

# Connect with Your Fans Through AI-Tailored Content Experiences

WSC Sports is the pioneer in AI-powered sports content technology, trusted by over 450 teams, leagues, federations, broadcasters and other media rights holders.



**WSC Sports' AI-powered platform automatically manages, creates and distributes personalized content for every fan**



## Speed & Scale

*"WSC Sports enables us to create unique content for every single digital platform that we touch globally. Now it takes a few minutes to create over 1,000 highlight packages."*

**Bob Carney**  
SVP of Emerging Media, NBA



## Fan-Focused

*"We foresee personalization down to the individual level, whether it be highlights of your favorite team, the players on your fantasy, or goals, skills, fans, whatever it may be—WSC Sports will play a key part in this."*

**Chris Schlosser**  
Senior VP of Emerging Ventures, MLS



## Innovation

*"What helps me sleep at night is knowing that WSC Sports is watching these trends as closely as we are, figuring out what's next, and helping us to be prepared for it."*

**Matt Carstens**  
Executive Producer & GM, ACCDN



## Impact

*"On the LALIGA app the number of sessions per user has increased by more than 70%. We have also seen an increase of more than 30% from one year to the next."*

**Alfredo Bermejo**  
Digital Strategy Director, LALIGA