

# PRESS RELEASE

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## Wolverhampton Wanderers Implement Scout7Xeatre.tv Video Analysis Application

Scout7 is delighted to announce that **Wolverhampton Wanderers have become the very first FA Premier League club to implement the pioneering Scout7Xeatre.tv video analysis, scouting and management application.**

Since its official launch in Paris earlier this year, Scout7Xeatre.tv has revolutionized the way professional clubs monitor players overseas through utilizing feeds of match footage broadcast all over the world. Over the past six months, leading clubs across Europe, including Borussia Dortmund in Germany, Olympique Marseille in France and Valencia in Spain have all embraced Scout7Xeatre.tv.

The application is a collaboration between Scout7 and German media solutions provider Xeatre.tv, who have historically delivered applications specially tailored for television production companies, enabling them to monitor programme content broadcast domestically by television networks globally.

Xeatre.tv's biggest clients to date include the television production company Endemol, who make programmes in over twenty countries worldwide, and Brainpool, who focus primarily on making programmes for German language markets

In installing the application, Wolverhampton Wanderers have embraced a completely legitimate model whereby the club subscribes to television packages provided by domestic broadcasters, which are then recorded onto Scout7Xeatre.tv software in the country of broadcast and picked up by state-of-the-art receiver equipment at Xeatre.tv's headquarters in Munich.

All the recorded footage is then available for club users to watch through the club's own hosted solution and stored online, enabling the club to build an archive of full games and edited footage that can be used proactively by the club's performance analysis and player recruitment departments.

It will enable them to assess the strengths and weaknesses of both upcoming opponents and potential recruitment targets, by using web-based editing facilities to book-mark key events which take place during each game, which are then retrievable using a sophisticated internal search facility.

Wolverhampton Wanderers Chief Executive Jez Moxey explains the club's key motives in installing Scout7Xeatre.tv.

**He says:** "Since securing promotion back to the FA Premier League in May, we have invested significantly into our infrastructures to enhance our performance analysis department, which has included the introduction of Scout7Xeatre.tv.

"The application means that our team of analysts can now access legitimate footage of every game played by our opponents, which allows them to identify key trends as part of our preparation for each first team match.

"In addition, our player recruitment team, led by Chief Scout Dave Bowman and European Scout Ian Evans can now monitor overseas leagues and keep close tabs on existing targets remotely on a day-to-day basis, as well as identifying emerging players breaking into top-flight football.

"We pride ourselves on being a progressive club and in becoming the first Premier League club to embrace this technology, we are enhancing our existing working practices, particularly given the flexibility offered by Scout7Xeatre.tv in monitoring football abroad."

As well as installing Scout7Xeatre.tv, Wolverhampton Wanderers have also agreed to extend their existing agreement to continue using the ProScout7 recruitment management application, in use at the club since the summer of 2007, through to 2011.

Following these commitments, Scout7 Chairman Mark Ansell has outlined how the company's state-of-the-art technology can assist the club in the player recruitment process.

**He says:** "We have had a very strong relationship with Wolves over the past two years and we were very pleased to see Mick McCarthy and his team secure promotion back to the top-flight this summer.

"Now following commitments made by a number leading clubs on the continent, they are the very first top-flight club in England to implement the Scout7Xeatre.tv solution into their internal infrastructure.

"Of course we recognize there is no substitute for watching a player 'live' within the stadium, but for most clubs it is impossible to monitor each individual target on a weekly basis if they play their club football overseas. However Scout7Xeatre.tv will enable Wolves

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to do just that - with each game being recorded and archived online for analysis. This is in addition to the benefits it offers their analysts in preparation for each match played in throughout the season.

"Having delivered pioneering scouting and recruitment solutions for approaching a decade, we know how important it is for clubs to make considered, well-informed decisions in the transfer market, especially when considerable financial commitments are going to be made on a single player.

"So by embracing Scout7Xeatre.tv, clubs are taking due diligence to the next level and in the process, reducing potential risk in player recruitment."

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### Company Note

**Based in central Birmingham, Scout7 is the world's leading provider of scouting, recruitment and squad management solutions to professional football clubs and national football associations.**

**Scout7 has systems implemented at over 100 professional football clubs throughout Europe. Clients include Anderlecht, Ajax, AZ Alkmaar, Bordeaux, Celtic, Chelsea, Hertha BSC Berlin, Liverpool, Olympique Lyonnais, Olympique Marseille, PSV Eindhoven, Rangers, Red Bull Salzburg, Sevilla, Tottenham Hotspur, Valencia and Villarreal.**

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