

# VidiNet for sports and media organizations

## Executive summary

In sports media, speed drives revenue. Highlights are most valuable seconds after a goal, touchdown, or winning shot. Sponsors need instant visibility, fans demand immediate access, and digital algorithms reward real-time engagement and yet traditional workflows with rendering delays, siloed storage, and manual tagging can't keep up.

VidiNet turns sports media operations into a fast, intelligent, and scalable content engine. Centralized assets, renderless production, and AI-powered enrichment streamline publishing, improve collaboration, and reduce costs.

The impact is clear: faster publishing, higher audience engagement, and smarter asset reuse letting teams focus on storytelling and monetization instead of managing files.

## The business challenge in sports media

- Every game produces massive content that must be ingested, reviewed, clipped, enriched, and distributed within minutes
- Sports organizations must serve broadcast, OTT, social, team apps, and partner channels simultaneously
- Bottlenecks impact revenue and audience engagement
- Rendering delays slow highlight publishing and reduce real time visibility
- Manual tagging makes archives hard to search
- Disconnected systems create duplication and inefficiency
- Limited access to content reduces monetization opportunities
- Sports organizations need infrastructure that operates at the speed of the game

## The VidiNet approach: Built for speed and scale

VidiNet provides a flexible, API-driven media platform that centralizes assets and makes them instantly accessible across teams and systems, allowing editors to start working within seconds.

### Renderless workflows:

Edits are stored as metadata instead of creating multiple rendered versions, enabling immediate previews, parallel collaboration, and rapid output generation. This results in faster turnaround, reduced compute load, and lower infrastructure costs.

### Scalable deployment:

With hybrid and cloud-native support, organizations can scale storage and processing dynamically during peak events like playoffs or tournaments without major capital investment. Teams can collaborate seamlessly, whether on-site or remote.

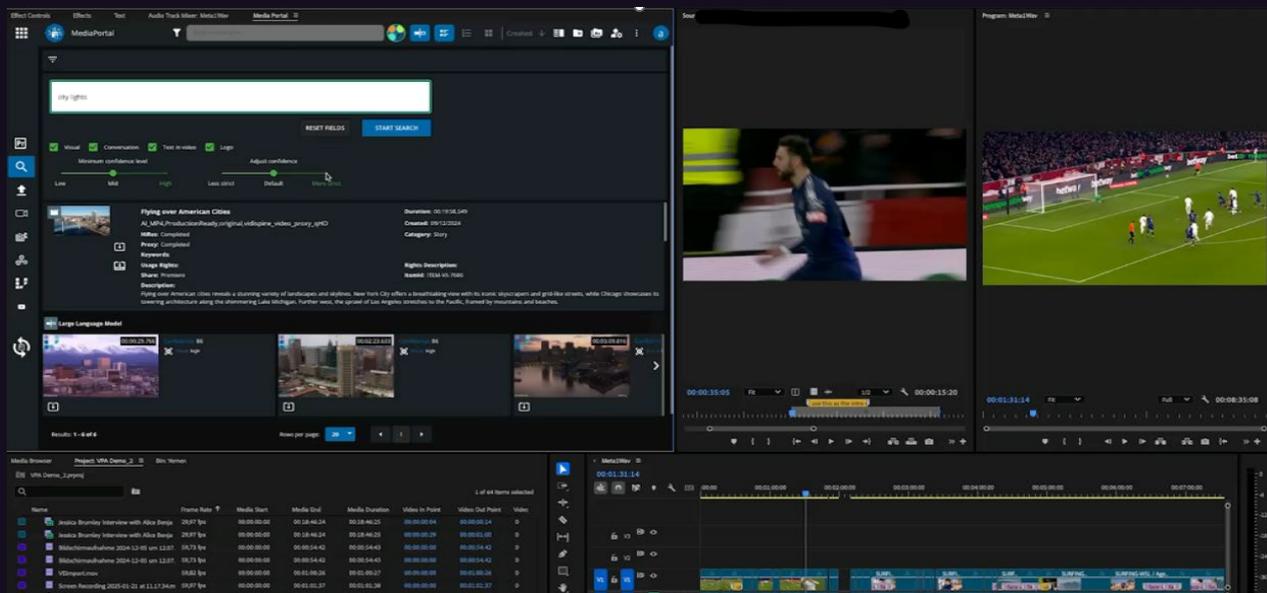
### Business impact:

By eliminating delays, VidiNet accelerates publishing, maximizes fan engagement, and increases sponsorship and advertising value.

## Intelligent content access and automated insights

Modern sports production requires more than storage and editing speed. It requires intelligent access to content. Through its open architecture, VidiNet integrates with advanced AI and analytics solutions.

### TwelveLabs' video understanding AI



The integration with TwelveLabs brings natural language search, contextual understanding of game situations, and automatic detection of key moments directly into VidiNet. Editors can instantly find a specific player action or decisive play, retrieving results in seconds. Combined with league data feeds and performance statistics, this forms a powerful metadata layer that connects video to game events. The result is faster highlight creation, more compelling storytelling, and smarter reuse of historical content. AI-driven enrichment also reduces manual logging, makes archives easier to explore, and unlocks long-term monetization opportunities from existing media assets.

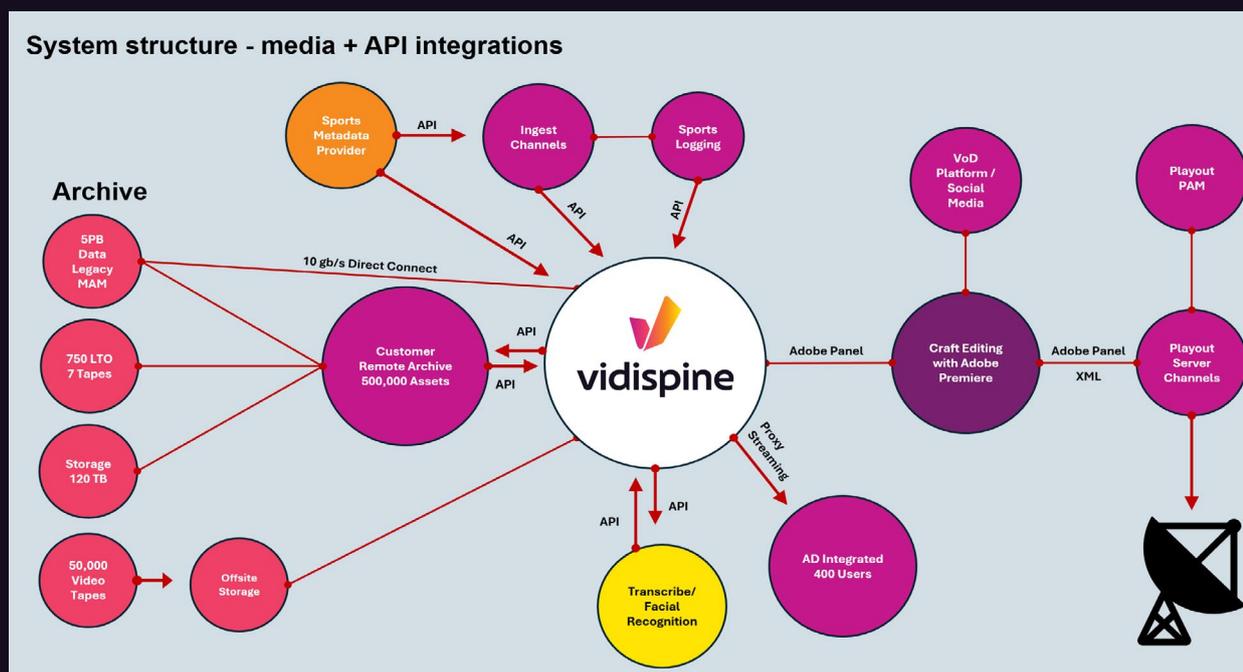
## Elevating live production with EVS and VidiNet

The integration of the cloud-native MAM platform VidiNet with EVS Broadcast Equipment video servers streamlines live production workflows, covering feed ingest control and high-resolution payout.

EVS systems are the industry benchmark for live sports production, offering ultra-fast ingest, reliable replay handling, and frame-accurate highlight editing for real-time storytelling.

Within this setup, VidiNet orchestrates multi-feed ingest, manages real-time metadata and assets, automates proxy generation and distribution, enables search and remote collaboration, and integrates editing, archive, and publishing systems.

Together, EVS provides high-performance live production infrastructure, while VidiNet enhances efficiency through metadata-driven automation, scalability, and cross-platform content management across the full media lifecycle.



## Real-world impact in professional sports

Professional teams and organizations use VidiNet to consolidate on-premise and cloud storage, integrate editing systems, and automate metadata workflows. Media becomes searchable, shareable, and instantly accessible across departments.

The measurable outcomes typically include:

- Significantly reduced highlight turnaround time
- Improved collaboration between production and digital teams
- Lower rendering and infrastructure costs
- Greater reuse of archival content
- Faster sponsor-specific content creation

Beyond operational efficiency, the strategic benefit is clear: The organization gains the ability to maximize the commercial value of every captured moment.

## Maximizing impact: Smarter sports media performance

VidiNet transforms sports media operations into a measurable business advantage. By accelerating content delivery, automating workflows, and optimizing resources, it drives revenue, boosts efficiency, and cuts costs - turning every asset into a strategic opportunity.

### Revenue growth

Faster publishing increases real-time engagement, which drives higher advertising impressions and sponsor exposure. Improved archive access enables anniversary campaigns, branded content packages, and new licensing opportunities.

### Operational efficiency

Automation and AI-assisted metadata reduce manual effort and minimize repetitive tasks. Teams produce more content without increasing headcount.

### Cost optimization

Renderless workflows lower compute requirements, while hybrid cloud flexibility reduces capital expenditure and improves storage efficiency.

### Conclusion

Sports media is now about capturing and capitalizing on every moment in real time. VidiNet's centralized management, renderless production, and AI-powered discovery help sports organizations keep pace with their audience and maximize engagement-driven revenue.

## Beyond VidiNet: Extending value with Avatega

While VidiNet powers scalable media management and distribution workflows, Vidispine's capabilities go further. With Avatega, part of our broadcast management suite, sports organizations and broadcasters gain a single point of truth for managing complex sports rights across all platforms — linear, streaming, DTC apps, catch-up/VOD, and even social media.

Avatega centralizes multi-territory, multi-platform rights in one system, with flexible rights modeling and automated compliance to enforce blackout and regional restrictions. Cross-platform scheduling ensures consistent management of events across all channels, while dashboards provide clear visibility into rights utilization and ROI. Built on Azure with M365 integration, Avatega extends VidiNet from content management to full commercial and rights governance control.

### Avatega & VidiNet - an end-to-end sports workflow

Sports organizations can manage rights, production, distribution, and monetization in a single integrated workflow. Avatega handles rights and contracts, VidiNet Sports supports ingest, editing, workflow orchestration, and enables various partner integrations. Distribution, scheduling, and compliance are managed centrally in Avatega, with optional monetization via AdStore/AdOpt. Dashboards provide clear visibility into rights usage and ROI, enabling data-driven decisions across the entire workflow.



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Vidispine enables organizations working with media to add value to their core business by removing complexity, enhancing collaboration, and delivering efficiencies throughout the media supply chain. Depending on your business requirements, we have solutions to make maximizing the potential of your digital assets, rights, media inventory, and market value easier than ever before.