



Times Online Case Study

UK-based Times Online (News International Newspaper Group) commissioned STATS to build its fantasy game for the Times newspaper and Times Online. The contest, Play the Game, utilizes an innovative rotisserie-style scoring process, unique to the UK marketplace, which incorporates 10 categories to reflect a player's true value. So, in addition to goals and assists, clean sheets and successful passes remain a key factor for game players.

Play the Game's success is not exclusively limited to the scoring format, but also the engaging component of league play. Each participant joins a smaller league of 10 participants, and league members are responsible for ranking the players they would like on their squad. Entrants are assigned players via an allocation process in accordance with their chosen rankings. Each team in the 10-person league has a unique squad of players and competes with its mates. The unique community atmosphere created by this game drives a large volume of page views and visitors, with entrants spending, on average, two hours per week on the website.

Play the Game topped the Reader's Choice poll in the annual Soccerlens Awards and was the runner-up as an Editor's Choice, described as "easily the most innovative game of its type" and "beloved by hardcore fantasy football players." Nominations for the Soccerlens Awards 2008 included the official Premier League game, the UEFA Champions League application, The Daily Telegraph Fantasy Football and Sky Sports Fantasy Football. Play the Game succeeded in the voting ahead of these other more well-known games.

2009 / 2010 SEASON
PLAY THE GAME
 THE TIMES
 TEAM 10 / LEAGUE 2009/10

Where am I? Home Sport Football Fantasy Football

SCORES
 TEAM NAME: Team 19
 POINTS: 78
 DIFFERENCE: +2.5
 POSITION: 2

LEAGUE TABLE
 RANK TEAM PTS
 1 Blooming Couals 79.5
 2 Team 10 76
 3 Anyone but Villa 70.5
 4 The Special Ones 4 68.5
 5 For ever Sale F.C. 54
 6 AFC Steveo 45
 7 Tonks Town 39
 8 tartax 39
 9 Barca Loner 38.5
 10 cotalahorse 38

MY TEAM
 T. Scorsese
 E. Eboue C. Camba A. Hughes P. Koudedy
 D. Abubakar Deaklon L. Modic J. Milner
 D. Babador D. Kopt

MY PLAYERS

Name	Pos	Mins	CS	G/A	Def	Pls	O	A	SP
Robin van Persie	FOR	72	-	2	3	0	2	24	
Bobby Zamora	FOR	80	-	1	-	3	1	0	16
Robinho	FOR	88	-	0	-	3	0	0	25
Dimitar Berbatov	FOR	74	-	0	-	3	0	0	13
Dirk Kopt	FOR	78	-	0	-	0	0	0	36
Oxley Agbonator	FOR	76	-	0	-	0	0	0	7

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PLAYER RATINGS
 A player is given a score in each stat category, which compares his performance to the league average. The higher the score, the higher above average he was in that category. The overall score is the sum of his individual scores.

For example, if Gareth Barry received 2 assists in a match and the league average is below that, he will receive a higher calculated statistical rating compared to the rest of the players.

Positions: All | FW | MF | DEF | GK

2009 Player Ratings

RANK	PLAYER	TM	PRIMARY POS	G	A	PASSES	POINTS	MINUTES	CS	G/A	DEF	OVR
1	Cesc Fabregas	ARS	CM	6.14	7.93	1.46	97	-10	-	-	-	18.00
2	Mark Noble	WHM	CM	2.93	3.66	1.99	97	58	-	-	-	10.13
3	Robin van Persie	ARS	FOR	-29	7.53	23	97	-10	-	-	-	8.24
4	Dieder Drogba	CHE	FOR	6.14	-21	30	97	58	-	-	-	7.78
5	Robert Green	WHM	GK	-	-	-	97	58	1.36	-33	4.66	7.24
6	Paul Scholes	MAN	CM	-29	-21	5.37	97	58	-	-	-	6.42
7	Luka Modric	TOT	CM	-29	3.66	1.38	97	31	-	-	-	6.03
8	Stephen Ireland	MCY	CM	2.93	-21	1.53	97	58	-	-	-	5.80
10	Ryan Shawcross	STO	CB	-	-	-	97	58	1.36	1.95	85	5.71
9	Matthew Upson	WHM	CB	-	-	-	97	58	1.36	1.95	85	5.71
11	Deaklon	ARS	CM	2.93	-21	1.30	97	58	-	-	-	5.57
12	Thomas Sorensen	STO	GK	-	-	-	97	58	1.36	-33	2.92	5.50
13	Wayne Rooney	MAN	FOR	2.93	-21	1.23	97	58	-	-	-	5.50
14	Shaun Wright-Phillips	MCY	RM	-29	3.66	38	97	58	-	-	-	5.30
15	Ben Foster	MAN	GK	-	-	-	97	58	1.36	-33	2.41	4.99
16	Shay Given	MCY	GK	-	-	-	97	58	1.36	-33	2.41	4.99
17	Emmanuel Adebayor	MCY	FOR	2.93	-21	69	97	58	-	-	-	4.96
18	Liam Lawrence	STO	RM	-29	3.66	-08	97	58	-	-	-	4.84
19	Wendie Renfrew	SUN	GK	-	-	-	97	58	1.36	-33	2.21	4.61

FORUM
 Welcome to PlayTheGame League Forum!
 Have a great season...
 Posted by PlayTheGame team

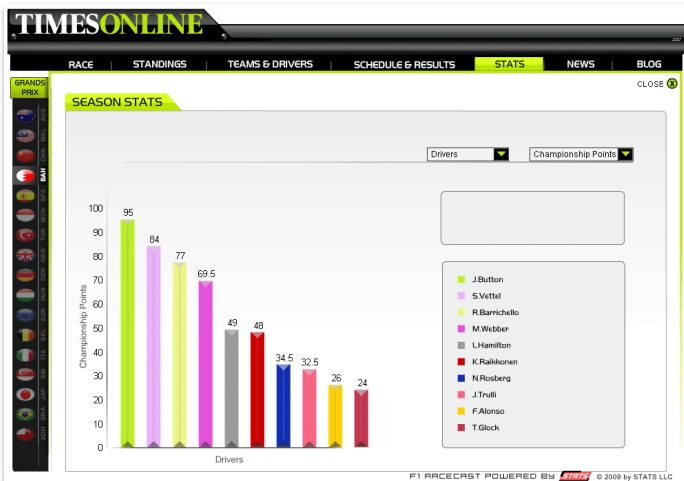
POST NEW MESSAGE
 More forum posts

PTG NEWS
 One match down, thirty-seven to go.
 Charlie Webster gives you a quick intro to PlayTheGame now that the season has started and the first...
 Premier League Highlights
 If you missed the football highlights over the weekend, we have coverage from five of the best Premier...
 More PTG news

PLAYER NEWS
 Myhill, Boaz
 Started and finished the game at Stamford Bridge, demonstrating that his injury problems should now be behind him.
 Marney, Dean
 Marney limped off before half-time of Hull's opening day defeat to Chelsea.

In addition to providing a comprehensive fantasy solution, including development, operation and customer service, STATS delivers a white-label Match Centre for Times Online. STATS' custom iframed Match Centre integrates with the CSS styles of the Times Online sports site. Covering more than 30 leagues, the Match Centre delivers fixtures, results, tables, live scores, comprehensive commentary and detailed pitch maps, captivating audiences for extended and repeat visits.

Times Online also leverages STATS lap-by-lap RaceCast solution. STATS' RaceCast is an innovative web solution presenting the Formula One fans with an interactive race day experience. The RaceCast offers complete pre and post-race content attracting Formula One fanatics in the days leading up to and after the event. During the race, STATS' RaceCast provides captivating and detailed statistics that keep users glued to the screen and provides Times Online a unique brand-building tool.



The screenshot shows the 'ABU DHABI GRAND PRIX' results page. It includes a 'Race Ended Lap 55:55' and a 'Fastest Lap: S. Vettel 1:40.279 Lap 54'. The race results table is as follows:

Pos	Driver	Team	Status	Lead	FLS	Pitstops
1	S. Vettel	Red Bull	1:24:03.414	39	3	2
2	M. Webber	Red Bull	+17.857	0	3	2
3	J. Button	Brawn GP	+18.487	0	0	2
4	R. Barrichello	Brawn GP	+22.735	0	0	2
5	N. Heidfeld	BMW Sauber	+26.253	0	0	2
6	K. Kobayashi	Toyota	+28.343	0	0	1
7	J. Trulli	Toyota	+34.366	0	0	2
8	S. Buemi	Toro Rosso	+41.244	0	0	2
9	N. Rosberg	Williams	+45.941	0	0	2
10	P. Kubica	BMW Sauber	+48.180	0	0	2
11	H. Koslovskanen	McLaren	+52.798	0	0	1
12	K. Raikkonen	Ferrari	+54.317	0	0	1
13	K. Nakajima	Williams	+59.839	0	0	1
14	F. Alonso	Renault	+69.897	0	0	1
15	V. Liuzzi	Force India	+94.450	0	0	1
16	G. Fisichella	Ferrari	+1 Lap	0	0	2
17	A. Sutil	Force India	+1 Lap	0	0	2
18	P. Ocon	Renault	+1 Lap	0	0	1
-	J. Alguersuari	Toro Rosso	Retired	0	0	1
-	L. Hamilton	McLaren	Brakes	16	9	1