

VIZ ONE

SPORTS CONTENT FACTORY



Maximize the value of your sports assets with intelligent media asset management in the cloud

NABSHOW
of the
PRODUCT
YEAR 2025
WINNER

*Driving revenue, engagement, and innovation:
the strategic edge of MAM for sports broadcasters,
federations, leagues, clubs, and schools*

Delivering captivating sports content is a race against time, and staying ahead requires more than just speed. For sports broadcasters and clubs, the ability to unlock maximum value from every piece of content, engage audiences on every platform, and remain agile in a rapidly evolving industry is non-negotiable. Vizrt's award-winning Sports Content Factory is your solution for achieving all three.

A cost-effective end-to-end media asset management solution, Sports Content Factory provides a full sports content workflow hosted in the cloud. Live feed ingest, AI-assisted metadata annotation for future discovery, rapid content creation and distribution to all your platforms, and content archive – all in one connected platform.

Powered by Amazon Web Services (AWS) and Viz One – the award-winning media asset management system trusted by the world's biggest names in sport, news, entertainment – Sports Content Factory gives you a pre-packaged, sports-specific MAM platform that's ready to go in under four weeks, secure, resilient, scalable, and accessible from anywhere.



Viz One

“WITH SPORTS CONTENT FACTORY, THE CLUB'S PRODUCTION TEAMS CAN GROW AUDIENCES AND REVENUE BY DELIVERING HIGHLIGHTS, PLAYER PROFILES, AND IN-DEPTH ANALYZES ACROSS LIVE TV, MOBILE APPS, SOCIAL MEDIA AND OTHER PLATFORMS.”

José Luis García Cabrera,
COO and Technical Director
Telefonica Servicios Audiovisuales
Speaking of the most successful La Liga Spanish soccer club

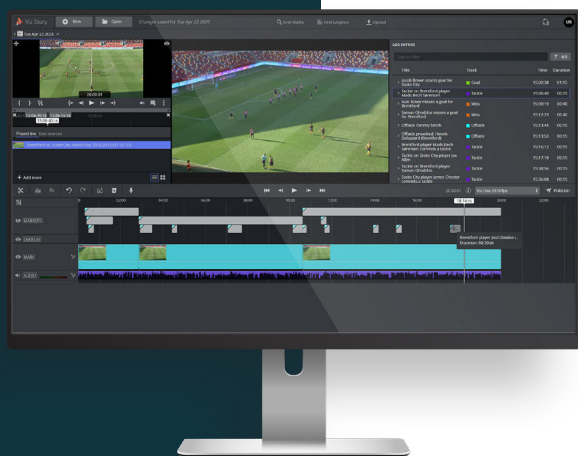
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Learn more at vizrt.com



WHY MAM?



Why do sports content creators need a MAM system?

Content archives are a treasure trove of potential revenue and engagement, but without a media asset management system to ingest and manage your files and log metadata, the business will not be able to extract value from the media.

With Sports Content Factory bringing all your content management and production into one connected workflow, you can:

1 **Grow revenue through content monetization**

Unlock new revenue streams by repurposing and distributing content across platforms, maximizing the value of every asset while driving ad sales, subscriptions, and licensing deals.

2 **Retain and grow audiences with faster, smart content delivery**

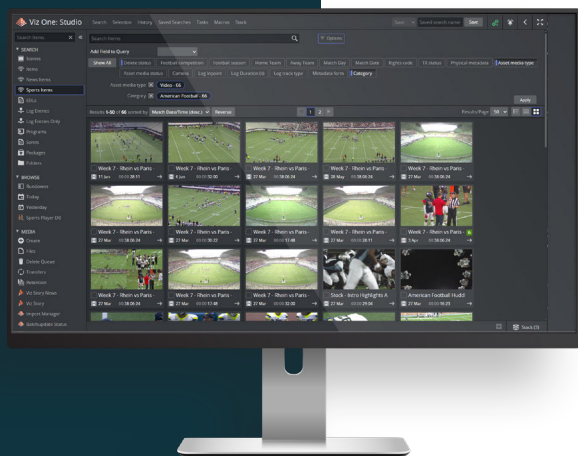
Deliver real-time, high-quality, and personalized content to engage viewers, build loyalty, and outpace competitors in a crowded sports media landscape.

3 **Enjoy future-proofed scalability and competitive edge**

Stay ahead of industry shifts with a system built for growth, innovation, and seamless integration with Vizrt and 3rd party tools to help you tell better stories.



Why choose Sports Content Factory?



Trusted for over two decades: the smart choice for your invaluable archive

We know that content is the lifeblood of your business. Vizrt's media asset management solutions have been relied upon by the world's leading news, entertainment, and sports broadcasters for over two decades. Sports Content Factory isn't just a safe place to store your assets, it gives you robust workflows for all your content ingest, editing, discovery, publishing, and archive needs.

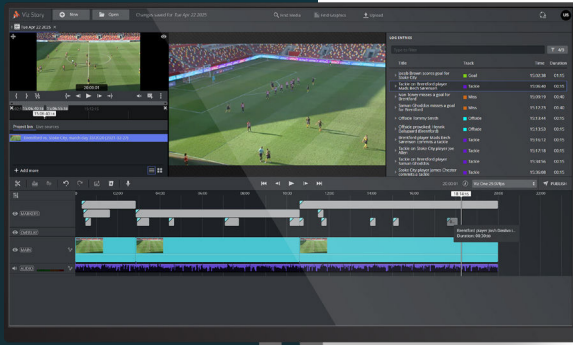
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“We’ve used other (MAM) services and found them not as stable. We’ve used Viz One for over 13 years, and it’s never been down, which is pretty remarkable!”

Byron Chapman

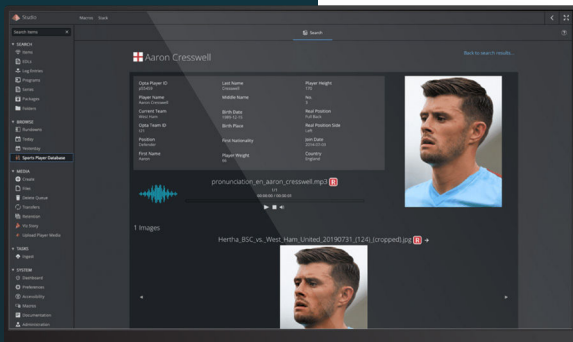
Senior Director Media Asset Management
PGA Tour

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Make everyone a sports content creator

Turn your business into a content machine: with Sports Content Factory, experienced editors through to the marketing intern can produce high quality content with graphics that adapt to all your channels, right from their browser or within Premiere Pro or Avid editing environments.



Jump to the action with the Sports Player Database

Whether it's goals, red cards, penalties, or anything else, AI-powered sports-specific metadata logging with data providers (e.g. Opta) makes it easy to quickly find exactly what you need so you can focus on producing content instead of searching for assets.



Game-ready in under four weeks

Most MAM systems take months to customize and deploy - precious time you can't afford to lose. As a templated and pre-packaged solution specifically designed for the demanding needs of sports content creators, Sports Content Factory is ready to perform in under four weeks.



Complete flexibility, security, and scalability with the cloud

Hosted in your private AWS cloud environment, Vizrt Sports Content Factory offers tech stack flexibility, security, scalability, and redundancy otherwise not possible with traditional on-premises deployments. Easily scale up your computing needs for game season and scale down during off-season to manage costs.



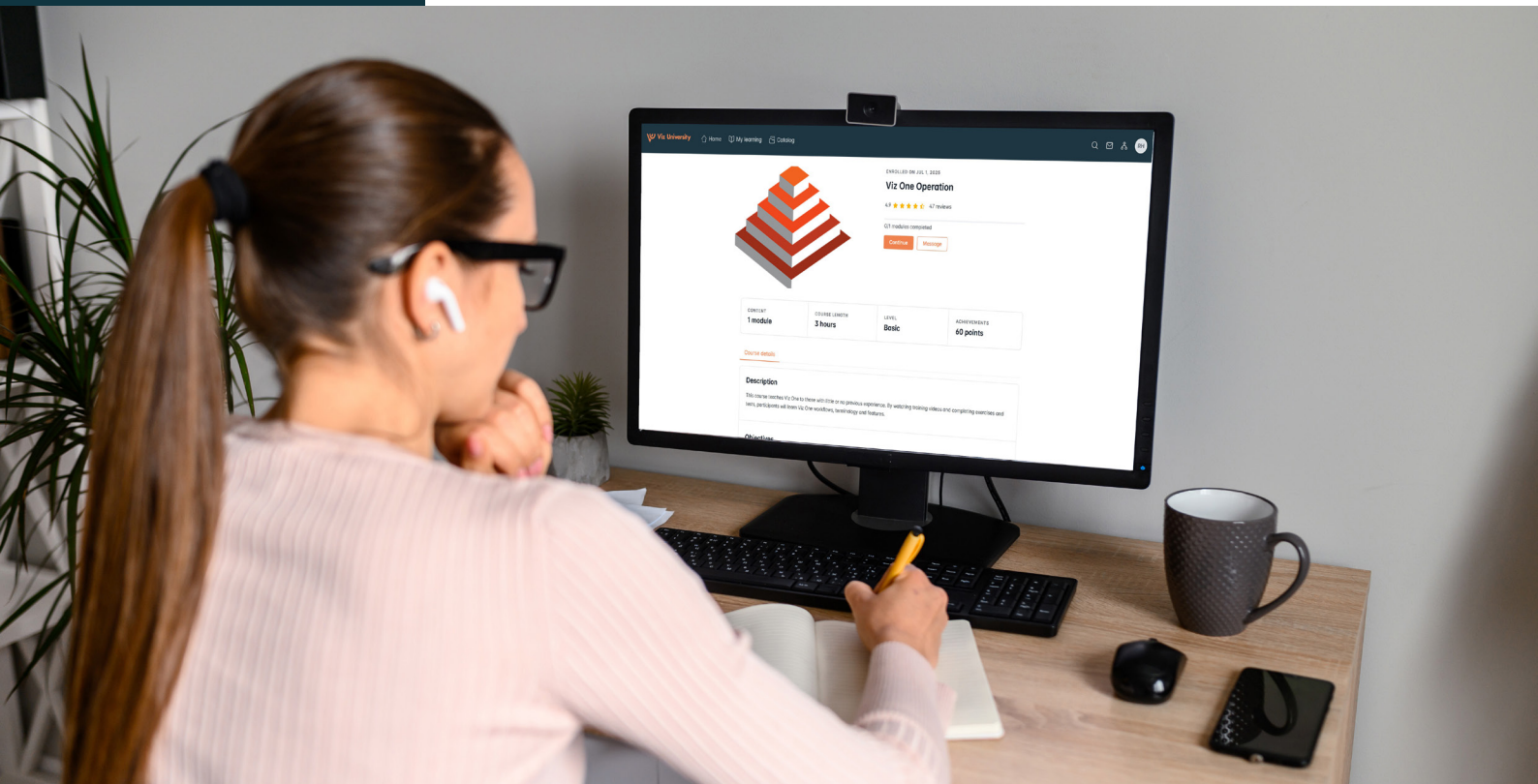
Easy cost management

Enjoy predictable costs that can scale with your needs. Increase capacity during game season and scale down in off-season. And concurrent user licensing – rather than named user licensing – gives you the flexibility to make anyone a content creator without driving up costs.



Built with current and future needs in mind

Sports Content Factory offers the flexibility and upgradability of a SaaS platform, with the control of a privately deployed solution. Its containerized architecture can self-heal and makes upgrades easy to deploy at your pace, as and when new functionality is released to help you keep pace with the ever-changing media landscape.



Migration support, training, user onboarding, and Managed Services

We get it: deploying new tech can be daunting. That's why Vizrt provides support for migrating your existing media workflows to Sports Content Factory, plus in-depth training with Viz University and user onboarding to get your teams up and running and producing content as quickly as possible. We even offer Managed Services to help maintain your platform for you, if needed!

“

“Sports Content Factory is paving the way for the future of sports broadcasting, empowering creators with next-generation tools to redefine how audiences experience and connect with sports.”

Jochen Bergdolt
Head of MAM Business Unit
Vizrt

Why PGA Tour chose cloud to hurricane-proof its mission-critical media workflows and invaluable archive



Over

175,000

assets spanning a century

“

“We’ve used other (MAM) services and found them not as stable. We’ve used Viz One for over 13 years, and it’s never been down, which is pretty remarkable!”

Byron Chapman
Senior Director Media Asset Management
PGA Tour

[READ THE CASE STUDY](#)

The customer

The PGA Tour produces and archives over a century’s worth of world-class golf content and is tasked with sharing this content with external stakeholders to help promote the sport globally.

The challenge

Located in a Florida hurricane hotspot, the PGA Tour needed to move their mission-critical media workflows and archive to a far more secure, protected, redundant, and geographically dispersed solution. It also needed a scalable system to better manage access to their growing digital library to distribute content to media partners and fans in near real time.

The solution

Working closely with Vizrt and AWS, all the PGA Tour’s Viz One media workflows, services, and assets were moved into the AWS cloud.

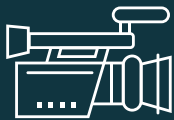
Over 175,000 assets spanning a century were moved from an ageing on-premises tape system to AWS storage.

The result

- Complete protection for their archive and media workflows. Far greater security, redundancy, and high availability for their mission-critical media asset management processes
- The flexibility and reliability in their IT stack to be able to share it with relevant internal and external stakeholders (e.g. marketing teams, broadcasters, players, etc.)
- On-demand scalability and burstability to deal with peaks in activity, such as bursting from the typical 24 streams to as many as 60 video streams during certain tournaments. The cloud makes it possible and cost-effective in a way traditional on-premises setups wouldn’t.



1



Ingest anything, anywhere

Ingest files and NDI® streams and browse growing files as the live action unfolds so you can produce content as the game is played

2



Enrich with AI-driven metadata annotation

Automatically log sports-specific metadata with data feed integration (e.g. Opta) so editors, producers, and marketing teams can find it easily, right now or years in the future.

3



Stop searching, start finding

Intelligent predictive search, autocomplete, and facet filtering make content discovery a breeze and help you reclaim hours of wasted time simply searching for content.

4



Create content anywhere, anytime

Experienced editors integrate Sports Content Factory into Adobe Premiere Pro or Avid Media Composer, while social media teams can quickly craft compelling videos in their browser from anywhere.

5



Distribute to all your platforms

Get your content out to your fans easily and quickly with simple publishing to various endpoints, including your OTT channels and social platforms.



Discuss your sports content production needs

Talk to Vizrt to see Sports Content Factory in action today

[BOOK A DEMO](#)



