

THE HI-TECH EDGE OF LACROSSE VIDEO ANALYSIS

>> BY JACK KOHANE

ARMED WITH THE RIGHT INTELLIGENCE, winners can top the competition. And in building better sports teams, video analytics deliver intelligence that puts more goals on the scoreboard.

David Huntley believes. With more than 30 success-laden years as a lacrosse player and coach under his belt, he not only played smart, he's long used data analysis gleaned from his game videos to keep his teams on track.

"Video analytics gives us the edge against opponents," says the Toronto-born Director of Canada's Men's Field Lacrosse program, current coach with Calvert Hall High School in Baltimore MD, and who coached the MLL Hamilton Nationals last year. "I've used video analytics since 1997 for all teams I coach. The ability to combine video with analytics allows us to see and measure what works and what does not work."

Most conquering coaches and athletes devote many hours studying game film, both of themselves and of their opponents. Almost all professional-level and most high-level college teams employ crews of specialists to film and break down footage of games — a very time-consuming process. In his search for more cost- and time-effective intelligence gathering, Huntley met Krossover, a New York City film service offering a cloud-based platform that speedily breaks down game footage for lacrosse coaches (as well as basketball, football and hockey).

As one triumphant example of the kind of results he's achieved, Huntley cites his Hamilton Nationals. "The team went from not making the playoffs, to losing in the semis by a goal, to the eventual champs. Krossover helped us devise a playing style when I took over the team prior to the 2013 season and aided in our prep and keeping us on the rails during the season."

Can such data analysis inspire players to up their game? "If it did not we would not use it," insists Huntley. "The technology allows players to compare their play to others and to apply new ideas to the practice ground and to the game. It helps us understand the implications of our personnel, strategic and tactical decisions on our results."

Brad MacArthur agrees on that score. "We feel video analysis has great benefits, both directly and indirectly," nods the Head Coach of the Clarington Green Gaels Junior B Lacrosse Club. Players can see success and improvements in video breakdowns, in conjunction with our coaching efforts, we feel like this brings us to a higher development level than if we didn't have it."

Also a client of Krossover, MacArthur lauds its software plusses. "We use a ton of features from this service, ranging from team video and statistical analysis to individual player breakdowns including both statistics and physiological analysis. I like that players get access to the site too, and they can use the tagged video as a learning tool — or for bragging rights." With a few clicks, keying in by jersey number to log in, a player can assemble highlights into a video and post it on social networks — which turns into a viral marketing campaign for Krossover.

"We've been able to implement the video a number of ways," continues MacArthur, a former player with two-time NLL finalist with the Rochester Knighthawks. "Classroom sessions are geared more for playoffs, in the regular season we share the video primarily with our coaching staff. We are able to use smart phones, tablets and PC's as sharing devices. The service has the ability to share film with anybody on our team, outside recruiters, and others."

According to Joshua Waller, Krossover's Director of Marketing, coaches come to him to gain a better understanding of their game

PLAYER ANALYTICS
Pick a season: 2014 | View data for specific player: Chris Hupfeld

Chris Hupfeld, 2014
All Stats | Conference Stats | Non-Conference Stats | Playoff Stats | All Opponents

Summary of Stats

Game Log	GS	G	A	Ph	Sh	Sh%	SOG	SOG%	SB	CT	Checks	TD	Faces%	Penalties	GA	SA	
vs Duke Feb 25	Y	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
vs St. John's Feb 25	Y	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
vs Denver Mar 21	Y	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
vs Williams Mar 28	Y	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
vs Princeton Mar 17	Y	2	3	2	1	2	1	1	1	1	1	1	1	1	1	1	1
vs Cornell Mar 22	Y	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1
vs Yale Mar 23	Y	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

TEAM ANALYTICS
2013 | 2012 | 2010

All Stats | Conference Stats | Non-Conference Stats | Playoff Stats | All

Summary of Stats

Roster Overview	GP	GS	G	A	Ph	Sh	Sh%	SOG	SOG%	SB	CT	Checks	TD	Faces%	Penalties	GA	SA
Brad Coleman	15	15	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Brad Feeney	15	15	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Chris Hupfeld	15	15	6	8	14	16	38	12	75	14	1	3	5	3	1	1	1
Drew Belsky	15	15	16	13	29	54	31	38	85	19	5	3	14	3	1	1	1
Isaac Beck	15	15	6	1	7	28	21	16	37	10	2	5	7	1	1	1	1
Jeff Puckette	15	15	4	2	6	10	50	7	75	1	1	1	1	1	1	1	1
Jeff Seidlin	15	15	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Mark Meyer	15	15	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Shooting Breakdown

Game	Shot Result Distribution				Shot Location		On-Goal Location					
	Goal	Save	Save Not Clean	Blocked	Mixed / Pipe	Porch	Shot	The Hole	Flank/Perimeter	Left	Right	Right S.
vs Duke Feb 25	1	1	1	1	1	1	1	1	1	1	1	1
vs St. John's Feb 25	1	1	1	1	1	1	1	1	1	1	1	1
vs Denver Mar 21	1	1	1	1	1	1	1	1	1	1	1	1
vs Williams Mar 28	50	50	50	50	50	50	50	50	50	50	50	50
vs Princeton Mar 17	1	1	1	1	1	1	1	1	1	1	1	1
vs Cornell Mar 22	50	50	50	50	50	50	50	50	50	50	50	50
vs Yale Mar 23	1	1	1	1	1	1	1	1	1	1	1	1
vs Brown Apr 05	1	1	1	1	1	1	1	1	1	1	1	1
vs Harvard Apr 13	33	33	33	33	33	33	33	33	33	33	33	33
vs Dartmouth Apr 19	1	1	1	1	1	1	1	1	1	1	1	1
vs Towson Apr 23	1	1	1	1	1	1	1	1	1	1	1	1
vs St. John's Apr 26	1	1	1	1	1	1	1	1	1	1	1	1
vs Cornell May 05	1	1	1	1	1	1	1	1	1	1	1	1

Offensive Breakdown

Game	Scoring			Handling / Passing			Assist Distribution				
	Assists	CRS%	LB	Unforced	SB	Recover	ALTO	Porch	Shot	The Hole	Perimeter
vs Duke Feb 25	4	75	50	1	1	1	1	1	1	1	1
vs St. John's Feb 25	1	1	1	1	1	1	1	1	1	1	1
vs Denver Mar 21	1	1	1	1	1	1	1	1	1	1	1
vs Williams Mar 28	1	3	33	1	1	1	1	1	1	1	1
vs Princeton Mar 17	1	1	1	1	1	1	1	1	1	1	1
vs Cornell Mar 22	1	50	50	1	1	1	1	1	1	1	1
vs Yale Mar 23	1	1	1	1	1	1	1	1	1	1	1
vs Brown Apr 05	1	30	30	1	1	1	1	1	1	1	1
vs Harvard Apr 13	33	33	33	33	33	33	33	33	33	33	33
vs Dartmouth Apr 19	1	1	1	1	1	1	1	1	1	1	1
vs Towson Apr 23	1	1	1	1	1	1	1	1	1	1	1
vs St. John's Apr 26	1	1	1	1	1	1	1	1	1	1	1
vs Cornell May 05	1	1	1	1	1	1	1	1	1	1	1

and the endgame — to win more often. “Players use Krossover for better insight into their play,” he explains, adding that Krossover provides clipping and tagging film service for teams so coaches can focus on planning practice, designing plays, and studying film, rather than breaking down the games.

Dubbed as “business intelligence for sports,” Krossover is an NYC start-up that’s at the forefront of changing the current sports content, analytics and technology landscape, offering sports teams fully indexed game footage within 12-36 hours of uploading. This includes searchable film, box scores, shot and drive charts, and thorough analytical reports for every player on the team.

What Krossover does well, among a growing spate of sports technology companies, is that it ties game and player stats with the film. A coach or player no longer has to spend extra hours going back and forth in the footage to find the play or sequence they need to review. By linking stats with video, a coach or player can find what they’re looking for without having to waste time searching through reels of film.

One of the most popular tools Krossover provides is its video filter. The user clicks on any event (goal, shot on goal, etc.) and the Krossover platform returns just those plays featuring that event. As Waller spotlights: “If you’re looking for all shots on goal, our system will filter out the shot attempts by your team. If you want to search for an event by a certain player, say your team captain, you’d just have to click on the player’s name and the event, and just those plays featuring that player and event appear. These plays can be aggregated over the course of the season, shared with the players involved, other coaches or even recruiters. Coaches and players can filter out the plays they need to study in seconds. Our analytics also provide Moneyball-style insight into player and team performance to pinpoint efficiencies for every player and play over the course of an entire season, or against specific opponents. The vast amount of data we provide for every game can be used to learn more about the play of your team or your opponent — better preparing our users for the next game, or the next time they face their opponents in the playoffs.”

Users can also filter and receive stats and analytics on both sides of the ball, allowing teams to study their opponent’s game just as they study their own.

The technology’s simplicity impresses Alex

Frescura, Head Coach of the Blue Gaels Men’s Lacrosse at Toronto’s St. Michael’s College School, 2014 CISAA Champions and OFSAA Silver Finalists. “I simply upload our game film to our Krossover account,” he notes. “The coach or player then logs in and begins reviewing the game or their stats without having to do anything. Everything’s done online.”

From Frescura’s perspective, data analysis at this refined level is a very powerful tool in his arsenal. “By reviewing game film, I have a better overall understanding of what’s happening in our playbook. I can scrutinize the development

of a play and pinpoint improvements in the play design or even certain players. In preparation for the next game, I can implement changes, or completely change our attack if facing the same opponent in the post-season.”

From a scouting perspective, knowing an opponent’s tendencies will always exert influence on coaching decisions. “By using this technology, I have the intelligence in hand to arrive at these decisions quicker,” says Huntley. **OLM**

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