
WSC SPORTS
Pitt
UNIVERSITY OF PITTSBURGH
CASE STUDY

How the University of Pittsburgh Automatically Creates Real-Time Game Highlights

The University of Pittsburgh Athletics Department uses WSC Sports' AI video technology to automatically create game highlights from the Panthers football team, as well as the men's and women's basketball teams.

Over the course of each school year, WSC Sports has helped Pitt leverage its media rights to the fullest, delivering an unrivaled fan experience across their digital channels.

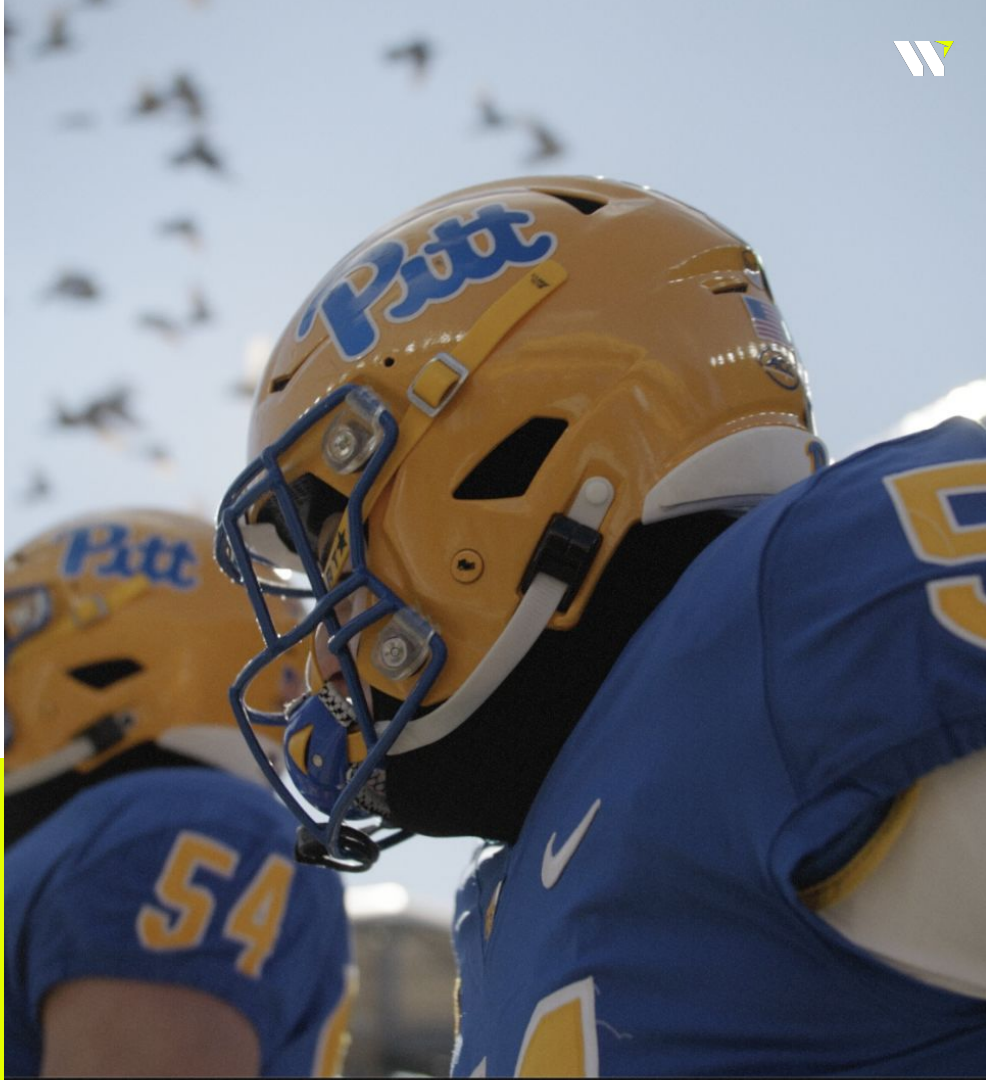
In just their first season using WSC Sports' automation content platform, they were able to create and distribute thousands of game highlights, resulting in hundreds of thousands of views on social media and millions of video impressions.

KEY RESULTS

1000+
videos created & published

Millions
of impressions and views on social media

These are the results from the 2022-23 NCAA men's football season, as well as the Panthers' men's and women's basketball teams





“The speed of the WSC Sports platform has helped us maximize our reach with our social media posts and capture viral moments.”

RJ Sepich, Director of Football Communications, University of Pittsburgh

The Challenge

Being First to Publish & Using a Manual Workflow

Pitt constantly seeks to provide the best possible game day experience for its passionate fan base across multiple digital platforms. Pitt's digital team faced two challenges: Being first to publish and replacing their manual content workflow.

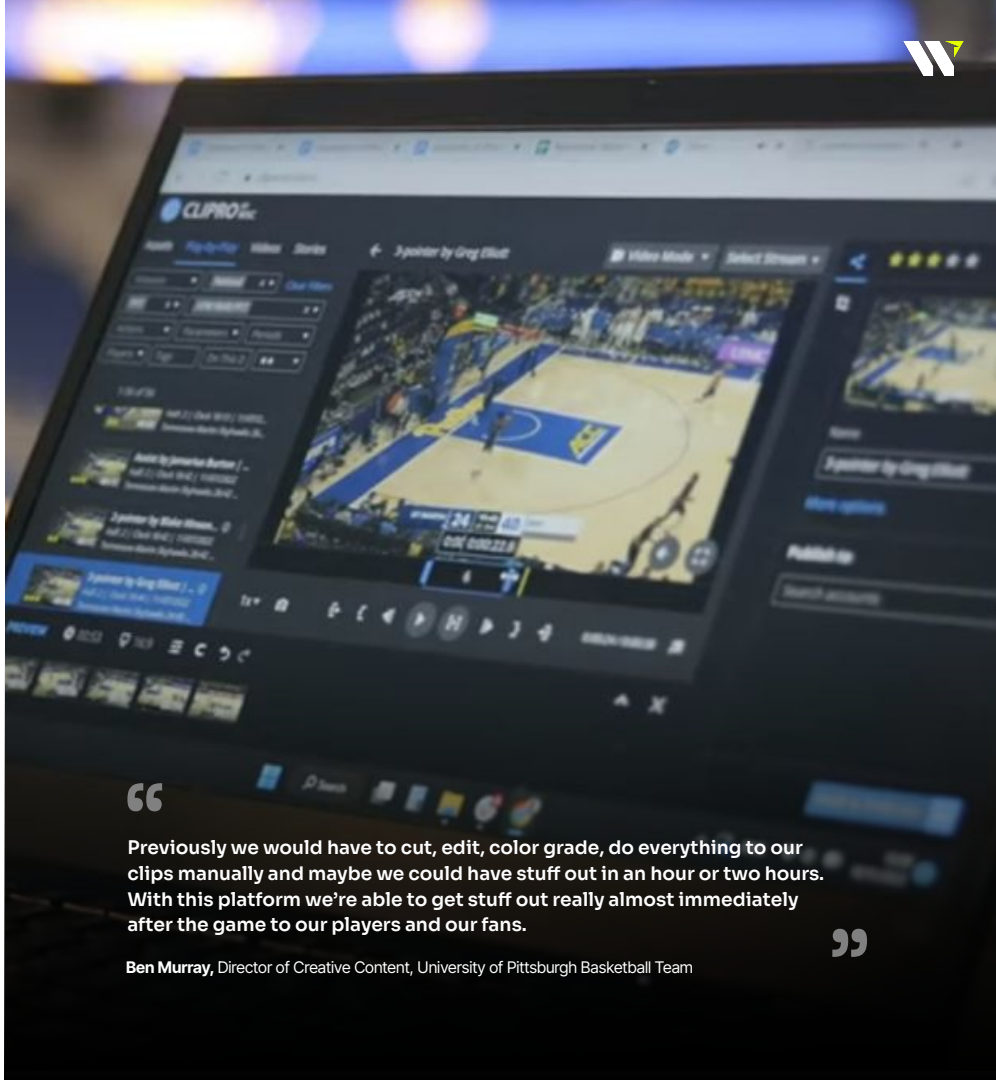
Pitt understood the value of being the first to share their in-game action and that if they timed it right, they might go viral on social media. So making the most of their limited media rights, which affects when they can publish footage, was crucial to the team.

With so many eager fans and players to serve game highlights to, Pitt needed a solution that would help them easily create lots of content and very quickly.

The Solution

Embracing AI

Embracing the latest in AI video technology was the only logical step for Pitt. By utilizing the WSC Sports platform to automatically generate and distribute game highlights, Pitt was able to easily and quickly create video content at scale to be shared with fans and players.



> **Previously we would have to cut, edit, color grade, do everything to our clips manually and maybe we could have stuff out in an hour or two hours. With this platform we're able to get stuff out really almost immediately after the game to our players and our fans.**

Ben Murray, Director of Creative Content, University of Pittsburgh Basketball Team

Takeaways





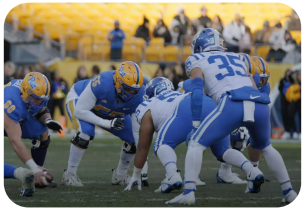


01

A STREAMLINED WORKFLOW

The Pitt Athletics team can easily create multiple types of highlights in the WSC Sports platform, either manually or by utilizing the fully automated workflow.

They no longer need additional video editing tools to deliver engaging content to fans.







02

HIGHLIGHTS AT SPEED & SCALE

Pitt can now get highlights out on their social and digital channels almost instantly after it occurs in a game. From individual plays from specific players, to the best team moments, Panther's fans can see it all.

The digital team credited WSC Sports for enabling them to be the first to publish one of college football's best highlights in 2022-tight end Gavin Bartholomew hurdling a defender before cruising in another 30 yards for a touchdown.


WSC
SPORTS
Book a Demo