



## **AFC CHAMPIONS LEAGUE FINAL TO FEATURE SPORTVU PLAYER TRACKING TECHNOLOGY FROM STATS FOR ENHANCED ON-SCREEN DATA GRAPHICS**

**Singapore, 6 November 2009:** World Sport Group (WSG), the exclusive marketing and media partner of the Asian Football Confederation (AFC), announced today that this year's broadcast of the AFC Champions League (ACL) final will feature enhanced data graphics developed and implemented via STATS' SportVU player tracking technology.

STATS is the official AFC Data Partner and a leading global provider of sports information. Its SportVU system is a player tracking technology that utilizes a sophisticated technology to collect X, Y positioning data of the ball and participants (players and referees) within the playing field in real time. All aspects of the data collection process are completely non-intrusive to game action.

Live match and player statistics have been available for the AFC's key competitions for over a year, however, this is the first time ever that real-time player tracking technology is being featured. The on-screen graphics will be incorporated into the World Feed during instances when the ball is out of bounds, during half-time and at the end of the ACL final between South Korea's Pohang Steelers and Saudi Arabia's Al Ittihad on Saturday, November 7<sup>th</sup> in Tokyo.

Some of the types of statistics that will be aired include team and player possession stats, player run comparisons (measures the distances and pace run by individual players), and player heat maps (illustrates the areas of the pitch where individual players spent most time). In addition to the broadcast, player tracking data will also be streaming live in the Toyota sponsored match centre, powered by STATS, at [www.the-afc.com](http://www.the-afc.com).

James Clarke, Senior Vice-President, Content, WSG said, "We are constantly seeking to enhance the television viewers' experience of the AFC matches through new technology, and we are pleased to make this value-added service available to all our broadcast partners. This player tracking feature is part of our on-going commitment to deliver quality programming by ensuring that fans are provided with accurate up-to-the-minute stats throughout the match."

"We believe our SportVU player tracking technology raises the bar for championship broadcasts going forward and provides AFC fans the absolute best viewing experience," said Steve Byrd, STATS Executive Vice President. "World Sport Group and the Asian Football Confederation are deeply committed to providing their fans the most innovative product available and STATS is proud to be their partner."

Comprehensive data and editorial content from the ACL final and other AFC events are also available on [www.the-afc.com](http://www.the-afc.com) and [www.the-afc.tv](http://www.the-afc.tv); both official websites of the AFC.

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### ***About World Sport Group***

Headquartered in Singapore, World Sport Group (WSG) is Asia's leading sports marketing, event management and media company with a roster of golf, football and cricket events across the entire continent. World Sport Group has been at the forefront of Asian sport since 1992, managing almost 600-days of sports events and 1000-hours of sports programming annually, across more than 30 countries in the region. WSG has been the exclusive marketing partner of the AFC since 1993 and is also the exclusive marketing partner of the ASEAN Football Federation (AFF). It is also a major stake-holder in Asian golf as organizers and promoters of the region's top competitions including the Barclays Singapore Open. The company manages global cricket icon Sachin Tendulkar, and has formed a partnership with the Board of Control for Cricket in India (BCCI) for marketing rights to the Indian National Team's domestic matches. Additionally, in a ten-year deal valued at over US\$1 billion, the Group was awarded the global media rights for the Indian Premier League. It has offices in Beijing, Beirut, Delhi, Hong Kong, Mumbai, Singapore and Tokyo.

[www.worldsportgroup.com](http://www.worldsportgroup.com).

### ***About STATS LLC***

STATS is the world's leading sports technology, data and content company. The company passionately abides by its mission to revolutionize the way sports contests are viewed, understood and enjoyed. STATS' calling card consists of real-time scores, historical sports information, Associated Press editorial content, a turnkey fantasy sports operation and SportVU technology. Today, STATS' worldwide client network of media companies and professional sports leagues and teams utilize a broad spectrum of dynamic in-game broadcast presentations and virtual images, multimedia enhancements and game analysis and tactical coaching tools. STATS is owned jointly by the Associated Press and News Corporation, with corporate offices across the globe. For a complete tour of STATS' sports content portfolio and solutions, visit [www.stats.com](http://www.stats.com).

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