



Real-Time Capture & Clipping for Stadiums & Arenas

Transform Every Game into
a Searchable, Reusable, &
Monetizable Media Asset

From Live Capture to Fan Engagement

Stadiums capture and process live video in real-time for both in-venue and digital content distribution.

To show highlights from across the league, teams use Live Capture to pull clips from live broadcasting channels (such as NFL Red Zone) and instantly display those highlights to stadium displays during TV timeouts, hydration breaks, and halftime.

For social media, teams capture live press conferences or game highlights, automatically prepare content, and publish to platforms like YouTube and TikTok while fan interest is at its highest.



The Challenge: Manual Capture and Publishing Don't Scale

Every game generates incredibly valuable media assets, but that content is often scattered across multiple storage systems and is difficult to find. **Manual ingest, archiving, and metadata creation slows down content access and severely limits the ability to reuse the media.** Because of these disconnected systems and manual workflows, valuable footage often remains underutilized for future storytelling, social media, and sponsorships.

Stadiums want to keep fans engaged even when there are breaks in the action. Many teams still rely on manual and outdated workflows to try and capture content from around the league to broadcast to in-stadium video boards. **These systems are cumbersome, making it time-consuming to create and publish highlights while reducing the overall fan experience.**

Additionally, the value of sports highlights decays aggressively. Research shows that the "half-life" of a sports highlight on social media is just 52 minutes, meaning 50% of potential engagement happens in the first hour (Source: Graffius 2026 Social Media Study). **Relying on manual transcoding and uploading after a file is closed forces stadiums to miss this critical window, causing teams to miss peak audience engagement and valuable sponsorship opportunities.**

The Solution: Win Both Inside and Outside Your Stadium Walls

Live Capture removes the human bottleneck between digital feeds, the replay room, and even press conferences. Integrated with GLIM and media platforms such as ScorePlay, Iconik, and Mimir, Live Capture enables teams to record, prepare and publish near-live content in multiple formats – helping them engage fans and monetize while interest is at its peak. This results in streamlined workflows that simplify league compliance while accelerating fan engagement.

Live Capture automatically captures, archives, and organizes content the moment it is created through direct watch-folder ingest, which monitors exports from replay servers and triggers workflows the instant a clip is saved. AI-generated transcripts, captions, and metadata automatically enrich every asset, making content immediately searchable and easier to reuse. Additionally, it seamlessly integrates with Media Asset Management (MAM) platforms, cloud storage, archive systems, and sports media platforms like ScorePlay to streamline content retrieval, collaboration, and management.

The system automates multi-platform delivery by creating platform-specific versions of each clip—including 16:9 (for YouTube), 9:16 (for TikTok) or 1:1 (for Instagram)—and automatically applies sponsor overlays and captions so content is ready for immediate distribution.

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Sports Impact: From Live Moments to Peak Fan Engagement

By automating content preparation and distribution, teams can transform every game into a long-term, monetizable digital asset while maximizing fan engagement and reducing operational effort.

The benefits of Live Capture are:



Transformed Assets

Turns every game into a long-term, highly searchable, and monetizable digital asset.



Accelerated Content Discovery

Dramatically speeds up the discovery and reuse of content for highlights, promotions, and historical storytelling.



Reduced Manual Effort

Eliminates repetitive tasks, maximizing the value of existing media libraries while saving staff time.



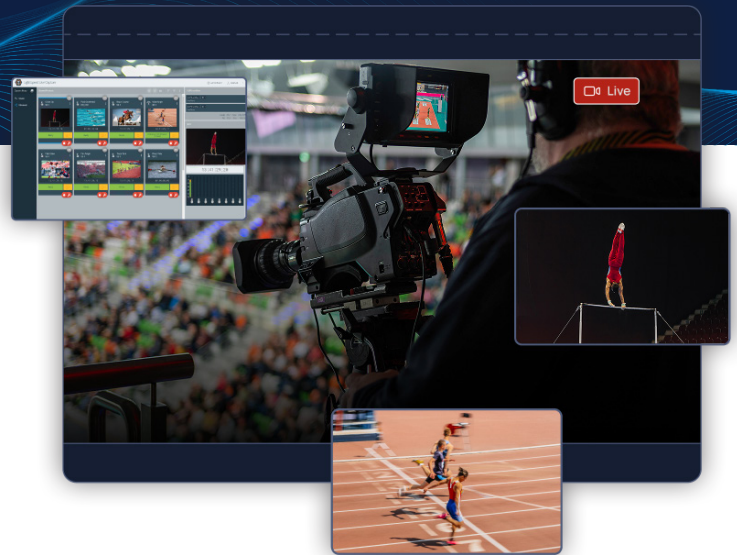
Accelerated Near-Live Publishing

Publishes near-live content while fan interest is at its highest, increasing engagement across digital channels.



Unlocked New Revenue

Creates new sponsorship, licensing, and digital revenue opportunities by ensuring brand overlays are attached to clips during their highest-value lifecycle window.



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Learn more about Live Capture:
telestream.com/live-capture



Ready to increase fan engagement?
Contact us at telestream.com/contact-us