



Hi End for EA Sports and La Liga

Broadcast quality streamed for the online audiences

LaLiga and EA SPORTS introduced the Team Of The Season (TOTS) awards in 2022, with the aim of rewarding the best players of the year in our competition, and partnered with Hi-End to create a top-quality online event.

EA Sports is the subsidiary of Electronic Arts, which develops sports video games, among which is the famous football (soccer) game FIFA, which is licensed by the International Football Federation (FIFA). At the end of the 2022 football season, the Spanish Professional Football League (LaLiga), an association that integrates the First and Second Division clubs in Spain, launched, in collaboration with EA Sports, the Team Of The Season (TOTS), with the aim of rewarding the best players of the year in the LaLiga competition in Spain.

There were a total of 15 winners, including goalkeepers, defenders, midfielders and forwards, selected from more than 46 nominated players, in an event that has been held for the first time recognizing LaLiga players with the FIFA game rating system of EA Sports, to create the ideal

team. For the production of this gala, Katapult, LaLiga's communication agency, relied on Hi-End.

The approach was to make a totally digital event, from production to streaming, to bring it closer to the EA Sports' audience,

made up mostly of young fans of the video game. To do this, Hi-End created a scenario with Unreal Engine that simulated a soccer field in which three scenarios were integrated, one with the presenters of the gala, another with a panel of experts who commented on the nominees and winners,



and a the third in which prizes were awarded to the winners. The first two scenarios were produced live to tape, while the third, which simulated the awards ceremony, was performed by previously recording the nominees in a chroma key studio receiving the corresponding award, so later the winners were inserted in post-production at time to receive the award. This made possible to highlight the nominees in each category prior to revealing the winners, and once they were announced, the video of the winner collecting the prize was inserted.

The program was produced entirely on the Hi-End set, a perfectly conditioned space, with a large 18-meter-long chroma key set where the different participants were placed, along with the necessary furniture to dress the different scenarios. The production featured two Brainstorm InfinitySet stations, using four RedSpy tracking type cameras, one of them mounted on a crane.

The virtual scenarios were created using



Unreal Engine, making the final product totally television-flavoured, hyper-realistic and with full broadcast quality.

Talking about the sets themselves, the challenge was to get the natural textures of the grass to blend perfectly with the additional virtual elements that were clearly artificial, but essential to maintain the continuity with the different sets and their corresponding lighting.

Going into final production, one of Brainstorm's InfinitySets received two camera feeds, embedding this feed over the corresponding Unreal Engine background using its internal chroma key, while the second InfinitySet received the signal from the tracked crane for the wide shots, to provide the required feeds for the final production.



"To produce TOTS with EA Sports and La Liga on Hi End, we've used broadcast technicians and high-end equipment, along with professional talents, so the end result has been a full-fledged television program, which, although it was broadcasted in streaming via the internet, could have been on any television grid both for content and for technical quality."

José María de Diego
Business Development, Hi End