

HOSTED SOLUTION



This powerful combination of global sports news and data from STATS gives your website everything the sports fan wants and needs. STATS Hosted Solution features real-time scores, in-depth statistics, top stories and inspiring photos -- for a total online sports solution.

Combine STATS Hosted Solution with our Game Zone, WAP and Fantasy solutions to provide the comprehensive experience your audience desires.



STATS Advantages:

- ▶ **Unrivaled Content** – STATS combination of real-time statistics and engaging editorial is unmatched in the marketplace. Delivering detailed player and team information creates a unique experience, engaging an online audience.
- ▶ **Advertising Optimization** – Hosted Solution has been designed to ensure revenue maximization for clients. STATS works with its clients to ensure advertisement placement and opportunities are seamlessly implemented for an optimized ROI.
- ▶ **Affiliate Program** – STATS' Affiliate Program seamlessly integrates targeted widgets within your Hosted Solution content to provide visitors an opportunity to purchase licensed products, memorabilia and game tickets while delivering highly relevant monetization and incremental revenue.
- ▶ **Style Sheet Driven** – Each implementation delivers a customized experience as the Hosted Solution integration process conforms to the look and feel of the client's site.
- ▶ **Enhanced Site Navigation** – STATS delivers enhanced site navigation allowing users to visit in-depth and exciting content, increasing visitor page views and time spent on your site.
- ▶ **Widgets** – STATS widgets provide direct access to customizable content, delivering additional entry points to detailed content beyond top level navigation. Potential widgets include fixtures, tables, team leaders, team statistics, etc...
- ▶ **Local Language** – STATS Hosted Solution can be delivered in multiple languages including English, Spanish, French, German, Chinese, Japanese, Italian, etc...
- ▶ **Hosting Infrastructure** – STATS leverages the Akamai network for greater scalability, redundancy and accelerated content delivery ensuring an optimal visitor experience.



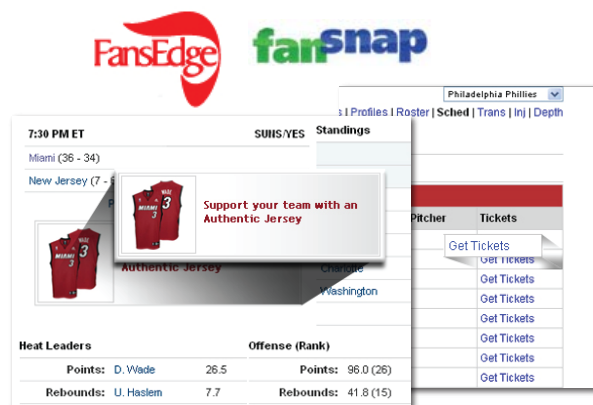
HOSTED SOLUTION FEATURES:

- ▶ Covers all professional leagues -- including MLB, NFL, NBA, NHL, PGA Tour, NASCAR, Formula One, International Football, ATP, and WTA
- ▶ Real-time college basketball and college football scores and statistics
- ▶ Complete player and team statistics, schedules, standings, box scores and historical data for active players
- ▶ In-depth data including situational statistics, splits, game logs and player news
- ▶ In-game, auto refreshing scoreboards
- ▶ Customizable widgets integrate with client content
- ▶ Integrate national news and data with your own localized online sports content
- ▶ Creates new online space for targeted ads and highly desirable sponsorships
- ▶ Dozens of news stories, photos, statistics and scoreboards updated 24/7
- ▶ World class Associated Press content including game previews, news, headlines, recaps and photos

AFFILIATE PROGRAM:

Committed to delivering value-added solutions to our clients, STATS has partnered with FansEdge and FanSnap to enable further monetization opportunities for each Hosted Solution implementation.

STATS' Affiliate Program seamlessly integrates targeted widgets within the Hosted Solution content to provide visitors an opportunity to purchase licensed products, memorabilia and game tickets. Integration of the highly targeted program is optional and requires no effort from the client.



AFFILIATE PROGRAM BENEFITS:

- ▶ **Hassle Free Integration** – All the necessary development will be executed by STATS' team and coordinated by your Hosted Solution Product Manager. Order processing, delivery and customer service will be provided by FansEdge, FanSnap, and their respective partners.
- ▶ **Increased Engagement** – By offering readers unique merchandise and buying experiences, clients will boost site engagement and strengthen the relationship with readers.
- ▶ **Highly Relevant Monetization** – The seamless integration ties related content to merchandise and tickets, increasing the probability of conversion and creating a satisfying user experience.
- ▶ **High Quality Merchandise** – The outstanding selection and quality of apparel and game tickets provided by these partners leads to higher-than-average order sizes and affiliate revenue.
- ▶ **Incremental Revenue** – STATS handles the workload -- including management and implementation -- allowing you to reap the benefits of additional monthly income through a revenue share with STATS and its partners.

STATS Hosted Solution is completely customizable to the needs of your website. STATS provides the tools and support for a simple turn-key solution or advanced custom-built application. Further, product support for the STATS Hosted Solution is available 24 hours a day, seven days a week.

WIDGETS:

STATS widgets are easily customized and integrated directly into existing site content. Features include:

- ▶ Relevant scores, standings and statistics
- ▶ Static links
- ▶ Multiple Leagues

RED SOX STATISTICS

EASTERN DIVISION

Team	W	L	Pct	GB
Boston	39	25	.609	-
New York	37	27	.578	2
Tampa Bay	35	31	.530	5
Toronto	35	31	.530	5
Baltimore	27	37	.422	12

[Full Standings](#)

NEXT GAMES

Date	Opp	Previous
6/17	vs. Fla	W 8-2 6/16
6/18	vs. Fla	W 8-2 6/16
6/19	vs. Atl	-
6/20	vs. Atl	-
6/21	vs. Atl	-

LAST RESULTS

Date	Opp	Final
6/16	vs. Fla	W 8-2
6/14	@Phi	L 6-11
6/13	@Phi	W 11-6
6/12	@Phi	W 5-2
6/11	vs. NYY	W 4-3

[Full Schedule](#)

MY FAVORITES:

Visitors customize their experience by eliminating unnecessary site navigation and placing user specified content on their front page.

Features include:

- ▶ Favorite players
- ▶ Favorite teams
- ▶ Real-time statistics
- ▶ Real-time scores

LOCALIZED SCOREBOARDS:

STATS widgets are easily customized and integrated directly into existing site content. Features include:

- ▶ Scores from local teams across multiple leagues all in one location
- ▶ Routes visitors directly to rosters, statistics, schedules, standings and player news of their local team

FLASH CRAWLS:

Live flash crawls are the perfect solution to generate extra advertising revenue. Features include:

- ▶ Top headlines
- ▶ Sport specific news
- ▶ Scores
- ▶ Game previews and recaps