

A stalled highlight pipeline, cleared in 15 days.

Youth football · Veo camera footage | Automated highlight generation | Engagement ongoing

6,000+ MATCHES ANNOTATED	98% ACCEPTED FIRST-PASS	15 days BACKLOG CLEARED	24 hrs SLA PER MATCH
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THE PROBLEM

Dark Horse AI turns youth football footage into automated highlight reels. Their pipeline had stopped moving.

Thousands of hours of raw Veo footage sat unprocessed. The crowd-sourced vendor before us couldn't hold a 30+ class taxonomy — a key pass and an ordinary touch came back tagged the same.

Worse, player IDs broke on every occlusion. Highlights were being attached to the wrong player.

WHAT WE DID

- **Squad in one week.** 30+ sports-trained annotators recruited and onboarded to the account.
- **Calibrated first.** The team trained on Dark Horse's own taxonomy before touching production footage.
- **Three QA layers** on every match, with player-ID persistence audited across occlusions.
- **24-hour SLA** per match, queue owned by a named project manager.

WHAT HAPPENED

- **Backlog cleared in 15 days.** Production back on schedule.
- **600+ matches** delivered in the first 60 days.
- **6,000+ matches to date.** 98% of deliveries accepted first-pass — roughly 2% rework.
- **Still running.** The engagement did not end with the backlog.

HOW EVERY FRAME GETS CHECKED

LAYER 01 Primary annotator Sport-trained, calibrated to your schema	LAYER 02 Specialist reviewer Multi-tag events and ID persistence	LAYER 03 Senior auditor Final schema check before delivery
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SCOPE WE COVER

Player bounding boxes · Ball tracking · 22-point skeletal keypoints · Persistent player ID · Occlusion handling · Event & action classification · Tactical phase tagging · Semantic segmentation · Multi-camera sync · Delivered as COCO / YOLO / JSON / CSV / XML



“Train Matrix didn’t just provide labeling — they became an extension of our team. With **6K+ football matches annotated and counting at 98% accuracy**, they are our premier data partner.”

Billy Brush — Founder & CEO, Dark Horse AI



Send us your hardest 30 seconds.

We label it with a full QA report inside two business days. No contract, no payment, no obligation after.

Asif Ikbal — Founder

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