



Viz Libero Go

Viz 3Play<sup>®</sup>

# POWER UP REPLAYS WITH SPORTS ANALYSIS

ELECTRIFY FANS WITH  
VIZ LIBERO GO AND VIZ 3PLAY<sup>®</sup>





SECTION 1

## MAJOR LEAGUE OR NICHE SPORTS, ENGAGE FANS WITH AI, ANALYSIS & REPLAYS

Sports fans are undeniably a passionate audience.

Whether it's basketball, football, tennis or more niche events such as MMA, esports, ultimate Frisbee and octopush or teqball (check them out!), there's an audience out there eager to see all the latest action from their idols and teams.



# MAJOR LEAGUE OR NICHE SPORTS, ENGAGE FANS WITH AI, ANALYSIS & REPLAYS

Every sport has its diehard fans. From the big hitters like baseball, basketball and football to the niche ones like Ultimate Frisbee, and even Octopush — yes, that's a real sport!

There are fans around the globe who just can't wait to catch up with the latest feats of their sporting heroes, and watch the replays and analyze key moments both during and long after the game. Thanks to streaming and over-the-top (OTT) channels, fans can now follow any sport, from anywhere in the world, including their old college teams.

And with social media, you can amplify this experience with highlights from sports icons and teams, offering the same broadcast quality, but on mobile screens, for a more immersive and accessible sports experience.

## Give fans more...

More replays. More highlights. More analysis. More social engagement. More fun.

Vizrt's recent research into viewer engagement shows **augmented reality, sports analysis and replays are crucial for engaging younger audiences.**

For today's sports content creators — broadcasters to clubs, leagues, and independent streamers — this presents an opportunity and a challenge.

## The challenge

The challenge is to use broadcast-style production values to expand exposure and fanbase, and leverage all the commercial opportunities via monetization.

How can we provide fans with what they desire, generating discussions, social media shares, and financial gain, all without the substantial expenditure seen in major dedicated sports channels?

## Opportunity

Here's the good news.

Doing more with less spend, time, effort and a lot less complexity is totally possible.

**In this guide, you'll learn how to turn your video sports production dreams into a tangible, profitable reality (all for much less than you would think).**



SECTION 2

# PROFESSIONAL QUALITY REPLAYS & ANALYSIS FOR ANY SPORT



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## Sports + AI

Now, every sports event, large or small, professional or amateur, can get the full broadcast-quality multi-camera treatment with all the on-screen wizardry, plus AI enhancements.

The AI cutout in Viz Libero Go gives the cleanest, most accurate and **instantaneous** cutout without need for the lengthy process of manually masking and cutting out the player to be able to freely move the player around.

With today's cost-effective technology, sports producers using an all-in-one video server such as *Viz 3Play*® combined with *Viz Libero Go* for analysis can deliver the same excitement to fans.

## Capture all angles and share on socials

With Viz 3Play you can easily record up to eight discrete channels of HD video. And operators can switch angles, tag, and recall key moments at the touch of a button.

With all the captured and recorded angles at your fingertips, you can bring every moment alive with analysis.

Ensure fans get every perspective of that sweet shot, goal, dunk, or touchdown run.

Go to air or stream with NDI®, SRT or SDI and share to social media by exporting directly from Viz 3Play®.

## Layer on analysis

Level up your content further with advanced analysis from the world's leading sports analysis tool – Viz Libero.

More than 80 different camera-tracked 3D annotations to boost your analysis. Easy drag and drop data visualizations, with one repository (Datacenter) for all your sports data from scores to player performance.

Viz Libero also has unparalleled photorealistic 3D camera flights to show unique perspectives that go beyond the limits not captured by cameras at the venue.

**Give fans the full big-sport experience every time with Viz Libero Go and Viz 3Play®.**



SECTION 3

# GO FURTHER DURING, AFTER & BEYOND THE GAME



## GO FURTHER DURING, AFTER & BEYOND THE GAME

### Analyze any moment with Viz Libero Go

The simplest analysis can sometimes be the most effective. Automatically track a player's movement as they dodge the rival team. Measure how much distance is covered without being tackled, and elevate the excitement with Virtual SloMo.

Create data-rich analysis in seconds with Viz Libero's no coding, friction-free data integration.

Combine your analysis with dozens of data visualizations – how many shots at goal? How does the player or team compare with rivals?

### Go social

More than 90% of Gen Z fans consume sports content on social media, including game clips, analysis and highlights.\*

Get in on the action by posting clips to Facebook, X, YouTube, TikTok or pretty much anywhere else that fans talk sports.

**UEFA is right this moment using Viz Libero** to capture a whole new generation of soccer fans with engaging social media analysis clips.

### Go big and grow your opportunities

40 years on fans are still watching Maradona's Hand of God moment on social media. With Viz 3Play®, you get the opportunity to create a repository of library footage. One you can return to time and time again to extract more engagement for fans and greater return on investment for you.

Monetize your content with sponsorship – on-field and on social media. Integrate your content with a media asset management system like *Viz One* for even more powerful access and distribution capabilities.

*\*Deloitte Sports Engagement Survey 2023*



SECTION 4

# GOING WHERE THE AUDIENCE IS - COURTING GEN Z FANS ON SOCIAL MEDIA

UEFA



## GOING WHERE THE AUDIENCE IS – UEFA UPS ITS SOCIAL MEDIA GAME TO COURT NEW FANS

“UEFA is capturing a whole new generation of football fans with engaging analysis videos on its website and social media channels.

“Since February 2023 UEFA has been creating analysis clips using Viz Libero to give fans a deeper insight into tactical plays on the field.

“Short-form content such as video clips also extends the lifespan and replay value of match information, while simultaneously creating new ways to monetize content via sponsorship deals,” says Rosseland.

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***“Social media is the epicenter of sports consumption and engagement for Gen Z fans, who socialize and watch match highlights on their preferred social channels. The feedback to our content has been incredible, and the numbers are off the scale in regards to views and interactions.”***

**Atle Rosseland**

*Team Lead and Supervisor Performance Analysis  
UEFA Viz Libero user*



SECTION 5

# MEETING THE NEED FOR QUALITY, AND GIVING FANS A MEMORABLE EXPERIENCE

WEBSTREAM

## MEETING THE NEED FOR QUALITY, AND GIVING FANS A MEMORABLE EXPERIENCE

“So, I think the moment you realize that you have arrived is that moment when your audience looks at your show and says, ‘We don’t care how much you are spending. We don’t care what you are using to produce. All we care about is delivering a show that looks like it is supposed to.’ I think that is what drives us. I want our football games to look as close to an NFL broadcast as they possibly can.

“Certainly, there are technological limitations. There are budgetary limitations. But I don’t want my producers to think about those. I want them to think about striving for greatness in everything they are doing and think about what they expect to see as a viewer. And go make that,” says Servizzi.

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*“We realized very quickly that you are as good in this industry as your last show. The reality for us is when we started outdoing spacing single-camera coaches feeds, it didn’t take very long before the person said, ‘That was great, but can we get replays? Can we get better graphics?’ The cliff in front of us became very steep, very quickly.”*

**John Servizzi**  
Chief Executive Officer, WebStream  
WebStream 3Play user



SECTION 6

# WINNING WITH SPORTS CONTENT - READY, SET, GO!



## WINNING WITH SPORTS CONTENT - READY, SET, GO!

The opportunity to create incredible sports content that further engages your audiences is virtually limitless. Here are five tips to get you started:

**1** Viz Libero Go and Viz 3Play® make it easier than ever for smaller productions to replicate the big league. Do more and get more from every second of footage. Keep supporters hyped up between fixtures by remixing footage and reminding them of great plays.

**2** Get viewers closer to the ground with in-depth analysis of key moments. Show them multiple angles and new perspectives with Viz AI powered 3D flights. Give them what they need to become an even more of an expert on their favorite sport.

**3** You can create highlights packages showing the best of the best over the season and over the years. Engage alumni and new fans and remind them just why they love the game – from college level to the pro league. Use archive footage to add even greater depth, contrasting different seasons and different teams.

**4** Every fan has their sporting hero. Drill down with data and present fans with unique insights of what makes key players so great. Compare the stars and their achievements via Viz Libero's easy to use data visualization tools from shot maps to pass maps and stats tables. Augment this with statistics of the player's performance over the seasons. It's all at your fingertips.

**5** Once one game is over, all eyes tend to focus on the next. Will we win? Will we lose? Will it be a tight match? Build the anticipation and interest by dipping into your archive to review how each team performed in their previous encounters. It's great for any game and perfect for those grudge matches against arch rivals.

This is just the start.

Grow your library, and grow your opportunities for deeper engagement, fan loyalty and additional revenue. Let's go!



READY TO JUMP INTO  
THE REPLAY AND  
ANALYSIS GAME?

TALK TO US

