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How the Champions League can be amplified across platforms?

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MAGNIFI INSIGHTS



Executive Summary

Broadcasters will interact with fans as never before thanks to AI creativity and hyper-personalized user interfaces. Consider the manual labour required by broadcasters to assemble ten-minute recaps of the thousands of live sporting events that occur every day around the world add to this complexity what the human eye misses making the process sub-optimal. It's difficult to catch every single play, pass, goal, foul, or offside and this is where AI comes to the rescue. Highlights are the fastest growing segment of video, whether in sports, movies, or television, with the business video industry estimated to reach nearly USD 20 billion by 2023. Media developers will use artificial intelligence (AI) to process huge volumes of video and data in order to capture some of the burgeoning demand.

In the 2020-2021 season of the Champions league, Magnifi with a broadcasting platform helped build and publish small-form content pieces containing highlights at a much faster speed than a production crew could, by analysing hours of content in real-time. Delivering a highlight kit in 15 minutes without any human intervention led to cost savings of 80%.

Magnifi's AI engine collects and analyses data on the field, taking cues from sports mechanics, observing crowd responses, and using activity recognition to determine which moments are key and work as the highlights reel and which to discard while elevating the content with rich data.



Goals & Objectives

01

Identify key-moments in live broadcast stream

03

Add post-production graphics and elements to new content

02

Build specific highlights packages in real-time

04

Create promotional assets and publish them as web-stories



Overview

The UEFA Champions League is an annual club football competition organised by the Union of European Football Associations (UEFA) and contested by top-division European clubs, deciding the competition winners through a group and knockout format. It is one of the most prestigious football tournaments in the world and the most prestigious club competition in European football, played by the national league champions (and, for some nations, one or more runners-up) of their national associations. Viewed internationally this event has a great following with huge viewership numbers.

Our partner had the regional rights to the event and wanted to ensure that it built traction across platforms to promote the event, a critical aspect to this promotion strategy being highlights packages and other short-form content pieces.

Problem statement



When our partner approached Magnifi, they already had a large viewership and wanted to capitalize on this growing userbase. They wanted to build interaction and promote the event across platforms by using match highlights which could be shared by the users.

Their challenges in this were two-fold:

- They lacked the technology to identify key-moments/highlights in content pieces and required time-consuming human intervention to service this task which was unfeasible to execute
- They lacked capabilities to instantaneously repurpose live content into bite-sized consumable videos that could be used as promotional assets

03

Magnifi's solution and intervention?

They needed a solution that would:

- Identify key-moments/highlights in a video content
- Repurpose key-moments/highlights into consumable bite-sized videos and promotional assets
- Insert graphics, slates, and brand elements to new assets in post-production

Contextualizing and tagging content:

Magnifi's AI-driven platform is designed to identify the context of the content and map it across the broadcast. For the Champions League broadcast stream Magnifi's AI identified key context data points:

- Match mechanics: Identification of football modalities through ball and player tracking, field mapping, audio interpretation, player's reactions, crowd reactions
 - *Goal*: The AI identified when a ball was in the net and the referee signaled for a goal.
 - *Offside*: Through player tracking and referee signals, Magnifi's AI could identify all instances of an offside.
 - *Foul*: By listening to the umpire's decisions (provided with the feed audio) Magnifi could tag all fouls
 - Carded offence: When the foul was deemed to be worthy of a card, the AI could identify the card being furnished and categorise the event accordingly.
 - *Penalties*: Through spatial awareness and follow-up actions, Magnifi AI identified all the penalties in a game.
 - *Save*: Magnifi AI also identified all cases of saves by the goalkeeper when an attempt at goal was saved.
- Heartbeat: By monitoring the player and the audience's reactions real-time Magnifi's AI engine was able to identify all heartbeat moments in a match. These moments could be an exceptional play, an almost completed attempt, an emotional exchange, a key clearance, etc.



- **Emotional Reaction:** Emotional reaction of players. By using face recognition and audio interpretation modules Magnifi's AI engine identified the emotional reactions of the players
- **Match Interviews:** Magnifi AI also identified and tagged all match interviews in the live broadcast stream.
- **Others:** Unique cases as requested by the partner

This seamless contextualizing and metadata tagging exercise done on live broadcasting streams provided rich data-led video content that could be accessed by the partner as small consumable bite-sized content pieces.

Bite-sized videos:

After the contextualizing of the content, each of the live streams was broken down into smaller bite-sized videos that could be used across platforms. Through the dashboard, our partner could search for the right content or automatically push highlights as soon as they were created.

As the content created on this platform is rich with data the partner could also look at creating focused key-moments/highlights sets containing multiple videos together or focusing on a specific requirement. Based on the bite-sized videos identified and built our partner could build:

- Teasers
- Highlights
- Player focus reels
- Key-moments packages

These videos were accessible to our partners through an easy-to-use dashboard and at a click of a button.

Publishing content:

The content was then automatically video encoded and pushed to the app owned by the partner and as web-stories that could be consumed by users across their devices.



Results

The partner produced many marketable assets by using Magnifi's solution. These assets marked an increase in the engagement across audience sets on social media channels. The bite-sized highlights helped the partner service all the requirements of their audiences effectively.

01

6000+ key moments and highlights identified and categorized as smaller bite-sized content

02

2000+ webstories published

03

70% of manual editing time saved (editing time reduced from 3-4 hours to 15 min)

04

80% cost saving (video editors, graphic designers, data labeling costs)

Magnifi effect

Magnifi helped the OTT provider to engage their audiences with beautifully designed content. It helped automate every step of bite-sized content creation and insertion by including graphical overlays, inserting slates and branding-specific content in real-time. Innovation and hyper-personalized user experiences let broadcasters engage with viewers like never before.

