

# Euro 2012

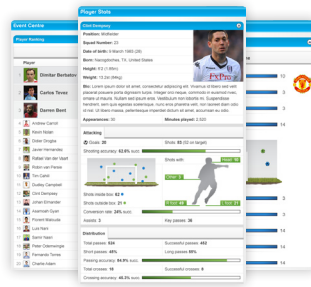
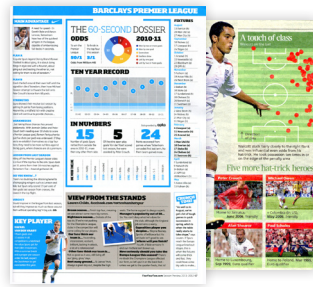
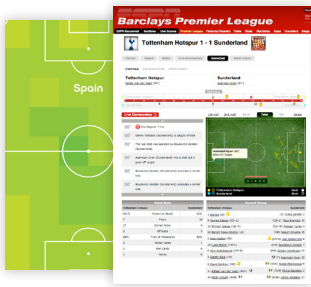
## Opta knows football.

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

Opta football content ensures that your offering, whether it 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 football 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 football 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.

## Editorial

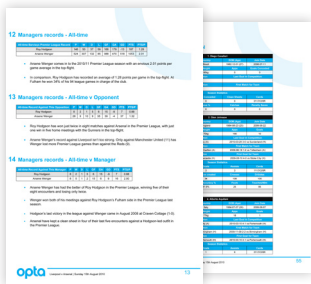
The Opta ethos is to provide a level of analysis and insight that is ideal for driving the editorial agenda. You can use our graphical analysis, comprehensive stats and sensational facts to support predictions and previews or to construct the best possible match reviews.

## Widgets

Opta i-Centre technology powers a host of widgets designed to enable you to have a complete football website solution, fully customised to your needs. Pick the widgets you want, choose where they sit on your site, re-skin them, resize them and apply your own branding.

## Match Centres

For those customers requiring a full match centre solution, our widgets can be added together in a variety of different ways. Choose from the most basic level of data or increase the complexity to add heat-maps, timelines and much more. We have a widget-based match centre solution to suit all budgets.



## Media Packs

Our team of experts understand that sporting drama is all about context and they are skilled at analysing the statistics to provide unique and compelling insights. Our media packs help broadcasters and commentators drive the news agenda and provide nuggets of information that help to ensure that the debate continues long after the final whistle has blown.

## Historical Data

Opta have analysed all of the fixtures from every European Championship game dating back to 1980, resulting in a unique set of statistics that can be used for compelling, engaging and newsworthy content. It can be used to compare players and teams and Opta's editorial team will be mining this data to find the best stories from the history of this tournament.

## Mobile

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

## Sponsorship

For brands wishing to align their brand with sport, there is no better partner than Opta. We are skilled at mining our extensive databases to find information that is compelling and insightful. This is ideal for bringing a sponsorship activation programme to life.

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