



**SIS Football Super Feed
Overview
May 2011**



Contents

- Overview of feeds – types, content, coverage etc
- Feed delivery options
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- Sample SIS screens with football content





Summary

The Football Super Feed is:

- Incremental, XML feed focused on the most popular bets
- Comprises official data from the Premier League and other UK leagues and major world leagues and competitions
- Accurate, rich and comprehensive
- Scalable, flexible

Feed Overview

There are two main feed types:

- **Event Creation and Settlement feeds**

Cover fixtures and results for all leagues, with enhancements for others.

This includes Betting Preview Statistics for many leagues.

- **In-Running Feeds**

Cater for in-match betting and can offer varying levels of data from major leagues and competitions. At this stage, we have not included other data such as passes, tackles and tracking data which measures speed and distance of players.



ECS Feed Overview

Event Creation and Settlement

■ ECS Level 1

- Fixtures and results
- Squads
- Scorers**
- League table

** Dependent on competition coverage

ECS1 includes fixtures, result, scorers and league tables. Squads will be provided with player details (name, shirt, position, DOB, career appearances) delivered at start of season. Updated squads will be sent to cover transfers.

■ ECS Level 2

- Head to head statistics

ECS2 will include betting related statistics on the 2 teams involved in a forthcoming fixture including:

- Goals Scored/Conceded Timing Breakdown (within that competition)
- Goals Scored/Conceded Breakdown
- Top Scorers Home/Away and First/Last Breakdown



- Statistics Overview (Average Goals; Average Shots; Average Corners etc)
- Results Reversals (1st Goal went on to win/lose/draw etc)
- Games Since (Win; Loss; Draw; Score Draw; 0-0 Draw; Failed to score; Clean Sheet; Red Card; Opposition Red Card; Penalty Conceded; Penalty Won)
- Last Six Game Form Guide (WWLLDD)
- Results & League Position Overview

- **IR Feed Overview**
 - In-running
 - Level 0
 - Team sheet
 - Substitution
 - Progress - start and end period plus score at start/end of period, final score, result (in event of ET/penalties)
 - Goal
 - Level 1
 - Card
 - Penalty award
 - Penalty shootout



– Level 2

- Block/save **
- Corner **
- Free kick **
- Foul
- Shot
- Throw in **

** Dependent on competition coverage

IRO**

Team sheets (including shirt number), kick-off message, goal plus assist, scorer and time, own goal, substitutions, half-time message and score, second half kick-off message, full-time message and score, extra time started, ET half-time message and score, ET 2nd half started message, ET full-time message and score, score, final score, abandoned status.

IR1**

Penalty, penalty awarded, penalty missed, red and yellow cards and reasons, penalty shoot out message, list of takers*.

* Would be provided after goals are scored not prior to penalties being taken

** Exact level of coverage will depend on competition



IR2**

Block/save, corner, free kick, fouls and reasons, shot, throw in.





Feed Coverage

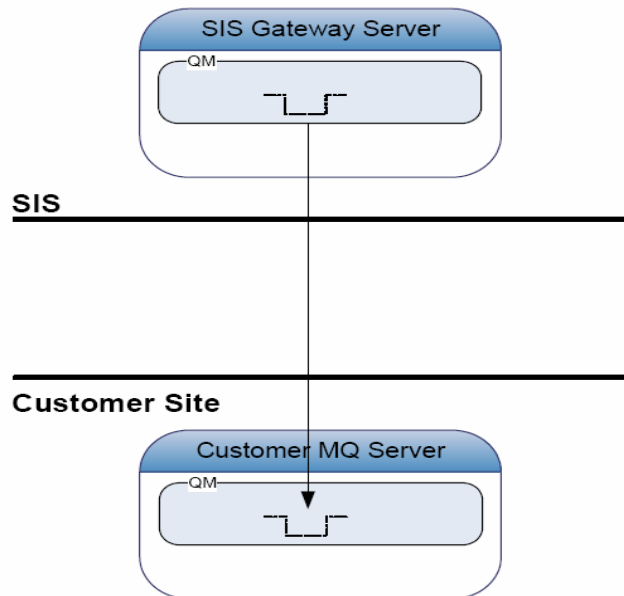
- UK (Football DataCo) Leagues – English Premier League, Football League, Scottish Premier League, Football, and associated cups inc FA and SFA Cups.
- Other UK and Irish
- FIFA, UEFA and other International Comps (World Cup, Euros, Champs League, Europa, u21s, Futsal, Womens, Confederations)
- Major & Minor Euro leagues (Albania to Turkey covered)
- Other regional (CAF, CONCACAF, AFC)
- Other world (Australia, Asia, Middle East, S Africa, Americas (N and S))

Feed Delivery Options

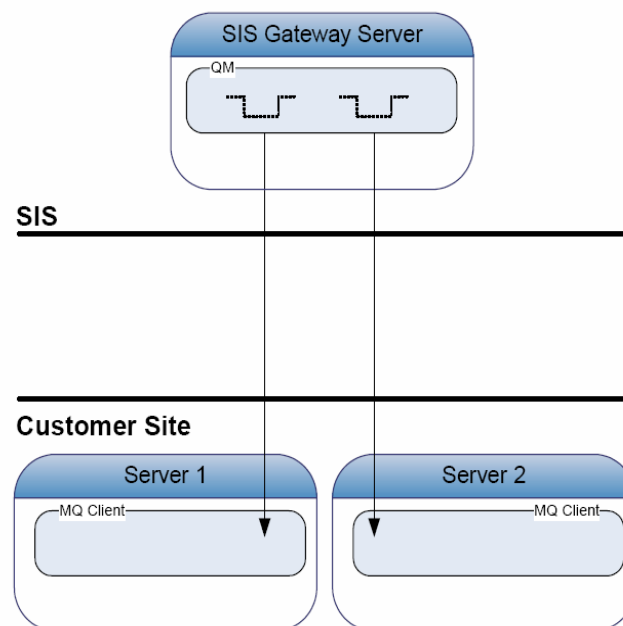
- SIS use Websphere MQ used by financial institutions to guarantee point to point deliver
- Guarantees a client gets the feed and no drop outs/messages can be lost
- Websphere MQ is tried and tested
- Used by SIS for racing with multiple clients with no major issues reported and commended for its robustness of delivery

Two feed options

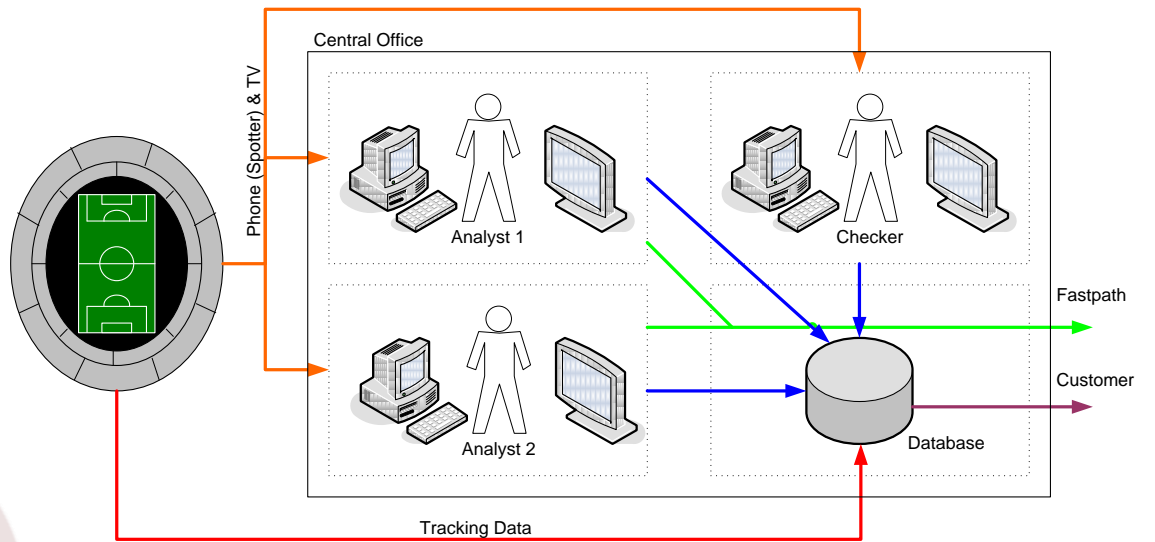
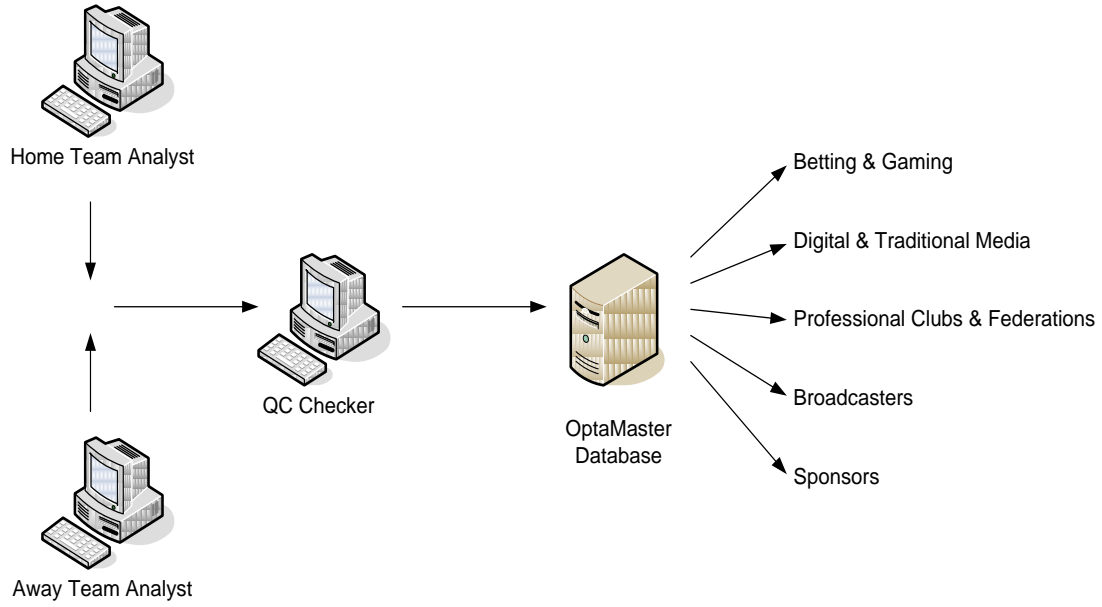
- Server to server using MQ – expensive



- Server to client using MQ – SIS administer the queue and no licence cost
- Benefits customers



Data Collection Overview





Sample Feed Timings

Tournaments		Line Ups, Cards, Subs, Goals live as the games are played	Line Ups, Cards, Subs, Goals up to one hour after the game has finished	Scores and Scorers up to an hour after the game has finished
	Match Result Delivery	LIVE	1 Hour	1 Hour
MAJOR EUROPEAN LEAGUES				
SPAIN				
	Primera	✓		
	Segunda			✓
	Copa Del Rey			✓
	Super Cup	✓		
ITALY				
	Serie A	✓		
	Serie B	✓		
	Coppa Italia	✓		
	Super Cup	✓		
GERMANY				
	Bundesliga	✓		
	Bundesliga 2	✓		
	DFB Pokal (cup)	✓		
	Super Cup	✓		



SIS Screen Examples

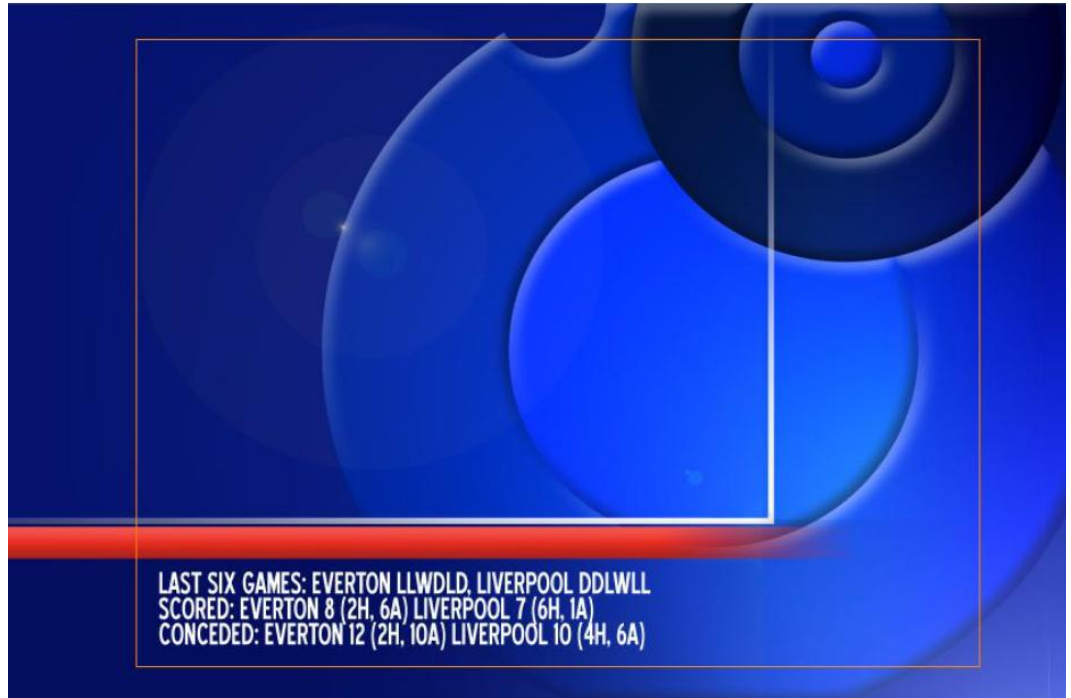
LIVE Scores

EPL LIVE SCORES		
CHELSEA	(0) 1	F: D DROGBA
TOTTENHAM	(0) 0	
MAN UTD	(0) 4	F: W ROONEY
LIVERPOOL	(1) 1	
WOLVES	(0) 0	F: F FABREG'
ARSENAL	(1) 3	
BOLTON	(0) 0	
BURNLEY	(0) 0	
PORTSMOUTH	(0) 0	
HULL	(0) 0	
VILLA	(0) 1	F: G AGBON'
EVERTON	(0) 1	

LIVE Match Events

GOAL	ROTHERHAM 3	BARNET 4	MARK BURCHILL PEN (31)
OFF	RIO FERDINAND (MAN UTD)		PROFESSIONAL FOUL (32)
SUB	HULL		BOATENG ON FOR GEOVANNI (65)
GOAL	STOCKPORT 1	COLCHESTER 2	CLIVE PLATT (87)

Pre-match form





Further Information

- Schemas, full specifications, sample data sets and test feeds are available on request
- Please contact Adam Hough – ahough@sis.tv, 0787 250 3245

