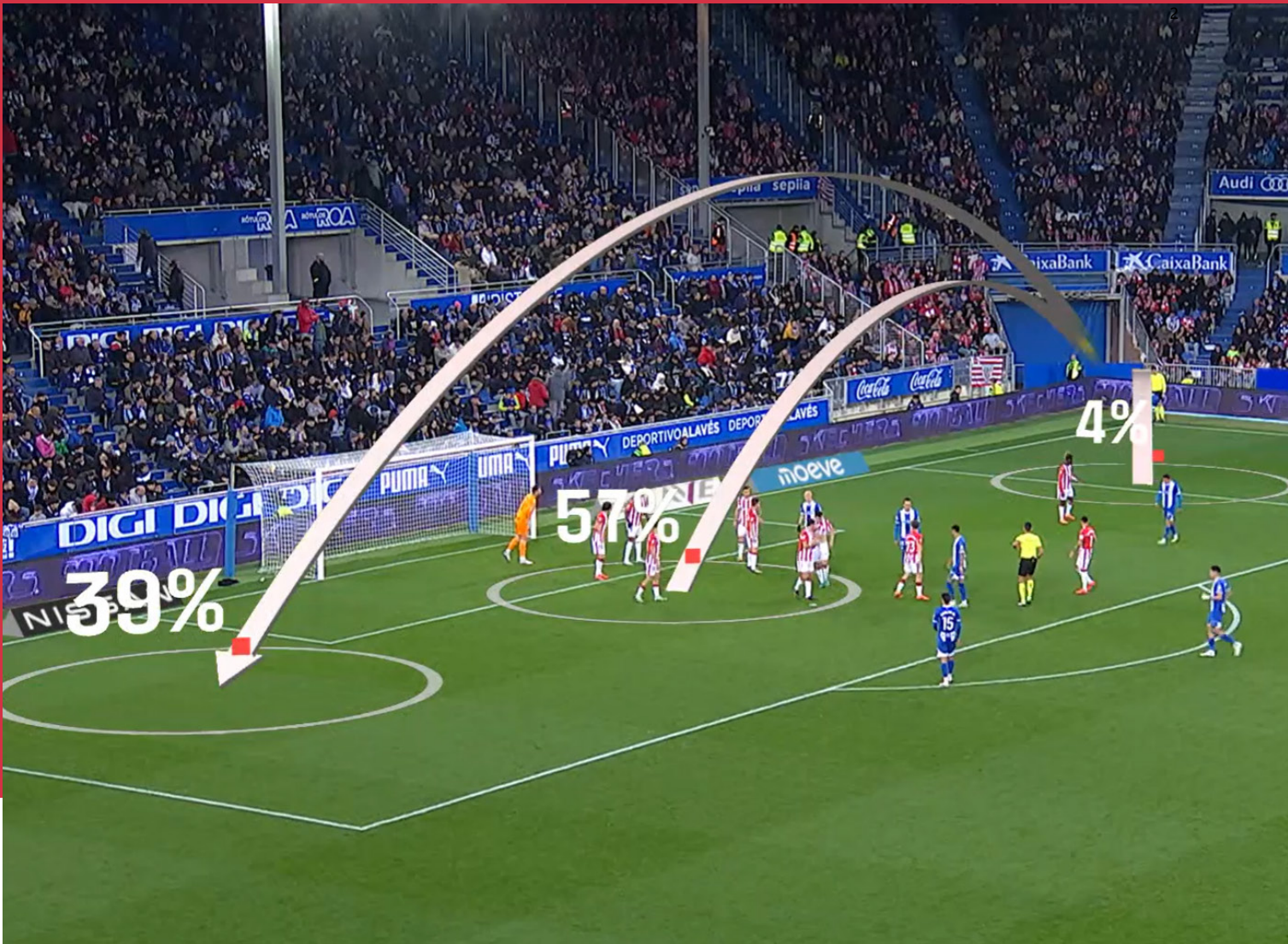Microsoft | LALIGA

Official Global Partner

LALIGA Enhances Fan Engagement Using Microsoft Technology

As one of the world's most iconic football leagues, LALIGA combines tradition with innovation to redefine the sports and entertainment industries. Renowned for its global influence and passionate fan base, LALIGA continuously evolves to meet the demands of a digital-first world, where fans expect instant insights and highly personalized experiences.

LALIGA meets these challenges through its partnership with Microsoft, leveraging cloud and AI technologies to enhance fan engagement and streamline operations. Microsoft Azure powers real-time data processing, AI-driven analytics, and personalized digital experiences across multiple platforms. From match insights to interactive fan content, this partnership redefines how audiences engage with football, setting new standards for innovation in the sport.

Transforming Football with Data

Mediacoach: The Foundation of Data-Driven Football

At the heart of LALIGA's transformative approach to fan engagement lies Mediacoach, a cutting-edge data capture and analysis tool powered by Microsoft Azure. Mediacoach leverages 16 high-resolution cameras installed at all 42 LALIGA stadiums to capture over 3.5 million data points per match. These cameras precisely track player movements, ball trajectories, and referee actions creating a data-rich picture of every game.

After Mediacoach captures the data, Azure's advanced AI and machine learning tools process this vast dataset in near real-time, transforming raw data into actionable insights. Custom metrics are generated in seconds and seamlessly distributed, empowering teams to refine strategies, broadcasters to enhance storytelling, and analysts to uncover game-changing patterns.
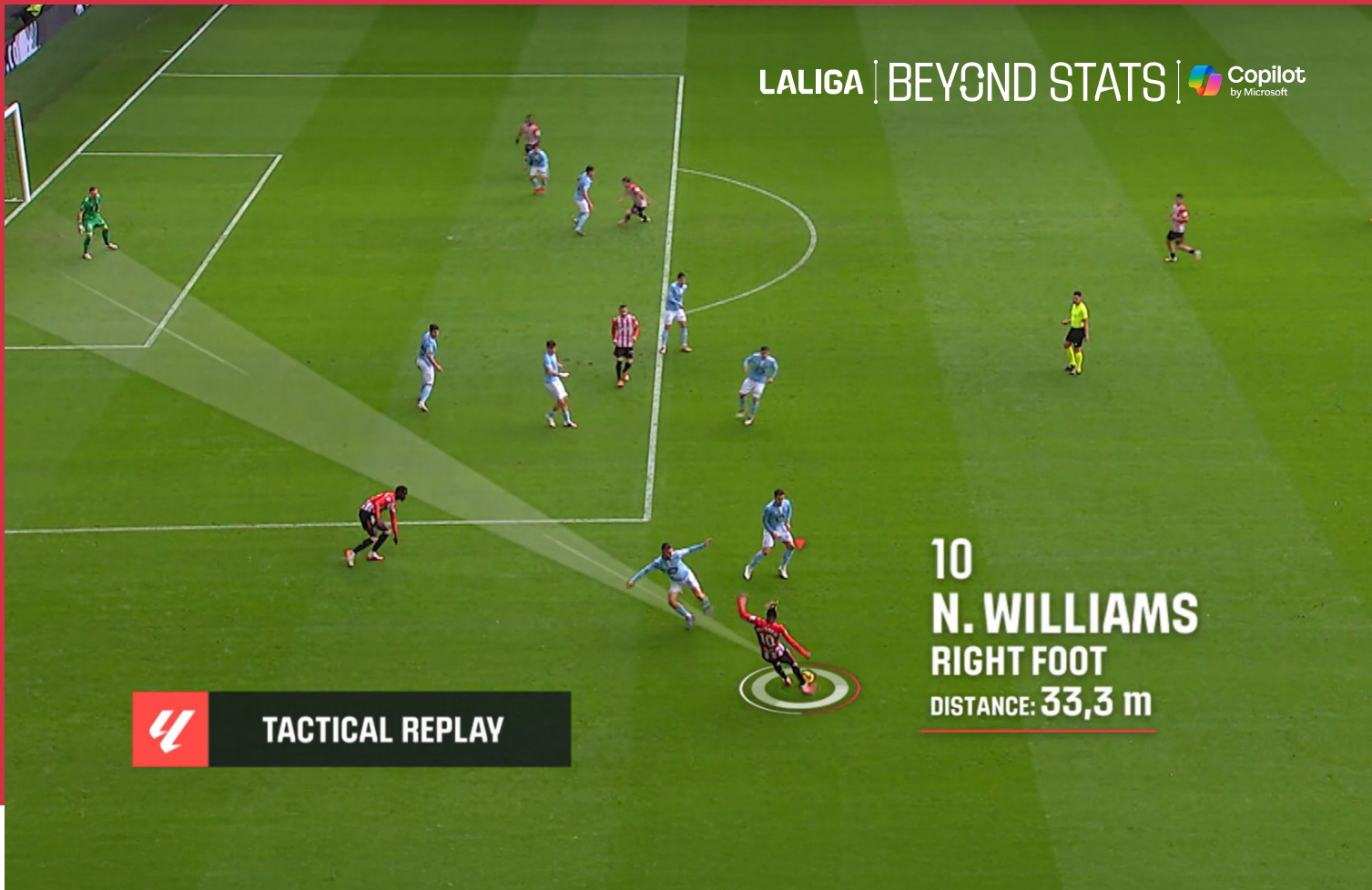
Beyond Stats: Bringing Fans Closer to the Game

Building on the robust data infrastructure of Mediacoach, LALIGA introduced Beyond Stats—a fan-focused platform that turns complex match data into engaging and accessible insights. While Mediacoach generates the data through real-time tracking and analysis, Beyond Stats serves as the gateway for fans to explore these insights in an intuitive and user-friendly format.

Beyond Stats presents fans with over 50 in-depth metrics, redefining how they experience the game by providing insights such as:

- **Goal Probability:** Predicting the likelihood of a goal based on player positions, ball trajectory, and historical trends.

- **Sprint Speed and Heatmaps:** Showcasing the physical and tactical dimensions of gameplay, revealing player movement and positioning.

- **Passing Networks and High-Impact Actions:** Highlighting team strategies and pivotal moments that shape match outcomes.
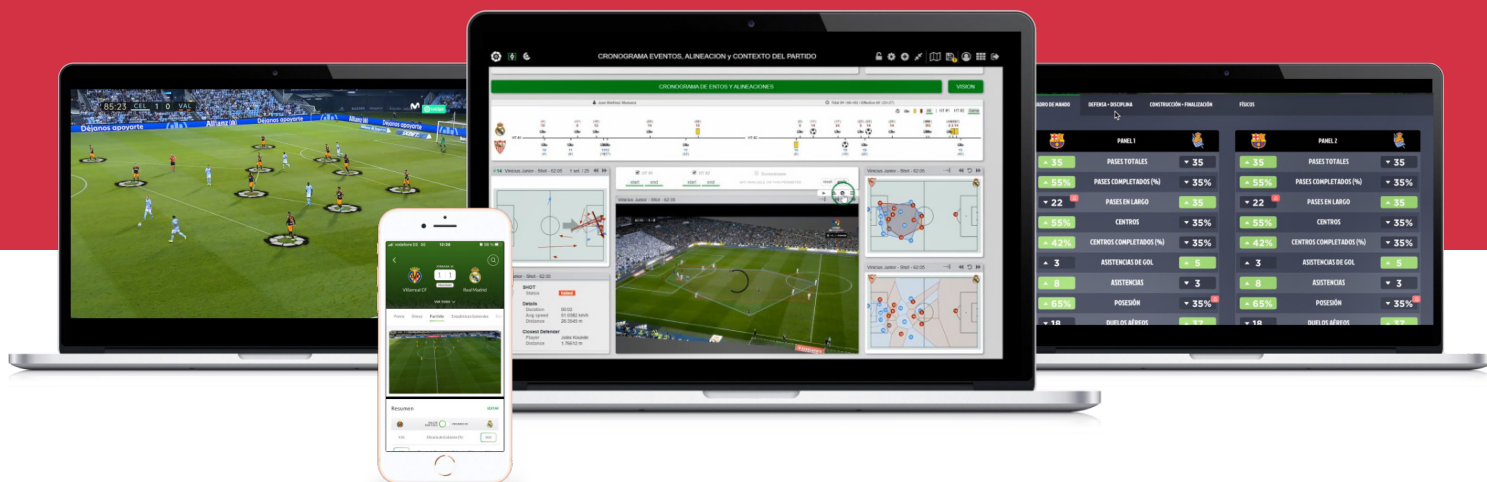
Beyond Stats' accessible presentation simplifies Mediacoach's raw data analytics to create an immersive and engaging fan experience. As part of their commitment to delivering high-quality audiovisual content and deepening fan engagement, LALIGA built a cohesive ecosystem of multiple touchpoints, ensuring fans can interact with the game through platforms they already use and love.

Broadcast Integration: Key metrics like team interceptions, player heat maps, and goal probabilities are displayed during live matches and replays, enhancing the storytelling and tactical understanding for viewers.

LALIGA App: This is the go-to digital resource for all football fans. It features vertical video clips designed for modern audiences' content preferences and the adaptive interface changes the user's experience based on the match phase (pre-match, in-game, post-match). The Beyond Stats integration enables easy access to AI-driven metrics.

Social Media: LALIGA integrates Beyond Stats into its social media channels through dynamic visualizations, short-form video highlights, and engaging posts. These content pieces showcase standout performances, tactical insights, and key metrics, delivering compelling narratives that resonate with fans and deepens their connection to the sport.

YouTube Program: Beyond Stats' dedicated YouTube show is the first-ever partner-led series in LALIGA's content ecosystem. This program breaks down weekly game highlights using Beyond Stats' metrics. By contextualizing data and blending analytics with storytelling, the show offers fans a deeper understanding of pivotal match moments.

Web-Based Platforms: The web page features visually engaging content and highlights key Beyond Stats metrics like Goal Probability, Dangerous Possessions, and High-Impact Actions through interactive click-on visualizations and detailed explanations.

Beyond Stats is continuously evolving based on fan suggestions, refining metrics, and improving accessibility to enhance engagement. Microsoft's technology ensures seamless global access, even during peak moments, allowing fans worldwide to connect with every part of LALIGA's ecosystem for a richer, more immersive experience.

Azure Powers LALIGA Insights

Beyond Stats Solution Architecture
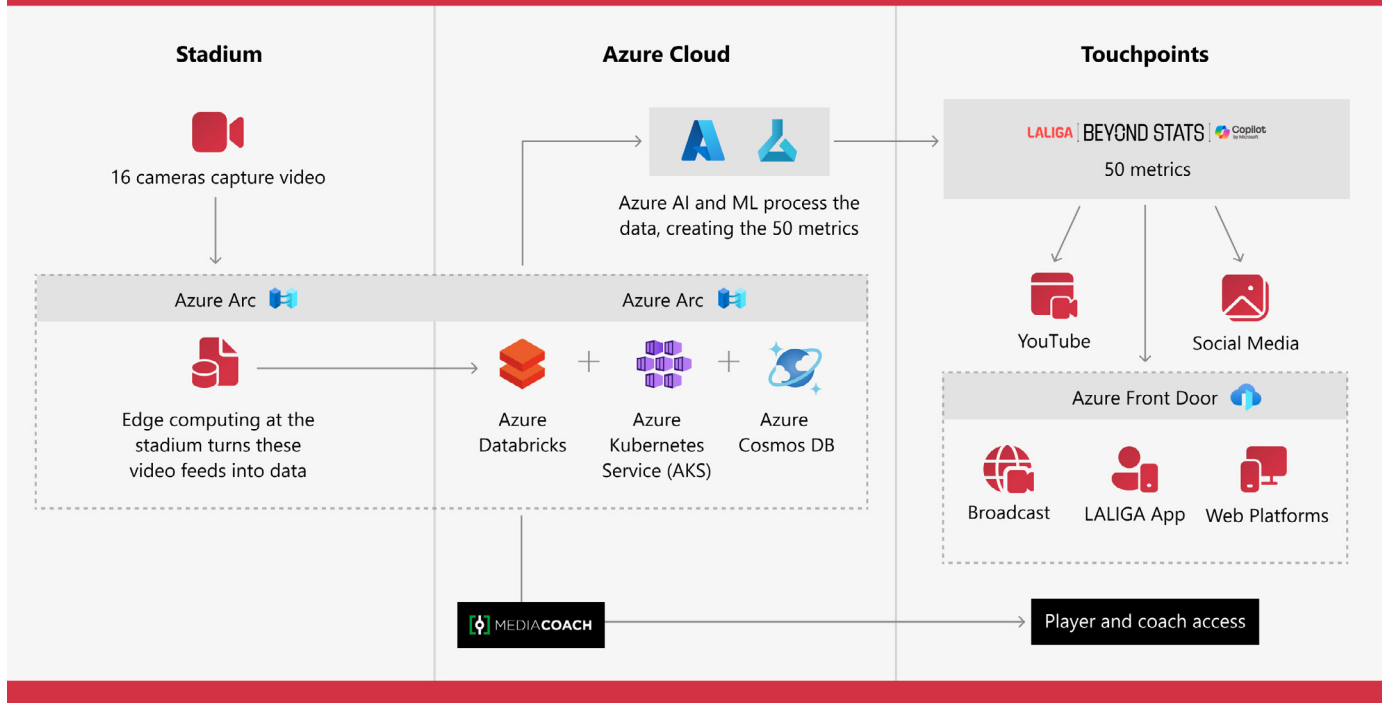
Mediacoach migrated to Azure in 2021, unlocking new capabilities in real-time data processing. This migration was driven by LALIGA's ambition to elevate their platform's capabilities and provide fans with deeper, more engaging real-time insights. By leveraging Azure's advanced technology, LALIGA has enhanced its infrastructure management, scalability, security, and data processing ensuring reliable content delivery, deeper match insights, and a better fan experience across all digital platforms.

Real-Time Data Processing

Azure's high-performance infrastructure, including **Azure Kubernetes Service (AKS)** and **Azure Databricks**, processes LALIGA's match data in near real-time, enabling metrics like goal probability to be calculated and displayed within 30 seconds during live broadcasts.

To ensure these insights are delivered seamlessly to millions of fans, **Azure Front Door** acts as the gateway for key platforms like the official website and mobile app. It enhances speed and reliability by managing traffic surges during peak moments like match kick-offs and viral marketing moments. By combining advanced CDN caching with Web Application Firewall (WAF) policies, Azure Front Door guarantees fast, secure, and uninterrupted access to LALIGA's digital experiences.

Advanced AI Insights

Azure Machine Learning and Databricks work together to process and analyze the millions of data points collected from the stadium cameras each game. **Azure AI** enhances this system by powering predictive models and creating the advanced metrics shown by Beyond Stats in near real-time, revolutionizing how fans and teams can engage with the game.

Seamless Infrastructure

Azure Arc allows LALIGA to manage its technology across cloud and stadium environments, ensuring robust security and streamlined operations. By centralizing management through a unified Azure platform, Azure Arc reduces operational complexity and empowers LALIGA to deliver richer, higher-quality content to its growing fanbase and clubs without limitations in scalability or performance. Azure enhances stadium management workflows, optimizes fan-facing applications, and ensures experiences are stable for millions of users.

LALIGA's integration with Azure enables cost-efficient scalability, ensuring high performance while optimizing resource allocation. Advanced security measures protect critical match data and fan-facing platforms, maintaining reliability and trust across the ecosystem. Through Azure's advanced technologies, LALIGA transforms data to maximize entertainment value and deepen insights to set a new standard for global sports fan engagement.

Mediacoach and Surface Pro 9 Elevate Player Performance

On match days, Surface Pro 9 devices deliver Mediacoach's insights directly to the sidelines, enabling coaches to make quick adjustments based on real-time data. Identifying trends such as player fatigue or positional inefficiencies ensures optimal performance throughout the game. Post-match, players receive personalized reports that highlight strengths, pinpoint areas for improvement, and track progress over time. This helps players focus their efforts during training to develop key skills that elevate their game.

Personalized Fan Engagement

LALIGA's Data Sports Platform (DSP), powered by Microsoft Azure, unifies fan interaction data across all touchpoints—apps, websites, match analytics, ticketing, e-commerce, and social media. This allows LALIGA to truly know its fans and, in turn, provide them with the best possible services, experiences, and products tailored to their preferences.

Data Collection & Processing

Integrating seamlessly with LALIGA's suite of tools through a unified login and registration system, the DSP centralizes fan data within a single platform, ensuring users receive a consistent and cohesive digital experience. The platform ingests data to create a record for each fan, consolidating insights such as user actions, stadium attendance, privacy preferences, preferred ticketing channels, e-commerce purchases, and favorite channels on LALIGA's over-the top (OTT) streaming platform, LALIGA+. This 360-degree fan view provides a solid foundation for in-depth analysis.

AI & Machine Learning for Fan Insights

With a comprehensive fan profile in place, LALIGA's Data Sports Platform (DSP) leverages AI and machine learning to uncover valuable insights that drive personalized engagement strategies. These fan behavior insights enable LALIGA to identify critical moments in the fan journey and react with personalized campaigns and touchpoints.

AI-Driven Insight	Description	Engagement Strategies
Fan Attendance Prediction	Predicts which fans are unlikely to attend a match.	Sends reminders, exclusive offers, or VIP experiences.
Subscription Churn Probability	Identifies fans at risk of unsubscribing from LALIGA's OTT.	Targets fans with special content, offers, or retention campaigns.
Fan Disengaging	Identifies if a fan is at risk of disengaging or unsubscribing.	Launches targeted win-back campaigns to keep the fan engaged and active.
Personalized Content Recommendations	Analyzes viewing habits to recommend relevant content.	Delivers tailored match highlights, analysis, and exclusive content.

Hyper-Personalized Fan Touchpoints

By leveraging insights created in the Data Sports Platform (DSP), fans experience uniquely tailored, engaging, and relevant interactions across multiple digital channels, strengthening their connection to LALIGA and their passion for football.

- **Push Notifications** – Personalized match alerts, exclusive content, and engagement-driven updates are sent to users based on individual fan preferences.

- **Personalized Email Campaigns** – Emails are sent with targeted ticket offers, merchandise promotions, and customized match-day content.

- **In-App Recommendations** – Ensures fans see content, merchandise, or ticketing offers that align with their interests when they are in the LALIGA app.

- **Ticketing & Merchandise Offers** – Provides fans with exclusive discounts and personalized offers based on purchase history and other factors.

- **Gamification (Mi Liga)** – Rewards fan participation with interactive contests, point-based incentives, and exclusive experiences.

With Microsoft Azure as its foundation, the Data Sports Platform enables LALIGA to continuously refine its strategies, ensuring that every interaction with its fans — whether through notifications, content, or offers — feels relevant, timely, and personalized.

Looking to the Future

The partnership between Microsoft and LALIGA demonstrates how cutting-edge technology can transform fan engagement globally. Using Microsoft Azure's scalable and secure infrastructure, LALIGA delivers real-time insights that deepen the connection between fans and the game. From capturing millions of data points per match with Mediacoach to leveraging Azure and AI for near-instant analytics, this partnership ensures fans experience the excitement and intricacies of football like never before.

Microsoft's cloud and AI technologies empower LALIGA to innovate continuously, creating immersive experiences and setting new benchmarks for fan engagement. By placing fans at the heart of its digital transformation, LALIGA remains a pioneer in harnessing technology to redefine how audiences interact with sports.

To learn more about Microsoft's advanced cloud and AI technologies that empower organizations like LaLiga, visit **Microsoft Customer Stories**.

Explore how organizations like LALIGA leverage Microsoft solutions to improve customer experiences, optimize data-driven decision-making, and adapt to the evolving demands of a digital-first world.