

CASE STUDY

FOURFOURTWO MAGAZINE LEVERAGES STATS RESEARCH SERVICES FOR ANNUAL PLAYER RANKING LIST

IMPLEMENTATION PARTNER:
Haymarket Media Group

WEBSITE: www.fourfourtwo.com

FURTHER INFORMATION:
<https://www.stats.com/data-feeds/>

CLIENT PROFILE

FOURFOURTWO

FourFourTwo is a UK-based football magazine providing digital and print publications. Established in 1994, FourFourTwo has grown to have a commanding global reach, publishing its magazine in eight different languages and spanning 17 different regional editions. In 2018, FourFourTwo will release its 300th issue. Diving deeply into all things football, FourFourTwo is known globally for its annual top 100 player ranking, FFT100.

BUSINESS NEED

ACCURATE, COMPREHENSIVE FOOTBALL INSIGHTS

FourFourTwo relies on a global network of journalists to inform its list. "FourFourTwo has always been widely sourced. We've always gone to local experts in the market. We adapted that process. We have around 50 journalists around the world that are a part of the process," noted Gary Parkinson, Global Digital Editor for FourFourTwo. But for its 2017 FFT100 list, FourFourTwo wished to augment its journalists' contributions by adding further objective context to its online content.

SOLUTION

STATS RESEARCH SERVICES

Haymarket Media Group partnered with STATS to receive STATS Research Services to supplement the content in the FFT100. This partnership allowed STATS' Research Team to provide insights on every player listed in the FFT100, while also responding to research requests throughout the publication process to add further facts and statistics for individual players, as needed.





BENEFIT

CONFIDENCE IN THE FFT100 LIST

By leveraging the research provided by STATS, FourFourTwo was able to confidently publish its FFT100 list in the face of a very loyal but critical fan base by adding further context to a player's performance and, therefore, ranking. "It's very impressive – the level of service that STATS provides," Parkinson said. "[STATS data] easily meets the level of information we need to back up our judgement. It's not purely a data-driven list, but we can use the data that STATS provides to make our case for why this guy should be No. 37 whereas the other is No. 38."



RESULTS

IMPROVED FAN ENGAGEMENT AND FOOTBALL AUTHORITY

The partnership with STATS Research Team to deliver these insights for the FFT100 has shown an improvement in both the list's authority, as well as its level of significance to fans across the football world. "[FFT100] is certainly an entertaining, involving and engaging way to look at the year gone past, and it's fascinating to look back through the history as well to look at years gone by. Our team of journalists have since done the best job we can to generate this list, but it's been a pleasure having STATS data helping out" (Parkinson).

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