

# MATCHCAST



Increase the amount of time users spend on your site by utilizing STATS' real-time MatchCast. STATS' MatchCast combines in-depth statistical data and rich editorial to deliver users the ultimate online viewing experience, including real-time commentary, detailed pitch maps and robust branding and sponsorship opportunities. STATS' MatchCast will include next generation player tracking statistics and content including heat maps, player distance run average speed and sprints.

The screenshot displays the STATS MatchCast interface for an English Premier League match between Arsenal and Manchester City on January 5, 2011, at the Emirates Stadium. The score is 0-0 at full time. The interface includes a navigation bar at the top with links for 'ENGLISH PREMIER LEAGUE', 'FIXTURES & RESULTS', 'STANDINGS', 'TEAMS & PLAYERS', and 'STATISTICS'. The main content area features a central pitch map with player positions, a list of players for both teams, and a commentary section. A large 'Branding/Advertising' watermark is overlaid on the right side of the screen.

## STATS' MatchCast separates itself from the competition with extensive branding opportunities:

- ▶ Integration of client branding, colors and fonts
- ▶ Utilization of custom sponsor, branding and promotion
- ▶ The MatchCast can be embedded within the client's frame or developed as a popup page
- ▶ STATS can deliver custom commentary unique to the client's site
- ▶ Integration of client generated content (RSS, twitter, facebook)
- ▶ Matchcast can be delivered for multiple leagues in multiple languages



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## EVENT DATA:

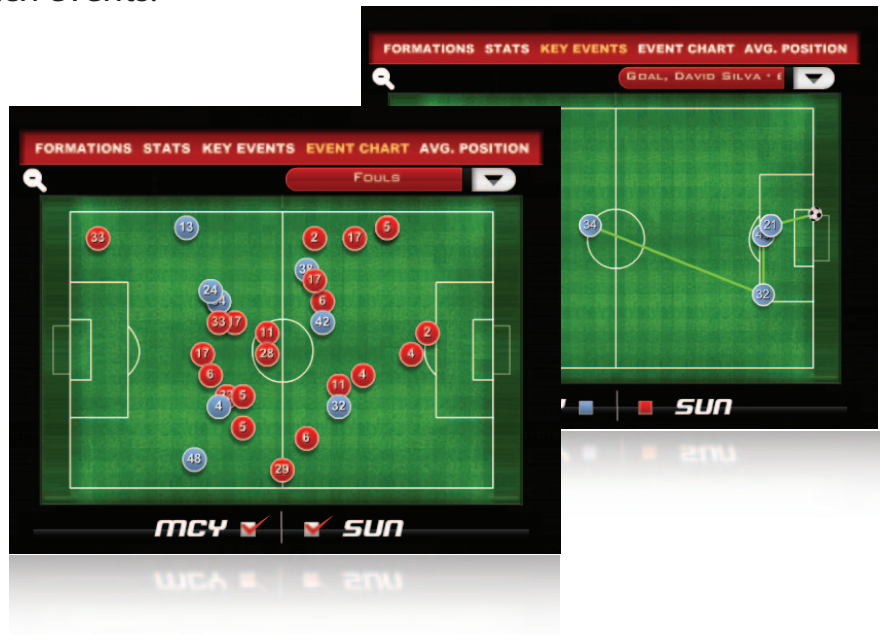
- ▶ Match Progression Timeline
- ▶ Match Commentary
- ▶ Fixtures, Results, Tables
- ▶ Team and Player Statistics
- ▶ Lineups and Substitutions
- ▶ Goals, Goal Scorers, Assists
- ▶ Bookings and Fouls
- ▶ Crosses, Corners, Offsides
- ▶ Player Bios Statistics
- ▶ In-depth Pitch Maps
- ▶ Tournament Scoreboard
- ▶ Tournament Leaders



## DETAILED PITCH MAPS:

In-depth pitch maps display key event locations throughout the course of each contest to provide a graphical overview of match events.

- ▶ Formations
- ▶ Shot Charts (On & Off Target)
- ▶ Heat Map (Team & Player)
- ▶ Foul Locations
- ▶ Offsides



## PLAYER TRACKING:

- ▶ Player Cards
  - ▶ Distance Run
  - ▶ Average Speed
  - ▶ Sprints
  - ▶ Speed Distribution
- ▶ Possession Information
- ▶ Heat Maps

