



## CASE STUDY

### DIRECTV

**WEBSITE:**  
[www.directv.com](http://www.directv.com)

**FURTHER INFORMATION:**  
[www.stats.com/digital](http://www.stats.com/digital)  
[www.stats.com/data-feeds](http://www.stats.com/data-feeds)

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#### CLIENT PROFILE

### DIRECTV

DIRECTV is a California-based direct broadcast satellite service provider with more than 20 million subscribers. A subsidiary of AT&T, DIRECTV transmits broadcasts to customers in the United States, Latin America and the Caribbean.

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#### BUSINESS NEEDS

### IMPROVE FAN ENGAGEMENT

Sports are broadcast year-round and fans are constantly presented with a wealth of statistics. DIRECTV wanted its customers to be able to access real-time sports content on demand without feeling overloaded with too much information.

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#### SOLUTION

### STATS DATA FEED

STATS data feeds and play-by-play information power DIRECTV's ScoreGuide and mobile applications. DIRECTV chose STATS because of the depth and accuracy of the business' sports data. STATS was asked to deliver play-by-play statistics and data feeds to provide DIRECTV's customers with instant and reliable in-play information. This data was used to power a range of applications, including DIRECTV's ScoreGuide, a service that enables subscribers to access live scores from major events without interrupting the viewing experience.

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#### BENEFIT

### IMPROVED RELIABILITY

The integration of STATS data feeds enabled DIRECTV to engage its customers with sports information without overloading them or disrupting the way they consume sports broadcasts. DIRECTV has also benefitted from the reliability of STATS' live feeds and the business' round-the-clock customer service. When issues do arise, STATS responds instantly and is willing to think outside the box when it comes to finding creative solutions to problems.

"STATS has had a long-lasting relationship with DIRECTV. STATS has the holistic data that is required to power a company that has the reach of DIRECTV. Over time, STATS has proven to be trustworthy and deliver positive results. This has enabled us to provide the millions of DIRECTV customers with real-time data."

**-Michael Depies**  
Product Manager, DIRECTV

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