




**We help teams
& athletes win.**



**More than 160,000*
teams - including the
best in the world - use
Hudl to elevate their
performance with
video and analytics.**

*recent chance to global comms.

6M

Users

160K

Teams

35+

Sports Worldwide

65%

FIFA World Cup Teams

95%

Top Five Leagues

85%

UEFA Champions League Clubs

You're in good company.



20/20



29/30



20/20



20/20



291/331



20/20

The Importance of Performance Analysis.



133

ANALYSTS

40

ANALYSTS

37

ANALYSTS

32

ANALYSTS

29

ANALYSTS

**If you can
measure
it, you can
improve it**

Obviously a big part of the game is what you do on the pitch, but as soon as you get off the pitch, looking at video, looking at what you can do better is how you improve.

Cameron Devlin

Sydney FC, First Team Player



3 WAYS TO WIN WITH HUDL

1.

Strengthen the squad through effective **player recruitment.**

2.

Improve individual players through **technical and tactical coaching.**

3.

Impact team performance with live in-game **match analysis.**



1.

Player Recruitment

The world's most comprehensive video & stats database

Unlimited scouting possibilities

Seek specific worldwide players with the advanced search or use our talent center for youth talents and organize your scouting with the shadow team

Video library

Create your playlist from team and player events. Record your personal clips and save them in your dashboard.

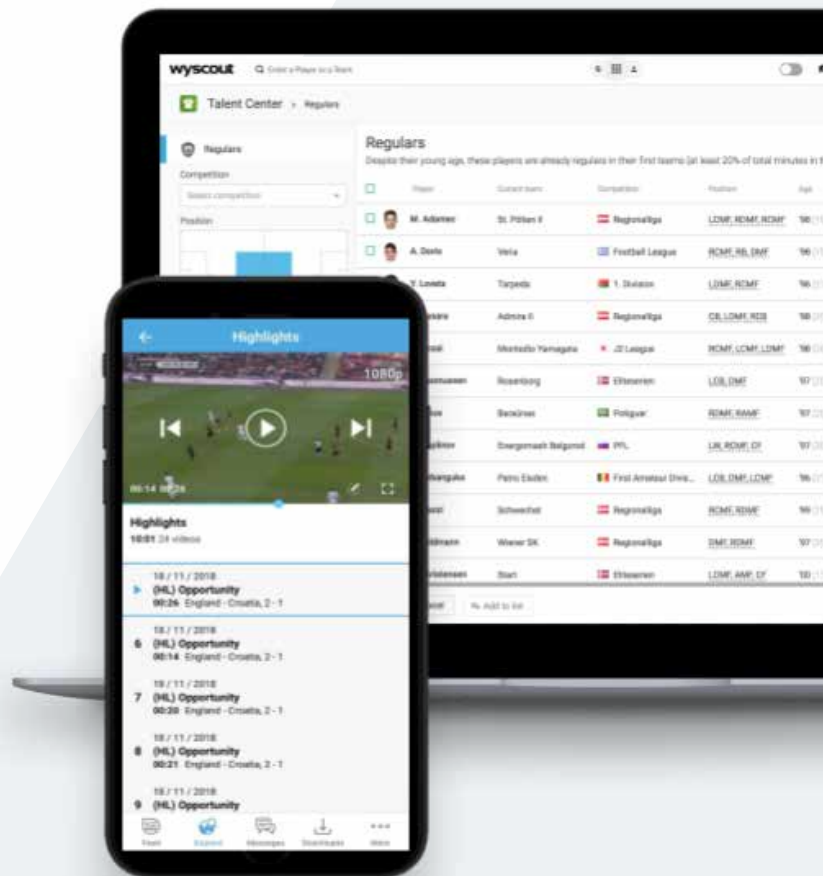
Data & stats

Players, matches and competitions dashboards with enhanced statistics.

Reports

The platform offers many reports for different purpose:

- Pre-match / Match reports
- Player / Team reports
- In-match player report
- Referee match-day report



2.

Tactical Coaching

Strengthen your competitive advantage with tools that support your unique coaching philosophy & improve your chances of winning

Pre-match team and opposition analysis

Gaining an edge on the competition requires flexible workflows that support your pre-match and opposition analysis.

Hudl provides a connected suite of online, offline and real-time video and data solutions to help understand your own team and identify ways to exploit opposition strengths and weaknesses.

- Build code windows and output reports tailored to your coaching philosophy.
- Powerful offline coding tools
- Customized scripting capabilities
- Seamless Hudl integration



3.

Match Analysis

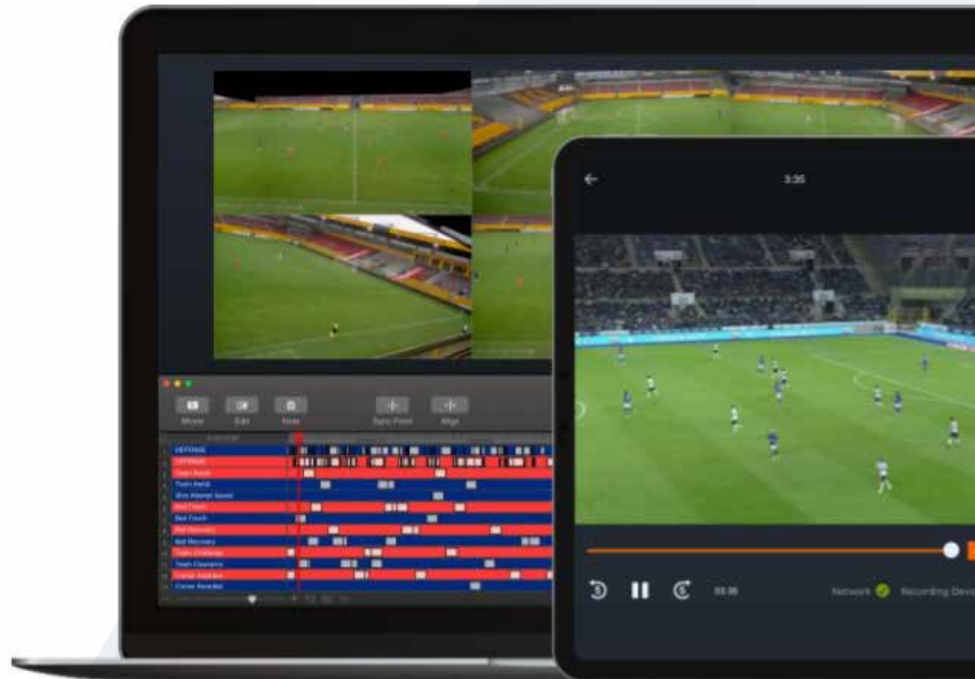
Comprehensive Video and Data Technology to enhance your understanding of team & player performance and maximise impact on game-day

Live video analysis delivered where you need it most

Make data-driven decisions quickly with real-time analysis and instant replay.

Hudl allows analysts and coaching staff to analyse performance live and make critical adjustments in-game with instant replay.

- Enhance in-game tactical decisions
- Share video easily with coaching staff
- Live capture from multiple angles
- Integrate with Sportscode windows
- Collaborate like never before



Hudl PRO SUITE
makes it easy for
football teams to
capture, share
and understand
video and data.



PRO SUITE

**One platform
to help the whole
team improve.**





“

It's essential, for an analyst, for a coach, for a team, for a player, to access the latest technology, it allows you to be at the forefront of being part of a high-performance environment.

Roberto Martinez
Manager, Belgium National Team

”



Capture

See everything

Automatically record and upload in real time with smart camera systems.

- 4k and 1080p capture options
- Multiple angles stitched into a single, HD panoramic view
- Player movement and camera switching technology



We use the (tactical) view to work out where the spaces are on the pitch and where players are moving.

Bradley Wall

Rangers FC, First Team Analyst





Content

Analyse and enhance team and player performance

Build your analysis with the new advanced playlist and drawings. Share clips and playlists across the organization or with your players. Engage your teams with the new Wyscout app.

Unlimited scouting possibilities

Seek specific worldwide players with the advanced search or use our talent center for youth talents and organize your scouting with the shadow team.

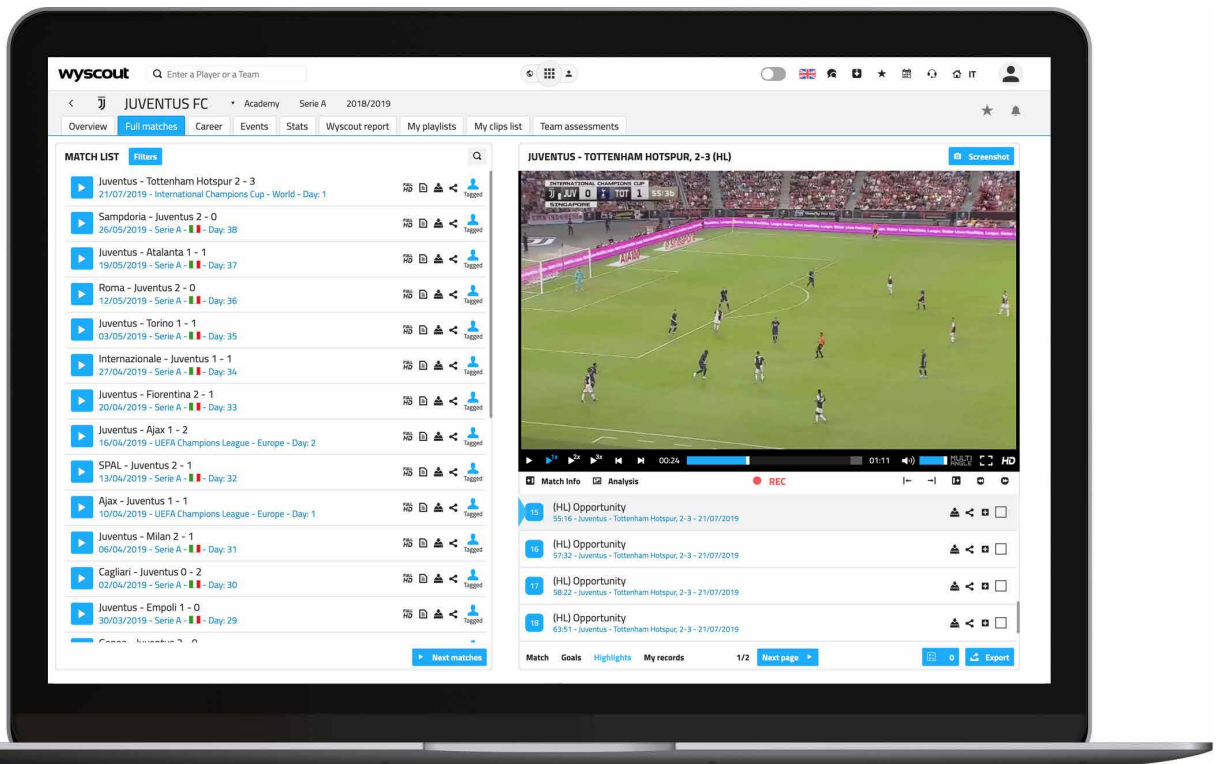
Network to simplify your transfers

Contact agencies, players and clubs worldwide with the messaging suite. Check the player market value and follow athletes on Wyscout.



I strongly believe in the help given by technology. [Wyscout] is an important support to our work and to analyze matches.

Massimiliano Allegri
Former Coach, Juventus F.C.





Analysis

Analysis for every workflow

Strengthen your competitive advantage with tools that support your unique coaching philosophy.



Tools to enhance your workflow

Elevate your current processes with customizable coding and scripting tools that allow you to analyze what matters most.

Hudl Sportscore allows you to link your unique performance insights to video and visualize your findings in customer output windows.



Deliver instant feedback

Share video clips direct to coaches on the bench in-game allowing them to make real-time tactical decisions based on performance data.

Provide coaches and players access to playlists and communicate across multiple devices without complex setups.



Video allows players to see and understand exactly what the coach's point is.



Doug Kors

Football Federation Australia Head Analyst





Data Solutions

Drive action with data

Technical, tactical and physical data analysis powered by Hudl technology to enhance your player recruitment and match analysis strategy.

Analyse with confidence

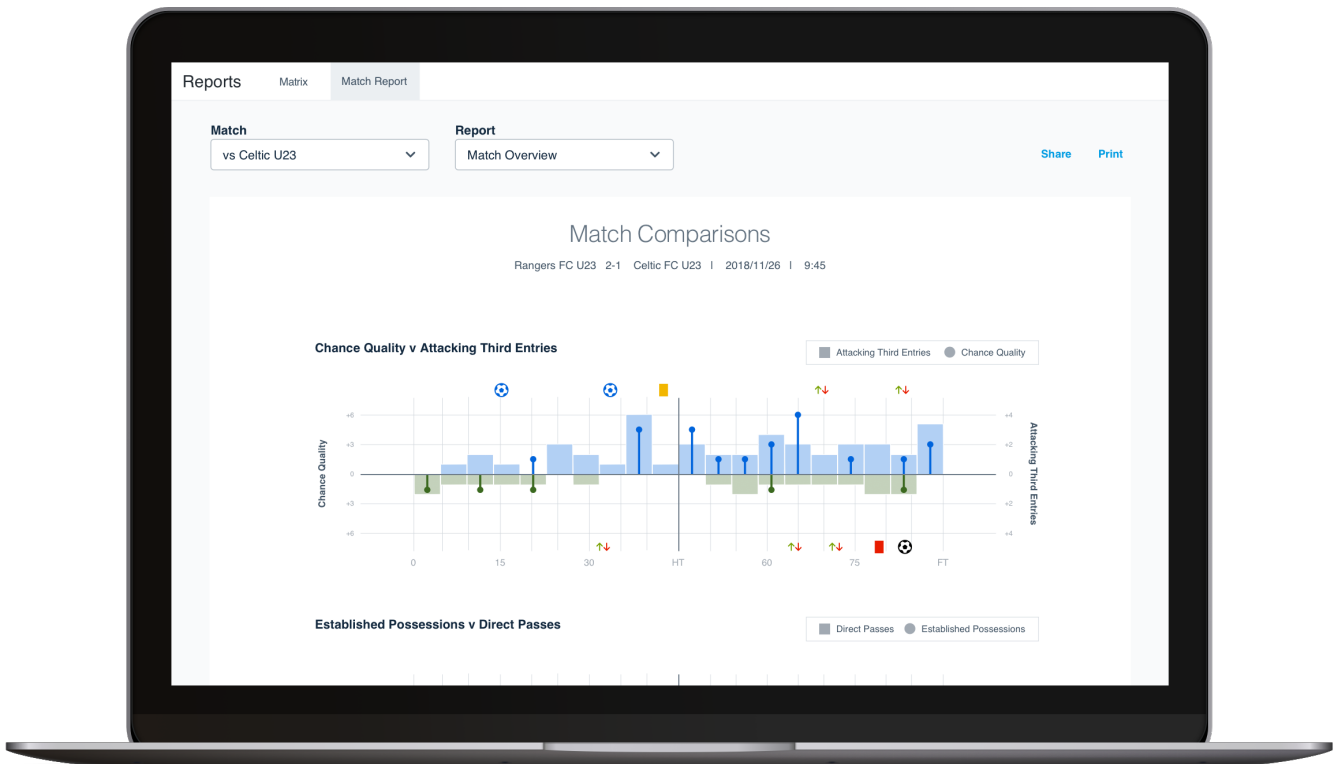
Our proprietary quality control algorithms help us identify and correct erroneous data, making staff confident they're working with the best outputs possible.



The Hudl Pro Suite leverages the latest developments in video and optical tracking technology to provide enhanced data services to the professional sports market.



Sam Lloyd
VP Elite, Hudl



Distribution

Secure data and video management

A centralized video library streamlines the way you share team analysis, track loan candidates and potential recruits, and analyze players throughout the academy.

- Set permission levels
- Take administrative control
- Monitor usage from a single account

Unite your league with Hudl Exchange

Set up a secure, cloud-based platform to host, manage and share data and video with every team in your league.

- Access third-party data apps
- Download multiple angles of video
- Receive content dynamically after the game.

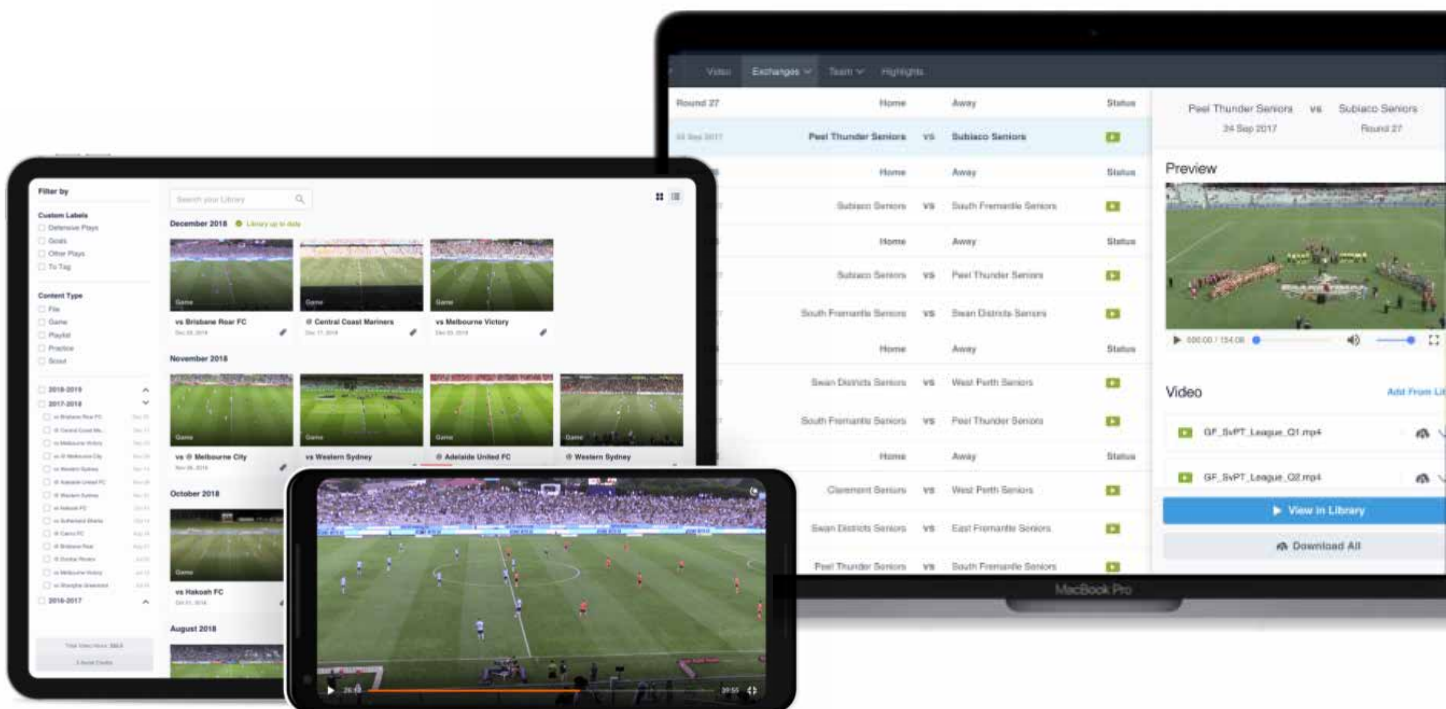


Hudl is an extremely important part of our process in terms of capturing the footage from training and games, reviewing it and formulating a plan to improve on that.



Terry McFlynn

GM Football Operations - Sydney FC





Case Studies

#1

Belgian Football



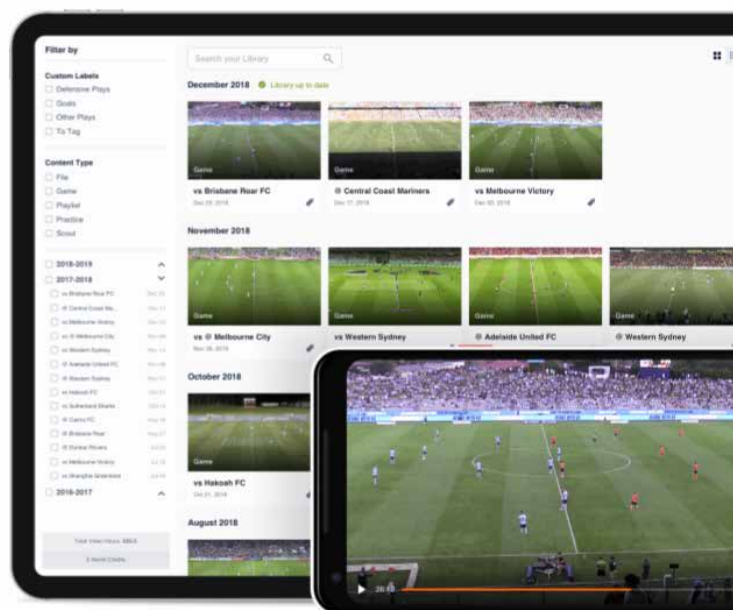
Belgian Football

Objective

Improve the **talent pipeline** as well as **player and team performance** through a connected video and **data-driven solution** that powers analysis across leagues, clubs and the national team.

Solution

Hudl Pro Suite allows all 24 clubs the chance to compete with the biggest teams in the world through connected **4K Data Capture technology** and leading **Performance Analysis software**.



“ This project is a first step in the plans of the Pro League to offer more tools to the clubs through advanced digitization to lift their performance to an even higher level. ”

Pierre François

CEO - Belgium Pro League



5.

Case Studies

#2

FIFA Women's World Cup



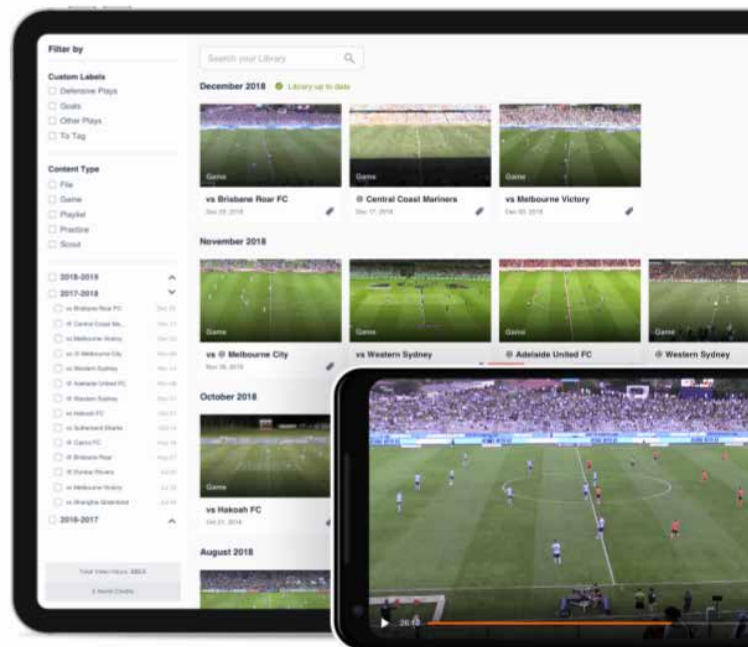
FIFA Women's World Cup

Objective

Provide all competing teams access to a consistent in-game analysis solution to support tactical decisions as well as the medical representatives to evaluate and assess potential injuries.

Solution

Hudl Replay allows analysts, coaches and players to make **data-driven decisions** quickly with real-time analysis and instant replay - delivered where coaches need it most.



The best technology partner we've ever had. Flawless execution.



Chris Loxston

Coaching & Player Development Department

FIFA Technical Development Division

FIFA

We are Hudl.



World Class People

We are here to help your team & athletes win.



Accuracy & Consistency

Data validation & effective systems operation.



Technology you can trust

Automated Video and Data capture process to save you time.



Software Integration.

Benefit from a smooth, powerful and secure workflow.





REQUEST A DEMO



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