



FACT SHEET

What is Thinking Sports?

- Thinking Sports is a combination of an automated and human assisted game day content generator for social media.
- Thinking Sports mission is to bring TV Quality game day content to every club regardless of size.

Thinking Sports Auto (Your game on Automatic)

Thinking Sports Auto is a set and forget system that will generate a rich stream of content whilst the game is in process, this includes but is not limited to:

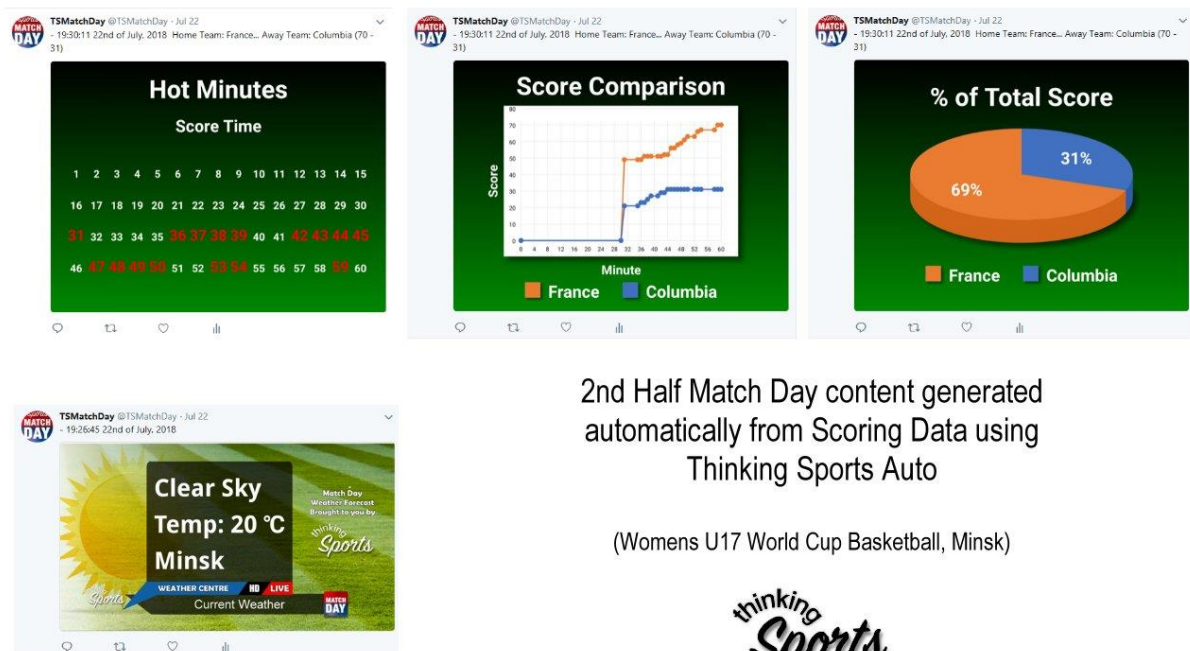
- Live Scores (Our AI engine reads the scoreboard and automatically updates scores as they change)
- Live Weather (Our system produces a graphical weather forecast for the venue at the start of play and checks for changes during play and updates when necessary)
- Sponsor Messages (Sponsor Graphics including URL links can be scheduled for display during the game)
- Pre-Prepared Messages (Up to 50 pre-prepared text messages can be scheduled for posting during play, these can be anything the club wants to convey to the fans including links to video clips and URLs)
- News Stories (We have access to over 100 news and sports services and news can be searched and scheduled for delivery on any search term. All stories can be vetted prior to scheduling to ensure only wanted content is posted)
- Graphs and Charts (Automatically produced during play from the scoring data)
- Past match statistics and head to head comparisons can be scheduled for posting during the match to further enhance the fan experience

Thinking Sports Plus (Set your social media feed on fire)

Thinking Sports Plus is our human assisted module and enables the operator to generate the following content live during play:

- Ball Tracking (Show the lead up to a Try or Goal)
- Event Tracking (Show graphically where a penalty took place, where a scrum is occurring, red card issued. In fact, any event that occurs on the pitch can be shown allowing the fans to follow the flow of the game graphically without video)
- Live Video (Interview the coach, capture crowd reaction or even record segments of play and instantly post them to your social feed. All video clips have professional TV Quality overlays built in enabling enormous amounts of live content to bring the atmosphere of the game in process to your feed)
- Angle to Goal and Chance of Success (Conversion kicks will never be the same with our ability to graphically show the Angle to Goal and the players chance of success live)
- Instant Post (Load a library of graphics or animated GIFs you want to instantly post and up they go at the tap of the screen. Everything from Kick Off Graphics, Half Time and Full Time Graphics, Try's, Goals and Player Profiles can be posted instantly)

Thinking Sports makes your social media feed more like a TV feed. We have spent 40 years educating fans in how to consume sports data in a graphical form, why not give them that familiar experience in your Social Media feeds as well.



2nd Half Match Day content generated automatically from Scoring Data using Thinking Sports Auto

(Womens U17 World Cup Basketball, Minsk)





Revenue Models for the Club

There are 2 main revenue models for clubs to benefit from in the use of Thinking Sports:

1. Subscription Model (If your club has significant Social Media Followers, you may want to set Thinking Sports up as a new channel and charge your followers a nominal fee of around £1 per week for access. If you have 50,000 followers and you achieve a 5% uptake, it will generate £2,500 per week or £130,000 per annum)
2. Sponsorship Model (You may wish to give this rich stream of new content to your followers free and if so, monetizing Thinking Sports could be done through the more traditional sponsorship model. There are several sponsorable elements within Thinking Sports and all have differing value propositions. For instance, the scoring graphics would attract the highest price as that is the most popular and regular content whilst the weather graphics may attract a lower fee. Sponsorable elements include:
 - a. Player Profiles
 - b. Scores
 - c. Weather
 - d. Graphs and Charts
 - e. Statistics
 - f. Auto-Posts

Whichever revenue model is chosen, Thinking Sports will become a profit centre for your club.

thinking Sports

LIVE SCORE

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London BRONCOS

ROCHDALE HORNETS

BRONCOS vs Hornets

MYPROTEIN FUEL YOUR AMBITION

WE ARE GNTLMEN

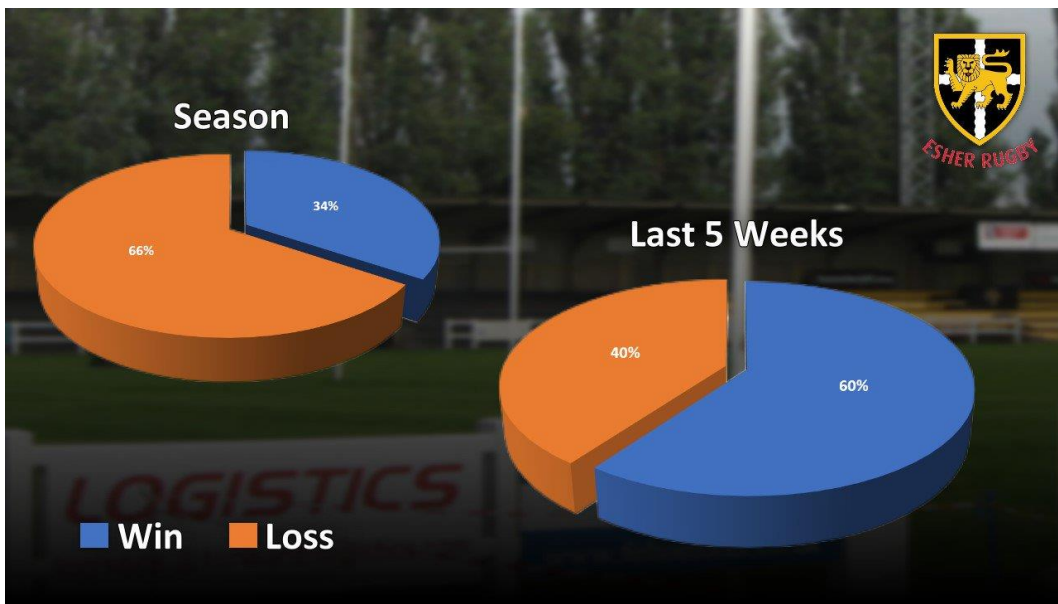
SQUAD

bartercard

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VILLAGE CRICKET HD LIVE

Bells Yew Green vs Battle



Contact Us



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