

AI LEAGUE



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دوري الذكاء الاصطناعي
SCAI

AI-Generated Real-Time Sports Commentary in Multiple Languages

AI Sports Voice

Strategic Sponsors



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Executional Partner



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Team Members



Muhammad Noman Saeed



Turki Mesfer Alqahtani



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*Supervisor Name - **Sadeem alqassem***

Project Summary

Vision

Our AI-driven platform delivers real-time sports commentary in 15+ languages, democratizing access for global fans and expanding reach for broadcasters.

Problem

Millions of fans miss live experiences due to limited commentary options in their language. Hiring multi-language human teams is costly and inefficient.

Solution

Our system uses STT, NLP, Translation, and TTS to generate live, emotionally resonant commentary that is cost-effective and scalable.



Vision

Delivering real-time commentary in multiple languages

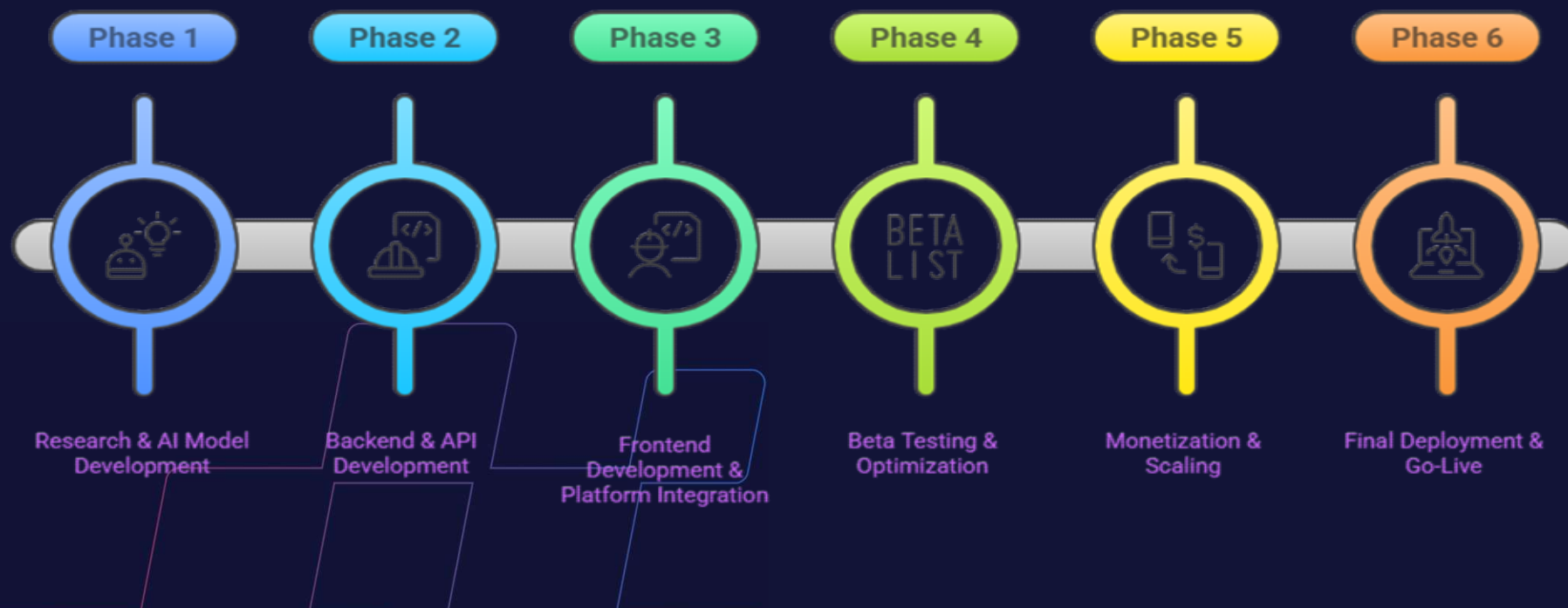
Problem

Limited language options and high costs

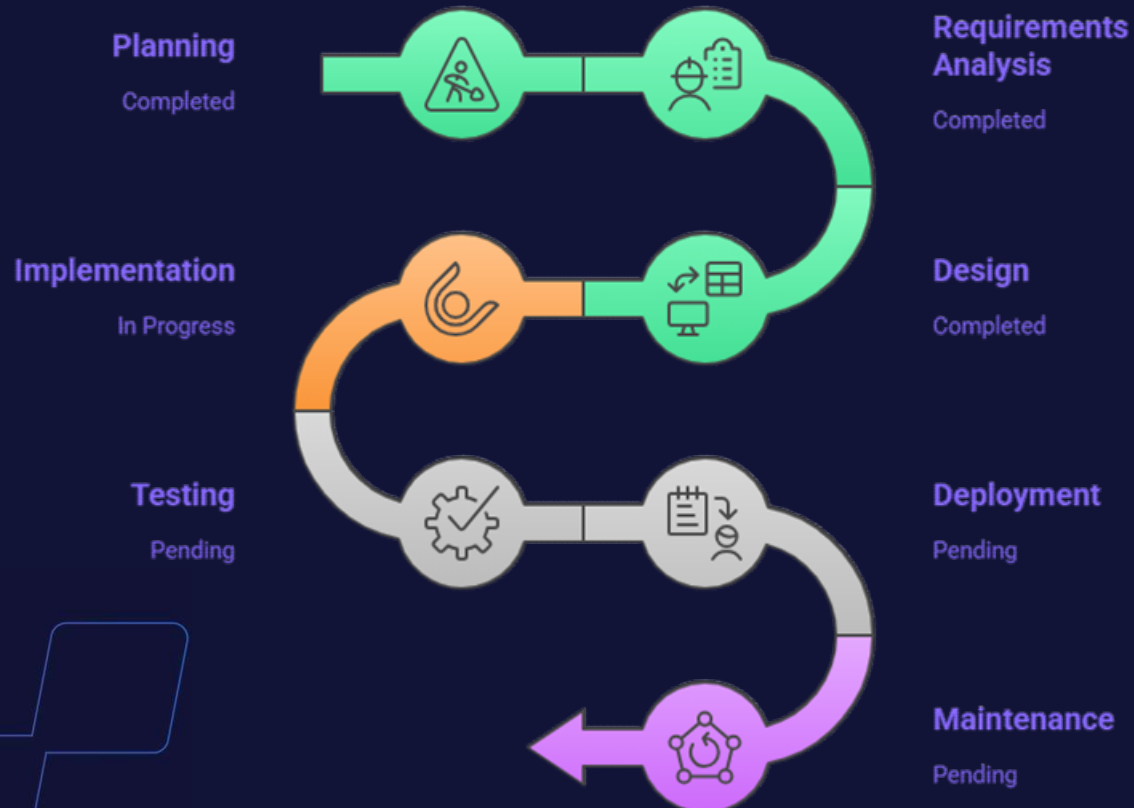
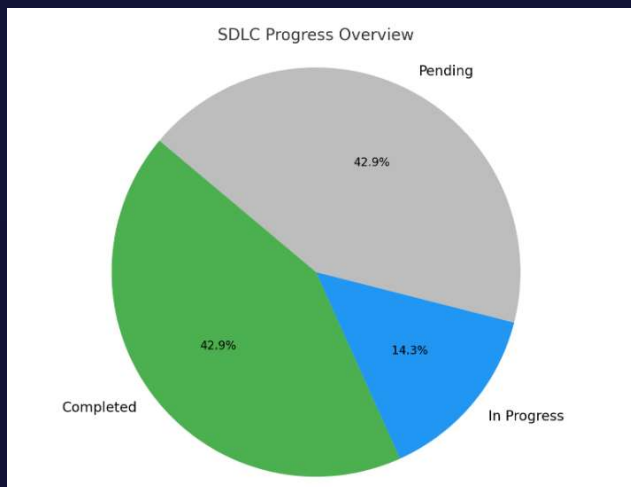
Solution

Using AI to provide cost-effective commentary

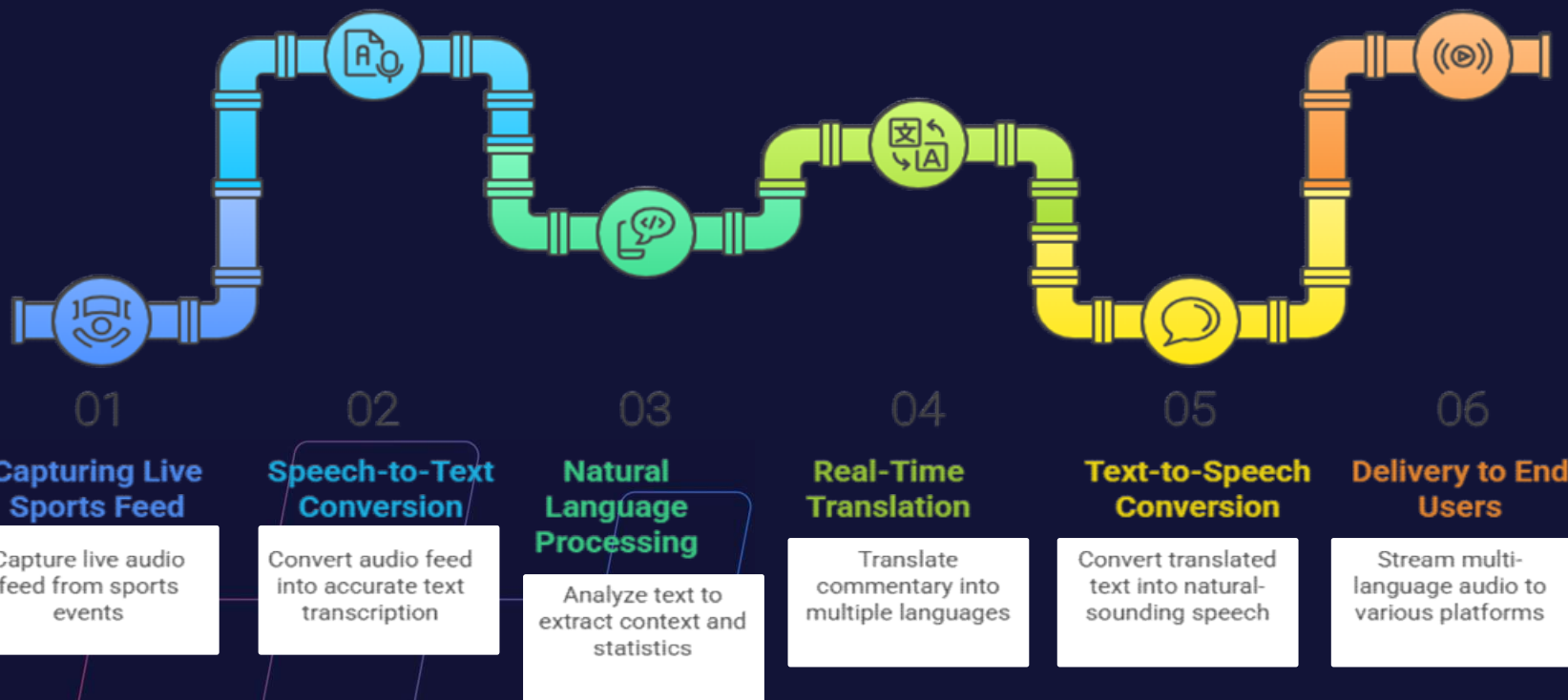
Project Phases



Project Timeline (SDLC)



Detailed Flow of AI-Generated Real-Time Sports Commentary in Multiple Languages





دوري الدشاه الاصطناعي
SCAI

AI Model Combination for Implementing Real-Time Sports Commentary in Multiple Languages

Models	Purpose	Best Model	Role
Natural Language Processing (NLP) Models	Understanding match context, extracting key information, and generating accurate and engaging commentary	Hugging Face Transformers (BERT & GPT-2)	Context-aware commentary generation and understanding match dynamics
		sPACy	Named Entity Recognition (NER) to identify players, teams, locations, and events during the match.
Generative AI Models	Real-time generation of engaging, context-aware, and tone-specific commentary.	OpenAI GPT 3.5 / GPT-4	Generates dynamic and personalized commentary with different tones (casual, analyst, fan-favorite).
		T5 (Text-to-Text Transfer Transformer)	Suitable for paraphrasing and summarizing complex match events quickly.
Real-Time Translation Models	Translate commentary into multiple languages with native-level fluency and cultural relevance.	MarianMT (Hugging Face)	Supports 40+ languages with high accuracy and low latency
		Google Translate API (Free Tier)	Provides broad language support and real-time API access.
Text-to-Speech (TTS) Models	Convert text-based commentary into natural, human-like speech.	Google Text-to-Speech API	Provides real-time, human-like voice synthesis.
		Amazon Polly	Converts commentary into speech with emotional inflection and multiple voice options.
Speech-to-Text (STT) Models	Transcribe live game feeds to text for real-time analysis and commentary generation	Google Speech-to-Text API	Converts live audio feeds into text with high accuracy.
		DeepSpeech (Mozilla)	Open-source STT with high accuracy for sports-specific terms.
Emotion and Sentiment Analysis Models	Adjust tone and excitement levels based on crowd reactions and match events	BERT (Emotion Detection Fine-Tuned)	Detects sentiments and emotional cues in fan reactions and adjusts commentary tone accordingly.
		Affectiva (Emotion AI)	Analyzes facial expressions and vocal tones from live audience feeds to gauge excitement

Monetization Channels



Broadcaster Licensing

Licensing rights for OTT and TV



API SaaS Subscriptions

Usage-based subscriptions for API services



Personalized Commentary Packs

Customized voice and style commentary



In-Commentary Advertising

Programmatic advertising within commentary



Fan Feedback Analytics

B2B sales insights from fan feedback

Ethical Framework for Data Privacy and AI Governance



GDPR Compliance

Ensures data processing adheres to GDPR, including user consent for voice usage and regional preferences.



AI Transparency

Focuses on training models with diverse datasets and reviewing for bias in translation.



Voice Cloning Ethics

Ensures TTS voice models are licensed or consent-based to prevent misuse.

Admin User Interface

ADMIN DASHBOARD

User Accounts

Subscriptions

System Settings

Commentary Logs

AI Models

API Integrations

Analytics

Language & Voice

System Health

Roles & Permissions

AI Models

RETRAIN MODEL

MODEL: NLP Engine DATASET: Training Data v2

STATUS: No active job
[View logs](#)

ADMIN DASHBOARD

Dashboard

Users

Analytics

System Health

Settings

700
TOTAL USERS

35
ACTIVE STREAMS

3,250
FEEDBACK RECEIVED

5
ALERTS

User Feedback

DATE	COMMENTARY
Apr 6, 2024	Engaging and insightful.
Apr 5, 2024	Could benefit from more detail.

System Health

Recent Users

NAME	EMAIL
James Smith	jam+s@example.com
María García	marla@example.com
Ahmed Khan	ahmed@example.com

Active Streams

STREAM	LANGUAGE	STATUS
Match 123	English	Live
Match 124	Spanish	Live
Match 125	English	Offline

ADMIN DASHBOARD

User Accounts

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System Settings

Commentary Logs

AI Models

API Integrations

Analytics

Language & Voice

System Health

Roles & Permissions

User Accounts

+ ADD USER

FILTER

Search users

Name	Email	Role	Status	Actions
John Smith	john.smith@examp.	User	Active	Suspend Reset PW
Michael Johnson	michael.johnson@e	User	Active	Suspend Reset PW
Emma Williams	emma.williams@e	User	Active	Suspend Reset PW
Daniel Brown	daniel.brown@exam	User	Active	Suspend Reset PW
Olivia Jones	olivia.jones@exam	User	Active	Suspend Reset PW
William Miller	william.miller@exam	User	Active	Suspend Reset PW

ADMIN DASHBOARD

User Accounts

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Roles & Permissions

Roles & Permissions

SEARCH ROLES

SEARCH ROLES

Role Name	Description	Permissions	Actions
Admin	Allows user for actively role-role	Manage Users Manage Roles Configure System	Edit
Moderator	Provides users to configure	View Logs Moderate Comments	Edit
Commentator	Create commentary	Create Commentary	Edit
Subscriber	Provides access content	Access Commentary	Edit
Viewer	Stream Live Content	Stream Live Content	

SAVE

ADMIN DASHBOARD

User Accounts

Subscriptions

System Settings

Commentary Logs

AI Models

Analytics

Language & Voice

System Health

Roles & Permissions

Commentary Logs

FILTER

Chelsea vs. Barcelona

Apr 24, 2024

Timestamp	Log	Rating	Actions
00:15:23	That's a solid pass back from Méndez.	★★★★	Flag Tag
00:17:45	Busquets cuts out the attack.	★★★★	Flag Tag
00:22:10	Inaudible	[Inaudible]	Flag Tag
00:24:38	Lewandowski scores a long-range goal!	★★★★	Flag Tag

ADMIN DASHBOARD

User Accounts

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System Settings

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SYSTEM HEALTH

CPU Usage: 35%

Memory Usage: 48%

Latency: 120 ms

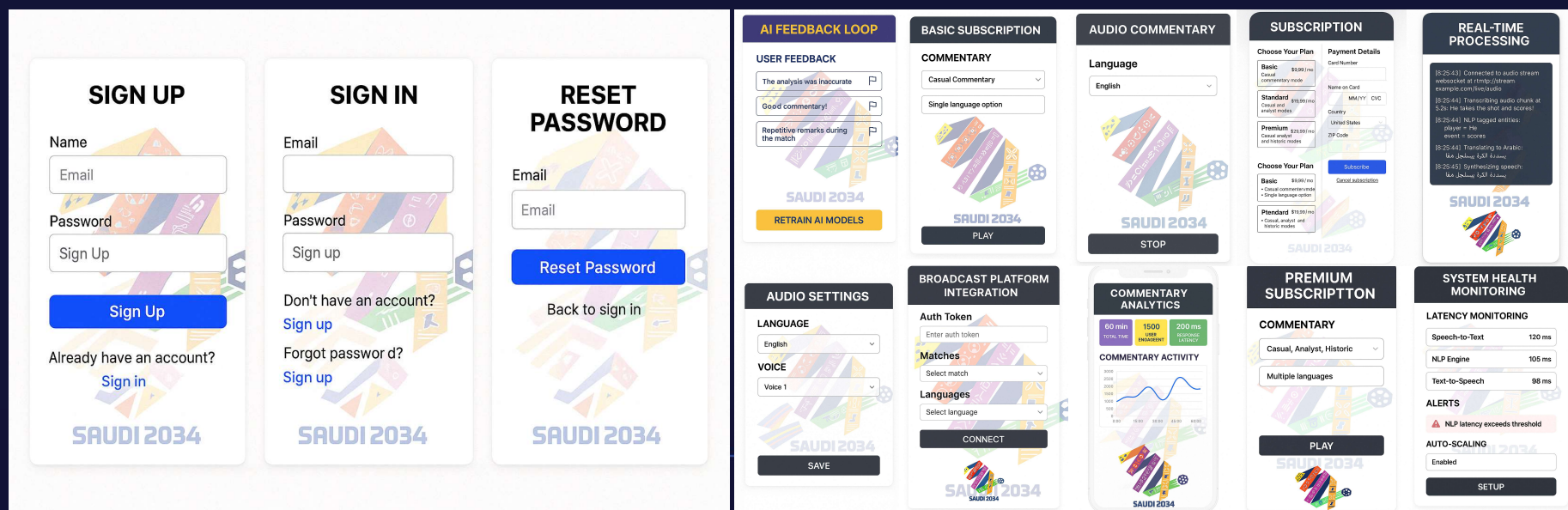
ALERT CONFIGURATION

Alert Threshold

Scaling Policy: None

Save

Client App Interface

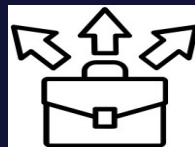


Financial Outlook

Monetization Channels



- Broadcaster API licensing
- Mobile SDK and OTT plugins
- Audio ad integrations
- Custom commentary packs



Market Opportunity

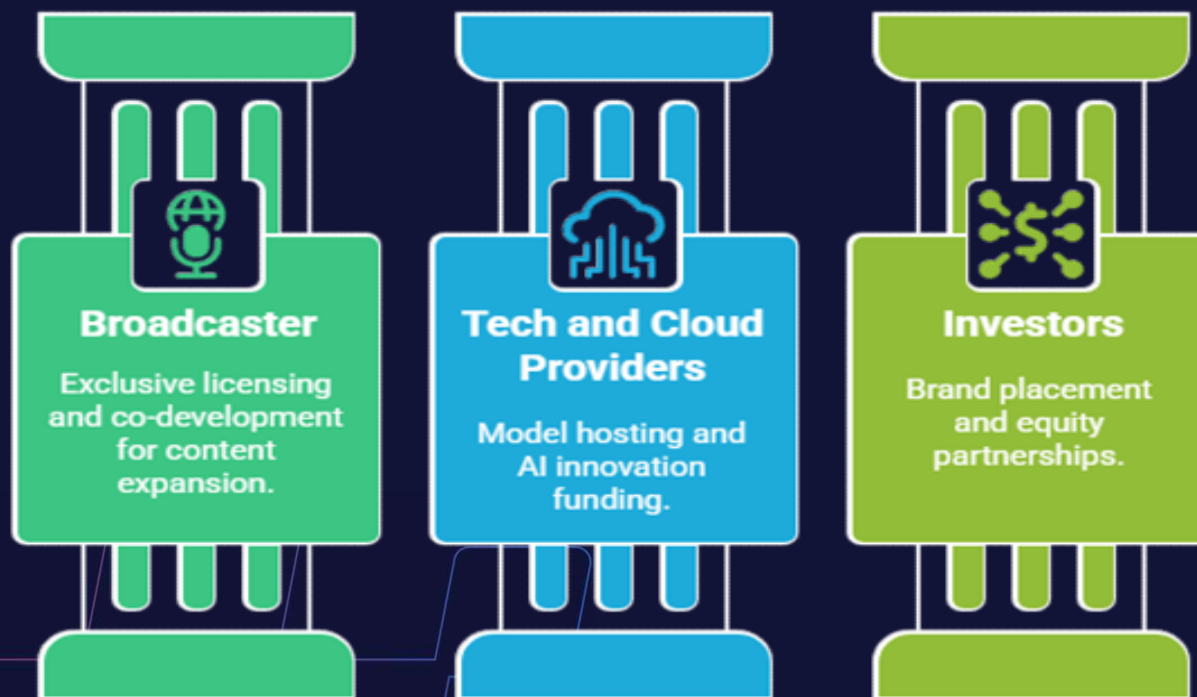
\$68B global sports broadcast TAM
Top growth regions: India, LATAM, MENA
OTT & mobile-first market segments

5-Year Financial Outlook

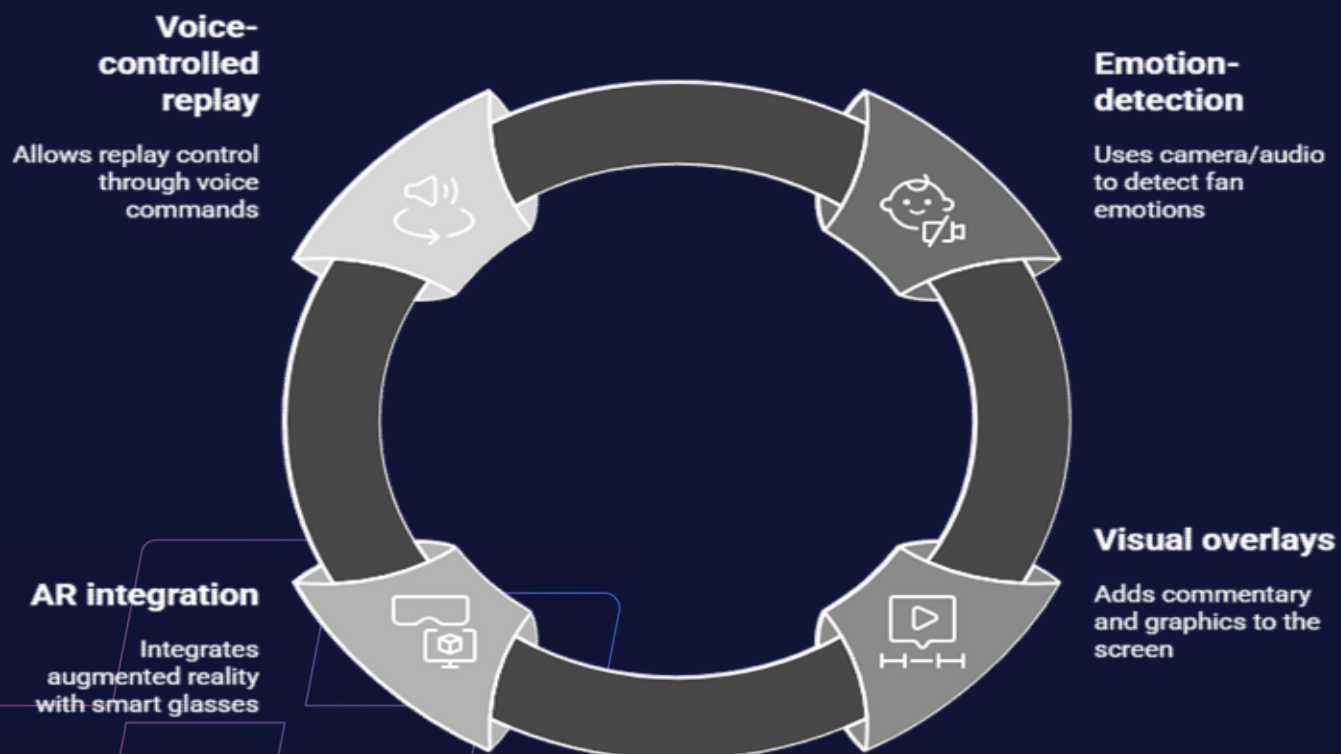


Year 1: Pilot - \$0.2M rev
Year 3: Growth - \$5M rev
Year 5: Maturity - \$22M+ rev

Partnership



Future Upgrades





Thank You