Winning the Audience:

5 Elements Fans Crave in Sports Storytelling

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5 ELEMENTS FANS CRAVE IN SPORTS STORYTELLING

*As sports content creators, **you face a tough job.** Not only do you need to communicate complex stories in simple, engaging, and attractive ways, **but you also need to be quick.***

In a landscape where audiences, especially younger ones, are constantly shifting their attention and where loyalty can be fleeting - it is a matter of survival to keep viewers informed, engaged and eager to keep coming back.

Today's sports fans want smart and compelling storytelling – **no matter the size or budget of your productions**.

In this checklist, we will explore five key elements that will keep viewers hooked and eager to tune in again and again.
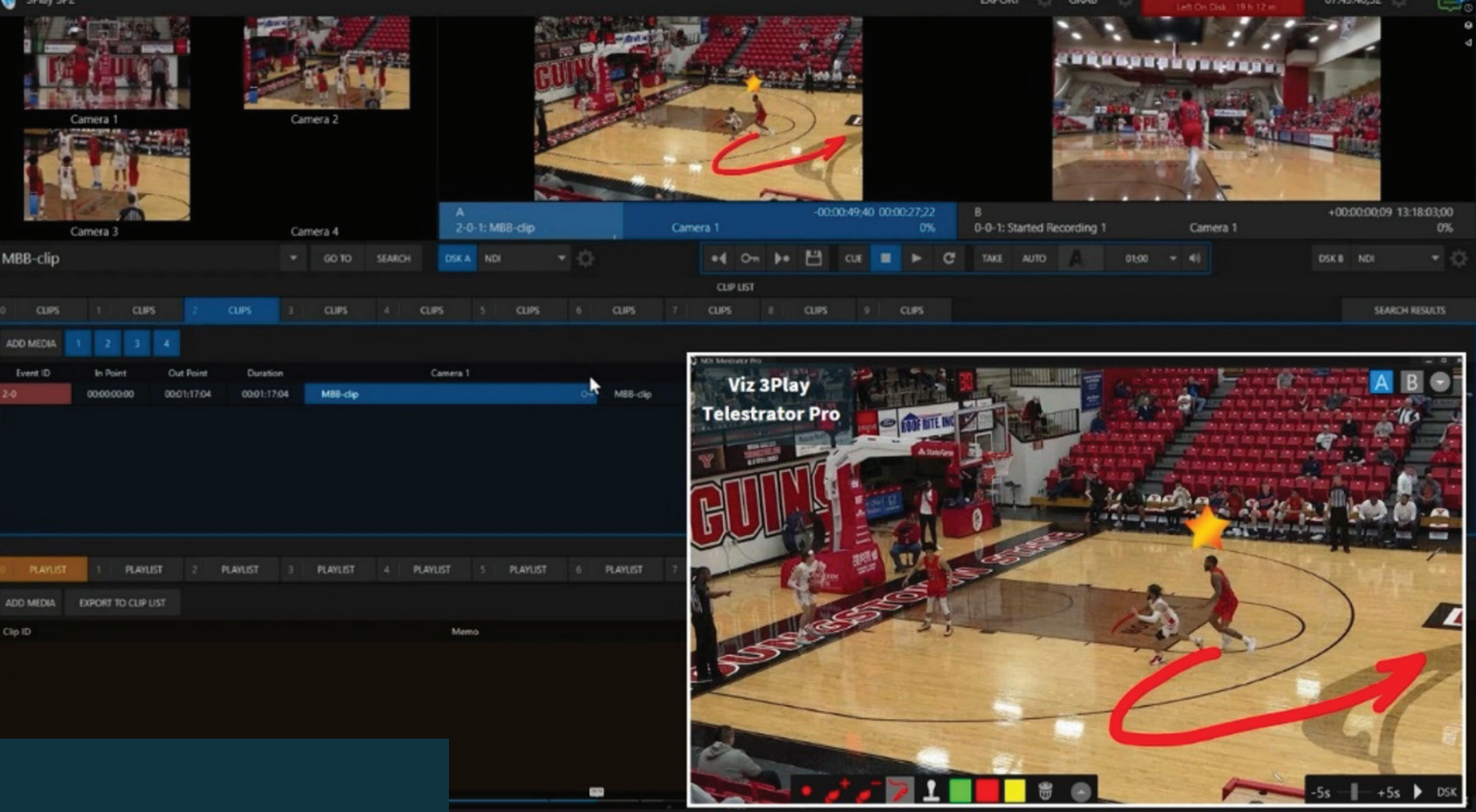
What do Sports Fans Really Want?

1 **Engaging in-game analysis**

2 **Dynamic, visually rich graphics**

3 **Data-driven storytelling**

4 **To be at the center of the action**

5 **The ability to consume content at speed**

> "
> "The proliferation of digital consumption over recent years has shifted the balance-of-power away from sports media companies and into the hands of the viewers, quite literally. Sports fans, with a multitude of options at their fingertips across multiple devices in an increasingly fragmented landscape, **are more demanding than ever.**"
>
> **— Sports Business Journal**

1.ENGAGING IN-GAME ANALYSIS

*When it comes to helping viewers understand game action, tactics, and controversies, sports content producers **need engaging and pinpointed game analysis made quick and easy**. You can't increase fan enjoyment, engagement, and loyalty without providing fast, accurate, and impactful in-game insights.*

Viz Libero Go makes this possible with a straightforward workflow that empowers you to dive right into the action without any downloads or installations. Just plug in, power up, and start using it at once. Making it a perfect choice for smaller teams looking to elevate their sports productions without added complexity, costs, or logistical challenges.

The best part? As an all-in-one hardware and software solution, it requires no additional equipment for the event and is preconfigured for ease of use. This means you can seamlessly integrate live data and quickly visualize stats and analyses and create ready-for-social-media clips directly from the interface.

Extend your sports rights and grow your fan base on all your distribution channels, including social media by combining Viz Libero Go with your Viz 3Play and TriCaster sports productions.

Speak to an expert

*According to Vizrt's sport's engagement research **"71% of Gen Z state they often, or very often watch sports content on social media."** That's why having social-media-ready content is essential – you're reaching fans right where they prefer to watch their sports.*

Additionally, **Viz Libero Go** enables you to level up your replays with advanced analysis, breaking down key plays using tools like measurement and automatic player tracking. **Viz Libero Go** seamlessly connects to **Viz 3Play®** via **NDI®**. **Viz 3Play** is a sports production system that lets you capture, replay, and share key moments in 4K quality. It helps create highlight reels, instant replays, and manage live event workflows efficiently, all from one integrated solution.

71%
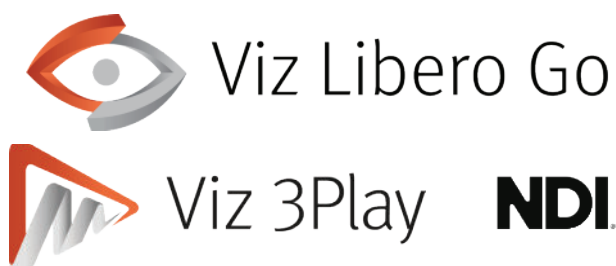
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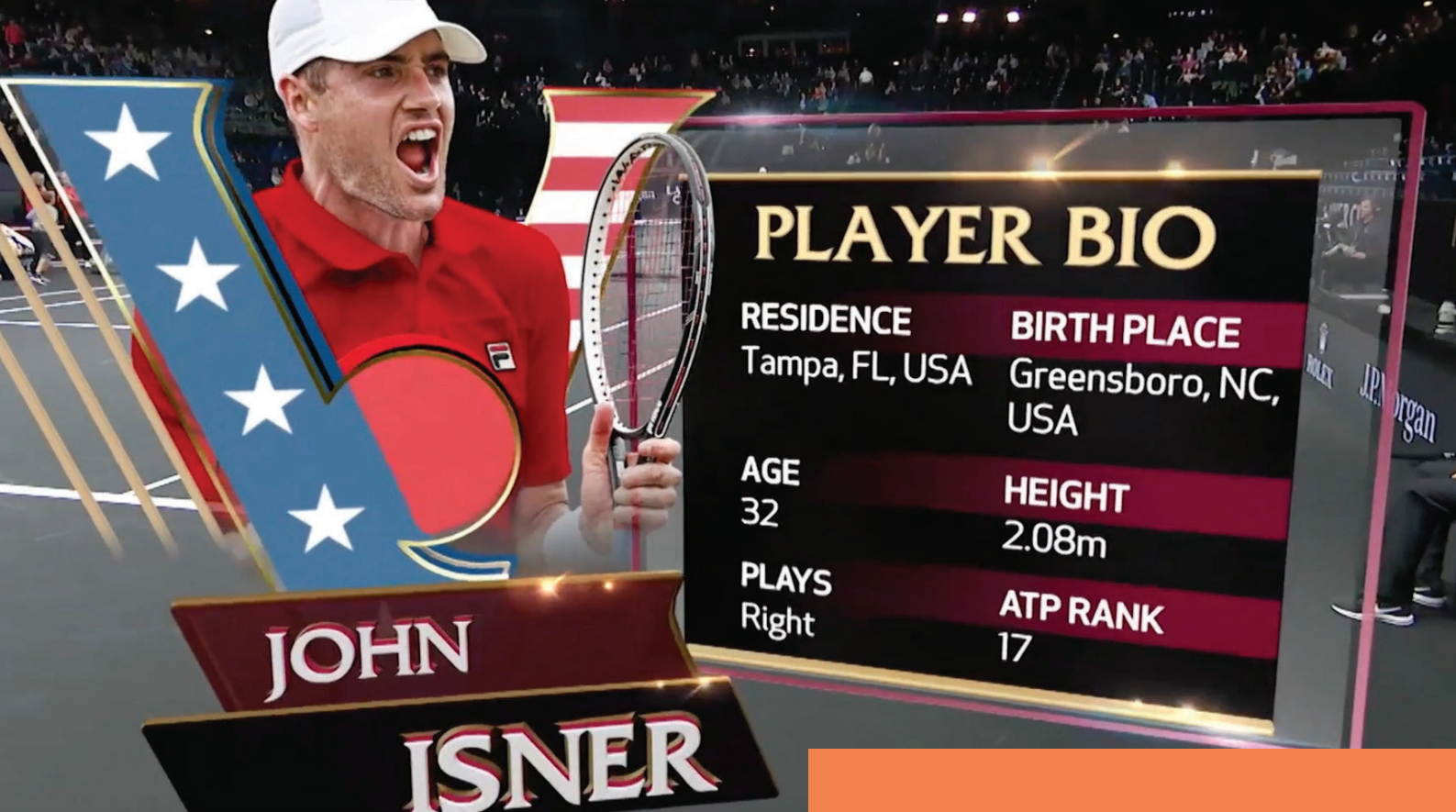
2. DYNAMIC, VISUALLY RICH GRAPHICS

Did you know that 69% of your audience watches content on their phones without sound? [source]

This makes visually engaging graphics vital for conveying your story without relying on audio.

For clubs looking to launch their own streaming services, this becomes even more critical. Fans paying to stream games on their favorite club's platform may be watching on devices other than a TV—like phones or tablets. Regardless of the screen size, they still expect the same high-quality graphics experience, making it essential to deliver visually captivating content across all platforms. And delivering these graphics quickly and effectively is equally essential to keep the distracted viewers of today engaged.

Without the right graphics, a show can be difficult to follow, leading to viewers tuning out. Whereas well-timed, visually appealing graphics can change the game and convey the true depth of your program to the viewer, keeping them engaged and informed.

Recent research commissioned by Vizrt revealed that **62% of viewers feel more immersed and interested in sports content when graphics and virtual elements are included**, whether watching from home, on the go, or in a pub. Additionally, **51% of respondents said these elements make them watch sports for longer**, further emphasizing the massive impact that graphics have on viewer engagement.

69%

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62%

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51%

said visuals keep them watching longer

For over 25 years, Vizrt has set the standard for market-defining software-based solutions for real-time 3D graphics. **Whether you need a cloud-native, web-based platform to generate graphics from anywhere, or an on-prem solution that connects to the cloud, Vizrt has you covered!**

> **"There's a drastic shift in how the younger demographic is interacting with, and consuming sports content. To truly keep these fans engaged, broadcasters must adapt their content for the younger generation's viewing habits. Millennials and Gen Z want shorter, snappier content they can watch on the go, but that is rich with AR graphics, real-time data, and exciting analysis to feel fully immersed in the game."**

Andrew O'Neil
Head of Sport
at Vizrt

When the **US National Lacrosse League** signed a landmark deal with ESPN+, ESPN, and Canada's TSN to distribute content via linear and streaming channels, **they chose a remote workflow with Viz Flowics to power their live game graphics** (scorebugs, lineup, game stats, etc.) What worked exceptionally well for them was the cloud-native solution's ability to create and control live graphics from a single browser-based interface, enhancing audience engagement and maximizing investment for sponsors.

Viz Flowics features an intuitive web-based UI, the largest source of Data Connectors in the industry, social media integrations, and audience engagement tools, making it a versatile and powerful tool for sports content creators. Offering unmatched flexibility, scalability, and interactivity, making it a popular choice with compact hubs such as service providers, and minor leagues.

NEW ADDITION TO VIZRT'S SUITE OF GRAPHICS SOLUTIONS

*As the demand for more engaging and dynamic content grows, the role of graphics in live broadcasts continues to expand. **The right graphics don't just enhance the viewing experience—they bring stories to life**, convey crucial data in real time, and keep your audience engaged from start to finish.*

With this in mind, **Viz Trio**, the sports world's favorite playout control application for 3D live graphics, is now more accessible than ever. Available as a plug-and-play hardware and software solution, **Viz Trio Go** is ideal for compact production hubs and TriCaster users looking to extend their graphics production workflow.

This all-in-one solution combines the power of **Viz Trio** with **Viz Engine**, the market-leading broadcast graphics engine, making it easier than ever to manage advanced graphics during live broadcasts. Additionally, **Viz Trio Go** comes with a fully customizable sports graphics package, modeled after some of the world's leading sports broadcasters, allowing users to get started right away.

Plus, **Adaptive Graphics**, a Vizrt innovation, ensures that graphics render perfectly across different aspect ratios. With the ability to create once and playout on any device without issue, users can deliver a consistent, impactful experience across screens—whether it's a phone, laptop, or TV— keeping audiences engaged no matter where they are.

3. DATA-DRIVEN STORYTELLING

Real-time data adds a new layer of depth to sports broadcasts. By incorporating live stats, player metrics, and game trends into your graphics, you transform raw numbers into compelling stories. This not only helps fans follow the action more closely but also adds context to pivotal moments, **making every play more impactful**.

With **Viz Data Connectors** and **Vizrt Datacenter** – the single repository for all your external data sources, you can integrate live data into your broadcasts, creating compelling, real-time graphics – without any need for coding or custom builds.

Viz Data Connectors boasts the industry's largest selection of native integrations—over 80 sources spanning sports, esports, betting, and weather—making it accessible and powerful for teams of any size.

It's designed for ease of use, offering pre-defined links that simplify integration and allow for intelligent data augmentations, transformations, and custom translations, streamlining match-day workflows and enhancing the viewer experience.

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52%

of Gen Zs that we surveyed agree that graphics and virtual elements help them understand the game/match better.

*Engaging Sports Fans & Gen Z: The New Playbook
Vizrt commissioned Sports Viewer engagement

It's not just about numbers; it's about transforming data into compelling visuals that enhance match-day narratives with precision and ease.

4. TO BE AT THE CENTER OF THE ACTION

Sports fans today are more than just spectators—they're passionate participants who crave deeper connections with their favorite teams, players, and the action itself. Whether they're at the stadium or watching from home, **they want to feel like they're at the heart of the experience.**

Vizrt helps you bring the action directly to your fans in more ways than one.

With our **TriCaster®** solutions, you can easily live stream to multiple platforms simultaneously, be it on social media, mobile apps, or traditional TV—without missing a beat. Add to that, the advanced switching capabilities and you can dynamically alternate between live feeds, interviews, and replays, ensuring that your sports productions remain engaging and immersive.

Fans can watch from anywhere, but the excitement doesn't have to stop when the game does. This is where Viz 3Play comes in, delivering high-quality, multi-angle replays that allow fans to relive and analyze crucial moments in real-time.

With slow-motion capabilities that add depth to the viewing experience, making every detail of the game both thrilling and accessible, 3Play brings every moment to life. It also allows users to quickly generate highlight packages and share key moments on social media, keeping the excitement alive—even after the game has ended.

A good example of this in action, is how Australia's Collingwood Football Club uses Viz 3Play® 3P1 to rapidly update fans on game action. **"3Play® 3P1 has worked wonders for us on game days. It enables us to be responsive in the moment, and control our own destiny,"** says Winzar, who oversees a lean 3-man gameday video production crew. **"We're often the first to release game highlights and replays, which is very important to our fans,"** he adds.

Collingwood's fan base—including VIP members with paid subscription packages—really appreciate this priority access to game content. **Read the full story**

Viz Flowics takes fan interaction to an even higher level by integrating real-time social media content into broadcasts and sports productions. Enabling fans to participate in live polls, discussions, and even to see their comments on screen, helps create a community atmosphere that keeps them engaged and invested in the experience.

When River Plate, an Argentine soccer club, sought to elevate fan engagement beyond the stadium, they turned to Viz Flowics. By leveraging interactive second screen features and integrating fan content into live broadcasts, the club created a dynamic, connected experience for supporters. See how Viz Flowics transformed their fan interactions and enhanced their digital presence. **Read how Second Screen interactions helped River Plate,** engage with fans beyond the stadium experience.

> "There is more of a demand for getting into the coach's head and capturing someone's attention within a couple of seconds... the content has to be consumable and quick."

Source: Sports Business Journal

5. THE ABILITY TO CONSUME CONTENT AT SPEED

If there's one thing viewers have come to expect in sports, it's speed. This expectation, however, poses significant challenges for production teams, especially when the goal is to broadcast in 4K at 60 frames per second—all from a booth or truck with a footprint the size of a small closet.

As more sports crews switch to remote productions—whether to cut travel costs, reduce their carbon footprint, or for other reasons—they find that while moving to remote production frees them from physical constraints, it demands that all their familiar live production tools remain dependable and lightning-fast.

With the cloud, your talent can work from anywhere, eliminating the cost and hassle of travel. Your team can even broadcast from multiple locations around the world in a single day.

But for **cloud production** to be truly effective, it has to operate in real-time, matching the pace of live events.

> "What the European League of Football has achieved in just three weeks with AWS and Vizrt is incredible, and a testament to the power of the cloud," said Marc Aldrich, General Manager, Global Media & Entertainment at AWS. "The fan experience is central to any sports production, and by moving its production pipeline into the cloud, the European League of Football will be able to create more memorable match broadcasts that let fans dive deeper into the game. We can't wait to see how this architecture continues to evolve as well as what it enables."

Source: The ELF Story

A great example of how cloud deployment streamlines production is the **European League of Football (ELF)**. In partnership with Vizrt, novel.media, and AWS, ELF achieved full end-to-end cloud live production **in under three weeks for over 100 American Football matches**. By turning to **Vizrt's Cloud Live Production Solution**, **TriCaster Vectar** and third-party tools, ELF were able to quickly deploy a high-end, scalable cloud-based production environment, with access to advanced graphics, virtual advertising, and real-time switching – which would be typically out of reach for niche sports broadcasters.

Read more about the ELF story and how they saved weeks of preparation time, automated their set-up on AWS and achieved a super-fast cloud deployment with the help of Vizrt.

What if you are a smaller team or have a limited budget? **TriCaster Now** is the perfect way to start off on cloud-based live production. It's ideal for ad-hoc productions with remote teams where your sources are already in the cloud.

With **TriCaster Now**, you can deploy a full production environment in a matter of minutes, enabling your team to focus on creativity rather than logistics. This solution democratizes high-quality live production, making it accessible even without needing specialized cloud engineers.

Moreover, providing a low barrier to entry, **TriCaster Now**'s Discovery Pass provides one month's access for just $65 and gives you 28 credits (around 10 hours of live production), offers 28 monthly credits and around 10 hours of live production. This makes it an ideal starting point for those new to cloud live production, allowing newcomers to test the waters and explore how the cloud can help take their workflows to the next level.

Staying Ahead in Sports Production

In the ever-changing world of sports production, meeting the demands of today's fans is crucial. They crave immersive in-game analysis, dynamic graphics, data-driven storytelling, and a front-row seat to the action—delivered at lightning speed. To stand out and keep audiences coming back, you need more than just good content; you need innovation.

Vizrt's cutting-edge tools are designed to address these exact needs, transforming how you deliver sports content. Whether it's through rich, interactive visuals or real-time data integration, **Vizrt** helps you stay ahead of the competition and captivate your audience like never before.

Ready to elevate your sports productions and meet the high expectations of modern fans? **Connect with our experts** today and discover how Vizrt can help you deliver an unparalleled viewing experience.

Talk to us today!

BOOK A DEMO

Want to take your sports productions to the next level with the right tools? Speak with our team of experts today!