Revolutionizing Fan Engagement in Sports Events

Overview

In the world of sports, analytics plays a crucial role in understanding player strengths and weaknesses, team strategies, and game outcomes. However, gathering and understanding player stats for college sports or domestic sports at a large scale is a difficult task. Moreover, creating highlights that capture the best moments of the game is a laborious process that requires significant time and effort.

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Customer Size: 500 - 1000
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Problem Statement

Social media has become a crucial element in sports culture. However, the lack of context in fan engagement on social media has led to lower engagement. Fans tend to engage more with visual content and highlights. Still, with hundreds of college basketball, football, and baseball games taking place in the US every day, creating highlights at that scale is not feasible. Additionally, there are no existing platforms that cater to multiple sports engagement, leaving the smaller leagues and college sports in the shadows.

Furthermore, gathering and understanding player stats for college sports and domestic sports at a large scale is difficult, with scattered, inconsistent, and hard-to-analyze data. As a result, it's challenging for fans to keep track of their favorite players and teams, leading to decreased engagement. Nevertheless, sports organizations are working to improve fan engagement by creating more engaging content and developing platforms that cater to a wider range of sports.

With these efforts, fan engagement in sports on social media is expected to improve in the coming years.

Technical Solution

To solve the problem of low engagement around sports events on social media, an app was developed using AI and ML. This app allows users to follow their favorite teams and their games, get notified of significant events within games, and provides a play-by-play commentary for all games. It also provides the ability to engage on a play-by-play basis with other fans.

One of the key features of this app is the automated game highlights generated engine. Using AI algorithms, this engine analyzes game footage to extract the most exciting moments of the game, such as scoring events, audience engagement, and excitement, as well as relevant referee calls. This feature ensures that fans have access to highlights of all games, regardless of their popularity.

Furthermore, the app supports multiple sports, creating a single platform for fans to engage with all their favorite sports. This feature eliminates the need for fans to switch between different apps or platforms to follow different sports, making it easier for them to discover new sports and players.

Overall, this app provides a more engaging and holistic experience for fans. With its ability to follow their favorite teams and games, receive notifications of significant events, and engage on a play-by-play basis with other fans, it creates a more immersive experience for fans. Additionally, with its automated game highlights generation engine and support for multiple sports, it addresses the issue of contextless engagement, creating a more inclusive sports community.

Results

The introduction of this system has revolutionized the way sports analytics and highlights generation works. The system's ability to gather player stats and strengths/weaknesses at a granular level has allowed for the creation of detailed player profiles, enabling coaches to create more effective game strategies. Additionally, the automated highlights generation system has increased the throughput of games from XX games per day to YY games per day, making it easier to capture the best moments of the game. The system has become a valuable tool for sports enthusiasts, coaches, and players worldwide, changing the way sports analytics and highlights generation work.
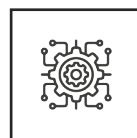
Source Data Step
Load, Combine and prepare lense allocation and cost tables

Retagging Detection
Determine retagging cost across the lense

Anomaly Model
Calculate thresholds
Find minimum cost difference
Label anomalies

Anomaly Explanation
Identify top 3 contributing factors
Validate