



CASE STUDY

FOX SPORTS DIGITAL

WEBSITE:

www.foxsports.com/soccer

FURTHER INFORMATION:

www.stats.com/data-feeds

BUSINESS NEEDS

CREATE AN ENGAGING DIGITAL EXPERIENCE

FOX was investing heavily in its television coverage of soccer and wanted a digital offering to match. Customer expectations were high due to the quality of FOX's broadcast coverage, so the network needed to create a multi-faceted and engaging digital experience that would become a hub for soccer fans online. In certain cases, such as with the English Premier League, the digital offering had to be capable of attracting users despite FOX not having broadcast rights to the competition.

SOLUTION

STATS MATCHCAST

FOX used STATS' Matchcast solution and data feeds to build digital offerings that improved user experience. The detailed data feeds helped fans to engage with the action on a deeper level and made the FOX website North America's go-to location for soccer information. Powering the presentation of statistics on a range of global leagues as well as supporting live text commentaries, STATS' solutions transformed FOX's digital soccer coverage.

BENEFIT

EFFICIENT DIGITAL SOLUTIONS

STATS' vast coverage and quick data feeds enabled FOX to access all the information they required from a single provider, making the roll-out of its digital solutions as fast and efficient as possible. STATS' decades of experience in the sports industry means that the business fully understands the needs of both its clients and the end consumer, something that is invaluable in the creation of successful services. FOX also benefitted from STATS' round-the-clock customer support, with any technical issues being quickly resolved.

The turnkey nature of STATS' solutions meant that FOX didn't have to commit too much resource to the integration of the services, enabling the business to allocate manpower and money to a range of other projects. This gave FOX the opportunity to create a wide range of new digital sports services across the entirety of its sports coverage, a strategy that has seen the business improve its engagement with sports fans and achieve a 23% increase in pageviews.

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