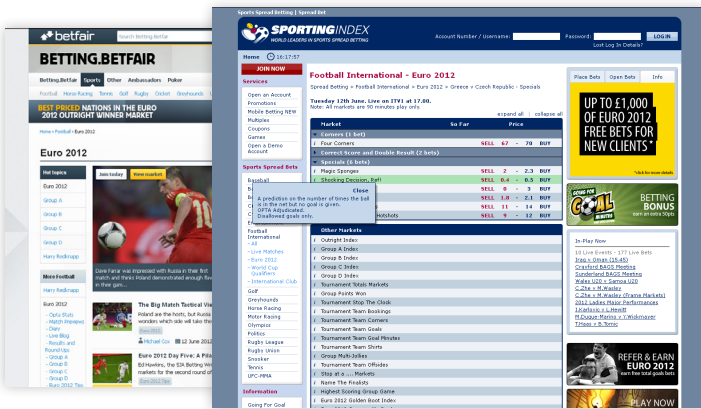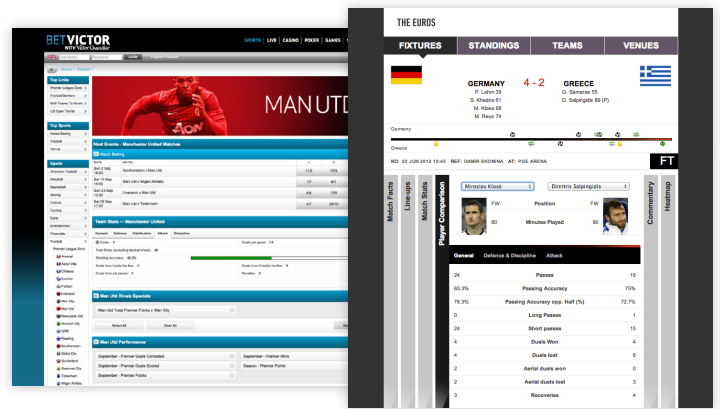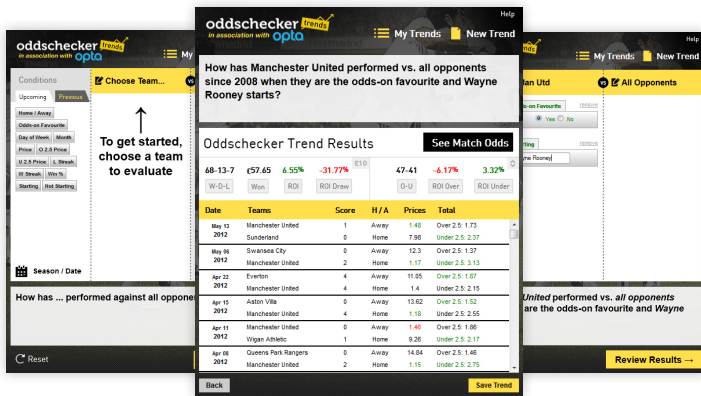# Customer Engagement

Data Feeds

Opta's market-leading data and content is available in a wide range of xml feeds. These can be used to power consumer destinations and data driven products such as in-play match centres. Feeds include: fixtures, results, scores, commentaries and team and player stats across a variety of sports.
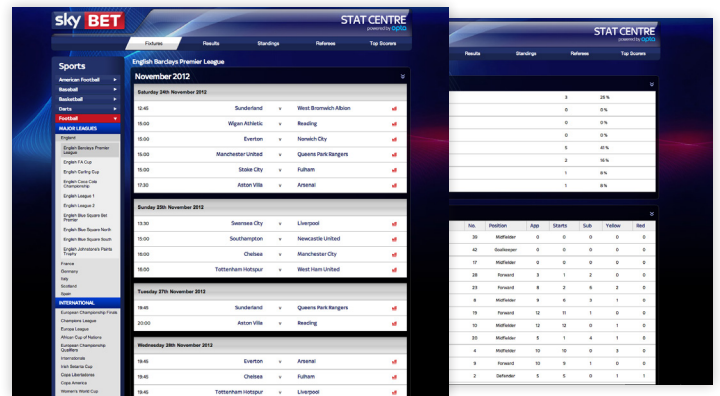
Widgets

Opta have a suite of fully customisable betting widgets providing clients easy access to our market-leading data. The widgets are easy to implement and a simple way to publish betting relevant sports data and content in any sports betting destination.

Opta Trends

Opta Trends is a powerful customer application which allows users to directly interrogate the Opta database with a unique betting context. Users can quickly see how their favourite football team has performed historically against opponents using criteria they consider important in a simple-to-use interactive way.

Stats Centre

Opta's Stats Centre provides users with in-depth pre-match statistics and information stimulating betting activity. A broad range of sports are covered all, powered by market-leading high definition Opta data.

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