# Cricket

## Opta knows cricket.

Our expert team of analysts understand what cricket fans want and we strive to collect, package and distribute the widest range of data, statistics and insights available.

Opta cricket content ensures that your offering, whether that be online, in print, on a mobile platform or in a betting shop, hits the spot with fans time and time again. Our passion for cricket drives us to create the most compelling suite of products on the market and our approach to innovation means you can rely on us to fit in with your requirements, whatever they may be.

**Opta. Bringing cricket data to life.**

## XML Data Feeds

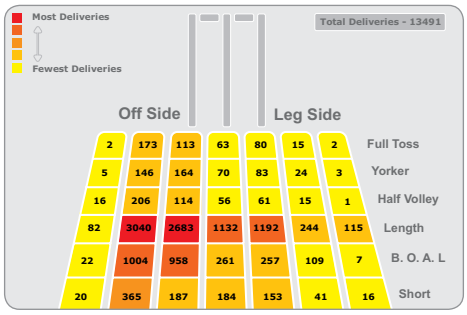
Our technical team understands your requirements for XML – robust, accurate and timely. We work throughout the year improving and developing our feeds to ensure that our market-leading level of live and archive data gets to your system as quickly and efficiently as possible.

## Live Score Centres

Opta knows what tennis fans want to see when following a match online. Our Score Centre brings the matchday experience directly to the consumer in market-leading detail. Designed to be immersive and highly engaging, our Score Centre is automatically updated with a wide range of content as it happens.

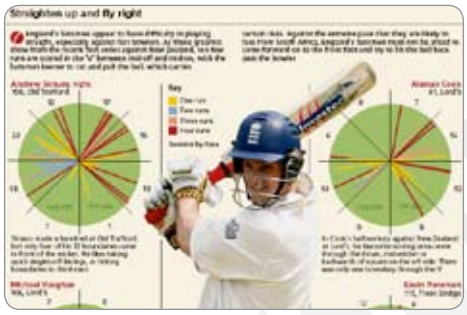
## Event Centres

The Opta Event Centre ensures your web users are fully catered for as the drama unfolds. This is the only solution you will need to guide your website's visitors through the ups and downs of the biggest cricket competitions worldwide.



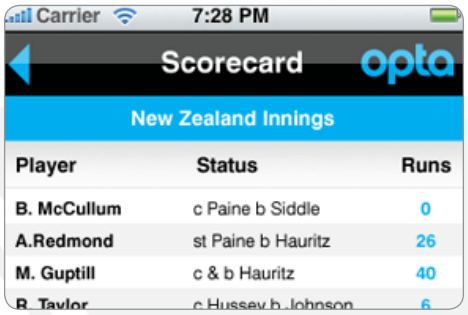

## Graphics

The unique way in which Opta collects data allows us to give stunning graphical overviews of the action from the world of cricket. Useful for enhancing tactical analysis or highlighting a point, our pitch graphics can bring your coverage to life in a range of different styles.



## Editorial

The Opta ethos is to provide a level of analysis and insight that is ideal for driving the editorial agenda. You can use our graphical analysis, comprehensive stats and sensational facts to support predictions and previews or to construct the best possible match reviews.




## Mobile

A large number of cricket fans now follow the action on the go. This means that they want access to the best stats, information and news from their mobile device. Opta cricket data is ideal for the use on mobile platforms as it can be tailored for use on a variety of platforms including the mobile web, WAP, Java and SMS. Our data is perfect for use in applications designed for iPhone and Android.

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