SPIIDEO

AIM HIGHER

UNLOCKING THE MODERN LEAGUE ECOSYSTEM USING AUTOMATION

CAPTURE EVERY MOMENT

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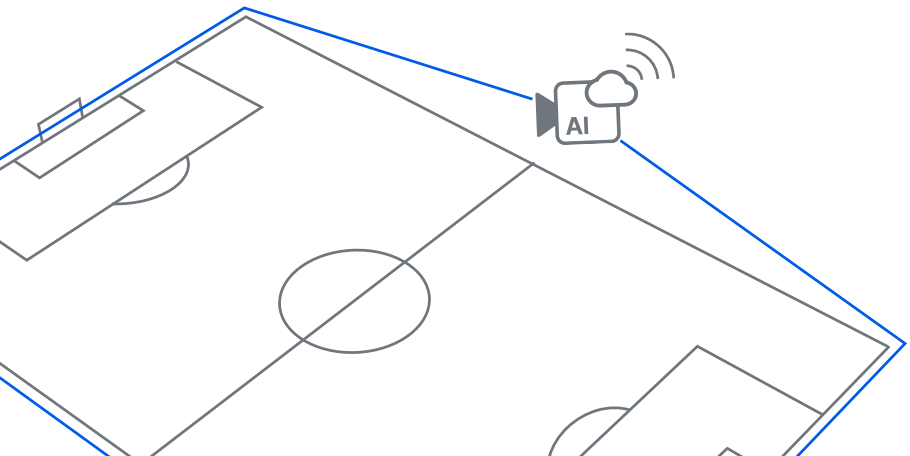


SPIIDEO

CAPTURE EVERY MOMENT

AIM HIGHER

UNLOCKING THE MODERN LEAGUE ECOSYSTEM USING AUTOMATION

AI is rapidly reshaping the way sports leagues operate, enabling top divisions to reach an elite level and smaller leagues to scale far beyond what was previously possible. This is no longer the future, but the present—and those that aren't investing today, face falling behind the new standard

At Spiideo, we've developed the sports industry's leading automated video recording and data solution, which delivers high-quality, multi-angle, and panoramic footage using advanced artificial intelligence (AI) technology. One-of-a-kind player-tracking software—trained to capture multiple sports in any venue—automatically capturing every moment with instant playback available over the cloud.

But capturing footage is just the first step of the automation journey. It's what you do with the footage that matters. AI cameras aren't just limited to a video capture solution. It's a complete platform of tools and technologies designed to elevate playing, coaching, broadcasting and refereeing standards across your league using the power of automation. Tailored for your league.

Spiideo has created this playbook to provide insight into the opportunities AI is unlocking and how leagues of all sizes, across all sports, can step into the future via automation.

TODAY'S CHALLENGES

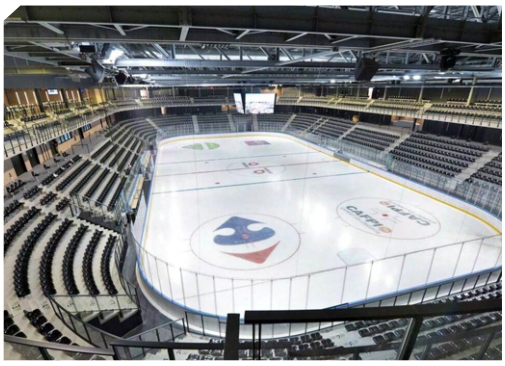
HOW ARE MANUAL VIDEO PROCESSES HOLDING LEAGUES BACK?

Manually capturing footage for analysis and broadcasting events to fans requires vast resources. It's an investment that, for many competitions, isn't always worthwhile. The inefficiency of manually recording and processing video leaves little time for coaching staff to extract value from it, while limited event viewership barely generates enough revenue to pay for the camera operator.

Even when games are broadcast at scale, resources are often spread too thin. Production quality suffers and fans are left wanting more.

Where monetization isn't a concern, leagues and broadcasters must instead worry about sourcing talent with the skills to create and manage engaging broadcasts, and providing a consistent viewing experience for every game throughout the entire season.

Typically, the result is a divide between the top teams in a division and the rest. It's only practical and profitable to broadcast the biggest games, so those at the top generate more revenue to invest in the latest capture and analysis technologies. This widens the gap out on the field and, before you know it, the champion has been crowned before the starting whistle is blown. The lack of competition does little to attract and excite fans, and the league begins to fall behind its competition.



STEP INTO THE FUTURE

HOW CAN AI CAPTURE UNLEASH THE MODERN LEAGUE ECOSYSTEM?

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> **SPIIDEO'S LEAGUE EXCHANGE PUTS THE ENTIRE LEAGUE ON AN EQUAL FOOTING.**
>
> **Svante Samuelsson**
> Sporting Director
> Svensk Elitfotboll (SEF)

GAME-CHANGING ANALYSIS

HOW CAN AI CAPTURE HELP TEAMS TO FINETUNE TACTICS?

Leagues are often dominated by a handful of top teams, typically those with the most staff and largest budgets. More resources mean more footage captured and more insight to shape tactical plans.

AI automated capture levels the playing field. Every team can capture every important moment, live or archived, regardless of the resources available to them. With no camera operator needed, coaching staff have more time to focus on analyzing recordings and developing tactical plans.

With footage instantly available over the cloud, there is no delay in delivering game-changing feedback – whether it's halftime or on the training ground. Coaches can monitor performance from the sidelines and correct mistakes in real-time. Staff can deep dive into footage post-game and uses powerful drawing tools to highlight players, follow movement and analyze space, creating powerful visual feedback that helps players to better understand tactical plans and roles.

CAPTURE EVERY MOMENT

The potential to shape tactical play goes beyond watching video only. AI has enabled the development of powerful data collection tools, such as AI data, which automatically generates game event and player positioning data from AI-captured footage. From pitch control overviews to pass networks and sprint maps, these data visualizations offer a clear view of shape and movement that coaches need to perfect their tactical setup.

But setting up their own team to thrive is only half the battle for coaches.

> **EVERY ALLSVENSKAN AND SUPERETTAN CLUB NOW HAS THE OPPORTUNITY TO ACHIEVE SUCCESS USING SPIIDEO'S STREAMLINED, YET ELITE VIDEO ANALYSIS TOOLS.**

Svante Samuelsson
Director of Sports, Svensk Elitfotboll (SEF)

The Swedish Football League (SEF) has invested in installing AI-powered cameras across every venue in the top two tiers of Swedish league football. This enables a the power of a League Exchange, where every game across the entire division is available to every team. This allows coaches to analyze the opposition's past games, and develop tailored tactical plans to shut down their attacking play and exploit their defensive weaknesses. With all games being shared live, the performance can instantly be analyzed from the sideline on any device.

By providing every team with the time and resources to create a top-level analysis process, underdogs are given a fighting chance, crowning a title winner becomes less of a formality, and exciting run-ins keep fans engaged until the final whistle.

ANYWHERE

UNLEASHING POTENTIAL

HOW CAN AI CAPTURE ASSIST THE DEVELOPMENT OF TALENT?

AI capture is preparing future talent for life at the top level by providing a video analysis process that is consistent from the youth level through to the first team. With no manual effort required, all training sessions, games and individual practice — at every level — can be recorded, shared and analyzed.

As part of its “Fotboll Play” initiative, SEF has also installed AI cameras across the youth grounds of teams competing in Sweden’s top football divisions. This means that every moment, across every level, is available for every team to analyze.

Coaches can pan and zoom within high-definition recordings to focus on particular areas of the pitch, such as divided group training exercises or individual players. These clips can be turned into powerful presentations, enhanced with highlights and visual data that update in real-time, to create visual feedback that supports young players in achieving their development goals.

All recordings, clips, and presentations can be effortlessly shared between first-team and youth-team coaches to monitor development and assess when a talent is ready to take the next step in their career.

Benefitting from a top-tier video analysis process at every stage of their development, players can reach their full potential faster than ever before, increasing the amount of talent on show across a league. A higher level of play not only increases the market value of the youngster, but also brings more eye-catching moments and, subsequently, puts more eyes on the competition.

SHARE THE PASSION

HOW CAN AI CAPTURE IMPROVE THE FAN EXPERIENCE?

AI capture is bringing sports to fans at a scale that was previously unachievable even for those with vast resources available.

With AI cameras installed league-wide, every game across every venue can be effortlessly streamed to fans around the world. An entire season's worth of events can be scheduled in seconds using batch scheduling tools and automated cameras will begin broadcasting at the designated time.

Game-aware, event-driven production systems can automatically transform raw camera feeds into fan-engaging broadcasts using pre-created run sheets. Time-based and data-responsive camera behaviors and graphical elements are automatically triggered throughout an event to deliver consistently world-class productions at a limitless scale.

CAPTURE EVERY MOMENT

Ringier Sports, the media rights holder of various football and ice hockey competitions that previously had limited media presence, is already demonstrating the scale and quality of production that automation unlocks. Having deployed AI cameras at more than 280 venues across Switzerland, Ringier broadcasts over 10,000 live events annually with AI leading the line on the RED.sport OTT platform.

More games mean more monetization opportunities. Leagues can generate revenue by selling access to single streams, packaging bundles of games together, or offering league-wide streaming subscriptions, with the increased number of games offering greater value to subscribing fans.

The scale and quality of automated broadcasts, combined with improved on-field performance, can drastically improve a league's viewership figures and boost appeal among advertisers and sponsors.

> **WE INSTALL THE CAMERAS, SCHEDULE THE GAMES, AND AI TAKES CARE OF THE REST - GIVING FANS, COACHES, PLAYERS AND THEIR FAMILIES UNPRECEDENTED ACCESS TO ALL THE GAMES.**

Alexander Grimm
CEO, Ringier Sports

A NEW LEVEL OF INSIGHTS

HOW CAN AI CAPTURE GENERATE VALUABLE EVENT DATA AND INSIGHT?

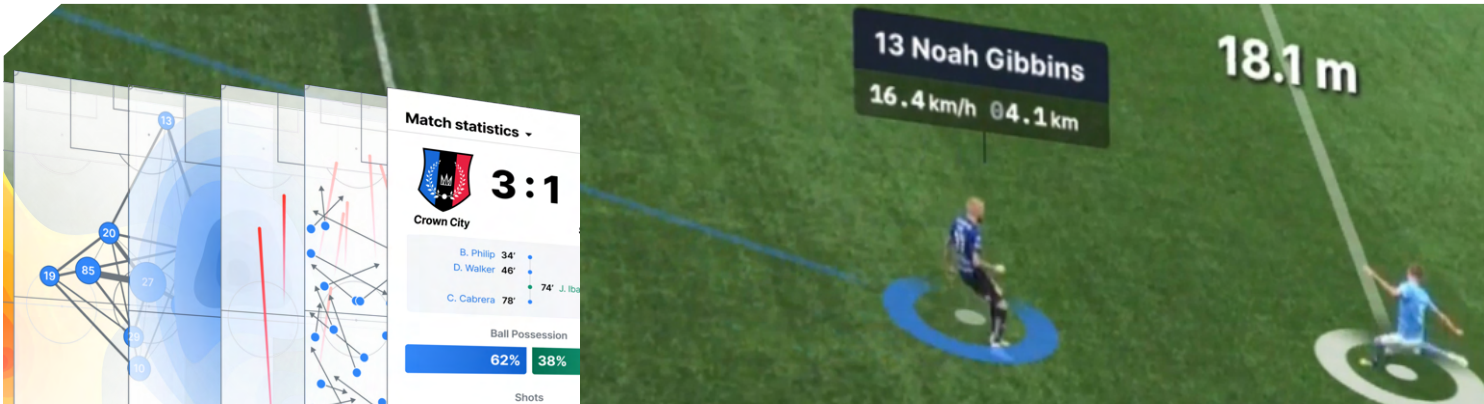
Video footage contains a wealth of useful data and AI can extract it with the click of a button.

Teams across the LigaMX Varonil, LigaMX Femenil, Liga Expansion, and the Mexican national team have access to AI data, automatically extracting clips, data, stats, events and insights to assist coaching staff in analyzing player performance and adjusting tactics.

AI data automatically generates player tracking information and game event data from a recording in under 24 hours. This data powers numerous visualizations—from pitch control charts to passing breakdowns, possession stats and much more, which update second by second as a recording is watched back.

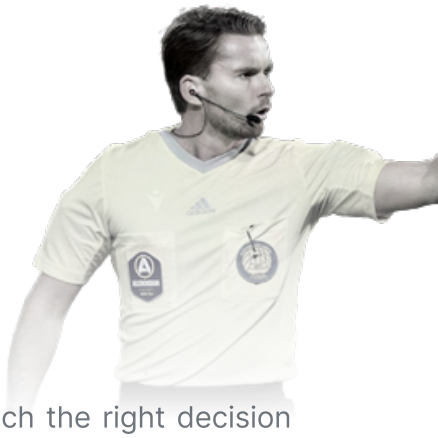
Automated data generation is a game-changer for fans watching the action too. Broadcast operators can enhance live streams with data-driven overlays that display statistics, updated in real-time, or event-driven actions such as instant replays.

Combined with archive footage, data generated by AI data can be used to create engaging content to share with fans via league or club social media channels. With many young fans preferring short-form content over watching entire live events, this provides an opportunity to connect with this demographic how and where they're most likely to engage.



PROMOTING FAIR PLAY

HOW CAN AI CAPTURE IMPROVE THE STANDARD OF OFFICIATING?



Incorrect calls can erode fans' trust in a league, yet taking too long to reach the right decision can be just as damaging. It's a difficult balance for leagues to find—yet easily solved with the use of AI capture. With AI cameras automatically recording and uploading the action to the cloud, having a replay empowers officials to make informed calls within seconds of a game-defining event occurring out on the court, ice, or field.

Referees can pan and zoom within high-definition panoramic footage, fast-forward and rewind important moments and play back multiple angles side-by-side. By giving referees the ability to make the correct call in less time, leagues can maintain both the integrity of and interest in the game.

Especially for smaller leagues with limited budgets, AI is providing access to more efficient and affordable refereeing solutions. For instance, The Metal Ligaen, Denmark's top-flight ice hockey league, has multiple AI cameras installed in every arena to provide instantaneous video reviews to game officiates across the division from a central location. The multi-purpose system can also be used post-game to review incidents and take further action if necessary.

The system doesn't just provide a closer look at players, but also constantly challenges referees to raise the bar. After each game played in the Swedish Hockey League, it's referee teams watch back and review their performances to identify and address any mistakes that were made.

Using the power of AI, in-play refereeing decisions are becoming faster and fairer.

> **SPIIDEO ALLOWS OUR MATCH OFFICIALS TO MAKE THE CORRECT CALLS IN SECONDS, PROMOTING FAIR PLAY AND PROTECTING THE INTEGRITY OF OUR COMPETITIONS.**

METAL LIGAEN

Kim Pedersen
CEO
Danish Ice Hockey Fed.

CAPTURE EVERY MOMENT

LEAGUE-WIDE AI CAPTURE

GIVING SPORTS LEAGUES THE WINNING EDGE

AI is no longer just an exciting prospect. It's here, now, and it's changing the way leagues operate. It's already drastically elevating the performance of clubs, players and referees, and producing engagement-driving broadcasts at a scale that was previously impossible.

It's advancing at a rapid pace and, with the range of tools and technologies required to keep up, it's a huge challenge for league organizers to avoid falling behind.

But leagues cannot afford to stop and catch their breath while those investing most heavily in automation are taking such huge strides forward.

At Spiideo, our aim is to remove the complexity of implementing game-changing technologies for leagues of all sports and sizes, regardless of stature, budget or viewership—providing complete access to the modern league ecosystem through our elite, yet affordable AI-powered cameras.

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