

BLACKBIRD: ULTRA-FAST DIGITAL CONTENT CREATION

Blackbird is the fastest, most powerful video clipping, editing and distribution platform on the market. Blackbird provides rapid access to live streams for the creation of clips and highlights to multiple devices and platforms including web, broadcast, OTT and social (Twitter, Facebook, YouTube, Twitch). Blackbird drives awareness, engagement and reach for brands – as well as delivering significant content monetization opportunities. The only video platform built natively for the cloud – Blackbird is trusted by premium sports rights holders, service providers and clubs including IMG, Deltatre, MSG Networks, the Australian National Rugby League and the Buffalo Bills



BLACKBIRD

DATAPOWA: POWA INDEX, AI SPONSORSHIP VALUATION

DataPOWA launched POWA index as the world's first AI real-time sport sponsorship valuation SaaS product, analysing over 60 unique data sets daily. POWA index provides detailed measurement and real time valuation information alongside a digital benchmarking dashboard tool whilst acting as a financially transparent broker and marketplace for brands and companies to scientifically gauge which teams, events or competitions are the best fit and represent the best value. POWA index empowers teams, leagues and rights owners to prove and increase their value, and helping brands maximise all their sponsorship investments. POWA Index delivers AI driven sports sponsorship valuation reports, AI predictive analysis on 'what if' scenarios for any recognised sponsorship asset, rights-holders can benchmark against competitors and identify how to maximise their income from sponsorship properties, sponsors are able to negotiate better sponsorship deals, agencies can understand which properties afford the most value for their clients, saving considerable time and existing resource costs and media can track all events/leagues/teams covered and identify trends in sport

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KORE SOFTWARE: FROM DATA TO INSIGHTS AND ACTION

KORE Software is the global leader in sports and entertainment business management solutions. KORE Data Warehouse and Analytics is an integrated, centralized data warehouse solution designed to harness disparate data sources and generate actionable business intelligence. Most organizations accumulate large volumes of data from across the business and this technology empowers tapping into data in one place. Serving more than 250+ Teams, Leagues, and Governing Bodies across 750+ Properties, from ticket sales, attendance and food and beverage to sponsorship, social, and streaming, millions of data points are being generated across the fan experience. This is where KORE's Data Warehouse and Analytics solution comes into play, tying together all of the disparate data sources to create a holistic view of the customer and drive holistic insights. Kore provides practical tools and services to harness customer data, facilitate sponsorship sales and activation, and create actionable insights. KORE's Data Warehouse and Analytics module solve sport's underlying problem of too much data, not enough insight by allowing teams and associations to funnel data into a centralized platform for analysis and generate real-time, holistic insights.



STREAMAMG: STREAMPLAY, END-TO-END OTT SOLUTION

StreamPlay is an end-to-end OTT solution that combines a video-first front end framework with a market-leading online video technology suite to form flexible OTT services. Sports OTT platforms can be launched quickly and maintained with minimal input from content teams, without compromising user experience. For rights holders, the result is a sports data-driven OTT service that can be scaled indefinitely. Fans enjoy reliable live streaming and personalised content through a premium websites and apps. StreamPlay is a full end-to-end OTT solution that offers unrivalled flexibility and scale without compromising on cost-effectiveness or user experience. Built on StreamAMG's productised solutions, sports organizations of all sizes can use StreamPlay or relaunch full OTT services with a premium look and feel to the tightest timelines. Once launched, content managers benefit from a low maintenance package thanks to its unique feed-based approach to content population. This automation means digital teams can build dynamic playlists, boxsets and channels that update with new uploads according to custom defined rulesets, user properties and integrated sports data. This provides a fast, personalised experience for fans with minimal upkeep required.



VITEC: EZ TV IPTV AND DIGITAL SIGNAGE

VITEC's EZ TV IPTV & Digital Signage Solution for Sports Venues is a unified platform that securely manages TV channels, in-house feeds, offline on-demand assets, display endpoints, event schedules, digital signage campaigns, video walls, and menu board content. It is perfectly suited for sports stadiums and arenas of any size needing a secure, scalable, and cost-effective way to distribute video, display dynamic signage, drive content to video walls, and manage dynamic menu boards in multipurpose venues — all using the facility's existing IP networks, including LAN, WAN, and Wi-Fi. The VITEC EZ TV solution offers the most advanced IPTV experience with live streaming, on-demand video, digital recording, mosaic player, time-shifted TV, and a customizable look and feel that's designed to raise the bar. The system's content security and user-access controls are leading edge and have been certified by global military installations and broadcasters for local and multisite applications. The digital signage module uses powerful, hardware-based endpoints to deliver eye-catching digital content with dynamic data and IPTV content up to 4K — all managed from a centralized server.



WORLD ATHLETICS WITH CREATIVE TECHNOLOGY AND VISUAL EDGE MEDIA: VR EVENT PLANNING

World Athletics is the global governing body of Track & Field / Athletics and every two years stages the World Championships, with the 2019 edition awarded to the city of Doha, Qatar. For the first time WA introduced a virtual reality model of the main venue, the Khalifa International Stadium, to help various functional areas and client groups with the planning process. The 3D model was created on the gaming platform Unity and created a true to scale and detailed preview of the venue. The tool allowed cross the globe cooperation working in real time on e.g. camera positions, branding, positioning of field of play equipment, previz of projection content on the 400m track, light design and programming to just name a few. It also helped to reduce its carbon footprint by reducing the number of site visits necessary compared to previous events. At the same time, it was used to promote the event, give athletes a first glance at the stage they would later perform on, enabled partners to gamify and activate around the event.



XPERIEL: ROX PLATFORM, CREATING MIXED REALITY, GAMIFIED AND INTERACTIVE EXPERIENCES

Xperiel's Rox and Real World Web technologies have evolved to support the creation of immersive applications across the entertainment, retail and hospitality industries. Modern consumers expect gamified, interactive experiences to engage them at physical environments like sports stadiums. Xperiel's invention is the first and only technology that allows brands to create mixed reality experiences for these consumers. Xperiel's platform connects new and existing IoT infrastructure with the mobile device in each consumer's hand allowing, for example, professional sports teams like the Sacramento Kings, New York Jets and Los Angeles Dodgers to engage fans with AR and predictive gaming activations through their team apps.

