



Great Danes
Albany



Bearcats
Binghamton



Bulldogs
Bryant

Revolutionizing Fan Engagement in Sports Events

Overview

In the world of sports, fan engagement has become a crucial aspect of the industry. With the rise of social media, fans expect to be updated with the latest news and highlights of their favorite teams and athletes. However, traditional social media platforms lack context, resulting in lower engagement rates. This problem is further compounded by the sheer volume of college basketball, football, and baseball games that take place every day in the US. Creating highlights at that scale is not feasible, and there are no platforms for multiple sports engagement.

CUSTOMER

Technology company based in Lexington, KY that specializes in mobile fan engagement and video software using advanced AI and ML techniques to bring the best second screen experience to fans and enterprise software for the teams they love.

Country: USA

Industry: Private Sector

Customer Size: 500 - 1000

Publish Date: 24/02/2023

Problem Statement

Fan engagement around sports events on social media lacks context, resulting in lower engagement. While fans engage more around visual content and highlights, creating highlights at scale for XX number of college basketball/football/baseball games in the US is not feasible. Moreover, there are no platforms for multiple sports engagement. To address these issues, the sports industry and social media platforms should work together. One solution could be to leverage technology to create automated highlights for all games using AI algorithms to analyze game footage and extract the most exciting moments. Another solution could be a single platform that aggregates all sports, allowing fans to engage with all their favorite sports in one place. This would create a more holistic experience for the fans and make it easier for them to discover new sports and players. By improving fan engagement, we can create a more engaging and inclusive sports community.

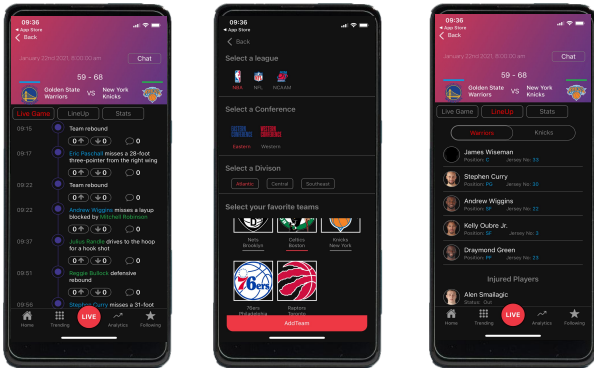
Technical Solution

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 favorite teams 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 the this app had a significant impact on fan engagement, increasing it from XX% to YY%.

The app's unique feature of automated game highlight generation increased the throughput of games from XX games per day to YY games per day.

This app has revolutionized the way fans engage with sports events and has become a valuable tool for sports enthusiasts worldwide.

Technologies	Domain
FFmpeg, Python, RabbitMQ, AWS, PostgreSQL	Backend Web Service



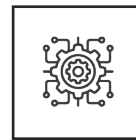
Source Data Step

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