

AI Enhanced Sports Broadcasting System

Lundyn Davis, Brianna McClure, Kenny Okeke

AI in Business & Society



Agenda



- ✓ The Problem
- ✓ Market Opportunity
- ✓ AI-Powered Solution
- ✓ Future State
- ✓ Competitive Advantage
- ✓ Business Model
- ✓ Mitigating Challenges

The Problem

Current Sports Broadcasting Limitations:



High-Cost Barrier



Resource Intensive: Requires
10-20+ professional crew
members



Coverage Gap: 95% of
organized sports events
receive no broadcast



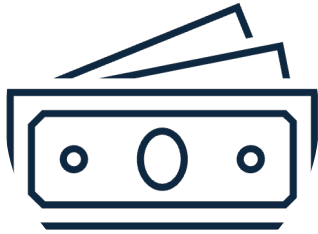
Women's Sports
Underserved: Despite
growing audience potential



One-Size-Fits-All: Cannot
adapt to diverse viewer
preferences

Market Opportunity

Transform the economics of sports production to unlock massive untapped content potential:



\$60+ billion
global sports
broadcasting
industry



Virtually
untapped
market of
smaller leagues,
college sports,
and niche
competitions



Growing
demand for
personalized
viewing
experiences



Streaming
platforms
seeking unique
content



Increasing
viewership for
women's sports
despite limited
coverage



AI-Powered Solution

AI Enhanced Sports Broadcasting System:



Predictive AI: Anticipates key moments and guides camera selection



Generative AI: Creates personalized commentary and graphics



Automated Camera Control: Multi-camera orchestration with intelligent switching



Personalized Viewing: Tailored to different audience preferences and knowledge levels



Highlight Generation: Real-time identification of key moments

Future Vision

Reduction In Cost With Increased Production Value and Viewer Engagement:

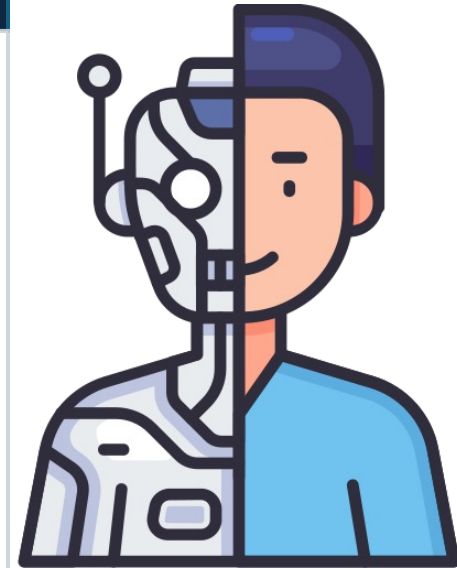


Before

- High costs per game
- 10-15 crew members
- Rigid viewing format
- Limited coverage options

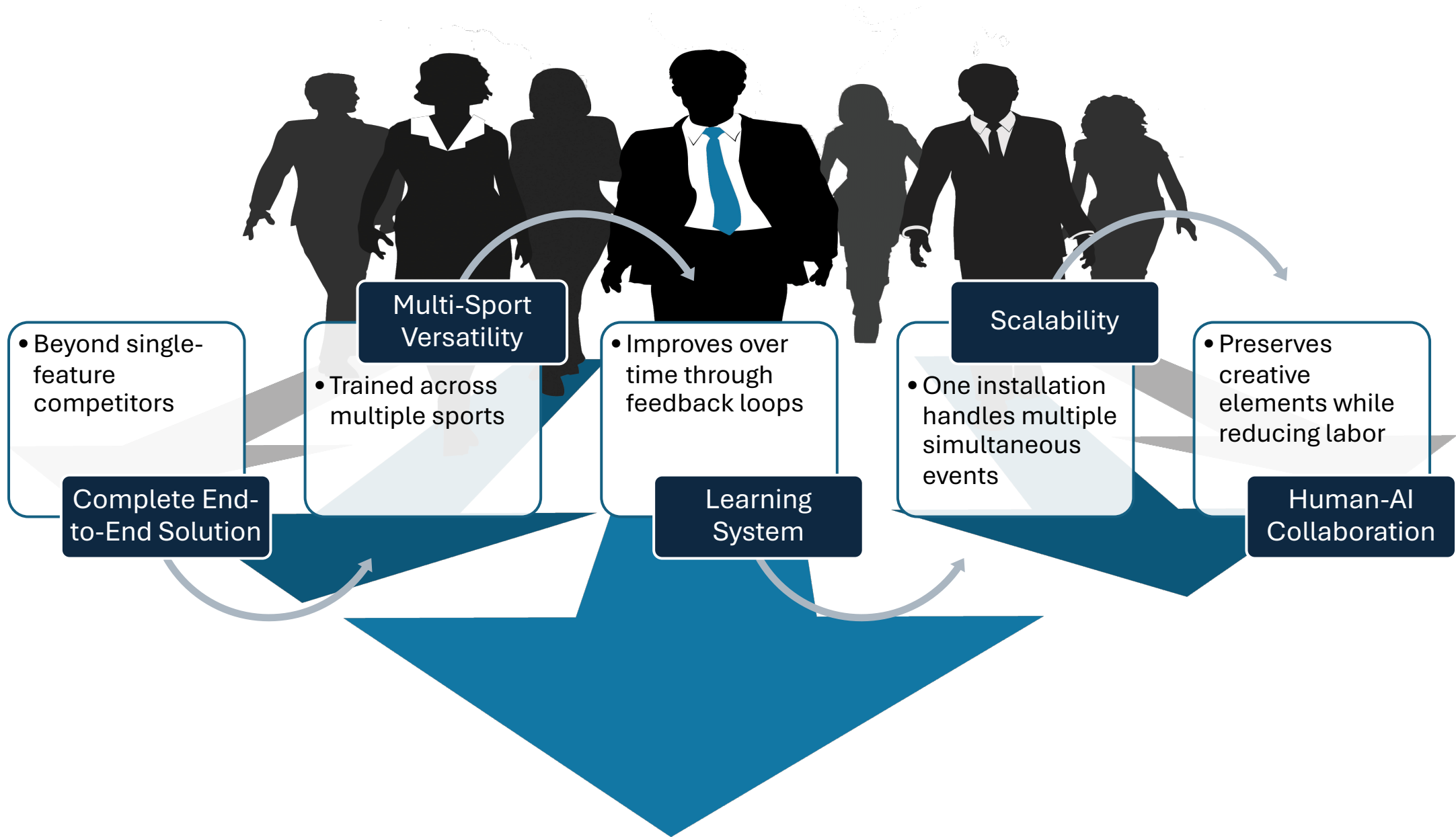
After

- Less than \$5K per game
- 2-3 crew members
- Personalized viewing experience
- Expanded coverage possibilities



Competitive Advantage

Our Unique Approach:



Business Model

Go-To-Market Strategy:



Established Broadcasters:
Technology licensing model



New Content Creation:
Revenue sharing from newly
marketable content (Success
tied to partners success)



Subscription Service: Tiered
offerings for different
budgets and needs



Value-Based Pricing: Tiered
directly to cost savings

Overcoming Obstacles to Adoption & Implementation



- Data Acquisition: Strategic partnerships with leagues and broadcasters
- Performance Risks: Human oversight of critical moments
- Adoption Concerns: Gradual introduction starting with supporting roles
- Industry Resistance: Focusing on creating more content over replacing jobs
- Technical Integration: Distributed processing for flexibility across venues

Thank you!



Questions?