

# Stats Centre

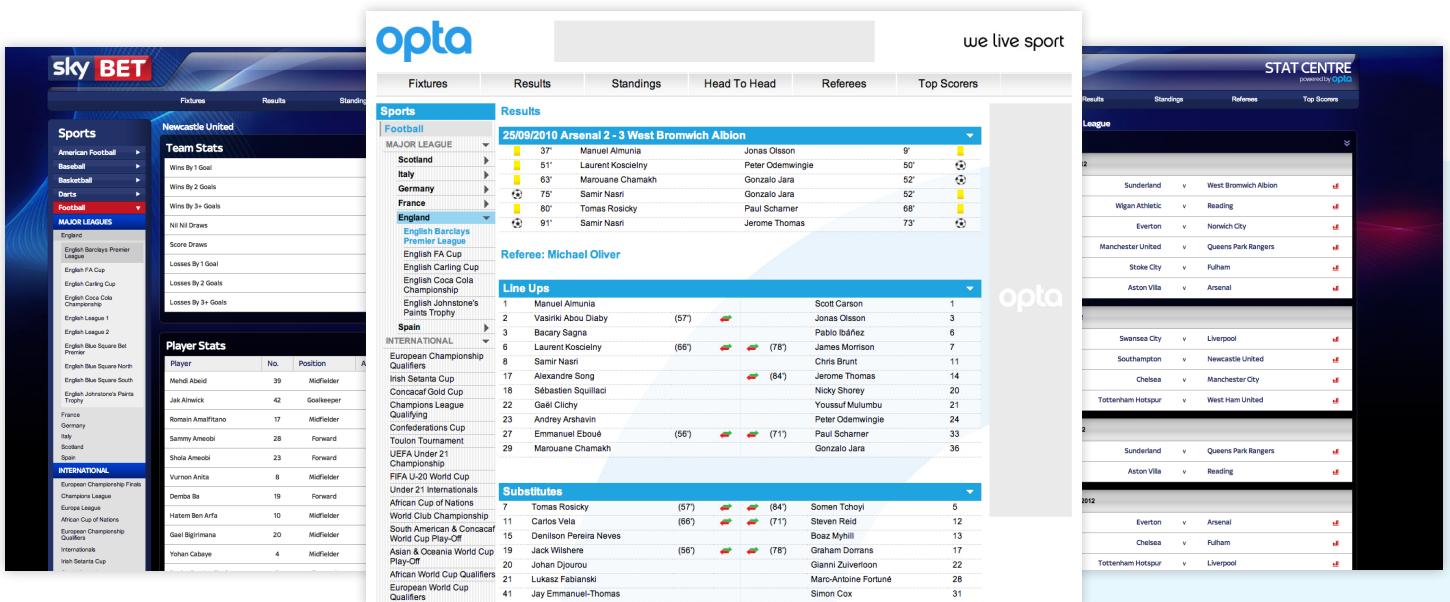
## Product Overview

Form and statistics have always been a staple requirement of sportsbook horse racing products. As sports audiences have become increasingly exposed to statistics and data a credible and reliable source complementary to sports betting products is now expected. The Opta brand is a known and trusted by the majority of sports fans and bettors, thus the Opta powered stats centre is the ideal solution to accompany any sports betting product or gaming destination.

The Opta stats centre is a powerful widget based application providing sportsbook customers with unrivalled access to a wide range of match, team and player specific betting statistics all derived from the market leading Opta database.

The stats centre offers top level fixtures, head to head statistics, previous meetings and team averages through to more granular player specific data across a range of sports including all major football leagues and competitions.

The uncomplicated interface and simple customer journey allows sportsbook consumers to research statistics and trends they consider important to their individual betting decisions. The result is increased turnover and sports betting profits across a broad range of markets as users make more informed and confident selections.



## Product Detail

- Powered by industry leading Opta data.
- Large number of sports covered including all major football leagues and competitions.
- Fully customisable design which can be tailored to the look and feel of any brand.
- Multi-platform.
- Range of customisable layout options as the application is underpinned by Opta widget technology.
- Top level competition and league fixture landing pages.
- Dedicated team pages allowing users unprecedented access to Opta's high definition database of betting relevant statistics.

## Features and Benefits

- Simple, intuitive and compelling user journey.
- Powerful application which increases user dwell time and drives pre match betting activity.
- Easy integration and access to industry leading Opta data.
- No need to integrate feeds.
- Builds customer confidence through alignment to the renowned and trusted Opta brand.
- Users are in control.
- Valuable betting relevant information for sportsbook users.

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