International Research Journal on Advanced Engineering Hub (IRJAEH)
e ISSN: 2584-2137
Vol. 04 Issue: 07 July 2026
Page No: 5152 - 5167
https://irjaeh.com
https://doi.org/10.47392/IRJAEH.2026.0675

The New Era: AI-Powered Highlights and Personalization

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Abstract
Artificial Intelligence (AI) is revolutionizing the sports media landscape by offering a number of features such as automated highlight generation, smart content targeting, and much more engagement on digital platforms. In the traditional sports broadcasting scenario, manual editing of content and limited customization of sports delivery exist, and this approach might lead to customized content that is less attractive towards the end of the game. There are multiple moments that can be captured and then embedded in a real-time highlight-sheet made possible by machine learning technologies powered by computer vision, natural language processing (NLP), and deep learning, as well as recommender systems. The advancement of computer vision, natural language processing (NLP), deep learning, and recommender systems now makes it possible to develop smart solutions that can identify the most important moments in digital video streams and automate feedback-based, real-time Bundesliga highlights and video playlists according to user behavior and preferences. In the current paper, the application of automation in the sports broadcasting sector is reflected, and a conceptual fusion of automated Event Detection, Event Highlighting, and OTT (Over The Top) and Social Media Recommendation systems is proposed. The research analysis in the study shows that an AI workflow can save hundreds, if not thousands, of hours and significantly increase user satisfaction, viewability, accuracy of recommendations, and more when it comes to producing content. The study also discusses some new challenges arising, such as information security, algorithmic bias, computational problems, and ethical issues related to personalized learning with Artificial Intelligence (AI). Finally, future research directions towards multimodal foundation models, edge AI, and explainable recommendation systems, as well as generative AI, are stressed for the next-generation sports intelligent broadcast system.

Keywords: *Artificial Intelligence, Sports Broadcasting, Automated Highlight Generation, Personalized Recommendation Systems, Fan Engagement.*

1. Introduction
The sports sector itself has undergone a digital revolution and, in general, has changed the way audiences communicate with sports. The broadcast of sports was previously regulated by TV programs and copying and editing videos by hand to write the stories for television viewers. However, today's live, customizable, and interactive sports experiences are hard to outdo with the proliferation of social networks, mobile streaming apps, and over-the-top (OTT) services like Oathtable Sports. The Digital Era has seen the introduction of one of its main enablers: Artificial Intelligence (AI), which can analyze video to find meaningful gaming events and generate video content for each video viewer segment [1]. The recognition of players, balls, fields, and the actions that are part of the game is achieved via computer vision, while deep learning architectures can recognize complex sequences of actions, such as goals, wickets, slam dunks, penalties, match-making moments, etc. [2]. Meanwhile, voices are being analyzed in real-time on a number of social media platforms to add context and sentiment to the automatically generated highlights [3], such as live commentary, news articles, and fan discussions. All these technologies have helped to create an intelligent Sports Production and _ reduce the manual work and speed up production workflows. Furthermore, content-based filtering, collaborative filtering, content knowledge of reinforcement learning, and personalization based on a user's preferences, viewing history, likes for teams, athletes, and engagement patterns are available for personalizing

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content, which is available through the transformer-based model [4]. The combination of AI, cloud computing, edge computing, fifth-generation (5G) communications, and big data analysis has further bolstered the scalability and responsiveness of sports broadcasting systems. The sports media industry itself has created solutions over the past few years using artificial intelligence to help operators be more efficient, reduce production costs, make viewers more engaged, and more immersed in digital viewing. Over time, the sports media sector has therefore begun to expand toward AI-driven solutions that enhance operational efficiency, reduce production expenses, and have the ability to more effectively engage viewers and to craft more immersive digital viewing experiences. As sports viewing continues to expand on diverse platforms and across continents, it is now becoming apparent that AI-powered highlight generation and customization are technologies that are shaping the sports content of tomorrow. The current shape of the AI sports broadcasting field involves a shift towards creating content semantically and adapting it to different audiences' preferences with user experiences through automated production and segmentation, a space where pioneering players such as large sports leagues, broadcasters, and streaming providers are currently turning to AI-driven insights within their digital platforms [5]. In the past few decades, video processing systems have been created that are capable of creating match highlights within a few seconds of the game, rather than traditional video editing processes and methods that would take many hours. These video processing systems employ deep neural networks, multi-modality learning, and real-time event recognition. Leaping ahead a few years, several systems have been developed that establish fast match highlighting, providing the match highlights seconds after the occurrence of a critical event, significantly reducing the production time of common manual video editing (VET) processes and methods. Today, tailored recommender systems take into account the natural actions of users, their geographic preferences, their actions in the system, and their watch history and provide tailored content, draw attention to collections, and rely on a matching of the summaries and promotions with several means [6]. While this has progressed, there are still some technical and operational challenges that are not currently well addressed. The deployment in resource-constrained environments is limited due to the need for ultra-high-definition video streams to be processed in real-time at a high computational cost with a low-latency infrastructure [7]. Any number of things could have gone wrong in the order of events, such as cameras moving, being blocked, being in bad light, or distractions by the excitement of the sport or the crowd. Sparse interaction history, the well-known cold-start problem, popularity bias, and lack of explainability are some of the common pitfalls that can significantly diminish a user's overall experience and content variety when it comes to recommendation systems [8]. In addition, as the use of personalization systems becomes more widespread, privacy issues regarding data collection, ethical issues concerning the use of these tools, the fairness of algorithms, and regulatory requirements are becoming significant. This requires a shift toward integrated architectures of AI that deliver high prediction accuracy, bound by computational considerations, transparency, scalability, and responsible data management. It offers a detailed look into the latest AI features for highlight generation and personalization, reshaping the sports media and fan engagement landscape. This study makes the following main contributions:

- Discuss automated sports highlight creation and its use of AI, such as computer vision, deep learning (applications on sports data), NLP, and personalized sports highlight recommendation.
- To dissect the existing AI-powered personalization tools and how they can better engage viewers with transformations based on intelligence and recommending various types of relevant content.
- The idea of an “intelligent system”, in which all the aspects of event detection and extension of video images, generating highlights and personalized content are automated, relevant and integrated, is introduced, while relevant to today's sports broadcasting platform.

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- To discuss key technical, operational, ethical and privacy issues when implementing sports media solutions using artificial intelligence.
- To explain in more detail various other potential fields of research in multimodal foundation models, generative AI, explainable recommendation systems, 'edge intelligence' and real-time personalised broadcasting.

2. Related Work

Overall, AI has been particularly successful in sports broadcasting, with features like its highlight detection and recognition, finding unique events, and providing customized suggestions for content across various digital signals. These rule-based video summarization techniques applied manually extracted features and some pre-selected temporal rules for picking up salient events from sports videos were focused on in the previous research. These were not found to be highly successful with other sports and broadcast settings, except for the reduction of manual changes [9]. With the growth of deep learning, complex actions like those in a game have been detected using transformers, recurrent neural networks (RNNs), long short-term memory (LSTM) networks, and convolutional neural networks (CNNs) as sources of the images from the video, audio data, game commentary data, and game actions [10]. At the same time, predictive computer vision systems that included object, pose, and action (a goal, wicket, a foul, etc.) predictions had shown substantial improvement in the accuracy of prediction of event moments that were key to the game. In recent years, different collaborative filtering methods that learn from user interaction and context and use more hybrid or transformer-based methods have taken the place of collaborative filtering, enabling better highlighting more in line with the users' interests and notifications [11]. The incorporation of a Natural Language Processing (NLP) system into Social Media Analysis has also enabled AI systems to identify trends in events and the emotion attached to each one to inform broadcasters on what events to cover live. The combination of NLP and SBA has also enabled the broadcasters to be more effective in their approach to their content calendar when events surface in order to grab their attention, by tapping into the emotional state and consumers' emotions. Also, the integration of AI has improved the services of sports media: automatic captioning, multilingual summarization, automatic commentary, and short exposure videos for marketing on social media have all improved. The former have exhibited various difficulties such as the real-time inference requirement, the sparseness of Sports datasets w/ annotation, assumption bias, Privacy issues, and the need for explanations of AI models to ensure transparency and user trust with the AI [12, 13]. In recent years, Edge AI, Federated Learning, Multimodal Foundation Models, and Cloud-native Broadcasting Infrastructures have become relatively popular to address some of the limitations of latency and scalability in sports applications and to enable more personalized future sports experiences [14-15] Shown in Table 1.

Table 1 Summary of Recent Research on AI-Powered Sports Highlights and Personalization

Ref.	Research Area	AI Technique	Application	Key Limitation
[9]	Sports Video Highlight Generation	Rule-based Video Summarization	Automatic highlight extraction	Limited adaptability across different sports
[10]	Event Detection in Sports Videos	CNN + LSTM + Deep Learning	Goal, wicket, and action recognition	High computational complexity
[11]	Personalized Sports Recommendation	Collaborative and Hybrid Recommendation Models	Personalized highlights and content delivery	Cold-start and sparse user interaction problems

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[12]	Social Media and Sentiment Analytics	Natural Language Processing (NLP)	Trending event identification and fan engagement	Noisy and unstructured textual data
[13]	Generative AI for Sports Media	Large Language Models and Generative AI	Automated commentary, captions and summaries	Hallucination and factual inconsistency
[14]	Edge AI in Sports Broadcasting	Edge Computing and Deep Learning	Low-latency real-time video analytics	Limited edge computing resources
[15]	Multimodal AI Frameworks	Vision-Language Models and Transformer Networks	Integrated video, audio, and text understanding	Large-scale training data and high infrastructure cost

3. AI Technologies Behind Modern Sports Highlights

In the context of sports highlight content, AI technology has revolutionized how highlights are generated, replacing human video editing with automated systems that can analyze vast amounts of footage and pinpoint highlights in real-time. Advanced AI-powered sports broadcasting systems combine various technologies such as computer vision, deep learning, sound analysis, natural language processing, and recommender engines to analyse multimodal data generated during a sporting event in real time. Computer vision algorithms are continually analyzing video feeds to locate the players, balls, referees, field boundaries, scoreboards, and formations in the middle of the court, while action recognition algorithms pinpoint key moments like goals, wickets, touchdowns, slam dunks, penalties, and match-winning moments. At the same time, audio analytics process what the audience reacts to, whether it's the excitement of the commentators, in-game whistle sounds, or otherwise, all of which will often mark significant moments in the game. Natural language processing also significantly boosts understanding of the text by processing the live broadcast of the football game, the subtitles, social media feeds, and textual metadata (descriptions) to determine and identify trending moments and match stories. A deep learning model is trained to fuse these heterogeneous data sources for more accurate event detection with fewer false positives. After key events are found, the key video parts are selected and retrieved by key frames of each segment; intelligent video cut modules add intelligent video splicing, automatically add comments, generate subtitles, and, based on television broadcasting requirements, process the optimal videos for editing. Last, but not least, recommendation engines customize the generated highlights according to the viewing preferences of the viewer, their preferred teams and players, their viewing history, geographical location, and device information. Developed with AI, the integrated toolset allows television, mobile apps, OTT, and social media platforms to be streamed to viewers in real-time with highly engaging, low-latency, personalised sports content within a significantly shortened production time and lower operating costs. Creating contemporary sports highlights using text-to-speech AI involves a multitude of models that function together in an integrated media broadcasting system, in which each model carries out a dedicated function and provides information to the rest of the system constantly. In addition to analyzing real-time video footage and audio feedback, AI systems gather information from various aspects of the game, such as player inputs, jump insufficiency data, score updates, and context, to generate highlights in real-time, rather than being produced during post-production. The first stage of processing the high-definition video feeds is to assist computer vision algorithms in determining the location of important visual elements: ball field edges, scoreboards, referees, and players. After that, deep learning models such as Convolutional Neural

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Networks (CNNs), Vision Transformers (ViTs), or 3D neural networks acquire these visual aspects in complex sports situations and are able to identify spatial attributes. In such "temporal sequence" models, the decisions would focus on the sequence across time points between the episodes and come up with salient events such as goals, wickets, touchdowns, penalties, slam dunks, match play episodes, etc., that usually mark a new period in the match. Rather than processing each frame individually, in these models, a relation recognizer is provided that produces some type of recognition relation over the entire set of actions that leads to significant events, leading to more accurate recognition and lower false detections. In fact, advanced feature extraction techniques are also utilized to collect contextual data, such as scoreboard updates, match times and statistics, match location, scorebook, player performances, and historical scores, to calculate the real significance of the events with respect to importance. The audio analytics element complements the visual analysis process by interpreting reactions, commentary, whistle moments, and player celebrations by the crowd and augmenting the analysis of the football match. The NLP modules analyse the raw material of live football match transcriptions, subtitles, and social media conversations to pick up on emerging themes and trending moments in the football match. These synergistic technologies empower AI systems to grasp the visual and contextual meaning of sports events, laying the groundwork for intelligent and automatic highlight generation Shown in Figure 1.

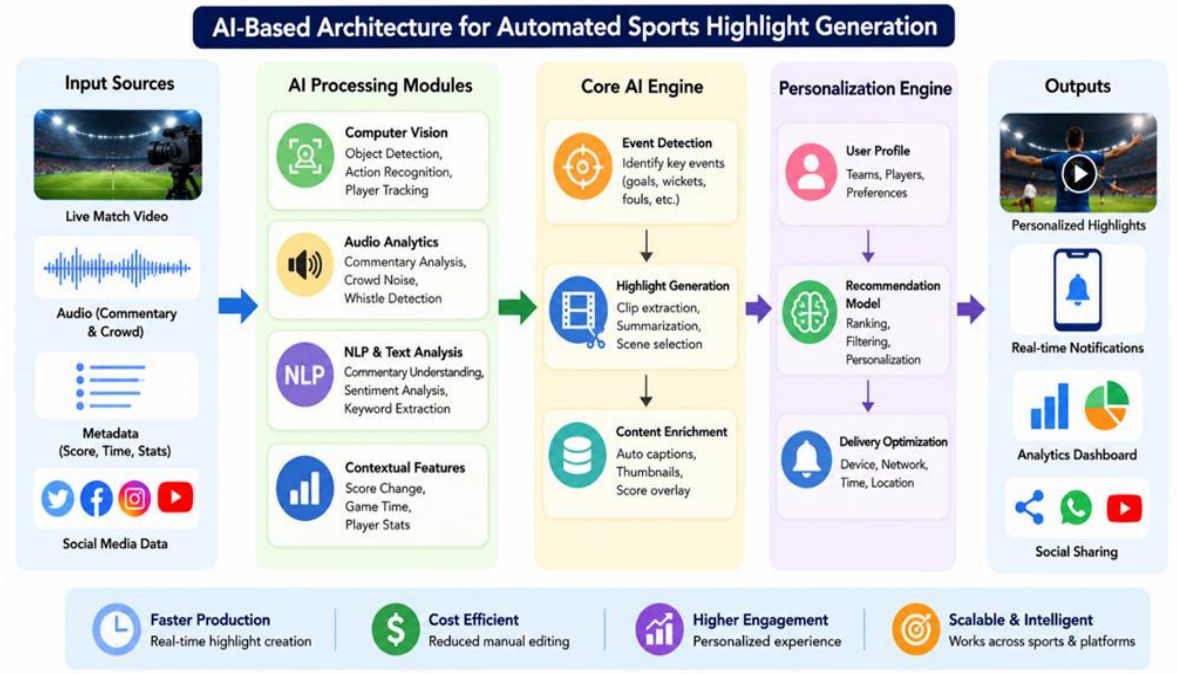

Figure 1 AI-Based Architecture for Automated Sports Highlight Generation

After identifying the relevant events, a multi-modal fusion engine fuses information from the different (visual, acoustic, textual, and statistical) sources into a single representation of what the "activity" of the identified sporting activity was doing: this significantly strengthens the capacities a single-modal system could ever provide for making decisions. The framework utilizes a large number of different information sources, minimizes coding errors that could arise because of the movement of the camera, temporary occlusion, poor lighting, or background noise, and only selects significant events to form a highlight. Then the automatic highlight generation engine extracts the video, which may be highlights, matches the commentary and shots, follows intelligent cut/fill, re-use of shots, generation

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of subtitles/captions, and optimizes the video for video programming and platform requirements. Automated quality assessment algorithms are run on a suite of parameters before video is published for distribution; clarity, audio synchronization, the smoothness of video transitions, and the overall highlight coherence, among other parameters, are analyzed. In addition, metadata is generated to categorise the events, name the players (with times at specific moments in the contest), and offer the match ID and competition data, so that digital platforms can index the match efficiently and access it quickly. Behavioral analytics, including items like "watched" via watch history, "favored" teams, players, and viewing time, searching for content, interacting with content, favorite language, geographical location, and device type, are used in content personalization to further customize the content once it has been highlighted. This also means that the content ranking can be updated in real time as users click through and watch the content to completion, as well as when they like, comment, share, or replay content, helping to keep content relevant to the viewers' viewpoints. Utilizing cloud computing information frameworks enables elastic scalability for handling huge amounts of data relating to multimedia and to support millions of viewers active in major sports events; on the other hand, running edge computing enables implementing inference near end users for faster deliveries. AI is the foundation of the next generation of "intelligent sports broadcasting" in terms of the ever-improving performance of the model, intelligent scene ranking, intelligent duplication exclusion, and adaptive video encoding; it is an effective solution that further enhances the efficiency of broadcasting.

4. Personalized Sports Content Recommendation Framework

The AI Personalized Sports Content Recommender is one of the most impactful use cases in today's sports broadcasting landscape, reshaping the way audiences experience and engage with sports media content via digital platforms. In contrast to most broadcasting systems, which show the same content to all customers, regardless of their specific preferences, AI recommendation frameworks learn continually and adapt to the customer's viewing, producing selections customized to that specific customer's viewing. The flexible systems gather various kinds of data, ranging from viewing patterns, search questions, most loved groups and players watched, to period of time spent watching, clicks, gadget kind, geographic region, language, level of the label, down sensation all over various media stages. Converted into: Interactive user profiles that become better every time the viewer uses the website. These machine learning models can identify trends in their previous behavior and predict what they are likely to watch in their future use by collecting data on what's currently being streamed, set to be broadcast, on-air entertainment programs, current season, and leading stories in the top five. The result of these forecast predictions is an intelligent recommendation engine that is able to show the most relevant and important clips, match summaries, videos customized to each individual, tactical analyses, footage from behind the scenes, and promo footage for each user. The specification even supports cross-platform synchronization, allowing for a viable and uniform personalized experience across smartphones, tablets, smart TVs, browsers, and OTT applications. As the system receives continuous feedback based on user interaction, it can further enhance its recommendation process and adapt to changes in user preferences and new sports trends. The use of AI-driven personalization helps to make the content more enjoyable, engaging, and livens up user engagement, thereby increasing the site's visitors and subscriptions, the success of ads on platforms, and operational efficiency. In this context, AI recommendation systems have a vital role to play in the future smart sports broadcast system. In today's world, the recommender systems in use are: Collaborative Filtering, Content-Based Filtering, Hybrid Recommender Systems, Deep Neural Networks, and Transformer-based recommender systems, with a focus on more accurate and adaptive content recommendation. Collaborative filtering algorithms identify similar users and make recommendations based on which users are similar to a user and have viewed and liked sports content. This will work out, but there are some users who have an issue starting it up, especially the first user or anyone who does not interact with the newly added material for the first time. It is worth mentioning that these must be implemented using content-based

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https://doi.org/10.47392/IRJAEH.2026.0675

approaches which involve analyzing the metadata attached to sport media, which includes metadata associated with the sport class, sport team, the sport described, sport tournament level, sport event importance, sport competition stage, sport game duration, sport events' highlight level and the sport described in natural language text using computer vision and natural language processing. If any of the above systems are used, it is a hybrid system. As hybrid systems tend to bring better diversity among the recommended items and a greater degree of prediction accuracy, they don't end up with the disadvantages of any systems. A number of recent innovations in the fields of transformer networks and sequential suggestion models could be leveraged to obtain long-term viewing trends and temporal connections between viewers' actions. Enhancing the ability to continuously reprovision/reoptimize the policy of the recommendation system, adopted by users, based on their behavior (watch reset, video replay rate, click-through behavior, likes, comments, etc.) is also part of reinforcement learning. The context-aware recommendation modules, which additionally take into account context like local sporting events, network and device tastes, and algorithms based on time and location preferences, further enhance the significance of recommendations. Users receive a multi-layered recommendation system, which allows users to progressively customize the sporting bricks they receive, making them more similar to what the users liked and disliked in the past, reducing information overload, and increasing involvement Shown in Figure 2.

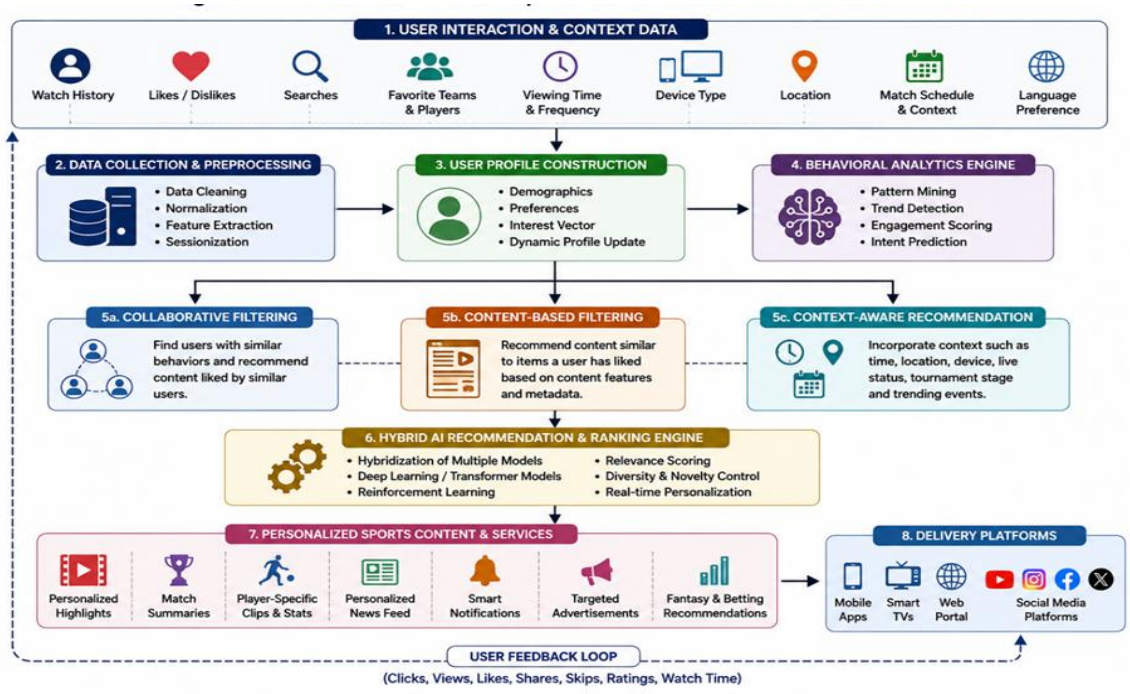

Figure 2 AI-Based Personalized Sports Content Recommendation Framework

It has the potential to enhance and save a lot of things - whether in universal aspects such as User Satisfaction or in the operational, analytical, and commercial side that sports or sports digital streaming service providers can leverage. Recommendation systems can intelligently pinpoint user interests, which helps them produce the most relevant highlights just after key moments in the match, thus enhancing the probability of prolonged user viewing time and engagement. Some of the most cutting-edge metrics are click-through rate, bounce rate, revisit rate, rate accepted for recommendations, interactions with advertising, percentage of watch completion, and others that provide true data on some of the best metrics. This data can then be utilised to inform and support broadcasters' decisions for their

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content schedule, promotional plan, advertising strategies, and on-platform monetization. The result of the incorporation of the different AI mechanisms has left its footprint in the recommendation systems, which greatly improve their explainability, as well as providing a comprehensible explanation about the recommendations provided by them, which increases users' confidence and trust in the recommendations that are made automatically. Moreover, using Privacy Preserving methods, such as Federated Learning, Encrypted Data Aggregation, Differential Privacy and Secure Edge Analytics, can enable the provision of personalized suggestions while complying with regulations without having to share personal client information. Cloud native deployment architectures ensure scalability when there are millions of viewers at any given time (e.g., a big sporting event), whereas edge computing provides access to the inference closer to the viewer in order to minimize latencies and give the viewer an experience that feels customized and almost real-time. Apart from that, the multimodal AI utilizes the information from the visual data, audio feedback, textual description, game progress, wearable information, and social media in order to create an overall recommendation system. Furthermore, the multimodal AI leverages information from the visual aspects, sound feedback, text narration, game statistics, and social media, giving it a more comprehensive context and recommendations. The technologies will still evolve until the time when AI systems for personalization can be self-learning systems, able to fully personalize the experience of watching sport, adapting to users and ensuring their safety on all digital channels.

5. Comparative Performance Analysis

In the heartland of sports, where every detail counts, Artificial Intelligence (AI) has become a game-changer, transforming the way highlights are made from traditional production methods. In the world of sports, where every detail matters, AI has emerged as a game-changer, particularly in the arena of highlight production. Traditional Sports Broadcasting continues to mainly depend on traditional methods of manual video editing, people, and fixed schedules that are time-consuming, resource-intensive, and do not fit the ever-growing need for live digital broadcasting. Harvest highlights in seconds after any significant action in key moments, while other tasks like event detection, highlight generation, metadata extraction, content indexing, and content recommendation are also being automated via AI-based broadcasting systems. Moreover, the intelligent recommendation systems can factor in various aspects of media behavior, users' browsing history, and context information, and ultimately provide personalized suggestions to create a more engaging and high-quality viewing experience Shown in Table 2.

Table 2 Comparative Performance Analysis of Traditional and AI-Powered Sports Broadcasting Systems

Performance Metric	Traditional Sports Broadcasting	AI-Powered Sports Broadcasting	Typical Improvement
Highlight Generation Method	Manual video editing	Automated AI-based event detection and editing	Fully automated workflow
Highlight Generation Time	15-30 minutes after event	10-60 seconds after event	95-98% faster
Event Detection Accuracy	Human-dependent (≈80-88%)	Deep learning-based (≈94-98%)	8-15% improvement
Video Processing Speed	Sequential manual processing	Parallel AI-enabled processing	5-10× faster
Personalization Capability	Same content for all viewers	Individualized recommendations based on user profile	Highly personalized

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Recommendation Accuracy	65-75%	90-96%	20-30% higher
Viewer Retention Rate	55-65%	78-90%	20-30% improvement
Average Watch Time	12-18 minutes	22-30 minutes	40-70% increase
Click-Through Rate (CTR)	7-12%	18-28%	2-3× higher
User Engagement	Moderate	High through personalized highlights and notifications	Significant increase
Content Discovery	Manual browsing	AI-driven intelligent recommendation	Faster content access
Metadata Generation	Manual tagging	Automatic metadata extraction	Near real-time
Operational Cost	High human resource requirement	Reduced manual workforce after deployment	30-50% lower operational cost
Scalability	Limited during peak events	Elastic cloud-native scaling	Supports millions of concurrent users
Processing Latency	Several minutes	Near real-time (seconds)	Low latency
Advertisement Targeting	Generic advertisements	AI-based personalized advertisements	Higher advertising efficiency
Cross-Platform Optimization	Limited	Automatic optimization for mobile, OTT, web, and Smart TV	Fully adaptive
Quality Consistency	Depends on editors	Consistent AI-driven processing	Improved consistency
Human Intervention	Extensive	Minimal supervisory role	Significant reduction
Real-Time Analytics	Limited	Continuous viewer behavior analytics	Instant performance insights
Data Sources Utilized	Primarily video	Video, audio, text, social media, and user behavior	Multimodal intelligence
Infrastructure	Local production systems	Cloud, Edge AI, GPU clusters	Highly scalable
Overall Broadcasting Efficiency	Moderate	Very High	Substantial performance gain

Another element is the availability of services with low latency and high availability of cloud-based infrastructures and edge computing during major sporting events. AI systems can also enhance company procedures by automating manual tasks, minimizing manufacturing costs, improving the accuracy of suggestions, and allowing for adjustments in advert positioning based upon individual choice, user location, and time. However, there are some costs in calculating the benefits, the need to have extensive amounts of annotated data, and the need to have proper privacy measures in place. In summary, based on the above analysis, it is clear that AI-based broadcasting is more effective

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than conventional broadcasting in various aspects such as time, recommendations, dwell time, scalability, and personalization for content, and improves performance on key metrics. The enhancements will also benefit sports fans by providing them a smoother viewing environment for sports programs, while also providing greater flexibility for TV network executives by allowing them to better utilize their resources and offering more commercial opportunities for targeting viewers for sports programming content and smart audience analysis. All quantitative information provided in this table is indicative and ranges from recent AI-supportive sports video analytics and recommendation systems, as well as intelligent broadcasting architectures, literature. Not for single experimental results – to be used for comparative academic results analysis.

6. Real-World Applications of AI in Sports Broadcasting: Industry Case Studies

As Artificial Intelligence continues to permeate the ever-changing landscape of sports broadcasting, it has also revolutionized the way the sport is played, and legends such as Philly and Abner David are experienced. Artificial Intelligence (AI) has not just revolutionized the sport and its reporting, but has also transformed how sporting events could be played, with legends such as Philly and Abner David filling this sport. The traditional sports broadcast would require manual video editing, a fixed time schedule for broadcasting, and content was being broadcast only in a general manner, leading to delayed highlight editing and low engagement with the audience for sports broadcasts. With the introduction of AI technologies, this process has taken on a new meaning, with the automation of workloads, predictive analytics, and personalization for the delivery of content via digital channels. Acting as an automated tool for event identification, match highlights, personalized content suggestions, quality optimization of video streams, real-time audience analytics, and more, top MLB, NBA, NFL streamers, sports networks, and broadcasters today utilize AI technology. At present, top MLB, NBA, NFL streamers, sports networks, and broadcasters are using AI technology as an automated tool for event identification, match highlights, personalized content suggestions, video stream quality optimization, real-time audience analytics, and more. Computer vision, IoT, AI, and machine learning power automatic player, event, and movement tracking of the game that allows for further subtleties in movement, and 3/4 of the games and events are automatically identified using deep learning with a high degree of accuracy by these technologies, such as goals, wickets, penalties, touchdowns, match-winning performances, and so on. To complement these features, it has its complement of Natural Language Processing (NLP) capabilities that can analyze live broadcasts, provide context, provide translations into multiple languages, and analyze sentiment from social media. Meanwhile, recommended systems learn from what users do with them, be that watching a program or a pick of the teams, favorite players, even search patterns, as well as engagement. In the meantime, the systems learn from users' watching history, favorite teams, favorite gamers, search patterns, involvement, and so on to deliver unique highlights as well as a sensible sporting system throughout mobile, smart TV, a web application, and OTT videos. When there is a high volume of content, but scale and latency are still important for content distribution and connectivity, the infrastructure that powers cloud computing and edge AI solutions complements each other to deliver a faster, more scalable path to processing content at real-time speeds, meeting the needs of millions of concurrent viewers of content around the world. These technological advances have dramatically reduced production time and will further reduce operational costs, improve the efficiency of broadcasting, and better engage audiences with intelligent personalization. The following case studies explore the implementation of AI-enabled solutions in leading sports broadcasters around the world to improve SportsContent, enhance fan engagement with sports, improve sports recommendations, and enhance digital sports fan experiences. In conclusion, the practical demonstrations highlight the progress of AI technologies in the broadcasting industry and their potential for the future to make sports media more intelligent and flexible, provide enriching fan experiences, and develop state-of-the-art digital broadcasting systems.

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https://doi.org/10.47392/IRJAEH.2026.0675

6.1.YouTube Sports and AI-Powered Video Recommendations

YouTube is a leading custom sports app viewers' website that has designed one of the world's most advanced artificial intelligence-based suggestion systems. This is based on machine learning and deep learning models that analyze a tremendous volume of viewing data and interactions with the user: watch history, search terms, watch replay, time spent watching, who watches, click-through rate, subscription, likes, comments, sharing watch, accumulated watch time, and much more. These behavioral indicators are constantly analyzed to create dynamic user profiles, with changes in user behavior throughout time. The recommendation engine cleverly sorts and prioritizes by the different sports content categories for each user, such as swimwear photo galleries, livestreams, match highlights, live interviews, documentaries, and post-match analyses. YouTube's computer vision technology recognizes players, actions in the games, the scoreboards, even sports games from video, and behavioral analytics. The use of Automatic Speech Recognition (ASR) and Natural Language Processing (NLP) allows the extraction of information from the video's commentary, captions, and video descriptions for greater indexing and search precision. Sports models are also able, for instance, to segment sports events, point out current and iconic events in the sport, and create real-time subtitles in various languages, enhancing accessibility for an international audience. The platform quickly picks up the most sought-after stories and sends targeted videos to millions of viewers as soon as they are posted on the internet in international sports events, major competitions, and big games. YouTube can continue to offer users a reliable and low-latency experience every day, with billions of video interactions, because of cloud infrastructure. In addition to the intelligent recommendation systems, the multimodal content analysis as well as the real-time behavioral learning have significantly improved the watch-time, engagement of the viewers, and the findability.

6.2.Amazon Prime Video and Personalized Sports Streaming

In its quest to deliver highly personalised, interactive viewing experiences across a variety of sports, AI has been woven into the various aspects of Amazon's sports streaming businesses, including its football expertise, as well as cricket, tennis, rugby and motorsports. The platform continuously captures and analyses viewer interactions, viewing history, favorite teams and preferred sports stars, watch time, browsing habits, viewing locations, viewer subscription activity, device demographics, etc. to create detailed viewer profiles. These profiles feed into machine learning algorithms that suggest the right movies to stream, highlight documentaries, player interviews, and post-match analytics. Moreover, AI is also crucial in optimizing video streaming performance by employing adaptive bit-rate selection, dynamic video encoding, and predictive bandwidth management to optimize the stream for playback on smartphones, tablets, Smart Tvs and the web under different conditions. In real-time broadcast scenarios, the model can adapt its content suggestions as a non-static feature to track real-time updates of a match, such as stalling the live feeds and letting people play game highlights and statistics as soon as they happen. The AI-driven analytics also improve advertisement targeting by analyzing users' interests and engagement, aligning promotions with where users are interested, thus boosting the effectiveness of a user's promotions and reducing viewer upset. Custom messages alert users to upcoming games with their preferred team or player, boosting engagement ahead of and during live games. During big sporting events such as the Olympics, Amazon Prime Video can offer millions of simultaneous viewers without compromising on the performance of the service, thanks to cloud-native infrastructure. Seamless API integration of personalised connections, intelligent streaming optimisation, scalable cloud streaming and predictive analytics has improved subscriber retention, boosted average view time and improved overall customer satisfaction.

6.3.ESPN and Automated Sports Highlight Generation

ESPN has revolutionized its sports broadcast workflow by integrating AI technologies to create automated highlight generation, event detection, and multimedia content production systems. In the past,

International Research Journal on Advanced Engineering Hub (IRJAEH)
e ISSN: 2584-2137
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https://doi.org/10.47392/IRJAEH.2026.0675

sports editors would have to assemble groups of video editors to watch hours of footage to find the highlights and prepare packages for television and online. This has been dramatically sped up by AI, which can analyze live sports streams instantaneously using computer vision, deep learning, audio analysis, and Natural Language Processing methods. Automatic ball and goalkeeper detection technologies mark the start and end of plays, and the recognition of important moments like goals, wickets, home runs, touchdowns, slam dunks, penalties, and celebration of the movement and its detection are performed using deep learning models. At the same time, audio analytics analyze voice stresses, crowd reaction, whistle sounds, and the atmosphere of the stadium to provide an indication of the importance of the events. The NLP algorithms then analyse live commentary, captions, and match reports to provide context and describe the content. When significant moments are detected, automatic editing software cuts the pertinent portion of the video, adds commentary, creates subtitles, and compacts the highlight packages in seconds or minutes following an event. By generating metadata, indexing, searchability, and organization of content significantly enhances, and highlights can be quickly shared in TV shows, on the internet, mobile apps, and on social media. AI-driven analytics further help production teams in identifying trends and understanding audience preferences, which helps optimize content scheduling and digital engagement strategies. That ESPN exemplifies the benefits of intelligent automation for increasing production efficiencies without sacrificing the quality of the broadcast is a direct result of lowering manual editing hours and abnormalities, while simultaneously increasing consistency, speed, and scalability. This successful implementation of AI has led ESPN to provide audiences with high-quality and timely sports content through various digital platforms.

6.4.National Basketball Association (NBA) Digital Fan Engagement

The National Basketball Association (NBA) is one of the leading digital transformation success stories through the use of intelligent information, player tracking solutions, and custom content suggestions throughout its worldwide broadcast portfolio. Each NBA match provides massive amounts of structured and unstructured data, such as player location information, ball trajectory data, biometric data, match and game data, play information, and fan engagement data. These datasets are analyzed in real-time by AI to detect meaningful plays, assess player performance, and automatically create personalized highlights for each viewer based on their preferences. They analyze user likes, most-watched matchups, favorite players, viewing history, interaction patterns, and more to provide tailored content like match summaries, player-specific highlight reels, tactical breakdowns, visualizing stats, and behind-the-scenes content. Advanced tactical analysis is also possible with computer vision algorithms, as offensive and defensive formations, player positioning, and movement patterns can be recognized during each game. Real-time analytics further improve fantasy basketball platforms by offering predictive performance insights, injury probability assessments, and live statistical updates, which help guide decision-making for fantasy sports participants. AI notification engines alert fans to significant achievements, record-breaking feats, clutch moments, and real-time updates on the action of their favorite matches, all tailored to their preferences. Scalable processing for millions of users across the globe and the ability to access content on a variety of devices with mobile applications. The combination of AI and interactive digital broadcasting, immersive technologies such as wearable devices, advanced analytics, and personalised recommendation systems has enabled the NBA to craft an intelligent sports world that greatly enhances the fan experience, extends viewing time, boosts engagement, and brings immersive basketball experiences to fans on the global stage. The comprehensive application of AI showcases the future trajectory of personalized sports entertainment and data-driven interactions with fans.

7. Challenges

The rollout of Artificial Intelligence (AI) in sports broadcasting and content delivery for personalization has brought unprecedented innovations in video automation, audience interaction, and efficiency to broadcast operations, yet a number of technical, computational, ethical, and regulatory issues remain to be addressed, thereby restricting the full-blown

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https://doi.org/10.47392/IRJAEH.2026.0675

implementation of the technology. To accurately detect events and more effectively tailor recommendations linked to specific contexts, AI systems must ingest a wealth of high-quality multimodal data, such as video streams, spoken content, text descriptions, user interactions, and contextual information. These datasets, however, are highly heterogeneous, so data collection, processing, and management of such heterogeneous data demands a considerable amount of computational resources, high-performance cloud infrastructures, and efficient storage mechanisms. Moreover, the nature of sports activities, camera perspectives, broadcasts, and environmental factors vary across different sports; generating a generalized AI reliable in all sports and sport categories for the same level of performance would be difficult. Recommendation systems need to constantly adapt to changing user preferences, but also be able to recommend content without becoming so personalized that it leads to information filter bubbles or is caused by an excessive homogeneity of the content. Furthermore, the incorporation of personal viewing habits, geographic data, and interactions raises significant privacy, consent, and adherence to regulations concerns regarding data protection and user consent. Even further, in the case of recommendation engines impacting people's actions and interaction with the content and commercial ads, users lack confidence in the result due to algorithmic bias, lack of model transparency, or limited explainability. New hallucinations, misinformation, fake media, and automated commentary can fall from the tree, causing new problems with content authenticity when the technology is deployed. Furthermore, guaranteeing low latency for millions of users with simultaneous processing of their data during international tournaments is still a big engineering endeavor that demands scalable cloud-native platforms in an edge computing manner. The solutions to these challenges involve interdisciplinary research involving a combination of machine learning, cloud computing, cybersecurity, multimedia analytics, explainable AI, and responsible data governance to ensure the reliability, transparency, security, scalability, and ethics of future sports media broadcast systems using AI generation.

7.1.Technical and Computational Challenges

The challenge in sports broadcasting with AI systems is dealing with high-resolution and large volumes of multimedia data that need to be processed and analyzed in real time. All of these video frames, audio streams, player tracking data, sensor data, and statistical data from live sporting events are huge volumes of data that must be analyzed in real time, and ideally with zero or very minimal latency. Most computer vision, action recognition, object detection, and recommendation-based approaches require the use of high-performance Graphics Processing Units (GPUs), specialized AI processors, or large cloud-based computing clusters, all of which can lead to response time problems. The training of these models also requires vast amounts of annotated data that covers many sports, different angles of shooting, varying weather conditions, lighting environments, and different scenarios of games. This type of information is hard to come by for lesser-known and popular sports in the region. Moreover, camera movement or other players being seen behind the player, the possibility of motion blur in the picture, crowd disturbances, or problems with the broadcast quality can affect the performance. Integration of AI models on edge devices poses other technical challenges, such as memory requirements, computational power, and power consumption. Given that some of the most crucial games are expected to experience live playback as they take place on the field, that's a complicated landscape. Therefore, the lightweight and scalable ports to use this lightweight and efficient AI architecture to realize reliable real-time sports broadcasting are still a large research agenda.

7.2.Privacy, Ethics, and Explainability Challenges

Most sports recommender systems suggest a specific 'personalized preference', and in order to do so they must discover and analyze data of that specific user, including what shows they have watched on the app or their favorite team, what they have searched for, where they are from, their type of device, and how they interact with the app. This can create a high degree of customization not only in the delivery of the content but also with respect to serving the user, but can also contribute to privacy, informed consent,

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https://doi.org/10.47392/IRJAEH.2026.0675

and responsible data management issues. Users can be exposed to unauthorized profiling, data breaches, and misuse of behavioral analytics by improper handling of their personal information. Broadcasters need to establish clear collection practices and provide users more control over the information they are collecting and how it is being used. In addition to privacy concerns, the algorithms used by AI platforms can also lead to algorithmic biases, prioritizing better exposure towards high-traffic teams, athletes, or competitions as opposed to the low-traffic teams, athletes, or competitions. Such biases can lead to less diversity in content and can potentially have a negative impact on audience engagement down the road. One of the biggest limitations for deep learning-based recommendation systems is the inability to understand and be predictable about what they are recommending, which are classically referred to as black-box systems where very little understanding of their recommendations can be gained. AI explaining options are becoming increasingly popular with users and broadcasters alike, as they seek to understand the rationale behind automated recommendations. Users and broadcasters alike are increasingly interested in AI options that provide explainable results, including why the AI is recommending a product. Further, the technologies behind automated commentary, automated captioning, and AI-generated content will inevitably give rise to ethical issues concerning content fact, misinformation, and copyright, with questions that are already emerging to ensure an ethical approach to future AI governance that becomes part of the fabric of future broadcasting systems.

7.3.Scalability and Future Deployment Challenges

AI broadcasting systems are seeing a rising popularity of live sports streaming come with many scalability challenges, particularly at international tournaments, where millions of users are streaming simultaneously. The infrastructure of broadcast must be capable of handling gigantic Massive Multimodal Datasets, creating personalized highlights, conducting recommendation inference, delivering content with extremely low latency, and keeping up steady Quality of Service. Cloud-based architectures give elastic resources, but as user numbers and the number of supported AI services grow, infrastructure costs also rocket out of the sky. While edge computing helps to cut down on the delay in transmissions by bringing inference nearer to the end users, edge environments can be quite resource- and storage-constrained and involve complex optimization issues in distributing workloads efficiently. Some of the challenges include getting the suggested content to be equally engaging on all devices - smartphones and smart TVs, tablets and wearables, and then on web applications- and exhibiting the content in various displays, with different network conditions. Retraining AI models is also a constant necessity as the models must constantly be adapted to new seasons and sports, teams, tastes, and broadcast formats. Future deployments need systems to be built on top of existing multimodal systems, involving foundation models, federated learning, explainability, and recommendation systems to be highly adaptable, with low cost and low energy consumption. To ensure secure and scalable intelligent broadcasting ecosystems, standardized assessment procedures will be crucial as well, alongside interoperable AI architectures and robust cybersecurity features. AI-driven sports media platforms will be able to provide their viewers with customized, dependable, and immersive experiences on a global scale, while generating sustainability and efficiency, if they are able to overcome these deployment challenges.

Conclusion

AI has revolutionized the entire sports broadcasting experience, from producing automatic highlights to smart content recommendations and modifying the viewing experience. It does not require a ton of manual labor, and this will also be part of its cost: For instance, content usage can be enhanced at completely new levels of efficiency with the aid of computer vision, deep learning, NLG, sound analysis, and content recommendations. An AI tool can accurately identify the key moments in the match, generate videos of cuts to provide a comprehensive analysis of them, and provide the appropriate videos and content to various audiences depending on how often they watch other videos. This study paper explained the most fundamental technologies of

International Research Journal on Advanced Engineering Hub (IRJAEH)
e ISSN: 2584-2137
Vol. 04 Issue: 07 July 2026
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https://irjaeh.com
https://doi.org/10.47392/IRJAEH.2026.0675

sports journalism with the assistance of Artificial Intelligence, talked about Personalised Recommendation Systems, compared broadcasting with traditional broadcasting, and gave some simple examples of how AI technologies can be utilized in sports journalism. Through the analysis, important issues, including computational aspects, the implications for privacy and security, algorithmic bias, explainability, and deployment requirements, were identified and need to be addressed for the responsible and sustainable deployment of the system. Nevertheless, with these constraints, the future of sports broadcasting with intelligence is promising, with a lot of innovative multimodal learning, generative AI, cloud computing, Edge Intelligence, and explainable recommendation technology. With an increasing number of people consuming digital content, the involvement of AI will keep expanding for more and more sports deliveries, which are real-time, immersive, and user-centric. For research and development in the future, however, it is necessary to create an architecture that will be scalable, transparent, secure, and sufficiently energy-efficient for the next generation of personalised sport broadcasting, not only for the sport media but also for their future users, throughout the world.

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International Research Journal on Advanced Engineering Hub (IRJAEH)
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