



NAB Booth N1420

## **Tedral's New SMARTLIVE Marries AI to MAMs for Elevated Storytelling and Increased Fan Engagement in Sports Production**

Totally unique in the industry, SMARTLIVE, an automated live sport solution will be demonstrated at NAB in Booth N 1420

Las Vegas, NV – April 9, 2018 -- -- [Tedral](#), the leading independent MAM technology solutions specialist, is launching SMARTLIVE, a cutting-edge live sport solution and major revolution in sports production at NAB 2018. The unique development marries Artificial Intelligence (AI) to an innovative metadata engine to bring the back office and archives closer to live than ever before. This tight integration supports an increased number of highlights, during or after an event, and allows a specific story to be delivered to a targeted audience via multiple platforms including Social Media, increasing the potential for significant growth in fan engagement. SMARTLIVE is being demonstrated in Booth N 1420.

### **An Entire Season – Prepared in Advance!**

SMARTLIVE simplifies event preparation by capturing team, event and statistical data and automatically building an event inside its metadata engine. Simultaneously, SMARTLIVE automatically creates the corresponding log sheets, player grids and the video feed capture schedule for the event. All these preparations are linked and organized in collections, so an entire season of sports events can be prepared automatically in advance. Agnostic to any sports and to any data providers, SMARTLIVE's powerful metadata engine can be easily configured to create an automatic metadata ingest process and address demanding and complex sport workflows.

SMARTLIVE directly connects content to Artificial Intelligence engines: video and audio recognition can be leveraged to generate locator data and annotate live media proxies across multiple camera or venue inputs. During events, all event data from the PAM is ingested in its native format, automatically augmenting the proxy logs, and the system can be configured to automatically create clips based on actions, keywords or logged occurrences. Once created, these highlights can be automatically published to social media, or passed to workflows that enhance the director's program and the broadcast. Automatic highlights can be of a single event, a particular star player, or an entire season!

SMARTLIVE dramatically increases the utility of the MAM GUI interface, bringing the MAM much closer to LIVE production than ever before. It is 100% compatible with PAM providers

such as SAM or EVS which makes it the perfect tool to orchestrate all business processes on top of an existing PAM, including the use of historical archives in live production. It can then manage the media life-cycle or media movements between different sites.

Not only does SMARTLIVE bring historical archives into PAM logs live in the format the PAM can immediately use, it also fundamentally reduces production preparation time, and allows Broadcasters, Rights holders, Clubs and Federations to significantly increase the number of highlights created during or after a sport event with less staff thanks to its automatic highlight engine and AI integration. More content published means more revenues.

At NAB, Tedral is showing SMARTLIVE automatic highlight creation, integrations with AI engines, the speech to text integration annotating the incoming live media with technology partner Speechmatics, and the automated publish feature with technology partner TELLYO.

#### *About Tedral*

#### **18 years of technology leadership**

*Tedral is a leading provider of Media and Content Management solutions designed to maximize business efficiency and profitability.*

*Its multi award-winning Media IT platform, Tedral Evolution, provides global media companies and broadcasters next-generation MAM and business driven media workflow. Tedral supplies the world's only fully end-to-end IMF compliant MAM solution, marrying media preparation and logistics into a complete supply chain, and a single workflow "Version Factory" that delivers thousands of media version from a single asset. For 2018 Tedral innovations includes a Sports event tool that supports and extends production systems from industry leading vendors. Tedral Evolution is designed to reinforce a collaborative working environment and drive workflows for linear, VOD/OTT and live event services.*

Tedral is global company with consistently, successfully delivered large and complex MAM/Content Management systems.

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