



Future Sport Europe

Spain & Germany

Israeli Innovation for the European Sports Market

Company Portfolio

November 2016

Company @ a Glance

	www.abonair.com 7 msec Delay professional Wireless Video Link for Sport, News and Live Event Coverage
	www.apester.com Apester is a Premium Storytelling Platform
	www.Applicaster.com Applicaster is the leading provider of TV apps, offering fast time to market, and extended management capabilities on a variety of platforms.
	http://www.datorama.com All your data, working together.
	www.idomoo.com Videos increase engagement, Personalization increases conversions
	http://corp.kaltura.com/ Everything Video
	www.liveu.tv HD Sports broadcasting over bonded IT solutions
	www.motionizeme.com The only real time smart corrective feedback Virtual coach
	www.playbuzz.com Reinventing digital storytelling through engagements
	www.udobu.com Udobu predicts and influences fan behavior.
	http://vbrand.net/ A.I. driven sports marketing big data platform
	www.vitec.com Vitec Video Innovations – Any Video. Any Format. Any Time. Anywhere. Vitec Video Innovations – Video Solutions. Designed by excellence.
	The interviews wall of the digital age.
	www.wscouting.com Automatic production & personalization of sports video highlights in real-time



ABonAir

www.abonair.com

7 msec Delay professional Wireless Video Link for Sport, News and Live Event Coverage

Solution at a Glance

ABonAir Ltd. is the leading provider of wireless video solutions for broadcasting, electronic news gathering, sport events and reality shows. ABonAir develops wireless microwave links that enables video transmission from field cameras directly to a news track, OB-vans or media center

Customer's Challenges

Live Event coverage in large venues, complex multi-camera production along with Wireless setup and complexity makes it hard to use wireless in Live Sports environment. We make it easy and robust. Combining RCP/CCU controls for multi-camera applications, intercom (4/2 wire) and Fiber based Antennas allow us to optimally cover the venue and allow the wireless cameraman operate practically without limitations. This provides unique content creation and shooting angles, flexibility to get to anywhere within the venue and transmit excitement wirelessly from live-events.

Our Offering

The Solution includes none-licensed (FCC Product, 5-6Ghz) Transmitter and Receiver system, supporting RCP/CCU controls, Tally light, and full intercom set (4-wire). This solution enables to Transmit full HD (up to 1080p60) Video and up to 1.5mile range (line of sight). Positioning the Antennas on Fiber (single-mode, Duplex) allows us to remotely deploy antennas within the venue (up to 8 miles apart), and cover event difficult/challenging environments such as Player-tunnel, Locker-rooms, along with Bowl/Stadium coverage in a single-shot production.

Unique Differentiators/Competitor references

A Full comprehensive solution that includes Intercom, CCU/RCP controls, Tally, and high-end compression (H.264 high-profile), along with none-licensed product (FCC Product, 5-6Ghz) makes this easy to operate, robust enough for large-sports venues, and flexible to complete with large broadcast/production environment.

Company References & Strategic Partners

Company references: TEXAS MOTOR SPEEDWAY, UGA Sanford Stadium (Football, 90K seats), Nebraska Memorial Stadium (Football 95K seats) and Pinnacle Arena (Basketball), Kansas University, Xavier University (Musketeers basketball stadium), Florida Panthers (Hockey team), El Paso Chihuahuas (Baseball), Detroit Pistons NBA Team (Basketball), and many more...

Main partners: CTG (System Integrator), DSI (System Integrator), Alpha Video, Omega Broadcast Group, Joseph Electronics...

Investors: Private



Apester

www.apester.com

Apester is a Premium Storytelling Platform

Solution at a Glance

Publishers – the leading storytellers of the world – have always had to keep up with changes in technology and society. The digital-information age, where anyone wants and actually cast their voices instantly, finds readers engaging, participating and sharing their most personal opinions in other platform such as social media, leaving digital publishers – with their unilateral storytelling ways – losing traction.

Apester is giving publishers a holistic solution to enhance their content strategy and storytelling capabilities with a bilateral way to post digital content; an interactive layer to perfectly and natively complement their content and make users engage, interact and participate with whatever content they are consuming right from the sacred page of the article itself – without leaving to a different platform. Boosting all important publishers’ KPI’s, Apester is also answering a need from the user side – enabling readers to interact with premium content from the world’s leading publications.

With a unique way of natively monetizing this activity, Apester is also helping publishers take the next step into a new world of interactive sponsored content. Cause money is also in important KPI...

Customer's Challenges

Publishers are struggling to create an environment where a conversation is being held between the writers and their readers, engaging with the audience in a native way that will keep them involved with the content is the biggest challenge that publishers are facing those days. Another major challenge that publishers needs to deal with is the “Ad block era”, advertising efficiently was never more challenging.

Our Offering

An interactive content platform that enables anyone to easily create interactive content items to embed in, enhance and complement any piece of content – then collect data, analyse results and monetise the new content assets created with the platform.

The Apester platform is built to support any type of content creator – either with a self-serve program for blogs or a robust service and settings capabilities to support the world largest and busiest newsrooms.

Unique Differentiators/Competitor references

Apester offers a 100% free solution for publishers to engage with their readers in a **native** way that supports both the editorial and the commercial KPI’s.

The essence of Apester is to support the publisher’s content and create an engaging conversation around it.

With a sophisticated algorithm that analyse the users behaviour and preferences, Apester is there to provide valuable BI, analysis and insights.

Competitors: Playbuzz, Qzzr

Company References & Strategic Partners –

Company references: [Telegraph](#), [Fox Sports](#), [Die Welt](#), [Sports Illustrated](#), [Independent](#)

Main partners: Time inc, Axel Springer, NewsCorp, Telegraph, Independent

Investors: Mangrove Capita;, Blamberg Capital, other angles



Applicaster

www.Applicaster.com

Applicaster is the leading provider of TV apps, offering fast time to market, and extended management capabilities on a variety of platforms.

Solution at a Glance

Applicaster equips broadcasters and teams with a feature rich App platform for interactive TV and video, second screen activities and social TV experiences. Our solutions quickly address the challenges of evolving TV technology by connecting audiences with content

Customer's Challenges

With technology advancements, mobile lifestyle and changing viewer habits, TV is fundamentally changing:

1. Entertainment, including sports tournaments are now served cross-screen
2. New revenue lines from second screen/mobile sponsorships and subscriptions, cannot be ignored
3. Technology advancements require constant feature development and resources

Broadcasters, clubs and teams need to find a way to quickly tap into this market, with minimal investment.

Our Offering

- Our innovative solutions allow sports leagues, teams and broadcasters to create immersive and interactive apps with only a few clicks.
- Fans have the ability to engage with their favorite teams, leagues and players before, during and after games whether at home or in-stadium.

Unique Differentiators/Competitor references

- Easily create and monetize apps in a variety of ways (ads, sponsorships).
- Apps allow for LIVE video, VOD and SVOD with a variety of interactive options that will keep viewers engaged

Company References & Strategic Partners

Company references: Applicaster proudly counts among its customers RTL, Mediaset, Prosieben, Televisa, Telefe, Univision, Fox Intl, Mediacorp and huge TV brands like: The Voice, X-Factor, The Amazing Race, Master Chef, Big Brother, Survivors, So you Think you Can Dance, Copa America 2015, World Cup 2014, and many more.

Main partners: VizRT, AVID, Ooyala, Kantar Media, GoPro, MixPanel, Cleeng, thePlatform, Verimatrix, and others.

Investors: Pitango VC, North 83, C4V



datorama

Datorama

<http://www.datorama.com>

All your data, working together.

Solution at a Glance

Datorama is a Marketing Integration Engine that centralizes all of your marketing data, and gives you the power to analyze, report and take action, so you can adjust campaigns and analyze business impact across silos.

Customer's Challenges

Marketers need data to manage, make sense of and adjust their marketing operation. And, until they have an integrated view of what is fast becoming the most volatile data set on earth, they won't be able to control their marketing performance to increase its impact.

Our Offering

We make the actual impact of your marketing performance constantly visible and adjustable so you have:

- **A centralized, normalized view of your marketing** activities and business results across any technology inside and outside the enterprise (from social, mobile, email, marketing automation, CRM or whatever channel they need)
- **A command center** that lets you optimize your marketing performance across every region, channel, product and campaign
- **Executive-level reporting that showcases marketing's impact** on business outcomes by rolling up user-level, tactical metrics into modern, strategic KPI's
- **Role-based analytical tools that empower people** to connect their work activities directly to business results instantly.

Unique Differentiators

All other approaches to today's marketing data rely on a mix of manual, ad hoc efforts, interventions from IT, or expensive professional services to deal with new data sources. By contrast, Datorama's future-proof, Marketing Integration Engine automatically adapts, transforms and makes available any and all data required to answer the toughest marketing questions. That data also feeds our automated insights and action center so that marketers always have the right information and controls to adjust their marketing activities for optimum business impact.

Company References & Strategic Partners

Main partners: LiveRamp

Investors: Cedar Fund, Innovation Endeavors, Lightspeed Venture Partners, Marker LLC



Idomoo

www.idomoo.com

Videos increase engagement, Personalization increases conversions

Solution at a Glance

We create personalized videos in order to increase engagement, conversion and digital revenues via Saas platform for brands. By doing so Idomoo combine the impact of video with the relevance of personalization creating a new communications platform between the brand and his fans.

Customer's Challenges

Getting your fans attention is getting harder and harder with all the platforms and messages we use today. In order not just to get your fans attention but make fans understand, interact and even purchase an offer we deliver the most effective customer engagement for your brand because we combine both of the most powerful technologies: video and personalization on a massive scale

Our Offering

We believe every individual customer deserves personal attention. On any scale, we integrate highly personalized videos with individually-relevant information, with offers and services that uniquely suit personal product usage, needs, and interests. By doing so we significantly increase fan engagement, retention and conversion rates.

Our products are both CRM and Social Media oriented providing the most holistic solution for any brand in the sports industry.

Unique Differentiators/Competitor references

Our products both the classic CRM platform focusing on retention, conversion and the new social media products focusing on engagement, data and monetization can holistically integrate in every digital activity sport brand wishes to initiate, either commercial (ticketing, merchandise, sponsorship activation, online campaigns, retention, conversion etc.) or pure fan engagement.

Our main value lays within three aspects:

1. Data (user acquisition and retention)
2. Digital revenues
3. Massive fan engagement

All this is done on a SAAS platform that can be self-operated from any place at any time.

Company References & Strategic Partners

Main partners: Google, Facebook, Barclays, Sky, BT, Tesco, Tottenham Hotspur, The Sun, England Rugby, BBVA, Vodafone, DT, O2

Investors: Marker



Kaltura

<http://corp.kaltura.com/>

Everything Video

Solution at a Glance

Kaltura is the only platform that includes all the key technologies to manage, engage and monetize premium content. Kaltura offers a powerful asset management system, the ability to create content bundles, price them and monetize using multiple business models: subscriptions, rentals, electronic sell-through, freemium, advertising as well as coupons and discounts. In addition, Kaltura offers a market leading DRM solutions and template user applications for mobile, web and TVs that can be launched quickly at an attractive price point. Kaltura also leads the market with its fast deployment time for a complete OTT service.

Customer's Challenges

- Reaching the market quickly, and on budget
- Maximizing their opportunities to capture monetization

Our Offering

- Kaltura MediaPrep: Ingest and transcode HD video for linear and VOD, to distribute it to any connected device
- Kaltura MediaHub: Manage content, business rules, devices, DRM, geo services, and more, to create a Hollywood compliant multi-use TV service.
- Kaltura MediaGo: Engage each end user with household management, self-care, Personal Zone, Notifications Hub, and more, in order to provide a sophisticated, personalized, immersive user experience.

Unique Differentiators/Competitor references

- Proven Solutions: Track record of successful end-to-end deployments for Tier 1 customers.
- Fast time to market: Successfully deployed for customers in under 3 months and with challenging requirements
- Flexible Platform: Deployable on cloud or on premise; offers TVOD, SVOD, AVOD, or a combination of business models; provides any TV experience: live, catch-up, VOD, and cloud DVR
- Personalized User Experience: Beautiful apps with strong emphasis on personalization for individual users within the same household.

Company References & Strategic Partners

Company references: Mediacorp, Vodafone Spain, a few new wins still behind an NDA

Main partners: Encompass, Harmonic, Nokia, Microsoft

Investors: Goldman Sachs, <http://corp.kaltura.com/team-group/investors>



LiveU

www.liveu.tv

HD Sports broadcasting over bonded IT solutions

Solution at a Glance

LiveU is the leader in portable live video acquisition, contribution and management solutions. LiveU offers a complete range of solutions for live HD video transmission supported by the only all-inclusive turnkey service package. LiveU's solutions include multiple 4G LTE/3G, HSPA+, WiMAX and Wi-Fi cellular links, which are optimized for best quality video. With top-tier customers in 80+ countries across five continents, LiveU's solutions have been used at high-profile events around the world.

Customer's Challenges

LiveU's portable field units are considered to be a viable alternative to costly satellite uplink or portable satellite TV equipment. The LiveU solution bonds up to 14 cellular (3G/4G – LTE/WiMAX) modems over multiple carriers, as well as multiple LAN and even BGAN satellite connections. This creates a reliable, broadband video uplink pipe over multiple narrow-band pipes. Using any camera, the fully-integrated self-powered compact unit provides video resolution in HD and 4K quality. The **bonded 3G/4G** solution aggregates all data connections simultaneously to achieve high bandwidth and smooth transmission, even as bandwidth and signal levels change across the different connections.

Our Offering

LiveU offers a complete range of solutions for live video coverage within one single multi-layered ecosystem: **Acquisition:** includes the variety of devices and software to transmit live video from the field using LiveU's patented cellular bonding technology. This includes LiveU's lightweight backpacks, external antennas, hybrid vehicle solutions, computer bonding software, and smartphone apps. **Management:** The LiveU Central cloud-based management platform enables fleets of units to be centrally controlled using geo-location capabilities alongside a host of other management options. **Worldwide Distribution:** LiveU's MultiPoint cloud-based IP video distribution service seamlessly integrates into the workflow, allowing broadcasters to share incoming live feeds with multiple end-points. **Community:** LiveU's Community is a cloud-based network connecting freelancers, production houses and other service providers with hundreds of top broadcasters around the world, based on LiveU's own management technology. The Community makes it simpler, cheaper and faster for LiveU customers to offer or request newsgathering services for breaking news and events at any time.

Unique Differentiators

LiveU is the leader in cellular bonding uplink technology, offering the most powerful and resilient solution of its type. Our predictive cellular bonding algorithms together with proprietary internal antennas offers substantially better signal strength that provide the most consistent, reliable and stable picture over time.

Business Benefits for the Customers

LiveU offers a comprehensive, turnkey service package for end-users, which includes: **Ultimate Operational Convenience** where all SIMs and data plans necessary to provide high-quality video streaming from the field with only one monthly invoice from LiveU, **Keeping You on the Cutting Edge** with the latest hardware, software, and fastest data connections through upgrades to the latest available version, **24/7/365 customer support** with comprehensive warranty, hardware, software, installation and training and coverage of **Worldwide events**

Company References & Strategic Partners

Company references: NBC, CBS, FOX, BBC, AP, Reuters, Sky News, BT Sports, CNN, Univision.

Main partners: AP, Panasonic, Sprint, Verizon, Cobham, NewTek, NeuLion, iStreamPlanet, USTREAM

Investors: Cannan Partners, Carmel Ventures, Pitango Venture Capital, Lightspeed Venture Partners



Motionize

www.motionizeme.com

The only real time smart corrective feedback Virtual coach

Solution at a Glance

Motionize uses a multiple consumer class 9DOF motion sensor to estimate objects orientation and translation. Motionize designed advanced state of the art algorithms combined with the vast knowledge of athletes, coaches, and bio-mechanic engineers. The algorithm is the core basis of the real-time metrics and the virtual coach systems.

Motionize spent the last years in building an infrastructure and gained a vast proven experience in motion sensing, motion analysis and the methodology of providing users with corrective feedback. Our first product, kayak sensor, is being used by the US national Olympic team and other paddlers around the world. The feedback is confirming that the system and the real time corrective feedback give a great value to the users.

Please check out these last articles regarding our technology and our first product available, for kayaking:

Sports Illustrated - [Link](#) , ESPN - [Link](#), Vocativ - [Link](#)

Please also watch this video: <https://www.youtube.com/watch?v=eV4rY3OY7KY>

We are at a point where we have an experienced team, one of a kind technology, proven sports algorithms and IP, manufacturing, distribution and customers.

We are now developing a cross category smart footwear with first application Soccer. To be launched by the 2nd half of 2017.

Customer's Challenges

None of the available wearable track and analyze devices gives athletes what they need to significantly improve: a smart device that corrects their technique in real-time.

We are the only company that uses few sensors synced together to provide complete image of the user's motion and advise him in real time of his performance. The ability to use several sensors allows us to bring the technology to new fields, never solved before (for example : kayaks)

Our Offering

We offer a consumer level smart footwear for soccer

- Real time Access to athletes performances for TV broadcasting, national teams and coaches
- Consumer use Big data analysis (from data collected by our users). There are no sources for such information in professional and recreational sport at a consumer level price.

Unique Differentiators/Competitor references

All other solutions offer data regarding the session of an athlete: Hear Rate, pace, time, speed. Most users can't use this information: is it good? Bad? Should I improve? How?

Our products provide the user with visual and audible instructions of how he improve so he can actually feel the improvement in real time.

Company References & Strategic Partners

Company references: US national Olympic Team, Flextronics, Dr, Erez Morag (former head of Nike innovation lab)

Main partners: Garmin, Uro Kayaks, Nelo Kayaks

Investors: Angels, LV Holdings



Playbuzz

www.playbuzz.com

Reinventing digital storytelling through engagements

Solution at a Glance

Playbuzz empowers publishers, brands and agencies worldwide to create engaging content via a suite of interactive content formats and cutting-edge analytics tools. Formats include polls, video snaps, lists, quizzes and more.

Customer's Challenges

Content consumption habits have clearly changed. According to Forbes, "Few people actually read online content. 79% of them scan and only 16% read word-for-word."

Our Offering

Playbuzz enables publishers, brands and agencies to create content people love via our suite of interactive formats (such as polls, galleries, video snaps and quizzes) that they can populate with content and then embed on-site or distribute through their social channels. Playbuzz has nearly 200 million monthly unique visitors to items created on Playbuzz.com that are hosted there, as well as on publishers' and brands' websites.

The Playbuzz platform also provides cutting-edge analytics tools to uncover users' content preferences and behavioral insights that can guide content-creation decisions and thus increase audience engagement.

Unique Differentiators/Competitor references

Playbuzz is the largest interactive content platform globally with over 12,000 active monthly Publishers and stands out from competitors based on the following:

- Playbuzz does not just offer a couple of formats, but 10+, providing a comprehensive tool kit to those who want to drive engagements.
- Publishers can not only create content via Playbuzz.com, but can also pull content that others have created from the Playbuzz Content Library that is relevant to their audience. This is useful for those who don't have large editorial teams/manpower to create all of their content from scratch.
- Brands use Playbuzz for Sponsored Content at Scale, which also generates incremental revenues for Publishers
- Playbuzz's proven performance and success rates are well above industry standards. Items powered by Playbuzz experience above-average engagement metrics, such as an average 94% item completion rate, 11% share rate and an average of 4 minutes and 30 seconds spent with an item.

Company References & Strategic Partners

Main partners: Playbuzz works with the world's most notable brands and partners. Editorial partners include: The Huffington Post, The Telegraph, Daily Mail, CNN, CNBC, MTV, Bild, Sky and many more. Sponsored content partners include: American Express, Unilever, Ford and many more.

Investors: Disney, Saban Ventures, 83North, Carmel Ventures and more.



Udobu

www.udobu.com

Udobu predicts and influences fan behavior.

Solution at a Glance

Udobu allows you to predict fan behavior around your events, and monetize through better pricing and targeting.

Customer's Challenges

- In stadia, the main issue is empty seats, either due to unsold tickets or no-shows, and the balance between capacity utilization and revenues.
- In live streaming of sports, there is an issue of predicting viewership which impacts advertising revenue (CPM optimization) as well as understanding pricing for PPV across different events, geographies and audiences.

Our Offering

Udobu connects to multiple sources of data (ticketing, access control, CRM, and many other external sources), and learns how your fans think and interact with your event. Based on this analysis, udobu then recommends optimal pricing, or tells you which fans to engage with.

Unique Differentiators/Competitor references

Udobu realizes that fans are different from each other, and that there is no such thing as an average fan. Different fans are affected differently by the different characteristics and circumstances of different matches. Udobu's unique predictive models handle this challenge to produce accurate predictions and actionable insights.



vBrand

<http://vbrand.net/>

A.I. driven sports marketing big data platform

Solution at a Glance

We are a Nielsen Innovate company dedicated to sports sponsors, rights-holders, agencies and TV operators. Our visual data platform is poised to redefine sports marketing, harnessing the power of deep learning AI and big data analysis.

We help our clients optimize their media plan and maximize their sponsorship ROI across all linear and digital platforms.

Customer's Challenges

Global spending on sports sponsorships is expected to grow to \$60 billion in 2016. Yet, there was no comprehensive way to continuously measure the overall brand impact across all platforms, linear and digital, and empower sponsors, rights holders, agencies and TV networks to make informed marketing and sponsorship decisions, until now.

Our Offering

vBrand brings the evolution to sports marketing data with an artificial intelligence platform that combines automatic visual recognition with audience engagement and big data analytics. vBrand tracks brand exposure in sporting events and measures the post-game brand impact across all platforms and media outlets.

vBrand analyzes the information from the various media sources and consistently presents it in one place. It provides a comprehensive analysis of brand exposure and impact, as well as a comparative analysis of all the brands participating in the sporting event. vBrand also provides an "exposure calculator" that uncovers the actual momentary value of the brand exposure.

Unique Differentiators/Competitor references

- A.I. visual analysis
- Big data analysis
- Exposure source filtering (e.g- courtside banner, jersey, basket, etc.)
- Comprehensive impact analysis, 24/7 tracking on all linear and digital platforms.
- Social analysis

Company References & Strategic Partners

Main partners: Coca-Cola, Turner, Nielsen

Investors: Nielsen Innovate, Wellborn Ventures



Vitec Video Innovations Ltd.

www.vitec.com

Vitec Video Innovations – Any Video. Any Format. Any Time. Anywhere.
Vitec Video Innovations – Video Solutions. Designed by excellence.

Solution at a Glance

VITEC is a worldwide provider of innovative digital video products that support end-to-end media solutions. Since 1988, VITEC has played a leading role in the design and manufacture of hardware and software for video encoding, decoding, transcoding, recording, conversion, archiving and streaming over IP. Our comprehensive product portfolio of video solutions covers a wide range of industries including Sports & Entertainment, Broadcasting, Government, Military, Education, Medical, Telco, Enterprise and Transportation.

Amongst our customers, Stade de France, NFL stadiums and NBA stadiums are using a complete Vitec solution from end to end.

Vitec equipment is also used to cover major sports events, like the Rio Olympics, the Tour de France and much more.

Customer's Challenges

VITEC is able to master the entire chain of video services; ingest-processing-disseminating-archiving-creation-playback and is the solution of choice for various high profile video applications worldwide. Our ability to blend existing technologies with application-specific requirements along with the capability to provide turn-key industrial design, development, manufacturing, and validation services allows us to serve our customer base with the right technology, at the right time and to the highest quality

Our Offering

Vitec offers a wide range of Products;

For Streaming we have Portable Encoders, Blade Platform Encoders, Zero Latency Encoders, transcoders, solutions for Mobile Streaming and OTT.

For Video Distribution VITEC EZ TV System which includes Digital Signage for Sports Stadiums, IP Monitoring, advanced recoding, mosaic view and more.

For Archiving, Vitec offers the Proxsys System.

Furthermore, Vitec offers many devices, such as portable recorders, encoding and decoding boards and custom made solutions

Unique Differentiators/Competitor references

As an engineering-oriented company, VITEC continues to design and develop ground-breaking video solutions and introduce radical innovations and technologies that are used by major companies. VITEC's commitment to working diligently with our customers and partners and our engineering talent give us the capacity to turn your dream specifications into a reality.



WALLY Smart Brands Wall

The interviews wall of the digital age.

Solution at a Glance

WALLY Smart Brands Wall invented the world's first interactive sponsorships wall.

Based on the fact that most of the pre/mid/after game's interviews today get maximum exposure in both TV channels and digital/social platforms – we believe that the sponsorships wall must be updated to the digital age. WALLY (registered patent) have upgraded the current sponsorship wall by adding a line of video screens, giving the sponsors a new and wider way to connect with their target audiences – from presenting dynamic logos, to brand's TVC.

Monitors are located in the interviewee's head height (what you see on TV). The system supports advanced display and measurements technologies with smart SAAS remote access. The wall itself is very easy to assemble and store.

Customer's Challenges

Sport's interviews have become a strong factor in the media world, but still it seems that today's sponsorships/logos walls are not filling their full marketing/media potential, limiting sponsors and brands to static logo only.

With WALLY sponsors can ignite their brand's image and deliver diverse marketing messages (brand image, selling, call-for-action, etc.), while enjoying the prestige look of the sponsorships wall.

Our Offering

Deployment of WALLY smart walls for all league teams.

No cost.

Rev-share model – 30% screen time for the team, 70% screen time for WALLY.

Unique Differentiators/Competitor references

We believe in a Win-Win situation for every side of the deal. Our offer will significantly upgrade the league's sponsorships walls in terms of look and image, giving the teams the benefit of additional revenues, with no risk or financial obligations for the teams. So everyone wins – the administration upgrades the league's sponsorships walls, the teams make more money, and the sponsors enjoy quality media platform with massive TV exposure.



WSC
Sports

WSC Sports Technologies

www.wscouting.com

Automatic production & personalization of sports video highlights in real-time

Solution at a Glance

WSC provides an innovative workflow automation solution for sports media-right owners from ingestion of live content to distribution of automatically created short-form videos, tailor-made, customized and personalized for every need. The company's unique sports video technology automatically analyzes sports broadcast in real-time, identifies every moment in a game and generates customized highlights on every player, team and moment. The company's solution is currently being used by global sports media brands to better leverage sports content for increased fan engagement, marketing and promotional opportunities. WSC's products are built upon a unique set of technologies based on cloud-computing, sports data integration, image processing, audio analysis and automatic editing algorithms.

Customer's Challenges

Our solution scales up the value of sports video content by tailoring it to customers' appetite by personal preferences, nationality and localization.

WSC's **automated workflow** improved the right holder's ability to serve their audience with **quicker turn-arounds** and **customized videos** for various requirements

Our Offering

WSC has developed the ability to go through a game and automatically tag and categorize each and every action. By indexing, we make the entire feed searchable and every event and action extractable. Once the game is mapped, we can pull out every imaginable type of event, and use it to build various implementations on top of it for **Automatic Production & Distribution** and for **Fan Engagement Content applications**.

Main products:

AVGen:

AVgen is an automatic video generation platform that creates videos according to pre-determined rules being set in the system. The system can apply hundreds of rules and trigger the creation of videos accordingly.

Clipro:

Clipro is a cloud-based digital production interface with WSC's real-time video indexing and video generation. With Clipro you can browse through your entire video library, create content, access automatically produced content, and manually publish any video anywhere.

Unique Differentiators/Competitor references

There is no current offering in the market that enables the automatic creation of sports videos with the scale and quality of WSC Sports.

The main company's competition comes from traditional workflow and legacy systems and mechanisms already in place for sports video production workflows. Our solution takes this practice to a new level.

Company References & Strategic Partners

Company references: WSC works with the NBA. Check out this article at [USA Today](#) and this [Video](#) interview.

Main partners: NBA, Eurosport, Big East, BT Sport, Turner, etc...

Investors: Intel, Dan Gilbert (owner of the Cavs), Elysian Park Ventures (owners of the Dodgers), Mark Wilf (owner of the Vikings), Zohar Gilon, 2B Angels, Plus Ventures, Pix VC, etc...