TriLumen Systems

CASE STUDY

Regional Youth Soccer Academy · AI Video, Performance Data & Streaming

Four Pitches, 1,200 Matches, and Nobody on a Scaffold

THE CHALLENGE

A $3.5 million youth soccer academy running 55 boys' and girls' rosters from U9 to U19, with 970 players on four full-size grass and turf pitches. The club hosted 1,200 matches a year across league play, academy dates, and multi-day tournament showcases. Video was costly and slow: operators filmed from elevated scaffolding, staff uploaded recording schedules by hand every time the calendar moved, and coaches spent two and a half hours tagging each match before anyone could learn from it. GPS vests had to be charged, assigned, and downloaded every session. Two to three thousand parents, relatives, and college scouts wanted to watch, and the club wasn't earning anything from it.

OUR APPROACH

The calendar runs the cameras. We connected the club's league schedules and pitch bookings directly to Spiideo's API, so recordings start and stop on their own whenever the calendar changes. No more CSV uploads. AI AutoFollow tracks the ball and players across all four pitches, which took the scaffolding crews out of the picture entirely.

Scoreboards feed the broadcast. Digital scoreboard controllers were wired straight into live graphics. On older analog boards, Spiideo's OCR reads the clock and score from the video itself, so every stream gets accurate score bugs without an operator.

Video on the bench, during the match. Low-latency RTSP feeds go from Spiideo CloudLink straight to the bench and into the staff's analysis tools, so coaches can review shape and formations on a tablet while play is still live. Multiple camera angles stay synced, so staff can switch from the wide tactical view to a tight view in one place.

The cameras became the tracking system. We pulled Spiideo's tracking coordinates, match events, and heatmaps into the club's own dashboards: team compactness, defensive line width, transitions, and sprints above 24 km/h. The vests went back in the closet.

Every clip lands where it's useful. At the final whistle, tagged clips are filed to each player's development plan and to scout-facing recruiting dashboards automatically. AI highlights of goals and red cards reach the club's social feeds within 60 seconds.

Turning viewers into revenue. Live feeds were routed into a paywalled streaming service, so families and scouts buy access to league matches and tournaments. The stream itself carries sponsor score bugs, half-time watermarks, and overlays.

THE RESULT

$82,000 in pay-per-view revenue across the 1,200-match calendar, plus $19,000 in new sponsor inventory that didn't exist before. $28,000 a season saved on videographers, 16 hours a week of scheduling admin gone, and two and a half hours of manual tagging per match cut to zero. Social impressions rose 412%. Coaches got live video on the bench and thousands of data points per match, without a single vest to charge.

> *"We run 55 teams across four pitches and we were spending hours on manual video recording and tagging. TriLumen hooked our match schedules straight into automated cameras so everything runs on its own. Our coaches get live video right on the bench, parents can tune in from home, and we even built a new revenue stream out of the live streams."*
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> CLUB DIRECTOR, YOUTH SOCCER ACADEMY

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