

Technology Onside: Quintic and PGI Tackle Real-time Football Analysis Heads-On



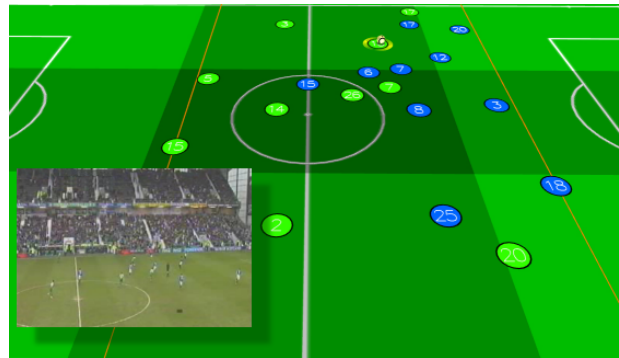
Football is more than just a sporting and viewing passion for millions of fans worldwide - it is a huge business with ever-growing commercial significance. The money and interests wrapped up in the Premier League in the UK alone are staggering; from the value of individual players and their clubs, to the revenues linked to television rights, advertisements on the pitch, product endorsements, and, of course, the millions of pounds in bets that ride on each match. It's no surprise then that coaches, teams, sports presenters and the Football Association (FA) are all keen to get their hands on sophisticated tools for match analysis - whether to inform and entertain, make key decisions during play, evaluate player fitness, or optimise a team's performance.

About PGI

This is where Performance Group International (PGI) comes in. Its ground-breaking DatatraX® system, developed with the help of Quintic's data analysis and visualisation experts, is revolutionising the world of football by offering real-time ("live") visual games analysis - replacing the existing industry benchmark of a 24-hour turnaround of analysis results - giving stakeholders instant information, with momentous sporting and commercial implications.

As one of the world's premier Sports Technology solutions providers, PGI offers products and services for sports analysis to sports organisations and the media. The company assists elite football clubs with match analysis review services, customised to suit specific requirements, by using expert consultants, coupled with sophisticated software.

For the full version of this case study, please contact Quintic on +44 (0)1223 460408, e-mail info@quintic.co.uk, or use our Web-based contact form.



The DIA provides an animated view of a match, in synch with a video of the game itself, here tracking the player in possession of the ball.



(George Canterbury, Technical Director, Performance Group International)

"PGI's DatatraX® software is set to be the uncontested leader in real-time statistical analysis of football matches throughout the world. Thanks to Quintic's expertise, the DatatraX Information Application (DIA) offers impressive visual match analysis tools, including real-time animated views of a game. As a key product component, it is also a big enabler for marketing activities. We truly appreciate Quintic's proactive approach, flexibility and problem-solving abilities - Quintic's developers often suggest solutions to challenges we face in other project areas, which aren't even their responsibility."

The DatatraX® Concept

Until the advent of DatatraX, all accurate, in-depth computerised statistical analysis of football games happened post-match, through a very labour-intensive process, mostly consisting of operators clicking continuously on figures from a digital video of a match to allow a database to map the game's events, then analyse play.

Any immediate analysis provided on TV during a match relied on line data gathering - the recording of simple events during the game, typically provided by a person with a mobile phone, calling out events and player names to a colleague at the other end, who would then enter data into a computer for display on TV screens - a fairly inaccurate and error-prone approach.