

Football

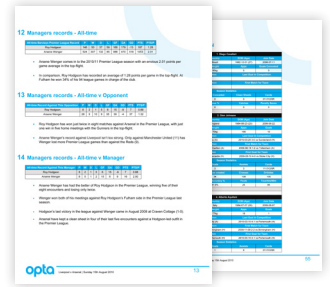
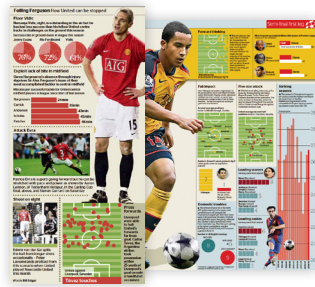
Opta knows football.

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

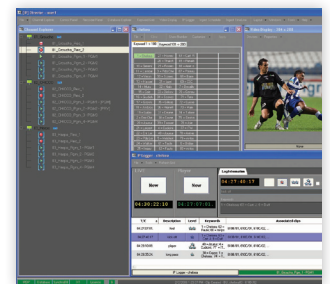
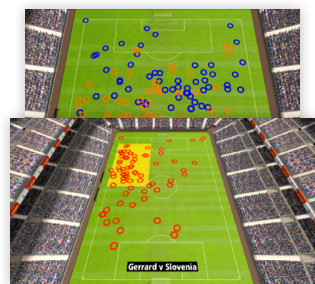
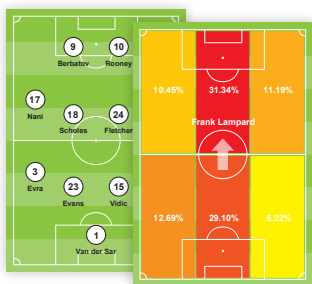
The Opta ethos is to provide a level of analysis and insight that is ideal for driving the editorial agenda. You can use our graphical analysis, comprehensive stats and sensational facts to support predictions and previews or to construct the best possible match reviews.

Live Match & Event Centres

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

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 the nuggets of information that help to ensure that the debate continues long after the final whistle has blown.



Graphics

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

3D Analysis

Opta provides an “out of the box” solution to broadcasters and websites that enables real time animated 2D & 3D graphics. These graphics can be viewed from a variety of different “virtual” angles to enhance the visualisation and tactical understanding of a sequence of events or a category of events as they play out.

Mobile

A large number of football fans now follow the action on the go. This means that they want access to the best stats, info and news from their mobile device. Opta data is ideal for 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*.

Playlist

Opta provides live event Playlist time codes for video clipping technologies and video editing software. By offering a selection of event-based clips, media owners can allow their audiences to watch a customised highlight show of their own from an easy to use set of criteria such as headed goals, own goals, yellow cards and red cards.

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