



## SERVICES FOR BROADCAST

# PUTTING THE WORLD'S LEADING BROADCASTERS & SPORTS CHANNELS AT THE HEART OF THE WORLD CUP

OMNISPORT lives and breathes sports news, and at Brazil 2014 we will be producing the best, fastest, most comprehensive and flexible news offering of any international agency. Our camera crews,

production teams and journalists will be in all the venue cities, delivering unrivalled news, rights-cleared action, reaction and colour from the biggest football tournament on earth.



## VIDEO

From the moment the teams touch down in Brazil, OMNISPORT will be there to capture all the breaking news stories and deliver them straight to the heart of newsrooms around the world. Our unrivalled coverage will feature all the build-up to the opening matches including

arrivals, training sessions, press conferences and interviews. Once the tournament starts, focus switches to highlights, reaction and news as OMNISPORT covers all of the key moments with unparalleled speed, reliability and detail.

## VIDEOS

# 900+

Match highlights, news, viral content, features, training and press conferences.

## COVERAGE

# 24/7

Production teams delivering around the clock.

## AUDIO

# 300+

Breaking news and interview soundbites.



## AUDIO

With OMNISPORT boasting a huge newsgathering operation on the ground in Brazil, every key soundbite and quote will be

recorded and sent with the emphasis on speed for immediate broadcast use by radio stations and portals worldwide.

## AVAILABLE IN MULTIPLE LANGUAGES

Raw, uncut breaking news rushes with guide script and shotlist translated from original tongue into English for immediate use by live output teams. Scripts and translations also provided in Arabic with other languages available on request.



Opta's expertise in collecting, tagging and distributing the best sports data available means we are ideally placed to work with the world's premier sports broadcasters. From the provision of fully timestamped metadata, through to unique graphical content and compelling editorial insight, we can help you have the best informed and

most engaged viewers around - on both first and second screens. Having integrated our data with a number of market leading suppliers in the industry, sports broadcasters worldwide are now able to seamlessly draw on Opta's content as they seek to enhance their programming and simplify their workflows.

## TV graphics & second screen experiences

Opta data can be used to power your TV graphics and second screen applications before, during and after a game. Our XML formatted data ranges from simple cards, goals and scorelines through to in-depth player

stats and positional data. Whether it is displaying an eye-catching stat or graphic on screen, or using our data to drive a studio touchscreen, Opta's content can help bring your coverage to life.



## Commentator support & editorial insight

The Opta ethos is to provide a unique level of analysis and insight that can help drive the editorial agenda and support commentators, presenters and studio talent. Our comprehensive stats and debate-provoking facts can support predictions and previews or help construct the best possible match reviews.

**Editorial Helpdesk** - Available seven days a week to cater for all your statistical needs and provide bespoke information as the action unfolds.

**Live Monitor** - The Opta Live Monitor is a complete online data tool to support commentators and researchers during live games. With stats and graphics being populated in real time and an interactive messenger service directly to our editorial team, you can be sure that the best information is close at hand.

**Commentator Packs** - Our media packs help broadcasters and commentators drive the news agenda and provide a full array of objective statistical information.

## Digital production & media asset management

Opta's unique data collection system means that we embed all of our data with time codes and metadata which, when indexed against sports footage, can help broadcasters to reduce costs and increase efficiencies.

Our timestamped data feeds are ideal for logging key match events in a robust and consistent manner, and can be integrated into third party software packages for effective clip creation, archiving and media asset management.

## Stats & data

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.