

### Project Brief:

Help FIBA's National Federation's deliver customised, multi-lingual commentary for each team participating in the FIBA Esports Open from the 19th - 21st June 2020.



### How did it work?

FIBA ran three simultaneous match feeds for the duration of the competition. Teams of five from each country would connect via the PlayStation Network and play competitive, 20 minute long matches on the NBA2K PS4 Game. From a Studio in Latvia, FIBA would receive the spectator feed from one of the Player's PS4 for each match. A full vision mix was done by the Studio to add FIBA branding and, for Stream 1, English onsite commentary.

All three feeds were then sent to FIBA's social media and simulcast to Spalk's Virtual Studio.

Via Spalk, participating member federations nominated commentators who would be calling games in their native languages. These commentators were provided with training on how to use Spalk's Virtual Commentary Studio and were able to log-in and commentate from home, requiring only an internet connection, laptop & microphone. Spalk's system was automatically able to mix and synchronize their commentary with the match feeds received from FIBA, including removing the English commentary on Stream 1.

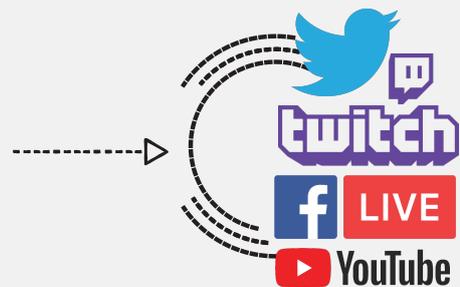
Spalk distributed each match feed with synchronised multilingual commentary to each participating National Federation's Social Media & OTT offerings.



Teams play matches via PS4



National Federations commentate on their matches via Spalk



Spalk distributes synchronized commentary on match feeds to social media

## Key Figures:

9 commentary teams commented on Spalk, with a total 15 commentators in the following languages: Spanish, Latvian, Italian, Arabic, French (Switzerland), Arabic (Lebanon & Saudi Arabia), Ukrainian, Portuguese (Brazil), and Greek (Cyprus).

Spalk required around 3 hours of preparation for each National Federation. This included sorting the workflow, speaking about which matches to cover, commentator training and helping with setting up stream keys.

The Spalk component of production was prepared in less than 9 days. With the last National Federations getting in contact only 48 hours before the event commenced.

## Key Learnings:

FIBA provided English language commentary for Stream 1. There were also English speaking teams also playing on Stream 2 and 3, Spalk could be used in the future to also provide English Commentary for FIBA's core social media pages on Stream 2 & 3 as well.

Providing additional tutorial content for the National Federations on how to set up stream keys on their social media the right way. We found it is often difficult for first time users to setup the streams on Facebook, Twitch, Twitter & YouTube, and the wrong settings can lead to streams not playing correctly on social media.

Close contact to FIBA was very helpful, so any delays in games starting could be communicated.



“Providing 9 languages of commentary for the FIBA Esports open via Spalk contributed significantly to the events’ success and our reach with fans around the world. We found Spalk easy to work with and quick to help our National Federations get up and running on their Virtual Commentary Studio.”

**Nicolas Chapart, FIBA, Head of Digital**