MANAGE EVERY MOMENT

3 WAYS TO MAXIMISE YOUR VIDEO CONTENT

imagen

MAKING THE MOST OF YOUR ASSETS ON (AND OFF) THE PITCH

One of the most compelling things about sport is that history is being captured, every hour of every day. Moments of glory, agony, celebration and defeat live long in the minds of fans, and will often be discussed for many years to come. Yet these moments are also often chaotically stored, in archives, on hard drives, even on tape, which means sporting organisations have to know where everything is and actively collect, preserve and organise this footage.

This creates an ongoing challenge. Today, sporting organisations do not just have to balance the archive mindset of posterity and preservation – they also have to cater for the huge appetite for on-demand content.

Unfortunately, many great sports are not able to make the most of the moments they own. Instead of optimising their content, they are unable to make it accessible to partners and interested fans. Instead of

making every piece of compelling content a valuable asset, footage can sometimes become little more than a storage problem, or can end up being lost or forgotten.

Whether it is VHS or MP4, sports teams and clubs have to look beyond the format to the future of audience engagement. To do so, media and digital managers must take a different approach to managing the content they own and the channels they use; they need to be methodical and meticulous – making sure that every last minute of their content archive is exploited, so they can make the most of their assets.

To truly manage every moment, here are three things every media and content manager should be thinking about.

01
LOOKING BACK, GLANCING FORWARD

With new footage being generated every day, content libraries are hard to handle. At the same time, the demand for near-live, high-quality, high-speed content is accelerating, meaning sponsors, commercial partners and digital broadcasters expect an increasingly efficient service from rights holders and content creators.

Just consider ATP Media, the global sales, production and distribution arm of the ATP Tour. Its archive dates back to 1990 and includes full match action, behind the scenes footage and interviews. All of which is hugely valuable, both as assets that can be licensed, and for protecting the legacy of the sport. Meanwhile, new content is arriving all the time – which is why ATP Media is using Imagen's platform to manage and activate its content.

01
LOOKING BACK, GLANCING FORWARD

The challenge is that many media and content managers are working with content management platforms that are not necessarily fit for modern requirements. Some are using File Transfer Protocol (FTP) or a platform like Vimeo to manage video. Others are working with a mixed format archive, including a large amount of old-fashioned video tapes. It is clear that some of these platforms will not be able to keep up when we consider the exponential growth in content that is adding to archives, and creating large, multi-faceted libraries.

Beyond storing, cataloguing and creating an influx of new content, managers have to do their best to store and distribute the material they already own, using legacy systems that are not up to the job. As a result, 59% of sports industry professionals think they are not making optimal use of their content with news outlets, sponsors or fans.

To effectively manage moments from the past, present and future, content managers need a reliable system that helps them convert video content into more widely used digital formats, so their archives are protected and backed up. They then need a tool that makes storage, tagging and access control easier, so external partners and fans can get the content they need with ease and speed.

With this kind of technology on their side, managers can do a better job, on a system that gives them ownership and control. It also transforms their role, removing the need to constantly work with high maintenance video archives, and instead bringing it into the present with greater insight and control. In doing so, an intelligent video content platform enables content managers to bring more value to their organisations through operational efficiency and by bringing strategic foresight to their content strategy.

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THINK THEY ARE NOT MAKING OPTIMAL USE OF THEIR ARCHIVE WITH NEWS OUTLETS OR SPONSORS

Imagen, Beyond Live research

02
PULLING CONTENT FROM
CAMERAS AND CHAOS

Sports broadcasting innovation has meant exponential growth in the amount of content created over the past few years. Euro 2020 was available in 229 territories via 137 broadcast partners and had as many as 36 match coverage cameras in each stadium with an additional eight native UHD-HDR cameras at each game. Each collected footage that had to be immediately processed and stored for distribution, with 2,000 hours of production available to global broadcasters.

The numbers give an idea of the sheer breadth of content that is now collected at major global sporting events. While minor sports may not have to deal with this kind of scale, there is a trickle-down effect, and all sports are creating more and more content on a daily basis.

SOMERSET CCC ITSELF HAD

8.5 MILLION

PEOPLE VIEW CLIPS ON IT'S DIGITAL CHANNELS

PULLING CONTENT FROM CAMERAS AND CHAOS

It is now standard practice across all cricket grounds to have fixed cameras, one at each end of the wicket, to broadcast games live on YouTube with counties broadcasting footage, then archiving and editing it for highlights to share on social platforms. Importantly, as well as having a portfolio of new content, they enjoy a significant reputational boost as a result of this activity – which is hugely beneficial for a sport that has been suffering with low attendances for years. **Somerset CCC** itself had 8.5 million people view clips on its digital channels in 2017 alone.

Content on this scale is great for sports federations and teams. But it also takes a huge effort to onboard, catalogue and tag the content. Unfortunately, many content management solutions struggle with this, because they have no automation element and do not allow for easy and quick tagging. Similarly, these systems are very reliant on human control, and with many content managers either working with small teams or even alone, time out of the office can easily lead to chaos.

Managing digital media effectively requires intelligent automation to control the volume of content created. Likewise, content managers need a platform to distribute content which does not rely on endless human intervention. Without that, they risk a situation in which content distribution takes a lot of time and has very little reward.

03
BRINGING MOMENTS
TO THE MASSES

Access is the key to media management in a digital world. Fans, sponsors and partners need to get to content, fast. Today, as the platforms people consume sports content on evolve, this need is growing and becoming more complex.

The trend for watching sports content on mobile is well known. What is pertinent for sports content management is that **fans are increasingly consuming short form content - as they distill hour long games into the most exciting highlights**. Sports content is about moments, not matches.

Some have already grasped this, like the **New York Mets**, who have partnered with Yahoo Sports to create an app on which fans can watch exclusive content on demand.

Meanwhile, on the broadcaster side, new players are entering the market with different content needs. Indeed, in its 2018 report about sports content trends, **Nielsen** cites the relatively low barrier to entry for

online broadcasting that has brought about the emergence of publishers like **JOE Media** and **Dude Perfect**. It is not just the traditional broadcasters of old who are taking content from sports federations or teams, and the audience these digital platforms can reach is enormous and waiting to be engaged.

It is no surprise, therefore, that most sports industry professionals see better distribution as a path to more revenue – giving content managers the chance to really make an impact on their businesses. However, 44% of them say that demand for content exceeds their ability to supply it.

Sports teams and their content managers again face risk as well as opportunity. For example, if a sport was to put 50 files of highlights on an FTP server, the likelihood is that they will never hit the market because the content is too difficult to search for and acquire. The knock-on effect is that valuable content will be wasted, rather than consumed, either because the moment in which it is most valuable has passed by the time anyone can use it, or because it cannot be used in the first place.

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Imagen, Beyond Live research

03
BRINGING MOMENTS TO THE MASSES

Similarly, if sponsors, partners and the like cannot access files easily, download them quickly and use them when needed, then it is likely they will go elsewhere for content to serve their audience. As many as 70% of sports professionals believe that competition for attention is a growth barrier.

The less automated the delivery and distribution supply chain is, the more likely it is that the content manager will encounter challenges like poor accessibility, finding content, and distribution. Manual processing equates to complexity. Automation equates to ease, and more free time to focus on value-added tasks.

This is where an intelligent content platform can really come into its own. Firstly, it automates the process of uploading which can then be navigated using a powerful search engine, making accessiblity and discoverability a breeze.

By further enriching the video metadata with tags, speech-to-text transcriptions, annotations and local language subtitles; content teams can easily find the right moments in a video to make engaging content for fans and sponsors – quickly!

Content management solutions also offer a feature rich platform for sponsors, partners and fans to use to watch the moments they crave. Ultimately these

platforms can support sporting ambitions to target expansion markets with localised near-live content.

Importantly, some of these platforms like Imagen Pro can be branded with logos, imagery and colours. This means that sporting organisations have a customer or partner facing service that is all their own, and which they can draw on to raise their profile among broadcasters and the public. In a competitive environment, in which sports effectively compete with each other for attention, this can be a vital tool in elevating one sport's profile or team above another's.

Better still, the right platform can empower content managers to derive a huge amount of data, informing their work going forward.

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Imagen, Beyond Live research

YOUR MOMENTS, MANAGED

Sports content managers are living through an era of unprecedented growth and innovation – one that offers them the chance to be the player that changes the game for their federation or team. However, as with sport itself, the field is competitive, and for every content winner, there will be a loser, too.

To ensure you end up on the right side of that line, it is crucial that you are able to make the most of the moments that live in your archive, whether they took place 50 years or five minutes ago. Doing that requires a rethink of the solutions and systems you rely on to manage your content.

Today's fans and sponsors need speed, accessibility and ease when they are taking your content. That is only possible with a solution that enables straightforward onboarding of content, intelligent tagging, and simple partner access to the moments they need, at the moments they need them.

This is where Imagen comes in. Imagen can significantly reduce resource pressures on stretched content teams, transforming archives into an intelligent and well-catalogued resource.

We understand how to work with world-leading sports brands as well as emerging federations to make the most of their content. Our intelligent video platform supports media and content managers, working with them to develop the strategies that will help their content win.

Want to know how to create a winning content strategy in practice?

READ ABOUT HOW PREMIER LEAGUE FOOTBALL WENT FROM STRATEGY TO SUCCESS WITH ITS CONTENT BY DOWNLOADING OUR CASE STUDY BOOKLET

TAKE YOUR SPORT TO THE NEXT LEVEL WITH IMAGEN PRO

Imagen Pro is an intuitive video management platform that enables sports organisations, media companies and enterprise sectors to intelligently manage their video media with enhanced functionality, control, and insight.

Imagen Pro is being used by global organisations to manage, deliver and distribute their expanding video and media libraries – enabling fast, easy, secure and controlled access to media through the highly customisable platform.

Request a demo of Imagen Pro

IMAGEN PRO KEY FEATURES:

LIVE INGEST TO ARCHIVE

From camera to cloud. Capture and ingest live streams straight into the Imagen video library to be accessed and repurposed. Enables fast-turnaround production teams to access their video content for immediate use.

CONTENT CREATION

Imagen integrates with leading editing suites, bringing production and digital asset management together. So creatives no longer have to work with disparate systems, it's all in the convenience of one platform.

MAKE YOUR CONTENT DISCOVERABLE WITH POWERFUL SEARCH ENGINE & CATALOGUING TOOLS

Add rich metadata to your media content quickly and easily with Imagen's cataloguing and shot-listing tools. Artificial intelligence features like speech to text automatically generate rich searchable metadata to make sure your content is fully described – so you and your clients can find the content they need in the fastest time possible.

KEEP YOUR CONTENT SAFE & READY FOR THE FUTURE

Imagen protects your sporting legacy and offers automated workflows to upload and archive your content in the shortest time possible – ingesting and transcoding multiple files in just a few clicks.

PREVENT CONTENT MISUSE WITH INTUITIVE RIGHTS MANAGEMENT

Imagen enables clients to choose a date range for content to be available for individuals or groups. Additionally, credit packages can be created to define appropriate usage, so you can regulate how much your partners download.

GET CONTENT FASTER WITH ACCELERATED FILE DOWNLOADS

Deliver high resolution files to sponsors and media partners at blistering speed through our handy high speed file delivery service.

AUDIENCE ANALYTICS

Simple to use dashboards give you up to the minute information on platform performance and engagement rates, helping you to manage your media and market your content more effectively.

imagen

EMBRACE THE INFINITE

TRUSTED BY LEADING BRANDS TO MANAGE, MONETISE AND DISTRIBUTE THE WORLD'S MOST VALUABLE MEDIA

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