

Increase Content Delivery and Fan Engagement with Tedral SMARTLIVE

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Viewers around the world are watching more content - particularly live sports - on their mobile phones driven by social media. The pressure for broadcasters to offer increased engagement is growing all the time. This means more highlights, more replays - more insight in general and an increase in clips and packages tailored for the requirements of other platforms. In addition to increasing content consumption, broadcasters are also expected to tailor content to the personal preferences of individual users to achieve maximum engagement. To

complicate matters further, this means viewers expect to see everything instantly, or as soon as possible afterwards. This additional content must be created as quickly as possible.

Automating highlights

Creating clips automatically can now be achieved while the event is running as fast as the actions happen. Not only can more content be created, it can be made available within seconds after the action occurs, meeting the expectations of sports fans. Where a package needs the supervision of a craft editor, the content can be quickly reviewed or passed to a third-party editor, via an established interface. In that case, one of the most powerful advantages of this is that each clip on the timeline comes with all its metadata, is given a name that describes what it is and who was involved in the action. Again, the result is greater productivity for the editor who does not need to dig into the images to understand the edit. Automated highlights packaging need not be confined to a single event, or only implemented on

location. The same platform can be used at the broadcaster's base to create other outputs. This might be all the goals from every game that day, or an entire season for example. The whole archived content can be used as a source for storytelling, providing a greater value for the archive. These enhancements allow quicker access to content, enabling production teams to significantly increase their efficiency and output without needing to scale up, leaving them more time for creativity, such as personalized stories that heighten the overall viewer experience. The solution maximizes efficiency, output and profitability for broadcasters of sports and live events. It also reduces overheads by cutting costs without having to compromise the quality of their production.

Do it with SMARTLIVE

Tedral's live sports production solution SMARTLIVE does all this and more. Using artificial intelligence elements, SMARTLIVE builds on the core metadata management for which Tedral is well known. Having amassed

unrivalled metadata around an event, intelligent processing can then automate the production of video highlights packages, allowing broadcasters to create more and better content.

At IBC 2019, Tedral launched SMARTLIVE's new MULTI SPORT configuration, which allows users to generate automatic highlights or auto-clipping for any genre of sport quickly and easily. The MUTLI SPORT functionality dramatically increases the number of highlights that SMARTLIVE can generate automatically due to the significant expansion of sports genres. This is a key addition to the list of the solution's fast-growing capabilities.

Machine Learning

Tedral has applied machine learning to SMARTLIVE. The company's AI application employs speech-to-text and video recognition algorithms to add even more editorial values to the metadata so highlights can be enriched even further. Tedral SMARTLIVE is fully integrated with Speechmatics' industry-leading Automated Speech Recognition (ASR)



technology that allows operators to seamlessly search for comments made by sports commentators during a match or live event. This eliminates the need for production teams to scale up, freeing them to create personalised stories while maximising efficiency, output and profitability for broadcasters. Built on open standards, SMARTLIVE is agnostic to the equipment around it. It can be added to any production infrastructure. Its virtualized software architecture can be implemented on premises, in the cloud, or as a hybrid. As well as generating its own metadata, it connects to existing archive asset

management systems, using examples from the past as a way to illustrate today's news. SMARTLIVE allows broadcasters to use automated technology to significantly increase their content delivery leading to new revenue streams, increased fan engagement and reduced overheads. For example, SMARTLIVE can publish to social media through social media campaigns which allows a producer or an editor to publish to different channels in a one click operation. The campaign management also avoids mistakes in what is published when increasing productivity and security. www.tedral.com



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