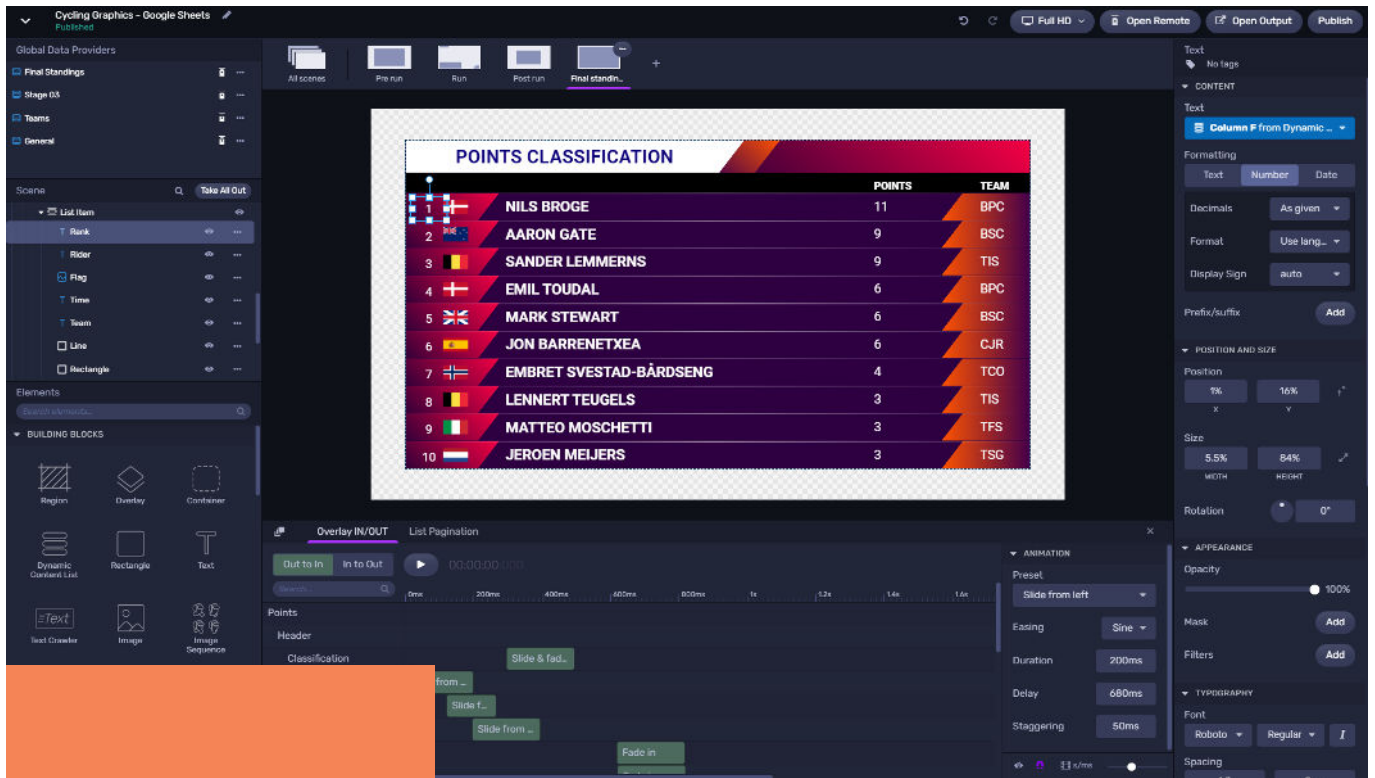
Dynamic Graphics

Selecting the Right Graphics Tool

Augmented Reality (AR) Graphics

Adaptive Graphics™

HTML5 Graphics

Learn more at **vizrt.com**

Create and operate HTML5 graphics from anywhere

Intuitive web-based UI

The largest source of Data Connectors in the industry

Social Media integrations

Audience engagement tools

Works in SDI, NDI and cloud-based workflows

• HTML5 Graphics:

The most comprehensive live graphics platform in the cloud

Viz Flowics is an all-in-one cloud-native platform, combining broadcast-quality HTML5 graphics, with live data integration and fan engagement mechanics.

When the US National Lacrosse League signed a landmark deal with ESPN+, ESPN and Canada's TSN to distribute content via linear and streaming channels, they opted for a remote workflow with Viz Flowics powering their live game graphics (scorebugs, lineup, game stats etc) output.

Cloud native so you can create and control playout of live graphics from a single interface via any browser. Connect with your viewers via a wide range of audience engagement mechanics. Get better returns on your investments with unique monetization features.

• Create and operate HTML5 graphics from anywhere

• Intuitive web-based UI

• The largest source of Data Connectors in the industry

• Social Media integrations

• Audience engagement tools

• Works in SDI, NDI and cloud-based workflows

4. BEING AT THE CENTER OF THE ACTION

As the worlds of gaming and sports broadcasting merge ever closer, fans want to be brought into the center of play. Successful productions bring a video-game-like quality to broadcasts using field tracking, 3D elements, and informative graphics that track athletes.

At Daytona 500 2022, FOX Sports used Vizrt's award-winning Object Tracker powered by Viz AI, that can track up to five moving cars at a time with one simple click to layer information on the screen like the driver's name, car number, and speed.

In contrast to seeing information only in the lower third, the viewer can tell exactly which driver the information is referring to, even in a sea of moving vehicles. Even if the cars converge in the camera's line of vision, the graphics won't overlap.

"We like to consider ourselves innovators. We like to try new things. You know, fans like to see those types of things. And so, we're being driven by them. And the technology is there to do some really incredible things right now. We plan on exploring how we can use this technology on other sports broadcasts." – *Zac Fields, FOX Sports SVP Graphic Tech and Integration.*

> ❝
>
> *"We like to consider ourselves innovators. We like to try new things. You know, fans like to see those types of things. And so, we're being driven by them. And the technology is there to do some really incredible things right now. We plan on exploring how we can use this technology on other sports broadcasts."*
>
> **Zac Fields**
> *FOX Sports SVP Graphic Tech and Integration.*

5. BREATHTAKING SPEED

If there's one thing viewers have come to expect in sports, it's speed. But that creates challenges for production teams, who want to broadcast in 4K, 60 frames per second – all from a booth or truck with a footprint the size of a closet.

More and more sports crews are turning to the cloud to produce remotely, which means you're no longer limited by the booth, so talent can work from anywhere without the cost and hassle of travel. The same team can even broadcast from multiple locations around the world in a single day.

However, cloud production only works if it's at the speed of live. Vizrt's newly-released Viz Now makes getting to the cloud even faster and easier. If you want to spin up a production, you've got graphics, audio, the switcher, and replay securely operating in the cloud via a single interface that can be deployed anywhere in 15 minutes or less with only camera operators onsite.

"Working with Vizrt and testing out Viz Now for the production gave us our best Dødsing to date. Big broadcasters aren't the only ones who can achieve higher-quality productions anymore. Plus, the ease of use was simple, and we did not need specialized cloud engineers; it was a few buttons to click, and we were ready with automated deployment." – *Vegard Elgesem, CEO, Trippel-M Connected Venues.*

▶ **Watch Viz Now in action at the International Døds Federation 2022 World Tour today.**

"Working with Vizrt and testing out Viz Now for the production gave us our best Dødsing to date. Big broadcasters aren't the only ones who can achieve higher-quality productions anymore. Plus, the ease of use was simple, and we did not need specialized cloud engineers; it was a few buttons to click, and we were ready with automated deployment."

Vegard Elgesem
CEO
Trippel-M Connected Venues

CONCLUSION

Each of the five elements – pinpointed analysis, Viz Data Connectors, dynamic graphics, being at the center of the action, and breathtaking speed – must come together to create a rich viewing experience with compelling stories that excite and inform fans, ultimately inspiring loyalty in the constant battle for viewers' attention.

That's why Vizrt offers a suite of production tools that work together to deliver unrivaled excellence in live sports broadcasting. If you want to up your game with deeper analysis, faster connection, superior graphics, and AR that puts fans in the center of the action, then **book a demo***.*