tedial
Media **IT**

SMARTLIVE

BETTER SPORTS STORYTELLING-AUTOMATICALLY!
THE AUTOMATED LIVE SPORTS SOLUTION

Automated METADATA
Powered by Artificial Intelligence

Personalized Content with
Automated Storytelling

Access Everywhere

Connect to
Social Networks

Reduce Production Costs

SMARTLIVE is the world's most comprehensive end-to-end workflow solution specifically tailored for sports and live events.

Featuring cutting-edge AI tools, SMARTLIVE leverages its unique metadata engine to automate media management tasks from remote logging and clip creation to distribution – including tight integration with social media.

SMARTLIVE is the only solution to automate the event metadata ingest process; automatically provision a production environment for your production team; manage multi-camera and multi-venue feeds; provide multiple, instantaneous live searches to bring historical media and informational archives to the live event; and automatically generate highlights and deliver them to digital platforms and social networks.

AI, THE CLEVER WAY: AN AUTOMATED AI METADATA ENRICHMENT PROCESS THAT SIMPLY WORKS

DELIVER THE PERSONALIZED STORIES TODAY'S FANS DEMAND

FULLY COMPATIBLE WITH TODAY'S LEADING PAM SYSTEMS (ie. EVS; SAM, A BELDEN BRAND)

AUTOMATED LOGGING, CLIPPING, AND DISTRIBUTION

AUTOMATICALLY PROVISION A PRODUCTION ENVIRONMENT YOUR SPORTS PRODUCTION TEAM WILL LOVE

INGEST & ENRICH MEDIA, TELL THE STORY, AND ENGAGE YOUR FANS – SIMPLY AND AUTOMATICALLY

NEW EDIT INTERFACE TO EMPOWER STRONGER STORYTELLING

behind the play

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KEY FEATURES:

OPTIMIZED METADATA ENGINE
- Automatically-generated User Interface layouts tailored specifically for each sport
- Data feed agnostic
- Automated preparation of the production environment: event, schedules, log sheets, keyword grids

AUTOMATIC HIGHLIGHTS
- Short form: per player, per play, best plays of the game
- Long form: game summary packages
- Choose the duration of the highlight (manually or through an automatic workflow)
- Single and/or multiple game highlights

DIGITAL DELIVERY
- Manual and automatic push to social networks or digital platforms via automated metadata mapping
- Live streaming
- Integration with social publishing platforms
- Social media insight: use dynamic user engagement data to feed data and automatic highlight management engines — a true learning machine!
- Destination message control: tailor metadata for each destination

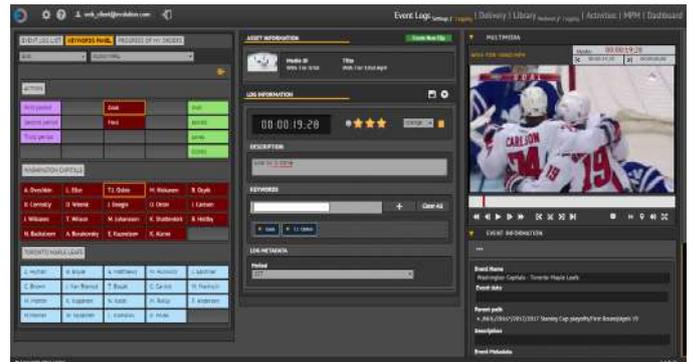### METADATA ENRICHMENT THROUGH AI
- Speech to text: enrich the event logs of live games
- Automatic logging: automatically generate event logs based on the commentary track

NEW ROUGH CUT EDITOR AND MORE NLE INTEGRATIONS FOR A BETTER STORYTELLING
- Adobe® After Effects® integration with the editor
- Seamless integration of the MAM interface panel with Adobe® Premiere® Pro and Avid MediaCentral® UX

AGNOSTIC ARCHITECTURE
- Fully web-based, service oriented architecture
- Virtualized solution: on-premises / cloud / both (hybrid)
- When combined with Tedial AST, provides full multi-tier & multi-site content & storage management
- Robust infrastructure with no single point of failure
- Scalable design supports the most modest systems to large, enterprise-level implementations

SMARTLIVE BENEFITS:

- SMARTLIVE allows the same production team to create much more content then ever before. This means controlling costs while creating more opportunities to trigger additional revenues
- Automatically generate personalized highlights, game highlights, season highlights, whatever is needed for better fan engagement. Delivering more content that fans or subscribers really want means more engagement and thus more revenue
- Simple storytelling at a fraction of the cost

- Improve production team collaboration & efficiency to focus more on creativity
- More automatically generated through Artificial Intelligence metadata means better and quicker access to content
- Shift your revenue model to more digital sources
- Better control of infrastructure costs: grow as you go, pay for what is effectively used
- Simplifies the "set up" of events for logging by pulling in data automatically from event sources and databases (ie., the MLB (Major League Baseball statistics for 2018 games) Stats data on 2018 games)

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