
“Sports is entertainment”

about me

Background in broadcast graphics @ sports department of Swedish public service (SVT).

Business and product development lead for the Hego Group 1999-2012.

One of the merging founders, then (2012-2018) CTO of global broadcast graphics provider ChyronHego.

Co-founder of 2017 Emmy winning Tracab real-time tracking solution.

Co-architect of the trotting tracking solution deployed at ATG in Sweden.

Sören Kjellin

Live sports television History



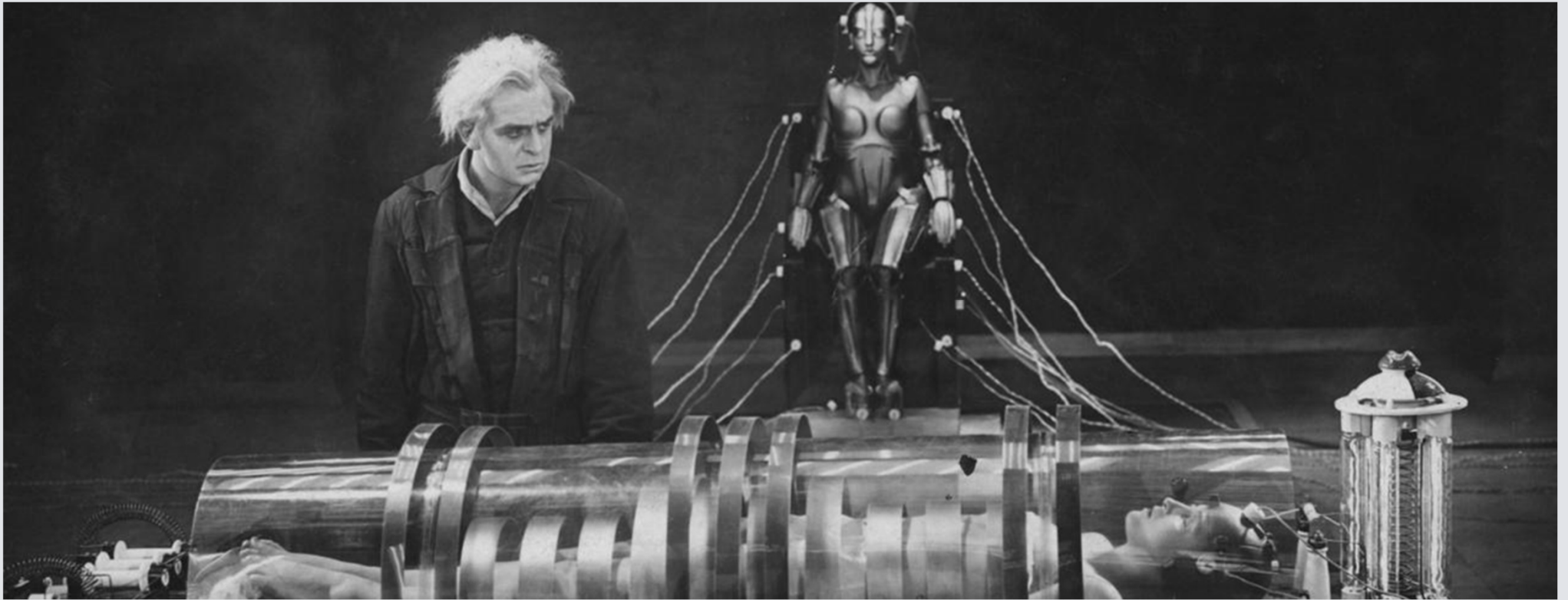
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Live sports television History



9/14/2021

Live sports television History



9/14/2021

Live sports television Present



Event

Cameras and stuff



Control room
with crew

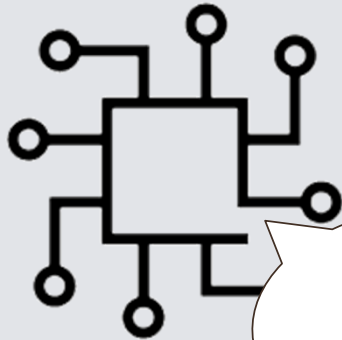
**One Single
Narrative**



Lots of individual viewers

Live sports television Conflict

Technical



*This calls for
higher
resolution!*

Analytical



*Keep them all
in the shot -
we need to see
how they
interact!*

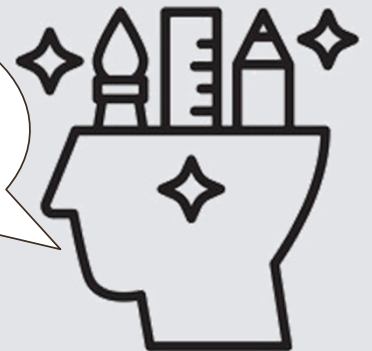
**One Single
Narrative**

Dramatic



*Saddest day in
his career...
...Give me a
close-up of his
wife!*

Editorial



*We need
another
interview with
that guy!*

Horse Racing

The Entertainment Challenge



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Horse Racing

The Entertainment Challenge



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Horse Racing

The USPs

While all the other sports broadcasts are working desperately to get their viewers engagement through social media and other the racing world already know more about their viewers than anyone.

Let us use that.

Horse Racing The USPs

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Horse Racing

The USPs

TRADITIONAL MAIN CAMERA

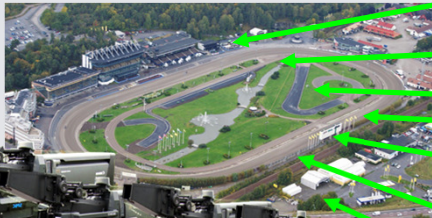


MY MAIN CAMERA BASED ON MY BET



Mocked up sample...

Horse Racing The USP



Event

Cameras and stuff

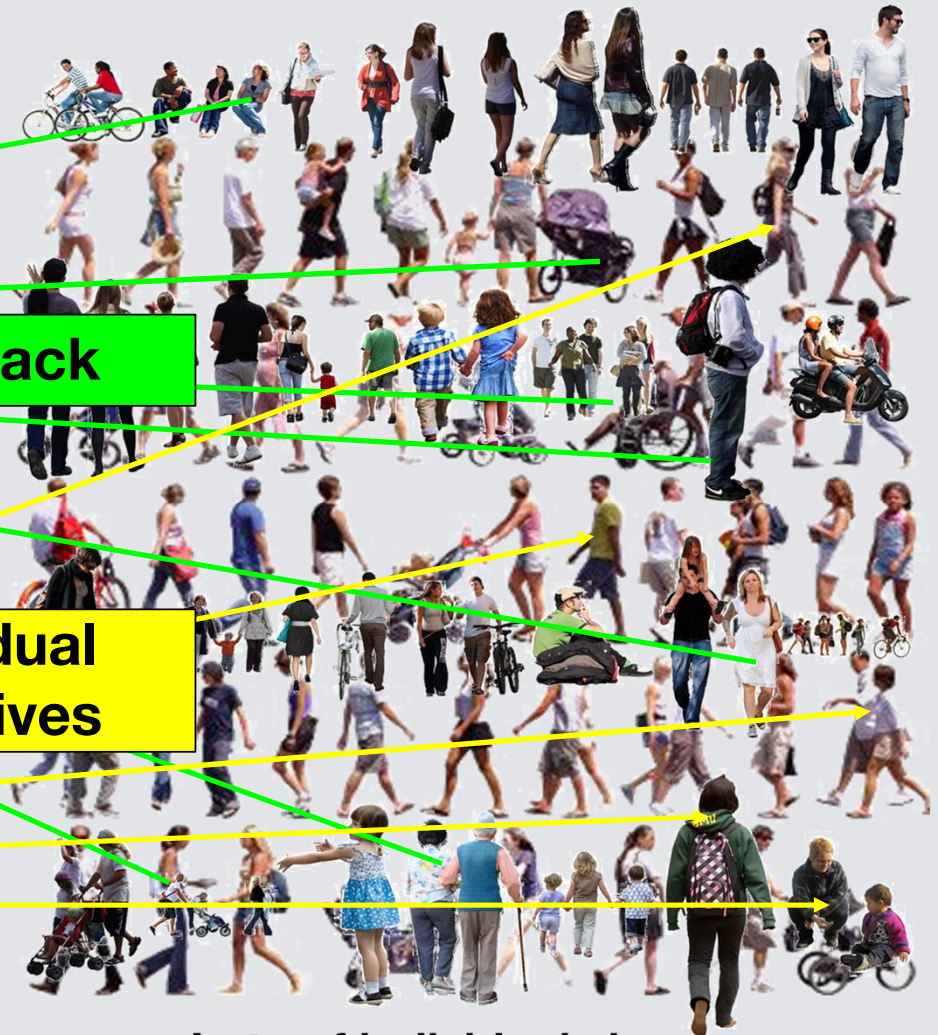
Feedback

Individual
narratives

NEXT GEN PRODUCTION

- ✓ Betting data
- ✓ Tracking data
- ✓ Image analysis
- ✓ A.I. processing
 - Editorial skills
 - Production knowledge

9/14/2021



Lots of individual viewers

All for now...
Thanks!

2021-09-06

Sören Kjellin
