The Sports Production Ecosystem

MOBILITY AND ACCESSIBILITY
- Enable input from any source (IP, bonded cellular, mobile)
- Stay connected with resources covering event live
- Deliver across multiple platforms
- Import data live from stats feeds/scoreboards

CONTENT EXPLOITATION
- Automated content indexing leveraging Microsoft cognitive services for deep searchable metadata rich content library
- Maximize re-use potential with agencies and content libraries
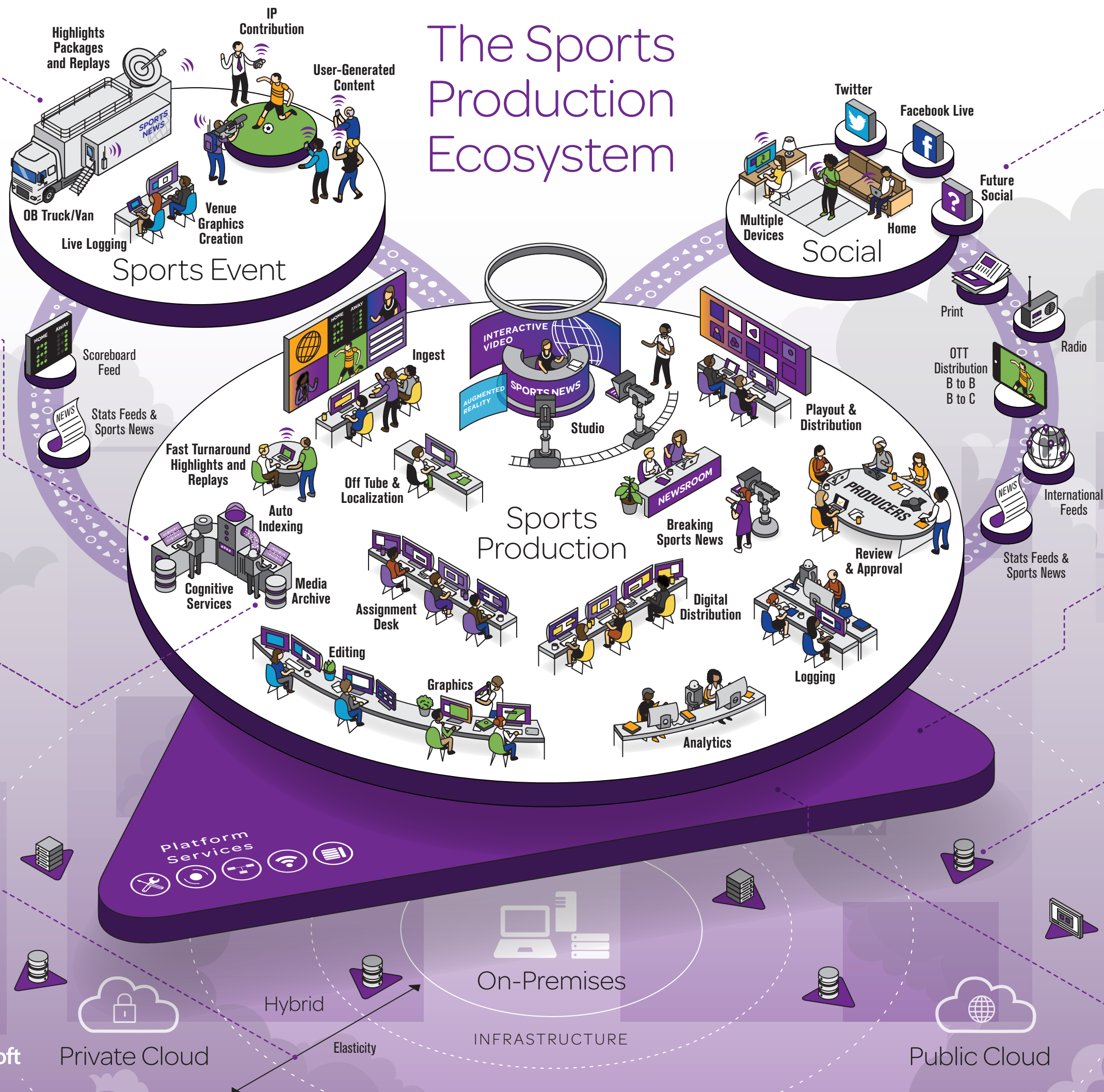- Repurpose content to generate new revenue streams

METADATA ENRICHMENT
- Faster, deeper, more accurate content discovery
- Intelligent and automatic indexing of media
- Image analysis (Objects, Text, Brand and Face recognition)
- Emotion and sentiment analysis
- Automated transcription and translation

INFRASTRUCTURE OPTIMIZATION
- Burst capacity—auto-provision resources to respond to short term demand
- Improve business continuity with flexible and adaptable infrastructure
- Align technical spend and simplify systems management

INTEGRATION WITH DISTRIBUTION AND SOCIAL MEDIA PLATFORMS
- Delivery of content to any device
- Engagement with social media communities
- Real-time editorial feedback analysis
- Tracking workflows and metrics across online content management and distribution networks

BUSINESS INTELLIGENCE
- Gain insight on usage and operating costs
- Analytical approach to audience interaction and engagement across multiple platforms
- Artificial Intelligence to analyze social media sentiments for real time BI
- Enhanced visibility of business systems such as rights, billing and scheduling
- Drive new business models and revenue streams

TIERED STORAGE
- Optimized storage management across workflows and locations
- Elasticity and scaling to match business needs
- Intelligent lifecycle policies to balance accessibility and storage costs

COMMON SERVICE PLATFORM
- Fluid, secure and efficient operations with enterprise shared tools, workflows and services, including Microsoft Azure (in the cloud)
- Access of information and content regardless of system or location through unified UI
- Faster delivery of new business workflows

Sports Event
- Highlights Packages and Replays
- IP Contribution
- User-Generated Content
- OB Truck/Van
- Live Logging
- Venue Graphics Creation

Social
- Twitter
- Facebook Live
- Future Social
- Multiple Devices
- Home

Sports Production
- Ingest
- Interactive Video
- Augmented Reality
- Sports News
- Studio
- Playout & Distribution
- Fast Turnaround Highlights and Replays
- Off Tube & Localization
- Auto Indexing
- Newsroom
- Breaking Sports News
- Producers
- Review & Approval
- Cognitive Services
- Media Archive
- Assignment Desk
- Digital Distribution
- Editing
- Graphics
- Logging
- Analytics
- Scoreboard Feed
- Stats Feeds & Sports News

Distribution
- Print
- OTT Distribution B to B / B to C
- Radio
- International Feeds
- Stats Feeds & Sports News

Platform Services

Infrastructure
- Private Cloud
- Hybrid
- Elasticity
- On-Premises
- Public Cloud

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