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“Coaches were using the same plays coming out of timeouts in late game situations... we could tell our players in a timeout, here’s what they do... it (final 2 minute scouting videos produced using Synergy) made a pretty dramatic difference, and there’s no way to do that with full game video”

In this session you will discover how top European basketball teams use video, data and analytics across their entire program – player scouting, game preparation and player development.

Key points from the session:

Building a Roster

- Video is used to help identify clearly evident negatives, or positives in a player that helps decision making when it comes to building a roster
- Video analysis enables teams to be as prepared as possible when it comes to free agency and an open market
- Video can’t be everything, there are still details around the human qualities of a player, but video analysis can tick all the other boxes around performance
- Synergy has a significant coverage across all basketball leagues, and seasons, which provides a significant amount of data, current, and historical, on almost every player
- Video provides more context on data; data can narrow the pool of players, but the video backs up the data to provide context on what the player has done

Game Preparation

- Time is key as turnarounds from game-to-game are short, so access to the latest video of recent games is important for game prep
- Synergy mobile app used by players for their individual prep for a game. This can be sent by the coaches and enabled players to focus on key individuals
- Synergy has games processed and ready almost immediately post-game, which is what enables teams to be efficient during a 90+ game season
- “Coaches are people, and people have tendencies...” separating out the final few minutes of a game and analysing that piece can enable you to identify the tendencies of opposition coaches and teams

Player Development

- Using automated video and analytics to visibly show changes in technique that relate to changes in data e.g. a change in shot technique that coincided with a drop in shot percentage
- Utilising video of other leagues, players etc. to evaluate and learn how to improve their own game is another key feature of video and analytics in basketball
- Important to create a baseline, which is a strength and weaknesses video to track progress. The automation of this makes it easier to share it at the required levels within the organisation
- Video can be more important than data when it comes to player development, because for many visual learning is an easier concept