Mobile Development Platform

Rapid and custom mobile app development, infrastructure, SDK and documentation provided by Sportradar
Enhance your applications
with global, real-time sports data

The more sports, leagues and tournaments we are interested in, the harder it gets to watch all the broadcasts, let alone see our favourite athletes in the stadium. As a rising number of sports events are followed on the go, mobile devices are often the only way to conveniently check the results as the match happens.

Catch the users with sports data on the go

Today, mobile devices are the channel that fans commonly use to stay informed about their favourite sports anywhere, anytime. They are used as «second screens» to look up statistics and additional sports-related information while – at the same time – the user follows the match on a big screen or live on site.

We enable sports TV channels, online sports media publishers and gaming operators to include real-time sports data, rich historic statistics, and various pre-game information in their apps for mobile and multimedia applications.

Mobile Development Platform

The Sportradar Mobile Development Platform (MDP) ensures that all the interesting statistics, and pre-game and post-game data for 20+ sports worldwide are streamed to the end-user devices in real-time. Users can be notified of match results, events and statistics with the fastest sports events push notification service on the market.

The main advantage of using the Mobile Development Platform is that media operators or gaming providers no longer need to worry about infrastructure – it is all maintained by Sportradar. And as demand grows, the infrastructure adapts to the needs of the customer.

What is the Sportradar MDP?

- A complete sports data server and service infrastructure for mobile application development.
- Android and iOS mobile phones, tablets and TV devices supported.

Why do you need it?

- No in-house server infrastructure required
- Automatic scalability (lower TCO)
- Zero latency push notifications

Where do you find it?

- Visit: mdp.sportradar.com

Two approaches

When developing a new application for a platform or mobile device, the Mobile Development Platform enables two approaches:

Build apps from scratch with the Mobile SDK. Easily develop user interfaces and data displays by yourself and use the Mobile SDK to receive information into your app in real time – directly from Sportradar’s servers.

Enrich your existing apps with pre-fabricated widgets and show real-time data with the Mobile SDK UI library.

Business features

Ideal for broadcasters, digital publishers, gaming providers and telecom operators who want to provide the sports-fan segment with cutting edge sports event coverage.

- Scalable server infrastructure provided and managed by Sportradar
- Data delivered directly to end-user apps, no processing needed
- Low financial investment
- Fast time-to-market
- Free trial available
- Comprehensive customer support
- Top data quality assurance with fully managed Sportradar sports data delivery

“The experience of being a sports fan has never been better thanks to the vast array of technologies and platforms delivering sports content today. Sports fans not only ‘enjoy watching games via mobile platforms, they say they’re willing to pay for more dynamic, mobile-accessible sports content.”

Steve Koenig, Senior Director of Market Research at CEA (Consumer Electronics Association) in the Sports and Technology Study, 6th Edition
Mobile SDK

The Mobile SDK is a key component of the Mobile Development Platform. It enables customers’ mobile and TV applications to communicate with the Sportradar data servers through the Mobile SDK, which accesses the Sportradar infrastructure and is designed for high scalability and availability.

**The multi-platform SDK comprises:**
- Easy-to-use data models
- Automatic live data fetching and loading operation notification
- Social integration
- Prepared data structures (such as point flow in a match, or penalty shootout)
- An open source demo application (for iOS and Android)
- SDK search functionality
- Ability to structure the data in your application in your own way, providing a unique experience for your end users

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The UI Library included in the Mobile SDK enables developers to use pre-fabricated graphics visualisation widgets for quick inclusion in their mobile apps. Currently, the native Live Match Tracker for 10 sports is available, with pitch display, on-screen event notifications, and more than 30 web widgets for specific views: live score table, match list, or lineups.

**Functional & development features:**
1. Detailed head-to-head match information for 20+ sports
2. Fastest push notifications on the market
3. Pre-, post- and live match statistics
4. Live league standings
5. Lineups and squads
6. Live match tracking with positional information
7. User management (standard OAuth for Facebook, Twitter, Google)
8. Customisable pre-fabricated live sports widgets available

"Mobile app time spent grows 69% year over year in 2016."
Flurry Analytics (Yahoo!)
The Sportradar Mobile Development Platform portal includes documentation to help you quickly develop applications without assistance.

**Quick start guides for Android and iOS**
The easy way to help your team get started within only a few minutes. Code samples are provided so you can include the Mobile SDK library and Mobile SDK UI library in your applications and projects.

**Sportradar MDP Dashboard user guide**
Discover how to quickly navigate the MDP Dashboard. You can see how to register your applications, enter social login management and push notification keys, where to follow usage statistics, and more.

**Tutorials, how-to’s and quick guides**
Our topical tutorials help developers see the wide range of functionalities and details available through the Sportradar Mobile Development Platform. Content is regularly updated to reflect all new features, which are added in an on-going process.

**API reference**
This is where developers receive all references for data retrieval and updates from the Sportradar servers and data services.

**Support**
If you cannot find an answer to your question within our documentation, please contact Sportradar support. Provided by developers who also work on the Sportradar Mobile Development Platform, their knowledge of the system is second-to-none.

**See documentation online:**
Visit mdp.sportradar.com and register for a free trial account to check out the Quick start guide, tutorials, API reference and frequently asked questions.
Ready-made widgets

If you only want to augment your existing application with sports data or widgets available from Sportradar, and/or provide the shortest possible time-to-market, this can be achieved with our Mobile SDK UI Library.

You can use the fast approach to develop an app with prefabricated elements:

➔ Rapid integration of existing or new applications through HTML embed code or native UI Library for iOS, and Android Quick deployment of pre-fabricated widgets that enable display of sports, match, team statistics and in-game results

➔ Widgets can be customised with logos and colours to fit the provider/application graphic design

➔ Sportradar Store enables a simple purchase and check-out process for new widgets

➔ Widgets are designed to be fully responsive

Native development

Gaming providers, specialised sports media, league owners and all-round high-frequency sports data providers prefer native application development.

This gives them the opportunity to:

➔ Use fastest push notifications

➔ Catch user attention by offering new value propositions

➔ Integrate data into UX in the best possible way by integrating multimedia streams, data displays, images, social profiles

➔ Make graphics design part of their value proposition

➔ Build completely new applications and try new concepts

➔ Fully use the capabilities of a specific platform

➔ Offer fastest application response to their users

While a higher development effort is often required in the beginning (concept, UX, design, development), the result is a huge game-changer for providers wanting to gain and retain users!
Showcases

**Sport Klub**

United Media Production D.O.O. Beograd runs a prominent dedicated sports TV programme Sport Klub, accompanied by an online portal sporklub.rs and mobile apps for iOS and Android that offer news, results and analysis to a wide audience in the Southern European region (Serbia, Croatia, Slovenia).

**Push notifications**

They use push notifications to engage their audience and let them know about match starts, goals, sanctions, results, and latest news about the team or league. Users can subscribe to their favourite teams or tournaments and receive notifications about new matches or content provided by Sport Klub.

**User management**

Users can create a user profile with a picture and password. They can then log in with their e-mail address, or with popular OAuth authentication services provided by Facebook, Twitter and Google.

**Widgets**

To augment their sports news application with real-time sports results and match details, 15 Sportradar widgets – designed to fit their UI – were integrated.

**Design**

The design – controlled with CSS – shows the match headers, match lists, fixtures, head-to-head team display, game commentary and similar. Match, tournament and other IDs are then used to implement widgets at various sub-pages.

**XML data feeds**

On various pages of their app they also use XML data feeds to retrieve data, which is then processed and custom-displayed in their player tennis widgets.

**Sofascore Live-Score**

Native application for iPhone and iPad, intended for the passionate sports fans or serious fantasy managers. It includes simple live scores and deep statistics with detailed player analyses.

**Products used**

- XML Feeds used for accurate and up-to-date data
- Mobile Development Platform push notification for notifying end-users about events just a second after they happen

**Liga Stavok**

Native application, developed by one of the largest gaming providers in Russia.

**Products used**

- Mobile Development Platform
- Push notifications
- XML Feeds
- Used for data
Mobile Development Platform & Mobile SDK data delivery operation

**Collection**
- More than 6,000 data journalists
- More than 20,000 sports events per month
- More than 20 sports

**Consolidation**
- Extensive data quality control
- Only 1 second delay from the event to visualisation for the end-user

**Delivery**
- Global and rapid data delivery
- Infrastructure growth with your end-user base
- Customer does not need to manage infrastructure

**Visualisation**
- Create native applications with Mobile SDK
- Use Mobile SDK UI
- Library with pre-fabricated widgets for fastest time-to-market

- **DATA COLLECTION**
- **DATA FEEDS**
- **MOBILE SDK**
- **End-User**

**Data Journalist**

**Managed by Sportradar**

**Managed by Customer**
Broadcasters: Combine your channels into a hyper-engaging experience
For many in this new digital information era, watching a game and listening to the commentary on screen just isn’t enough. Users want their statistics and match details always at hand on their second screen (phablet, smartphone or tablet). Mobile users can easily receive a joint multimedia experience, watching a live video feed, accompanied by Sportradar data on the same screen.

➔ Create true all-round, multi-screen, multi-platform solutions (Android, iOS, Java, tvOS …)
➔ Various depth coverage, statistics, forecasts
➔ User functionalities (push notifications, login, favourites, virtual stadium)

Digital publishers: Provide users with fastest real-time results and historic data depth
Today, online and mobile app sports coverage means far more than photos and articles. Users want to browse through real-time and historic data about a certain team, tournament or league. They want to check facts themselves, and expect excellent visualisations. Publishers can provide powerful native apps, or they can opt for quick pre-fabricated solutions with widgets.

➔ Best-in-class sports coverage
➔ Real-time data, fastest push notifications on market
➔ Multi-platform, modular, social-aware architecture

Telecommunications companies: Break new grounds in content & media delivery
The telecoms often provide dedicated TV channels and online portals, acting as broadcasters and publishers. Their customers are a mix of tech-savvy and steady users who are always reaching for new products and new entertainment opportunities.
Telcos can also act as proxies, offering white-label solutions to their business customers so they can explore new opportunities to keep their end-users engaged.

Esport gaming providers: Exciting gaming nation on the rise
The popularity of esport gaming is on the rise. The Mobile Development Platform enables organisers to provide team, sports, match and player statistics; and they can always keep the audience well informed. Providers can use the Mobile Development platform to:

➔ Build exciting new communities in the gaming segment
➔ Provide global tournament coverage
➔ Take the lead in their market segment

Fantasy sports gaming providers: Combine virtual and real life data
Upgrade real life sports by including virtual sports features on your mobile offering and provide a cutting-edge combination of real and virtual excitement! Users can then enjoy the best of both worlds as they play their fantasy teams and follow computer-generated matches.

➔ Widen your offering to include new exciting possibilities
➔ Grow the power of your fan-base
➔ Combine real and virtual sports features to maximise entertainment

Usage scenarios
Pricing

The Mobile Development Platform access can be purchased through four different plans. The complete pricing model consists of two main components and an optional charge for widgets.

Choose your size

The four plans include different numbers of monthly active end-user interactions, a different delay in push notification delivery, and premium support by Sportradar in a selected package.

The Starter, Normal and Premium packages are intended for businesses with up to 10,000, 100,000 or 500,000 monthly active users. An Individual plan can also be devised for those targeting larger audiences.

Data package

The data package includes the license for receiving data feeds according to the pricing list – it is influenced by the coverage depth, region of coverage and the target audience size. The data subscription charge is subject to individual calculation.

Data package pricing depends on numerous factors, such as:

➔ Country of operations
➔ Popularity of the sport or the selected bundle
➔ Data quality referring to included data points and amount of covered competitions
➔ Target audience size
➔ Frequency of data

Optional widgets

If you choose to implement pre-fabricated widgets, you can select and purchase widgets for your application separately in our Sportradar Store at: store.sportradar.com.

Mobile Development Platform Access

This part of the price is fixed according to the plan purchased.

The complete pricing model consists of two main components and an optional charge for widgets.

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These prices are for informative purposes only and are not guaranteed. For current pricing, please contact Sportradar Sales.
Do you require further information? Then please let us know. We are more than happy to address your enquiries.
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