



AR has the potential to be used in various broadcast scenarios, be it elections, news or sport.



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We see AR as the future of broadcast graphics and we feel that it will be used more and more in all types of broadcasts prominently, be it elections graphics, news graphics and of course sports. We have already seen amazing applications for weather, such as by the weather network and we feel there is much more to come. We also see high-profile music concerts using AR more and more to create immersive viewing experiences for viewers who will be watching from home and we

are seeing ourselves moving towards this sphere of AR more and more.

We brought some new elements to sports in light of Covid-19 with AR. As all sports fans know, watching sports is more than just watching a game being played. It is also about the atmosphere created by fans in the stadium which conveys an electricity and excitement for the viewer. Sadly, this feeling has been lost in most sports because of the current pandemic but we are actively working on helping leagues and broadcasters get that sensation back to their viewers by offering them solutions which enable broadcasters to feature AR fans in the stands, complete with team colours, flags and motion that conveys emotion as well as authentic,

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viewer-driven sound and atmosphere.

Our solution can easily be integrated into the workflow of any sports broadcaster, regardless of their platform and we are starting to see more and more interest for this innovative approach from clients.

In our experience, a major barrier for a lot of broadcasters not familiar with AR is the fear of the unknown. A lot of broadcasters do not feel confident in venturing into AR because of the lack of knowledge and uncertainty regarding what it takes and what the process looks like in terms of time and cost. Fortunately, there are many competent creative and technology companies out there that can guide them through this. Motion Path is actively working to increase knowledge in this field and give broadcasters the peace of mind to take that step towards AR.

As the technology for AR develops, and with the pandemic and lockdowns, we see broadcasters moving towards AR with the goal of providing viewers at home a more immersive experience that can satisfy their need for emotional and awe-inspiring visual experiences they would usually get from live sports, concerts and events. AR done right can go a long way in helping to connect to the viewer on a deeper and more emotional level than traditional broadcasts. **PRO**