

# 3. Analysis of sports MAM applications

- We identify 9 categories of applications in production, content repository and distribution (in Annex the 185 cases database)

	TV channels	Services providers	Leagues & Gov. bodies	Clubs	Stadia	Marketing Companies
Production	2. Magazines Production		5. Video coaching			
Live-production	3. News Production				8. In-house entertainment	
Archive or video repository			6. Heritage center			
Distribution	4. Video archive		7. Distribution factory			7. Distribution factory
	9. Internet portal		9. Internet portal			9. Internet portal