

STATS, XOS Digital Team Up To Unite Football Data, Video

Posted By Brandon Costa, Associate Editor

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Dramatic advances in video and statistical technology have changed the way coaches and players prepare throughout a sports season. Now elite football coaches are going to see those technologies advance to the next level.

XOS Digital and STATS have joined forces in a five-year partnership to bring together their respective football offerings: XOS's Thunder HD and STATS' ICE (Integrated Collaboration and Evaluation) platform.

XOS Thunder HD, a widely used platform in NFL and BCS college football offices, allows coaches to view and analyze game video and game plans, manage their playbook, prepare for practice, and review recruiting and scouting video from inside a single application.

The STATS ICE platform supports enhanced player-evaluation and scouting processes by merging a team's internal information sources — scouting reports, medical and contractual data — with STATS' X-Info proprietary game-analysis and player-performance metrics.

Together, the two create a highly sophisticated tool for coaching analysis combining digital media asset management with content information, services, and analytics.

“The partnership with STATS will provide XOS customers a new level of operational efficiency and unmatched depth of player evaluation,” says Matt Bairos, GM, XOS Digital Coaching Technology. “XOS Thunder provides a rich set of tools enabling coaches to generate custom play data and marry that information to game video. With the integration of ICE, Thunder users can now leverage over 160 unique performance metrics to extend their analysis, refine game plans, and get a leg up on the competition.”

ICE will provide a navigation path for mapping X-Info data to actual game video managed by Thunder HD, creating a new level of analytical power and operational efficiency for teams. X-info incorporates traditional play-by-play with highly detailed events that occur in a game. As a result, a complete visual catalog and corresponding analytics library of more than 160 performance metrics are available for the entire organization to access and use.

“We think there is certainly a story to be told better together with the information tied to the video so we can have the visual and the empirical evidence to back up the objective which is to put it into a tool that the coaches can use day in and day out,” says John Pollard, GM of STATS Sports Solutions Group, who added that the hope is both coaches and players will be able to utilize these analytical tools.

Through the integration of Thunder HD and ICE, teams can rank players by such performance metrics as burned defender, yards after first contact, broken tackles, and QB knockdown and hurries and can see every instance of such plays.

“Both companies recognize the complementary nature of each other's offerings, and we think the possibilities are endless,” adds Pollard. “The integration of Thunder and ICE is just the beginning.”