

WHAT IS CLAIMED IS:

1. A sports analytics system incorporating a computer server for analyzing a live video broadcast stream of a sporting event, said sport analytics system comprising:
 - a video demuxer for receiving said live video broadcast stream of said sporting event from a video capture device and splitting said received live broadcast stream into a real time messaging protocol stream and a hypertext transfer protocol live stream;
 - a non-transitory computer readable storage media for storing computer program instructions defined by modules of said sport analytics system; and
 - at least one processor communicatively coupled to said non-transitory computer readable storage media, said at least one processor configured to execute said computer program instructions defined by said modules of said sport analytics system, said modules comprising:
 - an analytics module for analyzing said real time messaging protocol stream within a predetermined time interval, wherein said predetermined time interval corresponds to a phase difference between said real time messaging protocol stream and said hypertext transfer protocol live stream, wherein said analytics module comprises:
 - a detection module for detecting one or more persons present in a frame of said real time messaging protocol stream, using one or more cues selected from a first set of cues comprising a facial detection, a head detection, a person detection, and a jersey number detection based on availability of said first set of cues;
 - a tracking module for tracking said detected persons in said frame, by analyzing one or more preceding frames of said real time messaging protocol stream;
 - a recognition module for recognizing said tracked persons in said frame using one or more cues selected from a second set of cues comprising a facial recognition, a person recognition, a jersey recognition, a live score feed of said sporting event, and a

commentary of said sporting event based on availability of said second set of cues, wherein individual weights are assigned to each of said facial recognition, said person recognition, and said jersey recognition when said facial recognition, said person recognition, and said jersey recognition are performed in said frame;
a comparison module for identifying one or more players in said frame by comparing said assigned weights for each of said recognized persons with pre-existing data of all players; and
a transmission module for transmitting said hypertext transfer protocol live stream and analysis data comprising contextual interactive content of said identified players to a client application provided on a user device by said sports analytics system within said predetermined time interval, wherein said live video broadcast stream is transformed into an interactive video comprising said contextual interactive content of said identified players.

2. The sports analytics system of claim 1, wherein if any of said facial recognition, said person recognition, and said jersey recognition is unavailable, said recognition module uses one or more of said live score feed and said commentary for said identification of said one or more players in said frame.
3. The sports analytics system of claim 1, wherein said predetermined time interval is less than a frame persistence time of said frame.
4. The sports analytics system of claim 1, wherein said jersey recognition comprises one or more of jersey number classification and team recognition.
5. The sports analytics system of claim 1, wherein said individual weights are determined based on clarity of each person recognized in said frame.
6. The sports analytics system of claim 1, wherein said client application comprises an interaction module for providing user interaction with said interactive video.

7. The sports analytics system of claim 1, wherein said contextual interactive content of said identified players is displayed on said user device without said contextual interactive content of said identified players overlapping existing graphics of said hypertext transfer protocol live stream.
8. The sports analytics system of claim 7, wherein said contextual interactive content of said identified players comprises a dynamic display of one or more of a scorecard, player information, and match statistics, wherein said contextual interactive content of said identified players is configured to be customized and shared on social media.
9. A method for analyzing a live video broadcast stream of a sporting event, the method employing a sports analytics system comprising at least one processor configured to execute computer program instructions for performing said method, said method comprising:
 - receiving said live video broadcast stream of said sporting event from a video capturing device, by a video demuxer of said sports analytics system;
 - splitting said live broadcast stream into a real time messaging protocol stream and a hypertext transfer protocol live stream, by said video demuxer of said sports analytics system;
 - analyzing said real time messaging protocol stream within a predetermined time interval, wherein said predetermined time interval comprises a phase difference between said real time messaging protocol stream and said hypertext transfer protocol live stream, wherein said analysis comprises:
 - detecting one or more persons present in a frame of said real time messaging protocol stream, using one or more cues selected from a first set of cues comprising a facial detection, a head detection, a person detection, and a jersey number detection based on availability of said first set of cues;
 - tracking said detected persons in said frame, by analyzing one or more preceding frames of said real time messaging protocol stream;

recognizing said tracked persons in said frame using one or more cues selected from a second set of cues comprising a facial recognition, a person recognition, a jersey recognition, a live score feed of said sporting event, and a commentary of said sporting event based on availability of said second set of cues, wherein individual weights are assigned to each of said facial recognition, said person recognition, and said jersey recognition when said facial recognition, said person recognition, and said jersey recognition are performed in said frame; and

identifying one or more players in said frame by comparing said assigned weights for each of said recognized persons with pre-existing data of all players; and

transmitting said hypertext transfer protocol live stream and analysis data comprising contextual interactive content of said identified players to a client application provided on a user device by said sports analytics system within said predetermined time interval;

whereby said live video broadcast stream is transformed into an interactive video comprising said contextual interactive content of said identified players and transmitted to said user device.

10. The method of claim 9, wherein if any of said facial recognition, said person recognition, and said jersey recognition is unavailable, one or more of said live score feed and said commentary is used for said identification of said one or more players in said frame.
11. The method of claim 9, wherein said predetermined time interval is less than a frame persistence time of said frame.
12. The method of claim 9, wherein said jersey recognition comprises one or more of jersey number classification and team recognition.

13. The method of claim 9, wherein said individual weights are determined based on clarity of each person recognized in said frame.
14. The method of claim 9, wherein a user can interact with one or more of said identified players in said interactive video.
15. The method of claim 9, wherein said contextual interactive content of said identified players is displayed on said user device without said contextual interactive content of said identified players overlapping graphics of said hypertext transfer protocol live stream.
16. The method of claim 15, wherein said contextual interactive content of said identified players comprises a dynamic display of one or more of a scorecard, player information, and match statistics, wherein said contextual interactive content of said identified players is configured to be customized and shared on social media.
17. A non-transitory computer readable storage medium having embodied thereon, computer program codes comprising instructions executable by at least one processor for analyzing a live video broadcast stream of a sporting event, said computer program codes comprising:
 - a first computer program code for receiving said live video broadcast stream of said sporting event from one or more video capturing devices;
 - a second computer program code for splitting said live broadcast stream into a real time messaging protocol stream and a hypertext transfer protocol live stream;
 - a third computer program code for analyzing said real time messaging protocol stream within a predetermined time interval, wherein said predetermined time interval comprises a phase difference between said real time messaging protocol stream and said hypertext transfer protocol live stream;
 - a fourth computer program code for detecting one or more persons present in a frame of said real time messaging protocol stream, using one or more cues selected from a first set of cues comprising a facial detection, a head detection, a person

- detection, and a jersey number detection based on availability of said first set of cues;
- a fifth computer program code for tracking said detected persons in said frame, by analyzing one or more preceding frames of said real time messaging protocol stream;
- a sixth computer program code for recognizing said tracked persons in said frame using one or more cues selected from a second set of cues comprising a facial recognition, a person recognition, a jersey recognition, a live score feed of said sporting event, and a commentary of said sporting event based on availability of said second set of cues, wherein individual weights are assigned to each of said facial recognition, said person recognition, and said jersey recognition when said facial recognition, said person recognition, and said jersey recognition performed in said frame;
- a seventh computer program code for identifying one or more players in said frame by comparing said assigned weights for each of said recognized persons with pre-existing data of all players; and
- an eighth computer program code for transmitting said hypertext transfer protocol live stream and analysis data comprising contextual interactive content of said identified players to a client application provided on a user device by said sports analytics system within said predetermined time interval.
18. The non-transitory computer readable storage medium of claim 17, wherein if any of said facial recognition, said person recognition, and said jersey recognition is unavailable, one or more of said live score feed and said commentary is used for said identification of said one or more players in said frame.
19. The non-transitory computer readable storage medium of claim 17, wherein said computer program codes further comprise a ninth computer program code for providing user interaction with said interactive video.

20. The non-transitory computer readable storage medium of claim 17, wherein said predetermined time interval is less than a frame persistence time of said frame.
21. The non-transitory computer readable storage medium of claim 17, wherein said jersey recognition comprises one or more of jersey number classification and team recognition.
22. The non-transitory computer readable storage medium of claim 17, wherein said individual weights are determined based on clarity of each person recognized in said frame.
23. The non-transitory computer readable storage medium of claim 17, wherein said contextual interactive content of said identified players is displayed on said user device without said contextual interactive content of said identified players overlapping existing graphics of said hypertext transfer protocol live stream.
24. The non-transitory computer readable storage medium of claim 23, wherein said contextual interactive content of said identified players comprises a dynamic display of one or more of a scorecard, player information, and match statistics, wherein said contextual interactive content of said identified players is configured to be customized and shared on social media.
25. A sports analytics system incorporating a computer server for analyzing a pre-recorded video stream of a sporting event, said sport analytics system comprising:
a non-transitory computer readable storage media for storing computer program instructions defined by modules of said sport analytics system; and
at least one processor communicatively coupled to said non-transitory computer readable storage media, said at least one processor configured to execute said computer program instructions defined by said modules of said sport analytics system, said modules comprising:

an analytics module for analyzing said pre-recorded video stream, wherein said analytics module comprises:

- a detection module for detecting one or more persons present in a frame of said pre-recorded video stream, using one or more cues selected from a first set of cues comprising a facial detection, a head detection, a person detection, and a jersey number detection based on availability of said first set of cues;
- a tracking module for tracking said detected persons in said frame, by analyzing one or more preceding frames;
- a recognition module for recognizing said tracked persons in said frame using one or more cues selected from a second set of cues comprising a facial recognition, a person recognition, a jersey recognition, a score feed of said sporting event, and a commentary of said sporting event based on availability of said second set of cues, wherein individual weights are assigned to each of said facial recognition, said person recognition, and said jersey recognition when said facial recognition, said person recognition, and said jersey recognition are performed in said frame;
- a comparison module for identifying one or more players in said frame by comparing said assigned weights for each of said recognized persons with pre-existing data of all players; and
- a transmission module for transmitting said pre-recorded video stream and analysis data comprising contextual interactive content of said identified players to a client application provided on a user device by said sports analytics system, wherein said pre-recorded video stream is transformed into an interactive video comprising said contextual interactive content of said identified players.

26. A method for analyzing a pre-recorded video stream of a sporting event, the method employing a sports analytics system comprising at least one processor configured to

execute computer program instructions for performing said method, said method comprising:

analyzing said pre-recorded video stream, wherein said analysis comprises:

- detecting one or more persons present in a frame of said pre-recorded video stream, using one or more cues selected from a first set of cues comprising a facial detection, a head detection, a person detection, and a jersey number detection based on availability of said first set of cues;

- tracking said detected persons in said frame, by analyzing one or more preceding frames;

- recognizing said tracked persons in said frame using one or more cues selected from a second set of cues comprising a facial recognition, a person recognition, a jersey recognition, a score feed of said sporting event, and a commentary of said sporting event based on availability of said second set of cues, wherein individual weights are assigned to each of said facial recognition, said person recognition, and said jersey recognition when said facial recognition, said person recognition, and said jersey recognition are performed in said frame; and

- identifying one or more players in said frame by comparing said assigned weights for each of said recognized persons with pre-existing data of all players; and

- transmitting said pre-recorded video stream and analysis data comprising contextual interactive content of said identified players to a client application provided on a user device by said sports analytics system;

whereby said pre-recorded video stream is transformed into an interactive video comprising said contextual interactive content of said identified players and transmitted to said user device.