

StatsBomb

Data Champions.

How we work with:
Media Companies



November 2022

Modern fans want more

Traditional football data can't satisfy today's sophisticated armchair fan.

- They're demanding to see what the coach sees, as they see it
- They insist on deep, cutting-edge analysis
- They want easy to understand insights to share with friends
- They consume football across multiple devices

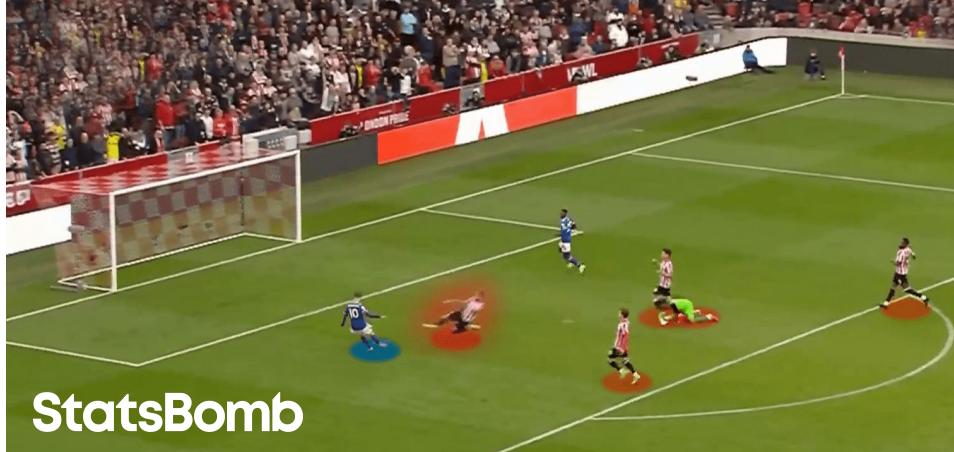


Advanced analytics tell a deeper story



Competitor - 0.48xG

Poor quality Expected Goals (xG) models are misleading and quickly erode confidence



StatsBomb

Live - 0.87xG

Captures additional context including the position of the goalkeeper, the defenders and shot height to reveal a truer picture

Post-Match - 0.86xG

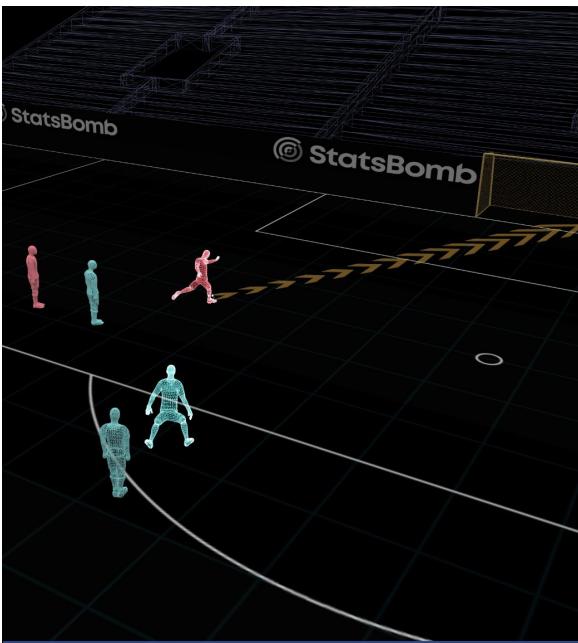
Our Post-Match xG model includes more contextual information - such as pressures - to refine the output

StatsBomb

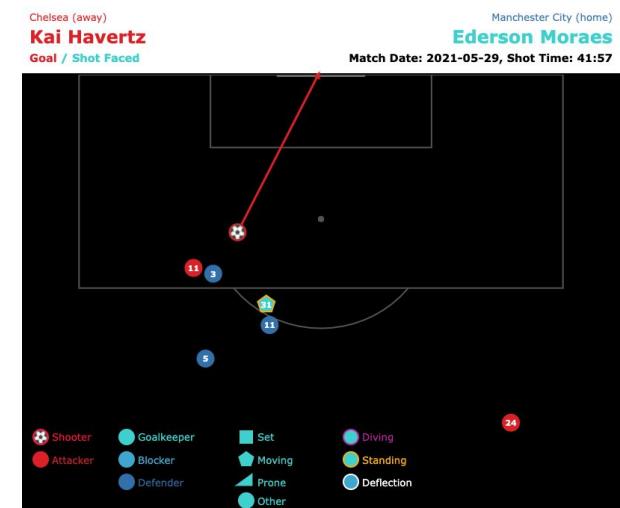
Leading to authoritative coverage of the biggest fixtures



Competitor - 0.36xG
Kai Havertz, UCL Final 2021



Live - 0.79xG

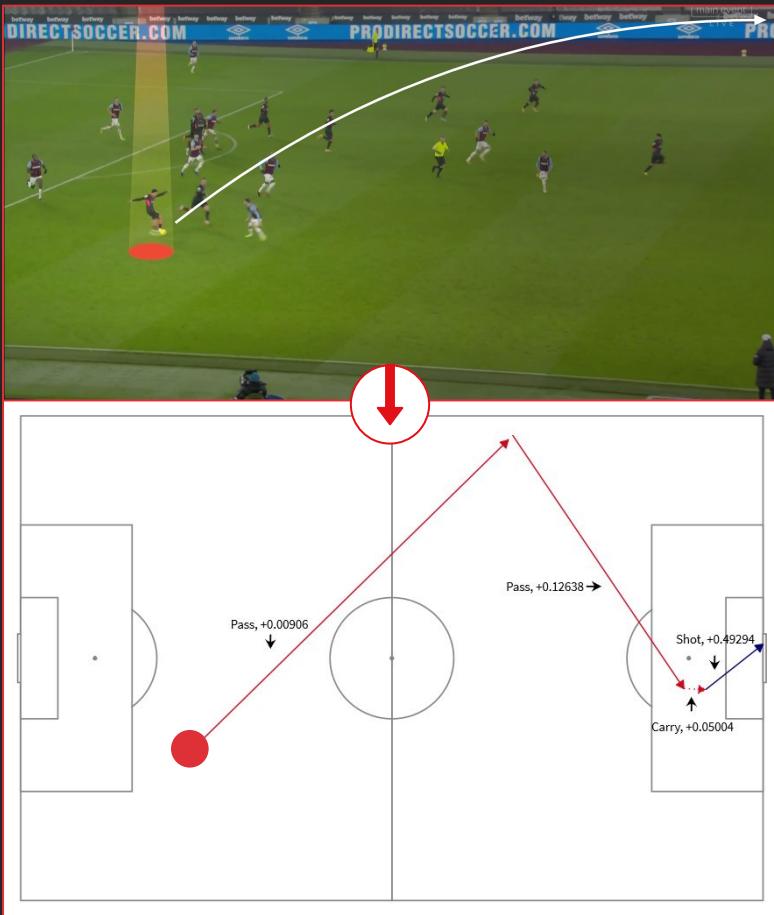


Post-Match - 0.81xG

Chelsea
Kai Havertz
11 Timo Werner
24 Reece James

Manchester City
Ederson Moraes 31
Rúben Dias 3
John Stones 5
Oleksandr Zinchenko 11

Shot Result	Penalty?	Body Part	Buildup	Assisted?	Play Type	xG	PSxG
Goal		Left Foot		Assisted	Regular Play	0.81	0.90



Reveal a player's true contribution

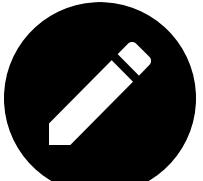
As a customer the insights of our world-class data science department are at your fingertips.

They deliver cutting-edge data models like On-Ball Value (OBV) - which determines the value of every action that takes place on the football pitch - that can only be accessed via StatsBomb IQ and Data.

Further models and advanced metrics are in development and will be added to our products for free

StatsBomb

Supporting content creation across all media types



Authoritative storytelling

With real performance and transfer market insight

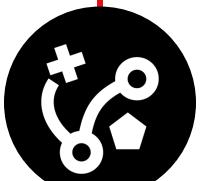
Engage viewers and readers with unique detailed data-driven content around player performance and transfer market activity



Detailed data

Powering high-quality digital and broadcast coverage

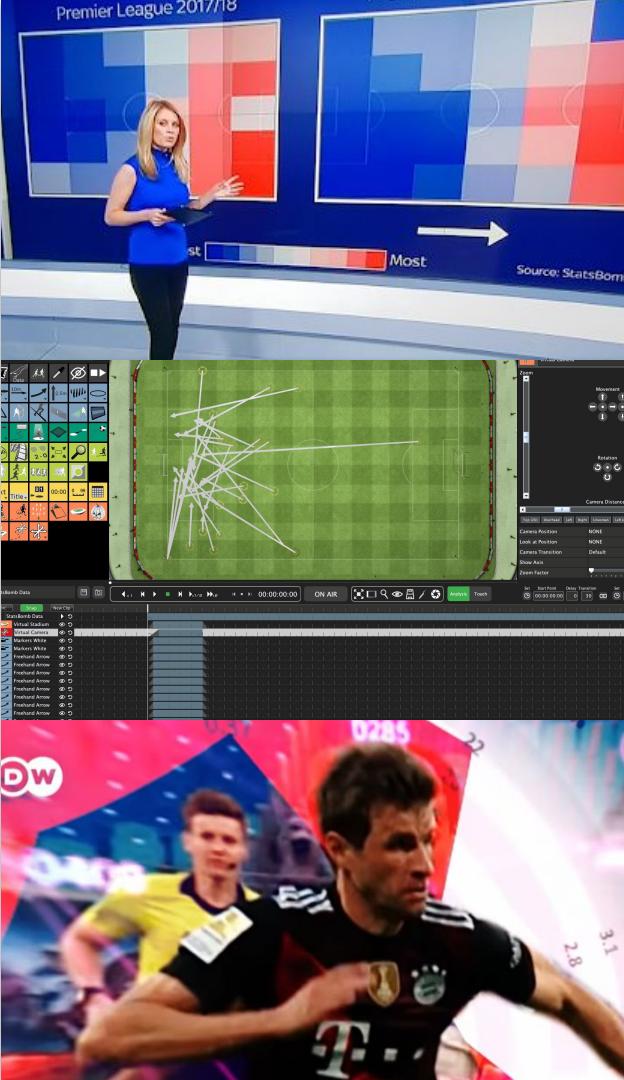
StatsBomb data can be used to power media coverage of all types, including live broadcasts, digital media and social content



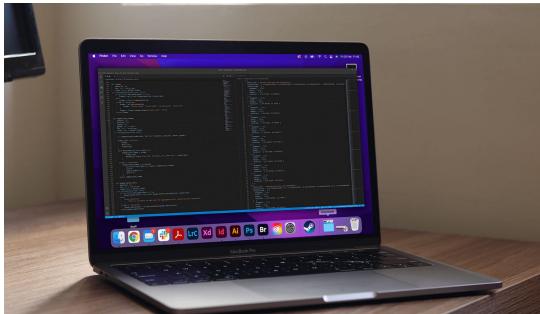
Pre and post match evaluation

Across all media types and channels

Analyse performance the way the pros do by utilising unique StatsBomb metrics such as pressures, pass footedness, shot impact height and the most representative xG model available



Flexible access options



Data feeds and API Easy integrations

Our uniquely detailed data can be accessed via API, JSON, XML or CSV for ultimate flexibility across all types of media workflows.

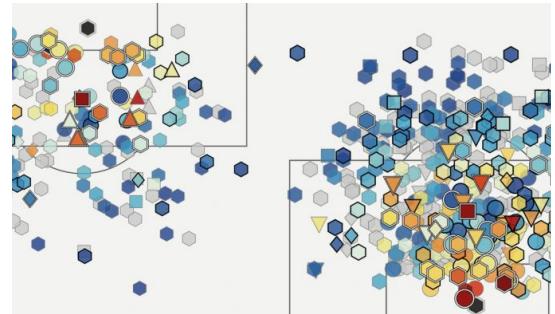
For broadcasters, we also integrate directly with Piero



Analysis platforms StatsBomb IQ and IQ Live

Use IQ's powerful tools to conduct your pre-match research. Compare player KPI's, uncover team style and analyse tactical trends.

Once the game kicks-off IQ Live's flexible and customisable dashboards empower data-led storytelling in real-time



StatsBomb data science Analytics and deeper modelling

StatsBomb's data science expertise can be used to add context and depth to media coverage.

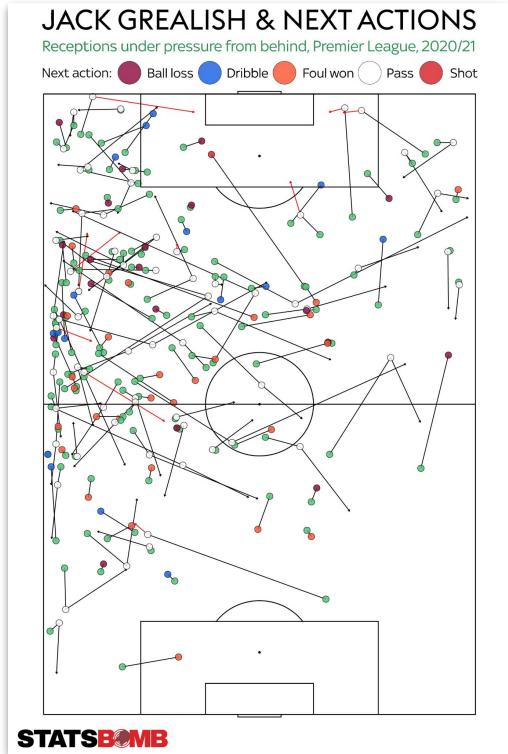
Models such as Expected Goals (xG) and On-Ball Value (OBV) can be accessed via our API or within our IQ platform

Driving the narrative across print, digital and broadcasting

The image displays five distinct media platforms, each featuring a visualization from StatsBomb:

- Sky Sports:** A woman in a blue top stands next to a large screen showing a heatmap titled "Manchester City pressing" comparing Premier League seasons 2017/18 and 2018/19. The screen also includes a color scale from "Least" to "Most".
- ESPN:** A red "ESPN" logo on a white background. Below it, a detailed analysis of Lionel Messi's goal-scoring statistics, including a map of his shot locations.
- The Times:** A green header with "THE TIMES" and a crest. An article about Arsenal's Pierre-Emerick Aubameyang, featuring a quote from Tony Cascarino and Dan Clark.
- Corriere dello Sport:** A full-page graphic titled "ANATOMIA DI RONALDO" (The Anatomy of Ronaldo) featuring a central figure of Cristiano Ronaldo surrounded by various data visualizations and text.
- Financial Times:** A screenshot of the FT Magazine World Cup 2018 issue, with a prominent chart titled "World Cup: the story so far in five charts". The chart discusses Germany's performance and other teams' chances.

With deeper analysis than ever before



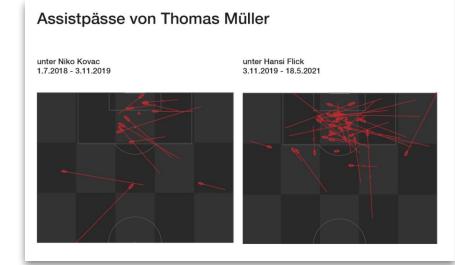
TOP 5 CHAMPIONS – Tra le classifiche di StatsBomb, forse la più interessante è quella che calcola i palloni intercettati in proporzione al volume di gioco della squadra. Una classifica che punta a selezionare i centrali più efficaci a riconquistare il possesso. Ruben Dias nell'ultima Champions è stato il secondo con il dato più alto dopo Upamecano (Lipsia), Diego Carlos (Siviglia), Nacho (Real Madrid) e ancora lui, Romero. Suona come un consiglio: stasera alle 18, dopo aver riguardato Ronaldo o aver visto Bernardo Silva e Bruno Fernandes giocare insieme – altro che derby di Manchester -, può essere un'idea concentrarsi sul 4 e studiarlo per qualche minuto. Merita.

Tifa Italia con noi! Solo fino a quando gioca la nazionale accedi ad una offerta mai vista prima: la Digital Edition del quotidiano Gazzetta per la prima volta ad un prezzo di 2,99€/mese per 12 mesi! Attivati ora!

And high-quality data you cannot access anywhere else



SPORTMAGAZIN
kicker



Our products



The most in-depth and accurate Event Data in the industry, collecting over 3,400 events per game.

Integrates Computer Vision technology with manual quality processes



2,400 unique data points specifically created for in-game use supported by our API for integrations to internal and external tools.

Create, customise and share your own dashboards, to see what you want to see in real-time



Bring to life the insight behind every shot, move and pass through easy to use data visualisations.

Quickly get the insight you need, across player recruitment, opposition scouting and match analysis



Contextual Event Data that gives the location of all players on the pitch for over 3,000 events per game.

Our 360 Freeze Frame Viewer makes it easier to identify team shape around corners, goal kicks and other restarts

Empowering your workflows



Pre-match research Soccer IQ

Create pre-match packages and big game previews filled with analysis using the same industry-leading metrics and data as the pros



Match day insights Live Data and IQ Live

Live Data and IQ Live is fast and flexible enough to power your match day coverage across all channels, with API's to use data in live broadcasts and quick export features for digital media and social content creators



Post-match reporting IQ Live and Soccer IQ

Once the final whistle has been blown, go deeper into the story of how each match played out. Engage your viewers and readers with unique and detailed data-driven content around player and team performance



StatsBomb Event Data

We capture more than 3,400 events per game - more than 2x the amount captured by other data providers

Collected using a unique combination of manual data capture and Computer Vision technology, our data spec includes:

- Pressures
- Pass height
- Pass footedness
- Intended pass recipient
- Freeze frames for shots
- Shot impact height
- Over 300 off the ball defensive actions per match

Available via API, XML, JSON and CSV



The most advanced data in the industry

StatsBomb Data users already have great insights. 360 takes that one step further

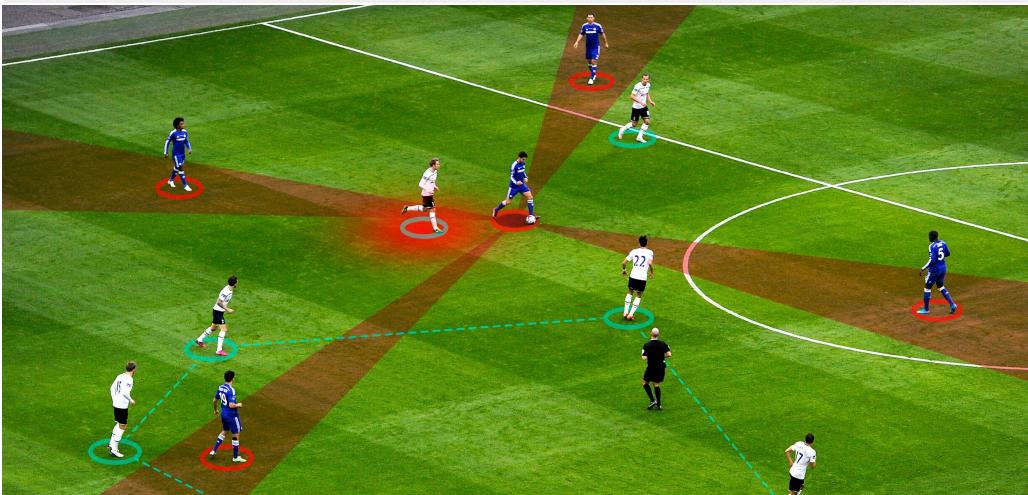
- Contextual Event Data that gives the location of all players on the pitch for over 3,000 events per game
- 38 leagues of 360 data for 21-22 season and 2022 seasons
- Delivery via API available now



With competitor's data, you're missing a lot of the picture



StatsBomb Base Data brings critical added context as standard



Full Contextual Event Data which allows you to conduct deep analysis by adding a freeze frame to every event

The ultimate research tool

StatsBomb IQ is fast and easy to pull data you need to tell compelling stories about players, teams and matches

Unique stats, visualised - everything from basic information such as shots and goals to more complex analytical models

Enrich your content with data visualisations and graphics - easy to find and download

Compare players, leagues and teams against each other quickly and easily



Insights in seconds

Our all-new, fully customisable platform, is designed from the ground up with live analysis and content creation in mind

- The most accurate Live xG model in the industry
- Relive any shot from the perspective of the shooter or the goalkeeper using 3D freeze frames
- High-quality real-time data and analytics platform that auto updates every second
- Team and player averages
- Export content quickly and easily



High-Quality Live Data

Use the highest quality data to deliver the insights you need during the match

- A set of 2,400 unique data points created specifically for in-game use
- Supported by the StatsBomb API for integrations with your club's internal platforms and tools
- A Live version of our market-leading xG, the coordinates of every player in the frame for each shot, match events and more
- Closely aligned with our post-game data spec

Name (additional Information)	
General	Match ID, lineups and fixture information Team ID & Player ID Timestamp and period (e.g. 1st Half)
Raw events	Shots (Including footedness and technique) Passes (Including footedness and technique) Goalkeeper actions (Type, position and technique) Fouls and cards Ball receipts and recoveries Blocks, clearances and interceptions Duels, tackles and 50-50s Dribbles and miscontrols Substitutions and stoppages Formations and tactical changes & More..
Enhanced events location & Player ID	Into attacking half, final third and penalty area Aggregated stats (Counts and averages of events)
xG and other models	Live xG Coordinates of all players in frame for each shot

[Click here](#) for a full Data glossary

Fast and powerful

- Quality focused data spec
- Raw data and stats via API
- API documentation with examples
- Live tech support
- Latency 1-2 mins
- Live xG model <4 mins

	Video stream to collectors	Data collection	Data processing	Total latency from pitch to API 95% within
Raw events	<25 seconds*	<30 seconds	<5 seconds	< 1 minute
Enhanced events location & Player ID		<60 seconds	<60 seconds	< 1 minute
xG and other models			< 4 minutes	< 4 minutes

Available for the following men's competitions:

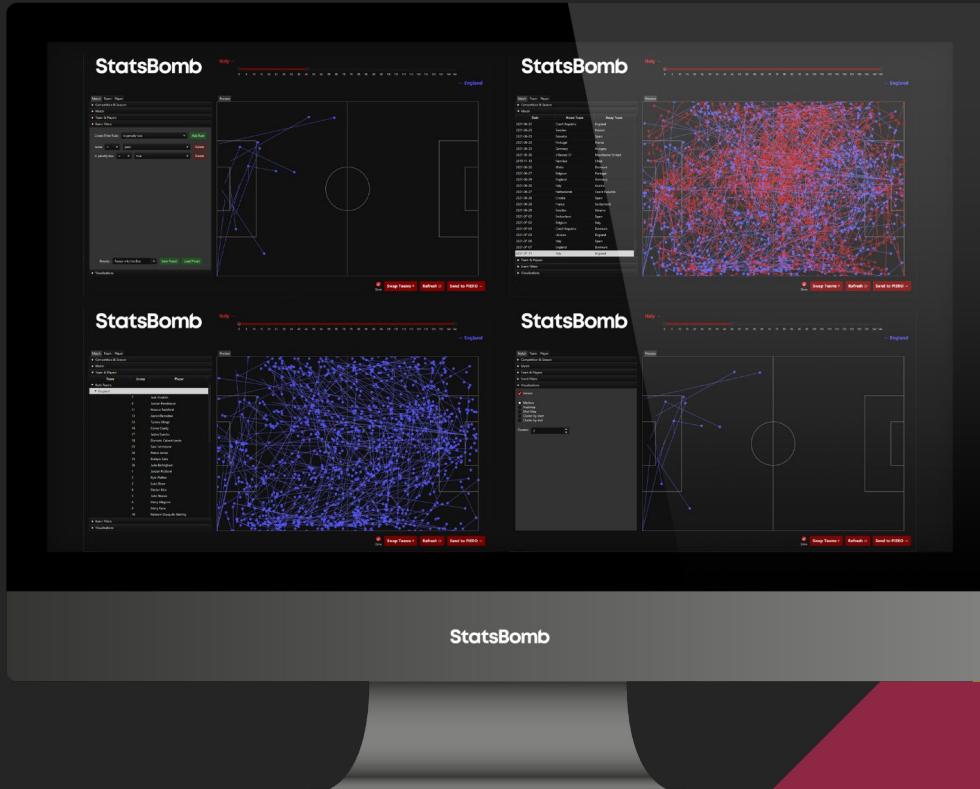
- English Premier League
- Spanish La Liga
- French Ligue 1
- Italian Serie A
- German Bundesliga
- UEFA Champions League
- UEFA Europa League
- Swedish Allsvenskan
- MLS

*Dependent on video latency

How our Data products compare

		Base Data	Base Data + 360	Live Data
	Ideal For	Accurately assessing the performance of players and teams using the best football data ever created	Analysing defensive or team shape around specific events using contextual player position data	In-game analysis using our industry-leading Live xG and real-time data
Data Includes	Match events per game	Average 3,400	Average 3,400, plus freeze frame player locations for each on-the-ball event	Average 2,400
	Pressure events and pressure duration	✓	✓	✗
	Player Locations on shots (inc. goalkeeper)	✓	✓	✓
	Player locations on every event	✗	✓	✗
	Pass footedness	✓	✓	✓
	Carries	✓	✓	(Coming soon)
	Shot impact height	✓	✓	✓
	StatsBomb xG	✓	✓	✓
	StatsBomb On-Ball Value (OBV) model	✓	✓	(Coming soon)
	Availability	Post match (timescale dependant on league)	Post match (timescale dependant on league)	Live (exact delivery speed varies by metric/data point and is dependent on broadcast latency)
	Competitions covered			

Integrated with Piero for broadcast graphic production



StatsBomb

About us

Who we are

StatsBomb provides game-changing football data and analytics excellence that educates, inspires and drives performance.

Our mission - help drive faster and smarter decisions in football with our relentless pursuit of data and insight excellence. Using a unique blend of deep expertise, innovative technology and research to accelerate performance

StatsBomb



We work with teams, federations
and analysts across the world



StatsBomb

100+

Teams and sporting organisations

30+

Countries worldwide

3,500+

Teams in our database

70,000+

Players in our database

Data collection

StatsBomb have developed flexible and powerful data collection and validation tools.

We use a combination of human input and Computer Vision to speed up collection and to provide an additional validation layer.

We have a thorough, detailed and timely quality assurance process, ensuring you get the very best data at your fingertips



League Coverage.

StatsBomb
Data Champions.

November 2022



Table of Contents

Domestic Leagues

Page 1/4

Page 2/4

Page 3/4

Page 4/4

Cup Competitions

International

Domestic & Federation

Women's Competitions

Page 1/1

StatsBomb LIVE

League Coverage

StatsBomb 360

Page 1/3

Page 2/3

Page 3/3



StatsBomb

Domestic Leagues 1/4

Competition		Year								
		2015	2016	2017	2018	2019	2020	2021	2022	2023
Argentina	Primera					2019/2020	2020/2021	2021	2022	
Australia	A-League					2019/2020	2020/2021	2021/2022	2022/2023	
Austria	Bundesliga			2017/2018	2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	
Belgium	Jupiler				2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	
Belgium	Proximus League						2021/2022	2022/2023		
Brazil	Serie A				2019	2020	2021	2022		
Brazil	Serie B							2022		
Canada	Premier League						2021		2022	
Chile	Primera División					2020	2021		2022	
China	Super League					2020	2021		2022	
Colombia	Primera A			2019	2020	2021	2022			
Costa Rica	Primera División					2021/2022	2022/2023			
Croatia	1. HNL				2019/2020	2020/2021	2021/2022	2022/2023		
Czech	First League				2019/2020	2020/2021	2021/2022	2022/2023		
Denmark	Superliga			2018/2019	2019/2020	2020/2021	2021/2022	2022/2023		
Ecuador	Liga Pro				2020	2021	2022			
Egypt	Premier League				2020/2021	2021/2022	2022/2023			

Partial

Available

Planned

Domestic Leagues 2/4

Competition		Year								
		2015	2016	2017	2018	2019	2020	2021	2022	2023
England	Premier League	2015/2016	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	
England	Championship				2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	
England	League One			2017/2018	2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	
England	League Two				2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	
England	National League					2020/2021	2021/2022	2022/2023		
Finland	Veikkausliiga					2020	2021	2022		
France	Ligue 1	2015/2016	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	
France	Ligue 2			2017/2018	2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	
France	National 1					2020/2021	2021/2022	2022/2023		
Germany	Bundesliga 1	2015/2016	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	
Germany	Bundesliga 2					2019/2020	2020/2021	2021/2022	2022/2023	
Germany	Bundesliga 3					2020/2021	2021/2022	2022/2023		
Greece	Superliga					2019/2020	2020/2021	2021/2022	2022/2023	
Rep. of Ireland	Premier Division					2020	2021	2022		
India	Super League					2020/2021	2021/2022	2022/2023		
Israel	Premier League						2021/2022	2022/2023		
Italy	Serie A	2015/2016	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	
Italy	Serie B					2019/2020	2020/2021	2021/2022	2022/2023	
Italy	Campionato Primavera 1							2022/2023		

Partial

Available

Planned

Domestic Leagues 3/4

Competition		Year								
		2015	2016	2017	2018	2019	2020	2021	2022	2023
Japan	J1						2020	2021	2022	
Japan	J2						2021	2022		
Mexico	Liga MX					2019/2020	2020/2021	2021/2022	2022/2023	
Mexico	Liga de Expansion								2022/2023	
Morocco	Botola							2021/2022	2022/2023	
Netherlands	Eredivisie				2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	
Netherlands	Erste Divisie				2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	
Norway	Eliteserien					2019	2020	2021	2022	
Paraguay	Primera División							2021	2022	
Peru	Liga 1					2020	2021	2022		
Poland	Ekstraklasa				2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	
Portugal	Liga NOS				2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	
Portugal	Segunda Liga							2021/2022	2022/2023	
Qatar	Stars League							2021/2022	2022/2023	
Romania	Liga I							2021/2022	2022/2023	
Russia	Premier League					2020/2021	2021/2022	2022/2023		
Russia	FNL							2022/2023		
Saudi Arabia	KSA					2020/2021	2021/2022	2022/2023		
Scotland	Premiership				2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	
Scotland	Championship							2022/2023		
Serbia	SuperLiga				2019/2020	2020/2021	2021/2022	2022/2023		
Slovakia	Super Liga					2020/2021	2021/2022	2022/2023		
South Africa	PSL					2020/2021	2021/2022	2022/2023		

Partial

Available

Planned

Domestic Leagues 4/4

*Season suspended

Competition	Year								
	2015	2016	2017	2018	2019	2020	2021	2022	2023
South Korea	K League 1					2020	2021	2022	
South Korea	K League 2					2021	2022		
Spain	La Liga	2015/2016	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022	2022/2023
Spain	Segunda				2018/2019	2019/2020	2020/2021	2021/2022	2022/2023
Spain	Primera División RFEF Group 1							2022/2023	
Spain	Primera División RFEF Group 2							2022/2023	
Sweden	Allsvenskan				2019	2020	2021	2022	
Sweden	Superettan					2021	2022		
Switzerland	Super League				2019/2020	2020/2021	2021/2022	2022/2023	
Switzerland	Challenge League				2020/2021	2021/2022	2022/2023		
Tunisia	Ligue Professionnelle 1						2021/2022	2022/2023	
Turkey	Süper Lig				2019/2020	2020/2021	2021/2022	2022/2023	
Turkey	TFF 1. League						2021/2022	2022/2023	
UAE	Arabian Gulf League				2020/2021	2021/2022	2022/2023		
Ukraine	Ukrainian Premier League				2020/2021	2021/2022	2022/2023		
Uruguay	Primera División				2020	2021	2022		
USA	Major League Soccer			2018	2019	2020	2021	2022	
USA	USL Championship				2019	2020*	2021	2022	
USA	USA MLS NEXT Pro						2022		

Partial

Available

Planned

International Team Competitions

Competition	Year								
	2015	2016	2017	2018	2019	2020	2021	2022	2023
Africa Cup of Nations								2022	
Africa Cup of Nations Qualification						2021			
CONCACAF Gold Cup							2021		
Copa America							2021		
European Championship Finals						2021			
FIFA World Cup			2018					2022	
FIFA World Cup Qualification				2019/2021					
Summer Olympics - Men's Football						2021			
UEFA Nations League					2020/2021			2022/2023	
UEFA U17 European Championship							2022		
UEFA U19 European Championship							2022		
UEFA U21 European Championship						2021			
Tournoi Maurice Revello							2022		

Partial

Available

Planned

Domestic Cups and Federation Club Competitions

Competition		Year								
		2015	2016	2017	2018	2019	2020	2021	2022	2023
England	FA Cup					2019/2020	2020/2021	2021/2022	2022/2023	
England	League Cup					2020/2021	2021/2022	2022/2023		
France	Coupe de France					2020/2021	2021/2022	2022/2023		
Germany	DFB Pokal				2019/2020	2020/2021	2021/2022	2022/2023		
Italy	Coppa Italia				2019/2020	2020/2021	2021/2022	2022/2023		
Spain	Copa del Rey				2019/2020	2020/2021	2021/2022	2022/2023		
UEFA Champions League				2018/2019	2019/2020	2020/2021	2021/2022	2022/2023		
UEFA Europa League				2018/2019	2019/2020	2020/2021	2021/2022	2022/2023		
UEFA Conference League						2021/2022	2022/2023			
Copa Libertadores					2020	2021	2022			
CONCACAF Champions League					2020	2021	2022			
Copa Sudamericana						2021	2022			
UEFA Youth League				2019/2020	2020/2021	2021/2022	2022/2023			

Partial

Available

Planned

Women's Competitions

*Season suspended

Competition	Year									
	2015	2016	2017	2018	2019	2020	2021	2022	2023	
England	Women's Super League				2018/2019	2019/2020	2020/2021	2021/2022	2022/2023	
England	Women's Championship								2022/2023	
Germany	Frauen-Bundesliga					2020/2021	2021/2022	2022/2023		
France	Division 1 Féminine				2019/2020	2020/2021	2021/2022	2022/2023		
Spain	Primera División					2020/2021	2021/2022	2022/2023		
Italy	Serie A Women					2020/2021	2021/2022	2022/2023		
USA	NWSL		2018	2019	2020*	2021	2022			
USA	NWSL Challenge Cup				2020	2021	2022			
Sweden	Damallsvenskan						2022			
UEFA Women's Champions League				2019/2020	2020/2021	2021/2022	2022/2023			
FIFA Women's World Cup			2019							
UEFA Women's European Championship							2022			
Summer Olympics - Women's Football					2021					
Sud Ladies Cup							2022			

Partial

Available

Planned



StatsBomb

StatsBomb LIVE Data - League Coverage

Competition		Year									
		2015	2016	2017	2018	2019	2020	2021	2022	2023	
England	Premier League							2021/2022	2022/2023		
Germany	Bundesliga							2021/2022	2022/2023		
Spain	La Liga							2021/2022	2022/2023		
Italy	Serie A							2021/2022	2022/2023		
France	Ligue 1							2021/2022	2022/2023		
USA	MLS							2022			
Sweden	Allsvenskan						2021	2022			
UEFA Men's Champions League							2021/2022	2022/2023			
UEFA Europa League							2021/2022	2022/2023			
FIFA World Cup							2022				
Women's European Championship							2022				

Available

Planned



StatsBomb

StatsBomb 360 Leagues & Competitions 1/3

Competition		Year								
		2015	2016	2017	2018	2019	2020	2021	2022	2023
Argentina	Primera						2021	2022		
Austria	Bundesliga						2021/2022	2022/2023		
Belgium	Jupiler						2020/2021	2021/2022	2022/2023	
Brazil	Serie A						2021	2022		
China	Super League						2021	2022		
Croatia	1. HNL						2021/2022	2022/2023		
Czech	First League						2021/2022	2022/2023		
England	Premier League						2020/2021	2021/2022	2022/2023	
England	Championship						2020/2021	2021/2022	2022/2023	
Europe	Champions League						2020/2021	2021/2022	2022/2023	
Europe	Europa League						2021/2022	2022/2023		
FIFA	World Cup							2022		
France	Ligue 1						2020/2021	2021/2022	2022/2023	
France	Ligue 2						2020/2021	2021/2022	2022/2023	
Germany	Bundesliga 1						2020/2021	2021/2022	2022/2023	
Germany	Bundesliga 2						2021/2022	2022/2023		
Germany	Bundesliga 3						2021/2022	2022/2023		

Available

Planned

StatsBomb 360 Leagues & Competitions 2/3

Competition		Year								
		2015	2016	2017	2018	2019	2020	2021	2022	2023
Italy	Serie A						2020/2021	2021/2022	2022/2023	
Italy	Serie B							2021/2022	2022/2023	
Japan	J1							2022		
Korea Republic	K League 1							2022		
Mexico	Liga MX						2021/2022	2022/2023		
Netherlands	Eredivisie						2020/2021	2021/2022	2022/2023	
Norway	Eliteserien							2022		
Poland	Ekstraklasa						2021/2022	2022/2023		
Portugal	Primeira Liga						2020/2021	2021/2022	2022/2023	
Russia	Premier League						2021/2022	2022/2023		
Saudi Arabia	Pro League						2021/2022	2022/2023		
Scotland	Premiership						2021/2022	2022/2023		
South America	Copa Libertadores						2022			
Spain	La Liga						2020/2021	2021/2022	2022/2023	
Spain	Segunda						2021/2022	2022/2023		

Available Planned

StatsBomb 360 Leagues & Competitions 3/3

Competition		Year								
		2015	2016	2017	2018	2019	2020	2021	2022	2023
Sweden	Allsvenskan							2022		
Switzerland	Super League						2021/2022	2022/2023		
Switzerland	Challenge League						2021/2022	2022/2023		
Turkey	Süper Lig						2021/2022	2022/2023		
Ukraine	Premier League						2021/2022	2022/2023		
UAE	Arabian Gulf League						2021/2022	2022/2023		
UEFA	Women's Euro 2022						2022			
USA	MLS					2021	2022			

Available

Planned



Want to learn how we can help you
take your content to the next level?

Contact our sales team for a full and
detailed demo: sales@statsbomb.com