

A photograph of three young men in a bar setting, celebrating enthusiastically. They are all smiling broadly and have their fists raised in the air. The man on the left is wearing a blue button-down shirt over a white t-shirt. The man in the middle is wearing a plaid shirt. The man on the right is wearing a checkered shirt and is holding a white smartphone. In the foreground on the right, there is a tall glass of beer. The background features a wall with a decorative pattern and a red lamp with a lit candle inside. The word "deltatre" is overlaid in the center in a bold, red, lowercase font.

deltatre

ABOUT DELTATRE

Deltatre is trusted by the world's best-known sports governing bodies, federations and leagues – and has been for more than three decades



ABOUT DELTATRE

**Our video software products
also power the most high-
profile OTT film and TV
entertainment experiences in
the world**



ABOUT DELTATRE

Global State-of-the-Art

INFRASTRUCTURE WITH 24/7 COVERAGE

1000+

FTES

20

OFFICES

18

CITIES

14

COUNTRIES

12

DEVELOPMENT
CENTRES

6

LIVE
OPERATIONS
CENTRES

6

COMMERCIAL
ONLY
OFFICES

LOS ANGELES

NEW YORK

LISBON

PARIS

GENEVA

LONDON

COLOGNE

PRAGUE

BRNO

MUNICH

TURIN

SKOPJE

HAMBURG

MINSK

MUMBAI

HONG KONG

SINGAPORE

SYDNEY

TOKYO

- DEV CENTRES
- LIVE OPS CENTRES
- COMMERCIAL OFFICES

ABOUT DELTATRE

The Deltatre Group

Video Experiences

Creating and running the next-generation of video platforms, enhancing the user journey from acquisition to experience, and helping organizations intelligently grow their service

Sport Experiences

Providing the development, delivery and operation of data-driven platforms for sport production, enhancement and consumption across digital and live touch-points

Strategy & Design

Work with partners to clarify their vision, evaluate new opportunities based on audience data, define their business strategy and embrace digital transformation

End-to-end OTT

We are global experts in creating and running the next generation of complex streaming platforms, across live and on-demand sport and entertainment.

Digital

Delivering engaging, secure fan experiences on web & app.

Broadcast Graphics

Broadcast graphics from venue, studio and the cloud.

Sports Data

Giving sports federations the opportunity to own and commercialize their own data.

Strategic Consultancy

We are experienced in guiding sports and media organisations through the journey of change.

 DIVA

 FORGE

MAGMA

SPORTS DATA SERVICES

COMMERCIAL STRATEGY

 AXIS

SPORTS MANAGEMENT SYSTEMS

AR GRAPHICS

SPORTEC SOLUTIONS

ECOSYSTEM DESIGN

 MTRIBES

CYBERSECURITY

VIRTUAL STUDIO

OFFICIATING

DESIGN CONSULTANCY

AI - Areas of Application



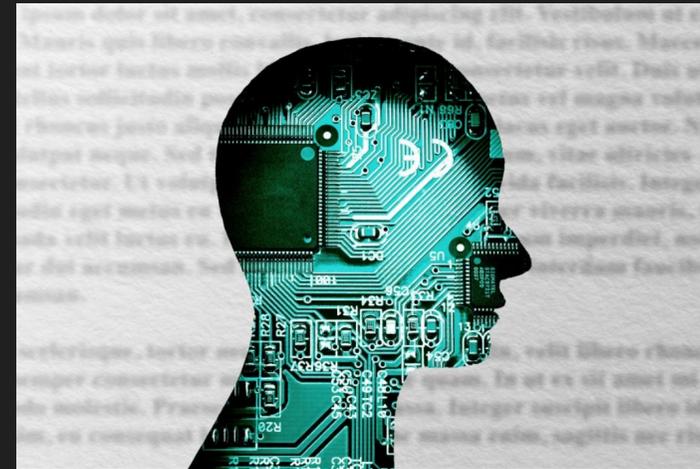
Video Analysis

Understanding video content to automatically extract meaningful metadata to streamline automate operations and increase datapoints.



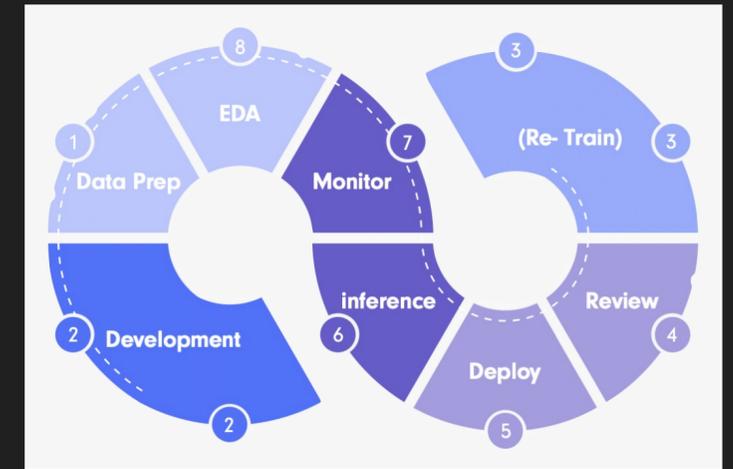
Predictive Analysis

Analysing current and historical data patterns to predict future behaviour, identify opportunities/risks and make informed decisions.



NLP & Content Generation

Automating the bridge from data to insights to support our clients' editorial efforts and to create compelling and engaging content for their readers



MLOps

A comprehensive solution for the end to end management of AI/ML systems consisting of flexible, scalable, cloud-agnostic reference architecture to develop, train and deploy custom models to move from prototype to production.

VIDEO ANALYSIS

Automatic analysis of broadcast or dedicated footage to provide

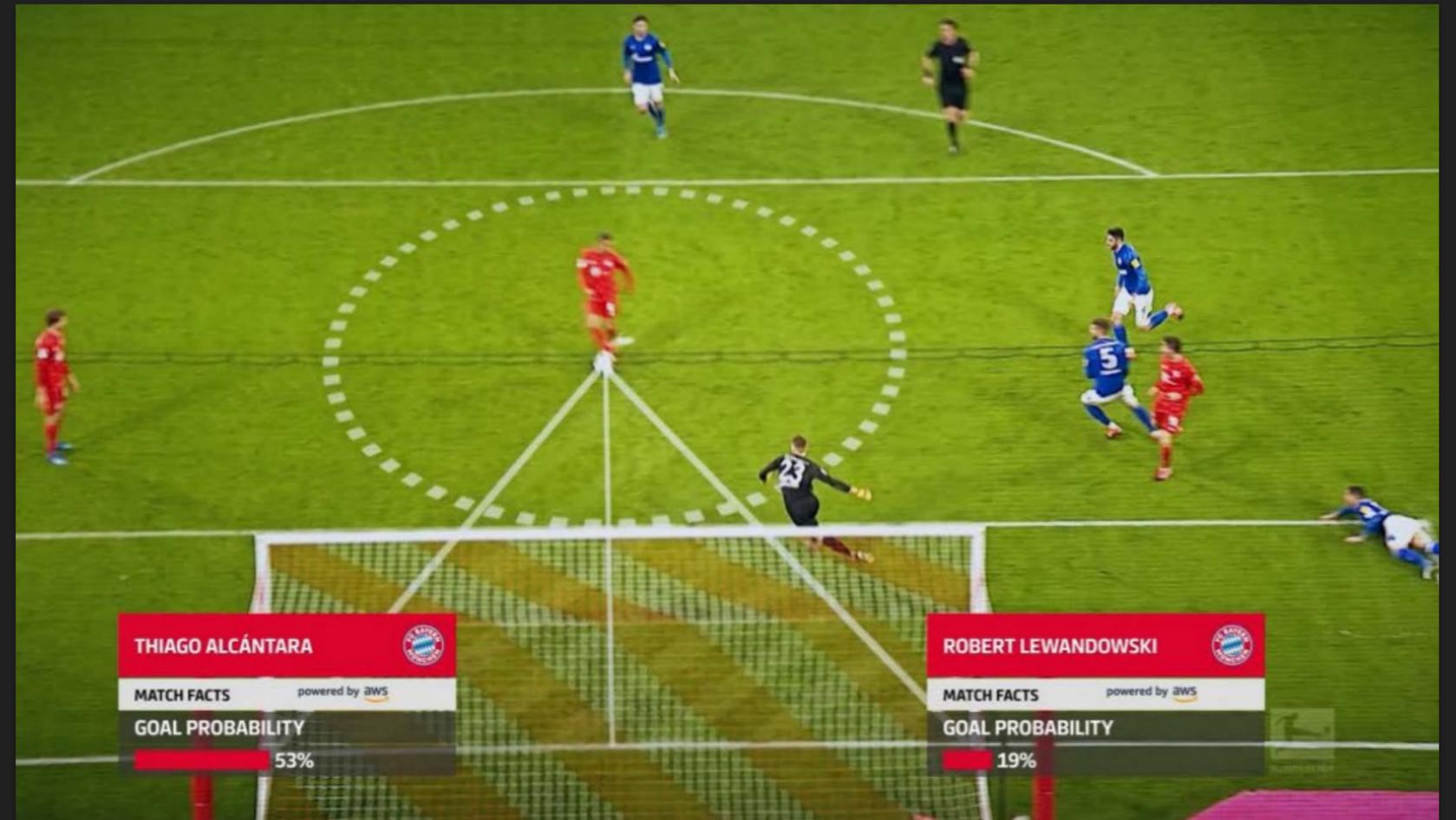
- ▶ Text/faces/logos detection & recognition (contextual merchandising/adv)
- ▶ Content automated tagging and metadata extraction
- ▶ Skeletal tracking and limb recognition (Officiating)
- ▶ Automated highlights/sub-clipping
- ▶ Object/player tracking & recognition



Sport Data

Extracting insights from sports data by comparing it to historical data and identifying recurring patterns and/or outliers in the collected data.

- ▶ Media / Storytelling
- ▶ Performance analysis and improvement
- ▶ Betting



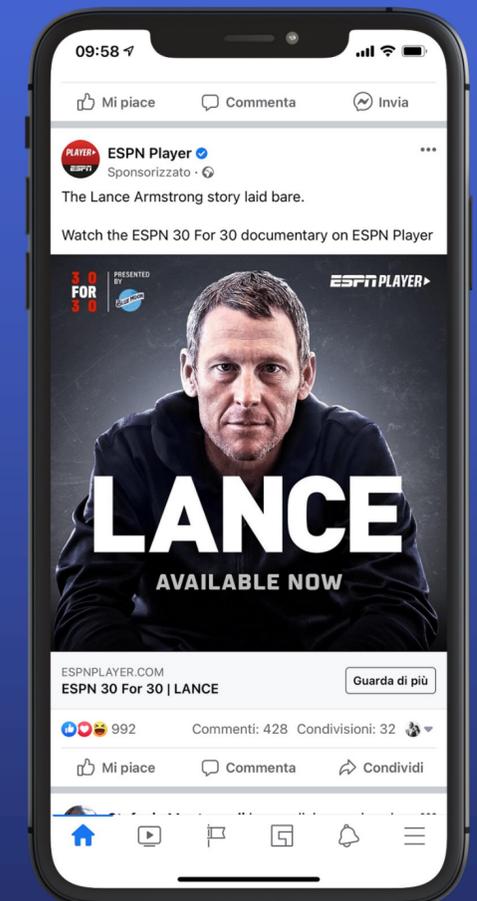
PREDICTIVE ANALYSIS

User/Fan Data

As market shifts towards D2C relationships, having deep understanding of fans becomes crucial, and AI/ML can supercharge approach effectiveness by not only knowing what individuals within large groups of people have done, but also predicting what they are most likely to do

- ▶ Automated user segmentation and targeted marketing
- ▶ Content/UI/UX personalization and recommendation
- ▶ Monetization growth

 GENERAL SPORTS & ENTERTAINMENT FAN	 BASKETBALL AWARE	 BASKETBALL FAN
<ul style="list-style-type: none">• "The family man & woman"• Sports mad - a fan of multiple sports, supporting and encouraging children to play, watching friends and family play• Higher earner• Inspired by British celebrities, institutions and brands	<ul style="list-style-type: none">• "Aware but not interested & busy with alternatives"• Half as interested in following sports as other segments• Less strong opinions on basketball (culture, positive, improvements)• Less active in various platforms to follow sports• Skews female and middle income earners• Really inspired by British celebrities, institutions and brands	<ul style="list-style-type: none">• "Young, active & passionate"• More ethnically diverse• Loves to try new things across a number of interests including music, travel and food• Very active in following sports across social media platforms and linear TV• Inspired by British celebrities, institutions and brands



NLP AND CONTENT GENERATION

Through NLP we aim at performing automated text analysis to assist content editing activities and to power voice-based platforms

- ▶ Named entity recognition (NER) & automated articles tagging
- ▶ Automated content generation (play-by-play and full articles)
- ▶ STT & TTS
- ▶ Intent recognition and voice-powered experiences

WOULD YOU LIKE TO EXPERIENCE AUTOMATIC TEXT GENERATION?

Borussia M'gladbach - FC Bayern

Regenerate

Match report, matchday 15, 2020/21



Borussia M'gladbach

3: 2

FC Bayern Munich



FC Bayern loses again after twelve games

Gladbach put a damper on FC Bayern and won 3-2 against the leaders.

In the initial phase, neither team managed to develop a chance. In the 20th minute, Robert Lewandowski converted a penalty to make it 1-0 for FCB. Leon Goretzka extended the result by placing a pass from Leroy Sane to make it 2-0 for the record champions (26th). Jonas Hofmann struck twice and equalized for Borussia M'gladbach (36th / 45th). There was a draw at the break, and everything was possible for both teams. In the 49th minute, Florian Neuhaus scored the 3-2 for Gladbach. In the 90 minutes, the traditional club from the Lower Rhine was more successful in the opposing penalty area than Bayern Munich and thus achieved a 3-2 victory.

The three points brought no change in the table position for Borussia M'gladbach. The home team currently has six wins, six draws and three defeats. In the last five games, Marco Rose's team consistently called on performance and scored eight points.

After 15 match days and only two defeats, FC Bayern have 33 points. The strength of the guests lies in the offensive - with a total of 46 hits. Hans-Dieter Flick's team does not expand the mini-series of three wins.

The overall balance of FCB against Gladbach reads positively with 50 wins, 29 draws and 26 defeats.

Next up for Borussia M'gladbach is an away task. On Saturday (6:30 p.m.) it will be against VfB Stuttgart. FC Bayern Munich will face SC Freiburg at home one day later.

Data provided by *deltatre*.

PERSON 1

ORG 2

PRODUCT 3

DATE 4

In a **March 2014** DATE interview , **Apple** ORG designer **Jonathan Ive** PERSON used the **iPhone** PRODUCT as an

PROs and CONs

- ▶ Building internal capabilities for managing third party or building proprietary services is becoming a strong differentiator
- ▶ Automation for efficiency seeking, increased effectiveness and footprint reduction via remotization of services
- ▶ New venture/product/feature opportunities
- ▶ High infrastructure and maintenance costs for 1st party solutions
- ▶ Need of verticalization of 3rd party services
- ▶ Models build & run costs are challenging to quantify upfront – strong challenge in ROI quantification
- ▶ Make vs Buy decisions tricky and high impact

Thank You!

Pietro Marini
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www.deltatre.com