THE SPORTS VIDEO GAME PLAN

HOW TO GIVE YOUR DIGITAL AUDIENCES THE EPIC FAN EXPERIENCE THEY DESERVE FOR LESS THAN YOU’D THINK
GETTING FROM JUST OK TO TOTALLY OMG
Anyone who’s involved in modern sports video production knows that times have changed. Today’s fans expect more—more action, more replays, more awesomeness. Thing is: It doesn’t matter whether we’re talking mainstream sports, amateur events, or never-heard-of-it niche activities. Fans are fans. They want video that feeds their passions before, during, and after the game.

The challenge for sports video producers is: How do you give them what they want?

The good news is that you’ve probably already got a lot of the kit you need. The better news is that taking everything to the next level isn’t as complicated or as costly as you might think.

As long as you have some mixing and switching capabilities that can deal with multiple cameras, you can already put together a basic video program. You might already be picking and sending plays to a video board in your venue. You might be streaming a complete game to fans. You may even be producing a whole tournament from a truck with all the feeds to cover the action.

The challenge is to move your productions from not-bad adequate to no-way awesome. And that’s where today’s sports video server technology really shines.

In this short guide we’re going to outline the top five ways you can take your sports productions further. We’ll cover adding gorgeous slow motion, adrenaline pumping instant replay, professional graphics, post-show production, and all-in-one live editing. All made possible using today’s easy to use, cost effective video server technology: NewTek 3Play.
BRING ON THE SUSPENSE WITH PROFESSIONAL SLOW MOTION
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Every sports fan loves a slow motion replay. Whether it’s to avoid missing the unmissable, reliving the highest highs, or showing that the ref really does need glasses—slow motion is now core to every professional sports video production.

This is why mainstream sports broadcasters spend so much time on it. But, for everyone else, it’s also traditionally one of the most expensive, arduous, out-of-reach parts of sports video production. The good news is: not any more.

With a next-generation system such as NewTek 3Play, you can now easily capture key moments in real time and play them back instantly (either forward or backward).

This is possible because today’s systems can ISO record multiple camera feeds at the same time, allowing operators to instantly mark them as they happen. They can then tag them with custom descriptors or select from an easy pull-down list. These clips are then available as and when required for replay at the click of a button.

Importantly, because with today’s best sports video servers, every camera can be captured and sync’d at the same time, your operator will be able to pick precisely the best angle to show (or switch from angle to angle to give fans an ultimate all round view of the action).

Plus, where regulations demand, you can even make this footage instantly available to umpires and referees—helping them make the right decisions (and amping up excitement and suspense among fans).
STATS, GIVE ME FULL COLOR, SCREAMING STATS!
Watch any professional sports broadcast and you’ll be bombarded with play-by-play stats. You’ll get all the info you could possibly want—career bests, this game versus last game, yards run, time left—and, let’s face it, this is exactly what today’s fans love.

What’s more, you’ll get it in full technicolor graphical glory with professional branding and cool transitions too.

So in your move to increased sports video awesomeness, you’ll want a system that can provide professional on-screen graphics at the touch of a button. You’ll want something that can be styled in advance with your branding and then populated with relevant info at precisely the right moment.

And of course you’ll also want all the cool animated transitions mainstream broadcasters use—swapping from live to recorded with 3D effects, warps, slides, the whole thing.

Again, with today’s systems, you can do all this and more.

The result? An instant leap in production quality, viewer engagement, and all round edge-of-your-seat excitement.
BIG AMBITIONS, SMALL FOOTPRINT
Professional sports broadcasters have a small army of people making everything happen—even the assistant has an assistant. They also have specialized kit for every aspect of their coverage (and a specialized operator working it).

Of course they can do this because that have the kinds of budgets the rest of us can only dream of. Chances are, you don’t have that luxury.

So when you need to upgrade your program to engage audiences as much as the big networks do, you’re going to want to look for technology that enables you to do more with less. In fact, a whole lot more with a whole lot less.

The good news is that with today’s all-in-one technology—a specialty of NewTek—you get a system that does everything you need from a single box, using a single control surface, under the control of a single person.

Never has so much sports production power been in the hands of a single individual.

So make sure you look for a solution that not only captures your video feeds, but also allows you to mix them, tag them, replay them on demand, edit them into playlists, automate repetitive tasks, and even quickly and easily publish clips to social media.

That way, you’ll know that, no matter how small, your production team will be able to deal with just about anything modern sports can throw at them.
BEYOND THE GAME—THIS IS JUST THE START
Of course, the opportunities for bowling over your rabid fans don’t end at the final whistle. For sports video producers, there are multiple ways to expand your coverage and generate greater revenue (if you haven’t already, check out our guide: THE SPORTS VIDEO UPGRADE—Extract more value from every second of every game).

Most of these opportunities will involve re-editing footage to create new clips, packages, and shows. Traditionally, this could be a slow, time-consuming process (shot selection alone is enough to make grown producers weep).

So make sure you look for a solution that makes the post-game editing process as fast and painless as possible. Ensure that your chosen solution automatically ISO records and syncs all your feeds simultaneously (this alone will save you a massive amount of time and effort as you’ll be able to quickly and easily jump between shots to select the best angles).

This way, you can get what you need into a non-linear editor without spending hours digitizing footage, tracking down individual clips and plays, and syncing the whole lot together.

In fact, with the time you save, you may need to find a whole new hobby to use up the hours you’ll suddenly have available. (Or you could finally get some much-needed sleep—that works too.)
READY TO TAKE THE FIRST STEP?
There has never been a better time to make the kind of sports videos you’ve always dreamed of. Today’s systems are cheaper, faster, and easier to use than ever before.

What’s more, systems such as NewTek 3Play do way more than you expect—giving you a fully turnkey sports video production capability for way less than you’d think.

Check out our interactive **Which 3Play Is Right For You** selector at [pages.newtek.com/Which3PlayisRightforYou.html](http://pages.newtek.com/Which3PlayisRightforYou.html) to find the best option for your specific needs.

Bring on the awesome.
NewTek is transforming the way people create network-style television content and share it with the world. From sporting events, web-based talk shows, live entertainment, classrooms and corporate communications—to virtually any venue where people want to capture and publish live video, we give our customers the power to grow their audiences, brands, and businesses, faster than ever before.

Learn more at www.newtek.com