



# Services for Digital Media

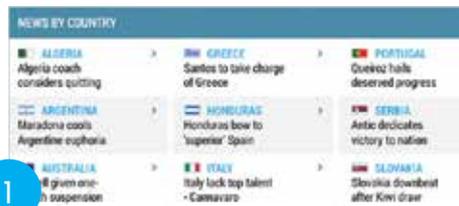
## Data, Editorial, Video, Widgets & World Cup Centre

Opta have a complete suite of products and services for the 2014 World Cup, including the most detailed live data, the most compelling statistics and the most engaging video. These products are fully compatible with all mobile, tablet and desktop platforms and can each be supplied and integrated as stand-alone content

or supplied as part of our complete World Cup Centre. This is made up of the best Opta widgets (all widgets are available separately, or in any other combination) combined with news and video provided by OMNISPORT, PERFORM'S global sports news agency.



### Editorial & News



The World Cup in Brazil will be covered by the expert OMNISPORT editorial team. The World Cup Centre will contain pre-tournament features, match previews and reports as well as live text commentaries for that all important in-game experience. Opta's stats team will also be producing a wide variety of statistical features on every match of the competition.

### Video



Opta's World Cup Centre has the ability to feature all of the best video content from the tournament, direct from the OMNISPORT team on the ground in Brazil. This includes match previews, reviews, features and highlights.

### Data



Opta will be covering each match of the tournament in unrivalled levels of detail, all live. Every single on-the-ball action will be recorded, adding up to over 1,600 pieces of data from every match, each with a timestamp and x/y co-ordinate. All of this data will be displayed in compelling and engaging infographics throughout the World Cup Centre.

## Multiple languages available

Our rapidly expanding range of edited, voiced video news clips are available in 12 languages covering all the major global breaking stories as well as territory-specific angles. Data and editorial feeds are offered

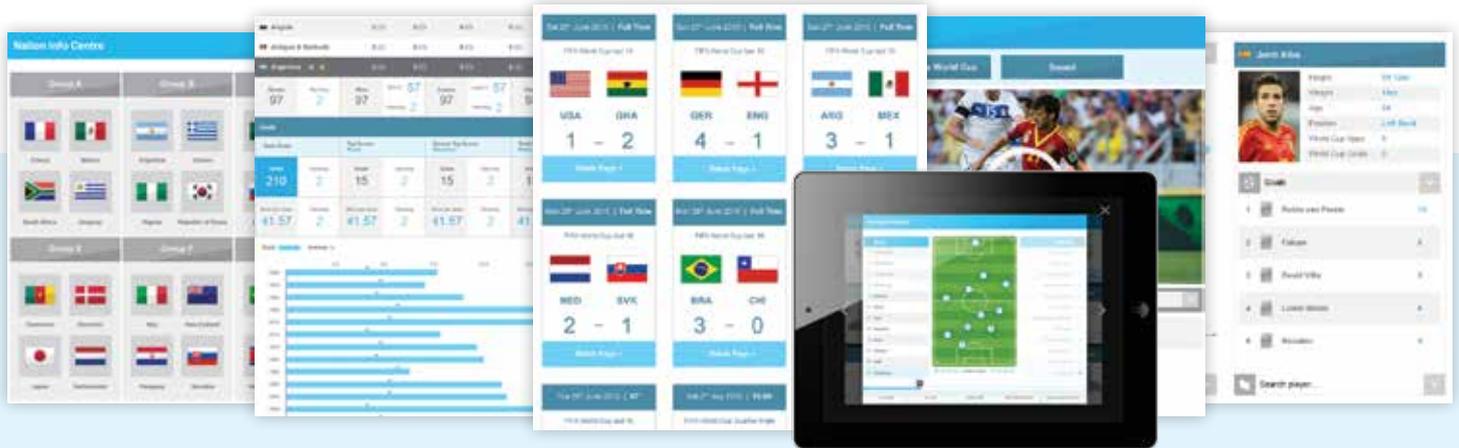
across major languages to create the 'must-have' online and second-screen World Cup experience.



## Live data

Every match from the 2014 World Cup will be covered by Opta live and this means that our clients will have access to an unmatched level of data. These live feeds can be used to power the most engaging, entertaining and innovative coverage across a range of digital platforms, including mobile applications, websites and second screen experiences.

Our range of feeds supply simple fixtures and results to the most granular data set from which contains details of every on-the-ball action, complete with an x/y co-ordinate and timestamp. This amounts to a staggering 1,600-2,000 individual pieces of data from every match – all delivered within seconds of the action happening in Brazil.



See working examples at [www.optasports.com](http://www.optasports.com)

## Unique historical archive

We have analysed every match from every World Cup tournament from 1966 onwards. This means that we have access to a truly unique historical archive that can be used for compelling, engaging and newsworthy content. It can be used to compare players across tournaments and eras, find out trends and milestones and provide a new insight into the history of the world's greatest football tournament.



## READY VIDEO & EDITORIAL



OMNISPORT Ready clips are fully-produced, page-ready, voiced videos that are available to publish immediately across all digital platforms. During the World Cup we will be producing over 25 clips a day, 24/7 across a range of language and territory-specific feeds. It will be the ultimate online video news service for portals and mobile operators during the Brazil 2014 extravaganza.

OMNISPORT's team of journalists both on site in Brazil and on our global network of newsdesks will be producing the most timely, accurate and reliable previews, match reports and breaking news. From the final stages of qualifying to the draw and the big kick-off itself in Sao Paolo, our writers will be covering every detail of the build-up plus delivering a range of preview features, interviews and exclusives.