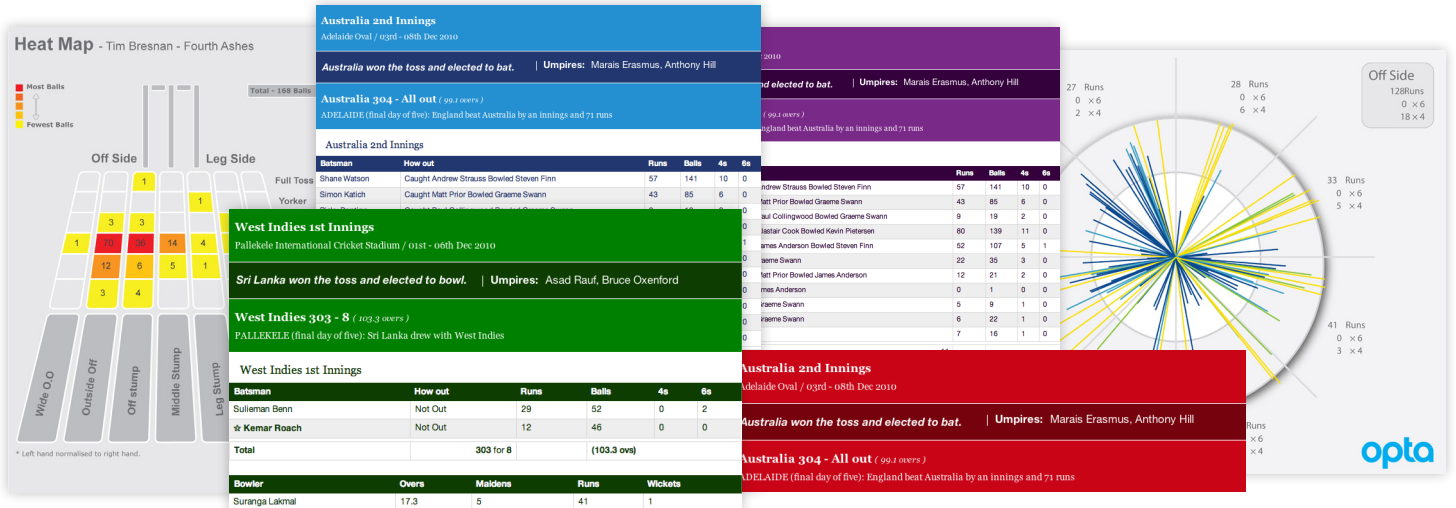


Cricket World Cup & IPL 2011



The unique way in which Opta collects cricket data is ideal for highlighting the differences in the shorter form of the game. We understand that 50 over and Twenty20 cricket requires a different

type of coverage to Test matches. Our skilled data and editorial teams can help to bring the biggest tournaments of 2011 to life for your customers in a way that no other data company can.



Editorial Services

Opta's editorial team will be working to extract interesting, informative and engaging stats and facts on both the *IPL* and the *Cricket World Cup*. These are ideal for enhancing your coverage online, in print or on a broadcast. Our suite of editorial products include:

Cricket World Cup 2011:

- Between 5 - 10 Opta Facts per match depending on the teams involved
- Full editorial features
- Rankings & tables

IPL 2011:

- Group games – 5 - 8 Opta Facts per day
- Knockout games – 8 - 10 Opta Facts per game
- Full editorial features
- Rankings & tables

Data Feeds & Graphics

For both the *Cricket World Cup* and the *IPL* we will be covering every game at full detail. Our ball-by-ball XML feeds can be tailored to suit your needs and include:

- Fixtures & results
- Live scorecards
- Text commentary & session wraps
- Player statistics
- Batsman, bowler & team graphics
- Tables & Rankings

Cricket Match Centre Widgets

Opta's Cricket live scores widget is a simple web solution, presenting fans with real-time live updates using *Kwwika's* data streaming technology. No feeds, no FTP, no reloading of the page. Just instant delivery of real-time cricket data.



The widgets are white-label, highly customisable to match your website's look and feel and can easily be embedded anywhere on any website.

Benefits:

- Real time score and ball-by-ball updates
- Show either full scoreboard or simple match status
- Developed using *Kwwika* technology for instant data streaming
- Easy to customise - apply your own styling and branding
- Can be embedded anywhere within the website with just three lines of code
- Multiple matches on a single web page
- You choose what to display
- Flash alerts on key events

Content includes:

- Live score and match summary
- Batting and bowling score cards
- Venue and umpire information
- Batsman details (status, runs, balls, 4s, 6s, totals)
- Bowler details (overs, maidens, runs, wickets).

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