

Spiideo takes the next step in integrating live match video and data, with unique coaching tool in Allsvenskan and Superettan



Two years ago, the clubs in Allsvenskan and Superettan were given the opportunity to do a live analysis of their games via the Swedish tool Spiideo. From the 2019 season the tool thanks to another Swedish company, Signality, starts to analyze the video feed in realtime to provide access to player data such as running distance per player, distances between team parts and running pace. The new tool is unique in European football.

"There is a lot going on in video analysis and this is something we will continue work with", says Svante Samuelsson, Sport Manager at Swedish Professional Leagues.

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Spiideo has since 2017 cameras located at all elite arenas in Sweden. The Swedish clubs only need to subscribe to the service to get access to all the football games in the tool. At the start of the 2019 season, the Spiideo service was combined with another Swedish company tool, Signality. By doing this the clubs can now start to analyze the video feed in real-time. The images are being proceeded to the coaching tool, where the user now can add on their analysis with services such as running distance and distance between team parts, which have not been available before.

"The analysis part of football is becoming increasingly important and with our upgraded tool we can set a common standard for Swedish football. Together with Spiideo and Signality we have created a completely unique training tool."

— says Svante Samuelsson



Spiideo has since the collaboration with Swedish Professional Football Leagues started two years ago, become a natural part of the daily work with video analysis for most clubs in Allsvenskan and Superettan. They are now very pleased to take the next step in the journey to realize the vision – and offer Swedish football a completely unique level of integrated tools for video and data for team and player development.

"By combining different real-time sources of match data, with high-resolution panorama video from different angles, clubs, coaches and analysts will get an extremely powerful platform for analysis, presentation and collaboration"

— says Fredrik Ademar, Product and Marketing at Spiideo

Signality says that they are very proud to have been selected as the Official Provider of tracking data for the Swedish Professional Leagues. Swedish football shows world-leading innovation by investing in a next-generation AI platform to collect real-time tracking data, that doesn't rely on expensive sensors or massive hardware investments.

By utilizing the full automation capabilities and a cloud-based software platform, the Swedish Professional Leagues becomes a true model for other football leagues in the world that shows it is possible to automate the collection of data in real-time without manual operators at the stadium. It's like having a self-driving car for football. We look forward to the journey with Swedish Professional Leagues and taking the next steps in visualization and deep analytics on the data to provide real insights says Michael Höglund, CEO at Signality

The new tool is useful on several levels. It can easily be linked to the talent development work and assist to lower the gap between the club academy and the first team.

"The feeling is that the new analysis possibilities that we offer through the joint work of Spiideo and Signality are groundbreaking. We have previously had a dialogue with the Swedish FA on how to develop Swedish football and this can prove to be an important step along the way"

— says Svante Samuelsson

The Swedish Professional clubs in Allsvenskan and Superettan are excited about the new possibilities, read more about their reactions here (in Swedish): <http://www.svenskelfotboll.se/ett-system-for-alla-inte-bara-experterna/>