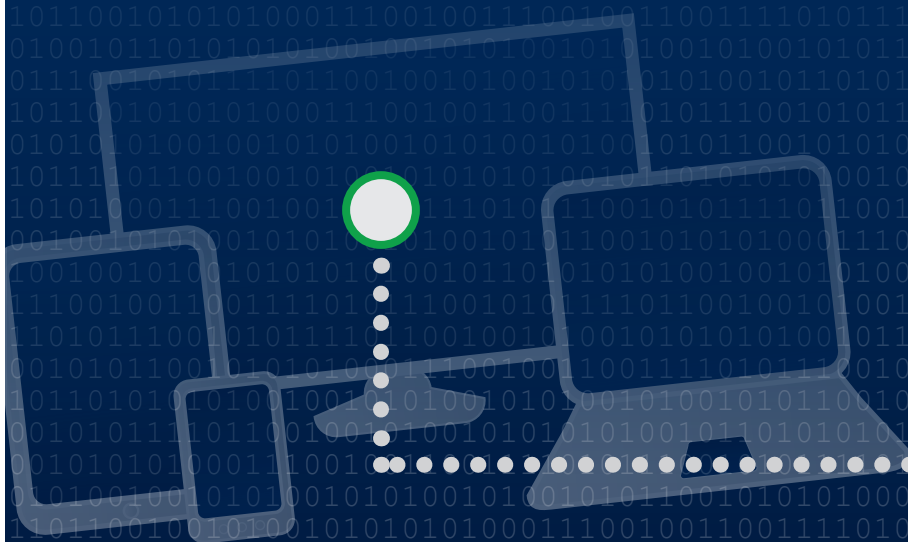


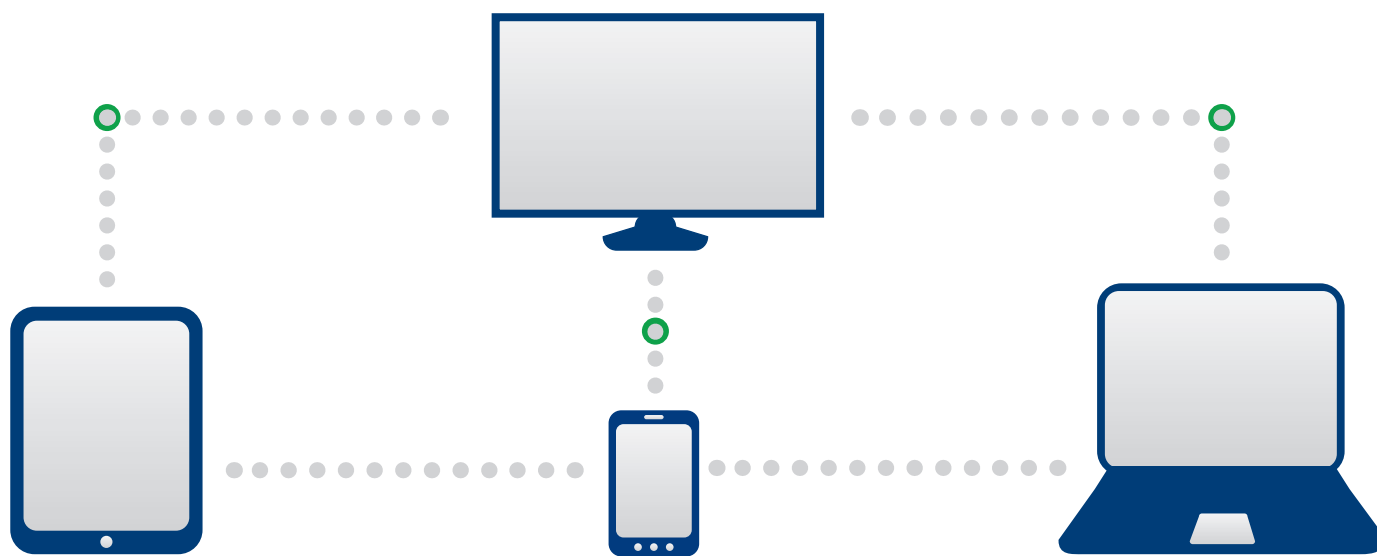
DOMINATE FOOTBALL SEASON ON THE SECOND SCREEN



INTRODUCTION

Today, leading media companies are aggressively aggregating unique content, leveraging application development and attracting audiences on multiple platforms. They are taking advantage of the large penetration of tablets and smartphones in consumers' homes and creating a companion experience in which a consumer engages in relevant content on a second device while watching something on the "first screen."

At STATS, the emergence of second screen media is an ideal fit within our mission of providing innovative sports information and content through the use of new technologies. STATS allows fans to experience richer, related metadata on the second screen that is applicable to the game action on the first screen. We deliver captivating information that drives increased user engagement and assists in attracting lucrative sponsorship participation.



Obviously, a key driver toward a successful second screen experience is stimulating content. What can you give your audience that they can't get anywhere else? STATS specializes in providing fans a new understanding of game action with exclusive information previously reserved for its broadcast and pro team clients. We call it X-Info™, a systematic analysis of the most detailed events that occur in a game to create never seen before content and information. This compelling content is available for both NFL and College Football and is available exclusively from STATS. We also offer a diverse product portfolio of fantasy games, widgets, custom interactive applications and visualization tools that will alter the way football is viewed, understood and enjoyed. Our live GameZone is perfect for those who seek a turn-key second-screen experience that provides an in-depth look at game action.

This STATS e-book will help you create a rich companion experience for football in 2013 by exploring creative uses of exclusive content. Let's get started ...

3 SECOND SCREEN MEDIA PROJECTS TO BE A

\$5.9 BILLION

INDUSTRY BY 2017

AN ESTIMATED

40%

OF ALL TELEVISION VIEWERS ARE ENHANCING THE EXPERIENCE WITH A 2ND SCREEN

SECOND SCREEN

SOCIAL IMPACT

TABLET



4 NEARLY ONE THIRD OF ALL TABLET USERS AGED 25-64 CHECK SPORTS SCORES ON THEIR TABLETS WHILE WATCHING TV

6 AVID SPORTS FANS ARE



MORE LIKELEY TO OWN A TABLET THAN NON-AVID SPORTS FANS

SMARTPHONE

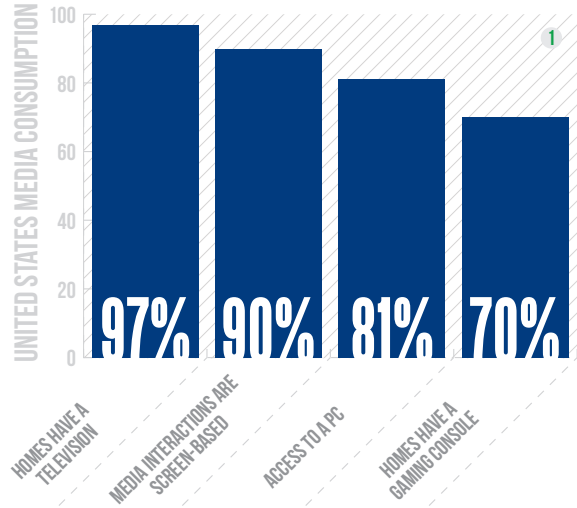
1 112.4 MILLION OWN SMARTPHONE



6 NEARLY



TABLET AND SMARTPHONE OWNERS WHO ACCESS SPORTS ON THEIR DEVICE CHECK THIS CONTENT AT LEAST ONCE A DAY



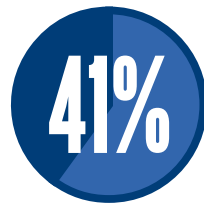
3 IN 2012, SOCIAL TELEVISION GREW

363% **800M+**

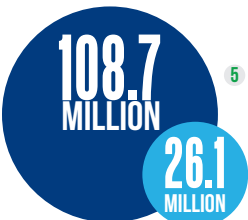
ENDING THE YEAR WITH

SOCIAL COMMENTS ABOUT TV PROGRAMMING

SOCIAL MEDIA & SPORTS

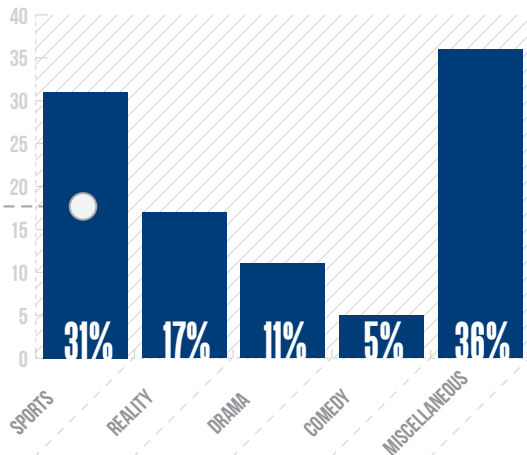


6 41% OF ALL TV-RELATED TWEETS ARE ABOUT SPORTS, ALTHOUGH SPORTS ACCOUNTS FOR ONLY 1.3% OF ALL TV PROGRAMMING



5 SUPER BOWL XLVII HAD 108.7 MILLION VIEWERS AND 26.1 MILLION TWEETS

2 SOURCES OF SOCIAL TELEVISION CONVERSATIONS



1 <http://www.uberflip.com/blog/infographic-the-rise-of-multi-screen-content-consumption>

2 <http://blog.trendrr.com/2012/12/30/trendrr-2012-year-end-stats/>

3 <http://www.2ndscreensociety.com/research/>

4 <http://www.nielsen.com/us/en/newswire/2012/watching-tv-dont-forget-your-smartphone-tablet.html>

5 <http://www.nielsen.com/us/en/newswire/2013/super-bowl-xlvi-draws-108-7-million-viewers-26-1-tweets.html>

6 <http://www.nielsen.com/us/en/reports/2012/state-of-the-media-the-social-media-report-2012.html>

GROWTH OF THE SECOND SCREEN

UNIQUE CONTENT AND ANALYSIS

X-INFO

STATS' proprietary X-Info™ performance data describes the most detailed events that occur in a game and provides an entirely new level of content. With X-Info™ you can provide a companion experience with truly unique content and information such as yards after catch, burned defenders, pressures, QB knockdowns and more. This is cutting-edge content that provides the second screen experience sports fans have been waiting for – exclusive information that takes fans deeper. X-Info™ is available for both NFL and College Football.

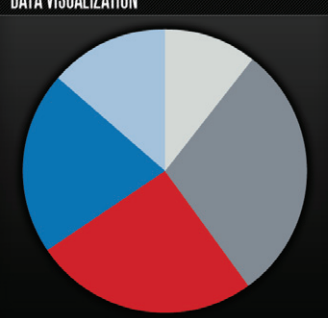


TOM BRADY
 QB #12 HT 6'4" WT 225 COLLEGE MICHIGAN EXP 12

2012 INCOMPLETION BREAKDOWN / LOCATION ON FIELD

LOCATION ON FIELD	COUNT	PERCENTAGE
INSIDE OWN 20	25	10.6%
OWN 20 TO OWN 39	70	29.7%
OWN 40 TO OPP 40	60	25.4%
OPP 39 TO OPP 20	49	20.8%
RED ZONE	32	13.6%
TOTAL	236	100.0%

DATA VISUALIZATION



IN-DEPTH ANALYSIS

By capturing critical game situation and player performance elements STATS' X-Info™ provides a deeper level of football information to fans on the second screen.

TOM BRADY - INCOMPLETION BREAKDOWN

MEANINGFUL INSIGHTS

X-Info™ reveals over 200 events for each game including:

Offensive: Yards After Catch, Yards after first Contact, Clutch Catches, 3rd down effectiveness (QBs, RBs, WRs, and TEs), and QB effectiveness under pressure

Defensive: Burned Defenders, Run Stuffs, Impact Tackles, Knockdown and Hurries, and Forced Fumbles


Situational Context: Down & Distance, Time and Quarter, Field location, Blitz situations, Personnel groupings.

NCAA WIDE RECEIVERS - YARDS AFTER CATCH

Average Yards After Catch

AVG 5.3

6.8	+1.5
5.7	+0.4
6.8	+1.5
4.8	-0.5



2013 NFL DRAFT - WIDE RECEIVERS PROSPECTS

Player Name	Team	Player Participation				Comprehensive Performance			
		AVG YDS	YDS PER ATTEMPT	TD%	INT%	AVG YDS	YDS PER ATTEMPT	TD%	INT%
DeSean Jackson	PHI	121	12.2%	1.2%	0.0%	141	10.9	8.8%	0.0%
Mike Williams	IND	97	10.0%	0.0%	0.0%	89	11.1	6.8%	0.0%
Brandon Tate	IND	74	10.0%	0.0%	0.0%	128	10.9	8.4%	0.0%
Greg Olsen	CHI	74	10.0%	0.0%	0.0%	84	10.8	6.7%	0.0%
Greg Olsen	CHI	82	10.0%	0.0%	0.0%	124	10.9	8.8%	0.0%
Greg Olsen	CHI	79	10.0%	0.0%	0.0%	141	10.9	8.3%	0.0%
Greg Olsen	CHI	81	10.0%	0.0%	0.0%	132	10.9	8.3%	0.0%
Greg Olsen	CHI	84	10.0%	0.0%	0.0%	84	11.1	5.8%	0.0%
Greg Olsen	CHI	82	10.0%	0.0%	0.0%	39	10.1	2.9%	0.0%
Greg Olsen	CHI	82	10.0%	0.0%	0.0%	102	10.9	7.2%	0.0%
Greg Olsen	CHI	88	10.0%	0.0%	0.0%	88	10.9	6.1%	0.0%
Greg Olsen	CHI	71	10.0%	0.0%	0.0%	118	10.9	7.8%	0.0%
Greg Olsen	CHI	84	10.0%	0.0%	0.0%	146	10.9	7.8%	0.0%
Greg Olsen	CHI	84	10.0%	0.0%	0.0%	148	10.9	7.7%	0.0%



UNIQUE CONTENT AND ANALYSIS

ENHANCED VIEWER EXPERIENCE

Savvy publishers understand that relevant content is the key to connected screens. STATS allows you to put premium content on tablets, smart phones, connected TVs and PCs.

STATS provides extensive, customized data for a synchronized, stimulating viewer experience. Potential components include ...

- Game previews, recaps and photos
- Game stats, season stats and career stats
- Real-time scoreboards
- Box Scores
- Leaderboards
- X-Info™ data
- Fantasy sports
- Season leaders
- In-game data feeds
- Interactive visuals and graphics
- Player highlights
- Team and player comparisons
- Stat of the Day
- News and notes
- Keys to the game



CONNECTED VIEWERS ARE VALUABLE TO BRANDS

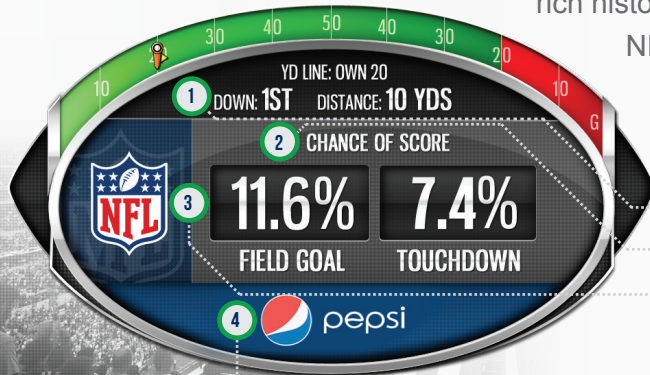
More and more, consumer brands looking to engage audiences online are employing second screen as part of their digital strategy to maximize exposure and ad impressions. For the 2013 Super Bowl, CBS sold \$12m worth of second screen advertising versus \$2m last year by NBCU.

	Rank	Team	Player	Yards
1	WEST VIRGINIA	G. SMITH	209.5	
2	LOUISVILLE	T. BRIDGEWATER	200.9	
3	ALABAMA	A. MCCARRON	199.8	
4	ARKANSAS	T. WILSON	195.3	
5	TENNESSEE	T. BRAY	194.8	

PREDICTIVE ANALYSIS

SCORE WIZARD

STATS' 'Score Wizard' enlightens audiences and creates valuable real-state for sponsorship and promotion. The Wizard indicates the likelihood of a Field Goal or Touchdown on each play, based upon numerous factors such as the current yard line and down and distance. This information is generated and updated using STATS' rich historical play-by-play databases for college football and the NFL coupled with custom algorithms developed by STATS' experienced staff of football analysts to ensure the most accurate projection.

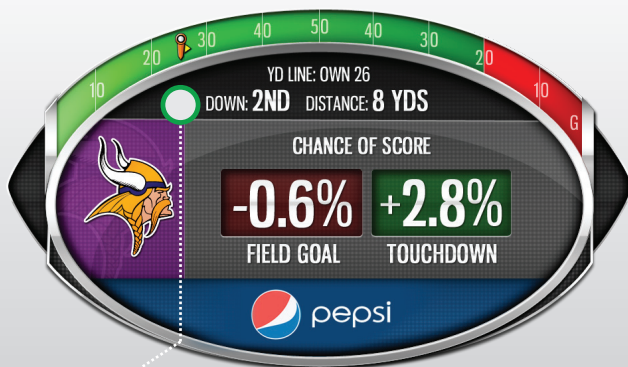


- 1 Game Situation: Line of Scrimmage and Down and Distance
- 2 Chance of Scoring
- 3 Five "Chance of Score" options:
1) NFL Average 2) Offense 3) Defense 4/5) +/- for OFF/DEF
- 4 Sponsorship

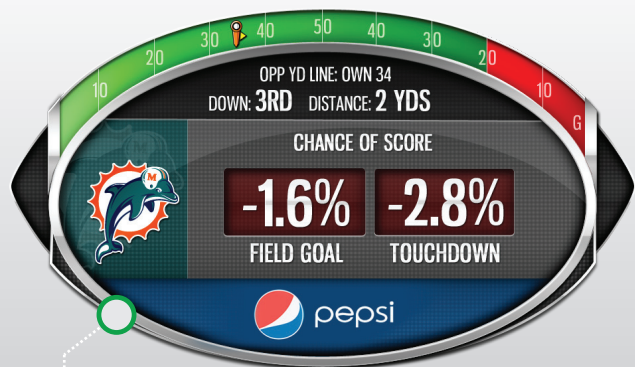
WHY HAVEN'T I SEEN THIS BEFORE?

An accurate predictive analysis tool requires enormous amounts of historical data and STATS is one of the few companies with the depth and breadth of information to drive a cutting edge engine.

STATS analysts data mine from deep historical databases and play by play information to indicate the likelihood of scoring on any given play – gripping your audiences' attention from play to play throughout the game. The bug also provides plus/minus data to show how teams compare to the NFL average. The examples below illustrate the Vikings offense and the Dolphins defense against the NFL average.



- 5 STATS' predictive assessment is based on numerous factors including participating teams, weather, score, field position and down and distance.



- 5 STATS' team of developers and graphic designers will create a branded user interface that complements the look and feel of your second screen experience.

FANTASY GAMES

As a global leader in fantasy sports development, management, content and technology, STATS is in a unique position to serve as a valued partner for the development of an interactive fan experience on the Second Screen.

STATS has been developing, managing and hosting fantasy games for more than 25 years. Delivering a wide variety of game engines that serve the specific requirements of our clients is a core competency. Each game engine has customizable features and options to ensure a unique fantasy experience is provided within the look and feel of the dual screen.

CONSUMER INSIGHTS

Fantasy games are the perfect tool to build databases of opted-in fans. Consumers are conditioned to provide information when signing up for any fantasy contest. STATS has developed tools for collecting multiple levels of demographic information and consumer insights during the registration process and throughout the fantasy season.



CONSUMER INTERACTION

- Develop survey questions that are tied to the registration process
- These questions can help create a consumer profile
- Mobile “calls to action” across different channels
- Opt-in to receive ongoing communications from brands
- Offer fans a chance to win desirable prizes
- Great way to capture the immediate and passionate reaction of fans
- Gain qualitative data mined through social media

13% of the US population (32,809,564) played fantasy sports in 2011. (Fantasy Sports Trade Association)

League Style games are based on a predetermined set of rules established by the operator that allow participants to compete in private or public leagues. Within each league, participants have a unique team that can be selected via a live draft or a player allocation tool. League style games are popular across a variety of sports including, football, basketball, baseball, soccer/football and many more.

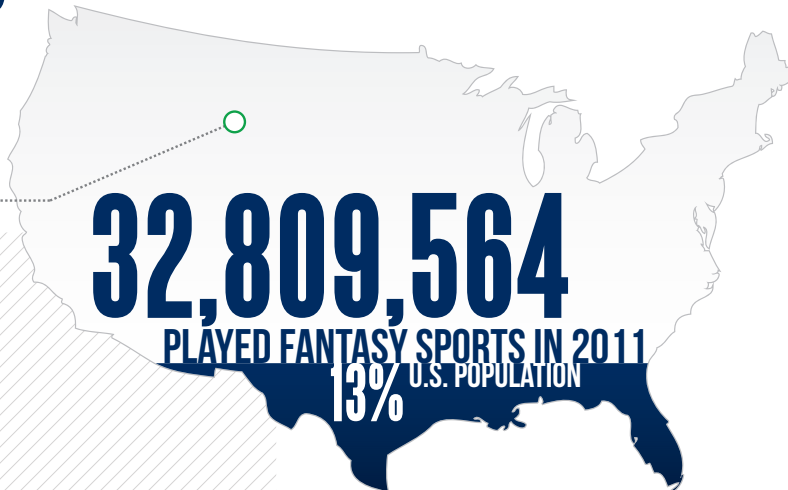
Pick'Em/Predictor games are entry level contests when it comes to user difficulty, but drive a large quantity of participants each day/week to make their selections. Participants are tasked with selecting the result of a game/contest/race and are awarded points based on a successful choice.

FANTASY SPORTS

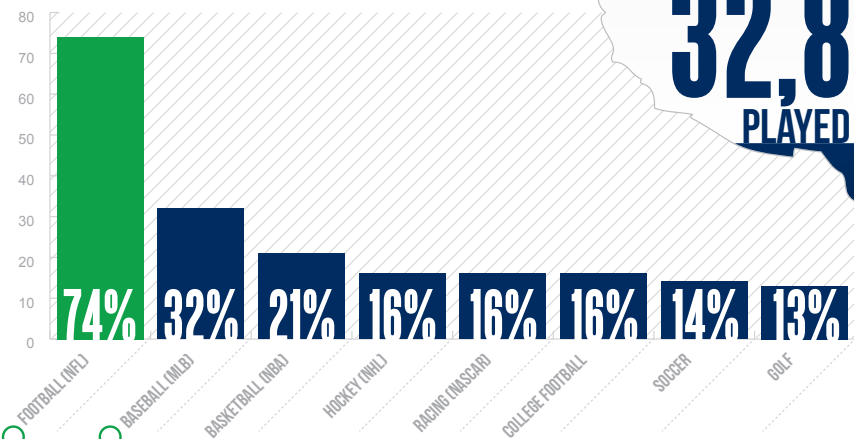


PRESENTED BY STATS LLC

STATS has been developing, managing and hosting fantasy games for more than 25 years. For more information on our Fantasy Solutions visit us at www.stats.com.



FANTASY LEAGUES



3.4 AVERAGE TEAMS OWNED PER YEAR



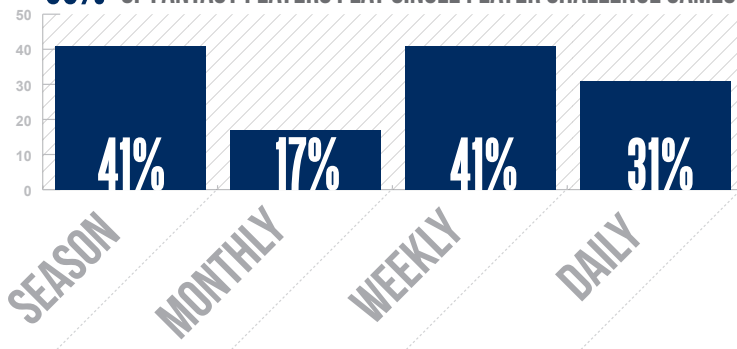
1/3 OF FANTASY PLAYERS PLAY FANTASY BASEBALL, OVER **10,000,000** PLAYERS

3/4 OF FANTASY PLAYERS PLAY FANTASY FOOTBALL, ROUGHLY THE POPULATION OF THE STATE OF

TEXAS

SINGLE PLAYER CHALLENGES

33% OF FANTASY PLAYERS PLAY SINGLE PLAYER CHALLENGE GAMES



DAILY PLAYERS AVERAGE **5.5** LEAGUES



LEAGUE SPENDING

45% OF FANTASY PLAYERS PAY TO PLAY

\$178 IN ANNUAL SPENDING WITH



LEAGUE FEES



INFORMATION MATERIALS



SINGLE-PLAYER GAMES



TRANSACTION FEES



WEBSITE HOSTING



WEBSITE PRIZE FEES

Research Data provided by FSTA and



INTERACTIVE APPLICATIONS

Interactive Cards

Interactive cards offer a unique and immersive companion experience. Fans receive new content and insights by weaving through the interactive card's drill down functionality. Through the interactive card platform football fans can peruse, discover, and analyze new levels of player and team performance metrics that will bring them closer to the fabric of the game.



GameZone

GameZone is a turn-key companion experience delivering real-time data and content. This hosted in-game solution provides an enhanced user experience with rich complementary information that is important to die-hard fans. The impressive display of real-time data and content provide a seamless transition between the first and second screen. Driven by HTML5, this comprehensive scoring application is fully compatible on multiple second-screen devices.

GameZone was built using the latest technology to maximize speed and flexibility of the application. Each GameZone implementation is customized to each client's look and feel and provides extensive branding and advertising opportunities. GameZone is very flexible and allows integration of featured client content.

GameZone is available for MLB, NBA, NFL, NHL, College Football and College Basketball.

DRIVE CHART
CURRENT PLAYER STATS
SCORING SUMMARY
SITUATIONAL STATS
AND MORE!



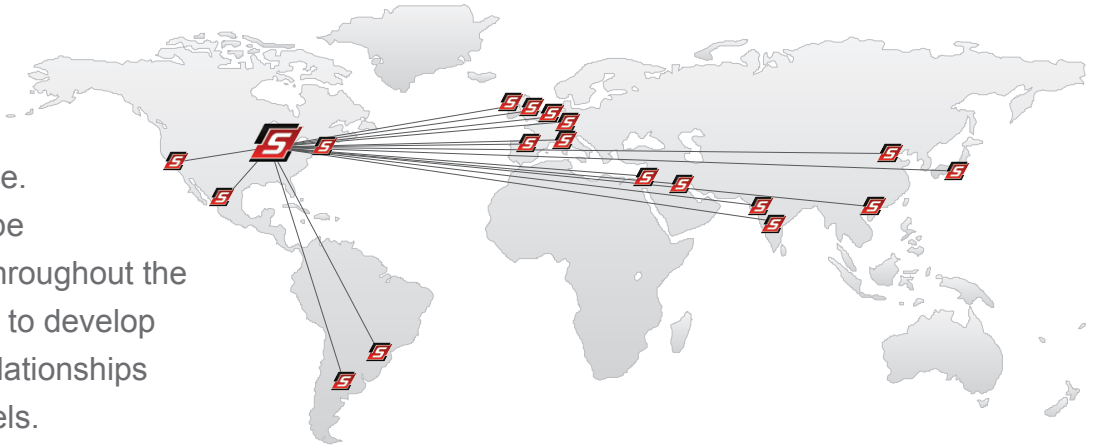
COMPANY PROFILE

STATS is the world's leading sports technology, data and content company. The company passionately abides by a mission to revolutionize the way sports contests are viewed, understood and enjoyed. STATS' calling card consists of real-time scores, historical sports information, Associated Press editorial, white-labeled applications, fantasy sports solutions, and our player tracking technology, SportVU. Today, STATS' worldwide client network of media companies and professional sports leagues and teams utilize a broad spectrum of dynamic in-game broadcast presentations and virtual images, multimedia enhancements and game analysis and tactical coaching tools. STATS is owned jointly by the Associated Press and News Corporation, with corporate offices across the globe. For a complete tour of STATS' sports content portfolio and solutions, visit www.stats.com.



GLOBAL NETWORK

STATS has developed the most extensive global network in the sports data marketplace. The STATS team can be found in key markets throughout the world, enabling STATS to develop critical sports media relationships and distribution channels.



WEB



BROADCAST



MOBILE



TABLET



PRINT



SOCIAL

 @STATSBIZNEWS

 /STATSLLC

