

# Actim Explained

Actim is the brand for the official data of the Barclays English Premier League, the Coca-Cola Championship and the Scottish Premier League, which is compiled by PA Sport on behalf of those leagues. Using the Actim data, PA Sport has created a portfolio of products that objectively measures player performance across the season.



## Actim Stats

**Actim Stats** are a collection of team, player and match statistics. They are derived from all the actions that take place during a match, including goals, shots on target, corners, fouls, offsides, passes, tackles, blocks and clearances. The raw data can be used to generate a wide range of tables and statistics such as player profiles, team and player head-to-heads and form guides.

PA Sport gathers match data for every Barclays English Premier League, Coca-Cola Championship and Scottish Premier League game. The data is gathered by two methods - real-time match analysis and the study of video footage. The real-time analysis is conducted by ex-professional footballers that report on action at the grounds as it happens. Further, more detailed analysis is obtained by studying videos of the matches.

## Actim Index

The **Actim Index** is the official player rating system of the Barclays English Premier League and the Coca-Cola Championship. The rankings give football fans the chance to compare player performance from all teams in all playing positions. Players win points for positive actions during each match, such as goals, dribbles, passes, crosses, saves and tackles whereas points are lost for negative actions such as off-target shots and cards. Each week the **Actim Index** is updated to show the best players over the season.

Last season the star performer in the **Actim Index** was - Thierry Henry, who finished top of the rankings with a final total of 8.57 points. Arsenal players dominated the index in the early part of the season but, just as in the Premier League table itself, Chelsea hit back. This season, Chelsea players have taken an early lead, with Frank Lampard, Damien Duff and William Gallas all appearing in the top five.



## Actim Alerts

Actim Alerts are weekly bulletins that provide an update of the Barclays English Premier League, the Coca-Cola Championship, Actim Indexes and a written review of the main movers and shakers. By subscribing to the Actim Alerts, media insiders and football fans alike can keep up to date with the performance of the nation's favourite players and teams.



## Why use Actim Stats?

- Actim Stats are the source of official data for the English Premier League, the Coca-Cola Championship and the Scottish Premier League.
- The Actim Index is the official-performance rating system for the English Premier League and the Coca Cola Championship.
- Actim Stats, the Actim Index and Actim Alerts allow a player's form to be objectively measured at different times across the season.
- The Actim Index was devised by experts at Salford University based on the analysis of hundreds of Premier League games since 1992.
- The formula underlying the Actim Index is statistically proven to measure a player's effectiveness in winning matches.
- Actim Stats and the Actim Index allow players to be compared across different positions or teams.
- Combining live reports from former football professionals with extensive video analysis ensures the accuracy of Actim Stats and the Actim Index.
- Actim Alerts are provided in a timely manner, allowing fans to be regularly updated regarding the performance of their favourite players or teams.

## About PA Sport

PA Sport is the world's leading sports news and information provider. Using our network of more than 700 reporters based across the world and 150 staff at our UK headquarters, PA Sport gathers, processes and delivers high-quality, comprehensive sports editorial, data, sound and pictures on more than 40 major sports around the world, much of it in real-time.

Our unrivalled reputation for quality, speed and accuracy is based on sourcing our information at the match or event. This information is delivered to a wide range of global customers across all media platforms and in different languages.

## PA Sport

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Thailand  
South Africa  
China

With representatives in:

Japan, New Zealand and Australia