

HOW TO COST-EFFECTIVELY ENGAGE FANS AND MONETIZE, WITH AI

01

Key commercial priority for football will be reaching fans and future-proofing revenue streams

- Massively increased demand for engaging video content
- Reduced desire to attend matches in-stadium
- Fans can't rely on broadcasters to cover matches they want to see – especially with budget cuts
- Need to develop new revenue streams to replace lost revenue
- Need to create new value for sponsors

02

Content creation, digital distribution and engagement will be essential to recovery and growth

- Digital platforms critical for maintaining audience and building relationships with fans
- Need to meet consumer demand for sports content anytime, anywhere, on any device, in the format they want
- Opportunity for new revenue streams via digital audience
- Will help organisations future-proof current revenue streams and create new ones

03

AI-based automated production + OTT distribution will take football from 'grass to glass' – simply and cost-effectively

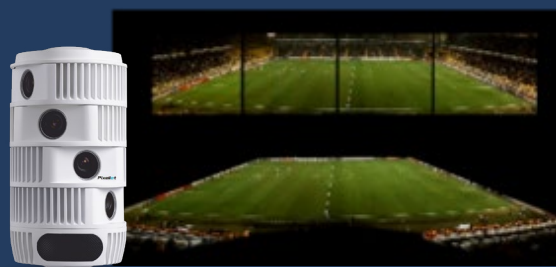
- Fully automated production workflow is extremely cost-effective
- Unmanned 'set and forget' AI system captures video, tracks game flow, produces match feeds, creates highlights, and adds graphics and promotions
- Broadcast / stream live or on-demand to any platform – including powerful integrated OTT platform
- Can also be utilized in broadcast-quality multi-camera production minimising required personnel

AI VIDEO PRODUCTION + ADVANCED TOOLS

01

Camera

One camera per pitch



02

Automatic Production

- Panoramic Feed
- Live Match Feed
- Automatic Highlights
- Graphics
- Sponsor Content



03

Advanced Features

- OTT Platform
- Personalised Highlights
- Player App
- Integration into existing FRM / Engagement solutions
- Professional Coaching Tools
- Vidswap Advanced Video Breakdown



**CONTACT THE WORLD
LEADER IN AI-AUTOMATED
SPORTS PRODUCTION**

info@pixellot.tv or visit www.pixellot.tv

Pixellot is the biggest producer of live sports in the world with over 40,000 live games produced and distributed globally every month via web, mobile, OTT etc.

World leading federations and clubs work with us: FC Barcelona, Real Madrid, Bayern Munich, The Mexican Football Association, Benfica Lisbon and many others. Our customers include: ESPN, FloSports and NEP.