

Stats Perform and Twenty3 Team Up to Deliver Innovative, Multi-Lingual Content Toolbox, Helping to Power Sky Sports' Digital Coverage

Twenty3's Content Toolbox brings Stats Perform's unmatched breadth and depth of data to life. It enables all customers to utilise data in an easy-to-understand way across all of their channels-social, broadcast, in-depth online articles and betting content.

HOW THE CONTENT TOOLBOX POWERS SKY SPORTS' DIGITAL COVERAGE

- The Football Team at Sky Sports covers live matches, pre-match and post-match debate, pundit columns, features and manages how football is delivered across their digital platforms.
- Whether it be in broadcast or online platforms, the Sky team has recognised that there is huge demand for visual storytelling across the industry; the public is increasingly engaged with how data supports stories and provides insights. Stats Perform provide the vital data to make this happen.
- Sky Sports' goal is always to improve their output and deliver the best possible experience for users. Therefore, they wanted quick access to Stats Perform data feeds, in a tool that could visualise not only raw numbers but also positional data, in order to contextualise a story in just a few clicks.
- For the 2019/20 campaign, Sky is broadcasting 128 Premier League matches live and – to further enhance its extensive content portfolio - has officially integrated the Twenty3 Content Toolbox into its workflow.



40+ bespoke templates can be used across different departments with individual branding

HOW THE TOOLBOX HAS TRANSFORMED WORKFLOW AND CONTENT PRODUCED ACROSS THE BUSINESS:

- Enabled Sky Sport to embellish articles, maximising the effectiveness of the data they receive from Stats Perform.
- Provided an efficient means of incorporating visualisations into their broadcast channels.
- Saved individual content producers hours a day, negating the need for them to use complex Adobe products to manually create positional charts and other visual content.
- Improved the efficiency of many departments, as all content producers can now include graphics without needing to rely on different colleagues i.e. designers and analysts.
- Enabled Sky Sports to elevate their analysis across different channels with speed and ease.

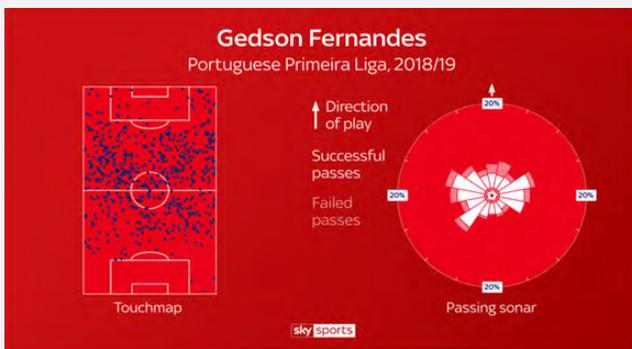
THE CONTENT TOOLBOX IN ACTION:



Simple stat based graphics, showcasing rankings, form or performance are used prevalently across both players and teams.



Since the launch of the 'Kings of The Premier League' show in November 2019, a multitude of different visualisations have been used on each episode aiding the presenters in their analysis.



In-depth analytical articles on skysports.com showcase the use of a combination of stat-based graphics and visualisations, that allows authors to raise interesting player comparisons and insights.



The Insight feature within the Content Toolbox uses AI to surface emerging narratives as they happen. Sky Sports used the Insight feature to write an informative article about unknown entity Gedson Fernandes, after he signed for Tottenham from Benfica.