Game **Changers:**
Five Success Stories in Sport Production

Because Every Fan Deserves a Front Row Seat

Picture this: It's the final moments of a championship game, tension thick in the air as the clock ticks down. The crowd roars, hearts racing, as players give it their all on the field. Meanwhile, behind the scenes, a small team of broadcasters and technicians is hard at work, bringing each thrilling, heart-stopping moment to your screens.

From local leagues to the NBA, the allure of sports and fan excitement is the same everywhere. So why should sports productions differ?
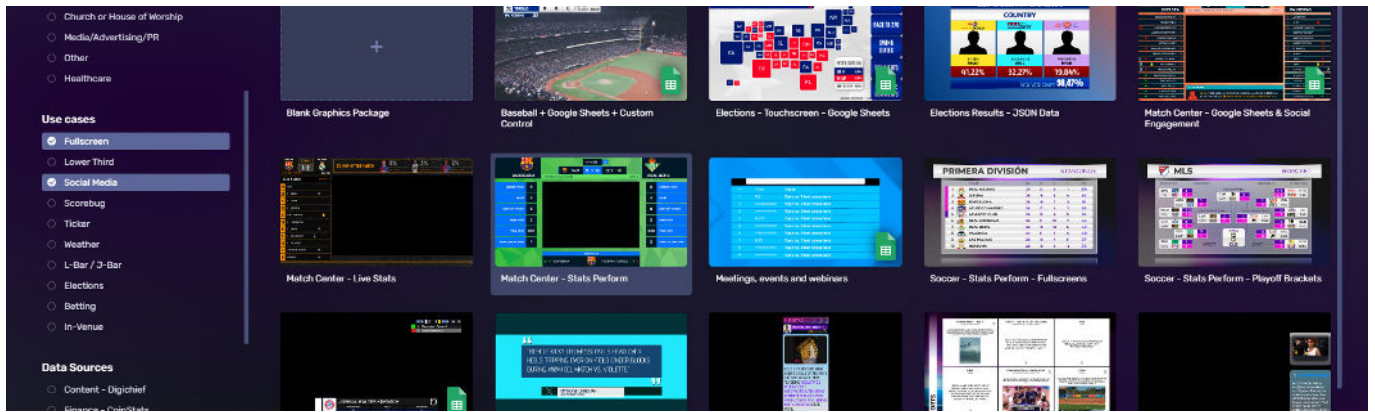
Every fan deserves the best viewing experience, regardless of the event scale or game.

And in a world where every fan deserves a front-row seat, **Vizrt's solutions are leveling the playing field for sports productions of all sizes.**

STORIES IN THIS EBOOK:

- National Lacrosse League (NLL), US

- DropIn-TV, Germany

- MMS 360 Media, UK

- The Thailand Ladies Professional Golf Association (Thai LPGA) Thailand

- The Collingwood Football Club, Australia

This eBook explores success stories from across the globe where teams and leagues have excelled with their sports productions in **affordable, sustainable, and attainable** ways.

Beyond Fan Engagement: Comprehensive Goals for Compact Sports Organizations

For compact sports organizations, standing out in sports production isn't just about impressing fans. It's about building a community, securing sponsorship-driven revenue, and creating a sustainable model for growth, especially when teams are small and resources tight.

With offerings like Viz 3Play®, Viz Flowics, and TriCaster®, Vizrt delivers comprehensive solutions for all types of sports productions. These tools enable teams to produce high-quality broadcasts that engage audiences with interactive features, data-rich graphics, real-time replays, and more! What's even better? These solutions enhance not only the viewer experience but also streamline your team's workflow. With increased ease of use and operational efficiency, they offer you the best of both worlds.

In addition to the tools mentioned above, we have recently released two brand new solutions that take sports productions to the next level - Viz Libero Go and Viz Trio Go.

Viz Libero Go is a complete, turnkey solution that simplifies sports analysis with high-quality virtual graphics making replays more dynamic and engaging. This compact system supports up to three sports and integrates easily with any existing setup, making it perfect for teams looking to enhance replays and fan engagement quickly and easily. For an in-depth look check out this tutorial video showcasing the synergy between Viz 3Play and **Viz Libero Go**.

Viz Trio Go offers a similarly streamlined approach, combining the versatile graphics control of Viz Trio with the powerful Viz Engine (The most powerful and versatile graphics platform in the world) in a single, user-friendly package. Designed for compact production environments and TriCaster users, this portable, all-in-one hardware and software solution makes it easy to manage advanced graphics during live broadcasts.

While these new solutions open up many exciting possibilities, they are built on the same principles that have driven the success of our established and beloved products. To illustrate this, let's explore how our range of established solutions has been instrumental in transforming sports production across five diverse organizations around the globe, demonstrating that even compact teams can achieve professional-grade results.

TUTORIAL:

Showcasing the synergy between Viz 3Play and Viz Libero Go

WATCH NOW!

Success Story 1
National Lacrosse League Elevates Game Day with Advanced Remote Production Capabilities

About the organization:
National Lacrosse League (NLL) is a prominent indoor sports league in the US, known for its fast-paced action and a dedicated fanbase. It has fifteen teams: nine in the US and six in Canada. The NLL has the third highest attendance for indoor sports worldwide and delivers 147 games during the season.

Challenges and Business Objectives
The NLL aimed to revolutionize its broadcast quality and enhance fan engagement, particularly considering their significant media rights deal with ESPN, ESPN+, and The Sports Network TSN in Canada. The league's aim was to leverage advanced graphics and data integration to deliver a more immersive viewing experience to their fans.

Solution of Choice
The NLL implemented Viz Flowics, Vizrt's SaaS HTML5 graphics platform, as their primary graphics engine for live game broadcasts, including score bugs, game stats, and match graphics. This setup allowed for a remote production workflow utilizing IP-based transmission and cloud-based production platforms. This, in turn, helped the NLL to operate with minimal on-site hardware and remote teams, eliminating the need for OB trucks and simplifying local operations, without compromising on quality graphics.

The Viz Flowics cloud graphics package is easily shared with teams and production companies, ensuring consistent quality and efficient collaboration. Additionally, the platform's fan engagement features create opportunities for increased ad inventory to increase revenue generation while improving the viewer experience.

All data is incorporated into the graphics using Viz Data Connectors, unique to Viz Flowics. Data flows from source via the native connector, without any need for coding, into Viz Flowics in real-time to auto-populate the on-air graphics.

> "
> *"Viz Flowics is a game changer in the creation and delivery of broadcast-quality graphics. The league's broadcast operations team continues to add innovative, best-in-class technology partners to our productions and presentations that offer viewers the most tech-forward and fan-first experience."*
>
> **Joel Feld**
> *Executive Vice President, Broadcast and Content* at NLL

Production Impact

Operational Efficiency:
The adoption of Viz Flowics streamlined the NLL's production processes, reducing the need for physical on-site equipment, lowering overall costs, and expanding its reach via both linear and streaming platforms.

Agility and flexibility:
Broadcast-quality graphics that are quick and easy to update from anywhere, even during a live game, enabled NLL to create, modify and playout graphics from a single SaaS platform.

Simplified Data Integration:
Viz Data Connectors, native code-free data integration to streamline broadcast graphics creation and operation.

Fan Engagement:
Viz Flowics enhanced the viewing experience for NLL audiences, through graphics and live stats, providing deeper insights into the game.
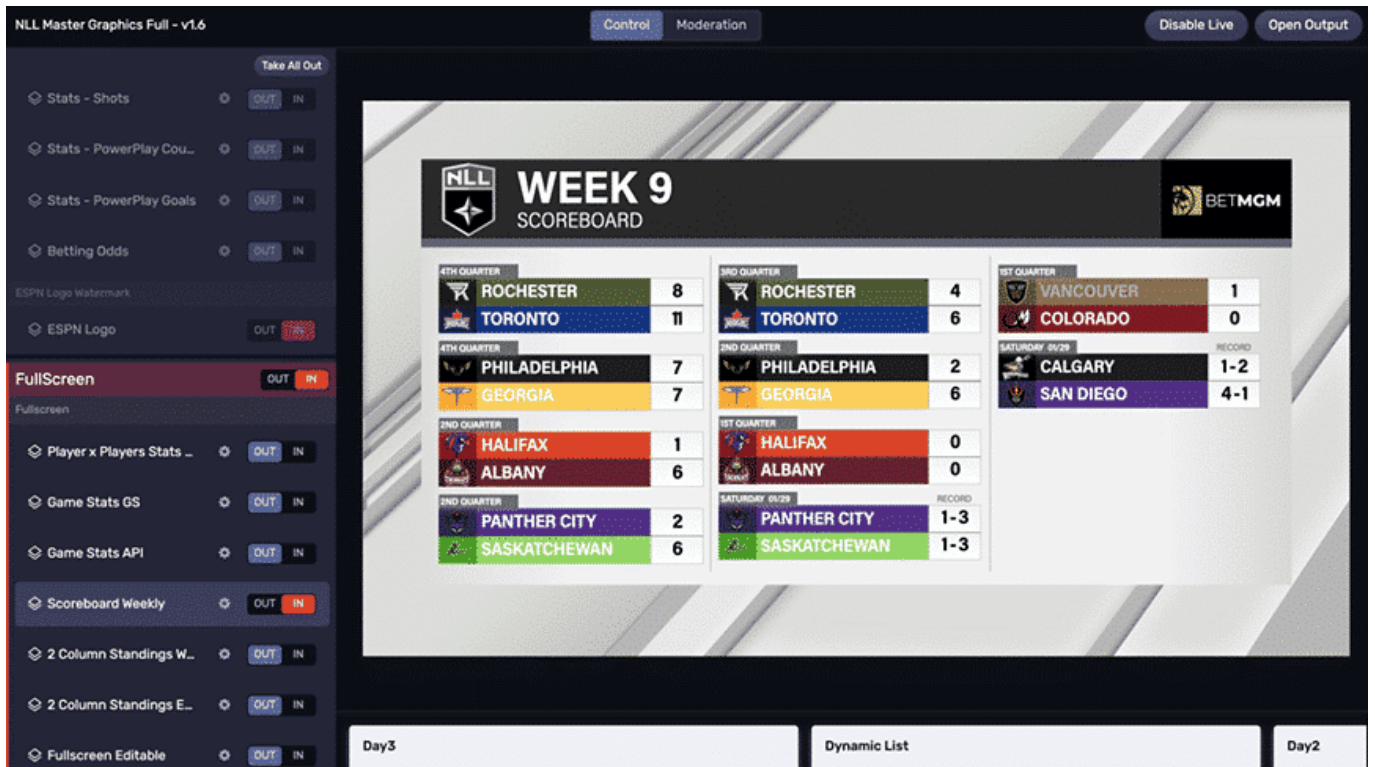
Cost Efficiency:
The cloud-based production approach minimized travel and capital expenses, proving the effectiveness of flexible, cloud-driven workflows.

Low Learning Curve:
Viz Flowics is easy to use and can be managed by any operator with minimal training. The platform also includes free customizable graphics templates, helping users to start creating graphics instantly.
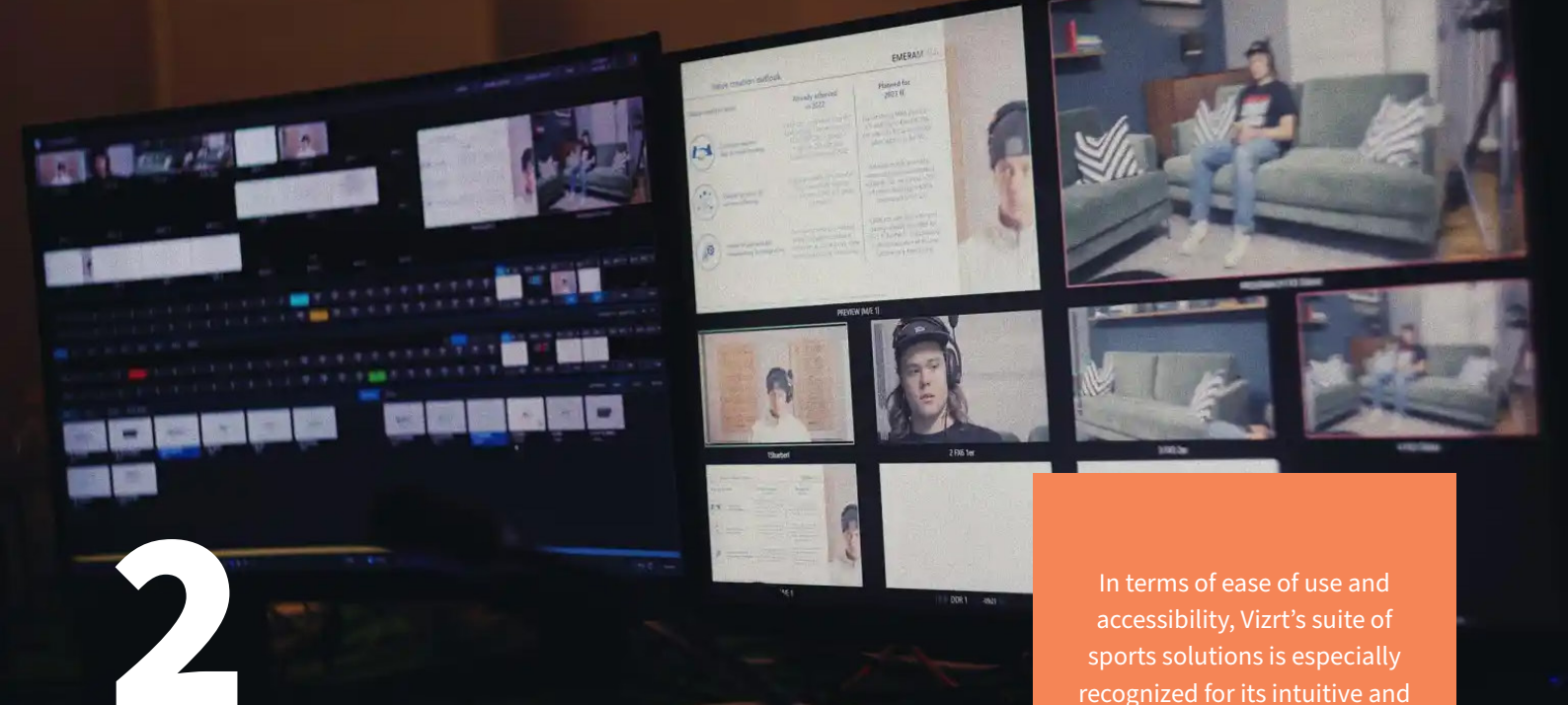
Solutions in Spotlight

- **Viz Flowics:** A robust, cloud-based SaaS HTML5 graphics platform that supports live sports broadcasting.

- **Viz Data Connectors:** Code-free integration of external live data from Sportzcast and the NLL's official stats provider for seamless live scoreboard and stats integration.

Business Impact Highlights

- Cloud production minimized the need for extensive physical hardware and on-site setups, thus reducing overall operational cost.

- Real-time graphics and stats increase viewer engagement, providing a more interactive and insightful broadcast.

- The NLL's innovative use of Viz Flowics set a new standard in sports broadcasting, with potential applications across other sports.

NLL CHOSES VIZ FLOWICS FOR REMOTE PRODUCTION WORKFLOW - VIZRT

READ MORE

Learn more at **vizrt.com**

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Success Story 2
TriCaster and Viz Flowics help Drop-In TV conquer the world's biggest triathlon event

About the organization:
DropIn-TV, Germany is a pioneer in producing streaming, linear, and recorded content. Known for rits expertise in extreme and action sports, it manages the broadcast of large-scale events, including Challenge Roth, the world's biggest triathlon event.

Challenges and Business Objectives
With a compact team constantly on the move, Drop-In TV needed solutions that offered flexibility without compromising production quality. Traditional large production setups were not feasible, prompting CEO Manuel Durst to seek innovative alternatives that could handle their diverse and demanding production needs.

Solution of Choice
The team chose TriCaster® 2 Elite, Viz Flowics, and NDI for the productions. This combination empowered the team to create and publish graphics from anywhere, streamline data integration, and enhance overall production quality.

TriCaster 2 Elite served as the backbone of DropIn-TV's production, consolidating all graphics, social media, and live video feeds into a single setup. And Viz Flowics provided an easy-to-use, web-based graphics tool that enabled real-time integration with Google Sheets. Allowing even non-specialists to create and manage live data-rich graphics effortlessly.

This streamlined production setup enabled DropIn-TV to manage all aspects of their production, from live video feeds to social media interactions, within a compact team. The integration of Viz Flowics allowed for dynamic and interactive graphics, which could be managed remotely, providing flexibility and reducing the need for extensive on-site equipment.

In terms of ease of use and accessibility, Vizrt's suite of sports solutions is especially recognized for its intuitive and accessible design. The focus is always on achieving the best production value in the most accessible manner.

Here's what Drop-in TV had to say about the success of the project:

"

"Viz Flowics is brilliant because it's so easy to use. It's clear what you can do, and you don't have to have any design or coding experience to create live graphics. What's even better is it's all done over the web. The person creating and operating the graphics can be anywhere. You just have a laptop with a web browser running and add the link to TriCaster, and it is immediately there."

Drop-in TV

Production Impact

Operational Efficiency:
By utilizing TriCaster and Viz Flowics, DropIn-TV reduced the manpower required for live productions and simplified their workflow. During Challenge Roth, they handled a 10-hour live production with just 30 crew, whereas traditional setups required up to 100 people.

Viever Engagement:
Viz Flowics' audience engagement mechanics helped DropIn-TV engage viewers through live polls, questions, and comments, enhancing the viewer experience and fostering a stronger connection with the audience.

Solutions in Spotlight

- **TriCaster 2 Elite:** Provides comprehensive video production capabilities.

- **Viz Flowics:** An HTML5 graphics solution that integrates seamlessly with everyday tools like Google Spreadsheets for automated data input, enhancing the workflow and production capabilities.

Business Impact Highlights

- 10-hour live production with just 30 team members, whereas traditional setups required up to 100 people.

- Reduced costs and equipment needs by integrating NDI

- Viz Flowics' audience engagement tools allowed them to involve viewers through live polls, questions, and comments, fostering a stronger connection with the audience.

Read the full story **here**

STRIVING FOR PROFESSIONAL-QUALITY PRODUCTIONS WITH A SMALL TEAM?

Speak to our experts today:

CLICK HERE

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Success Story 3
Media services company grows 600% with broadcast quality live streaming

About the organization:
MMS 360 Media, a small media company based in Canterbury, UK are a relatively new player in the industry, they've managed to capture the market's attention quickly with their adept use of video production technologies.

Challenges and Business Objectives
MMS360 were at a crossroads of capacity when they took on the goal of providing coverage for a massive sporting event, the 5 Nations British Rallycross Championship, as a newcomer. Given the expansive nature of the event, they needed a substantial upgrade to meet the demands. The challenge lay in the necessity to position cameras strategically across the vast area and integrate those live video feeds into a switcher for real-time production and distribution.

Solution of Choice
The team chose to deploy the TriCaster® Mini 4K integrated with NDI® video over IP networking, along with NDI Spark Plus converters. This setup opened the door for them to connect a variety of cameras—including drones and mobile devices—into their production workflow seamlessly.

The TriCaster Mini 4K and NDI played a key role in the streaming event, offering portability alongside other video production equipment for easy transport to remote locations. NDI also enhanced production cost-efficiency with its affordable IP-based Ethernet networking.

Having achieved significant growth, MMS360, like many Vizrt customers, is now setting its sights on the future. With their current goals successfully met, they are excited to plan for what lies ahead.

Here's what MMS360 had to say about the success of the project:

"

"We are excited about the future and the possibilities that have opened for us since we started using TriCaster just two years ago when we first began streaming. Our aim is to expand both our team and our business, allowing us to manage multiple events in a single day. We are committed to becoming the best in our field and delivering a service comparable to the 'Big Boys,' but with a more cost-effective solution."

MMS360

Production Impact

Operational Efficiency:
The use of TriCaster Mini 4K and NDI enabled MMS 360 to streamline their production process, reducing setup times and complexity, and increasing operational efficiency. They achieved high production standards, and at lower costs compared to previous solutions.

Viewer Engagement:
The integration of NDI and Power over Ethernet (PoE) facilitated easy setup of cameras and other equipment, enhancing the quality of the production without the need for extensive on-site equipment.

MMS360 GREW OVER

600%

WITH BROADCAST QUALITY LIVE STREAMING

Solutions in Spotlight

- **TriCaster Mini 4K:** An all-in-one video production system that supports multicamera switching, virtual sets, dynamic graphics, and more!

- **NDI Technology:** Facilitates efficient video production and streaming by utilizing standard IP networking, which simplifies the setup and operation of live productions.

Business Impact Highlights

- MMS360 grew over 600% with broadcast quality live streaming

- They saved on costs associated with traditional video production setups with the help of NDI technology

- The power production set-up of TriCaster and NDI helped MMS360 punch above their weight class. With this goal made easy, they are now hoping to grow and expand into other areas.

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Success Story 4
Thai LPGA Gains Creative Control by Bringing Production In-House

About the organization:
The Thailand Ladies Professional Golf Association (Thai LPGA) is a premier sports organization dedicated to promoting and managing women's professional golf in Thailand. Known for hosting high-profile golf tournaments, the Thai LPGA collaborates with international tours to elevate the status of its events and provide a global platform for Thai golfers.

Challenges and Business Objectives
Traditionally, the Thai LPGA relied on third-party video production companies and OB trucks for broadcasting, incurring significant costs and lacking direct creative control over their own tournaments. This propelled them to want an in-house solution to manage production and streaming, to maintain high quality while keeping costs low.

Solution of Choice
The Thai LPGA adopted Vizrt's TriCaster Mini 4K and 3Play 3P2, integrated with NDI IP-based video networking. This state-of-the art production setup allowed for seamless connection of various cameras, including drones and mobile devices. It provided them with a comprehensive, scalable, and flexible live sports event production and replay system.

Our customers consistently acknowledge the revenue-boosting potential of Vizrt's sports solutions, with enhanced broadcast quality proving especially appealing to sponsors:

"

"Sponsors of events, such as NSDF, are particularly pleased with the appealing graphics and the professional look of the live streams. When sponsors see how nice the graphics look, it attracts more sponsors and encourages even more sponsorship underwriting,"

Mr. Kritsada Tanvilai
Thai LPGA's Association Manager
at Thai LPGA

Production Impact

Operational Efficiency:
The TriCaster Mini 4K and NDI technology streamlined LPGA's production process, reduced setup time, and increased operational efficiency. The entire golf course was cabled with fiber-optic internet, creating a giant NDI network that powered the event with ease.

Simplified Infrastructure:
The NDI technology made it very simple for them to set up equipment and cameras, without needing extensive on-site equipment. Moreover, the real-time graphics, virtual sets, and live video switching raised the production standard to professional heights.
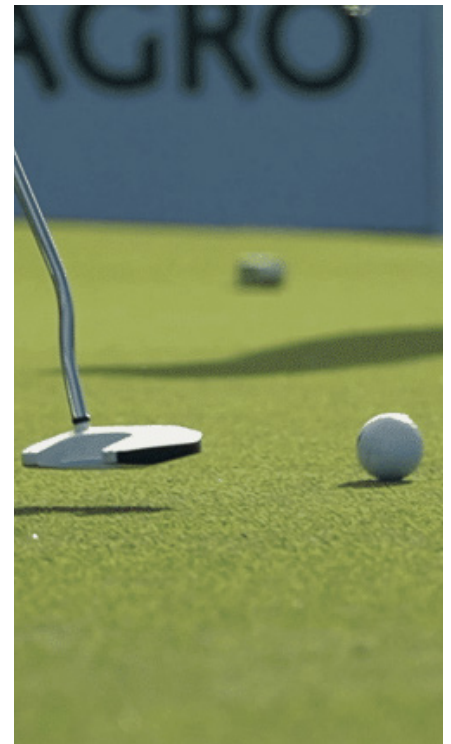
Viever Engagement:
Sponsors were impressed with the professional look of the live streams, which attracted more sponsorships and increased revenue.

Solutions in Spotlight

- **TriCaster Mini 4K:** An all-in-one video production system that supports multi-camera switching, virtual sets, dynamic graphics, and more.

- **3Play 3P2:** A cost-effective, IP-based live sports event production and replay system with comprehensive capabilities.

- **NDI Technology:** Simplifies live production setups using standard IP networking, reducing costs and complexity.

Business Impact Highlights

- By using NDI technology and standard IP-based ethernet networking, the Thai LPGA significantly reduced costs associated with traditional HD-SDI video networking and third-party production services.

- The easy-to-use, compact TriCaster Mini 4K system enabled high-quality video production without requiring much production expertise.

- The appealing graphics and professional streams attracted more sponsors, enhancing the financial viability and revenue of the Thai LPGA events.

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Success Story 5
Local Club Engages Fans with Real-Time Game Updates Using Vizrt's 3Play® 3P1

About the organization:

The Collingwood Football Club, renowned in Melbourne, Australia, is a leading team in the Australian Football League (AFL). With a robust presence on social platforms with over 1.2 million followers on platforms like X (Twitter), Instagram, Facebook, TikTok, and their website, Collingwood engages a diverse and global fanbase.

Challenges and Business Objectives

Recognizing the need for control over their content, Collingwood Football Club took the initiative to manage their own digital output. This decision came in response to the challenges of producing timely and high-quality video posts. To support their lean game day production team and improve digital content delivery, the club needed to upgrade its production systems.

Solution of Choice

Collingwood adopted Viz 3Play® 3P1, a video editing solution ideal for creating branded highlights reels, instant replays, and rapid-fire video clips. This system helped them to capture live TV broadcasts, edit, and render clips quickly, and distribute the clips directly to social media and their website.

Their goals included faster rendering to MP4 format, and ergonomic operation, Vizrt's solutions made this not just possible, but very accessible.

Collingwood Football Club has realized significant returns on investment by deciding to choose Viz 3Play® 3P1 system:

"

"By working in near-real-time, we're able to save a huge amount of money, time, and resources that pretty much pays for the system."

Winzar
Production Crew
at Collingwood Footbal Club

Production Impact

Operational Efficiency:
Collingwood reduced its video editing process from 10 minutes to just 10 seconds with Viz 3Play® 3P1. This significant boost in operational efficiency allowed the team to release game highlights much more quickly.

Quality of Production:
The system's capability to manage multi-speed footage, including slow motion and hyper speed, allowed Collingwood to produce premium sports content that enhances the understanding of the game.
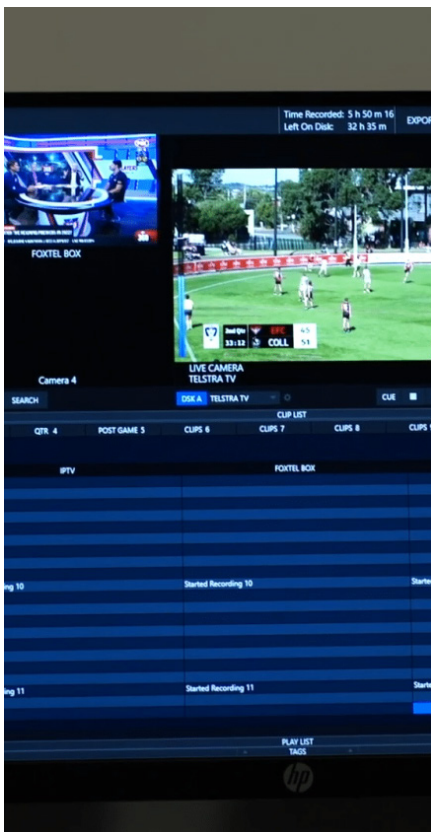
Fan Engagement:
By ensuring rapid and high-quality content delivery, Collingwood has strengthened its connection with fans, particularly VIP members, keeping them engaged and excited. And most importantly, retaining them as paying members.

Financial and Operational Savings:
Working in near-real-time, the system significantly reduced the costs, time, and resources needed for video production, effectively offsetting the investment in the system.

Solutions in Spotlight
- **Viz 3Play 3P1:** A comprehensive video editing system designed for sports applications, offering features like instant replays, multi-speed footage, and direct streaming capabilities.

Business Impact Highlights
- Viz 3Play® 3P1 drastically reduced video editing time from 10 minutes to 10 seconds.

- By investing in an affordable in-house production set-up Collingwood avoided the costs of third-party production services.

- Being one of the first to release game highlights and replays owing to their efficient production set-up allowed them to enhance fan engagement and build community.

> "
>
> *"Sometimes we have crazy ideas that then become great ideas, and Vizrt is always behind us, supporting us."*
>
> **Victor Segui**
> *Programmes Senior Manager*
> at Dorna

7 REASONS
why sports production love Viz Flowics

Live streaming is revolutionizing the sports industry. For many rights holders, including broadcasters and leagues, end-to-end remote and cloud-based workflows are simplifying and streamlining the production of live games – so they can produce more content even faster. Case in point – the US National Lacrosse League.

Discover how the NLL boosted their live match production with Viz Flowics and Viz Data Connectors in this exclusive webinar with Ed Derse, Broadcast Operations and Technology Consultant for the NLL.

These success stories highlight how innovative production solutions can truly transform sports content, making **high-quality, engaging experiences accessible at all levels of the sports content industry**. Our solutions are proven to streamline operations, enhance viewer engagement, and reduce costs, ensuring that professional-grade sports broadcasts are achievable for teams of any size.

We're proud to offer not just top-tier products and solutions **but also exceptional support throughout the installation process and beyond.** What truly sets Vizrt apart is our outstanding customer success and support teams. They are the driving force behind ensuring you get the most from our software. Our team is committed to making every interaction with our solutions as smooth and productive as possible, helping you turn your boldest ideas into reality.

WANT TO KNOW HOW YOU CAN LEVEL UP YOUR SPORTS PRODUCTION?

Speak with our team of experts today:

SIGN UP

Learn more at **vizrt.com**