PRESIDIO®
Captivate
—
for Higher Education

THE GAME, YOUR WAY

Presidio Captivate redefines how higher education institutions produce, distribute, and engage with sports content—bringing new value to fans, families, student-athletes, coaches, and media teams alike.

THE CHALLENGE

College athletics spans more than 90 sports, but much of the content remains inaccessible or siloed. Schools need a way to bring parents into the action, provide players and coaches with on-demand tools, and give media departments better control of their assets. At the same time, universities are navigating NIL (Name, Image, Likeness) requirements, increasing competition for donor dollars, and the growing need for digital-first engagement.

THE SOLUTION – PRESIDIO CAPTIVATE

Captivate helps colleges streamline media management, elevate fan experience, and support athlete success. By using AI to process and personalize video content, Captivate simplifies operations for IT and media teams, while enabling highly engaging, player-centric fan experiences across digital channels.

Captivate Solution Accelerators for Higher Education Athletics

Presidio's Captivate suite delivers high-performance, cloud-native tools designed for collegiate sports programs—enhancing how teams manage media, drive fan engagement, and gain competitive edge through data.

- **MediaLake for Athletics** – Centralize, organize, and enrich video from games, practices, and recruiting footage with AI-driven tagging and search

- **Fan Engagement** – Captivate helps collegiate sports programs personalize fan experiences and generate new content like instant highlight clips, voice-of-the-fan overlays, and chatbot-powered media guides

- **Sports Intelligence Suite** – Supports video analysis, performance tracking, and predictive metrics to assist coaches, trainers, and analysts in refining strategy, improving athlete development, and minimizing injury risk

Together, these accelerators help collegiate athletics programs modernize operations, maximize media value, and compete smarter on the field and beyond.

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WHAT CAPTIVATE DELIVERS FOR HIGHER ED

For Fans & Families

- **Watch Anywhere** – Give families of athletes—especially in Olympic and non-revenue sports—one place to watch highlights, archived games, and live streams
- **Smart Notifications** – Real-time updates and personalized alerts for specific players, teams, and events
- **Personalized Viewing** – Multi-angle streams, AI-curated highlight reels, and historical comparisons
- **Gamification & Social Tools** – Trivia, fan polls, scavenger hunts, and in-app watch parties

For Student-Athletes

- **NIL Enablement** – Easy access to game clips and branded content for personal promotion
- **Player Visibility** – Highlight reels automatically curated and shareable across social channels
- **Recruiting Value** – Archived content and AI-powered reels give athletes and recruiters an edge

For Coaches & Analysts

- **Game Film Access** – On-demand breakdowns, searchable clips, and historical play analysis
- **Performance Tracking** – Tagging, substitution data, and predictive insights via the Sports Intelligence Suite
- **Simplified Review** – Cloud-based, multi-sport library for easy access to past games and practices

For IT & Media Teams

- **Centralized Content Hub** – One AI-driven repository (MediaLake) for all sports video content
- **Faster Processing** – Auto-tagging, AI search, and instant clip generation cut turnaround time
- **Cross-Platform Distribution** – One-click publishing to apps, web, OTT, and social

KEY BENEFITS

- **10%** increase in athletics-driven donations and sponsor engagement
- **25–30%** lift in alumni and parent participation with personalized content access
- **30%** boost in social media activity through highlight sharing and NIL amplification
- Significant time savings for IT and media teams via automated tagging and clip distribution

WHY PRESIDIO

Presidio's Sports, Media & Entertainment practice brings together world-class AI, cloud, and infrastructure solutions with deep sports domain knowledge. Whether supporting a Power Five athletic program or a growing DII school, Captivate helps institutions deliver more compelling content, strengthen fan and donor relationships, and give student-athletes the exposure they deserve.

Schedule a workshop with Presidio experts.