

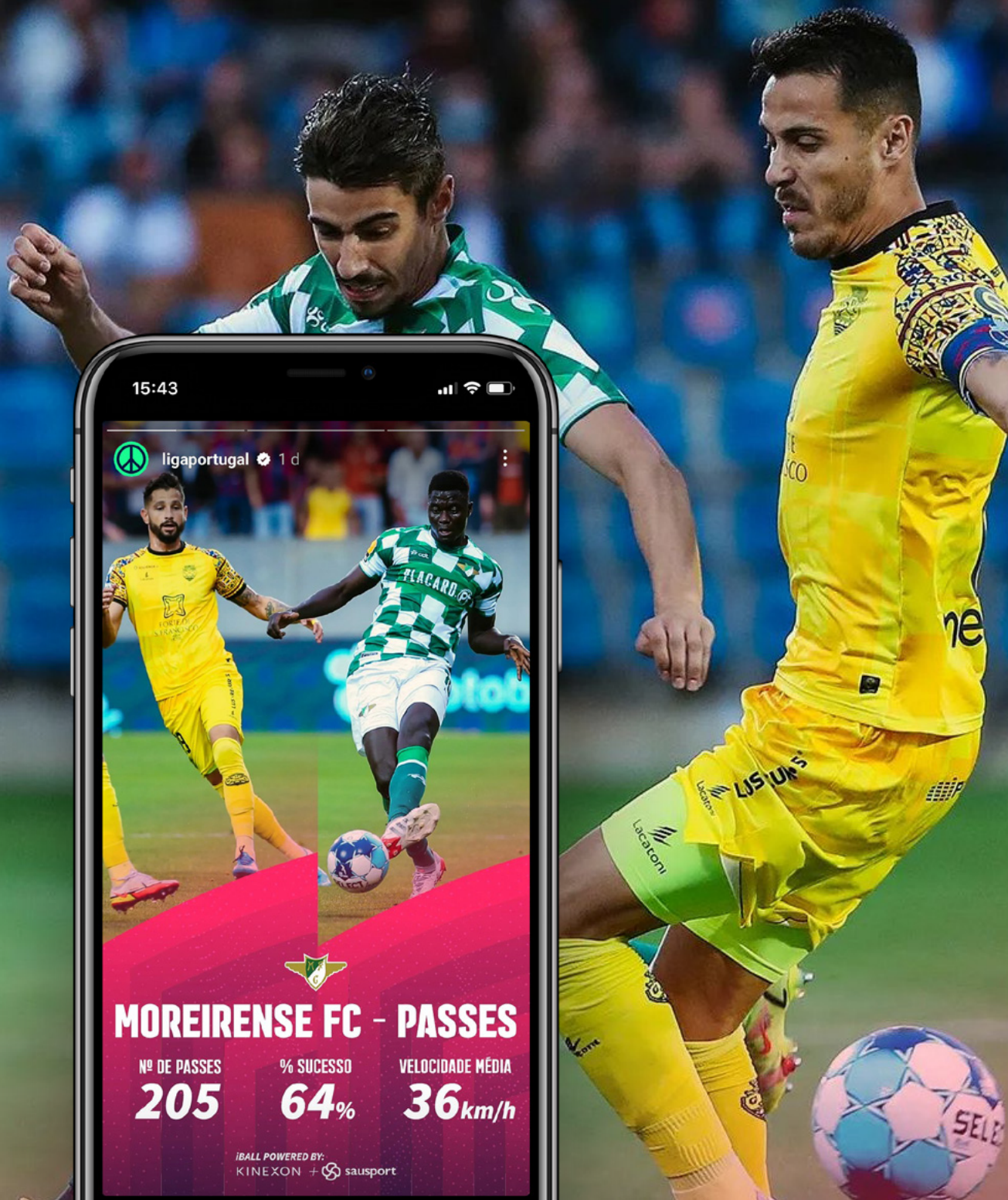
KINEXON



CASE STUDY

Liga Portugal bwin

Global technological innovation in the 2021/22 relegation playoffs: why Portugal's first league trusted match balls integrated with KINEXON sensors.



MOREIRENSE FC - PASSES

Nº DE PASSES
205

% SUCESSO
64%

VELOCIDADE MÉDIA
36 km/h

IBALL POWERED BY:
KINEXON + sausport

Case Study Liga Portugal bwin



CHALLENGE

To gain an advantage in the international competition for fans, sponsors and broadcasting rights, the Liga bwin Portugal was looking for exclusive marketing options. Through innovative storytelling, they aimed to deliver new insights and raise interest, particularly for young fans of the country's premier football division.

One crucial question that needed answering: what additional match content can they tap into and visually process during a live broadcast while also repurposing for other channels such as social media?

Besides that exclusive information and visualisation needing to be retrieved live and automated, the technology also has to meet the high technical demands of league play. Reliability is key.

Therefore, to get a test case involving high stakes, the Liga bwin Portugal chose the 2021/22 relegation playoffs between GD Chaves and Moreirense FC.

CHALLENGE

- Tough international competition requires new digital marketing strategies.
- Innovations need to be long-lasting and offer added value for diverse channels and stakeholders.
- Strong international competition for the attention of football fans.

SOLUTION

- ✓ SELECT „iBall“ with KINEXON sensor inside, plus KINEXON sensors underneath the players' shirts collect real-time game and player data.
- ✓ KINEXON team provides smooth installation and launch of the required LPS system, as well as data transmission to the broadcasting partner.
- ✓ Together, the Liga bwin Portugal and KINEXON defined relevant metrics, potential distribution channels and the data's graphic processing.

SOLUTION

The so-called "iball" model of Derbystar/SELECT receiving the official FIFA Pro certificate in 2022 is what made it possible: KINEXON's live ball tracking – integrated into the "iball" via a KINEXON tracking sensor – received the approval for official league matches.

Hence, in May 2022, the Liga bwin Portugal and ball partner Derbystar/SELECT teamed up to undertake a pioneering role by becoming the first league worldwide to use a match ball with a sensor inside.

At the centre of everything is the 14-gram light UWB- and IMU sensor by KINEXON inside the „iball“ that works together with KINEXON's Local Positioning System (LPS), which is set up around the pitch. Together, the two technologies collect, measure and analyse every position, movement and possession during a match in real-time.

To add the players' live data to the mix, Moreirense's and Chaves's players wore functional vests with KINEXON sensors under their shirts. That way, it was possible to track movements in real-time, accurately and three-dimensionally.

A team sent by KINEXON installed and implemented KINEXON's LPS system for data collection and transmission at both venues in no time. Plus, SELECT produced the "iball" version of the Brilliant Super TP (the Liga bwin Portugal's official match ball using the league's official match ball design) within four weeks.

Before gameday, coaches and players received instructions regarding the technology and the „sensor ball.“ At the same time, KINEXON advised the league about relevant metrics, distribution channels and visual processing.

Thanks to all that work, 300 statistics were collected during both matches and visualised via individually designed graphics with the help of a data journalist from KINEXON. They were then published during the live broadcast, as well as via the Liga bwin Portugal's social-media channels.

In addition to the league's deciders, both coaches received an extensive individualised data evaluation and visualisation they could use for more profound analysis after the games.

“ We are always searching for innovative solutions that help our clubs and our competitions to become more and more professional.”



João Medeiros Cardoso,
Sponsorship and Commercial
Director at Liga Portugal

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RESULT

80% of fans asked after the game stated that they had followed the live data with great interest, according to an online survey conducted by the Liga bwin Portugal.

During the TV broadcast, fans for the first time received live info (via the league's social media channels) about shot-, sprint-, and passing speed. Additionally, possession time of players and teams, the ball's trajectory before it hit the back of the net, and passing efficiency, gave them something to talk about.

Interesting for fans of tactics and coaches alike: combining ball and player data made it possible to put strategic and athletic data into context. For example, on Instagram, fans could follow where a player had lost possession and how those losses and gains in possession correlated with the game's speed.

From a tactics perspective, this proves interesting for fans and coaches alike; combining ball and player data made it possible to put strategic and athletic data into context. For example, on Instagram, fans could follow where a player had lost possession, and how those losses and gains in possession correlated with the game's speed.

National media also showed great interest in the innovation and reported about the „iBall.“ Curiosity reached such heights that „A Bola,“ the country's most prominent sports paper, even had a piece about the topic in its comics section.



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OUTLOOK

After a successful experience with the SELECT „iBall“ with the KINEXON sensor inside, the league announced that it would continue to examine further applications for live ball tracking technology. Coaches demonstrated great interest in gaining more profound knowledge of live-data analysis and implementing the topic into their clubs.



“With KINEXON we had the opportunity not only to provide new data for the coaches and players but also to involve fans, viewers, broadcasters and media channels.”

João Medeiros Cardoso,
Sponsorship and Commercial Director at Liga Portugal

