



L I G A
LIVE GRAPHIC SYSTEMS
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**FOOTBALL
NSW**
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“The future of broadcast, which is actually the future of sponsorship metrics. How to track what’s actually happening when sponsors engage with sports broadcast at whatever level...”

Before Covid-19, cloud production technology was slowly being adopted by broadcasters, production companies and sporting organizations alike. The rise of live streaming API’s by social media giants, the development of while labelled OTT platforms and the powerful realisation of sports content ownership models had begun.

Key points from the session:

- Football NSW went from stream 1-2 games per week 2 years ago, to streaming 30 games per week, or around 450 games per season.
- The goal was to create professional broadcast like quality streams, with limited resources, in order to create long-term commercial opportunities.
- Streaming of all levels of sport not only builds a new audience, but also creates content that can be leveraged for other purposes.
- With the abundance of content and streaming available, it’s becoming more important to include add-ons that help to engage and keep an audience; this is where things like live graphics, and metrics can come in.
- Pre-streaming, Football NSW sponsorship revenue was focused on the physical, including jersey’s, stadiums etc. This limited the potential audience to in-stadium, or television broadcasts, which for Australia football, and lower tier football, is a limited broadcast audience.
- Streaming opened the door to volume with regards to the audience, and potential eyeballs on sponsors; this has driven new and increased sponsorships for Football NSW.

- For Football NSW the first step was to ramp up the number of games streamed, and the quality of those streams. An integral part of this was the inclusion of LIGR's live graphics throughout. The next step was to understand their audience further, to provide more tailored content, and products. This is where Football NSW's partnership with Sportradar and LIGR was born to produce a dedicated OTT platform.
- OTT and the ability to automate broadcasts, and graphics, will be key in the return of sports post COVID. It will enable sports to build a commercial asset, and understand their audience better.
- LIGR is designed to make the process of commercialising graphics within streaming as simple, and low-touch as possible. This makes it accessible at all tiers of sport.
- The automation of the video recording side of streaming is also a reality, which means we are living in a world where the full broadcast process could be automated from recording, to scoring, and graphics.