

News

Atos Origin launches 'New Media in Sport' service

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Global IT services company Atos Origin has launched its 'New Media in Sport', an interactive online video service. The service is for TV companies, telecommunication, media, sports associations or rights holders companies so that they can offer their viewers and customers the chance to choose exactly which competition/nation/athlete they want to follow and to enable them to follow more than one sporting event simultaneously. It is possible to watch sports events that are not broadcasted during the regular programme and the consumer is in charge of what he wants to watch, when, and from what angle. Atos Origin uses face recognition technologies for automatic selection or recommendation of camera or event, and meta-data for New Media in Sport. Preference tags let fans track individual or team performance. The Atos Origin service provides a fully managed media environment, offering processing, storage, transaction processing, dynamic delivery, publishing, distribution, advertising and analytics. The company handles everything from digital rights management through to "per-click" monetisation.

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