MEDIA KIT

Everything you need to write about LIGR: boilerplate copy, figures, logos, brand colours and executive bios.

COMPANY BOILERPLATE

FULL VERSION (54 WORDS)

LIGR is the operating system for sports broadcasts: a cloud-native platform that centralises broadcast graphics, streaming, automation and sponsorship in one connected production workflow. It provides automated production with zero operators, the FUSE visual theme builder and cloud streaming, and is used by organisations like Football Australia, DAZN, the AFL and the WTA Tour.

SHORT VERSION (21 WORDS)

LIGR is the operating system for sports broadcasts, built sport by sport: zero-operator automation, the FUSE theme builder and cloud streaming.

SELECTED FIGURES

65,000+
Hours of live tennis, ITF World Tennis Tour

4,000+
Games a year, Football Australia Gatekeeper model

650+
Live matches a season, DAZN National League

550+
Matches a season, AFL pathway competitions

From the client stories at www.ligrsystems.com/projects, where each one is sourced.

WRITING ABOUT LIGR?
We're happy to provide more material, arrange interviews or answer questions.

luke@ligrsystems.com

QUICK FACTS

Founded	November 2016, Sydney, Australia
Founders	Luke McCoy (CEO), Adam Burke (CTO)
What we do	Cloud-native broadcast graphics overlay platform for live sports
Key products	FUSE theme builder, GamePlan Automation, cloud streaming, Rive animations
Clients include	Football Australia, DAZN, the AFL, SANFL, Tennis Australia, the WTA Tour and the ITF World Tennis Tour
Sports	Football, Australian football, tennis, basketball, cricket, rugby league and more, each with its own data model
Funding	$1M seed (2020, led by Alston Elliot Graphics) and $2.1M pre-Series A (2021, led by Investible)
Ownership	Majority-owned by Crionet Group since December 2023
Website	www.ligrsystems.com

LEADERSHIP

Luke McCoy
CEO AND CO-FOUNDER

Luke leads LIGR's go-to-market strategy, partnerships and product vision, and oversees commercial operations across Europe, Australia and the US.

Adam Burke
CTO AND CO-FOUNDER

Adam is the architect of LIGR's core platform, including the FUSE theme builder, Rive integration and streaming infrastructure. Based in Sydney.

LOGO AND BRAND

Lion Red
#FF504E
Primary brand, CTAs, accents

Navy
#0B0C0E
Backgrounds, dark UI

White
#FFFFFF
Text on dark, clean layouts

Steel Blue
#94A3B8
Secondary text, captions

Usage guidelines. The LIGR star icon is always Lion Red (#FF504E). The wordmark is white on dark backgrounds and navy (#0B0C0E) on light. Always keep clear space equal to the height of the "L" letterform around the logo. Do not stretch, rotate or recolour the logo. Logo files are on www.ligrsystems.com/press.