



HOW TO ANALYZE BASEBALL

veo

with video

04

Introduction

15

Observe, Analyze & Present

05

Find your why

17

Positive Reinforcement
& Constructive Criticism

08

Define Objectives

18

Players Are Visual Learners

10

Know What to Look For

19

Analyzing Baseball Is a Process

12

Delegate Responsibilities

21

Final Tips



Introduction

In today's fast-paced baseball landscape, post-game and practice analysis has never been more important. The relentless pursuit of a competitive edge has led coaches at all levels to embrace video analysis as a fundamental tool for player development and tactical refinement. Whatever you're looking to improve, the ability to review performances through a detailed visual lens provides an unparalleled advantage. This process moves beyond simple observation, allowing you to identify patterns, correct issues, and unlock the full potential of your roster.

As a company rooted in video technology, Veo is committed to helping coaches, players, and programs use video to develop and grow.... This e-book is your guide to getting started with video analysis in baseball – a practical, coach-friendly handbook that gives you the tools and knowledge to establish a successful workflow, what to focus on during review, and how Veo can simplify the entire process. We understand that time, staff, and resources can be limited, and this guide is specifically designed for coaches who want to bring more insight into their programs without additional stress. Using Veo makes

your life easier, not harder. It's also for players, analysts, and parents who want to better understand how video can drive both performance improvement and player exposure.

We've divided this guide into clear, actionable sections: Find Your Why, Define Objectives, Know What to Look For, Delegate Responsibilities, and Observe, Analyze & Present. Throughout this journey, you'll discover practical strategies and learn how Veo's powerful yet simple features make video analysis affordable and effective for teams at every level of the game.

Enjoy the journey – and remember, this is just the beginning of your team's journey into video analysis.

Find your why

The very first step to mastering baseball analysis is to ask yourself a question: “Why do I want to analyze our games or practices?” This isn’t a philosophical exercise; it’s a critical part of defining a clear purpose. Without defining your “why,” your video analysis can become an aimless, time-consuming activity.

For many coaches, the “why” is rooted in Individual Player Development. This involves helping each athlete reach their full potential. For a pitcher, that might mean using video to identify and correct mechanical flaws. For a hitter, it could be about analyzing their timing and plate discipline to help them recognize pitches and make more consistent contact. And on the defensive side of the plate, video provides the perfect opportunity to tighten up defensive positioning and break down why errors happen, and how to prevent them.



For coaches with a long-term vision, the “why” is often centered on Talent Development. In this context, video analysis becomes a powerful tracking tool. You can create a visual record of a player’s growth over the course of a season or even multiple seasons, providing tangible evidence of their progress. This leads us into the new world of recruiting. With the ability to easily clip and share highlights, you can provide players with a digital portfolio to showcase their skills and best plays to college scouts and recruiters, giving them a significant advantage in finding their place in college baseball. With Veo, everything comes in one package—you can record, analyze, and create highlight reels without ever leaving the platform.

Your “why” can also be focused on Coach Development. By analyzing your team’s performance, you sharpen your own evaluation skills and deepen your understanding of the game. This process of reviewing your own coaching decisions, observing how your players respond, and identifying trends is invaluable for advancing as a coach. It provides a feedback loop that helps you evolve your strategies and improve your in-game and practice management.

Finally, a powerful ‘why’ can simply be about creating Fun & Highlights. Baseball is a game of big moments, and video allows you to celebrate and preserve them. Compiling highlight reels of clutch hits, diving catches, or perfect plays not only boosts player confidence but also builds a sense of community and shared accomplishment within the team and among families. With Veo Live, you can even share those moments as they happen, letting parents, fans, recruiters, and alumni tune in from anywhere. You could even introduce an end-of-season award for the best highlight or play, an easy way to recognize effort, celebrate achievement, and motivate players. Celebrating these moments reinforces a positive team culture and reminds everyone why they love the game.

There are no wrong answers. What matters most is that your “why” is clear, personal, and authentic. If you’re interested in pitching mechanics, that’s your starting point. If your primary goal is preparing players for college scouts, let that drive your approach. Your commitment to your “why” will be the fuel that guides your entire analysis process.

Finding the why

Before you dive in, take a moment to consider these important factors:

- ➔ **Player age and skill level**
The skills and focus of a youth-level player are fundamentally different from those of high school players, and both differ from the demands placed on college athletes. For younger players, the emphasis is often on foundational mechanics and building enjoyment of the game. High school athletes typically shift toward situational mastery, competitive performance, and the recruiting process. At the college level, players must refine tactical awareness, maximize physical conditioning, and embrace the mental discipline required to compete at the sport's highest levels.
- ➔ **Team goals and culture**
Is your team's focus on development, winning, or a balance of both? Your analysis approach should align with the core philosophy of your program.
- ➔ **Time available**
Be realistic about how much time you and your staff can dedicate to reviewing games and practices. A manageable plan that you can stick to is always better than one that will get abandoned after a few weeks. Don't overlook the value of student support, either – a student interested in sports analysis can play a key role in tagging clips, organizing film, and even looking for insights, essentially acting as an analyst and giving your staff more time to focus on coaching.
- ➔ **Your own interests**
You will be more committed and consistent if the analysis process is something you genuinely enjoy. Lean into your own passion for a specific aspect of the game.

Define objectives

Once you have a clear “why” guiding your efforts, the next step is to set specific, measurable objectives that will give your video analysis a clear purpose. These objectives act as a roadmap, directing your attention to the moments that truly matter and providing a clear way to track your team’s progress.

Examples of these actionable goals include:

- ➔ **Reduce errors per game.**
Vevo’s panoramic view makes it simple to identify the root causes of mistakes, whether it’s footwork, a slow transfer, or missed communication, so you can design drills that directly address them.
- ➔ **Improve stolen base success rate.**
Video can reveal whether a player’s lead is too short, their jump is too slow, or their read of the pitcher is incorrect.
- ➔ **Raise team on-base percentage.**
This can be broken down further by analyzing players’ ability to draw walks, get hit by pitches, or make solid contact.
- ➔ **Lower opponent batting average with runners in scoring position.**
Reviewing Vevo film from specific, intense situations highlights how pitchers and fielders respond under pressure, providing the feedback needed to execute more effectively in critical moments.

Coach’s Tip:

Focus on the one or two metrics that you believe have the most immediate and significant impact on your team’s success. You don’t need advanced statistical software to get started. Your own eyes, combined with the detailed visual information from your Vevo camera, are powerful tools for tracking meaningful improvements and showing your team the progress they’re making.



In the next chapter ...

We dig more into the merit and start looking for things to analyze when we guide you to what to look for when analyzing baseball.



Know what you're looking for

With your objectives defined, you can now focus on specific areas during practices and games. The goal is to move beyond simply watching the video and to start looking for patterns, habits, and opportunities for improvement. The first step is to ask a few key questions to narrow your focus. For example: “What’s our biggest weakness—pitching, hitting, or defense?” or “What specific game situations consistently cause problems?” The answers to these questions will help you zero in on the most impactful areas.

Once you have a target, you can dive into baseball-specific focal points:

Hitting Approach:

For hitters, video analysis helps them better understand their own swing and the pitches they face. Focus on timing and pitch recognition, analyzing when they start their swing relative to the pitcher’s delivery. Evaluate their swing and plate discipline, observing what pitches they are swinging at and why.

Defensive Execution:

Being in the field is all about communication and coordinated effort. Use video to analyze your team's defensive execution, specifically focusing on infield communication, the efficiency of double-play turns, and the accuracy and speed of cutoff throws.

Situational Play:

This is where a team's true character is revealed. Use video to analyze your team's execution with two outs, with runners in scoring position, or during late-game pressure situations. By reviewing these high-stakes moments, you can identify recurring patterns and coach your team on how to mentally and physically handle pressure more effectively.

Tip:

Resist the urge to fix everything at once. For any given week or practice session, pick a few objectives to focus on. For example, you might spend one week on defensive communication and batting approach, then switch your focus the next week. This approach prevents players from being overwhelmed and allows them to truly master a few key concepts at a time.



Delegate Responsibilities

Great analysis is not just a coach's job. To get the most out of your Veo and build a culture of accountability, it's essential to involve your entire team. When you share the respon-

sibility, you not only save yourself time but also create a deeper sense of ownership among your players and staff.

- ➔ **Players:**

Empowering your players to become part of the analysis process is one of the most effective strategies you can employ. Give them a specific, manageable task: ask each athlete to select two positive plays from their game footage and one area for improvement. For example, a hitter might choose a clip of strong baserunning and a well-executed bunt as their two positives, while also selecting a tough strikeout as an area to work on. This process teaches them self-evaluation, encourages them to be their own coaches, and builds a sense of buy-in. When they are the ones identifying the areas for growth, they are far more likely to embrace the feedback and commit to improving.
- ➔ **Parents:**

For youth programs, parents can be a huge asset. By giving them access to the game footage, they can help review and organize clips or help compile highlight reels. This not only eases the workload on coaches but also allows parents to be more engaged in their child's development. It provides them with a deeper understanding of the game, your job as a coach, and gives them a way to support the team's goals beyond simply cheering from the stands.
- ➔ **Recruiting:**

With Veo, the recruiting process is simplified and streamlined. Athletes can easily and quickly build their own highlight reels by simply adding their best clips to their personal profile. This functionality eliminates the need for expensive third-party services or complicated video editing software. In today's digital age, an athlete's highlight reel is mandatory for showcasing skills to scouts and recruiters. Veo makes it incredibly easy for them to create a professional visual resume that helps them stand out from the competition and make a strong impression.

By sharing the responsibility for analysis, you not only build buy-in and increase accountability but also save yourself time that can be better spent on other aspects of coaching.



In the next chapter ...

We'll dive deeper and start looking at the recording of the game. We also take a look at some good practices for presenting your findings.



Observe, analyse and present

Now that you have your “why,” your objectives, and your team’s involvement, it’s time to review the video. With Veo, you capture a wide-angle view that is perfect for analyzing an entire play, from the pitcher’s delivery to the batter’s stance and the defensive alignment of the entire infield. This comprehensive view gives you the context you need to accurately assess the flow of the game and collect the clips you need to present to your team.

When you’re in the review process, follow these best practices for maximum impact:

Focus on trends, not every single pitch. Don’t get bogged down in correcting every minor mistake. Instead, look for recurring patterns. For example, does your defense struggle with relay throws from the outfield? By identifying and addressing these broader trends, you’ll achieve far more significant improvement than by critiquing every individual play.

Collect clips that clearly illustrate your objectives. Your time with the team is limited, so make every second count. Select clips that are perfect examples of what you want to teach, whether it’s a flawless relay throw or a tough at-bat that led to a strikeout. These examples should be your teaching tools.

Balance good and bad examples. When presenting to the team, always lead with success to build confidence and reinforce good habits. Start with a perfect play, a clutch hit, or a well-executed bunt to show what success looks like. Then, introduce a corrective example to show what went wrong and how to fix it. This balanced approach keeps the analysis constructive and shows players that you recognize their hard work.



Use Veo's drawing tools to mark baserunning routes around the diamond, show defensive shifts across the infield, or illustrate cut-off paths from the outfield. This visual reinforcement is incredibly powerful and helps your feedback resonate more deeply than words alone.

Coach's Tip

Positive reinforcement & constructive criticism

Players respond best to balanced, constructive feedback. A video session should start with positive clips that highlight what the team or individual players did well. This could be a perfect relay throw, a clutch hit with runners in scoring position, or a pitcher's momentum-building strikeout. By beginning with success, you build confidence and create an atmosphere for your players to listen. After this, you can transition to the corrective examples. This approach works for several key reasons:

It encourages confidence. By showing a player what they did right, you reinforce their strengths. This positive validation makes them more open and willing to listen when you show them an area for improvement.

It keeps analysis constructive. When your points of emphasis are framed as a way to build on the existing talents and skills of a player, it feels less like being singled out and more like a group effort towards a shared goal. Players see the feedback as a tool for growth, not a personal attack on their abilities.

It builds trust in the process. When players know that you are committed to highlighting their successes as much as their mistakes, a deeper level of trust is created in you as a coach and in the video analysis process itself. This trust is the foundation of a successful player-coach relationship and is essential for a team that is constantly improving. Whether you're coaching youth, high school, or college ball, this will get your players ready for the next stage.





Players are visual learners

Baseball players, like all athletes, learn best by seeing the game. They can be told a hundred times to keep their head down on a ground ball, but seeing themselves pop up for a fly out and then seeing a clip of themselves making a perfect play can be the key to unlocking better play. Veo is built on the foundation of this visual learning style, allowing players to connect the action on the field, just like the pros.

To make your video sessions as impactful as possible, keep them short and focused. Choose two to three strong clips instead of overwhelming players with too many. The goal is to provide a few clear, memorable lessons, not to create a comprehensive review of the entire game. Veo's simple clip-sharing features make it easy to deliver these insights directly to athletes, allowing them to review the clips at home or on their own time. This empowers them to take control of their own learning process.

Homework Idea: To make analysis more interactive and player-driven, assign a simple homework task: ask each player to review their own game footage and annotate their clips with observations. They can highlight two things they did well and one area they want to improve. This forces them to engage with the video on a deeper level and take an active role in their own development.



Analyzing Baseball is a process

It is important to remember that video analysis is not a one-off fix—it's a skill that develops over time, for both the coach and the team. The more you use video, the more comfortable you will become with the technology and the process. You will find that you are able to:

- ➔ Spot key patterns faster. With practice, your eye will become trained to quickly identify tendencies in your team's play, allowing you to get to the core of an issue more efficiently.
- ➔ Save hours in film review. You'll learn to be more selective with your footage, creating a more efficient and impactful workflow that doesn't require you to watch every minute of every game.
- ➔ Provide clearer, more impactful feedback. As you become more skilled at using video, your feedback will become more specific, more visual, and therefore more powerful.
- ➔ Build a stronger, smarter team. By consistently using video to reinforce good habits and correct bad ones, you will cultivate a team that is more resilient, more accountable, and more knowledgeable about the game.

Most importantly, the process of video analysis should be enjoyable. Baseball is a game of growth, resilience, and celebrating wins—both big and small. Video is a tool to help you appreciate all of those things and to show your team that their hard work is paying off.

Leveraging Veo's tools

Veo is designed to make video analysis simple, affordable, and effective. Its powerful features work together to provide a complete solution for coaches at every level.

The Perfect Coaching Camera: Unlike traditional cameras that require someone to operate them, Veo's camera is a smart, autonomous solution that captures the entire field. This provides the ideal angle for capturing the full-field perspective needed to analyze everything from pitcher-catcher dynamics to defensive alignments and offensive strategies.

Drawing Tools: Communication is everything in baseball, and Veo's drawing tools elevate your ability to communicate with your players. You can mark up plays to highlight positioning, draw lines to show base-running routes, or circle a specific player's head to emphasize their focus. These tools turn abstract concepts into tangible visual lessons that players can immediately understand and implement.

Live Streaming: With Veo, you can live stream your games directly to fans, families, and scouts anywhere in the world. This feature is especially powerful for travel ball and high school teams, providing an easy way for remote family members to follow along and for recruiters to scout your players in real time.

Affordability: Veo eliminates the need for expensive, complicated setups that require multiple cameras or a dedicated videographer. The compact, single-camera solution makes it an affordable and accessible tool for teams at every level, democratizing video analysis and making it available to programs that might not have had the budget for it before. Unlike other services, Veo also doesn't charge you per player – your entire roster benefits without added costs, keeping pricing simple and predictable.

Clip Sharing: The simple and intuitive clip-sharing functionality makes it incredibly easy to deliver personalized insights to players, parents, and recruiters. With a few clicks, you can create a highlight reel for a college recruit or send a single clip to a player to work on a specific area of their game, ensuring your feedback is delivered efficiently and effectively.

Video analysis can revolutionize the way you coach and how your players learn. To make the most of it, always link your analysis back to your “why” and remember these key principles:

1.

Focus on a few key objectives per week to avoid overwhelming your team.

2.

Empower your players to take responsibility for their own development.

3.

Use video to celebrate as much as you use it to correct.

Questions?

Do you have any questions about how to implement video technology and camera technology in your club? Please don't hesitate to contact us here in Veo. We have vast experience with analysing and using video on all levels of baseball

hello@veo.co

For analysing your matches, video is an absolute must-have. There are many different solutions to both getting the footage wrapped and performing the analysis. However, if you want to analyse your team's tactics, you need recordings taken with a relative overview of the pitch.

Veio is a one-stop solution that enables you to both record your matches, view and review the match, analyse the team's performance and share the recordings and findings with your players.

Contact us for more information.

Veio Technologies ApS
Rovsingegade 68
DK - 2100 København Ø
veio.co

veio