### Client Profile: Pac-12 Network

The Pac-12 Networks are leaders in collegiate athletics covering twelve of the most prestigious universities in the world. The network broadcasts over 850 live telecasts each year in addition to several daily and weekly studio shows to provide an encompassing view of what’s happening within the conference.

In addition to the national network, they also operate a group of six regional networks focusing on specific universities within the conference.

### Business Challenges: Consolidate Data Sources & Analytics Reporting

Having a unified source of data is paramount for helping the network build storylines and prepare for games. Many of the Pac-12 Network’s teams relied on the data to produce content for broadcast, editorial, digital and social channels, however without a central source of data, they often ran into inconsistencies in data accuracy.

### Product Implementation: Custom Reports and Tableau Dashboards

By integrating Stats Perform’s robust college football data including the proprietary X-info dataset into Tableau dashboards, the Pac-12 Network now has a centralized and organized data center to pull information that can be used across its content creation teams.

The dashboard's filterable views make navigation easy, giving teams more time to work on developing detailed stories with Stats Perform’s advanced analytical metrics. Easily-modifiable tables allow teams to customize reports at unmatched speed, without extensive resources or expertise so that each regional network can tailor the Tableau dashboard to their respective needs.
The Results: Streamlined Production & More Analytical Content
In creating a centralized, and more reliable data source the Pac-12 network has been able to streamline the preparation for broadcasts, allowing them to go more in-depth with their storylines for each broadcast.

By increasing the reliability of basic data, the Pac-12 has also been able to introduce advanced X-info metrics into broadcasts, creating a more engaging experience for viewers.

I feel like we have gotten much more buy-in to football analytics as a company since we’ve started using Dashboards. The consistency of the information and the ease of use have been the biggest factors behind this. I believe this has helped our storytelling ability greatly.

-Jim Thornby, Senior Producer, Pac-12 Network

About Stats Perform
Stats Perform is the market leader in SportsTech providing the most trusted sports data and the latest advancements in applying AI and machine learning to deliver better predictions for teams, sportsbooks and a more engaging broadcast, media and fan experience. The company collects the most detailed sports data to create new experiences across sports.

Leveraging the richest sports database, Stats Perform enhances sports competition and entertainment through machine learning and computer vision to create advanced predictions and analysis – be that for digital and broadcast media with differentiated storytelling, tech companies with reliable and fast data to power their innovations, sportsbooks with in-play betting and integrity services, or teams with first-of-its-kind AI analysis software.