



CASE STUDY

CBC NEWS MEDIA GROUP (WRAL)

WEBSITE:

www.wralsportsfan.com

FURTHER INFORMATION:

www.stats.com/hosted-solution

www.stats.com/digital

BUSINESS NEEDS

IN-DEPTH DELIVERY

CBC News Media (WRAL) is headquartered in North Carolina and sits in the Research Triangle that consists of three major colleges with a significant focus on sports; North Carolina State, Duke, and University of North Carolina. CBC News Media's ambition was to be regarded as the leader for sports news in The Triangle, particularly focusing on the delivery of in-depth college sports news and statistics.

SOLUTION

STATS HOSTED

CBC News Media was previously a client of The Sports Network (TSN), a sports data company acquired by STATS in February 2015. After assessing the offerings of other data companies, CBC News Media chose to work with STATS for the unrivaled breadth and depth of its data.

CBC News Media's coverage was unaffected as it transitioned from TSN to STATS, with STATS integrating its Hosted Solution and play-by-play feeds into the CBC News Media website. STATS client management team offered round-the-clock support during the integration process and were on hand to offer innovative solutions to any issues that arose.

BENEFIT

RETENTION AND RELIABILITY

STATS Hosted Solution offers a content framework to attract audiences to a website, with play-by-play feeds making pages stickier and offering a more immersive user experience. The implementation of the two products on the CBC News Media website has enabled the site to run with minimal management. This has given the company an extensive and low-maintenance sports news platform that is a leader in its region.

STATS captures and distributes the most sports data in the world. STATS combines the industry's fastest and most accurate data feeds with the largest trove of sports data and the richest historical database. The most innovative brands, media and tech companies, and sports leagues and teams trust STATS to find their winning edge.

STATS