

On-Demand Data Categorization



Case Study

How clickworker.com Indexed and Tagged Thousands of Sports Videos for Swink.tv

The Challenge

Swink.tv is an innovative Internet-based video service that cuts sports game films into individual plays, indexes each play and stores them in its database so that sports teams and individuals can share their sports highlights with their teams, friends and fans. Swink.tv turned to clickworker.com for help analyzing the thousands of American football video clips they received and categorizing them into individual plays.

The Solution

clickworker.com put their vast network of highly qualified workers to the task viewing video clips, establishing the time each play occurs on each clip and categorizing each play by a number of criteria, such as offense versus defense, over 10 yard runs, touchdowns, punt returns and interceptions. Additionally, clips meeting certain criteria were tagged with player numbers to identify and credit the key players involved. The job was done so effectively that clickworker.com was hired to provide customized solutions for additional sports, which have their own unique dynamics.

“From our first phone call, through implementation and now with our transition into basketball, working with your team has been a pleasure. Your attention to our needs, willingness to go the extra mile and responsiveness when something does not necessarily go as planned has been exceptional. Your performance provides us with the comfort of knowing the job will be done and done right.”

Dan Policy, Co-founder Swink.tv

- Clickworker qualifications: must pass skills-learning and assessments in football knowledge and basic video editing
- Video clips reviewed: 4,000
- Plays analyzed: 6,500
- Average delivery time: 200-300 plays/day (on-going)
- Cost per play categorized: \$0.19
- Data delivery: Data exchange via Amazon S3 Storage

Work Flow Chart

- ✓ Client stipulates worker criteria and job scope
- ✓ Sports videos uploaded to clickworker.com servers
- ✓ Plays analyzed and categorized by specific criteria and attributes
- ✓ Editorial review process
- ✓ Unsatisfactory results returned to-Clickworkers for further review
- ✓ Satisfactory results compiled and returned to Swink within 72 hours

For more information, visit clickworker.com

US Office: sales-us@clickworker.com

German Office: sales-de@clickworker.com