

New Sports TV Companion Web App Signs Deal with Paddy Power

Submitted by: 10 Yetis PR and Marketing

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A unique sports TV companion web app that will soon be launching in the UK has signed an exclusive deal to partner with leading bookmaker Paddy Power. The bookmaker will subsequently become the exclusive betting partner for the web app during the Euro 2012 competition.

An innovative sports TV companion web app that is set to launch in the UK in June 2012 has today announced leading bookmaker Paddy Power as its exclusive betting partner for the European Championships 2012.

www.Squawka.com will officially launch in the UK in June 2012 as a 100% free web app, providing football fans with every playing statistic they could hope for, along with information and conversation all in one place. Twitter and Facebook integration will enable users to track the conversation surrounding football matches and players from different leagues all in one place; alongside team news, lines ups, live action and analysis, results and latest odds.

It has been announced that these odds will be provided exclusively by Paddy Power, across every match and player throughout the European Championships. The deal between Paddy Power and Squawka was signed through affiliate network Commission Junction and the partnership represents a huge step forward for the bookmaker and web app.

Paddy Power launched an iPhone App in May 2010 and for some time was the only bookmaker in the world in the Apple App Store, meaning the company was already ahead of the game when it came to tech advances. Squawka subsequently saw Paddy Power as a good fit for the partnership, which will centre largely on the deployment of cutting-edge technology.

When launching later this year, users of the web app will have access to a unique Squawka Player Ratings Algorithm that has been developed by the team, which assigns scores to each football player on over 2 million possible in-game actions as soon as they happen.

The Squawka Player Ratings Algorithm also makes use of the dataset from Opta, the most comprehensive football database on the planet, in new and creative ways; bringing incredibly detailed player and team statistics, head to head info, heat maps and goal analysis to offer a user experience and pioneering content portfolio that is second to none.

Anthony Wong, Marketing Manager at Paddy Power, spoke about the partnership;

“In markets as competitive as sports, it is important to keep innovating to stay ahead of the game. Being the first to partner with a cutting-edge technology like Squawka is important for Paddy Power, as it represents the next generation of partnerships – one which is technically evolved future savvy and driving highly targeted traffic. We have been blown away by the capabilities of Squawka and are thankful that we can now be a part of the whole process.”

Sanjit Atwal, CEO at Squawka, added;

“By using the Paddy Power API, Squawka can display the latest odds for each player at the European Championships alongside the real-time Squawka Influence Algorithm; a constantly updating 2 million+ dataset of intelligence which gives the user a never-before seen array of footballing insight to help make their betting choice. We genuinely couldn't have found a better partner than Paddy Power, which is renowned for offering some of the very best markets during major football competitions.”

LINK <http://www.Squawka.com>

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For more information, please contact Shannon Haigh of 10 Yetis PR Agency (<http://www.10Yetis.co.uk>) on 01452 348211 or email Shannon@10yetis.co.uk

Editor's Notes

Squawka is a unique TV companion web app set to launch in the UK in June 2012 in time for the European Championships. Squawka will provide real-time football statistics, information and conversation in a 2nd screen format while the viewer is watching a televised football match. Twitter and Facebook integration alongside the Squawka chat panels enable users to track the full story of the game and players. Conversation is stimulated by team news, lines ups, live action and analysis, results and latest in-play odds. It will be completely free to use.

By making use of the dataset from Opta, providers of the most comprehensive football database on the planet, and building on it in completely new and creative ways, Squawka will bring comprehensive player and team statistics, head to head info, heat maps and goal analysis.

On top of that, the unique Squawka Player Ratings Algorithm that has been developed by the team assigns scores to each player on over 2.5 million possible in-game actions as soon as they happen to offer a user experience and pioneering content portfolio that is second to none.

Squawka was founded by Sanjit Atwal, CEO, and Leo Harrison, COO.