








# Betting Specific Editorial & In-Running Betting Advice

## Product Overview

Opta understands the importance of in-running revenue to the bookmaking industry. Our automated text commentary has been developed with this in mind. Each action is recorded by our

unique data collection system and interrogates our database to automatically supply betting advice and averages as they happen.

Scoreline	Matches	
 <b>Chelsea FC</b> Essien 84'	<b>1 : 1</b>	 <b>Arsenal FC</b> Van Persie 78'
Facts	History	Form Guide
<ul style="list-style-type: none"><li>Arsenal were the last away team to win at Stamford Bridge, 51 games ago.</li><li>Arsenal were also the last away team to keep a clean sheet at Stamford Bridge.</li><li>The Gunners have failed to score in the two games at Stamford Bridge since that win in 2004 however.</li><li>In the premiership era, Chelsea have only ever beaten Arsenal once in a game, in which the Gunners have scored. 2-1 in May 1995.</li></ul>		
		<p><b>80'</b>  Foul by Didier Drogba (Chelsea).</p> <p><b>80'</b> Manuel Almunia (Arsenal) wins a free kick in his own half.</p> <ul style="list-style-type: none"><li>When Arsenal have opened the scoring they have gone on to win six out of their six matches and lose none.</li><li>The Gunners have won two out of two games on the road when they've netted first.</li><li>When Chelsea have let in the first goal, they've come back to get one point from one game.</li></ul> <p><b>78'</b>  <b>Goal!</b> Chelsea 0, Arsenal 1. Emanuelle Adebayor (Arsenal) right footed shot from the centre of the box to the bottom left hand corner. Assisted by Gael Clichy.</p> <p><b>78'</b>  <b>Offside, Chelsea.</b> Frank Lampard tries a through ball, but J.Cole is caught offside.</p> <p><b>76'</b>  Boswina (Chelsea) wins a free kick on the right wing.</p> <p><b>76'</b>  Foul by Gael Clichy (Arsenal).</p> <p><b>75'</b> Attempt missed. Francesc Fabregas (Arsenal) right footed shot from outside the box is close, but misses to the left. Assisted by Robin Van Persie following a set piece situation.</p>

## Product Detail

This service is available for every football match that Opta covers live. This includes all of the major European domestic leagues and all significant international football.

## Features & Benefits

- Live betting advice, designed to drive in-running bets
- Comprehensive and compelling text commentary from every live game
- Detailed preview content such as form guides, averages and team guides available

## For More Information

If you'd like more information as to how our betting advice service can help to take your in-running service to the next level, contact us by email to [info@optasports.com](mailto:info@optasports.com) or call +44 (0)20 7902 0600

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