

Opinion and Analysis

Preparing for a summer of sport



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Summer 2016 is every sports fan's dream, with numerous sporting events taking place simultaneously around the world including UEFA Euro 2016, the F1 Grand Prix, Tour de France, Wimbledon, culminating in the excitement from Brazil with the Olympics. It seems

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that this time of year, every sporting fan has had something to cheer about and watch on screens of all sizes.

The sports and live events sectors generate some of the world's most compelling moments. These moments, when captured and stored properly, can last indefinitely, giving unique value to sports and entertainment properties and their rights holders.

Sports rights and production costs continue to rise, while linear CPMs are under pressure. Now more than ever, it is imperative that rights holders, broadcasters and sponsors capture every single valuable moment from live events, and ensuring it finds its rightful audience both during and after the event on all screens and devices.

Sporting confederations such as Wimbledon, the Olympics, USTA, and the golf's Majors are under immense pressure to produce compelling programming both during the event and, in this day and age, around the event in shoulder programming and highlights packages, especially for digital and social platforms. Monetising event content through licensing, capture of highlights, and packaging for activation with sponsors and partners is now a major factor for these significant annual events.

Those who specialise in digital asset management services can give vital support to live events providing turnaround material while the moment is still fresh. For example, the winning shots from a tennis match, or the final putt from a golf tournament, can be supplied to the event host and delivered to advertising partners for a 'congratulatory' advertisement to be aired at the end of the live broadcast. Increasingly, these

federations are turning to media industry partners who are able to properly capture and manage media assets with correct, robust, and rich metadata to enable search and rapid recall for any purpose-giving sports fans around the world the compelling content they desire while helping the federations and rights holders monetise every moment.

As we saw this summer during the grand slams on the court as well as the record breaking

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attempts going on in Brazil, it is important for these sporting federations to focus on their day-to-day operation during these tournaments, leaving the capturing and archiving of footage to experts who can support them, their event and athlete sponsors, and their global broadcast and digital partners by putting flexibility and control in the rights holders hands. ■

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