

## STATS LLC signs former Olympians for Beijing content

By ERIC FISHER

Stats LLC has struck a partnership with Arluck Promotions to develop exclusive content with several former Olympians for the Summer Games in Beijing.

Matt Biondi and Dominique Dawes are among the Arluck clients involved.

The deal, featuring a collection of Arluck clients that includes Jenny Thompson, Gail Devers, Matt Biondi, Donovan Bailey and Dominique Dawes, calls for the personalities to create first-person accounts about the Games through blogs, video updates, analysis pieces, photos and other content. Some of the participants, but not necessarily all of them, will be on-site in Beijing.

Stats will handle the production, sales and marketing of the content and will seek to license it to its media clients, with the company participating in a 50-50 revenue-sharing agreement with Arluck.

Stats is co-owned by the Associated Press and News Corp. It had already begun to expand out of its traditional product base of statistics, news updates, fantasy data and other similar content and into more interactive elements, but the Arluck deal involves the first time it has sold personality-driven editorial content.

"A lot of this is new ground for us," said Greg Kirkorsky, Stats vice president of sales for North America, "but we think it can serve as a template for a whole new

generation of content development."

For Miami Beach, Fla.-based Arluck, the Stats alignment builds off a nascent internal effort to develop a series of articles in which the Olympians recall their own athletic experiences and how they have related to the rest of their lives.

"What was really appealing here was the distribution opportunities," said company founder and president David Arluck. "A lot of Olympians are being asked these days to contribute a blog to a specific Web site, which is great. It provides a lot of value to that operation, but it's also limiting in what the revenue opportunities and audience are. This can be so much broader."