

Digital

Intelligent Sports Media Accelerator



THE CHALLENGE

Sports organizations face growing pressure to deliver more content, faster, across broadcast, OTT, social, and direct-to-fan channels, while managing an explosion of live and archived media. Yet many still rely on manual workflows for tagging, clipping, and distribution—slowing operations, disconnecting teams, and causing missed moments, rising costs, and lost opportunities to engage fans and capture revenue in real time.

THE SOLUTION

The Presidio Intelligent Sports Media Accelerator is a purpose-built solution that streamlines live sports production, automates highlight creation, and powers real-time content distribution through AI-driven workflows. Built on AWS Media Lake and integrated into media operations, it uses agentic AI to detect key moments, enrich content, and automate packaging across platforms.

By connecting live feeds, archives, and production into a unified workflow, the accelerator enables scalable, real-time operations—accelerating how sports content is identified, activated, and monetized.

Key capabilities include:

- ◆ **Real-Time Moment Detection:** Identify goals, plays, player actions, and crowd reactions as they happen.
- ◆ **Automated Metadata Enrichment:** Tag content with players, teams, events, and sponsor context.
- ◆ **Highlight Assembly & Packaging:** Automatically create branded clips and multi-format content.
- ◆ **Multi-Platform Distribution:** Deliver ready-to-publish assets across broadcast, OTT, and social channels.
- ◆ **Archive Activation:** Make historical content searchable and reusable for new monetization opportunities.
- ◆ **Workflow Integration:** Extend existing MAM, production, and distribution systems without disruption.

OUR APPROACH

Presidio's intelligent media content engine, Resonate, helps operationalize AI across content production, media management, distribution, and monetization workflows.

We begin by assessing existing workflows, systems, and content ecosystems to identify opportunities for automation and optimization. From there, we design and deploy a tailored architecture that integrates seamlessly with current tools and processes. Our Intelligent Sports Media Accelerator works with Resonate to streamline real-time production, highlight creation, and content distribution.

Once implemented, Presidio provides 24x7 monitoring, rapid incident response, and ongoing optimization across pipelines, infrastructure, and workflows, enabling teams to realize value immediately while minimizing disruption. With continuous visibility and proactive management, organizations can maintain high-performing media operations, expand use cases, and adapt confidently to evolving content and distribution demands.

KEY BENEFITS

- ◆ **Faster Time to Publish:** Deliver highlights and clips in real time while the game is still live.
- ◆ **Increased Content Output:** Scale production without adding headcount or operational complexity.
- ◆ **Enhanced Fan Engagement:** Capture and distribute the moments that matter most to audiences.
- ◆ **Improved Operational Efficiency:** Reduce manual effort across tagging, clipping, and formatting workflows.
- ◆ **Expanded Monetization Opportunities:** Activate more content for sponsorships, ads, and distribution.
- ◆ **Future-Ready Workflows:** Build a foundation for AI-driven production and content innovation.

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WHAT MAKES US DIFFERENT

Presidio approaches intelligent media with a focus on real-time impact—ensuring content moves as fast as the moments that define it. We go beyond enabling new capabilities to operationalizing them across live production, metadata, and distribution workflows, turning fragmented processes into a unified, automated pipeline. By aligning AI with how sports organizations actually create, activate, and monetize content, we deliver immediate value—accelerating time-to-publish, eliminating bottlenecks, and unlocking new revenue opportunities at scale.

How the Intelligent Sports Media Accelerator stands apart:

- ◆ **Sports-Specific Intelligence:** AI models and workflows designed for the nuances of sports content and production.
- ◆ **Services-Led Delivery:** Tailored implementation that adapts to each organization's environment and workflows.
- ◆ **Built on AWS Media Lake:** Leverages scalable, secure, and AI-ready cloud infrastructure and services.
- ◆ **Seamless Integration:** Works with existing media systems, archives, and production tools.
- ◆ **End-to-End Capabilities:** From initial assessment through deployment, integration, and ongoing optimization.

WHY PRESIDIO

Presidio is here to guide your business transformation journey by helping you carefully navigate the fast-changing tech landscape. As the bridge between where you've been with foundational IT, and where you're going with modern AI and cloud services, we measure success with you on the terms you define. We strive to build lifetime relationships with each of our customers, and we do so by being fearless, fast, flexible, and compassionate. It's our mission to earn your trust and deliver innovative, high-quality outcomes at speeds once thought not possible, so you can achieve your business goals faster.

Presidio Delivers More than Technology, We Solve Media Operations End-to-End

Presidio brings deep industry expertise and a consultative approach — from initial assessment and workflow design through modernization, integration, and migration. Leveraging AWS and a rich partner ecosystem, Presidio develops, deploys, and operates solutions that simplify complexity and scale with the speed and demands of modern newsroom and sports media operations. With full lifecycle capabilities — including development, integration, and 24×7 managed services — Presidio ensures operations are continuously optimized for speed, reliability, and measurable monetization impact.

Contact Presidio today:
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