FANTASY PLAYER COMPARISON TOOL

SAP

NFL.COM/FANTASY

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National Football League

Fantasy Industry Demographics

36.6 million
fantasy sports users

74% of players
use 4+ websites for research

17.89 hours/week
of sports consumed per user

8.67 hours/week
of fantasy consumed per user

69.4% of players
favorite fantasy sport is football

Source: Fantasy Sports Trade Association (http://fsta.org)

FSTA
FANTASY SPORTS TRADE ASSOCIATION

Background

➢ Create even stronger connection between fans and the NFL
➢ Use exclusive content, data and stats to increase the fantasy football market

Timeline

➢ 2010: Launched NFL.com Fantasy; focus on exclusive features
➢ 2011: Increased available features
➢ 2012: Introduced new casual games
➢ 2013: Bring advanced data and more tools to NFL Fantasy users

The Goal

> ➢ Bring advanced data and more tools to NFL Fantasy users
> ➢ Expand the fantasy football market

Target Markets

> ➢ Novice/Newbies
> > ➢ User-friendly Interface
> > ➢ Quick Decisions
> ➢ Avids/Experts
> > ➢ Data Manipulation/Customization
> > ➢ Advanced Analytics

The Data

➢ Current Season Data – statistics, projections, player ranks, opponent strength
➢ Historical Analysis – statistics, player age, game conditions
➢ Advanced Logic – team support, statistical balance, injuries, red zone

The Questions

➢ Who should I start?
➢ Who should I add?
➢ Is this trade fair?

Key Considerations
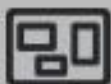
➢ Speed
➢ Scalability
➢ 100% Uptime

NFL

- NFL GAME DATA
- WEATHER
- FANTASY EXPERTISE
- VISUAL DESIGN / UI
- FANTASY INTEGRATION
- PRODUCT STRATEGY

SAP

- HANA CLOUD PLATFORM
- LUMIRA CLOUD
- PROFESSIONAL SERVICES
- DATA SCIENTIST
- PROJECTION ALGORITHM

FANTASY PLAYER COMPARISON TOOL — INSIGHTS FROM **SAP**

START OVER | COMPARE | DECISION | CUSTOMIZE | TUTORIAL

| RECOMMENDED | 22.8 | | 20.1 | |

REGGIE WAYNE

REC	REC YDS	TD	PTS/GM
106	1355	5	10.19

MARQUES COLSTON

REC	REC YDS	TD	PTS/GM
83	1154	10	10.71

4.25	PERFORMANCE	3.75
	MATCHUP	
HIGH	CONSISTENCY	HIGH
MEDIUM	UPSIDE	LOW
	INTANGIBLES	

CUSTOMIZE

ONLY ON

NFL.COM/FANTASY

FANTASY
FOOTBALL

NFL Fantasy Football

SEARCH PLAYER BY NAME 🔍

FANTASY '13   LEAGUE   **MY TEAM**   GAME CENTER   PLAYERS   DRAFT CENTER   RESEARCH   MANAGE   MY FANTASY ▼

Roster Add   Drop   Trade   Waiver Report   Watch List   Transactions   Trading Block   Keepers   Edit Settings   Alerts   Pre-Draft Rankings

MY TEAM

PRESENTED BY 🐏 RAM

Big Red Machine Daniel   Co-Owner: Daniel | Playoff Bracket | Trophy Room   Teams [Big Red Machine ⇕]

Week 5 Live Scoring - View Game Center

Big Red Machine				Fantasy is Life
3-1-0 (4), Streak: W1	🔴	**91.32** VS **93.16** 🐢		1-3-0 (9), Streak: L3
Waiver: 7				Waiver: 2

WEEK 5 | 1 2 3 4 **5** 6 7 8 9 10 11 12 13 14 15 16 17   SUBMIT   CANCEL

STATS	PROJECTIONS	RESEARCH	ADVANCED	RANKS	SCHEDULE	GURU ↗

2013 SEASON | ▾   WEEK 1 2 3 4 **5** LAST 2 WKS   LAST 4 WKS   PLAYER COMPARISON TOOL ▭

POS	Move	Offense	Opp	Status	Genius	Passing			Rushing			Receiving	TD	Misc FumTD	2PT	Fum Lost	Fantasy Points
						Yds	TD	Int	Yds				TD	FumTD	2PT	Lost	Points
QB		Colin Kaepernick QB - SF 📷	HOU	Win, 34-3		113	1	-	-				-	-	-	-	9.92
RB		Chris Johnson RB - TEN FL	KC	Loss, 17-26		-			17	-	63	1	-	-	-	-	14.00
RB		Arian Foster RB - HOU 📷	@SF	Loss, 3-34		-			98	-	20	-	-	-	-	-	11.80

FANTASY PLAYER COMPARISON TOOL

INSIGHTS FROM **SAP**®

BY NAME 🔍

START OVER   **COMPARE**   DECISION   CUSTOMIZE   TUTORIAL   FANTASY ▾

COMPARE PLAYERS   SELECT PLAYERS TO ANALYZE BELOW

BIG RED MACHINE ▾			BIG RED MACHINE ▾	
Player	**Team-Pos**		**Player**	**Team-Pos**
Arizona Cardinals	ARI - DEF	○	Arizona Cardinals	ARI - DEF	○
Matthew Stafford	DET - QB	○	Matthew Stafford	DET - QB	○
Chris Johnson	TEN - RB	○	Chris Johnson	TEN - RB	○
Cecil Shorts	JAX - WR	○	Cecil Shorts	JAX - WR	○
BenJarvus Green-Ellis	CIN - RB	○	BenJarvus Green-Ellis	CIN - RB	○
Arian Foster	HOU - RB	○	Arian Foster	HOU - RB	○
Randall Cobb	GB - WR	○	Randall Cobb	GB - WR	○
Colin Kaepernick	SF - QB	○	Colin Kaepernick	SF - QB	○
Kendall Wright	TEN - WR	○	Kendall Wright	TEN - WR	○
Brian Hartline	MIA - WR	○	Brian Hartline	MIA - WR	○

VS

ANALYZE

MY TE

Big Re

Big
3-1-0 (4

WEEK 5

STATS

2013 SEAS

POS   Move

QB

RB

RB

WR

WR   Randall Cobb

achine ▾

SCOUT
SY TEAM

COUT

TOOL ⊡

Fantasy
Points

9.92

14.00

11.80

13.40

10.70

FANTASY PLAYER COMPARISON TOOL

INSIGHTS FROM **SAP**®

START OVER   COMPARE   **DECISION**   CUSTOMIZE

TUTORIAL

RECOMMENDED   **26.6**   **11**

#9 | QB
MATTHEW STAFFORD

PASS YDS	RSH YDS	TD	PTS/GM
1524	7	9	17.93

COLIN KAEPERNICK   **#7 | QB**

PASS YDS	RSH YDS	TD	PTS/GM
969	154	6	12.83

Stafford		Kaepernick
14.5	« PERFORMANCE	8
vs GB - #8 DEF vs QB	« MATCHUP »	vs HOU - #21 DEF vs QB
LOW	« CONSISTENCY »	LOW
LOW	« UPSIDE »	LOW
AWAY, CLOUDY	« INTANGIBLES »	HOME, CLEAR

CUSTOMIZE

MY TE

Big Re

Big
3-1-0 (4

WEEK 5

STATS

2013 SEAS

POS	Move							Fantasy Points
QB								9.92
RB								14.00
RB								11.80
WR								13.40
WR	Randall Cobb	DET	Win, 22-9		72	35		10.70

FANTASY PLAYER COMPARISON TOOL

INSIGHTS FROM **SAP**®

| START OVER | COMPARE | DECISION | **CUSTOMIZE** | TUTORIAL |

CUSTOMIZE ANALYSIS   TWEAK THE SLIDERS BELOW OR CHOOSE FROM NFL.COM/FANTASY EXPERT OR USER-GENERATED LOGIC

| CHOOSE SETTING | **DEFAULT** | M. FABIANO | M. GRANT | A. RANK | MY CUSTOM |

Category	Definition	
Performance	Player performance (NFL statistics and Fantasy points) from the current season	⊙
Matchup	Opponent-specific fantasy points against (FPA) data and matchup analysis	⊙
Consistency	Stability of historical player fantasy point production	⊙
Upside	Potential for significant fantasy point performance	⊙
Intangibles	Additional factors including injury status, weather, game location, team support and player rest	⊙

⟳ **RE-ANALYZE**

Question

➢ Should I start Reggie Bush or Wes Welker?

Scenario

➢ I am confident in my team, so I want consistency out of my flex (WR/RB) slot.

FANTASY PLAYER COMPARISON TOOL

INSIGHTS FROM **SAP**®

START OVER | COMPARE | **DECISION** | CUSTOMIZE | TUTORIAL

RECOMMENDED | 22

12.6

REGGIE BUSH #21 | RB

RSH YDs	REC YDs	TD	PTS/GM
986	292	8	10.74

WES WELKER #83 | WR

REC	REC YDs	TD	PTS/GM
118	1354	6	10.71

7.56	« PERFORMANCE »	3.36
	« MATCHUP »	
LOW	« CONSISTENCY »	LOW
LOW	« UPSIDE »	LOW
HOME DOME	« INTANGIBLES »	HOME CLEAR

CUSTOMIZE

FANTASY PLAYER COMPARISON TOOL

START OVER   COMPARE   DECISION   **CUSTOMIZE**   TUTORIAL

CUSTOMIZE ANALYSIS TWEAK THE SLIDERS BELOW OR CHOOSE FROM NFL.COM/FANTASY EXPERT OR USER-GENERATED LOGIC

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⟳ RE-ANALYZE

FANTASY PLAYER COMPARISON TOOL

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| | 6 | | 12.6 | RECOMMENDED |

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WES WELKER
#83 | WR

REC	REC YDS	TD	PTS/GM
118	1354	6	10.71

2.52	« PERFORMANCE »	3.36
	« MATCHUP »	
LOW	« CONSISTENCY »	LOW
LOW	« UPSIDE »	LOW
HOME DOME	« INTANGIBLES »	HOME CLEAR

CUSTOMIZE

Question

> ➤ Should I trade Reggie Wayne for Marques Colston?

Scenario

> ➤ I have quality receivers, so I'm focused on which player gives me a better change for big weeks.

FANTASY PLAYER COMPARISON TOOL

INSIGHTS FROM **SAP**®

START OVER | COMPARE | **DECISION** | CUSTOMIZE | TUTORIAL

RECOMMENDED — 22.8

REGGIE WAYNE
#87 | WR

REC	REC YDS	TD	PTS/GM
106	1355	5	10.19

20.1

MARQUES COLSTON
#12 | WR

REC	REC YDS	TD	PTS/GM
83	1154	10	10.71

4.25	« PERFORMANCE »	3.75
	« MATCHUP »	
HIGH	« CONSISTENCY »	HIGH
MEDIUM	« UPSIDE »	LOW
	« INTANGIBLES »	

CUSTOMIZE

FANTASY PLAYER COMPARISON TOOL

START OVER   COMPARE   DECISION   **CUSTOMIZE**   TUTORIAL

CUSTOMIZE ANALYSIS
TWEAK THE SLIDERS BELOW OR CHOOSE FROM NFL.COM/FANTASY EXPERT OR USER-GENERATED LOGIC

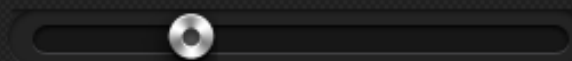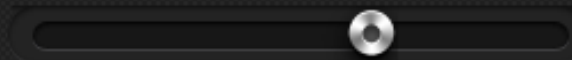| CHOOSE SETTING	DEFAULT	M. FABIANO	D. DAMASHEK	A. RANK	MY CUSTOM

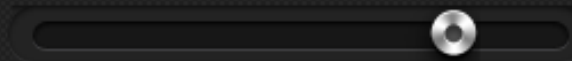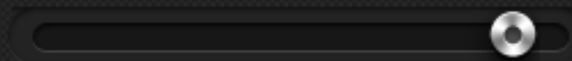| Category	Definition	
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RE-ANALYZE

FANTASY PLAYER COMPARISON TOOL

START OVER   COMPARE   **DECISION**   CUSTOMIZE   TUTORIAL

RECOMMENDED   24.2

21.8

#87 | WR
REGGIE WAYNE

REC	REC YDS	TD	PTS/GM
106	1355	5	10.19

MARQUES COLSTON   **#12 | WR**

REC	REC YDS	TD	PTS/GM
83	1154	10	10.71

4.81	« PERFORMANCE »	4.13
	« MATCHUP »	
HIGH	« CONSISTENCY »	HIGH
MEDIUM	« UPSIDE »	LOW
	« INTANGIBLES »	

CUSTOMIZE

The Benefits of the Partnership

- ➢ Let NFL Fantasy focus on what we know
- ➢ Rely on SAP for data analysis, logic, algorithms, hosting and scaling
- ➢ Convert mountains of data into a user-friendly interface
- ➢ Give users a new, innovative tool exclusive to NFL.com
  - ➢ Novice: simple solutions
  - ➢ Experts: customized analysis
- ➢ Expand the fantasy football market