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Game Changer:

How **Pixellot** Democratized Sports Video with Enterprise AI

Manual video production was limiting access to game footage and performance insights — especially for smaller leagues without dedicated crews or editors.

That's why Pixellot, a global sports media technology provider, partnered with GlobalLogic to **help engineer and scale their AI-powered platform** that transforms raw video into professional content in minutes.

With GenAI and computer vision, the platform now empowers coaches, athletes, and broadcasters to access personalized game footage and analytics — scaling quality and speed without increasing cost.

Challenge

Demand for game and player videos was growing, but production remained costly and slow.

Traditional workflows relied on camera crews, post-production editors, and manual tagging, putting pro-level content out of reach for amateur and semi-pro leagues.

Pixellot needed a scalable solution to advance its vision — enhancing raw footage, identifying key moments, and delivering high-quality, personalized output while keeping coaches and analysts in control of the insights.

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Value Created

Through the evolution of Pixellot's AI-powered platform:

- **AI-powered stream** – Enables studio-quality broadcasts with just one operator—reducing cost, complexity, and barriers.
- **Intelligent performance analysis** – Computer vision and ML models detect game events, player actions, and performance trends.
- **Mobile-first streaming** – Full HD video can be broadcast from iPhones—no hardware setup required.

Impact

- **80% faster analysis time** – Video processing dropped from two hours to minutes per stream.
- **Expanded content output** – Teams can generate dozens of player-specific clips per game with no extra resources.
- **Faster coaching insights** – Natural language search enables immediate access to stats and highlights.
- **Increased content monetization** – OTT-ready features like tagging and sponsor overlays unlocked new revenue paths.