

Broadcast News

Subscribe to Daily Broadcast News
Submit a Broadcast News Story

09/12/2022



Magycal And SPORT TV Win SportsPro OTT Award



Magycal in partnership with SPORT TV has won a SportsPro OTT Award for the Best User Experience.

The SportsPro OTT awards sets out to recognize the outstanding pioneers within sports broadcasting, in an industry that is highly competitive and under constant innovation. In its sixth year, the OTT Awards is part of the SportsPro OTT yearly 3-day event, inspiring more than 1,000 leading professionals across the sports broadcast industry, with an emphasis on uncovering future technologies and trends.

Magycal was created to revolutionize the way people connect and interact with live events and TV shows, and its unique offering in the OTT sports market is comprised of highly interactive features, driven by Artificial Intelligence to give a user experience like no other. When SPORT TV partnered with Magycal, it allowed them to offer their audience an engaging OTT platform that offers not only traditional live and VOD content, but an array of other compelling on-demand features in real time including statistics, facial recognition, notifications of sports highlights from other streams, and spectator interaction with TV hosts. A massive forty percent of the Portuguese population has used the platform that they review highly, allowing SPORT TV a strong bond between themselves and their customers.

Eduardo Dias, CEO of Magycal commented: "With this award, we are delighted to be recognized by our peers in a rapidly evolving market and take pride in knowing that many years of hard work has delivered a fantastic user experience for consuming sports. We bring to life a unique set of OTT, second screen, and digital solutions to provide our partners with the ultimate audience engagement. We thank SPORT TV for their continued faith in our vision."

Nuno Ferreira Pires, CEO of SPORT TV added: "We are proud to be recognized among the best in Europe. The experience we offer our fans is truly unique and only possible by the daily focus of our teams on what the consumer really wants. The greatest result of our investment is the market recognition, present in the more than 1.8 million users, who score us with top marks across all platforms (IOS, ANDROID, HUAWEI, TVOS, ANDROID TV, LG and SAMSUNG). From our first meeting we realised that Magycal would be the ideal partner to develop our ambitious plans, and together we provided a unique experience for our customers."

INNOVATE
You may have more files than stars in the sky, but with HPE LTO-8 tape, you can keep every one of them safe.
[Learn more](#)

MAGEWELL™
Pro Convert
Plug-and-Play On-Ramp to Live IP Production
NDI is a registered trademark of NewTek, Inc.

RME Fireface Series
15 YEARS
www.synthax.co.uk

CALREC BRIO
Our biggest tiny console, ever
www.synthax.co.uk

TOPIA SOLUTIONS
DJI | SONY | ARRI | Insta360 | RED
We Are a Recognised Supplier of Broadcast & Professional Video Equipment Based in the Uk.
[Get in Touch](#)

THE MEDIA PRODUCTION & TECHNOLOGY SHOW
21-22 May 2022
Olympia, London
Headline sponsor: NEOM