

AUTOMOTIVE

## Audi breaks down soccer statistics within MLS app

July 21, 2016



*The Audi Player Index tracks players' every moves*

By STAFF REPORTS

Audi of America is making it easier for fans of Major League Soccer to follow and track players' statistics in real-time.

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The league-wide Audi Player Index is now integrated into the MLS Match Center and MLS mobile application, allowing soccer enthusiasts to see a numerical breakdown of player actions as they happen. Taking its sponsorship of Major League Soccer beyond brand placement, this data-driven touchpoint enables Audi to become part of fans' viewing experiences.

### Measuring moves

During each game, the Audi Player Index tracks 90 components and 2,000 player actions, including goals, assists, saves, passes and tackles, pulling from Opta data sources. Using these data points combined with an analysis of the player's position and the location on the field where actions occurred, a score for each player is generated at the end of the match.

Launched in March this year, the Audi Player Index is included in the match broadcasts on ESPN, Fox Sports and UniMas. Along with the launch, Audi aired a television commercial.

### *Audi Player Index: A New Form of Soccer Intelligence*

Since the index's debut, 11 million fans have engaged with it, with the results and with the scores, creating discussion points for MLS forums.

Now, the Audi Player Index will be available live and on-demand for fans. In addition to being available online on the MLS Match Center, the Audi Player Index is accessible on the MLS mobile app for Android and Apple devices.



### Audi Player Index

In 2015, Audi kicked off a multi-year partnership with Major League Soccer that will make the brand's presence visible in regular season and playoff matches ([see story](#)).

The player with the highest average score will be the recipient of the Audi Player Index Award. Given out at the end of the season, the winning player will receive a one-year lease on a 2017 R8 V10 Coupe.

"We launched the Audi Player Index to bring our focus on innovation to MLS in the form of real-time statistics," said Loren Angelo, director of marketing, Audi of America. "As part of our commitment to growing the sport of soccer in the United States, we are thrilled to see fans using this technology to engage in MLS games to heighten their experience."