



# DID YOU KNOW...

Per existing agreements between the National Hockey League® and SportsMEDIA Technology® (SMT®), NHL teams and their arenas and broadcast partners have FREE access to real-time NHL Advanced Stats. That's right! Arenas and subscribed broadcasters have access to a live feed of in-game and historical player data, including: *by zone, time-on-ice, distance skated, speed, and more.* Until now, this data has been inaccessible without a software developer or custom application.

## INTRODUCING *statshot*™

AcademyL3 *statshot*™ is an annual subscription-based application (currently available for Windows only) designed specifically to access and sort NHL® Advanced Data, for in-arena and on-air presentation via integration with industry standard graphics systems:

- engage your attendees with comprehensive insight into player and puck statistics,
- take advantage of data already available to your arena,
- increase ROI of your existing contract(s) with SportsMEDIA Technology®,
- automatic access to updates with annual subscription,
- Windows/Mac-agnostic migration to Python-based interface in-development/TBD.

StatShot
File View Help

PROD
Connect Disconnect

**PENALTY #42 - Kasper Kapanen**

**PITTSBURGH PENGUINS**

**1**

SHOTS: 20

1ST PERIOD

**POWER PLAY 1:42**

**3**

SHOTS: 23

**NEW YORK RANGERS**

PLAYERS ON ICE (4)									
No.	Pos.	Name	Shift Time	Total Shifts	Time of Poss	Fastest Speed (MPH)	Distance Skated (MI)		
2	D	C. Ruhwedel	0:18	11	0:03	17.8	0.3		
6	D	J. Marino	0:18	14	0:18	18.1	0.5		
11	C	B. Boyle	0:07	11	0:03	18.8	0.4		
17	RW	B. Rust	0:07	17	0:11	20.8	0.7		

PLAYERS ON ICE (5)									
No.	Pos.	Name	Shift Time	Total Shifts	Time of Poss	Fastest Speed (MPH)	Distance Skated (MI)		
10	LW	A. Panarin	1:05	11	0:40	21.4	0.9		
16	C	R. Strome	1:05	11	0:11	19.0	0.8		
20	LW	C. Kreider	0:18	15	0:04	22.3	0.7		
23	D	A. Fox	1:27	15	0:47	17.8	1.0		
93	C	M. Zibanejad	0:33	14	0:09	19.0	0.9		

ROSTER (20)											
No.	Pos.	Name	Goals	Assists	Shots	Blocked Shots	Hits	Avg. Ice Time	Distance Skated (N)	Total Shifts	Time of Poss
2	D	C. Ruhwedel	--	--	--	1	1	0:33	0.3	11	0:03
5	D	M. Matheson	--	--	--	1	1	0:59	0.7	15	0:16
6	D	J. Marino	--	--	--	--	--	0:42	0.5	14	0:18
9	C	E. Rodrigues	--	--	2	--	--	0:42	0.2	11	0:03
10	LW	D. O'Connor	--	--	--	1	1	0:56	0.3	8	0:03
11	C	B. Boyle	--	--	1	1	1	0:36	0.4	11	0:03
17	RW	B. Rust	--	--	2	1	2	0:41	0.7	17	0:11
23	LW	B. McGinn	--	--	--	--	--	0:36	0.5	12	0:01
28	D	M. Petterson	--	1	--	1	2	0:48	0.8	15	0:11
33	G	A. Chynoweth	--	--	--	--	--	--	--	--	--

ROSTER (20)											
No.	Pos.	Name	Goals	Assists	Shots	Blocked Shots	Hits	Avg. Ice Time	Distance Skated (N)	Total Shifts	Time of Poss
8	D	J. Trouba	--	--	3	1	5	0:49	0.8	16	0:24
10	LW	A. Panarin	--	2	--	--	--	1:06	0.9	11	0:40
12	D	P. Nemethy	--	--	1	--	1	0:35	0.3	13	0:04
13	LW	A. Lafreniere	--	--	1	--	3	0:46	0.4	8	0:05
16	C	R. Strome	1	--	3	--	1	1:00	0.8	11	0:11
17	C	K. Rooney	--	--	--	--	--	3	0:41	11	0:07
18	C	A. Copp	1	--	1	--	1	0:50	0.7	13	0:14
20	LW	C. Kreider	1	--	1	--	1	0:46	0.7	15	0:04
23	D	A. Fox	--	1	3	1	--	0:56	1.0	15	0:47
32	RW	K. Kakkinen	--	--	--	--	--	0:42	0.3	8	0:06

<b>PIT LAST SHOT:</b>	<b>17</b>	<b>Bryan Rust</b>	<b>SHOT SPEED:</b>	<b>63.7 MPH</b>
<b>PIT LAST GOAL:</b>	<b>59</b>	<b>Jake Guentzel</b>	<b>SHOT SPEED:</b>	<b>37.9 MPH</b>
<b>ASSISTS:</b>	<b>28</b>	<b>Petterson 87 Crosby</b>	<b>TIME:</b>	<b>8:52, 1st Period</b>

<b>NYR LAST SHOT:</b>	<b>93</b>	<b>Mika Zibanejad</b>	<b>SHOT SPEED:</b>	<b>66.4 MPH</b>
<b>NYR LAST GOAL:</b>	<b>20</b>	<b>Chris Kreider</b>	<b>SHOT SPEED:</b>	<b>47.7 MPH</b>
<b>ASSISTS:</b>	<b>77</b>	<b>Vatrano 79 Miller</b>	<b>TIME:</b>	<b>12:06, 2nd Period</b>

PUCK ZONE TIME		
	TOTAL TIME	THIS/LAST ENTRY
<b>PIT OFFENSIVE ZONE</b>	<b>4:28</b>	<b>0:05</b>
<b>NEUTRAL ZONE</b>	<b>2:06</b>	<b>0:01</b>
<b>NYR OFFENSIVE ZONE</b>	<b>7:37</b>	<b>0:12</b>

TIME OF POSSESSION		OFFENSIVE ZONE POSS		NEUTRAL ZONE POSS		DEFENSIVE ZONE POSS		CURRENT PUCK SPEED (MPH)
PIT	NYR	PIT	NYR	PIT	NYR	PIT	NYR	
<b>5:08</b>	<b>8:39</b>	<b>2:10</b>	<b>5:12</b>	<b>0:49</b>	<b>1:14</b>	<b>2:09</b>	<b>2:13</b>	<b>4.3</b>
<b>37.2%</b>	<b>62.8%</b>							

SCORING HUB TRACKING HUB



# TECHNICAL STUFF...

Selection	Column:	Row:
root		
Players		
HomeCount		10
AwayCount		7
Home		
Name_Initial		A. Killorn
Speed_Avg		8.1
Speed_Fastest		21.2
Distance_Feet		13,586.91
Distance_Miles		2.57
Jersey		17
Shift_Total		21
Ice_Time_Total		18:50
Ice_Time_Shift		2:38
Position		C
Name_Last		Killorn
Name_Full		Alex Killorn
Name_First		Alex
Ice_Time_AvgShift		0:53
Home		
Name_Initial		E. Cernak
Speed_Avg		7.4
Speed_Fastest		20.7
Distance_Feet		13,870.33
Distance_Miles		2.63
Jersey		81
Shift_Total		22
Ice_Time_Total		21:07
Ice_Time_Shift		2:32
Position		D
Name_Last		Cernak
Name_Full		Erik Cernak
Name_First		Erik
Ice_Time_AvgShift		0:57
Home		
Name_Initial		B. Goodrow
Speed_Avg		

NHL Advanced Data is provided as JSON/XML and can be integrated into:

- Chyron Lyric PRO, LyricX, and Prime
- Ross Video XPression
- Vizrt
- Interfaced with OASIS Tracking as well as Official Scoring

Interface can be configured for Imperial (US) or Metric units, as desired, and can be customized as to which data columns are displayed.

NHL Advanced Data is "near real time" and is updated every one (1) second.

*statshot* subscription includes training document and walk-thru of data available.

- Contact AcademyL3 for pricing.
- Clients are responsible for familiarity with their graphics systems' data-binding. Custom graphics packages, data integration, and live training are available at **AcademyL3** and are quoted separately.*

## ABOUT AcademyL3

[The Academy of Lower Thirds, Inc.](#)'s mission is empowering clients to achieve the best results and receive the greatest ROI from their [Chyron](#)®, [Ross Video](#)®, and [Vizrt](#)® graphics systems.

Averaging 20+ years of broadcast experience, ranging from local stations to the largest sporting events in the world, our experts don't just know the products, they understand production. As a cooperative network of broadcast professionals, we form "ad hoc" teams, with the members best suited to each project. Every strategic partner contracts and subcontracts with and to the others, forming the most dynamic, capable, end-to-end creative services team in broadcast graphics and data integration.


Whether it's Sports, News, Entertainment, Post Production, Animation, 2D/3D Graphics Design... no matter what your environment may be, the Academy of Lower Thirds can elevate your graphics.



# NEW! RESEARCH LICENSE

AcademyL3 is pleased to announce StatShot for researchers! Subscriptions are now available in research-only licenses (no JSON or XML output). These no-output licenses allow producers across your facility to load, access, and sort historical data from teams and games for research purposes with unprecedented ease and efficiency.

Shot Summary

 **AVALANCHE SHOTS**

AWAY  HOME  GOALS  SHOTS  ATTEMPTS  OFFICIAL  UNOFFICIAL

No.	Name	Time	Period	Shot Speed (MPH)	Result	Official?	UTC
8	Cale Makar	19:43	2	89.9	Missed	False	1:11:34 AM
62	Artturi Lehkonen	12:03	2	86.7	On Goal	False	1:28:28 AM
25	Logan O'Connor	0:01	2	83.7	Missed	False	1:52:41 AM
4	Bowen Byram	3:36	2	79.0	On Goal	False	1:47:26 AM
96	Mikko Rantanen	1:10	2	79.0	Missed	False	1:51:32 AM
4	Bowen Byram	13:10	3	78.6	Missed	False	2:23:31 AM
29	Nathan MacKinnon	8:01	1	78.5	Blocked	False	12:35:01 AM
96	Mikko Rantanen	18:20	2	78.4	Missed	False	1:15:15 AM
8	Cale Makar	19:38	2	77.7	Missed	False	1:12:02 AM
4	Bowen Byram	5:00	1	77.5	Missed	False	12:40:28 AM
42	Josh Manson	18:30	2	77.0	Blocked	False	1:13:41 AM
96	Mikko Rantanen	3:31	2	76.0	On Goal	False	1:48:03 AM
8	Cale Makar	4:46	1	75.7	Missed	False	12:41:11 AM
13	Valeri Nichushkin	15:00	3	73.9	On Goal	False	2:19:44 AM
8	Cale Makar	8:11	2	73.3	Missed	False	1:35:16 AM





## AVAILABLE DATA... (SO FAR)

### Player Data:

Jersey  
Position  
Name  
First Name  
Last Name  
Initial Name  
Total Shifts  
Ice Time  
Shift Ice Time  
Avg Ice Time  
Offensive Zone Time  
Neutral Zone Time  
Defensive Zone Time  
Time of Possession  
Total Distance Feet  
Total Distance MPH/KPH  
Fastest Speed MPH/KPH  
Avg Speed MPH/KPH  
Last Shot Speed MPH/KPH  
Last Goal Speed MPH/KPH

### Game Data:

Period (Multiple Formatting Options)  
Clock  
Puck Zone Time

### Team Data (Home/Away):

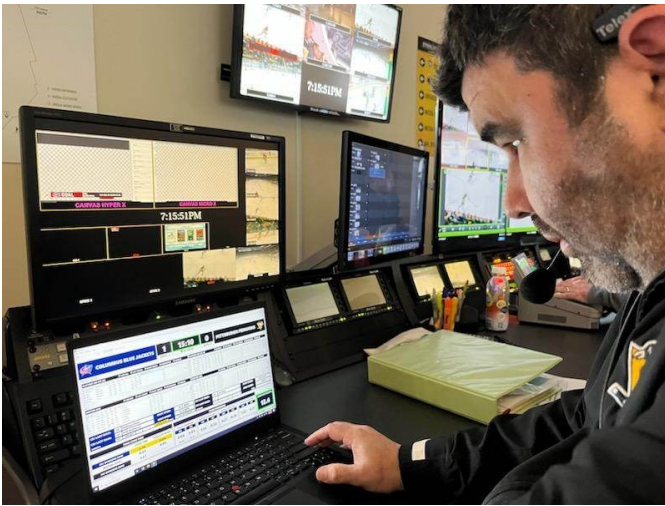
Name  
Tricode  
Score  
Shots on Goal  
Offensive Zone Possession  
Neutral Zone Possession  
Defensive Zone Possession  
Time of Possession  
Pct of Possession  
Player Last Shot  
Player Last Goal

Presorted leaders JSON's of various categories, broken down by **Home**, **Away**, or **Combined**.



# WHAT USERS ARE SAYING...

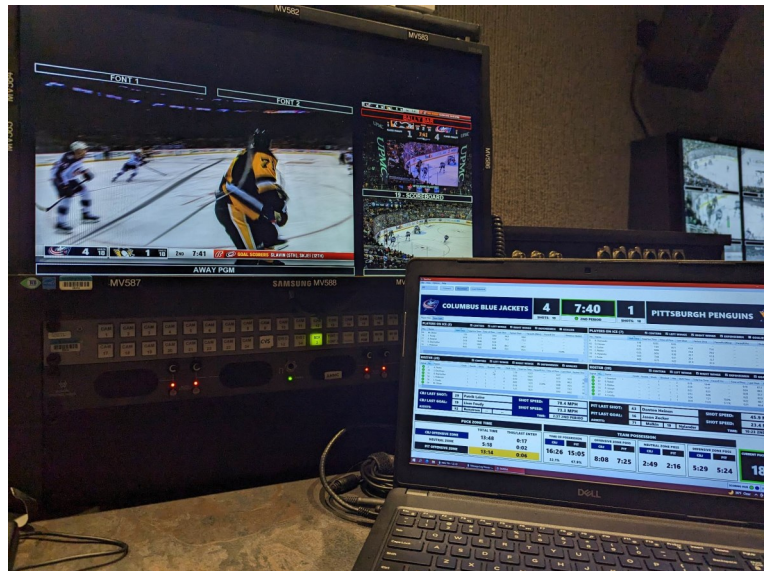
AcademyL3 *statshot* can be used to create previously unavailable, unleveraged comparison and leader-board graphics... see what clients are saying!



“StatShot is sports statistics translation made by people who get sports. The integration with Ross XPression & Dashboard is airtight. We haven't come up with a use case that the folks at StatShot have

“StatShot is our Rosetta Stone for using advanced and traditional statistics to tell the story of the game.”

from **David Traube**  
Senior Editor/Producer  
Columbus Blue Jackets



*Samples show how various data can be sorted & presented in the local graphics package; sample graphics not included.*