

Press Release:

Couchmans LLP advises on key sports data partnerships for UK football leagues

Date of Release: 26 October 2016

Couchmans LLP, the specialist sports law firm, has advised Football DataCo Limited, the company responsible for the marketing and commercialisation of the official match data of The Premier League, The English Football League (EFL) and The Scottish Professional Football League, on the conclusion of Official Data Partnerships for Season 2016/17 to 2018/19 inclusive.

Perform, the international digital sports media group, won competitive tender processes for all of the available packages of rights and will continue as the Official Data Partner of each of the three UK Leagues collecting and supplying cutting-edge live match data to customers in the media and betting sectors via their respected brands, Opta and RunningBall.

Perform collect data from more than 3,000 matches per season in senior first team competitions alone, attending stadiums up and down the UK each week to satisfy the demand for live data and statistics from fans, broadcasters, news media and betting companies. The data collected also supports key elements of the Leagues' digital offerings including the official fantasy football game of the Premier League and live match-centres on EFL.com and SPFL.co.uk.

Adrian Ford, General Manager, Football DataCo Limited said:

"These partnerships are very important to DataCo and the Leagues and we look forward to continuing to work with Perform to maintain the status of our official data as the global standard for match and player data relating to our competitions".

Couchmans' work on the project was led by **Jody MacDonald**, (Head of Sports Data) who said:

"Official data is now a key part of digital strategy for all sports bodies and leagues. In securing these partnerships DataCo has delivered significant commercial value to the UK Leagues and ensured that fans, broadcasters and commercial partners all over the world will have access to live data and statistics presented in new and engaging ways. We were delighted to play a role in the successful extension of these partnerships."

For further information contact:

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Note to Editors

About Couchmans LLP

Couchmans is the UK's leading and award-winning specialist sports law firm (as ranked by the independent legal directories), providing advice to clients operating in the sports industry around the world. The firm serves many of the most prestigious operators in sport, who benefit from an unrivalled collective experience and highly commercial approach.



Couchmans is internationally recognised as **Who's Who Legal Law Firm of the Year (Sports) 2016**.

Legal 500 Tier 1 in sport 2016

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