



## **Indian Institute of Management Kozhikode**

### **Case Study**

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### **Artificial Intelligence: A Bizarre Experience of an Unforgettable Day**

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## ABSTRACT

A major question in front of the ICTFC was to take a call on how to respond to the fans so that subsequent matches will not be affected. In addition, they were in a dilemma whether to continue the streaming of the future matches or not possibly by addressing the error of the Pixellot system to perform streaming of live match without such mistake. They have already invested a lot of money on the AI based automation for the streaming of the live matches and amid Covid-19 pandemic there was no immediate solution visible to this problem.

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