



HOW PIXELLOT IS REVOLUTIONIZING THE MEXICAN SOCCER MARKET



seeUplay® enables minor, professional, and amateur teams to produce and stream their own sporting events. Since 2016, seeUplay has been using Pixellot's automated sports production solutions to make high quality sports videos available for amateur teams and fans in Mexico.

Deployed in +100 amateur soccer fields around the country, seeUplay streams more than 72,000 games every year.

For more information www.pixellot.tv



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For Amateurs

AI-BASED AUTOMATIC PRODUCTION FROM THE PITCH TO THE APP

Games and practices are automatically recorded and streamed through the seeUplay® app.

The app includes the ability to view games in a TV-like production mode, or control the viewing angle manually.

For the first time, amateur leagues in Mexico were able to broadcast their events to fans as the solution does not require camera operators or expensive infrastructure, everything is produced automatically and streamed over web.

Players and fans download the app, subscribe and enjoy numerous features such as clip editing, automatic highlight creation, live scoreboards, and more.

OUTSTANDING ENGAGEMENT LEVELS CREATED NEW MONETIZATION OPPORTUNITIES

The activities with amateur leagues have proven to be extremely successful. The app has been downloaded by more than 150,000 users, with engagement levels of 85%, well beyond the initial download. seeUplay have managed to translate these outstanding numbers into sponsorship and advertising opportunities from the leading brands in the country.



In the coming years our goal is to become the automated sport production provider of all professional clubs and amateur leagues in the country.

While maintaining a high standard of quality and low operative costs, seeUplay is enabling clubs big and small, to broaden their audience and tap into new markets.

Eduardo Gorodzinsky,
Founder and current CEO of
seeUplay®



QUICK FACTS:



All professional Mexican leagues use Pixellot for video coaching and performance enhancement.



+100

pitches use Pixellot for streaming games and practices



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For Professionals

BOOSTING PLAYER PERFORMANCE IN THE PROFESSIONAL LEAGUES

seeUplay® and Pixellot have signed an agreement with the Mexican Soccer Federation (FMF) and Mexico's premier soccer league, LIGA MX to deploy 38 Pixellot systems at all the professional leagues (Men, Women and Youth) as well as the Mexican national team.

Pixellot's coaching solution provides a panoramic footage of the entire field and allows to capture the game in a tactical view.

CAPTURE AND ANALYZE EVERY MATCH AND PRACTICE

During games, Pixellot video feeds are delivered to the video analysts in real-time to support coaching decisions. During practice sessions the system has the ability to capture multiple drills simultaneously. This gives coaches the ability to review every play that occurs anywhere on the pitch, at any time.



seeUplay will help us homogenize the way in which we record videos and give us the same quality for all the teams of the national team and the MX League. Pixellot is a core component of our intelligent coaching system that can follow the players on the field, with information available at any time, whether it's a match or official training.

Victor Guevara,
Operations Director at FMF

Watch How The Mexican Soccer Market Is Using Pixellot



6,000
games produced
per month



150,000
app users



+85%
app engagement after the first week



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AN END-TO-END SOLUTION FOR BOTH AMATEURS AND PROFESSIONALS

Pixellot systems in Mexico automatically produce and stream thousands of games every month.

This type of scale could not have been achieved without automation. Pixellot's fully automated production solution provides high-quality footage for the entire professional and amateur soccer vertical. Coaches, management, and players, in the professional leagues use Pixellot to boost performance and support real-time decision making, while amateur players and fans use Pixellot to capture and stream games to the seeUplay mobile app.

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