BOOK 2 OF 3

Maximizing the Value of Sports Media Assets

The Definitive Guide to Media Asset Management and Content Supply Chain

Book 2: Revolutionizing Sports Workflows with MAM Technology

Contents

CHAPTER 06

How MAM Transforms Sports Workflows

The organizational capabilities of a good MAM can be invaluable in all areas of broadcast and media, but it's true that they are especially relevant to sports, where the volume and range of assets tends to be so significant. In short, a MAM system centralizes the organization of rich media content, affording users access to the tools they require to tag, process, edit, and distribute their files. This allows them to create the content they need, regardless of form or platform, with the greatest possible efficiency – imperative when the amount of content being produced is increasing all the time.

The primary ways in which MAM can transform sports workflows include:

Accessibility: A MAM system allows all files, and their related data, to be accessible via a single portal. This applies regardless of where the files are located, i.e. on-premises or in the cloud.

Searchability: With sports tending to generate a staggering number of media assets, ease of search is crucial in terms of obtaining the material needed in a timely and efficient manner. This is made considerably easier by the deployment of a MAM system that enables metadata tags to be attached to files in line with the most relevant criteria. In sports, such criteria might include tournament, event name, player, actions (e.g. red cards, goals, etc.) and so on.

The ability to identify relevant material has benefits not only for increasing 'primary' content, but also additional programming and clips/highlights packages, especially for social media.

Analysis: MAM systems can often provide data extracts for reporting purposes, helping you to understand which types of content are most in-demand across your sports broadcast operations and enable teams to bring increased efficiency to future productions.

Ingestion & Integration: MAM workflows make it possible to automatically ingest all files stored in known locations, as well as in specific media formats determined by the organization. With many broadcasters, streamers and sports entertainment providers also implementing some degree of cloud-based operation, it follows that many MAMs now offer integration with one or more leading cloud storage services.

Editing: Many MAM systems now offer powerful editing tools built in, plus workflows that work with existing non-linear editing systems like Adobe Premiere Pro for quick-turnaround production across the full spectrum of sports media and entertainment content.

Automation & Orchestration: The automation and workflow orchestration capabilities of MAMs herald major creative and commercial opportunities for broadcasters, leagues and federations. For example, it is very easy to identify and store all the significant moments related to a particular player, event or tournament – supporting the creation of retrospectives and highlights packages when a much-loved sports person celebrates an historic win or reaches the end of their career.

Introducing Vizrt Sports Content Factory

Vizrt's leading offer for sports producers wanting to optimize their assets in the ways described above is **Sports Content Factory**.

THE SPORTS CONTENT FACTORY PACKAGE

NDI INGEST

IP HD video delivered and received, over a computer network with low latency and high-quality.

VIZ ONE

A centralized and scalable platform to ingest, manage, edit, and deliver content effortlessly and cost effectively.

DATA FEED INTEGRATION

Integration with your sports data feed, such as Opta.

SPORTS CONTENT FACTORY

Time saving solution for live sports media and event content creators, to do more with less. A Vizrt bundled media supply chain.

LOW MONTHLY RENTAL

STANDARIZED INSTALLATION PROJECT

VIZ ONE: STORY

Time saved to quickly create social videos with Vizrt graphics, publishing thousands of videos simultaneously - with 15 minutes of training.

VIZ GRAPHICS

The most powerful and versatile graphics platform in the world.

BEST OF SHOW 2025

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, cloud-hosted, sports-specific MAM platform that's ready to go in under four weeks, secure, resilient, scalable, and accessible from anywhere.

With multiple features tailored for sports organizations, Sports Content Factory is an intelligent content and archive solution with fixed pre-determined workflows and metadata.

Direct connectivity to sports data feeds and player databases ensures up-to-the-second accuracy on the metadata you log. Editing is fast and easy for experienced video editors with dedicated integrations with Adobe Premiere Pro, while Viz One: Story makes it easy for marketing and social teams to find, clip, and add graphics to content for easy publishing. NDI® Ingest makes it easy to ingest camera feeds from any source into the cloud. And bringing content to life with stunning 3D visuals is a breeze with Viz Artist where you can design templated graphics once and adapt them easily for each piece of content.

HOW DOES

Sports Content Factory Help?

INGEST EVERYTHING INTO ONE CENTRALIZED PLATFORM

Sports Content Factory makes it easy to get your raw assets into the system from anywhere in the world, whether it's live camera feeds with NDI® ingest or thousands of existing media assets. Use the Ingest interface to bring in live feeds at near real-time or use Watch Folders/AWS S3 buckets or API triggers to automatically bring in media files.

ADD VISUAL UNDERSTANDING TO YOUR MEDIA WITH AI-DRIVEN METADATA

Sports Content Factory's dedicated metadata annotation workflows quick, easy, and accurate to add incredibly detailed metadata about your assets. Integration with data streams such as Opta provides up-to-the-minute accuracy for game-related data, so you can be confident your users can find what they need now and in the future.

STOP SEARCHING AND START FINDING

Sports Content Factory will save your editors and marketing teams countless hours wasted in searching for content. With search facets and autocomplete based on the advanced metadata added on ingest and through manual and AI workflows, drilling down to the specific clips an editor needs for an edit or the social marketing team needs for a post takes seconds, instead of hours. Less time wasted on search means more time spent on producing and publishing great content.

QUICKLY CREATE CONTENT AND BRING IT TO LIFE WITH VIZRT 3D GRAPHICS

Sports Content Factory's browser-based video editor, Viz One: Story, makes it easy to find, edit, and publish clips directly in their browser, from anywhere in the world. Its intuitive interface and easy workflows make it easy for inexperienced editors – such as marketing and social media team members – to quickly clip, add graphics, and export content for use on digital channels, helping to avoid overloading busy editors with requests. But don't let its ease-of-use fool you – Viz One: Story is more than capable of the advanced editing workflows more experienced video editors demand.

And where would your content be without stunning visuals? That's why Sports Content Factory uses the power of Viz Artist and Viz Engine to make it easy to add beautiful 3D graphics to your content. Your Graphic Designers can easily make templates in Viz Artist which editors and marketing teams can then drag onto their timelines, edit to fit the piece they're working on, and easily publish.

With Sports Content Factory, anyone (with access rights) can make use of content for editing in Viz One: Story. And if your editors prefer to use Adobe Premiere Pro? No problem, they can simply export the content they need for their edit onto their desktop and import into their timeline as needed.

EASILY DISTRIBUTE, PUBLISH, AND ARCHIVE

Sports Content Factory makes it easy to publish your content to all your endpoints, whether it's social, OTT, or service partners. Pre-programmed automated workflows ensure publishing is as simple as possible, or teams can download content to publish manually.

SYSTEM ADMINISTRATION: CREATE WORKFLOWS AND CONTROL WHO HAS ACCESS

Having all your content available in one place is great – but what about security? With Sports Content Factory, system administrators can determine who has access to what content, and what they can do with it so you can be confident your prized assets are safe.

It is also important to note that Sports Content Factory has been developed with cloud-based deployments in mind. Just as Vizrt production tools give sports broadcasters optimum flexibility, so the inherent nature of the cloud means that the infrastructure can be scaled up or down as requirements evolve. With Amazon Web Services (AWS) as the cloud provider, there is also the reassurance of knowing that the underlying infrastructure comes from one of the world's leading cloud services.

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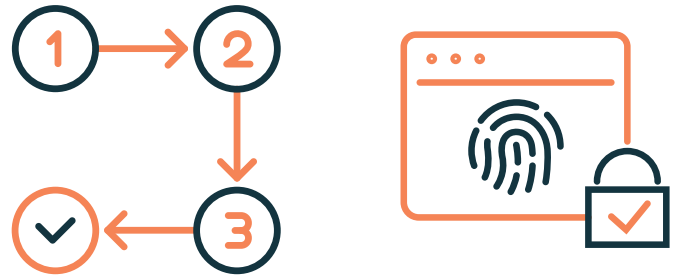
"Approval flows linked to the permissions system ensure that only approved content can be viewed or exported. Export destinations controlled by user groups were created, allowing each department to access only the materials relevant to their role."

José Luis García Cabrera
COO and Technical Director
at Telefonica Servicios Audiovisuale

Speaking about a globally renowned Spanish football club

Discover how PGA Tour uses Vizrt's MAM solutions to hurricane-proof over a century's worth of invaluable media assets
Read the PGA Tour case study!

CLICK HERE

CHAPTER 08

Key Benefits of Implementing Vizrt's Sports Content Factory

Enhanced metadata: Powerful automatic metadata capabilities can be further enhanced for easy search & identification via connection to Opta, adding detailed and accurate visual understanding to your content, making it discoverable and easy to monetize.

Faster content turnaround: offering end-to-end media workflows means that content can be ingested, prepped, edited and prepared for distribution to traditional platforms, streaming services and social channels in a condensed timeframe.

Cost-effective scalability: The low-cost nature of the AWS platform and the inherent scalability of the cloud means that you only use – and pay – for what you need. This approach also makes it easier for sports broadcasters to increase capacity for peak game season, and then reduce it for off-season periods. It also makes it easier for customers to track and achieve rapid ROI – something that is critically important in today's cost-driven media marketplace.

CHAPTER 09

Making Content Discovery Easy With AI

With Sports Content Factory, sports customers can benefit from AI-assisted sports-specific metadata logging to make future content discovery easy. With sports data integration from Opta, it's easy to enrich raw media assets with detailed information that makes it easy to discover it in future, maximizing its value over time. Combine this with integrations with AI services, such as speech-to-text transcriptions, and content becomes infinitely more discoverable than ever before.

This sophisticated approach to metadata also supports a detailed view of all on-pitch events (log to track items) related to a specific player. Other features include a convenient 'drill-down' of event lists, and quick navigation from single on-pitch events to full-match items.

As AI services develop and become more deeply integrated into Sports Content Factory in future releases, users will enjoy more extensive and relevant content recommendations and enhanced metadata logging, making content even easier to find and opening up additional opportunities for monetization.

READY TO

Elevate Your Game?

Request your Sports Content Factory demo today to see for yourself how you can transform your media management and content supply chain strategy to maximize your content and delight fans!

REQUEST YOUR DEMO TODAY!

END OF BOOK 2

*You've just finished **Book 2: "Revolutionizing Sports Workflows with MAM Technology"**. Ready to learn more about additional use cases, future trends, and getting started with Sports Content Factory? Then be sure to check out Book 3: "The Future of Sports Content: Trends, Use Cases, and Success Stories"!*

Next eBook

About Vizrt

Vizrt® is the world's leading provider of innovative visual storytelling tools for media content creators in sport, broadcast, enterprise, and new media – unlocking the power of a story for all.

Vizrt offers market-defining software-based solutions for real-time 3D graphics, video playout, studio automation, sports analysis, media asset management, and journalist story tools.

Vizrt offers Flexible Access to our workflows, and our platforms integrate with third-party products because we believe in enabling our customers' success, giving them the right tool for the job, and accelerating their creative excellence.

More than three billion people watch stories told by Vizrt customers everyday including from sports and media companies such as PGA Tour, ESPN, TNT Sports, NFL, CNN, CBS, NBC, Fox, BBC, Sky Group, Al Jazeera, NDR, and many more.

Learn more at **vizrt.com**