

Sportradar, PlaySight and Belgian EuroMillions Basketball League Bring Automated Production and AI Technology to the Court

BRUSSELS, BELGIUM (July 9th, 2019) – **PlaySight**, a global sports technology platform, is excited today to announce a new partnership with **Sportradar**, the leading provider of sports data intelligence, and the **EuroMillions Basketball League** (EMBL), the professional men’s basketball competition in Belgium. All EMBL games and associated content will now be produced and distributed via PlaySight’s Smart AI and automated production sports technology through Sportradar OTT.

This partnership will also see automated graphics from **LIGR** (Live Graphic Systems) embedded into all EMBL games - providing a professional viewing experience to fans of the league throughout Belgium and the rest of the world.

PlaySight’s Smart sports AI and connected camera technology is already installed in all the league’s arenas, enabling full-service production at a much more efficient and affordable level. PlaySight’s cameras also provide real-time video for officiating and instant replay, as well as video breakdowns for coaches on the sidelines. The live video feed from PlaySight will be distributed via Sportradar OTT to drive fan engagement and maximise betting opportunities.

“We believe that this will be a blueprint for other professional leagues across the world,” said Wim Van de Keere, the General Manager of the EMBL. “We can’t wait to get started on this new collaboration for next season and have carefully selected best-in-class partners with the capabilities offered by Sportradar, PlaySight and LIGR. Beyond the enhanced viewing experience, we look forward to adding real-time video for coaching and instant replay purposes for our referees to further enhance the quality of our basketball. It will also open up additional commercial opportunities for the clubs and the league.”

Backed by more than 15 years’ experience in the industry and a scalable infrastructure, Sportradar OTT streams over 50,000 live sports events globally, delivering more than 50,000,000 video sessions a month to upwards of 100 partners all over the world. Powered by a combination of market-leading data and a fully customisable OTT solution, it enables rights holders to grow engagement and maintain lasting relationships with fans, while also generating substantial digital revenue.

Felix Blank, Sportradar’s Director, Digital Platforms, said: “PlaySight’s live and on-demand video capabilities will integrate seamlessly with the Sportradar OTT platform, improving operational efficiency while ensuring fans enjoy the best possible experience when watching the EuroMillions Basketball League live or on demand. “Sport is all about the relationships fostered with fans and we can’t wait to help that process for the EMBL by combining top-quality video production with innovative data products to ensure a best-in-class OTT offering for the league and its followers.”

“Our AI and connected camera platform are proving to be a great fit for leagues looking to provide the best possible service while also improving operational efficiency,” said PlaySight CEO Chen Shachar. “Our technology, which we have branded the SmartCourt, truly does get smarter over time – backed by an AI platform, we get better at streaming, tracking and capturing each sport with every dribble, pass and shot. We are also providing an entire ecosystem for all of the league’s stakeholders – broadcasting,

coaching, officiating, and more. This partnership will also enable the EMBL to reach its fans in new and innovative ways with more content and highlights.”

The team at LIGR expects its technology to have a positive impact on the broadcasts. “We are rapidly expanding our team and technology within our automated, cloud graphics platform and continue to be led by a deep passion for sports and basketball on the world stage,” said Luke McCoy, CEO of LIGR. “We are excited to help expose the talent within the EMBL, engage new and old fans with in-game statistics and highlight key performances while opening up live, in-game commercial opportunities that previously didn't exist.”

The 2019-20 EMBL season kicks off on September 14th and all the action will be broadcast live and on demand via Sportradar OTT.

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About PlaySight Interactive:

Selected in 2017 and 2018 by Fast Company as one of the 10 Most Innovative Companies in Sport, PlaySight’s SmartCourt technology leverages AI, video and proprietary analytics to improve performance and connect the next generation of athletes with their coaches, fans, friends, family and community. PlaySight’s connected camera technology is powering the leading athletes, teams and leagues across the world, including the Golden State Warriors, Ripken Baseball, the United States Tennis Association’s National Campus and over 70 NCAA programs.

About Sportradar:

Sportradar is the leading global provider of sports data intelligence. Established in 2000, the company occupies a unique position at the intersection of the sports, media and betting industries, providing sports federations, news media, consumer platforms and sports betting operators with a range of solutions to help grow their business. Sportradar employs over 2,000 people in more than 30 locations around the world. It is our commitment to excellent service, quality and reliability that makes us the trusted partner of more than 1,000 companies in over 80 countries and official partner of the NBA, NHL, MLB, NASCAR, FIFA and UEFA. We monitor, analyze and deliver insights from more than 400,000 matches annually across 60 sports. With deep industry relationships, Sportradar is not just redefining the sports fan experience; it also safeguards the sports themselves through its Integrity Services division and advocacy for an integrity-driven environment for all involved.

About the Pro Basketball League:

The Pro Basketball League (PBL) organizes the professional men’s league in Belgian Basketball, the EuroMillions Basketball League and the competition’s All-Star Game, the Belgian Cup and the Belgian Basketball Awards. It aims to inspire young people and encourage active participation in basketball, mobilize families to attend basketball games and allow them to enjoy top spectacle and sports performances, furthering the overall growth of the sport in Belgium.

About Live Graphic Systems:

LIGR is the easiest way to add professional graphics to your live sports streams. If you run a sports league or you broadcast sport, LIGR helps you build your brand, manage your advertising, and grow your audience. LIGR is an alumnus of Australia’s leading tech accelerator, Startmate, graduating from the cohort of 2019, Sydney. LIGR counts some of the world’s leading broadcast and technology companies as clients and partners, including Input Media and the automated camera technology, PlaySight. LIGR continues to expand domestically and globally with clients ranging from the Australian Football League to the European Cricket League.