

BIG DATA

Análise de dados na LaLiga

23 de julho 2020



No es fútbol. Es LaLiga.





PILARES DE CRESCIMENTO NA LALIGA

**PRODUTO
AUDIOVISUAL**

ESTRATÉGIA

TECNOLOGIA E DADOS

Data Driven Marketing

Delitos

Clubes

Valor do produto audiovisual

CONHEÇA O MEDIACOACH



LaLiga





O QUE É?

The screenshot displays the LaLiga Santander website interface for a match between FC Barcelona and R. Betis. The score is 5-2. The interface features several key components:

- Match View:** A central live broadcast of the match with player names and numbers overlaid on the field.
- Tactical Board (Left):** A panel with filters for 'ZONES' (Own half, Opponent's half, Defensive, Midfield, Offensive, Left, Centre, Right) and 'SCOREBOARD SITUATION' (Home team winning, Draw, Away team winning).
- Match Events (Bottom):** A timeline showing the progression of the match.
- Playmaking (Bottom):** A section with filters for 'Distance gained/Distance lost (m)', 'Duration of possession (sec)', and 'Origin'.
- Tactical Board (Bottom Left):** A separate window showing a tactical diagram of the pitch with player positions.





O QUE É?

The screenshot displays the Mediacoach interface for a match between FC Barcelona and R. Madrid. The score is 2-2. The interface features a main tactical view of the pitch with player positions and distances. A smaller external tactical view (VISOR EXTERNO - CÁMARA TÁCTICA (TAC)) is also visible, showing a different perspective of the same tactical data. The interface includes various controls and information, such as the match time (00:09), the LaLiga Santander logo, and the Mediacoach logo. A red magnifying glass icon is overlaid on the right side of the image.

ONLINE: USER A

08:54:30

VOICE FEED: NETWORK: 12.38.73

PROFILE:

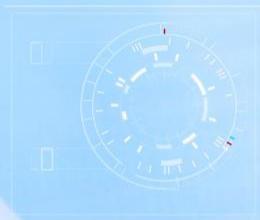
78:54:14

09:20:08

Profits:



Evolution:



Actual vs Target

ANALYTICS DASHBOARD



PROJECT:

SECURITY



MISSION

ADDRESS:

Market Share

KPI: Produ

FRONT-CAMERA-IP: 143.45

01:43:55

Customers Satisfaction

**ACESSO AOS DADOS EM
TEMPO REAL**

POWER: ON

TIME-DATE 00:38:29



CONTROL - AREA

BACK





COMO FUNCIONA?



Carrier 1:20 PM 100%

FCB 1-0 RSC MIN 78 EQUIPOS JUGADORES

CUADRO DE MANDO ONCES COMPARADOR JUGADORES COMPARADOR MÉTRICAS

FC Barcelona
4-3-3

TITULARES

- 1 TER STEGEN Portero
- 2 SEMEDO Lateral izquierdo
- 3 PIQUÉ Defensa
- 24 MINA Defensa
- 18 ALBA Lateral derecho
- 4 RAKITIC Centrocampista
- 5 BUSQUETS Centrocampista
- 9 INIESTA 64' Centrocampista
- 11 DEMBELÉ Extremo
- 10 MESSI Delantero
- 9 SUÁREZ Delantero

SUPLENTES

- 6 DENIS SUAREZ Centrocampista
- 14 COUTINHO 64' Centrocampista
- 13 CILLISSEN Portero
- 17 PACO ALCÁCER Delantero
- 19 DIGNE Lateral izquierdo
- 21 ANDRÉ GOMES Centrocampista
- 22 ALEIX VIDAL Extremo

1 2 3 24 18
4 16 8
11 9 10
12
18 7 8
17 4
24 22 3 15
25

INICIO PARTIDO EN VIVO

Real Sociedad
4-2-3-1

TITULARES

- 25 MOYÁ Portero
- 16 ELUSTONDO Lateral izquierdo
- 3 LLORENTE Defensa
- 22 NAVAS Defensa
- 24 DE LA BELLA Lateral derecho
- 4 ILLARAMENDI Centrocampista
- 17 ZURUTUZA Centrocampista
- 6 JANUZAJ Centrocampista
- 7 JUANMI Extremo
- 10 OYARZABAL Delantero
- 12 JOSÉ Delantero

SUPLENTES

- 1 RULLI Portero
- 9 ZUBELDIA Mediocentro
- 10 PRIETO Centrocampista
- 14 PARDO Delantero
- 16 CANALES Lateral izquierdo
- 18 ODRIOZOLA Centrocampista
- 21 BAUTISTA Extremo



COMO FUNCIONA?

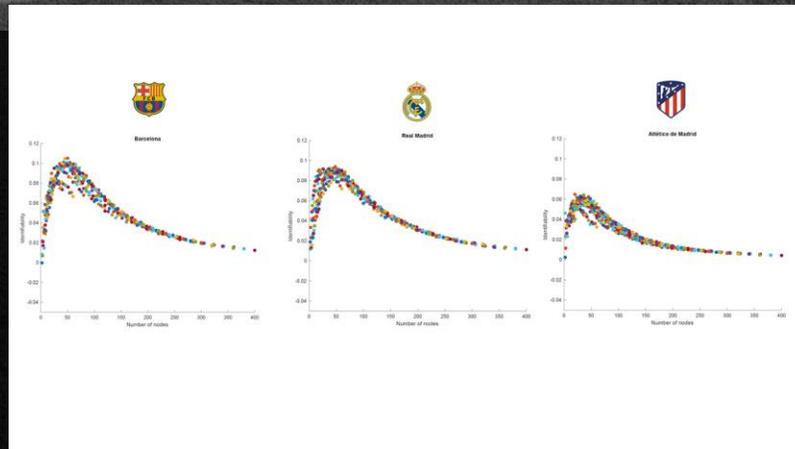
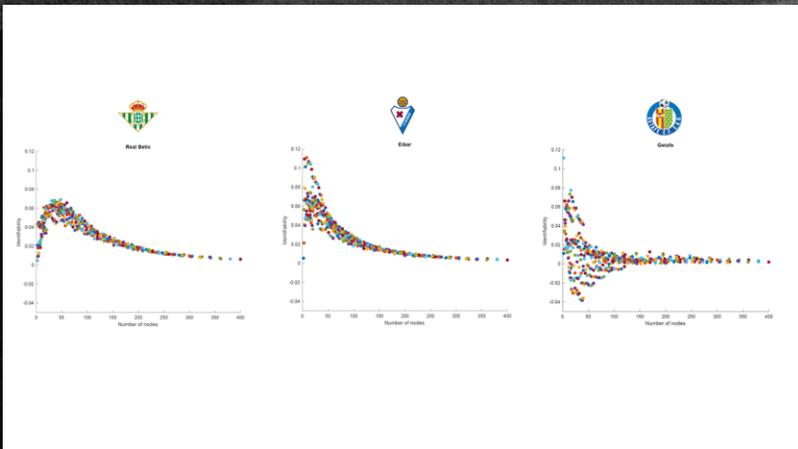




'CÉREBRO' DAS EQUIPES



QUAL A FINALIDADE?



ESTILO DE JOGO

27:15 BAR 0 1 BET

Coach, they are very stretched and leaving space on the wings
Attacking coach

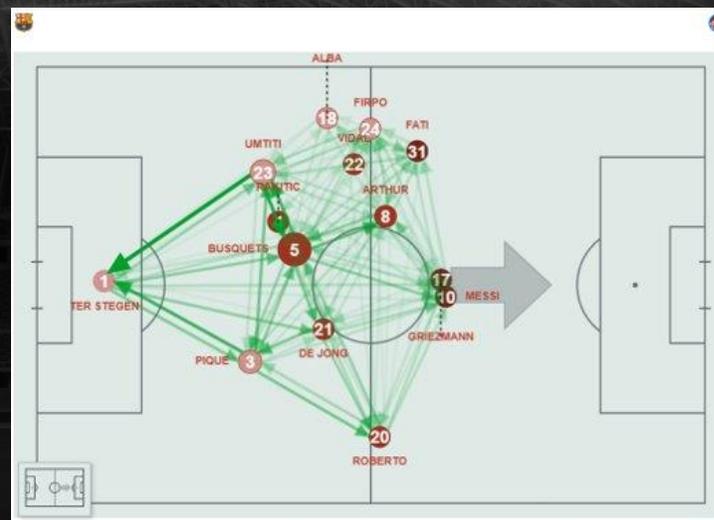
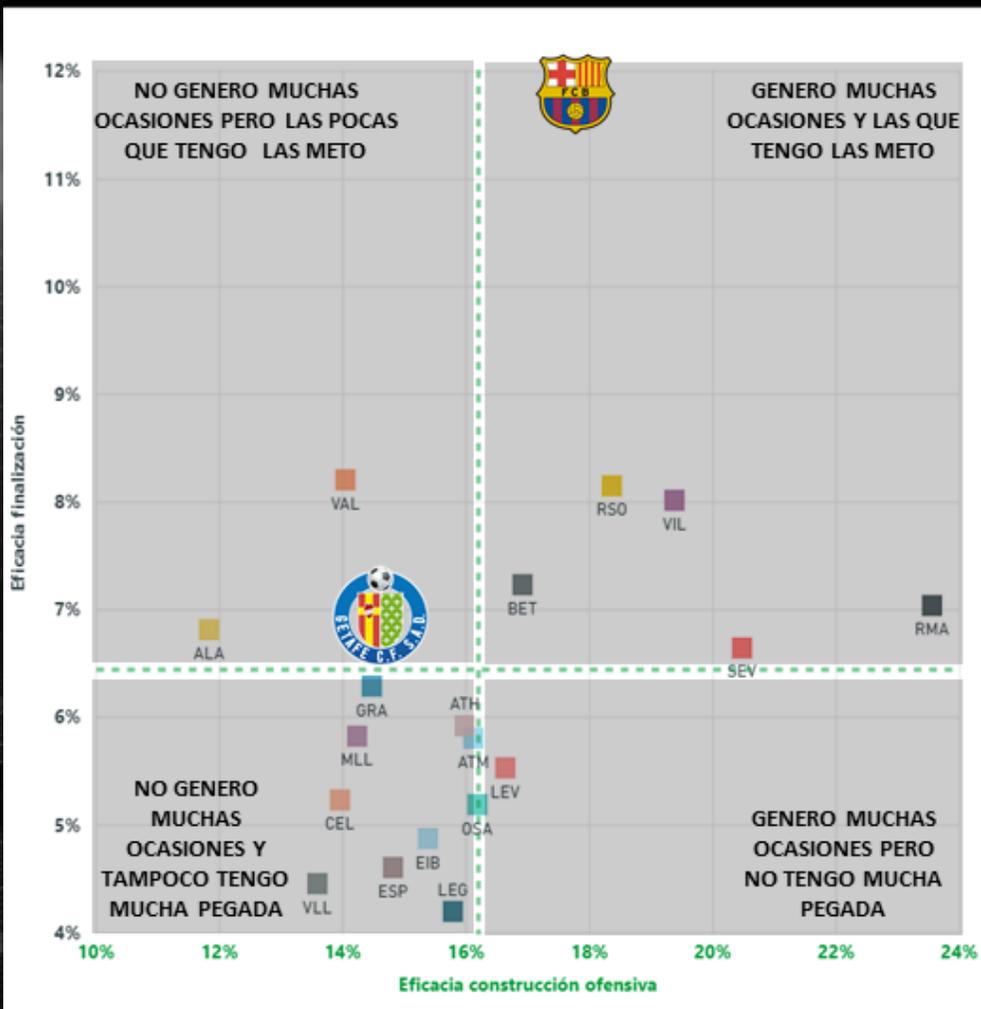
LaLiga



QUAL A FINALIDADE?

TÁTICA DO TIME

MAPA RENDIMENTO OFENSIVO



BUSINESS ANALYTICS



LaLiga





CALENDAR SELECTOR

Variáveis

19 Assistência

23 Variáveis Audiência

Dados

3.800 jogos para Assistência

900 jogos para Audiência de TV.

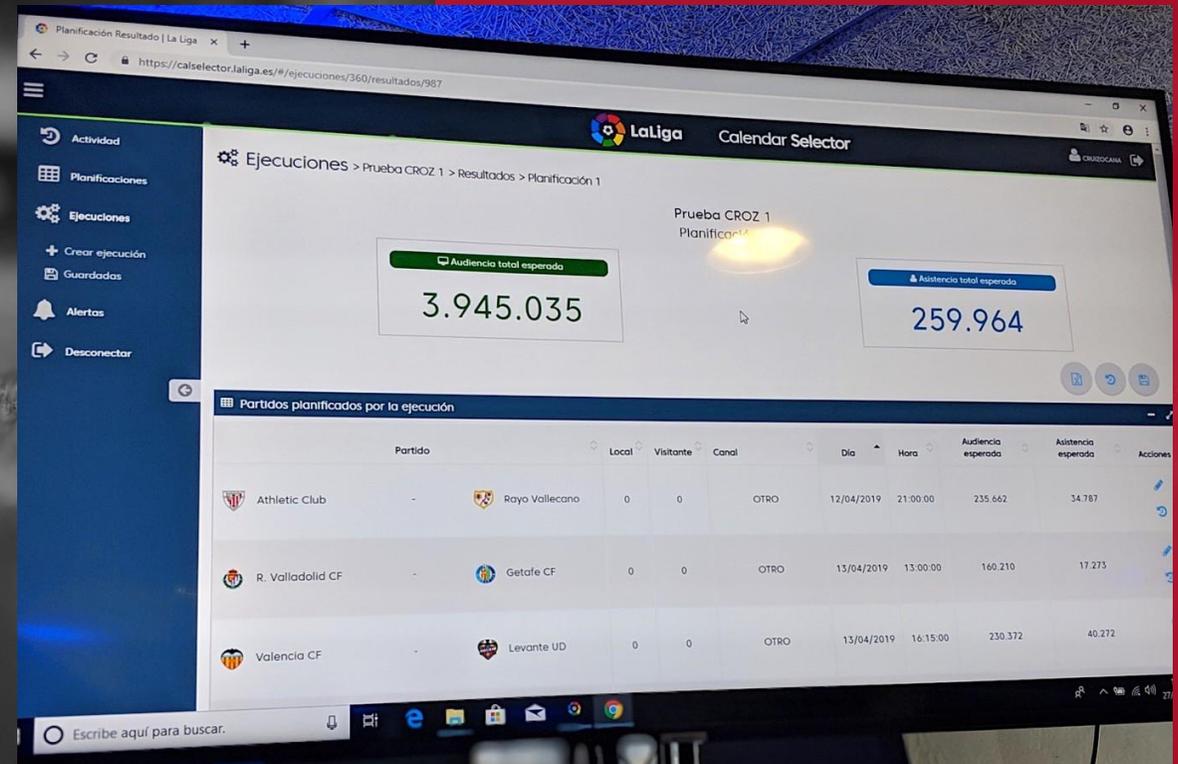
Objetivo

- Maximizar Audiência Nacional
- Audiência internacional por área geográfica
- Assistência ao estádio

Real vs Estimada

Audiências Nacionais: 1% de Erro

Assistência ao Estádio: 3,4% de Erro





KIT SELECTOR

LaLiga Santander

C. ATLÉTICO DE MADRID VS ATHLETIC CLUB

30 de Marzo de 2019
16:15
Jornada 29
Wanda Metropolitano

Actividad Comentarlos

EQUIPO LOCAL

Pendiente selección

EQUIPO VISITANTE

Pendiente selección

ÁRBITRO

Pendiente selección

JUGADOR PORTERO

JUGADOR PORTERO

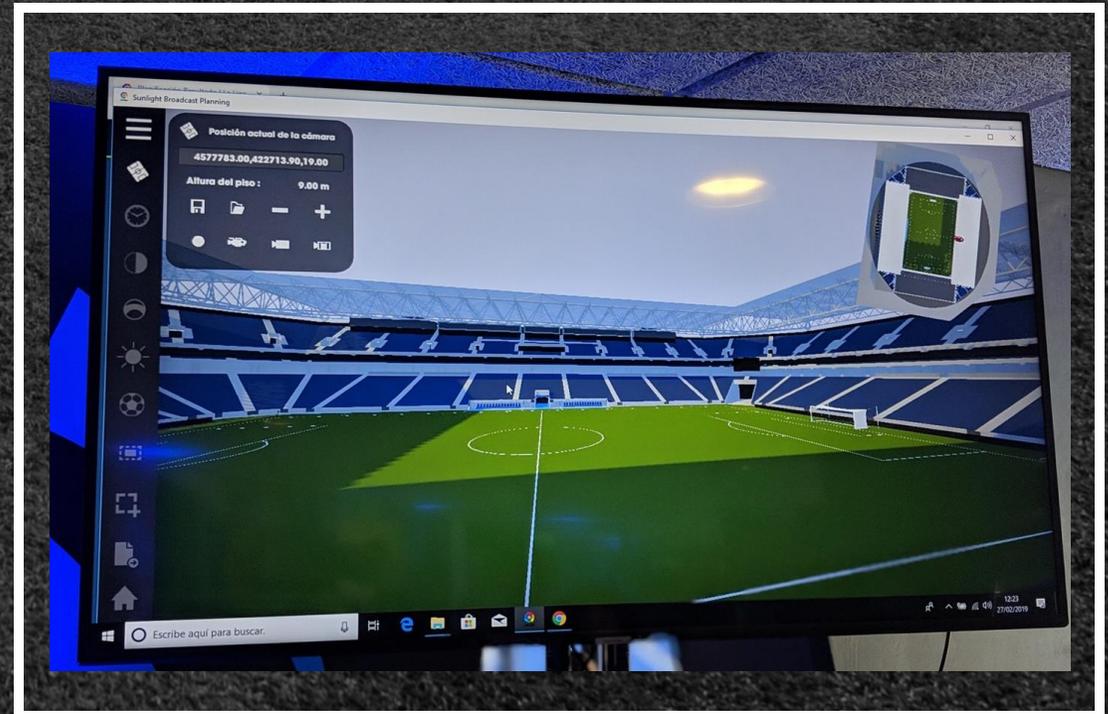
KITSELECTOR

Modificar Equipaciones





SUNLIGHT BROADCASTING PLANNING



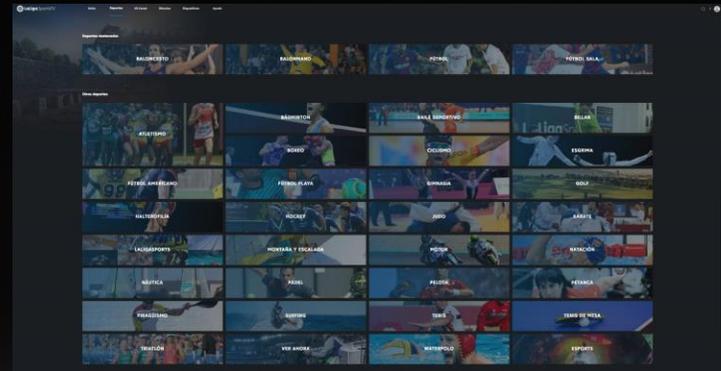


OUTROS



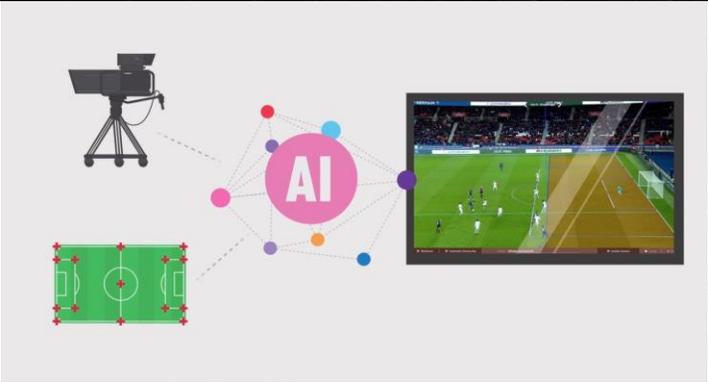
Tyche

LaLiga SportsTV



Replay 360°

VAR





OBRIGADO