

Netherlands Eredivisie

WEDSTRIJD STAND STATISTIEKEN TOPSCORERS

Netherlands Eredivisie De Vijverberg Wedstrijd afgelopen GRA 1 0 EMM HEE

Netherlands Eredivisie Abe Lenstra Stadion Wedstrijd afgelopen VVV AZ 2 2

Netherlands Eredivisie AFAS Stadion Wedstrijd afgelopen HER 2 1

Netherlands Eredivisie Amsterdam ArenA Wedstrijd afgelopen AJX 4 2 VIT

Overzicht Opstelling Tijdlijn

4 2

Amsterdam ArenA
Apr, 23, 2019 - 20:45
Wedstrijd afgelopen

| | | | |
|------------|-----|-----|-------------|
| H. Ziyech | '41 | '66 | N. Foor |
| D. Tadić | '55 | '82 | O. Darfalou |
| M. de Ligt | '58 | | |
| D. Tadić | '80 | | |

Wedstrijddetails

TMG Business Case

About The Telegraaf

The Telegraaf is a daily newspaper in the Netherlands and a subsidiary of the Belgian Telegraph Media Group (TMG). While the newspaper was established in 1893, they have had an online presence since 1996. Their website offers news indifferent categories such as sports, finance, local and foreign news, and a tv section (Telegraaf TV news).

The Telegraaf is independent and outspoken. It dares to have an opinion. The newspaper's journalists publish news 24 hours per day. Those stories reach readers through all devices – on paper, mobile and tablet. The digital newspaper is read by 50% of the Dutch population. At the breakfast table, at work or on the couch with the tablet, The Telegraaf determines the talk of the day. The most current combined print and online figures place The Telegraph as the daily newspaper with the highest reach.

6,870,000 BRAND REACH



355,000 FANS



Challenge:

The digital news landscape is saturated

In the newspaper industry, companies are hard-pressed to offer customers something new. Providing real-time news combined with data in a compelling format is key. TMG wanted to boost audience retention and acquire new customers to continue its growth path.

Unique content makes this possible and the more varied the content, the more a visitor engages with the site.

Solution

ORTEC SPORTS s developed a sports football widget for TMG which helps the publication successfully compete for the customers ' attention span.

The widget displays general football information on the main page and provides details about domestic and international matches. Pre-match information, live analysis and after match statistics are also shown.



Benefits:

- Match center with all relevant information in one place.
- Performance indicators for teams calculated by a mathematical model.
- Information showed per league with a single click

The widget is part of the Media Portal developed by ORTEC SPORTS

Media Portal

ORTEC Sports' Media Portal offers a collection of widgets with various infographics to present data in a simple and clear way. The widgets vary from stand-alone match results widgets to more complex visualization widgets which display collected soccer data.

The user can configure the widgets using a large number of settings and control which data is shown. The widgets can be used to support articles and blogs or can be integrated into websites where the media publication wants to show up-to-date sports data.

ORTEC Sports NL as in the other Product sheets

SINCE 2009

VISITORS

40.000

PER WEEK LIVE

130.000

UNIQUE VISITORS
PER MONTH

**1,9
MILLION**

UNIQUE VISITORS
PER YEAR

Reach

- Show data at the match, team, player and league level
- Engage fans and web visitors.

Control

- Select the statistics and data loaded into the widget
- Configure your widget as desired.

Play

- Update widgets during live matches
- Support your articles and blogs with data and statistics.

Benefits

- Quick access to data
- Support in data visualization
- Embedded directly into articles and websites

ORTEC SPORTS

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