

New Zealand Sport Collective

Production Best Practice for Sky Sport Next Broadcast

As presented by Hana-Rae Seifert, NZSC, November 2020

1. Prioritise Quality

There is a direct correlation between quality of broadcast and keeping the audience engaged. Factors such as additional cameras and engaging graphics will be more appealing and assist in keeping the viewers on screen for longer. We encourage sports to ensure run sheets, athlete names, timers, and leader boards are incorporated into the broadcast where possible.

We want to strike a balance between pleasing your core community base who may want to see all courts or matches and ensuring we are presenting your sport to a new audience in the best way possible, so balancing quality and quantity is important.

When planning the schedule of your event, it is recommended to cast a broadcast lens over it. If it is possible to block certain matches together and run them on a tighter schedule, this will assist the natural flow of the broadcast and prevent long gaps where you are likely to see viewer drop off.

2. Pair a Professional Commentator with an Expert Comments Person

Some of our most memorable and engaging live streams have come down to the commentary team! Commentary can make or break a broadcast. We highly recommend investing in this area as it will often be more effective than adding an additional camera to production for example.

We have found the optimal combo to be a professional broadcast commentator paired with someone who can provide expert comments about the sport. This might be a player or coach. The significant benefit of using a professional commentator is their ability to fill gaps in the broadcast, as well as keeping the flow in a compelling manner. Having this combination also enables the commentary to cater to those that are experts in the sport and those who are new to it.

3. Prepare Early and Utilise Sky Expertise

We are incredibly grateful for the relationship we have built with Sky. We have the opportunity to utilise their expertise so we strongly recommend that you reach out to Hana-Rae early so we can arrange a production meeting with Sky.

Some of the expertise that we can tap in to includes choosing venues that are optimal for broadcast, scheduling and timing of events and technical support. This could include deciding how many cameras are sufficient to cover your event and whether live, delayed or highlights is the best option for your event. These can be really useful conversations to have before you brief a production company.

4. Consider Your Options for Production Companies

We use a variety production companies for NZSC / Sky Sport Next events, all of which are well-versed on the standards and expectations for Sky Sport Next. Our recommendation is to get several quotes before committing to your live streaming company – factors such as a sport speciality of a particular company, geographic location etc. all come into play. For example, money saved on production company travel costs could be put towards a better quality of broadcast, so it's worth scoping options!