

COMPARISON MATRIX



Squawka launches new Comparison Matrix tool with over 80,000 player statistics

Catena Media's premium football publishing website, Squawka, has launched a new Comparison Matrix tool that allows fans around the world to organically discover, engage with and share statistics about their favourite footballers.

The tool features over 80,000 players and teams from more than 65 global leagues –

including Europe's major divisions and the Champions League, plus international tournaments.

Powered by Opta data, the tool's series of visualisations allow users to compare statistical similarities – and differences – between both players and teams in order to stimulate debate on social media, fuel research, assess emerging trends and assist decision making.

Isabel Hale, Head of Sports UK, said of the new product release: "We're delighted to

share the revamped Comparison Matrix and add yet another string to Squawka's bow.

"The simple user journey and social shareability of the product means that we are confident it will become the go-to tool for 'football Twitter' and beyond. There's now absolutely no reason why you can't settle those age old debates about pass accuracy, penalty conversion or dribbles completed!"

The Comparison Matrix will ensure Squawka – a finalist in two categories at the [Football Content Awards 2020](#) – strengthens its position in the highly competitive football market and is set to

further improve the brand's market-leading social, editorial and video output.

Hale commented: "With over one million Twitter followers and over 750,000 Facebook likes Squawka continues to engage football fans with innovative and immersive content that's certainly more than the score."

[Click here](#) to take the Comparison Matrix tool for a spin.

For further information on Comparison Matrix related commercial opportunities, please email: sam.long@catenamedia.com
