



STATS Delivers Comprehensive World Cup Content to the iPhone



TIMES ONLINE the game



STATS collaborated with Times Online to develop an interactive iPhone application for the 2010 World Cup in South Africa.

Combining STATS in-depth match data and content with Times Online The Game editorial and audio content, STATS was able to package incredible content into an engaging user friendly application.

The Game Application Includes:

- **Tournament Details** – Fixtures, tables and tournament leaders.
- **Live Match Centre** – Impressive real-time match content including, commentary, lineups, formations and key moments.
- **Blogs** – The Game Football experts share their incredible insight into the World of Football.
- **News** – Direct access to Times Online’s news desk, producing hard hitting football journalism.
- **Podcasts** - The Game Football experts take time to discuss engaging concepts in the World of Football.
- **Live WebChats** – Editors take turns discussing football with some of The Game’s biggest fans.



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lainformacion.com



For La Informacion, STATS designed, developed, operated and managed a turn-key iPhone application for the 2010 World Cup. The La Informacion free World Cup iPhone application included custom styles with STATS' in-depth World Cup coverage inclusive of fixtures and results as well as real-time match commentary and in-depth pitch maps.

STATS integrated custom Spanish language content and editorial directly into the application to deliver a localized experience for the Spanish market.

Application Features Include:

- **Live Scores** – Real-time scores and team statistics deliver a comprehensive view of the action.
- **Fixtures and Tables** - Updated fixtures and tables allow fans to follow the latest results of their favorite club.
- **Commentary and Play-by-Play** – Commentary allows the fan to experience the match like they are watching on television.
- **Formations and Lineups** – Follow substitutions on the pitch throughout the match as conditions change.
- **Bookings** – Discover which players have been sent off or warned by the referee.
- **Match Events** – In-depth pitch maps display key event locations throughout the course of each contest providing a graphical overview of match events (shot charts, foul locations and offsides).
- **League Leaders** – Team and player statistical leaders for each league including goals, assists, goals conceded, shots, shots on goal and much more.

