



CASE STUDY

COMTEX NEWS NETWORK

WEBSITE: www.comtex.com

FURTHER INFORMATION:

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

CLIENT PROFILE

Comtex is a global news aggregation service that provides customized content feeds from more than 70 publishers. Distributing more than one million stories per day, Comtex's broad client base ranges from financial news specialists to full service digital news providers.

BUSINESS NEEDS

Sports content distribution was a small part of Comtex's offerings during its 10-plus year relationship with The Sports Network (TSN), which acted as Comtex's provider of sports data and content until STATS acquired TSN in 2015. Becoming partners with STATS and gaining access to its far more expansive data feeds helped Comtex CEO Kan Devnani further understand the importance of distributing quality sports content in the news aggregation industry, and turned to STATS for continued support.

SOLUTION

STATS increased access to a data feed that includes over 200 types of data spanning 24 world-wide leagues, formatted to power electronic real-time news distribution through websites, apps and intranet. This allows Comtex to broaden their offerings to existing clients, as well as appeal to a new base of clients interested in leveraging compelling, real-time sports data.

BENEFITS

Devnani said he most appreciates the event-specific coverage STATS' data feeds provide Comtex, which then distributes it among its clients. STATS reports from live sporting events around the world and sends the data within seconds to Comtex and numerous other clients. "We had to change the feed format (after STATS acquired TSN), but once we did we received more coverage that included more events in various sports – and our clients are happy with it," Devnani said.

OUTCOME

In addition to their ability to offer a much broader Sports data stream, Devnani specifically noted Comtex's expanded partnership with Bloomberg and how STATS data feeds and content delivery have made the relationship mutually beneficial. Although Comtex's and Bloomberg's focus remains delivering news from the financial industry, STATS provides timely, accurate and in-depth sports-related content that keeps readers engaged and informed beyond the corporate sector.