

# MATCHCAST



## BRANDING & ADVERTISING:

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

ENGLISH PREMIER LEAGUE    FIXTURES & RESULTS    STANDINGS    TEAMS & PLAYERS    LEADERBOARD    HISTORY

06 July, 2006 - BERLIN, OLYMPIASTADION. ATTENDANCE(69,000) REFEREE: ELIZONDO (ARG)

**ITALY** **5-2** **FRANCE**

MATERAZZI 19'    SHOOT-OUTS    Zinedine ZIDANE 7' (p)

0 5 10 15 20 25 30 35 40 45

1ST HALF    2ND HALF    EXTRA TIME

**ITALY**

BUFFON	1
GROSSO	3
CANNAVARO	24
GATTUSO	16
TONI	9
TOTTI	28
CAMORANESI	8
ZAMBROTTA	6
PERROTTA	14
PIRLO	9
MATERAZZI	10

**FRANCE**

1	BARTHEZ
15	ABIDAL
5	VIEIRA
3	GALLAS
22	MAKELELE
16	MALOUDA
11	ZIDANE
8	HENRY
10	THURAM
7	SAGNOL
13	RIBERY

**300 x 250 AD Banner**

**116 PIRES MISS**

Pires has just missed a brilliant opportunity on goal. Ribery passed the ball to Pires who was totally unmarked, but he seems to have made a mess of it, as he lobbed the ball directly into Buffon's hands.

**115 ZIDANE OUT**

With the scores level at 1-1, and twenty five minutes into extra time, it looks like the 2006 World Cup final will go into penalty a penalty shoot out. France have lost Zindane to a red card, and Henry has been substituted, so if this match goes into the shootout

**688 x 31 AD Banner/Ticker**

GERMANY **2-1** TURKEY

FULL TIME

DOMENECH

Powered by **STATS**



# MATCHCAST



13 WAYNE ROONEY  
FORWARD

Player	Team
MATCHES PLAYED	8
HEADED GOALS	5
ASSISTS	3
SHOTS	2
SHOTS GOAL	20
SHOTS ON GOAL %	10
CAUTIONS/YELLOW CARD	10
RED CARDS	20
FOULS COMMITTED	25
FOULS SUFFERED	5
CROSSES	12
OFFSIDES	15

WON 2  
DRAW 1  
LOST 16  
POINTS 10

SHOTS ON 25  
SHOTS OFF 75  
SHOTS 100

GOALS  
SCORED | CONCEDED  
50 | 50

FOULS  
COMMITTED | CONCEDED  
50 | 50

BOOKINGS  
YELLOW CARDS | RED CARDS  
50 | 50

OTHER STATS  
OFFSIDES 10  
CLEAN SHEETS 5

RECENT MATCHES : ENGLAND  
CAPE TOWN, GROUP C  
ENG US FRA  
PRE-MATCH, 19.30 UK  
JOHANNESBURG - JSC, GROUP C  
ENG 3-2 FRA  
FULL TIME MATCHCAST  
CAPE TOWN, GROUP C  
ENG US FRA  
PRE-MATCH, 19.30 UK

MREC  
300 x 250 AD Banner

300 x 285  
Optional Client Branding

BANNER 468 x 60

688 x 31 AD Banner/Ticker

Powered by Banner 514 x 31

Powered by STATS

STATS' MatchCast provides dynamic opportunities for extensive advertising, sponsorship and client branding with flexible packages. Potential options include:

- ▶ **Client Branding** – Premium placement for client branding, colors and logos throughout the application.
- ▶ **Banner Ads** – STATS' Matchcast delivers flexible banner implementation opportunities.
- ▶ **Side Rail Ads** – Seamlessly integrated within the application, STATS' Matchcast provides space for a 300 x 250 rectangular advertisement.
- ▶ **Pitch Map Ads** – Integration of unique flash advertisements that are built directly into engaging pitch map sequences.
- ▶ **Match Timeline & Score Crawl Branding** – Branding opportunities within the match timeline and score crawl allow partners to promote their brands.

