

## STATS LLC adds PGA Tour to list of league deals

By ERIC FISHER

Stats LLC has continued its aggressive run of dealmaking in 2008, striking a multiyear pact with the PGA Tour to become an official provider of in-progress, hole-by-hole results.

The nonexclusive deal covers the PGA, Champions and Nationwide tours. It follows Stats content development deals developed earlier this year with the NFL, NBA, the Asian Football Confederation and with Arluck Promotions for Olympics-related material, as well as the creation of a Middle East division based in Dubai.

The hole-by-hole feed will be delayed by about 15 minutes, as real-time scoring data is reserved for PGATour.com. Still, the global footprint of Stats' client base, as well as the plan to jointly develop new statistics and player performance measures, provided an impetus for the deal.

Financial terms were not disclosed, but the pact involves sharing of revenue gleaned from the licensing and distribution of the data.

Prior to the PGA deal, Stats developed its own in-progress stat feeds from tournaments,

but those updates were far more sporadic than a hole-by-hole basis.

"This is quite an upgrade in our golf coverage from where we were before," said Steve Byrd, Stats executive vice president. "But we've got some ideas about some new things, new pieces of analysis we can look to develop now that we're in an official partnership. And this is world-wide, which is a big deal for both them and us."