

# Stakeholder Analysis Matrix

**Project Name:** Arena – Live Football Scores App

**Prepared By:** Rushil Rai, Mihir Singh, Himanshu Beriwal

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Stakeholder Name	Specific Information Needs	Project Interests	Impact on Project	Role
Premier League	<ul style="list-style-type: none"><li>• Very Frequent Communications.</li><li>• Provide Data.</li></ul>	<ul style="list-style-type: none"><li>• Live updates for their viewers</li><li>• Representation through app</li></ul>	Positive	<ul style="list-style-type: none"><li>• Owner</li><li>• Decision Maker</li></ul>
Electronic Sports (EA)	<ul style="list-style-type: none"><li>• Low Frequency of Communication.</li><li>• Holds license to data.</li></ul>	<ul style="list-style-type: none"><li>• Official Representation and Advertisement through app</li></ul>	Positive	<ul style="list-style-type: none"><li>• Sponsor</li><li>• Data Provider</li><li>• Participant</li></ul>
Avery Dennison	<ul style="list-style-type: none"><li>• Medium Frequency of Communication</li><li>• Official Licensee for Premier League and all affiliations</li></ul>	<ul style="list-style-type: none"><li>• Has to protect its and it's products interests</li><li>• Has to protect and uphold the Premier League License</li></ul>	Negative	<ul style="list-style-type: none"><li>• Official Licensee</li><li>• Decision Maker</li></ul>