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MAGYCAL BRINGS AI NEWSROOM TOOLS TO SPORT TV

By Anne Morris | 08 September 2026

Magycal will demonstrate an AI-supported smart newsroom project at IBC2026, including a recently launched workflow developed for Portuguese sports broadcaster Sport TV.

Lisbon-based Magycal claims its platform turns live broadcasts into publish-ready digital content within seconds. It transcribes live commentary, identifies key moments, drafts articles and headlines, integrates video clips and real-time sports statistics, and incorporates content from external agencies and data providers.

Notably, all articles are reviewed and approved by a journalist before publication, ensuring accuracy, context, and adherence to editorial standards.



A smart newsroom project launched recently by Magycal for Sport TV
Magycal

Pedro Centeiro, Co-Founder and CEO of Magycal, said: "We are not simply automating news production, we are redefining how modern newsrooms operate in the AI era. Our mission is to give journalists superpowers, allowing them to produce more content, respond faster to breaking events, and engage audiences more effectively while maintaining full editorial control."

Stand Number: 14.B57

Company: [Magycal](#)

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08 September 2026

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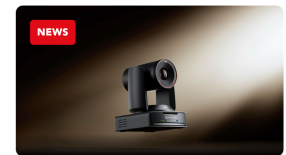
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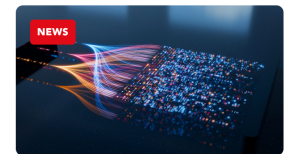
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