



AFC  
**Asian Cup**  
QATAR 2011

# CASE STUDY



World Sport Group (WSG), the exclusive marketing and media partner of the Asian Football Confederation (AFC) has teamed up with STATS to deliver enhanced solutions for the AFC Asian Cup Qatar 2011.

As the official AFC data partner and leading global provider of sports information, STATS provides a turn-key event and tracking data operation for the AFC Asian Cup.

Leveraging its SportVU player tracking technology, STATS collects X, Y positioning data of the ball and participants (players and referees) within the playing field in real-time. Paired with event based data (lineups, formations, goals, assists, fouls, etc...) the tracking technology allows STATS to develop compelling match experiences across a multi-platform approach, including web, broadcast, mobile and tablet devices.

The presenting sponsor across the AFC Cup Qatar 2011 product suite is Samsung. By sponsoring and activating across the tournaments multi-platform product suite, Samsung has enhanced its ability to connect and reach consumers across the globe.



## BROADCAST ENHANCEMENTS

By utilizing the SportVU real-time tracking system, the AFC is able to leverage next generation statistics and present innovative broadcast graphics. The engaging content is able to enhance the user experience for the home viewer.

Graphics include:

- ▶ Team and player possession stats
- ▶ Player run comparisons
- ▶ Player heat maps



These innovative on-screen graphics are incorporated into the World Feed broadcast throughout the tournament, increasing the AFC's ability to create additional advertisement inventory.

**AFC President Mohamed Bin Hammam said he was delighted with the deal that will enhance the coverage of AFC Asian Cup Qatar 2011™ around the globe. "I am thrilled with this partnership as it will allow more TV viewers and website visitors in Asia and worldwide to experience a rich content beyond the standard TV and web coverage."**





### STATS' WEB MATCHCAST

STATS' MatchCast combines in-depth tracking and event statistical data to deliver users the ultimate online viewing experience.

- ▶ Match Progression Timeline
- ▶ Lineups, Substitutions, Formations
- ▶ Goals, Goal Scorers, Assists
- ▶ Player Cards
  - ▶ Distance Run, Average Speed, Sprints, Speed Distribution
- ▶ Compelling pitch maps
  - ▶ Shot Charts, Heat Map, Foul Locations, Offsides
- ▶ Tournament Leaders



Samsung was able to leverage the MatchCast's dynamic capabilities in displaying extensive advertising and sponsorship opportunities.

### GALAXY TABLET - ANDROID

A key component to the AFC multi-platform approach is providing engaging solutions on emerging platforms. The tablet marketplace is one of the fastest growing areas in sports consumption. STATS was able to develop an application leveraging the highly interactive environment enabled by the Galaxy Tablet device for Android. Samsung's Scouter App utilizes engaging content to create an immersive experience for both users and brands (AFC and Samsung).





THIRD-PARTY APPLICATIONS

In an effort to increase exposure of the AFC Cup, STATS developed white-label products to be licensed to third-parties.

MATCHCAST - VODAFONE

Vodafone utilizes STATS MatchCast product for the AFC Asian Cup, a turn-key online solution with robust content and complete customization. This product automatically updates real-time data and information for every AFC Match, including fixtures, tables, match statistics and tournament leaders.



IPHONE APPLICATION - ENGLISH AND ARABIC

STATS also designed, developed, operated and managed an AFC Cup iPhone applications for Vodafone. The apps feature live scores, fixtures and tables, play-by-play, formations, lineups and bookings. STATS produced the application in both English and Arabic, enabling the AFC to distribute their content to a far-reaching audience.

