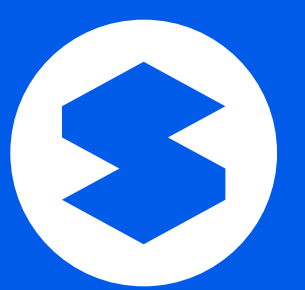




NEXT LEVEL AUTOMATIC PRODUCTION

TAKE YOUR BROADCAST TO AUTOCAST

UNLOCKING AUTOMATED SPORTS BROADCAST
AT LARGE SCALE TO ANY LEVEL



AUTOCAST EVERY MOMENT

/ THE PLAYBOOK FOR AUTOCASTING BY SPIIDEO

At Spiideo, our ambition is 100% automation of sports events. The future of automatic production, or autocasting as we call it, is the unique large-scale automatic production that we're providing to our customers.

Autocasting is the automation of the entire live broadcasting process, from capturing the action with game-aware camera behaviour to enhancing the feed with graphical elements and distributing it to viewers all over the world.

We've crafted this playbook, to give you unique insights into successfully scaling your autocasting.

THE 6 ESSENTIAL QUESTIONS YOU NEED TO ANSWER TO SCALE YOUR AUTOCASTING

1. How do you cover hundreds or thousands of venues at the same time?
2. What infrastructure and on-site staffing are required for autocasting?
3. How do you control the entire operation remotely?
4. How do you maintain high-quality production at scale?
5. How do you engage and monetize beyond the live game video?
6. What additional value can you bring to the league/teams?



**TOGETHER, WE WILL SET NEW
STANDARDS IN THE FIELD OF
AUTOMATED SPORTS PRODUCTIONS**



Alexander Grimm
CEO, Ringier Sports

FIRST QUESTION

HOW DO YOU COVER HUNDREDS OR THOUSANDS OF VENUES AT THE SAME TIME?

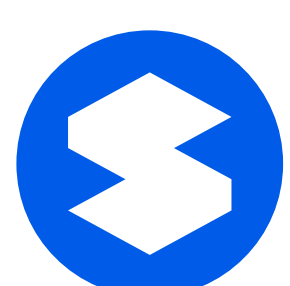
Automatic production at a large scale for high-quality and cost-effective autocasting requires a solution that is reliable, scalable, flexible, and offers a competitive total cost of ownership.

Your autocasting setup requires a fleet of robust and flexible cloud-connected AI automated cameras. Invest in cameras that are easy to install and designed for growth. This allows for installation at all venues across several leagues and sports. Keep in mind to go for a solution that offers a flexible solution for all types of setups, both near field and far away.

Cloud-connected cameras have many advantages, and one of the main benefits is that the cameras are always live and always ready to capture the action.

The camera technology must offer possibilities to configure existing installations, add new venues easily, and also effortlessly add more cameras for multi-angle setups. As a result, you can create a system that you can grow with, to be prepared for promotion/relegation, and for future expansion when you are acquiring rights for more leagues.

The entire solution must be cloud-based and capture all games effortlessly, communicate with various data sources, produce high-quality viewing experiences with dynamic graphics, have flexible outputs, and most essential, automate the process from start to finish.



SECOND QUESTION

WHAT INFRASTRUCTURE AND ON-SITE STAFFING ARE REQUIRED FOR AUTOCASTING?

Utilizing cloud-based automation, more or less all on-site presence is eliminated. The entire fleet of cameras is always up to date, which in turn minimizes the need for maintenance. Gone are the days of complex installations of cables and hardware, and at the same time minimizing the need for onsite staffing. No camera operator, no onsite production of graphics, and removing all onsite logistics to get up and running for a game.

All you need is reliable internet connectivity and the venue is now production ready. The cloud-connected cameras are easy to install and only require a single ethernet cable to be fully operational.

With AI AutoFollow technology, no camera operator is needed to capture the most interesting action on the field.

The environment is also a winner with this setup. Only a few humans are involved and that's done remotely. Gone are the days of the transportation of people and equipment for onsite production.

The future is sports broadcasting is both sustainable and profitable.

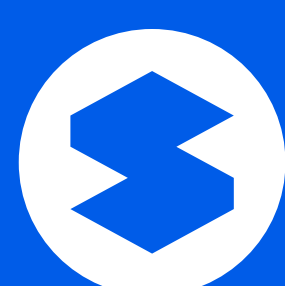
“

WE ARE ABLE TO - WITHOUT ANY DRAWBACKS - STREAM ANY GAME THAT WE WANT TO WITHOUT WORRYING ABOUT THE NEED FOR A CAMERA OPERATOR

“



Hannes Rangger
CTO, Morawa Digital





TO BE ABLE TO STREAM IT TO OUR OWN PLATFORM WITHOUT ANY BOUNDARIES WAS ESPECIALLY IMPORTANT



Hannes Rangger
CTO, Morawa Digital

THIRD QUESTION

HOW DO YOU CONTROL THE ENTIRE OPERATION REMOTELY?



Take full control of operations using an end-to-end cloud solution, with a full set of tools for autocasting at a large scale. Your operations should be run entirely through the cloud.

With cameras connected to the cloud, they are always up to date and require minimal maintenance. The reliability of your large-scale sports broadcasting comes from always production-ready cameras.

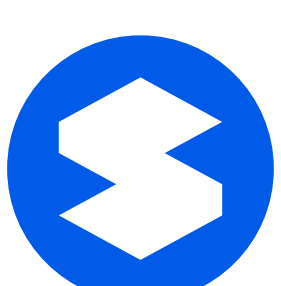
Game action is captured based on schedule, and look for flexibility in your solution. Whether that's manual scheduling, API integration to leagues/federations, or using batch protocols, this is a fundamental part of autocasting.

Being able to monitor your entire fleet of cameras and instantly identify any potential issues effortlessly, makes autocasting more straightforward. CloudControl by Spiideo allows constant monitoring and streamlined management of the camera fleet.

Management of all teams, sponsors, and users must be easily accessible and available through one single platform.

Take advantage of remote broadcasting tools, such as CloudStudio Anywhere, to enhance the broadcast from anywhere in the world, using any device.

With a sports production cloud, your autocasting is always operational, no matter where you are.



FOURTH QUESTION

HOW DO YOU MAINTAIN HIGH-QUALITY PRODUCTION AT SCALE?

Without any skilled human operators producing the games from the control room, you need event-driven production. Use a game-aware production system that controls camera behavior and graphical overlays, to produce the immersive viewing experience the fans demand.

Benefit from an auto-production run sheet to set your own flavor and run-down of events. Deploy custom run sheets to be automatically executed with both time-based and event-triggered content, throughout the entire broadcast. Integrate with data sources to react to game events that trigger camera states and graphic overlays to engage the viewers.

Storyboard by Spiideo enables you to bring large-scale event-driven production, with your custom and dynamic auto-production run sheet. This next-generation automaton can be tailored to particular sports and competitions and set to run automatically for numerous scheduled matches. This allows production teams to autocast numerous games with the same high level of production quality that fans are used to seeing - but with significantly less human input required.

FIFTH QUESTION

HOW DO YOU ENGAGE AND MONETIZE BEYOND THE LIVE GAME VIDEO?

With more content being available online and the expectation of viewing formats being more immersive and tailored to shorter attention spans, highlight reels and game recaps are a great way to entertain the viewers.

Automatically produced highlight reels are also suitable for additional revenue streams when activated towards newspapers, local tv, and other relevant channels.

Also for the sponsors, this is an excellent opportunity to be more prominently featured and be seen in the format that the fans prefer. Whether that's through social media or other relevant communication, you can now build up an ecosystem of content for the community. By looking beyond the live game, you will provide solutions that meet the needs of the various organizations that you serve as a media rights holder.



SIXTH QUESTION

WHAT ADDITIONAL VALUE CAN YOU BRING TO THE LEAGUE/TEAMS?



Always think about sports performance analysis when you invest in an autocasting system.

A capable performance analysis product can give you additional revenue and you minimize the risk that additional cameras outside of your control will be installed.

With Spiideo, all teams and leagues automatically have both panoramic and broadcast versions of their games instantly available for analysis in Spiideo Perform. The athletes and coaches will be able to gain insights that wasn't possible before.

Video analysis is no longer reserved for the top-tier teams, but is affordable and accessible at every tier of the sport. With this, the product on the field improves, players excel and you as a rights-holder have an additional card to be played when your bid is submitted.

Benefit from having cameras installed for the automated broadcast, that's also connected to a complete analysis platform.

Beyond the performance analysis, you bring professionalism and digitalization with full league coverage, as well as a platform for sponsors.

Across a wide range of sports, you'll be able to meet the needs to transform the game on all levels.



THIS PARTNERSHIP WILL HELP US IN OUR JOURNEY IN BROADCASTING MORE GAMES AND AT A HIGHER QUALITY THAN HAS BEEN POSSIBLE BEFORE



Niclas Freiholtz
Competition General, Gothia Cup

AUTOMATED SPORTS BROADCASTING

DESIGNED FOR FLEXIBILITY AND SCALABILITY

Broadcasting a sporting event is far from straightforward, with even a small-scale live stream requiring hours of set-up and input from various skilled professionals.

Unsurprisingly, there is a growing demand for automation among sports clubs, facilities and media rights holders. Numerous companies have developed solutions to reduce the resource barrier that holds many back from broadcasting their events, but until now, no solution has provided complete sports broadcasting automation.

Our ambition is 100% automation of sports events and the future of automatic production, or autocasting as we call it, is the unique large-scale automatic production that we're providing to our customers. Autocasting is the automation of the entire live broadcasting process, from capturing the action with game-aware camera behaviour to enhancing the feed with graphical elements and distributing it to viewers all over the world.

Automated broadcasting through the cloud using Spiideo AI-powered camera systems and Spiideo Play, is a battle-proven solution and is today recognized as the future of live sports broadcasting. Now, with event driven production, Spiideo again unlocks the next level of automation with event-driven automatic production to automate the entire broadcasting process, enabling our customers to autocast events at a large scale. Frictionless.

Utilizing Spiideo's complete range of live streaming tools, Spiideo Play customers can now share their future events with fans in the way that works best for them - whether by broadcasting manually, automating elements of the process, or autocasting from kick-off to the final whistle.

Take your broadcast to autocast and step into the future of automated live sports broadcasting.

Autocast every moment.

