



## AP Sports Video

STATS brings AP Sports Video covering the top sports stories to your site or wireless service. The AP's original video programming featuring in-depth analysis and the latest in sports news and information, AP Sports Video enables you to deliver breaking news video without the need for additional staff or resources. AP Sports experts cover the world of sports and provide original content to enhance your broadband, interactive television, and wireless offerings.

AP Sports Video helps meet the growing demand for online video content and makes your site or wireless service the source for the latest news video by bringing compelling video content to differentiate your offerings from competitors, prompting return visits to see regularly-scheduled programming, and creating new advertising revenue opportunities.



### Sample Video Topics

- > Sports Minute - daily review and preview the latest sports news and information.
- > Top 25 College Poll – exclusive weekly poll results and analysis for college football and basketball
- > This Week In Pro Football – weekly news, notes and winning analysis from AP experts

## AP Interactives

AP Interactives combine breaking news photos, graphics and audio into unique interactive packages on critical news topics and issues. Presented in an easy-to-use Adobe Flash file, AP Interactives enable your audience to gain insight on a wide range of topics in an attractive and engaging format.

All AP Interactives can also be incorporated directly into the STATS Hosted Solution product.



### Sample Video Topics

- > Evaluate the field with the Triple Crown preview.
- > Explore the Tour de France course through each stage.
- > Scout the top players and teams with the College Football season preview.
- > Take a look at interactive biographies of NASCAR drivers.
- > View photos and scouting reports of the top ten NBA rookies.

With more than 25 years of experience in sophisticated sports data collection, processing and distribution - STATS is the world's leading sports information, content and statistical analysis company. STATS offers a worldwide portfolio of sports information solutions – including the company's hallmark of real-time scores, historical sports information and turnkey fantasy sports operation along with AP editorial content, breaking sports news and photos. STATS is owned jointly by the Associated Press and News Corporation.

Contact Information: For more information contact at [sales@stats.com](mailto:sales@stats.com)



## AP Audio

### Audio

- > Short soundbytes covering select games from each major domestic sport nightly
- > Pre-game audio for select games, as well

### Podcasts

- > Weekly discussions with AP Sports writers
- > Covers major domestic sports, plus a weekly look at soccer around the world

## Daily AP Photos

### Daily Photos

- > Key shots capturing the excitement of events all over the world from the only news agency with a photo desk devoted exclusively to sports
- > Live photo coverage that links photos directly to box scores and headline packages



## AP Photo Archive

### Historical Photos

- > Extensive archive capturing some of the most important moments in the history of sports
- > Searchable by sport, event or athlete



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