



INNOVATING THE GAME

A DEEP DIVE INTO WTVISION'S ROLE IN LALIGA'S SUCCESS

CASE STUDY

LALIGA

APR 24



Innovating the Game: A Deep Dive into wTVision’s Role in LALIGA’s Success

wTVision has a **longstanding relationship with LALIGA**, providing many services that enhance the fans’ experience while watching their favorite matches from one of the most prestigious football leagues in the world. This last aspect gave our team an even greater sense of duty to offer the most advanced technology to millions of viewers worldwide.

LALIGA’s broadcast graphics workflow plays a pivotal role in enhancing the viewer’s experience of the league’s matches. This case study delves into the intricacies of how wTVision efficiently manages its data gathering and graphics production, integrates real-time data, and contributes to its overarching objectives.

Key Challenges

LALIGA, one of the world's premier football leagues, understands the importance of cutting-edge graphics in elevating the quality of broadcasts and enriching the audience's understanding of the game. In this case study, we explore the challenges faced, the efforts to address them, and the key technologies and players involved in this dynamic process.

The fact that the audience is immense and demands excellence is, however, also one of the greater challenges when creating a broadcasting experience for LALIGA. From the data collected to the graphics and the augmented reality shown, everything has to fall into place seamlessly.

To create a seamless process for all the services needed for LALIGA, Grup Mediapro with wTVision created a **Centralized TV Graphics Production** so that our team oversaw every stage of the production process to create a perfect television experience.

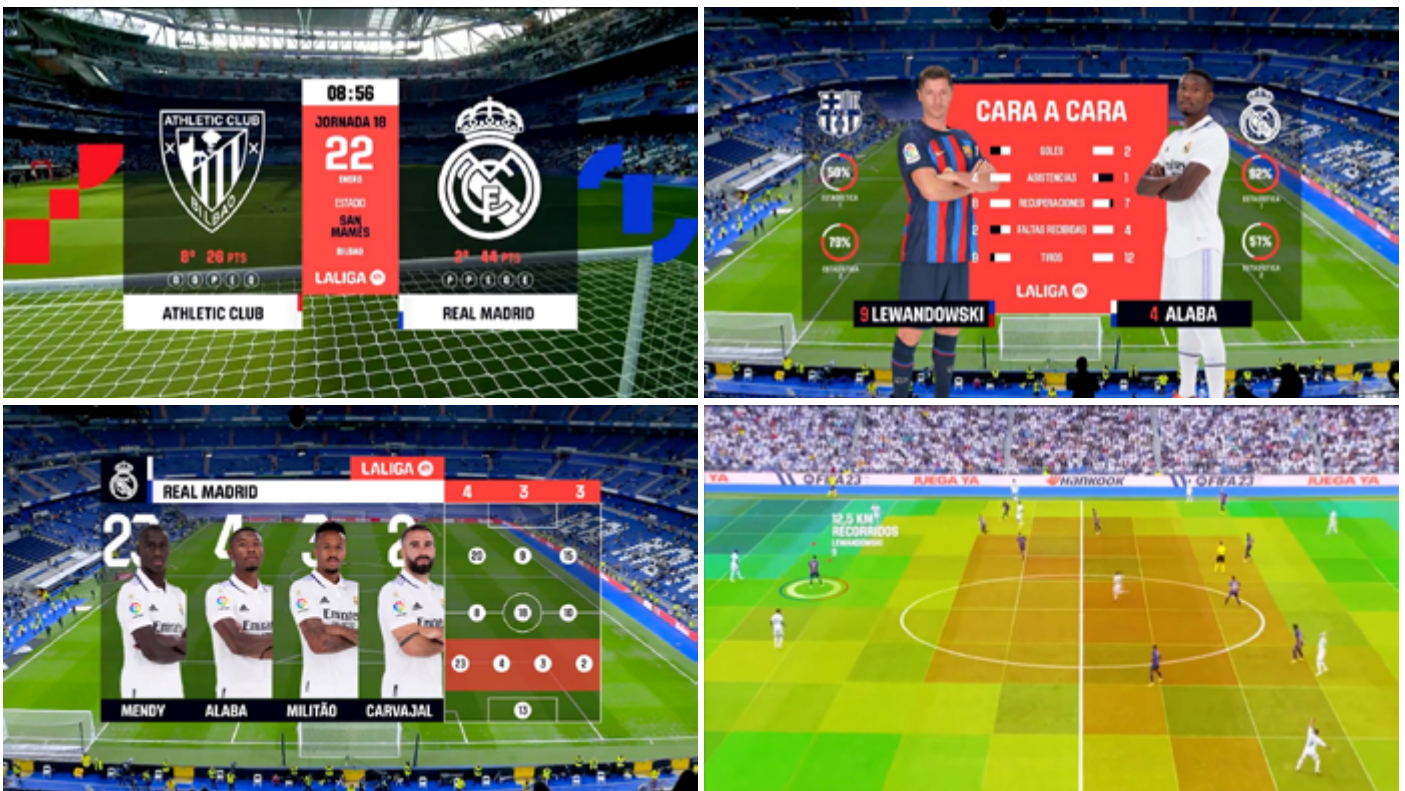
Explaining wTVision's Centralized TV Graphics Production for LALIGA

Firstly, our team collects the data from the matches using a stats operator and a slides operator. The slides operator communicates with the TV director in the OB-Van to ensure that both are aligned on the TV graphics playout according to the rundown order and the events taking place during the match. Using third-party systems like LALIGA's MediaCoach system, which provides statistical reports from the match, we can provide even greater and more complete insights. We get also data directly from LALIGA's Tracab system - which tracks the position of the players and calculates aggregated data like the speed of the player in real-time - and we add this information into the graphics and then show the fans all the exciting information they want to see before, during and after the LALIGA matches. We also take care of the TV graphics for the video highlights after each match.

wTVision is managing all real-time graphics for LALIGA thanks to a combination of **FootballStats CG**, a robust application that collects statistics, integrates third-party data and generates state-of-the-art broadcast graphics.

In combination with the data gathered, wTVision is also responsible for the overlay of 3D and **Augmented Reality** graphics that present all the relevant information about the match. wTVision designed a solution integrating our FootballStats CG with VIZ Arena, Tracab, and LALIGA’s Mediacoach. The combination allowed our system (FootballStats CG) to pass all of Tracab’s positional data (together with the Mediacoach data) to the VIZ graphics scenes in real-time and generate powerful virtual graphics with real-time data, main statistics, and players’ positions.

These graphics include tactical line-ups, players’ and teams’ data, statistics about the match itself, goal attempts, changed tactics, interceptions, number and zones of attacks and heatmaps. These pitch maps provide insightful information about the areas of the pitch where the players are concentrating their efforts. We also include an innovative technology developed and sponsored by Microsoft - goal probability from the player who makes a shot on goal.



Still, within the **augmented reality domain**, wTVision introduced live graphics within the drone images.



It is also important to note that LALIGA fans can experience the matches in a completely different environment, called Multicam Feed. 4 camera feeds are being broadcasted for several matches every week, narrated by casters/streamers and allowing the fans to choose a completely different viewing experience at home.

These graphics are broadcasted thanks to **Studio CG**, from wTVision, together with our **R³ Space Engine**, delivering an NDI output, in multiple languages. Studio CG is connected to LALIGA's Mediacoach data source, Tracab, social media platforms, and LALIGA Fantasy providing graphics with relevant statistical information of the players and teams at all times, a radar overview of the player's position in real-time on the pitch, a live chatbox and the possibility to respond and see the outcome of polls.

The 2023 LALIGA Rebranding

In 2023, LALIGA decided to undertake a major rebranding of its on-air graphics. As part of the Mediapro group, wTVision, and Mediatem integrated this transformative endeavor to improve how football fans experience the game, enhancing engagement and providing an immersive visual feast.

LALIGA

LALIGA 

This season brought an exciting partnership between LALIGA and EA SPORTS as the new sponsor. These changes signified a visual overhaul and a commitment to embracing a new era of dynamic fan engagement through on-air graphics. As such, it was necessary to adapt LALIGA'S rebranding to the complete graphics package used during the matches. For this transformation, LALIGA turned to Mediatem and wTVision from the Mediapro group. The joint effort - under the guidance of Mediatem's Art Director - culminated in a seamless adaptation of the brand's new guidelines to on-air graphics.

The new on-air graphics concept was designed to immerse viewers in a dynamic and interactive experience, placing them at the epicenter of the action. By incorporating integrated metrics, Mediatem and wTVision aimed to enhance the viewer's engagement and provide an immersive visual spectacle that resonates with the energy and atmosphere of video games.

The transformation encompasses 2D and 3D on-air graphics, implemented and programmed by our team within its FootballStats CG.

What we improved with the Centralized TV Graphics Production for LALIGA

- **Cost Savings:** The adoption of a centralized broadcast graphics workflow has resulted in significant cost savings for LALIGA by streamlining graphics production processes.
- **Environmental Sustainability:** Fewer physical resources are required for broadcasting, leading to a reduced carbon footprint and alignment with environmental sustainability goals.
- **Standardization and Quality Assurance:** Improved overall quality of graphics and operations through standardization and quality assurance measures to ensure a consistent and high-quality viewing experience for viewers during every match.
- **Enhanced Agility:** The workflow's enhanced agility allows for quick implementation of new services and software changes at a lower cost, contributing to efficient operations and adaptation to evolving needs.
- **Real-Time Information Sharing:** Real-time sharing of results, classifications, and statistics between matches enhances the viewing experience by providing dynamic and informative content to viewers.
- **Personalization:** Multi-language support and 4K resolution offer personalized viewing experiences for a diverse audience. Virtual publicity for all matches with regional personalization further enhances content distribution and engagement.
- **Contribution to LALIGA's Goals:** Centralized production contributes to LALIGA's goals of brand innovation, increased match knowledge, and value creation for rights holders and sponsors, aligning with the league's strategic objectives.

Already looking into LALIGA's future

As we conclude our exploration of wTVision's integral role in enhancing the viewer experience for LALIGA matches, it's essential to look ahead to the future. The relationship between wTVision and LALIGA will continue to evolve, driven by a shared commitment to innovation and excellence.

With a solid foundation laid by the centralized TV graphics production and a continuous focus on improvement, all parties are poised to tackle new challenges and opportunities on the horizon. The journey towards digital transformation and dynamic fan engagement is ongoing, and wTVision remains dedicated to supporting LALIGA in reaching its goals.

As we anticipate the future of LALIGA, wTVision is committed to remaining at the forefront of technological advancements and strategic collaborations. Together, we will continue to push boundaries, elevate the viewer experience, and inspire fans around the globe.

With unwavering determination and a passion for excellence, wTVision looks forward to contributing to LALIGA's continued success and shaping the future of football broadcasting.





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[WTVISION.COM](https://www.wtvision.com) sales@wtvision.com