

Overview of Alibaba Cloud's AI-powered Cloud Tech for Paris 2024

AI-Fueled OBS Cloud 3.0

OBS Live Cloud

Main method for remote distribution for broadcasters for the first time

2/3
of booked
remote services

54 
broadcasters

Content+

Cloud-based portal that ensures seamless content delivery

11,000+
hours of OBS-produced
content

For the first time
deliver content in
UHD

Multi-camera Replay Systems (MUCAR)

360-degree, frame-freeze slow motion replays for athletes performance

17 
AI-enhanced
systems

Thousands
of clips produced
and delivered

Across

14 venues

21 sports
categories

(eg. basketball,
gymnastics, tennis,
rugby sevens)



Olympic Video Player

Turnkey solution to deliver quality videos

Supports

UHD livestreaming 
for the first time



Smart Virtual Boxing

Real-time commentary in both English and French during the virtual boxing match to enrich the spectator experience

Alibaba Cloud's LLM Qwen is applied to:

Enable analysis of
the **moves and
performances**
of each player



**Predict their
performance**
in the next round



Energy Expert

Data-driven sustainability solution which helped measure and analyze the electricity consumption at

All
35 
competition
venues

To help power
consumption for
future Games



AI Colorization

Cloud-based AI technologies to restore and colorize Olympic archive footage

Partnered with IOC to
revitalize the historical
moments of selected Olympic
archive footage from
Paris 1924

Produced a short-film
**"To the Greatness of
HER"** celebrating gender
equality



Media Archiving AI Solution

The solution provides:

Enhanced
visual search
functions



Automatic
categorization of
multimedia
content



Video
highlight
production



The solution makes the Olympic Archive more searchable while optimizing the media asset management workflows

Cloud Momento

An innovative AI-driven tool that transforms participants' static images into **smooth immersive motion videos**



Spectators could take home a selfie video of performing Olympic sports: archery, beach volleyball, judo and wrestling