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Transforming Serie A

WITH A FULLY INTEGRATED GRAPHICS, DATA
AND VIDEO ECOSYSTEM, IN ONLY 42 DAYS

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MATCHDAY 24

STADIO RENATO DALL'ARA



BOLOGNA



ATALANTA



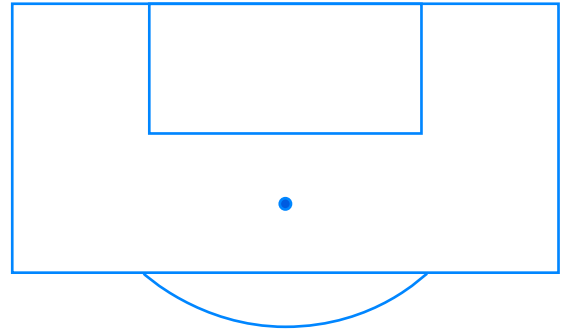
Introduction

Serie A, the top-tier football league in Italy and one of the highest-profile football leagues in the world, had a challenge on their hands.

The new season was due to start in less than two months' time, and Serie A needed a partner who could deploy a large-scale, fully remote, brand new broadcast graphics, tactical camera and data ecosystem covering every game, urgently.

Transforming Serie A

with a fully integrated graphics, data and video ecosystem, in only 42 days



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Serie A's Requirements

Serie A's multifaceted requirements meant they needed a partner with a proven track record in delivering cutting-edge data and broadcast solutions, at scale. In addition, they needed a partner who could act as an experienced systems integrator, who could leverage

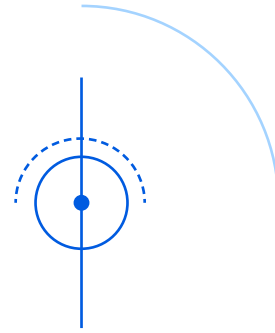
their expertise to onboard other specialist providers to create a fully connected ecosystem that maximized operational efficiency. Deltatre has a unique expertise and market position, that, when deployed on the Serie A project, enabled the league to benefit from significant efficiencies.



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Key Deliverables

Deltatre's deliverables can be separated into three distinct, brand new components that are highly interconnected

#1

Fully remote IP graphic production approach

#2

Broadcast-quality tactical cameras

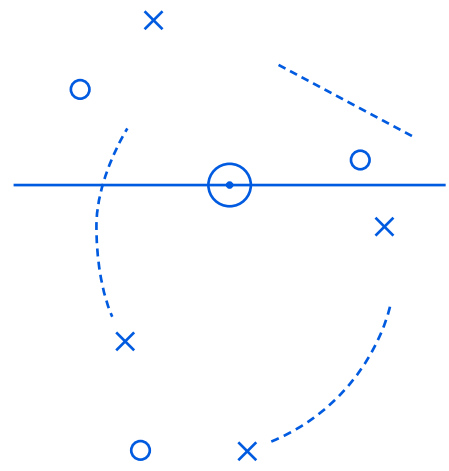
#3

Next-Gen sports data management and distribution



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#1

A Fully Remote IP Graphic Production

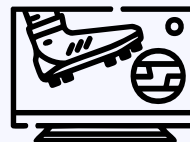
Our role with Serie A means that we are responsible for delivering the final broadcast feed to Serie A's rightsholders – a feed that is worth more than €1bn per season in broadcast rights and sponsorship.

For Serie A, we have focused on using technology to further enhance these efficiencies, as well as offering Serie A opportunities to develop new revenue streams.

Our core **graphics deliverables**, in UHD and native HD, are:



ONE NATIONAL BROADCAST FEED, IN ITALIAN



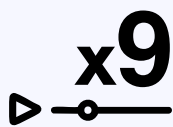
ONE PERSONALIZED INTERNATIONAL FEED



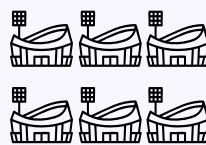
ONE NATIONAL BROADCAST FEED, IN ENGLISH



AUTOMATED GRAPHIC INSERTION AND MIXING PROCESS



UP TO NINE INTERNATIONAL FEEDS, IN ENGLISH



FEED DELIVERY FROM UP TO 6 CONCURRENT GAMES TO ALL SERIE A RIGHTSHOLDER PARTNERS

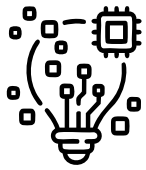
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OUR SOLUTION

Why we decided to move towards a remote production workflow



INNOVATION

Introduce a new, cutting-edge remote production workflow, thereby reducing on-site footprint and travel costs.



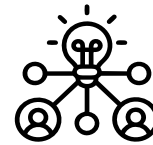
RELIABILITY

Ensure no additional technological risks from moving to a new approach, by introducing a fully redundant kit on each venue to ensure the provision of a "local" graphic feed for broadcast directors and commentators, as well as intercom communication between the match directors and the graphic operators.



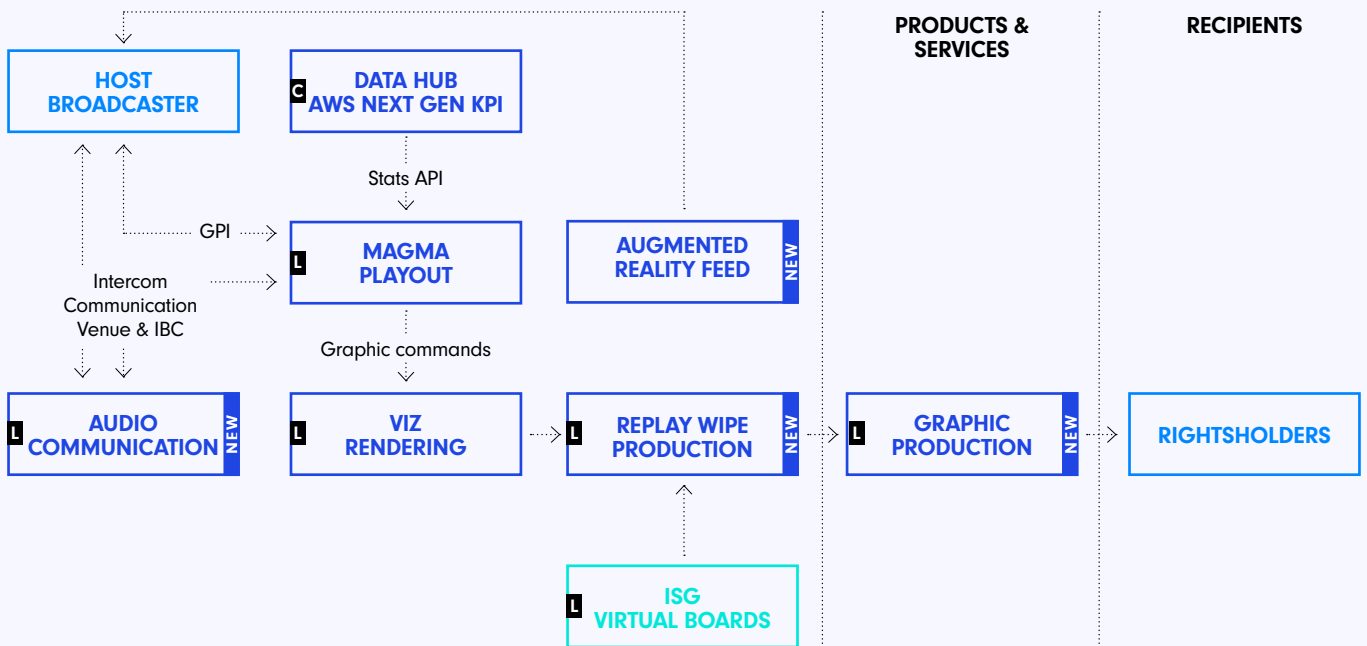
INTEGRATION

Introduce best-of-breed partners into the Serie A workflow, including Imagine Communications and Vizrt.



COLLABORATION

Ensure that local directors still have access to a live graphic signal in SDI on-venue.



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We implemented a never-before adopted state-of-the-art technology, seamlessly integrated in the production chain: a full IP, native ST 2110 graphic production, insertion and mixing infrastructure, designed to generate up to 12x feeds per individual match, either in HD or UHD as per Serie A's requirements.

A full IP, native ST 2110 graphic production setup ensures that Serie A will benefit from enhanced scalability, flexibility, and interoperability, while also providing high-quality, low-latency performance. It is designed to be a future-proof solution for modern broadcasting and live production needs.

Virtual Ad Board Insertion

For Serie A, the broadcast feed is sent from the stadium to the IBC in Lissone.

In the IBC, the clean program feed is then provided to the Virtual Ad Board supplier ISG.

They then create up to 11 different versions for different global broadcasters, thereby allowing Serie A to maximize commercial revenue from different regions.

Deltatre's role at the end of this 'chain' means that we must remain flexible: it is vital that we can adjust to rapidly

changing requirements from Serie A and their rightsholders. To enable this, we have placed a significant volume of hardware at the Serie A International Broadcasting Centre in Lissone, and are able to create a platform for further innovation in this field. One area of further exploration for Deltatre and Serie A will be applying the same approach to the replay wipe - a transitional effect used in broadcast production to smoothly shift from live footage to a replay clip - and enable Serie A to attract new international league sponsors.



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#2

Broadcast-quality tactical camera

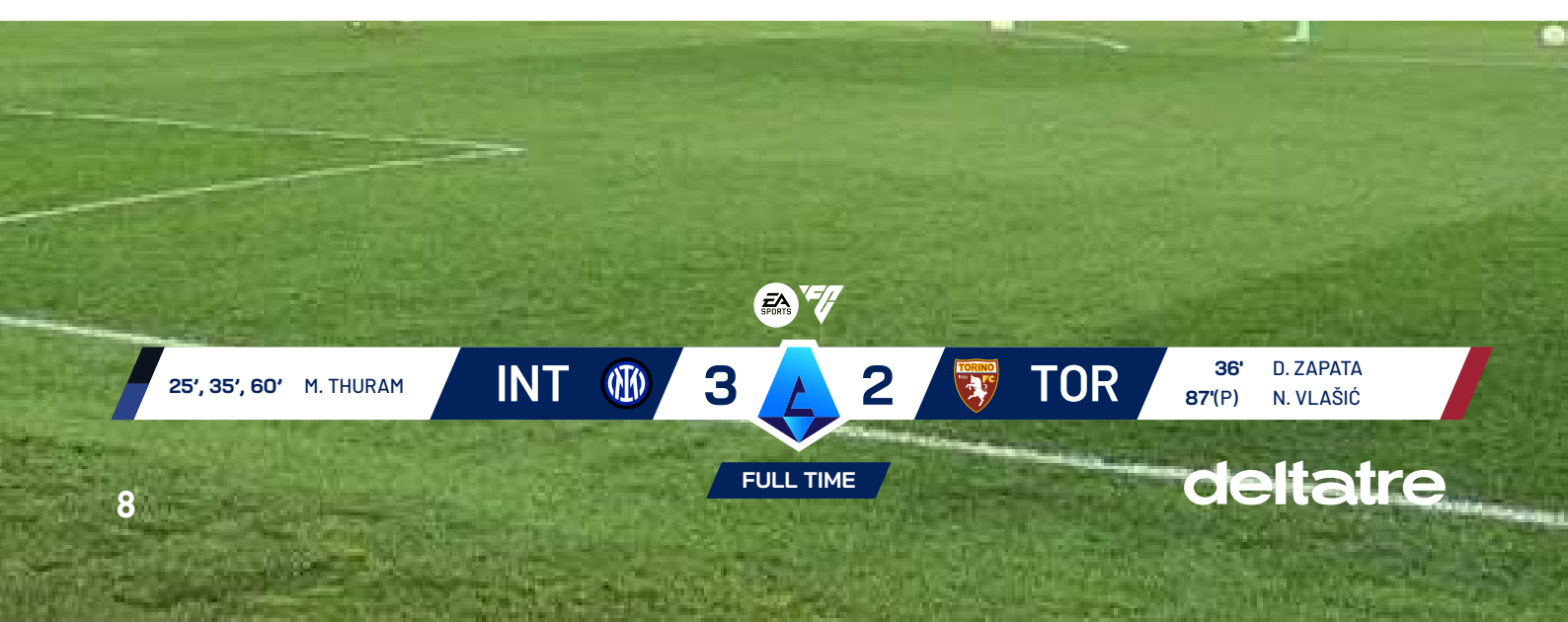


In addition to the above, Serie A also requested an upgraded Tactical Camera feed.

Deltatre deployed an upgrade to their existing system, with a specific requirement to ensure that the tactical cameras delivered a broadcast-quality feed, that at least 21 of the 22 players were always visible, and to improve the latency from the previous system, thereby making this feed available for use on live broadcast.

Currently, the market offers several solutions based on fully automatic, stitched cameras systems that follow the movement of the players, and keep costs down by being

completely automatic. However, many of these available options incorporate a small delay on the feed, which makes it incompatible with the broadcast production workflow of high-profile soccer league: the footage can't be used live or as part of a first replay, and it also can't be incorporated into the VAR provider's accessible camera angles, thereby meaning it can't be used for officiating purposes. As part of Serie A's push to enhance the viewer's understanding of different teams' tactical approaches, they wanted to be able to use the tactical camera feed as an additional broadcast iso-feed.



25', 35', 60' M. THURAM

INT



3



2



TOR

36' D. ZAPATA
87'(P) N. VLAŠIĆ

FULL TIME

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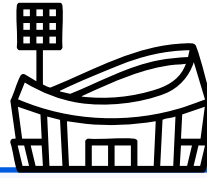
Our solution

Rather than identifying a specialist third-party tactical camera provider, we decided to manage this approach ourselves.

We identified that the most appropriate camera solution were broadcast-quality PTZs from Panasonic.

We permanently installed one in each Serie A stadium and, using the same fiber connectivity between the venues and the IBC, we can operate the cameras remotely during live matches.

We chose this specific PTZ because it satisfies all of these requirements, primarily thanks to its multiple outputs.



A 3G-SDI OUTPUT

that is split from the broadcast feed and provided to the team analysts in the media tribune for live consumption.

A 12G-FIBER OUTPUT

distributed through a permanent cabling installation to the TV Compound and then distributed to the Host Broadcaster for live cut on-air.

A SRT H.264 FEED

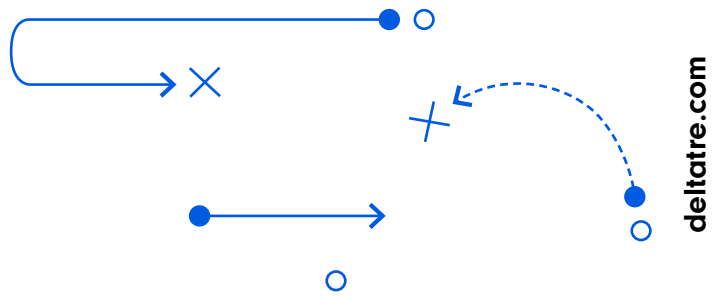
streamed from the venue through Serie A's IBC to our analysis partner's video platform to make it available online to clubs' match analysts. This can be accessed live, or downloaded post-match as an mp4 file.



GOL CENTROCAMPISTI ATALANTA		
STAGIONE 2024/25		
1	🇮🇹 C. DONI	69
2	🇮🇹 A. BASSETTO	56
3	🇸🇦 M. PASALIC	47
=	🇭🇷 J. ILICIC	47
3	🇳🇱 T. KOOPMEINERS	26

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#3

Data management

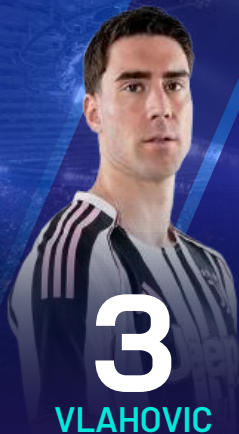
Data management is an increasingly important area of focus for sports leagues and federations around the world. Deltatre is uniquely positioned to support leagues and other stakeholders in creating new data management approaches.

Across first and third-party digital and broadcast coverage, new and extended sponsorship categories and how clubs and teams use data to improve performance, official data is now central to every vertical.

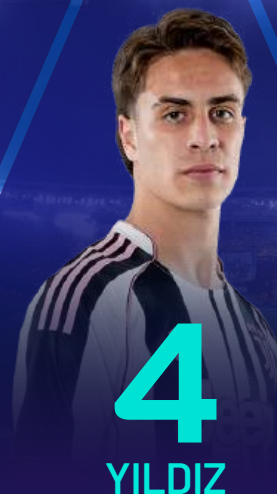
This means that much of the responsibility for a league or federations' fan and

stakeholder touch points will fall on independent data and content providers rather than the league itself, meaning that leagues are relying on third-party organizations to develop or integrate with data-focused platforms, tools and delivery mechanisms, and also to take complete responsibility for the evolution of leagues' official data. Because of the number of touch points, changing data providers remains a time-consuming and costly process, which means leagues and federations are less able (or understandably more unwilling) to drive innovation.

TIRI IN PORTA
FINE PARTITA



VLAHOVIC



YILDIZ



LEAO

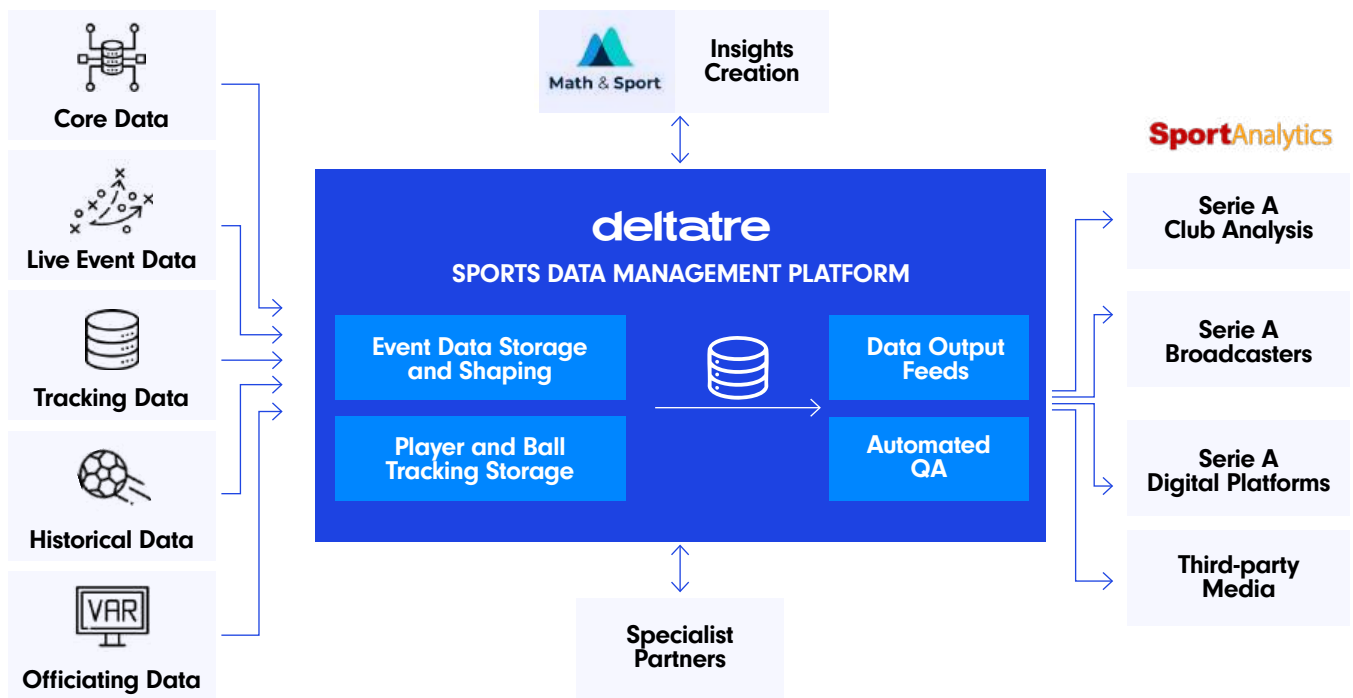
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Our solution

To address these difficulties, Deltatre has created its own sports data management platform, designed to put control and responsibility back in the hands of Serie A, and give them the flexibility to easily provide the right data to the right end-user. The sports data management platform

integrates seamlessly with all of Serie A's data providers, consolidating and harmonizing their data. It uses a dedicated KPI calculation module to generate advanced metrics and distributes the processed data to various endpoints, including the official website and app, broadcasters, teams, sponsors, and other rightsholders.



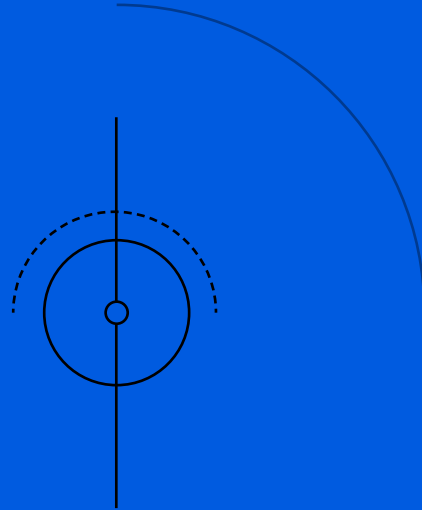
The sports data management platform directly powers the official Lega Serie A website and app, to generate pdf reports of the match to be hosted on the official Lega Serie A website and to give access to clubs' match analysts to a detailed and advanced platform, the Match Analysis Hub for their pre- & post-game analysis. In addition, The Match Analysis Hub is created and deployed for Serie A team

analysts: it gives access to the match analysts of each team to a set of modules useful to analyze their past matches and prepare the upcoming ones thanks to a very detailed set of advanced stats and KPIs and a tight integration between data and video, indexing and synchronizing any on-field event from any game, with the relevant match footage.

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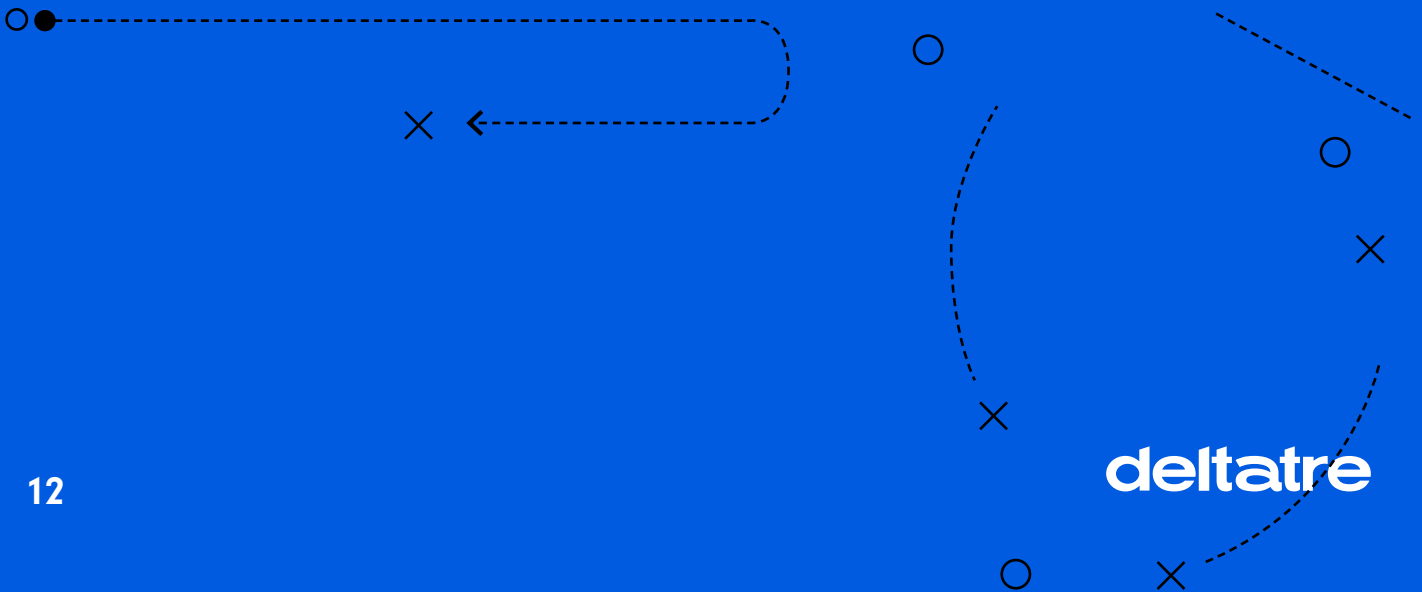
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Deltatre’s team has been nothing short of impeccable in delivering such a highly complex project within an incredibly short time frame. Their dedication, working round the clock to meet our ambitious shared goals, has been extraordinary. This partnership marks a significant step forward for Serie A in broadcasting innovation. By embracing cutting-edge technology, we are not only enhancing the viewer experience but also positioning Serie A among the leaders in sports broadcasting.

”

Luigi De Siervo

CEO, SERIE A



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Conclusion

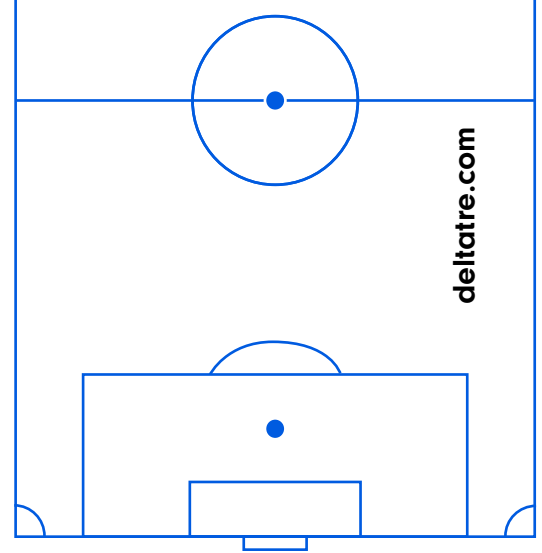
In just 42 days, Deltatre transformed Serie A's broadcast and data management ecosystem, delivering a fully remote, integrated graphics, tactical camera, and data solution.

This cutting-edge project not only met the league's technical demands but also enhanced their broadcast capabilities, streamlined operations, and unlocked new revenue opportunities.

Thanks to Deltatre's innovative approach,

technological and sector expertise, and global scale, Serie A is now equipped with future-proof solutions that improve both fan experiences and operational efficiencies.

If your organization is seeking a partner to help you achieve similar results, or if you're a technology provider interested in exploring collaborations, we invite you to contact us. Let's discuss how we can bring the same level of innovation and expertise to your next project.



SERIE A
enlive

1
SOMMER

31
BISSECK

25
AKANJI

95
BASTONI

2
DUMFRIES

23
BARELLA

7
ZIELIŃSKI

8
SUČIĆ

32
DIMARCO

9
M. THURAM

94
P. ESPOSITO

3-5-2
A DISPOSIZIONE

12 DI GENNARO
13 J. MARTÍNEZ
6 DE VRIJ
10 L. MARTÍNEZ
11 LUIS HENRIQUE
14 BONNY
15 ACERBI
16 FRATTESI
17 DIOUF
20 ÇALHANOĞLU
22 MKHITARYAN
30 C. AUGUSTO
36 DARMIAN
43 COCCHI
48 MOSCONI

ALLENATORE
C. CHIVU

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Over four decades, Deltatre has built the trust of many of the world's biggest broadcasters, telcos, sports teams, leagues, federations, and governing bodies. Driven to create the digital experiences of tomorrow, it stands as the only partner uniting OTT and digital platforms, with data, graphics, officiating, and strategy and growth services. Clients include the NFL, UFC, Sky, Rogers, DFB, NBA, WWE, MLB, Concacaf, MLS, BBC, Bell Media, ATP, Serie A, ICC, World Rugby, and UEFA.

For more information, please contact:
sport.commercial@deltatre.com
