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SPORT TV BY MAGYCAL: RESHAPING THE LANDSCAPE OF SPORTS OTTS

18 September 2024

In this talk, Magycal will present Smart Info and Smart Moments, two innovative features developed for SPORT TV, Portugal's leading sports OTT. These use AI, ML and Computer Vision, to capture new levels of audience engagement. Smart Info is a breakthrough algorithm that evaluates scene context in real time to provide users with information at the right moment. Through Smart Moments, users can access and share the most relevant clips of live events, thanks to an algorithm that continuously evaluates user behaviour and key events.

Speakers

Pedro Centieiro, Co-Founder & COO - Magycal

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