



Concurrent Streaming & Real-Time Replay

Field to Frame in

SECONDS



About Mountain West:

Established in 1999, the Mountain West (MW) is a dynamic intercollegiate athletics conference known for its geographic diversity and proactive engagement with NCAA governance.

Notable achievements include pioneering the first dedicated sports television network for a conference (The Mtn.) and securing Boise State's place in the inaugural College Football Playoff system.

The MW boasts a legacy of nurturing talent, with student-athletes ascending to professional leagues like the **NFL, NBA, and MLB**.

Prominent institutions within the conference including, **United States Air Force Academy, Colorado State University, San Diego State University, University of Wyoming** etc. exemplify the MW's commitment to excellence.

Today, the conference remains a trailblazer in college sports, setting the standard for Division I athletics management.



Goal

Mountain West wanted to be able to cover, edit and curate multiple sports and matches simultaneously

The goal was to enhance viewer experience and increase online engagement across its expansive network of over 13 schools, 10 sports, and 150 teams.

Mountain West has endeavoured to enhance viewer experience in sports coverage.

They have always adopted innovative solutions like their Coach's Challenge and Referee Access where replays are used. Fans can access the same replay footage and watch the referee's decision in real time.

They now wanted to be able to cover, edit and curate multiple sports and matches simultaneously, all while offering the same viewer experience.



Challenge:

THEIR CHALLENGES INCLUDED:



Paid Twitter Live Cut: With the transition to a paid model for Twitter live cuts, Mountain West faced limitations in sharing content across social media platforms and generating automatic highlights.



Increased demand for social video content: Mountain West needed to produce highlights at speed and scale in their continued pursuit to bring modern tech to the viewing experience.



Increasing online engagement from fans: They aimed to increase online audience engagement by providing precise and significant game highlights, keeping fans informed and involved in collegiate sports coverage.



Solution:

At Magnifi, we continuously strive to innovate and elevate the viewer experience, tailoring our solutions to address the specific challenges encountered by each client.

Following a thorough examination of the obstacles faced by MW and extensive consultations, we identified Magnifi's comprehensive offerings as the ideal solution. With coverage spanning over 40 sports and multiple social channels, Magnifi emerged as the perfect partner.

Key features of our solution include:

- **Automated highlights** for all sports covered by MW conference
- **Intuitive video editing** and streamlined workflows for production
- **Auto-publishing** of highlights and videos across social platforms
- **Scalable production** aimed at driving engagement and viewership



We offered a seamless workflow capturing content from the field and delivering it across platforms. With valuable inputs from The Mountain West team have enhanced the flow to include the:

Multi-stream Highlights package

Ability to create highlight packages with clips from multiple games and concurrent streams with music, bumpers and overlays



AutoFlip Enhancements

Refining our Award-winning ball-tracking abilities on the MWC content, we now offer bulk-auto flip and generate higher-quality content in the popular 9:16 aspect ratio.

Integrating Multiple Accounts

This feature enables seamless switching between profiles, facilitating targeted content sharing across specific platforms and permitting the linking of multiple platforms of the same type.



& many more



Batch publishing to socials

Simulcasting content across social media platforms.

Impact

In just

6 months

1.6 Million

minutes of content was
viewed on YouTube

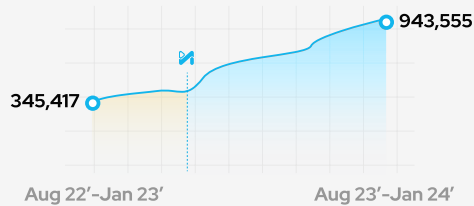
a staggering

139% increase

Mountain West Statistics

Facebook Views

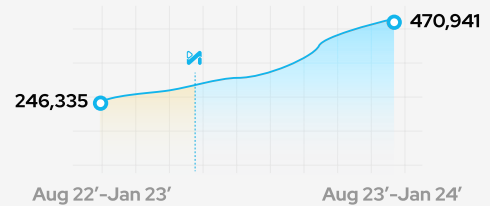
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Mountain West Statistics

Facebook Views

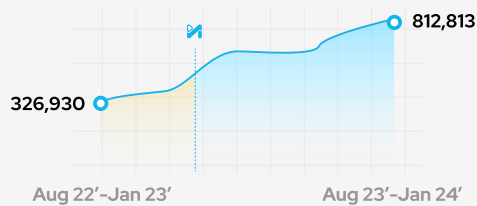
91% 



Mountain West Statistics

Youtube Views

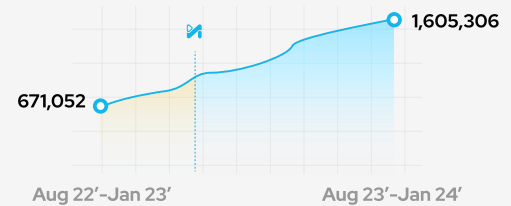
148% 



Mountain West Statistics

Youtube Minutes Watched

139% 



Mountain West Statistics

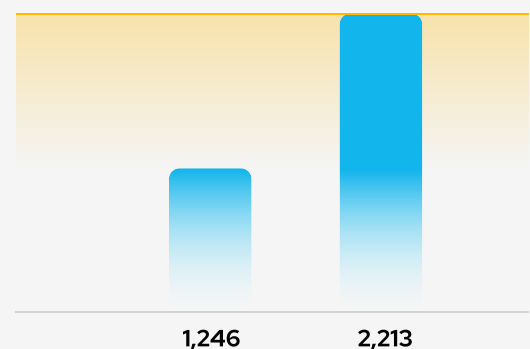
Youtube New Subscribers

139%



Aug 23'-Jan 24'

Aug 22'-Jan 23'



Testimonial



Magnifi has been a great tool to streamline our in-game and post-game highlights across all of the Mountain West's sports. The AI-generated highlights allow us to get social content posted quickly after each game for our fans to enjoy.

We were looking for a program to replace Twitter LiveCut and allow us to continue posting highlights without having to create them ourselves. This platform checks both boxes and more as we can edit the clips for different aspect ratios within the system, and package top plays together with highlights from different games all to highlight the outstanding student-athletes within the Mountain West.

The platform performs well across all of our sports, but I have been most impressed with the coverage in cross country and track and field. The AI system finds the most important parts of the races to highlight such as lead changes and strong performances. In the field events, it clips each attempt so at the end of the day, I can easily find the gold medal attempt to highlight on our social platforms, posting it directly from Magnifi to our accounts.



Justin Packard

Director, Digital & Social Media



About Magnifi:

Magnifi enables the creation of smart digital-ready videos using AI and ML technologies for enterprises across industries including **Collegiate Sports, OTT Platforms, Sports Broadcasters, Leagues, Sports Federations, E-Sports** and more.

Our AI-powered automated Technology solutions empower **content owners** and **right-holders** to engage their audience and maximise the value of their video content.

Industry peers and clients have honoured Magnifi's solutions with prestigious awards including winner of the '**NAB Show Product of the Year 2023**' and '**Best Emerging Tech Company**' at the **SportsPro Media OTT Awards 2022**.



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