

Stats Perform and wTVision Team Up to Deliver Data-Powered Graphics for Sport TV's Live Matchday Show: Grande Jornada

Being the rights holder for Liga NOS and several other top-flight leagues, including the English Premier League, Sport TV is the undisputed home of football for fans in Portugal.

Having provided a premium subscription service for over 15 years, featuring live games, Sport TV made a strategic decision in 2016 to launch a free-to-air channel, Sport TV+, to provide content to all sports fans around the country. One of the key objectives of the channel was to ensure that Sport TV became the go-to place for supporters looking for live updates, as they happen, from games played at home and abroad. This led to the launch of a matchday show: Grande Jornada. During each matchday, Grande Jornada keeps fans abreast of all the major developments across all domestic Portuguese competitions, the big-five European leagues, the UEFA Champions League and Europa League. From pre-match team news and line-ups, through to goal alerts and insights from reporters, Grande Jornada ensures that fans are aware of major stories as they break and all the day's other key talking points.

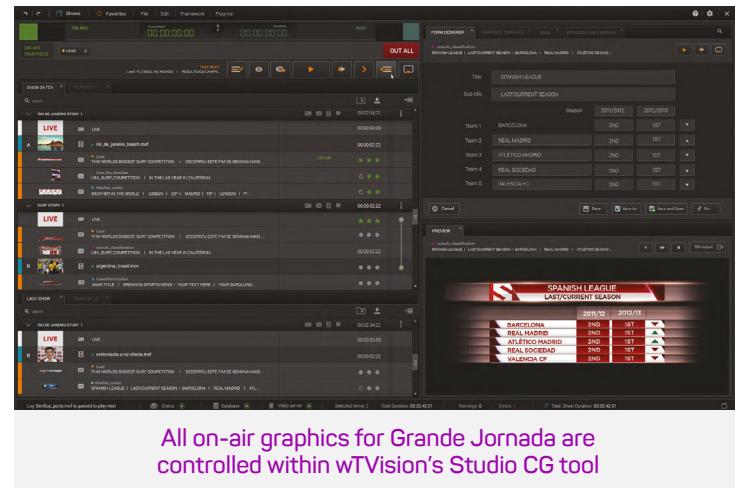
After commissioning the programme, one of the broadcaster's biggest challenges was to establish an infrastructure which could communicate updates to viewers in real-time. This required visually engaging infographics, so Sport TV turned to wTVision to build bespoke graphics for the show.

The project, which was turned around in just a few weeks, resulted in the creation of templates which included a live ticker, displaying match events happening in every game, in addition to graphics showing latest scores, goal updates and dynamic updates to league tables.

These templates now sit in wTVision's Studio CG software, which enables the show's production staff to manage and control on-air graphics and video feeds from one single, centralised interface.

Powering each graphic are live feeds supplied by Stats Perform, which provide detailed match data from all competitions covered by the show outside of Portugal, and are integrated into the Studio CG templates.

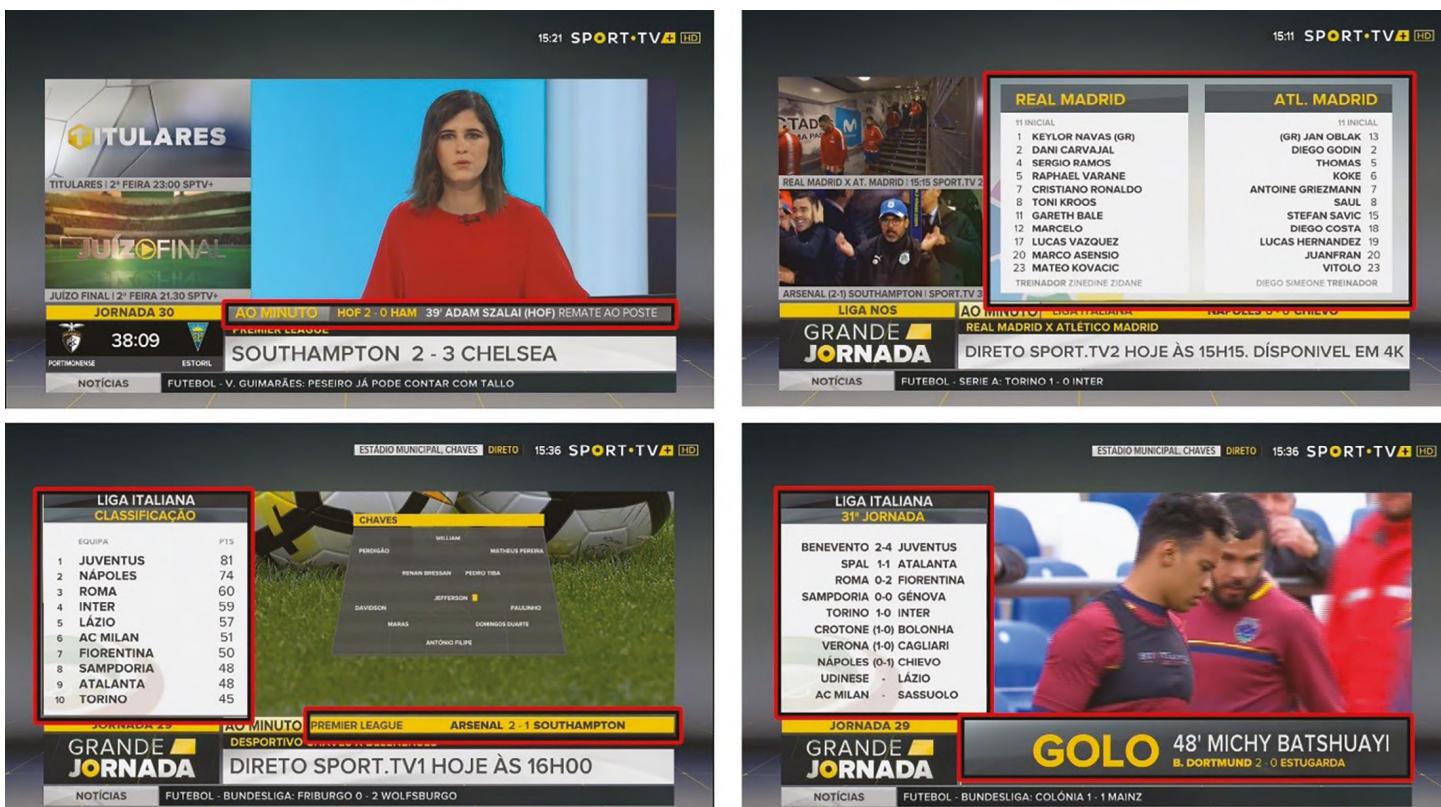
As part of the initial implementation project, wTVision developed a new C#.Net application, Stats Importer, to allow Sport TV to consume the feed. The application retrieves all data from Stats Perform's web services and stores it in a MongoDB database, which is then fed live into Studio CG.



With Stats Perform's live data feeding graphics automatically, there is now no requirement for production staff to update graphics manually, which means they can focus on displaying the most relevant visuals during each stage of a live broadcast, to support the analysis being conducted in the studio.

In addition, Studio CG can be configured to cut to key games being played during each matchday, with events from them displaying on-screen alongside the match clock in real time. Broadcasters can enable this feature for five different live broadcasts within the software.

Having been involved in the creation, delivery and ongoing management of Grande Jornada's tailored graphic solutions, wTVision's Sales Director Paulo Ferreira explains how the live data has enhanced the viewing experience for the programme's audience, as well as helping the broadcaster achieve one of its key strategic objectives.



Examples of Grande Jornada's on-screen graphics, powered by Stats Perform data

"Sport TV decided to launch a free channel to promote and trigger new subscriptions for its premium sports content," he explains.

"From there, our biggest challenge was to build a flexible and automated solution, which would allow them to create a TV show based on live data and statistics."

"wTVision and Stats Perform delivered a solution that met two of Sport TV's requirements: engaging fans in real-time, and helping them generate a big audience share."

"It was a very complex project, but we were able to deliver it in record time and with great success."