

INTERACTIVE FOOTBALL APPLICATIONS



STATS' Interactive Football Applications grow, retain and engage audiences for extended periods of time across the top global football competitions.

MATCHCAST

MatchCast clients leverage STATS' flexible development scheme to implement the product as both an embedded solution within their current site frame and as a standalone, pop-up application. Each MatchCast implementation delivers incredible branding and advertising potential, allowing our clients to capitalize on the extensive traffic driven to the application.

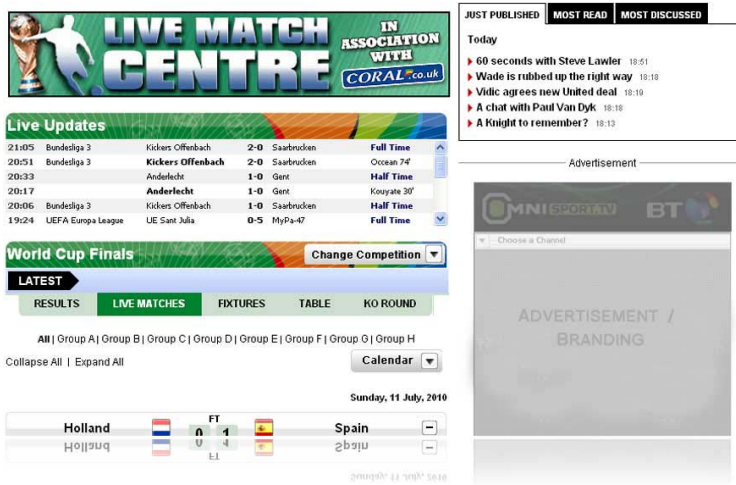


Throughout the World Cup, MatchCast's user friendly interface and engaging content kept users returning and engaged.

- ▶ STATS World Cup MatchCast supported approximately six million unique visitors and more than 11.5 million visits.
- ▶ 45% of clients visitors returned for a second visit and more than 15% of users visit at least five times throughout the course of the World Cup.
- ▶ Not only did users return for additional visits, they remained on the application for an extended period of time. On average, users spent more than 10 minutes viewing the STATS' MatchCast.

MATCHCENTRE

STATS MatchCentre includes detailed content throughout each international football match day. Users can navigate the application for live match content and return to relive memorable match moments from the season campaign. MatchCentre's HTML style sheet integrates directly into our client's current template, allowing for a seamless integration of advertising and branding.



Throughout the 2009-10 European football campaign, STATS MatchCentre captivated an incredible audience and drove extensive traffic.

- ▶ On average, clients experienced users viewing more than 20 pageviews throughout the course of each visit.
- ▶ The average user spent more than eight minutes viewing STATS MatchCentre content, including fixtures, tables, lineups, live scores, commentary, match statistics and pitch graphics.
- ▶ STATS MatchCentre served more than 45 million pageviews for the 2009-10 European football campaign.

