

wyscout

PRESS REVIEW

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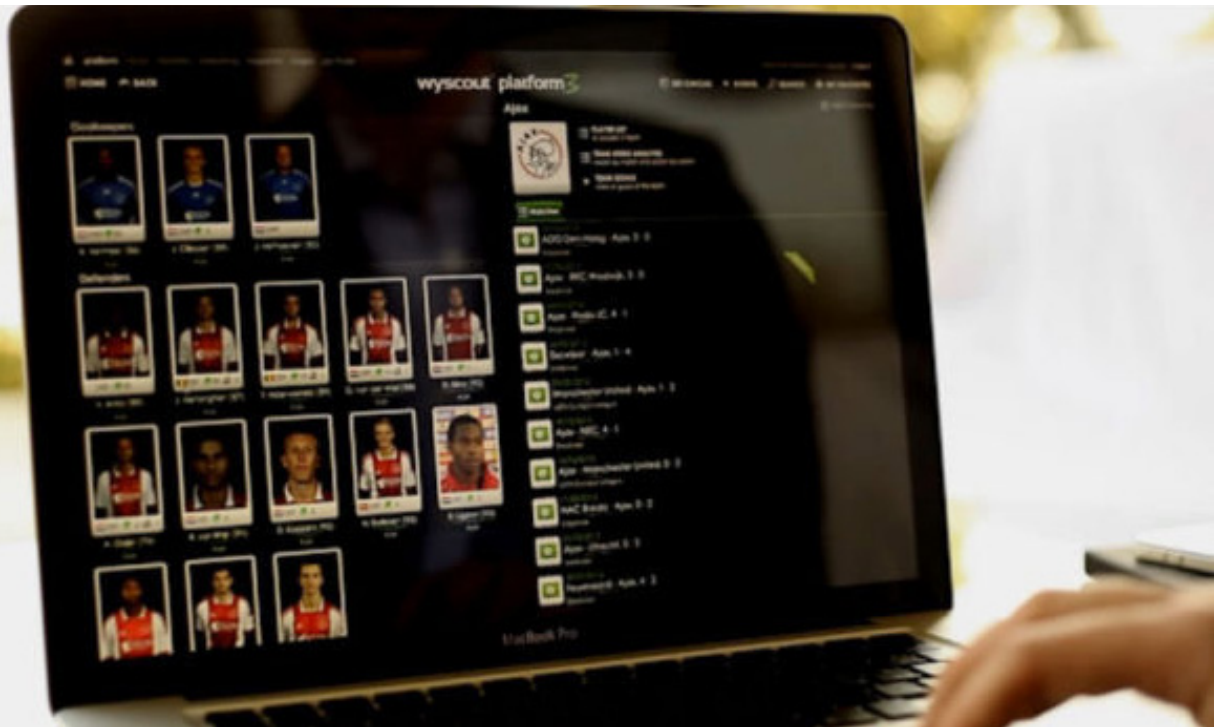
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What is Wyscout?

By Graeme Bailey, 21/05/14 - Sky Sports

original source : <http://www1.skysports.com/news/11096/9066763/what-is-wyscout>

Wyscout is one of the most powerful tools in the whole of world football. Graeme Bailey looks at the impact of one of the most revolutionary developments to ever impact on the game.



Have you ever played any edition of FIFA on the PlayStation or Football Manager on your PC? Within that you have the ability to access a database of every player in the world, see his stats etc and lodge a bid - totally unrealistic many think... well it is much closer to real life football than you could ever have imagined thanks to one thing - Wyscout.

It is used by the Football Association, the Spanish Football Federation, Real Madrid, Barcelona, Arsenal, Bayern Munich and many, many more, which is really the first clue about Wyscout.

But what is Wyscout? Well, as the title would suggest, it is to do with scouting, and that is just what it is - a scouting tool which clubs, players, agents, footballing directors or anyone involved in football can pay and have access to.



From its origins in 2008 as a football database, which included a website from which express delivered DVDs could be ordered, a couple of upgrades then included webpages with videos embedded in them, which was a sign of things to come.

The company then launched set-top boxes, which allowed customers to access a video database.

The Wyscout 2 Platform launched in 2010, which was the website version allowing premium access and this was followed by the current Wyscout 3 version, which includes fully-engaged web-based tools, including video analysis.

The latest version of Wyscout also includes the ability to network for clubs, players, agents and even the ability to organise transfers and trials. And, if that is not believable, it is a known fact in footballing circles that a Premier League transfer was concluded this summer completely through Wyscout without that player being seen in person by the buying manager and club.

So Wyscout is suddenly, almost from nowhere, touching every aspect of the game in every major league in world football.

And what better person to expand on the idea than Wyscout founder Matteo Campodónico.

“Wyscout could be considered from one side the most used scouting and transfer platform in the world, with more than 450 clubs using it, and from the other Wyscout could also be considered the biggest football network in the world - of course after FIFA,” explained Campodonico.

“We have put together the biggest community in the world with more than 300,000 people - sporting directors, scouts, agents, players - communicating and using our systems. Wyscout is a football community.”

As Wyscout is more than a tool, as a community they are priding themselves in helping to bring the football clubs, on a transfer front, together - making life that much easier for everyone involved, from clubs, to players, to agents, everyone who could possibly be actively involved in a transfer.

“We have now created our market place for players and have a transfer zone, where player agents and clubs can promote their own players in the world because the world of the transfer market is global now, there is no agent or club in the world that cannot take this opportunity,” Campodonico continued.

“You can’t just sell a player in the Middle East, China, Australia, Mexico, Brazil - but on the other side you can buy everywhere, so we started that. In the world of football before Wyscout there was maybe just a DVD of the agent to show, but in such a big market that is worth billions there had been no enhancement in helping to share information and to save time and money, so how can you operate in such a global market without the advanced tools? So Wyscout is trying to fill this gap and bring the tools to the market.”

Campodonico admits that launching their own transfer zone, basically an on-line live transfer list, was an experiment but one which he is pleased to have been taken on.

“I was very surprised when we launched our transfer zone called the market place> Clubs can tell other clubs that a player is for sale, and at what price, his information and it did surprise me that the clubs were willing to do that, reserved information but that is a sign of how far we have come,” he explained.

“We started the transfer zone because people in the Middle East told us that, when they started calling agents and players, 90 per cent told us that they weren’t available. It is like a live transfer list, you can tell the clubs, for instance in Qatar, these players are interested to come to you at this price.

“Our transfer zone has three different levels of discretion, you can provide full data so everyone knows he is for sale, but you can just send message to clubs in certain areas.

“When you start creating new markets in football, in the end we love football and still do.



“But we also know our limitations. We save time and are helping clubs. When we started, the market was full of people travelling the world - the desks of the managers in England, Italy and Spain were full of hundreds of DVDs and, to buy before Wyscout, in say somewhere like Colombia, that was from a DVD sent by a Colombian agent. But then you have to ask information and maybe it takes two weeks. The process of watching by video was at least two weeks, then the club might have the opportunity to watch on TV or whether to watch live, but the whole process of scouting from the DVD to live has changed. Then also the club might want to monitor a player. But now we have compressed all this into real time, in a matter of hours you can have a deep idea of every single player in the world. We have over 200,000 players on our system and a manager can give an answer within hours.

“We have every player in the world on our system from a scouting point of view.”

Humble beginnings

Campodonico explains that, from humble beginnings in Italy, starting with his own local side Genoa, the idea has taken off, purely because everyone can easily see and reap the benefits.

“We started working in Italy, and they asked about monitoring players in Brazil and Argentina, then we started working in the UK and the Premier League clubs said what about Scandinavia? So we started doing that and one day I went to Oslo and a club asked me about Latvia, so then it was that. It is almost never ending and we are trying to go

deeper in each country, going to the second and third level, and young player tournaments.

“It is complete information, videos and also we can offer private information and you can ask about the life of the player - everything.”

Campononico explains that the company is not purely made up of scouts, but they source information through a number of partnerships.

“We don’t have a direct structure of scouting, through partnerships etc, we do offer opinion through some of our partners and we have that option for people to view live. We cover the full life cycle of a transfer.”

Even word of mouth in the footballing world has played a significant part in their progress.

“We have over 50 clubs - most of the Premier League and Championship - in England. The culture of scouting is growing in the world, in Brazil two years ago we had no customers and then we had Corinthians, and when they won the World Cup - Paolo Guerrero scored - and Corinthians said they got him thanks to Wyscout, as nobody trusted him but they bought a Peruvian through Wyscout as they had the chance to study him, which was great for us, and from that other clubs had the interest in our system, because it is not a matter of money - although you can save money - but you need to have a scouting department and a lot of clubs in the world still do not have it.”

The image shows a screenshot of the Wyscout platform interface. On the left, there is a video player showing a football match with a play button overlay. The video title is "W. Hughes - Playmaking". The main content area displays the player profile for "W. Hughes ('95) Derby County". The profile includes a player photo, a position indicator "+MID", and statistics "19" and "3". To the right of the photo are several menu items: "Automatic video report" (All player events, positive and negative), "Create your video report" (Match by match and action by action), "Goals" (View all goals of the player), and "Best actions" (The player highlights). Below these are tabs for "Overview", "Scouting", "News", "Matches", "My clips", and "My an". A green banner indicates a "TSN scout report" provided by "The Scouting Network". At the bottom, it shows "Contract (Derby County) expires on 2016-06-30" and a match entry "DERBY COUNTY - V - BURNLEY (CHAMPIONSHIP) (31 AUG 2013)".

With Wyscout becoming an integral part of everyday life in football, Campodonico admits that they are totally committed to remaining independent and having no allegiances.

“Our idea is that we are proud to remain an independent company, we get paid for the services, but we do not get involved. We are trying to offer every month, every day, new improvements for the areas,” he said.

“We provide information, videos, connection, but we are independent so we can work together, with agents and clubs, and keep our relationships strong.” Campodonico believes that Wyscout’s reach is touching over 95 per cent of the current market.

“I think we are talking hundreds of deals, if not more. It is impossible to sign a player without watching him, I think that 95 per cent of transfers that it is normal to use Wyscout, it is a commodity in the market.”

Wyscout also provides another truly intriguing companion to their whole service and that is the Wyscout Forums, which take place all over the world every few months. Simply the company gives clubs and agents the chance to come together and meet, rather than wasting hours on the phone setting up meeting. The company lovingly describes them as ‘speed dating events’ for football.

“Wyscout is also a forum, which is to really create speed dating for football. That is what it is like, we are putting them together.”

Part of Wyscout’s charm is the ease of use but they are also at the forefront of technology and refuse to stand still, making it almost impossible for their users to put it down.

“Technology is great, we started just with a DVD and now you can work on it with your Ipad,” admitted Campodonico.

“When we started we didn’t think that such an innovation in the market was possible.”

And, because the company continues embracing technology, that is one reason the football industry is ready to pay big sums to use the system, which it can and does on a daily basis.

“Generally we have a pricing model set on the accounts, if you have one price that can be very low but up to a big club you can be paying some big money, in the thousands per month,” he said.

“When we started we were always looking to build a commodity, we are hopeful it is affordable to everyone and we are also building new packages for players and agents. So an agent will be able to buy and watch their own players, as can the players themselves.

“We have a big IT structure because we need to be on top of everything technology-wise. Every day we are finding solutions for the future, so why not very soon use Google glasses

to scout games and send information back?

“There is a general tool that teams use, but also national teams too.”

National reach

National teams? Really - well yes, it is not just clubs and agents, but national teams from Germany, Spain and England are now using Wyscout.

The Football Association's performance analyst manager Steve O'Brien, based at St George's Park, explained its usage of Wyscout which was very much based around analysis of teams and players.

“Wyscout is something we have only just started using over the last six months and our primary usage of it is to access games from around the world, whether it be senior games, youth - domestic or international - that is our primary usage and it is fantastic for that,” he explained.

O'Brien admits the enhanced technology and speed of the system was of huge benefit, adding: “Games are uploaded so quickly. Within one hour of it finishing you can have full access.

“Our second usage is to use the content for coach education, research - looking for particular aspects of play - because it has footage from around the world, you can look at new systems, and new features of the game really that can feed back into our coach educating programme.

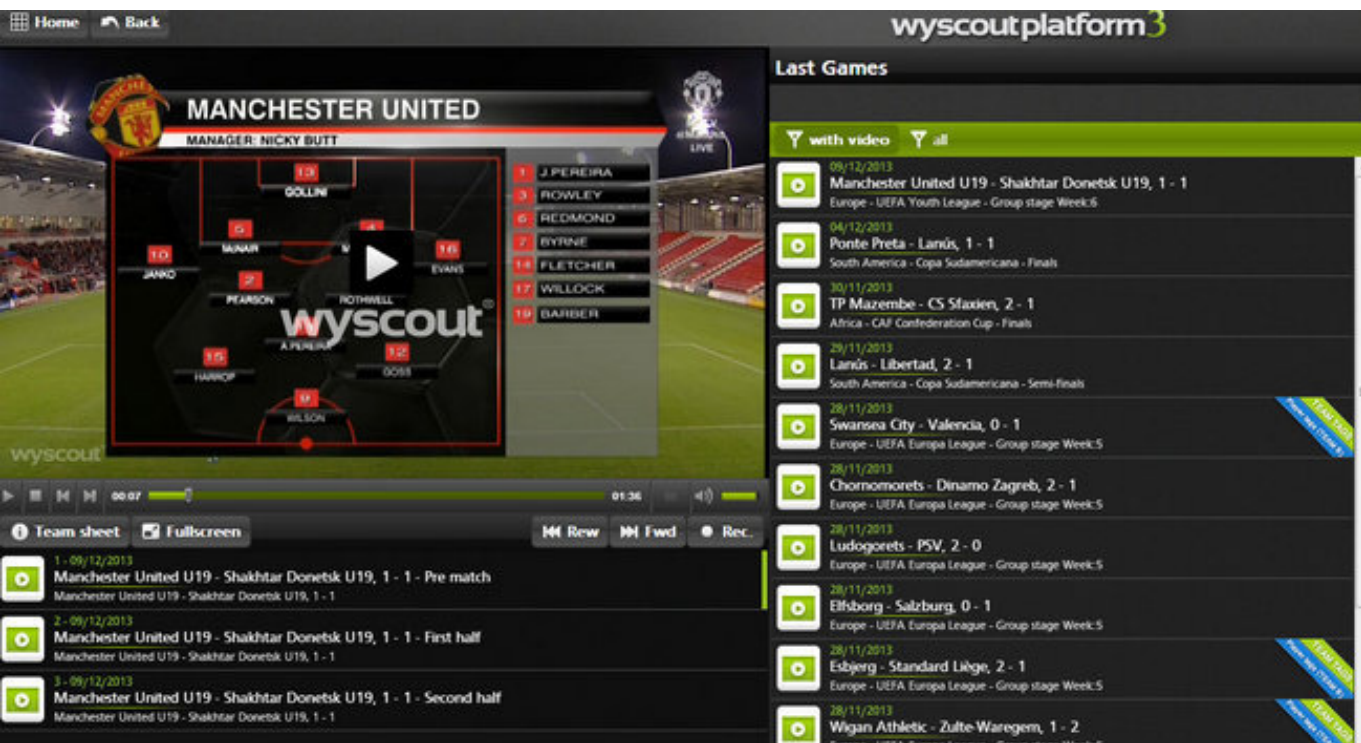
“They have the first level of tagging of certain players and match events, and many clubs will use that for recruitment purposes and we are starting to use it to track our own players. It does have that capacity within the system.”

O'Brien admits that national sides are already reaping the rewards of Wyscout when based away from their own headquarters.

“In terms of the development, it is a great source of games, particularly in tournament time, if you're away.

“For instance, like we had at the Under-20 World Cup, you have several games that were played every day and there were a number of permeations and to have access to games so quickly, to download them or even watch them live is fantastic and it speeds up the pre-game process and it just gives the opportunity to do things quicker, which you need in that tournament environment when you might only have two days to get ready for an opponent.

“It is a huge time saver, and one thing you do not have during tournament time is time. Your



next game might be days away and you might have to prepare for three or four teams. “

O’Brien reveals that, as part of their coaching programme, Wyscout can be used to help develop the learning of coaches.

“We are trying to give our coaches access to it, because it is great for them personally. They can log on and watch games from around the world and it is fantastic for their development, they can see different situations from games around the world and we are trying to encourage it, not only to broaden their knowledge and study of the game, but to be able to track our young and development players.

“They can use it to study and then feed back to the coaches. We cannot use the footage because of copyright reasons but the coaches can use the content and feed it back to enrich the courses.

“It is a great tool and we are only just starting to get our use out of it.”

O’Brien admits he is not surprised to see Wyscout spreading so freely throughout the footballing world.

“It is a well-established tool, several federations and a whole host of clubs, you can imagine from a worldwide recruitment view it would be hugely valuable - there is always the next stage, they are always developing and they are one of those pro-active companies,” he explained.

“It is a time saver, it doesn’t replace the well-established practice of observing the opposition, or the actual performance analysis that is done, it doesn’t replace any of that, but the information that is shown, it can be more easily processed.”

It is though clubs and agents who are the main clients for Wyscout, and we managed to speak to two clubs who actively use the system.

Middlesbrough scout Gary Gill explained to us how Wyscout has become a vital part of their modern network.

“We all use it at the club. Personally you use it away from the training ground, it is actually very versatile if you have the right hardware, when you are travelling to games,” Gill revealed.

“We use it at the training ground, the technical scouts use it more so as their work is built around analysis - but we all use it, especially for looking at players.

“What we find particularly useful is that you can find players, go and look at him after someone has mentioned him. We use Wyscout as our additional tier for looking at players, you can discount them or rule them in, if it is something that you are covered on you can still do your analysis on him.”

Gill admits that, adding Wyscout to their scouting mechanism, has enhanced their coverage.

“Primarily we use it, we get information that is driven by ourselves and we try and embrace as much as we can and this can help us build the picture - is he relevant, is he the type of player? That can all be dealt very quickly with Wyscout, it may sound like an advertisement - but that is what it is. We can watch virtually all football matches and break them down across all top leagues in the world.”

Gill insists that live scouting will not be replaced any time soon by Wyscout under his remit.

“The way we use it, with all the costs involved, we would rather go and watch players that we think can improve us, but this helps us make an opinion before we go out. It does make things easier, you have that much more information before you go. We try and only travel and watch if we have done our homework before that.

“You have time restraints as to what you can do, but this is coupled with on the ground scouting. You can pick up on a player’s personality. He could have all the ability in the world but it might be something you would only pick up on when you watch him.”

It is known some deals have been done by clubs purely off watching a player via Wyscout

and, although unlikely, Gill admits that scenario could never be ruled out.

“You can never say never, it could be a South American that could blow you away, but we are trying to elevate as many negatives or as many things that might not work by using such systems.

“You try and build a picture of footballer, as much as we can - all the other clubs will be doing exactly the same as us and you try and put the whole thing together.

“We continue with on the ground scouting, we have some really dedicated people who are working for us who just want to help us. It can help us spread the net a bit wider.

“I think it works, the technical scouting aspect is something that will only grow in my opinion but I don't think you will lose that eye on the ground.

“The recruitment department put in place here is a sign of how much this club is progressing. This is forward thinking and still developing and the proof will be in the pudding.”

High esteem

To get a broader picture of Wyscout's role at club level, we spoke to Ross Wilson, Huddersfield Town's head of football operations.

Widely regarded as one of the finest young operators in British football, Wilson admits Wyscout is a tool he holds in very high esteem.

“The background for me is that we were one of the first clubs to bring it in at Watford and, when I arrived at Watford, one of the few things I wanted to bring in was Wyscout - it was a must that I needed to bring in,” he admitted.

“It is not cheap but it is invaluable and is really important to us, and it is probably even more important for someone like us than a club at the very top level who can have so many people based around the world but it gives access to markets across the world.”

Wilson admits that Wyscout is used to back up plans they already have in place.

“One of the things that we try and pride ourselves on is the organisation and knowledge base. We select the markets we want to be active in - like Denmark for instance. We signed a young player from there in the summer and we build up relationships and we get recommendations and our analysts and coaches can look at the information via Wyscout and we can make a call at that point, are we going to see him? We can do a lot of that selection process via Wyscout. We are not going to sign the player through Wyscout but we can decide whether we spend the money to go to Denmark to go and see a certain player

rather than go and watch just 20.”

It has been suggested that some clubs could even go as far as using Wyscout to cut down on other scouting operations, but Wilson does not see that as an option.

“Not at our club, people talk about statistics and where they come in, and replace some people and I have read that some people think that technical scouting will replace traditional scouting but the way I am operating and the way I would want to work is that the traditional scouting is supported by technical scouting and the technical system is there to help and not replace it.

“But it is about competitive edge, we talk about one per cent and Wyscout can give you that but we talked about a plan and Wyscout is just another layer of that for us.”

Wilson admits that his manager Mark Robins has been using Wyscout for his own match preparation.

“Other than players, our manager is on it constantly to look at opposition, to look at things that are important to him. It is great for him and his preparation and his thought process, he can go into the Friday morning training session with the reports and looking at everything, like patterns of play, so when he is formalising his plans he is doing it with a lot of information. Some people say possibly too much but it is better to have too much than not enough.”

Craig Honeyman, managing director of one of Britain’s leading sports agencies SEM, believes Wyscout’s main resource is the time saving capability.

“With our established foreign partners, we can get a lot of information about players coming in, and historically we would have had to make a decision prioritising on which players to go to watch first which for our team logistically, historically took out valuable to travel see these players - you can’t take on a player or help try and move them, if you have not seen them in action.

“That is where Wyscout comes in, it is not just logistics, but the time function - for us to collate DVDs for clients we wanted to put to clubs - For example with a player from South America or Africa for us to receive the match on DVD could take five days, at best - now it is a matter of hours and we can point clubs to the game via Wyscout. Or even send them an email with a link”

Honeyman will be one of a host of delegates attending the Wyscout Forum in London later in December, and he admits that Campodonico assertion that it is ‘speed-dating’ for the football industry is hugely accurate.

“That it very much what it is like, our guys get slots and fill their diaries, it is even to the

point that everyone walks around with badges, with their name and company - just to make things easier and you can talk to people straight away without needing a big introduction.

“The forum really is a unique place in football and just adds to the tools Wyscout is providing for the footballing industry. It is amazing how entrenched in the game it is already as most clubs in Europe now have access to Wyscout”

La libreta de Del Bosque

By Nacho Silván. Madrid 08/03/2013 - Marca.com

original source : <http://www.marca.com/2013/03/08/futbol/seleccion/1362766097.html>



Corría el año 2004 y Matteo Campodonico y Simone Falzetti, dos jóvenes de la pequeña ciudad de Chiavari, se dedicaban a ir por los campos de fútbol grabando partidos para luego diseccionarlos y editarlos. "Vaya par de locos", debió de pensar más de uno al verlos. Esa locura se ha convertido, casi una década después, en el sistema más usado en el mundo para analizar y seguir jugadores. La Federación Española acaba de contratarlos, confirmando su hegemonía y prestigio.

El propio Campodonico, que fue incluido en las recientes elecciones italianas en las listas del ex primer ministro Monti, ha estado en Madrid estos días, oportunidad ideal para mostrar a MARCA las cualidades de Wyscout, que es como se llama su invento, sus novedades y planes de futuro para convertirse en aplicación imprescindible.

La sencillez de su manejo contrasta con lo completo de sus búsquedas. Uno puede, por ejemplo, pedir que el sistema le busque todos los delanteros menores de 23 años que lleven al menos 7 goles esta temporada. Una vez que tienes la lista, eliges un futbolista y pides que te muestre todas sus asistencias con la pierna derecha.

Lo mejor de todo es que Wyscout te lo muestra en tiempo real con videos de todas esas acciones. Su archivo es casi infinito, como sus posibilidades.

“En un segundo puedes tener acceso a ver acciones en vídeo de 200.000 jugadores. No hay ningún futbolista que no esté en Wyscout”, presume uno de sus creadores. “Cada semana analizamos alrededor de 500 partidos. “La idea empezó con la búsqueda de crear un sistema completo en tiempo real para conocer el mercado del fútbol mundial. Comenzamos con el Genoa en 2005, aunque el actual sistema data de 2010. Hoy es el más utilizado del mundo, en gran medida porque es más que un sistema de scouting”.

Y ahí reside gran parte de su éxito. Además de seguir jugadores, sus clientes pueden poner a la venta futbolistas en una de las secciones del sistema. Parece un videojuego, pero es la realidad. “Antes, la única forma de conocer jugadores de otras Ligas era el intercambio y el envío de DVD. Pero eso se hacía públicamente y, además, hay que tener en cuenta que hay unos 6.000 representantes en el mundo. Todos mandaban los DVD de sus jugadores, inundando las oficinas de los clubes. Hace tiempo, estuve con Walter Sabatini en Roma. Era uno de los últimos días del plazo de fichajes y tenía encima de su mesa 300 DVD. ¡No podía encontrar el que quería!”, dice Campodonico.

¿Significa esto que el fin de los representantes de jugadores está cerca? “No, ellos son necesarios para negociar y crear los contratos de los jugadores. Lo que ya no pueden hacer es mentir. Antes podían hacer una selección de las mejores jugadas de sus representados un poco ficticias. Ahora los clubes tienen acceso a todo”, dice el emprendedor italiano. Eso sí, avisa: “No somos una agencia, no queremos comisiones. Cobramos a todo el mundo un precio fijo. No decimos a nadie si un jugador es bueno o no”.

Un precio fijo

Ese precio fijo es otro de sus fuertes. Apostaron por cobrar poco para introducirse rápidamente en el mercado. Y lo lograron. Al principio el riesgo fue muy alto, porque el precio al que lo ofrecían era bajo. Son de 150 a 2.000 euros al mes. “Y cobramos lo mismo a todos los clubes, sean más o menos importantes. Ahora ya es rentable”, dice uno de sus creadores. La empresa emplea a unas 65 personas.

Lo complicado es tener vídeos incluso de la Liga de Irán. Eso lo ha logrado la gente de Wyscout haciendo entender a los rectores de las distintas competiciones que para ellos es importante aparecer en el sistema.

“Las Ligas nos envían las imágenes porque si no estás en Wyscout es que tienes un problema. Entienden que es bueno para sus clubes y sus jugadores. Por eso hablamos con asociaciones como la AFE, a ellos también les interesa”.

En breve resultará también interesante para elegir entrenador. Por eso la empresa italiana ya prepara una versión en la que se podrá estudiar y conocer todo sobre cualquier técnico. La presentarán en poco tiempo.

Scouting enters brave new world as clubs step up search for talent

By James Riach, 13/12/2012 - The Guardian

original source : <http://www1.skysports.com/news/11096/9066763/what-is-wyscout>

Wyscout Forum's database is used by 300 clubs and 15 national sides as no stone is left unturned in pursuit of hidden gems

Peter Taylor, Brian Clough's long-standing assistant and scout extraordinaire, was meticulous in assessing a potential new recruit but his mind was often swayed on a single moment during a match, be it a deft piece of skill, a brutal challenge or, indeed, an unexpected flash of petulance.

Taylor, who expertly blended into the background of half-empty stands and would rarely share information with anyone other than Clough, would have either laughed or cried at how his contemporaries operate. Scouts from 118 clubs from across the world on Thursday attended the fourth Wyscout Forum at the Emirates Stadium, a "transfer speed-dating event" that is now held before every transfer window.

Wyscout's database of information on 200,000 players is currently used by 300 professional clubs and 15 national sides. It provides access to videos and statistics of players who may have previously slipped under the radar. It charges a fee for the services, but does not take a cut of any deals that are struck through the programme.

The first English side to buy into the idea was Wigan Athletic but on Thursday 14 Premier League clubs had representatives in north London, including Manchester City, Chelsea, Arsenal and Liverpool. Eleven Championship sides took part, as did Borussia Dortmund and Juventus. Indeed even Portsmouth, currently in a battle for their future at the high court, did not miss out on the opportunity to network and sniff out potential future bargains.

"Scouting has moved on massively," said Rob Newman, Manchester City's international recruitment manager. "Gone are the days when you have a notepad and you write a couple of lines about a player and put it back in your pocket. It's now very different – very thorough and very in depth. If we're going to spend millions of pounds on players you have to know all you can on and off the pitch. The idea of Wyscout is that it will enhance the opinions and knowledge that we've already got ourselves."

The organisation's chief executive, Matteo Campodonico, has also developed a "transfer zone" where clubs can update their transfer-listed players, examine footage of trials and contact agents.

Campodonico's video analysis began as a hobby but quickly turned into a money-making scheme in 2004. He waited at Genoa's training ground with a DVD for the club president and received a call the following day in which a partnership was struck. Within three years

Football

Scouting enters brave new world as clubs step up search for talent

Wyscout Forum to the fore as no stone is left unturned in pursuit of hidden gems, writes James Riach

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Wyscout's network is a world away from the Clough-Taylor scouting era

Campodonico's video analysis began as a hobby but quickly turned into a money-making scheme in 2004. He waited at Genoa's training ground with a DVD for the club president and received a call the following day in which a partnership was struck. Within three years 10 Serie A sides were signed up to Wyscout.

He said: "There is video information, scouting assessments, end-of-contract details, information about transfers and other news. The value of scouts remain, but this makes their jobs better. They can study players before and after they watch them live."

At the forum agents surreptitiously discussed future transfer fees and wage demands, sometimes huddled in a corner or on a phone. Meanwhile, scouts and club representatives went from table to table, networking and making contacts.

This may not be the world Taylor knew, but it is undoubtedly the future of recruitment.

Under the Clough-Taylor partnership Trevor Francis became the first £1m player in 1979 when he moved from Birmingham City to Nottingham Forest - that figure

could be eclipsed by an agent's individual fee in the modern era.

The benefits, though, are potentially huge for clubs who do not have the budget to send scouts outside Europe. With Boca Juniors, Zenit St Petersburg, Seattle Sounders and Ipswich Town all under one roof, it is this eclectic mix that makes Wyscout such an unusual event.

"It helps you enforce your decisions," said the Ipswich scout and former midfielder Steve McCall. "It allows us to show the manager exactly what he's going to be getting, without him having to sit through three 90-minute games. It's not cost-effective for Championship clubs to have scouts all over the place. This helps us weed out the rubbish."

In reality, any big transfers struck in the January window will be done regardless of guidance from programmes such as Wyscout. However, the desperate chase for the undiscovered "wonderkid" means clubs will always strive to be ahead of the curve and first to spot a potential star.

City's Newman said: "It's still important that we find that little gem playing on a field somewhere."

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Base Soccer Agency represent a number of high-profile players including Ashley Young, Leighton Baines and Aaron Lennon. Their chairman, Leon Angel, said: "We've got about 10 of our scouts here as well as agents; it's a good opportunity to meet the clubs. It's more getting to know people face to face and follow that up later. When we're recommending players that are either ours, or we're helping clubs move players, we're able to see clips of their games and save on travelling."

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Funktioniert wie autoscout24

By Raffaella Angstmann, 15/02/2013 - 11Freunde

original source : <http://www.11freunde.de/interview/matteo-campodonico-gruendete-die-groesste-fussballer-datenbank-der-welt>

»Wyscout« bietet Scouts die größte Fußballerdatenbank der Welt. Kunden sind unter anderem der FC Arsenal, Borussia Dortmund, Manchester City und der FC Barcelona. Gründer Matteo Campodonico spricht hier über Paolo Guerrero und ein »schwarzes Brett« für Europas Fußball-Rentner.



Matteo Campodonico, Sie bieten Scouts auf der ganzen Welt die »Wyscout«-Plattform an. Um was für einen Service handelt es sich genau?

Wir stellen Kontakte zwischen Agenten, Scouts und Vereinen her und helfen den Scouts, Talente auf der ganzen Welt zu entdecken. Dazu bieten wir das notwendige Videomaterial, damit sie sich ein Bild von deren Spielweise machen können. So ermöglichen wir internationale Transfers unter der Oberfläche.

Was heißt »unter der Oberfläche«?

Topspieler kennt man natürlich und bringen unserer Datenbank keinen großen Mehrwert.

Für uns macht es vor allem Sinn unbekannte, aufstrebende Jungtalente aus aller Welt aufzunehmen, die Scouts sonst nicht zu Gesicht bekommen. Wir haben alle Daten, Infos und vor allem Videos aus den wichtigsten Nachwuchsturnieren in Südamerika, aber beispielsweise auch aus der Staatsmeisterschaft von São Paulo und der Uruguayischen Meisterschaft. Wir sind eine Informationsfabrik.

Wie findet man sich da zurecht?

Unsere Datenbank umfasst 200.000 Spieler und man kann sie nach Kategorien durchsuchen. Die Scouts geben zum Beispiel ein: »Argentinien«, »Torschnitt von 1.2«, »geboren ab 1992« und »letzter Einsatz für die Nationalauswahl: vergangene Saison«. Dann spuckt die Datenbank die Namen von zirka fünf Spielern aus und liefert zu jedem die Angaben und Videos. Es ist auch möglich alle Kopfballtore eines Stürmers anzuschauen – was einem eben gerade beliebt.

Und das ist alles online. Kann ich mich auch anmelden?

Nein, das System ist reserviert für Vereine, Fifa, Uefa und Nationalverbände.

Wer zählt zu Ihren Kunden?

Mehr als 300 Klubs, 15 Nationalteams und alle wichtigen Spieleragenturen greifen zurzeit auf uns zurück. Darunter: Barcelona, Boca Juniors, Manchester City, Arsenal, Liverpool und alle Serie-A-Klubs.

Welche deutschen Klubs verwenden Ihre Datenbank?

Borussia Dortmund, Werder Bremen, Bayer Leverkusen, Eintracht Frankfurt, Greuther Fürth, 1. FC Kaiserslautern, Karlsruher SC, 1. FC Köln, Mainz 05, Union Berlin – ich kann sie gar nicht alle aufzählen. Neuerdings übrigens auch der DFB.

Was macht der DFB mit Ihren Daten, er kann doch keine Spieler verpflichten?

Um sich auf die gegnerischen Nationalmannschaften vorzubereiten. Der DFB kann so zum Beispiel statt nur die Länderspiele von Brasilien zu analysieren, deren Nationalspieler auch bei ihren Vereinsspielen betrachten. Brasiliens Stars sind schließlich über die ganze Welt verteilt.

Mit wem in Deutschland haben Sie Kontakt?

Meistens mit den Chefscouts der Vereine, zum Beispiel Jonas Boldt von Bayer Leverkusen. Er war einer der ersten in Deutschland, der uns unterstützt hat.

Wyscout wurde 2004 gegründet, wie sind Sie auf die Idee gekommen?

Ich habe früher selbst gespielt und mochte die Videoanalysen meines damaligen Coachs. Es war zuerst nur ein Hobby von mir und Simone Falzetti, einem Freund von mir. Wir gingen an Partien und filmten. Unser erster Kunde war Genua CFC. Richtig Schub bekam unser Unternehmen 2008, als wir Walter Sabatini, den damaligen Sportdirektor von Lazio Rom trafen.

Weshalb?

Er hatte gerade die Chance verpasst, einen Spieler vor Transferschluss zu verpflichten, weil er seinen Film unter den 300 Spieler-DVDs nicht finden konnte. Da wurde unsere Idee für eine digitale Datenbank geboren. Als das erste iPad erschien, haben wir eine Applikation generiert und jedem Kunden ein Tablet mit unserer App geschickt. Sie waren absolut begeistert. Mit nur einer Berührung auf das Foto eines Spielers, konnten sie gleich seine Aktionen anschauen.

Inwiefern verändern Angebote wie Wyscout den Transfermarkt?

Früher war der Transfer ein langer Prozess: Da riefen Agenten bei den Sportdirektoren an und schwärmten von einem phänomenalen Nachwuchsspieler, etwa aus Chile. Zwischen der Ankunft des DVDs und dem Entschluss, nach Chile zu fliegen, konnten Wochen vergehen. Aber vielleicht war die Reise auch umsonst, denn wenn der Berater die Videos schickte, konnte das Bild des Spielers auch verzerrt sein. Jeder Fußballer macht in seiner Karriere sicher 20 geile Spielzüge. Wir zeigen – im Gegensatz zum Berater – alle seine Aktionen. Heutzutage kann man diesen ganzen Prozess in Realzeit abspielen lassen. Noch während des Telefonats schauen sich die Scouts die Filme an. Dank des umfangreichen Videomaterials und der genauen Recherche können Vereine hohe Reisekosten einsparen.

Vor zwei Wochen schloss der Transfermarkt. Wie stressig sind die letzten Tage des Transferfensters für Sie?

Gegen Ende müssen wir Scouts teils schnell unter die Arme greifen. Es kommt vor, dass Vereine Spieler einkaufen, die sie nie persönlich getroffen haben. In dieser Phase greifen die Sportdirektoren schnell zum Telefon, um die Spieler abzurufen.

Zweimal jährlich organisieren Sie das »Wyscout-Forum«. Was passiert da?

Im Winter und im Sommer zu Beginn des Transferfensters gibt es eine Art »Speed-Dating« für den Fußballmarkt. Jeder Verein hat seinen eigenen Tisch, wo die Manager sitzen und die Agenten vorbeischaun. In unserem Forum können Klubs auf andere Klubs zugehen. Da ist jeder mit dabei: Boca Juniors, aber auch kleine tschechische Klubs.

Führen Sie nebst dem Forum und der Fußballerdatenbank noch weitere Produkte?

Unsere neuste Plattform heißt »Transferzone«. Es ist ein virtueller Marktplatz, wo Spieler zum Verkauf angeboten werden können. Wir haben Klienten in China, Aserbaidschan, Russland, Katar, Mexiko, Georgien, Amerika und den Vereinigten Arabischen Emirate. Sie haben das Budget eines Bundesligaklubs oder mehr, sind also alle besonders kaufkräftig, und wollen vor allem Spieler aus Europa verpflichten. Sie tun sich allerdings sehr schwer damit.

Was kann »Transferzone« daran ändern?

Sie gibt den Klubs die Möglichkeit, Inserate zu schalten. Sagen wir ein deutscher Verein schreibt aus: »Wir haben derzeit zwei Spieler, die am Ende ihrer Karriere stehen und für eine

bestimmte Summe bereit wären, in den Mittleren Osten zu wechseln.« Dann können die Vereine von dort reagieren. Es ist ein Portal wie autoscout24.

Klingt wie ein »Schwarzes Brett« für Fußball-Rentner. Stehen tatsächlich Spieler aus Deutschland auf diesem Brett ausgeschrieben?

Diese Plattform ist natürlich geheim. Das würden wir nie verraten. Wir sagen aber soviel: Die Klubs stellen derzeit ihre Spieler online und im Sommer können die anderen dann auf die Inserate zugreifen.

Bei welchem bekannten Spieler kam der Transfer dank Wyscout zustande?

Bei vielen wissen wir es gar nicht, aber der berühmteste uns bekannte Fall ist Paolo Guerrero, der 2012 vom HSV zu den SC Corinthians gewechselt ist. In Brasilien hatte man ihn noch nicht so oft gesehen und der Verein hat sich nach eigenen Angaben über unsere Datenbank ein komplettes Bild von ihm gemacht.

Wissen Sie ungefähr, wie viele Transfers Sie beeinflussen?

Fast alle größeren Klubs der Welt verwenden unsere Plattform. Wir gehen also davon aus, dass 60 bis 70 Prozent der Spielertransfers über unsere Datenbank laufen.

Verdient Wyscout eigentlich an den Transfers?

Nein, wir verlangen nur eine Gebühr für die Nutzung unserer Dienstleistungen.

So Long, Moneyball

By Lauren Hepler, 12/07/2013 - Silicon Valley Business Journal

Up until now, the Oakland P:s have been the poster child for the melding of sports and data. The baseball team's use of statistical analysis to identify undervalued athletes was immortalized in Michael Lewis' best-selling 2003 book, "Moneyball." That was just the beginning. Teams across the sports world now depend on scouting driven by Big Data to gain a recruiting edge in a period of tightening salary caps.

In 2013 alone, National Football League quarterbacks are earning an average \$3.8 million. Those stakes are driving innovation in sports scouting as professional teams seek greater assurance that investments in high-salary players will yield solid returns.

A growing arsenal of tools created by technologists and deployed by sports franchises includes digital dashboards, advanced algorithms and global video analysis.

The question now: Could the lessons technology companies are learning in the sports arena ripple back out into the rest of the business world? "Now, you can't just win with money," explains pro sports consultant Matt Levine. "For the first time, the sports industry has something to teach regular industry because of how they're pushing the use of technology with performance evaluation." He knows firsthand how far the sports tech field has come. Before the Moneyball era, Levine, now CEO of sports consultancy Source USA, ran a company called STATS Inc. He sold niche baseball data -like how a player hits on a left-handed pitcher with a high pitch count- to teams including the .Ns and New York Yankees.

Big Data wasn't yet common tech jargon, and the company didn't initially target scouts. "For the .N s, we used it originally to provide more texture for the broadcasters to help ratings, because baseball fans love the meat of statistics," he said. "It also helped the manager in game-tactic planning and player performance evaluation." Beyond assessing athletes' onfield performance, new technology can help teams assess their overall business positioning, said Rishi Diwan, an SAP Labs vice president who leads product management for sports. "How do you manage the cap and cash position?" he said. "How do you make decisions in real time when the waiver wire comes in every day and you know you have 24 hours to act? Making those decisions faster- that's what we're working on."

Silicone Valley Startup Laggards?

In the multibillion-dollar world of international football- yes, that's "soccer" in the U.S. - one startup has emerged as a global scouting leader. Growing from two employees to 70 in a few years, the company now generates \$5 million in annual revenue. Deals inked vary from Silicon Valley's San Jose Earthquakes to European clubs like F.C. Barcelona.

The catch? This sports innovator isn't based in Palo Alto. Try Chiavari, Italy.

Matteo Campodonico co-founded Wyscout, a sports video analytics startup with more

than 400 clients in 50 countries. "We are in an area not so big in terms of startups," Campodonico said.

"When we started, everyone was just analyzing DVDs provided by agents." Wyscout now has more than 70,000 games and 200,000 players in its database. Team subscriptions sell for an average 8,000 Euros a year (roughly \$10,290) and include proprietary software to analyze individual replays or players.

"It allows you on an iPad to sit there and pull up any player in the world and see all the highlights," said San Jose Earthquakes President Dave Kaval, who signed on in 2012. "You still need to see players in person ... but it allows you to kind of have a funnel and get it down to a meaningful number."

Campodonico said Silicon Valley tablet technology is key to success. "Scouts liked using a TV more than a PC," he explained. "When the iPad came out, we immediately thought, 'OK, this is our tool: We bought 100 and gave them as a present to all the clubs in Europe.'" Given the economics of European soccer- Real Madrid is worth \$3.3 billion, while top U.S. teams were worth \$100 million in 2008 -stateside expansion seems counterintuitive.

Wyscout che successo. "Scannerizza" il calcio.

By Matteo Angeli, 10/10/2014 - Corriere Mercantile



Matteo faceva il bancario quando un giorno chiamò l'amico Simone per comunicargli la grande notizia: "Io mi licenzio e da domani inizia il nostro progetto". Simone minimamente sapeva quale fosse l'argomento, un po' meno sapevano invece i genitori di Matteo letteralmente tramortiti dalla novità.

Ma i due amici già da qualche tempo stavano maturando l'idea di mettersi in proprio e di tentare la grande avventura.

Oggi la loro azienda, la Wyscout, fattura oltre due milioni di euro all'anno, fa lavorare circa 250 persone (60 solo a Chiavari) è presente in 75 Paesi e collabora con 450 Club di tutto il mondo.

Lunedì prossimo al canterò festeggerà i primi dieci anni di vita. "Sarà un evento aperto al pubblico - spiega con orgoglio Matteo Campodonico, 38 anni, uno dei tre soci insieme a Simone Falzetti e Piermaria Saltamacchia - perchè vogliamo che tutti sentano la nostra gioia e quelle di altri giovani che ce l'hanno fatta. Ecco noi vogliamo proprio dire ai ragazzi: non mollate, credete nelle vostre idee fino in fondo e se c'è da rischiare fatelo".

Tutto preve il via nel 2004, quando i "ragazzi terribili" appassionati di calcio consegnano all'allora allenatore del Genoa Serse Cosmi una busta chiusa contenente una lettera e un dvd. All'interno c'è il montaggio video dell'ultima partita del Grifone con gli spezzoni che analizzano le principali azioni della partita. Tutti i calci d'angolo, tutti i tiri in porta, le

posizioni, i passaggi riusciti e sbagliati.

L'idea è semplice ma geniale: fornire all'allenatore materiale video per analizzare i match nel dettaglio e parlare degli errori con i propri giocatori.

“Il giorno dopo ci hanno convocato in sede a Pegli per iniziare a collaborare - spiega Matteo - eravamo felicissimi, ci sembrava di impazzire dalla gioia. In seguito ci ha chiamato la Sampdoria con cui abbiamo lavorato ad un progetto per gli allenamenti e poi l'Udinese quando Cosmi andò ad allenarla. Piano piano siamo entrati nel grande calcio proponendo sempre qualcosa di nuovo e vedevamo che venivamo ascoltati. E dire che solo qualche mese prima facevamo questo lavoro solo per l'Entella, il Rapallo e Sestrese”.

Dopo il primo dvd dato a Cosmi la crescita del progetto è stata esponenziale e gli ideatori hanno subito previsto il margine di crescita: perchè fermarsi ad un montaggio video delle partite quando si può creare un database capace di unire i replay delle azioni alle statistiche dei giocatori di tutto il mondo? Altra idea vincente, altri clienti in tutto il mondo fino alla collaborazione con tutte le società più prestigiose del globo.

L'azienda si espande a macchia d'olio e i protagonisti iniziali oggi sono affiancati da più di duecento colleghi. Una sede a Chiavari, in Liguria, una a Sofia in Bulgaria, e una a Dakar in Senegal.

Qualche tempo fa è nato anche Wyscout Players, dedicata ai calciatori professionisti, che permette di vedere statistiche e impegni in calendario andando a spiare anche le ultime giocate degli avversari diretti.

“Così un portiere può vedere da che parte tirà più frequentemente un rigore un certo giocatore e viceversa. Un attaccante può anche capire il punto debole di un difensore e provare poi a puntarlo proprio lì”.

Capacità di rischiare, idee e grande entusiasmo. Fare business si può, anche partendo e soprattutto restando a Chiavari.

Appena uscito l'Ipad l'azienda ha sviluppato un'applicazione ad hoc. Poi il viaggio in America per acquistarsene un centinaio da regalare.

L'azienda ha sviluppato un database con filmati e informazioni su 200mila giocatori e possibilità di visualizzazione in streaming delle azioni

wyscout



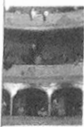
GRANDI OSPITI

Lunedì al Cantero la grande festa per i dieci anni

Lunedì prossimo dalle 18 in poi la Wyscout festeggerà i suoi primi dieci anni di attività. Al Teatro Cantero di Chiavari sono attesi ospiti di livello internazionale e dirigenti di club italiano e stranieri. Il tecnico del Genoa Gina Piero Gasperini ha già dato la sua disponibilità, in forse la presenza del mister blucerchiato Sinisa Mihajlovic.

Durante la serata sul palco si alterneranno anche tre giovani che racconteranno le loro storie di imprenditori. Si tratta di Maria Luisa Maggi di Lavagna, dell'ex dj Andrea Pezzi e di un gruppo di giovani di Treviso che hanno creato una start up per aiutare gli altri a fare impresa.

«Con la scusa di festeggiare la nostra azienda» spiega Matteo Campodonico «vogliamo anche dare spazio a chi come noi ce l'ha fatta. In questo momento riuscire ad avere successo non è facile per mille motivi, ma non è impossibile. Ecco bnoi vogliamo lanciare da Chiavari proprio questo messaggio a chi ha delle idee: provateci fino in fondo, non mollate mai. Tra l'altro abbiamo deciso di tenere la sede ligure proprio per dimostrare che ormai nel mondo globalizzato con un computer si può essere ovunque. Insomma crediamo davvero che ci siano i margini per far bene e per rendere la vita di ognuno di noi ancora più bella. Noi ci siamo riusciti, non sappiamo se per sempre o fino a quando, ma intanto grandi soddisfazioni sono arrivate. E va bene così».



Il Cantero

[mat.a.]

LA SFIDA ❖ L'idea di tre ragazzi come è diventata una realtà molto apprezzata

Wyscout che successo "Scannerizza" il calcio Ha conquistato il mondo

«Ai giovani diciamo: provateci sempre e non mollate mai»

MATTEO ANGELI

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d'angolo, tutti i tiri in porta, le posizioni, i passaggi riusciti e sbagliati. L'idea è semplice ma geniale: fornire all'allenatore materiale video per analizzare i match nel dettaglio e parlare degli errori con i propri giocatori.

«Il giorno dopo ci hanno convocati in sede a Pegli per iniziare a collaborare» spiega Matteo «eravamo felicissimi, ci sembrava di impazzire dalla gioia. In seguito ci ha chiamato la Sampdoria con cui abbiamo lavorato ad un progetto per gli allenamenti e poi l'Udinese quando Cosmi andò ad allenarla. Piano piano siamo entrati nel grande calcio proponendo sempre qualcosa di nuovo e vedevamo che venivano ascoltati. E dire che solo qualche mese prima facevamo questo lavoro solo per l'Entella, il Rapallo e Sestrese».

Dopo il primo dvd dato a Cosmi la crescita del progetto è stata esponenziale e gli ideatori hanno subito previsto il margine di crescita: perché fermarsi ad un montaggio video delle partite quando si può creare

un database capace di unire i replay delle azioni alle statistiche dei giocatori di tutto il mondo? Altra idea vincente, altri clienti in tutto il mondo fino alla collaborazione con tutte le società più prestigiose del globo.

L'azienda si espande a macchia d'olio e i protagonisti iniziali oggi sono affiancati da più di duecento colleghi. Una sede a Chiavari, in Liguria, una a Sofia in Bulgaria e una a Dakar in Senegal.

Qualche tempo fa è nato anche Wyscout players, dedicata ai calciatori professionisti, che

permette di vedere statistiche e impegni in calendario andando a spiare anche le ultime giocate degli avversari diretti. «Così da che parte tira più frequentemente un rigore un certo giocatore e viceversa. Un attaccante può anche capire il punto debole di un difensore e provare poi a puntarlo proprio lì».

Capacità di rischiare, idee e grande entusiasmo. Fare business si può, anche portando e soprattutto restano a Chiavari.

«Siamo una bella società»

«Ma non certo l'unica»

«Ci godiamo il momento»

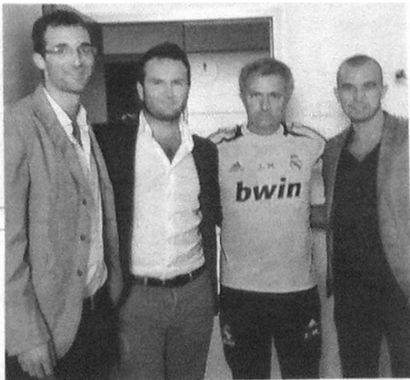
«Magan non sarà eterno»

450 club affiliati 200 collaboratori e un fatturato ora milionario

Negli ultimi due anni la crescita dell'azienda è stata esponenziale: 450 club in tutto il mondo pari a 75 Paesi si avvalgono dei suoi servizi, e ha raccolto la bellezza di 500.000 agenzie in tutto il mondo. In Italia ben 45 club tra serie A, B e C si servono di Wyscout ed è stata raggiunta la quota di 300 utenti abilitati che quotidianamente usano la piattaforma. Ma non solo nel

MOURINHO

Anche il tecnico portoghese è rimasto stregato dall'azienda chiavese.

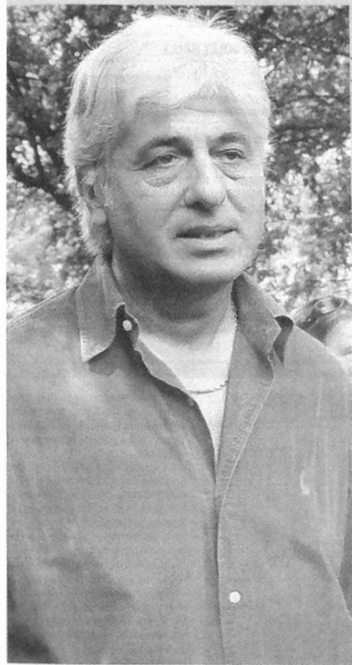


portale ha avuto una crescita importante. Ma la più grande soddisfazione dei tre soci è che dal loro grande sogno è generato lavoro per giovani disoccupati. «Il nostro staff è composto da 60 ragazzi solo a Chiavari e questo me davvero rappresenta molto», spiega Matteo Campodónico, altri 150 tra Sofia e Dakar con 15 venditori in giro per il mondo. Sono ragazzi che come me hanno capito che, tecnologia a parte, è ancora possibile realizzare qualcosa di nuovo o al limite migliorare qualche antico mestiere e metterlo al passo con i tempi». Da una costola di Wyscout è nato poi WYSCOUTEDU, un progetto internazionale di formazione e di aggiornamento dedicato ai profili professiona-

quanti desiderano intraprendere una carriera lavorativa ad alti livelli nel mondo della gestione sportiva. Insomma i ragazzi terribili sembrano non volersi fermare più e giorno dopo giorno maturano idee nuove che poi vengono regolarmente messe in pratica. Le società che si glanò partnership con Wyscout partono dall'Italia ma in pochi mesi si estendono a tutta Europa prima e a tutto il mondo poi. L'azienda si espande a macchia d'olio e i quattro protagonisti iniziali oggi sono affiancati da altri cento colleghi di lavoro. Una sede a Chiavari, in Liguria, una a Sofia in Bulgaria e una in apertura a Dakar in Senegal. Grazie a Wyscout tante trattative sono andate a buon fine.

Molti chiavaresi occupati
E il numero può crescere

L'ALLENATORE FRA TRE GIORNI SARÀ PRESENTE ALLA KERMESSÉ



Onofri PREZIOSO COLLABORATORE

Onofri fu il primo collaboratore della Wyscout insieme all'amico Nicolini.

Senza panchina IN ATTESA DI UN POSTO

Cosmi oggi è fermo in attesa che si liberi qualche panchina. «Che brutto però così!» afferma.



L'INTERVENTO ❖ L'ex tecnico del Genoa visionò un loro lavoro e ne rimase colpito

Cosmi il primo a scoprirli «Intuizioni davvero geniali»

«Mi diedero un Dvd con pregi e difetti degli avversari»

FOCUS

«GOZZI
CI HA AIUTATI
MOLTO»



La società chiavese è stata brava a svilupparsi anche grazie all'aiuto dell'attuale presidente dell'Ente Antonio Gozzi. «È stato il nostro "business angel"», spiega Matteo Campodónico - colui il quale ha creduto da subito nel nostro progetto. Quando ci siamo presentati da lui per avere un aiuto, avevamo comunque già quattro anni di lavoro alle spalle e quindi un certo credito, insomma non eravamo degli sconosciuti. Ha creduto in noi e siamo felici di averlo ripagato. Se oggi abbiamo successo il merito è anche suo e questo non lo dimentichiamo».

Il primo allenatore che diede fiducia ai "ragazzi terribili" fu Serse Cosmi. «Lo ricordo perfettamente quel giorno», racconta l'ex tecnico del Genoa - stava uscendo dal Signorini quando vidi un ragazzo con una busta in mano, subito pensai che fosse un tifoso alla caccia di autografi e invece mi disse: «Mister dia un'occhiata qui». Così alla sera misi il Dvd nella televisione e rimasi colpito perché c'erano le ultime gare dell'avversario di turno analizzate nei minimi dettagli. Venivano fuori insomma pregi, difetti e tanti dati davvero molto inte-

ressanti. Così il giorno dopo con Claudio Onofri li chiamammo in sede per iniziare una collaborazione. Subito dopo ci proposero anche delle riprese delle gare al Ferraris a campo larghissimo, non quelle che si vedevano in tv. Era un'altra idea geniale perché per un allenatore vedere i movimenti della squadra nel suo complesso era davvero una cosa nuova e importante». Poi Cosmi si ricordò della Wyscout anche quando passò all'Udinese. «L'allora ds Leonardo volle conoscerli e quindi li chiamò in sede e ne rimase stre-

gato», continua l'allenatore - così iniziarono a lavorare anche per il club bianconero, il primo fuori dalla regione. A quel punto la loro azienda iniziò a decollare con grande merito perché davvero si tratta di ragazzi fantastici. Questa storia dimostra che chi ha delle idee valide può farcela e deve essere di aiuto a tanti giovani che sono alla ricerca di un lavoro. Insomma non abbattetevi, pensate sempre in grande prima o poi la grande oc-

casione arriva». Cosmi non può non fare un commento sul Vecchio Grifone. «Sta andando molto bene nonostante un calendario difficile», conclude - mi pare che sia rinforzato molto soprattutto nel reparto offensivo. È una squadra con tanta qualità, sicuramente più forte di quella delle ultime stagioni. Sono sicuro che potrà fare un bel campionato, i tifosi se lo meritano davvero, sono sempre nel mio cuore».

[mat.a.]

LA CURIOSITÀ ❖

Quando Monti fece i complimenti «all'azienda modello»

Due anni fa l'allora premier Mario Monti fece pubblicamente i complimenti alla società chiavese. Durante la visita al Meeting di Comunione e liberazione a Rimini, il capo del governo definì la Wyscout "azienda modello". «Ho trasformato un hobby di



Monti

periferia in un'impresa giovane, internazionale e tecnologica, un fatto strano in Italia, ma non mi sarei mai aspettato i complimenti del presidente del Consiglio, mi hanno fatto molto piacere». Matteo Campodónico rispose così e chi gli faceva notare quanto era accaduto a Rimini. «A dire il vero io ero in spiaggia», confessa Campodónico - Alla sera, quando sono andato in cabina a prendere il cellulare, avevo centinaia di chiamate e di messaggi. Il perché l'ho capito poco dopo: Monti aveva visto un

mio video sulle imprese giovani lì e poco dopo, dal palco, aveva citato il sottoscritto e la sua impresa». Da quel momento il web manager chiavese ha provato a mettersi in contatto con il premier: «Gli avevo scritto», racconta - soprattutto per ringraziarli senza però ricevere risposta. Fu che qualche giorno dopo mi arrivò una mail dalla sua segreteria dove mi spiegano che il presidente si ricordava di me e che avrebbe voluto incontrarmi. C'è stato».

Ex-Banker Aims to Help Soccer Scouts Hunting for Another Messi

By Tariq Panja, 13/12/2012 - Bloomberg

original source : <http://www.bloomberg.com/news/articles/2012-12-13/ex-banker-aims-to-help-soccer-scouts-hunting-for-another-messi>

The sport's transfer window reopens Jan. 1, and a team's success in the world's annual \$2 billion player-trading market can mean the difference between Champions League millions or bankruptcy. Companies such as Wyscout -- an Italian video-scouting service founded by a former Banca Carige SpA worker -- are stepping in to provide data on 220,000 players worldwide.

With new European financial rules coming into force in 2014 and participation in the region's Champions League bringing in at least 7.2 million euros (\$9.4 million), clubs are under more pressure to sign the right talent at the right price. Teams such as Portsmouth, which won England's F.A. Cup two years before its 2010 bankruptcy, have suffered after overspending. Video opens up new regions for scouting for big clubs, and lets smaller teams showcase talent for sale, Wyscout says. Still, some say watching a player live gives more insight.

"It's a brilliant and valuable extra tool but it's only an extra tool," Ian Broomfield, who was Tottenham's chief scout until the departure of coach Harry Redknapp this year, said of video.

Wyscout was founded by former banker Matteo Campodonico, who has increased the business from one serving a single top Italian club, Genoa, in 2005 to an operation that provides video to more than 300 teams. Four-time European champion Barcelona, English Premier League team Liverpool and German titleholder Borussia Dortmund are paying 10,000 euros per registration.

'More Efficient'

Use of Wyscout has increased 20 percent in the past month, as clubs monitor players around the world instead of flying scouts to far-off regions, Campodonico said in an interview in London.

"We are trying to make the player recruitment process more efficient," said Campodonico, who left Banca Carige in 2007. "Clubs can now look at videos online of players from places like Venezuela and Korea before sending their scouts on a wild-goose chase."

Campodonico, 36, and some friends started the business as a hobby and got established by handing a DVD to Genoa's coach, who saw the potential. They got funding from Antonio Gozzi, chief executive officer of Italian steel company Duferco, and now employ 60 people, including 30 in Bulgaria responsible for logging every aspect from passes made to shots on target for each player. Wyscout makes a profit of 1 million euros on sales of 4 million euros, Campodonico said.

New Rules

European teams spent 393 million euros in last year's January window, and the new rules from soccer's regional governing body, UEFA, means they're looking to shop smarter.

Mistakes can be costly.

Liverpool, controlled by the owners of Major League Baseball's Boston Red Sox, spent about 100 million pounds (\$161 million) on players in 2011 and ended last season in eighth place, its lowest finish since 1994. New coach Brendan Rodgers was told to cut the squad before Boston-based Fenway Sports Group would allow spending.

Barcelona brought three-time world player of the year Lionel Messi to Spain from Newell's Old Boys in Argentina at age 13, and groomed him into the forward who has scored 86 goals this calendar year to break a record set in 1972.

Teams and agents supply the company videos, which are filtered to allow users to view entire matches or focus on a player's offensive or defensive game.

Cover the Budget

Smaller clubs sometimes use the videos to showcase players in hopes of selling them on for a profit, Campodonico said.

"They make hardly anything from matchday attendance or television rights," he said of smaller clubs. "They sell one player for the right price and a lower division team can cover its entire annual budget."

Former England coach Graham Taylor said clubs can't rely on video recruiting tools alone because watching a player live gives more information.

Taylor, who took Watford from the lowest rung of English professional soccer to second place in the top division, cited the success that Newcastle manager Alan Pardew has had with his top talent spotter Graham Carr.

"You have to be sharp and quick and know what's happening in other countries," Taylor said in a telephone interview.

Carr's contacts have helped Newcastle sign forward Papiss Cisse for a portion of the 35 million pounds the club banked from selling striker Andy Carroll to Liverpool in January 2011. Carroll, now on loan at West Ham, scored 4 goals in 35 appearances for the Reds last season while Senegal's Cisse got 13 goals in 14 games.

Taylor, who last coached with Aston Villa in 2003, said players move much more in today's game and the ability to adjust to new leagues is as important as talent.

"It's a massive change of country in some cases, massive change of climate in some cases, massive change of culture," Taylor said. "Buying players in from abroad, we all recognize the successful ones but you can take my word there are as many if not more that have not been successful."

Por dentro do Wyscout, o «big brother» da bola

By Nuno Travassos, 10/10/2013 - Mais Futebol

original source : <http://www.maisfutebol.iol.pt/tecnologia-scouting-analise-mercado-jogadores-transferencias-wy-scout-pesquisa/5255a766e4b0238074930dc3.html>

Como o hobby de dois amigos se tornou numa ferramenta que os principais nomes do futebol já consideram imprescindível



Começou por ser um hobby de dois amigos italianos, mas é hoje a plataforma mais utilizada pelos clubes. Criada em 2004, a Wyscout cresceu a uma rapidez impressionante, ao mesmo ritmo com que foi «encolhendo» o mundo do futebol, tornando-se uma ferramenta que os principais equipas, seleções e empresários mundiais já não dispensam. São mais de 300 clientes atualmente, incluindo os portugueses FC Porto, Benfica, Sporting, Sp. Braga, Estoril e Académica, assim como a Federação Portuguesa de Futebol e a empresa Gestifute, de Jorge Mendes. Nascida na cidade italiana de Chiavari, converteu-se num Big Brother do desporto-rei.

Não fugimos muito à verdade se dissermos que não há nada que um jogador profissional faça em campo que escape à Wyscout, seja em Portugal ou no Gabão. São mais de 150



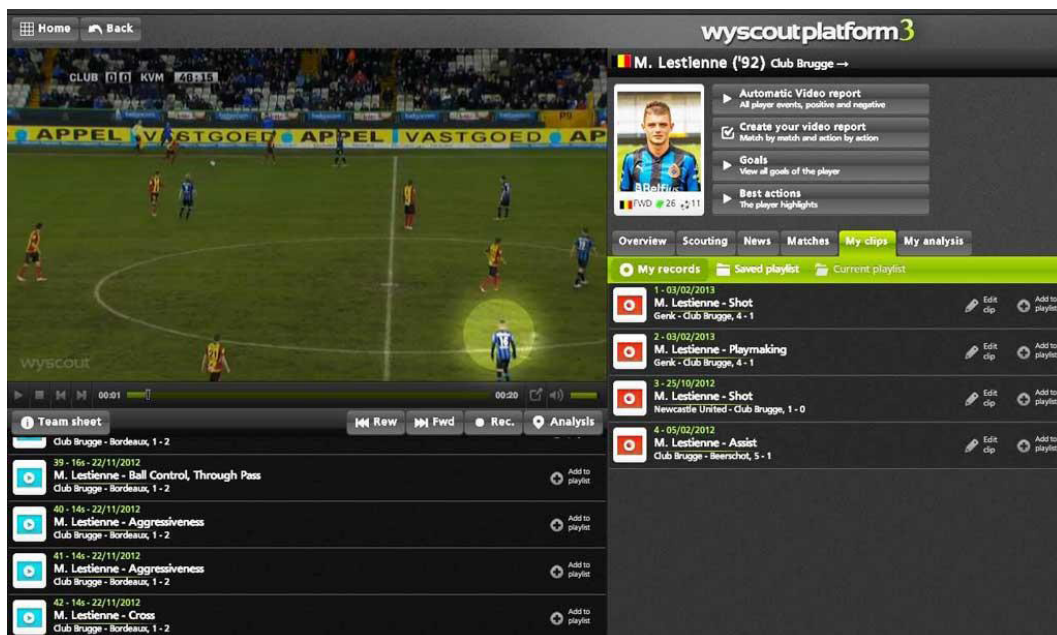
os campeonatos seguidos por esta empresa, para um total de quase 300 mil jogadores catalogados, que é como quem diz: com perfil próprio e vídeos individuais. E entre 15 a 20 mil destes jogadores têm mesmo um relatório feito por olheiros ao serviço da empresa.

A oferta não fica por aqui, no que ao scouting diz respeito. A observação pode ser também coletiva, já que um clube pode utilizar a plataforma para ver os jogos de um adversário, por exemplo.

De Chiavari às Ilhas Cook

Foi isso que esteve na génese da empresa, de resto. Matteo Campodomico e Simoni Falzetti, os fundadores, começaram por gravar jogos locais, em Chiavari. E as dúvidas iniciais deram lugar a um projeto de sucesso. «Desde início que pensámos em criar um negócio, mas pesquisámos na net e encontrámos várias empresas do género, algumas grandes. Isto em 2004. Pensámos que não tínhamos hipóteses, e por isso trabalhámos localmente. Mas percebi que o produto era bom e entreguei um DVD ao treinador Sersi Cosmi, que estava então no Génova. Eles gostaram e começaram a trabalhar connosco», explica Matteo Campodomico ao Maisfutebol.

Em pouco tempo várias portas da Serie A abriram-se para a Wyscout. A análise a equipas conduziu depois à análise de jogadores. «Antigamente os clubes viam os DVD feitos pelos



empresários. Alguns até aceleravam a imagem, para dar mais velocidade ao jogador. E antigamente os clubes tinham centenas de DVD, o que era difícil de arquivar. Por isso decidimos desenvolver um sistema», explica o co-fundador.

A empresa começou por criar um site mas, na altura, não teve muito sucesso. «Os clubes não confiavam nisso. Só confiavam na televisão», recorda Campodomico. Por isso decidiram proporcionar o serviço através de uma «box», como as da televisão por cabo. A ideia resultou, mas o mundo da tecnologia está sempre a evoluir, e a Wyscout soube acompanhar. «O passo seguinte foi a aplicação. Quando apareceu o iPad percebemos logo que era para nós. Oferecemos uma centena a clubes europeus», revela o CEO da Wyscout.

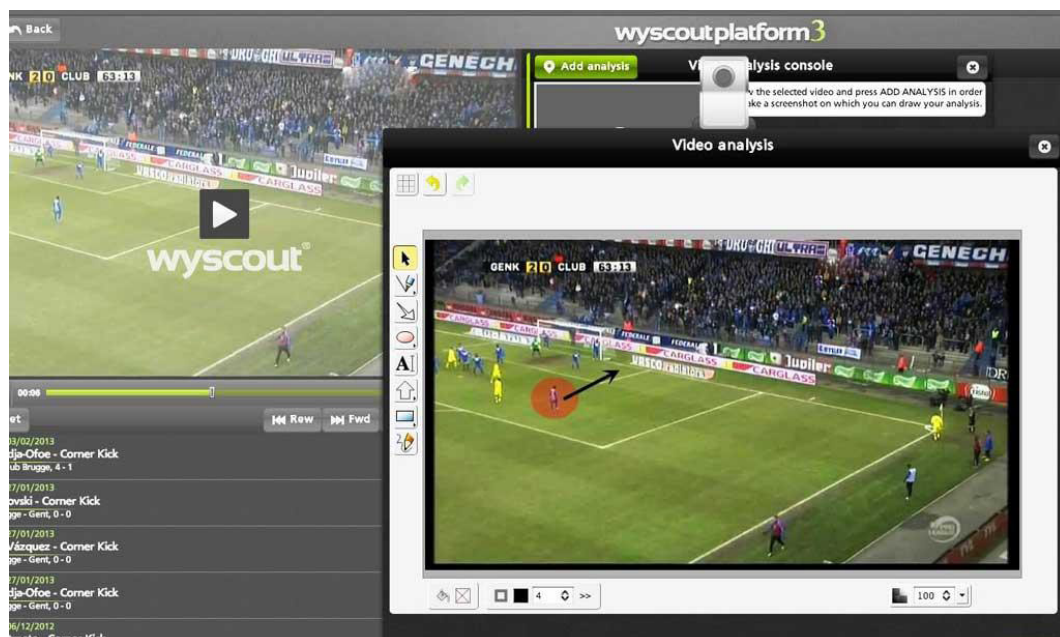
A empresa cresceu de forma impressionante ao longo destes nove anos. A entrada de um investidor em 2008 permitiu dar um importante salto. Um ano depois a Wyscout lançava a sua plataforma e conseguia o primeiro cliente internacional. Hoje em dia são mais de 300 clientes a utilizar o serviço, disponível no PC ou através da aplicação, em qualquer lugar. Para os clubes a primeira conta custa cerca de 750 euros, se falamos do pacote completo, mais 100 euros por cada conta adicional. Em média os clubes gastam sete mil euros por ano.

O contributo português

A Wyscout conta, hoje em dia, com cerca de oitenta colaboradores, metade dos quais analistas. Em Portugal também há quem tenha dado o seu contributo ao projeto: Rui Malheiro liderou uma equipa que, entre fevereiro e setembro de 2012, elaborou relatórios para mais de cinco mil jogadores. «Montei uma equipa com o Alexandre Calado, o José Pedro Teixeira e o Joaquim Rodrigues. Foi a primeira etapa da plataforma. Seguimos aquela que já era a minha linha de trabalho, com noventa parâmetros de avaliação: físicos, técnicos, táticos e psicológicos», explica o analista luso, que ficou encarregue da Liga portuguesa, os dois principais escalões de Inglaterra e Espanha, assim como a elite húngara, ucraniana e ainda uma compilação dos campeonatos asiáticos.

«É fantástico pensar que tive responsabilidade numa contratação. Dou o exemplo do Mkitharyan, sabendo que fomos nós que fizemos o relatório há um ano e meio, e que o Dortmund utiliza a plataforma. Foi a nossa equipa que fez também o relatório do Iago Aspas, que foi para o Liverpool. O mesmo se aplica ao Ola John e ao Djuricic», revela.

Embora a plataforma ofereça vídeos do comportamento individual dos jogadores, a equipa de Rui Malheiro optou por analisá-los no contexto coletivo: «Víamos seis jogos de cada equipa, com graus de dificuldade diferentes: jogos com equipas do cimo da tabela, do fundo, em casa e fora. É melhor ver o jogador enquadrado num jogo contra outras equipas. A análise individual serve para ver os golos marcados, ou as bolas paradas. Era preciso ver os jogos completos. O jogador podia enganar-nos com dez minutos brilhantes e depois passar oitenta a passear em campo.»



Rui Malheiro entende que a Wyscout é um projeto que «está sempre vivo, não se esgota». «Há sempre novos jogos disponíveis. É possível ver jogos do Gabão, do Butão, do Botswana, Chade, Ilhas Cook. Não faz sentido um grande clube ficar de fora. E para um clube médio pode ser caro ter a versão completa, mas pode poupar dinheiro que gastaria numa má transferência», defende.

«Claro que os clubes devem continuar a ver os jogadores ao vivo, mas antes é preciso referenciá-los. E, se calhar, quando estão de olho num avançado acabam por referenciar também um central e otimizam a viagem», lembra Matteo Campodomico, co-fundador.

No que diz respeito ao futuro, a Wyscout está a «dar os primeiros passos na análise de equipas». «Já é possível ver os golos de bola parada, ou o comportamento nos cantos. Mais tarde ou mais cedo irá por aí», revela Rui Malheiro, que até dá um exemplo: «O Estoril deve ter sentido dificuldades para observar o Pasching, adversário na Liga Europa, e eu vi dois jogos deles através da plataforma.»

O analisa defende, ainda assim, que a Wyscout «vai continuar a observar jogadores». «Faz sentido atualizar o que foi escrito há um ano. Os jogadores evoluem», acrescenta.

The screenshot displays the Wyscout platform interface. On the left, a live-action football match is shown. The right side features a sidebar for 'Club Brugge Pro League' with options like 'Lista giocatori', 'Analisi video della squadra', and 'Tutti i goal'. Below this is a 'Marcatori' (Scorers) table for the season.

Marcatori della stagione		
1	T. Simons	2 2
2	J. Jørgensen	1 0
3	T. De Sutter	1 0
4	J. Blondel	1 0
5	T. Hegli	1 0
6	M. Lestienne	1 0
7	B. Engels	1 0
8	Wang Shangyuan	1 0
9	B. Bolingoli	1 0

Below the scorers table, a 'Tabellino' (Lineup) section lists recent goals:

- 1 - 26 - 01/09/2013: M. Lestienne - Goal piede sinistro, Waasland-Beveren - Club Brugge, 1 - 2
- 2 - 27 - 01/09/2013: J. Jørgensen - Goal piede sinistro, Waasland-Beveren - Club Brugge, 1 - 2
- 3 - 17 - 25/08/2013: L. Refaelov - Occasione da goal, Club Brugge - Gent, 1 - 1

O futuro e as outras ofertas

Matteo Campodomico levanta um pouco do véu, para o Maisfutebol. «Não é fácil ter informação de jogadores jovens. Esse é o desafio», atira. Mas Rui Malheiro alerta que a quantidade de informação «é incrível». Até a esse nível. «Um responsável pela formação do Dortmund pode estar no seu escritório e ver jogos dos sub-10 ou sub-12 do Benfica», explica.

Porém, a Wyscout não oferece apenas esta base de dados de jogadores. A empresa quer alimentar também uma rede social futebolística: «Queremos criar um site para promover novos jogadores. Uma espécie de facebook do futebol, para que os jogadores se mostrem aos clubes», explica Matteo Campodomico.

A visão da empresa não se limita ao mundo virtual. A Wyscout gosta de promover também o contacto direto, e por isso costuma organizar fóruns onde se juntam clubes e empresários. Uma espécie de «speed dating» do futebol. «Promovemos a troca de informação cara a cara. Colocar as pessoas do futebol no mesmo local e deixar que se conheçam», sustenta o co-fundador. A próxima edição destina-se ao mercado sul-americano, e está marcada para o Rio de Janeiro, a 21 e 22 de outubro. Segue-se uma reunião no Médio Oriente, em Abu Dhabi (5 e 6 de novembro), e depois um fórum global, em Londres, no último mês do ano.

Filmés, montés, disséqués

16/07/2014 - L'Equipe

C'EST L'UN DES PLUS GROS ratés de l'histoire des transferts en Ligue 1. À quelques heures de la clôture du mercato, le 31 janvier 2008, le PSG recrutait deux Brésiliens inconnus, Everton et Souza. Recommandés par Valdo, l'ancien milieu du club, ils avaient été (rapidement) observés sur vidéos, avant d'être achetés pour 6 M€. Un montant exorbitant au regard de leur bilan dans la capitale, proche du néant.

Ce genre de couac ne serait plus possible aujourd'hui. Plusieurs sociétés se sont en effet spécialisées dans la vidéo pour les clubs, les recruteurs et les agents. Elles proposent des services de plus en plus pointus à leurs clients, avec des centaines de pays couverts et jusqu'à cinq Divisions suivies, parfois même les Championnats nationaux de jeunes.

En France, Videoprofile a longtemps été en situation de monopole. Créée en 2006, cette société s'appuie sur une trentaine de personnes, dont quelques anciens joueurs, comme Stéphane Maurel (ex-Monaco, AC Ajaccio, Cannes). « Notre métier consiste à donner de l'information, explique-t-il. Nous proposons les matches ou des séquences sur les joueurs. » Le principe est de découper les rencontres jusqu'à l'extrême (passes, tirs, buts, contrôles, touches, accélérations, positions défensives, etc.).

Wyscout utilise un mécanisme identique. Cette entreprise italienne, lancée en 2010, s'adressait au départ aux recruteurs. Noureddine Bouachera, son distributeur exclusif en France, précise : « Dans un match, il y a entre 2000 et 2500 événements, c'est-à-dire des actions. Nous avons

deux laboratoires (un en Bulgarie, l'autre au Sénégal) où nos analystes travaillent. Quand on les découpe en séquences, on propose ainsi à nos clients des recherches de plus en plus pointues. » On peut par exemple choisir de voir tous les passements de jambes de James Rodriguez en sélection colombienne.

BAUP : « DÈS QU'ON TE PARLE D'UN JOUEUR, TU VAS VOIR LES IMAGES »

Une variété de recherches rendue possible par une concurrence accrue sur ce marché. Depuis son lancement, Wyscout, qui a développé sa clientèle en France et serait même sur le point de récupérer le PSG, revendique des contrats avec plus de 400 clubs (dont Manchester United et le Real Madrid), 450 agents ou encore 40 Fédérations (dont la FFF). Des clients qui, contre plusieurs milliers d'euros (voir chiffres par ailleurs), s'abonnent souvent à différentes sociétés, puisque Videoprofile partage parfois les mêmes clubs.

Élie Baup a été l'un des premiers entraîneurs français à mesurer l'importance de l'image. En

1998, il avait créé le poste d'analyste vidéo à Bordeaux et reconnaît aujourd'hui que « tous les clubs ont des abonnements. Dès qu'on te parle d'un joueur, tu vas voir les images ou tu demandes un rapport. » L'ancien technicien de l'OM met toutefois un bémol : « Il faut avoir confiance dans les montages. Et pour être sûr de l'impression laissée par une recrue potentielle, je demandais souvent à la même société un montage sur un joueur de mon effectif. »

Pour fidéliser sa clientèle, Wyscout a même innové en créant des forums bisannuels où les clubs et les agents se rencontrent. Le dernier s'est déroulé à Milan, en mai dernier. « Nous avons aussi des forums régionaux, comme celui organisé en Russie, précise Bouachera. Ça permet à des agents qui ont peu de contacts dans ces pays, réputés fermés, de rencontrer tout le monde sur place et d'élargir leur réseau. »

Grâce à ces innovations, les recruteurs se déplacent désormais en terrain connu. Mais Baup conclut : « L'image est devenue essentielle, c'est certain. Après, rien ne remplace l'œil humain. »

Ba. C.

Filmés, montés, disséqués

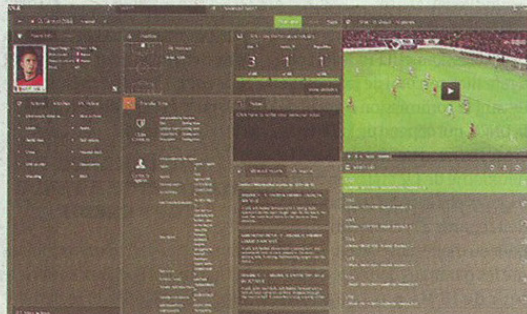
Pour réduire la marge d'erreur et obtenir des informations de plus en plus pointues sur les joueurs, les recruteurs, les agents et les clubs s'appuient sur des sociétés spécialisées dans l'analyse vidéo.

C'EST L'UN DES PLUS GROS ratés de l'histoire des transferts en Ligue 1. À quelques heures de la clôture du mercato, le 31 janvier 2008, le PSG recrutait deux Brésiliens inconnus, Everton et Souza. Recommandés par Valdo, l'ancien milieu du club, ils avaient été (rapidement) observés sur vidéos, avant d'être achetés pour 6 M€. Un montant exorbitant au regard de leur bilan dans la capitale, proche du néant.

Ce genre de couac ne serait plus possible aujourd'hui. Plusieurs sociétés se sont en effet spécialisées dans la vidéo pour les clubs, les recruteurs et les agents. Elles proposent des services de plus en plus pointus à leurs clients, avec des centaines de pays couverts et jusqu'à cinq Divisions suivies, parfois même les Championnats nationaux de jeunes.

En France, Videoprofile a longtemps été en situation de monopole. Créée en 2006, cette société s'appuie sur une trentaine de personnes, dont quelques anciens joueurs, comme Stéphane Maurel (ex-Monaco, AC Ajaccio, Cannes). « Notre métier consiste à donner de l'information, explique-t-il. Nous proposons les matches ou des séquences sur les joueurs. » Le principe est de découper les rencontres jusqu'à l'extrême (passes, tirs, buts, contrôles, touches, accélérations, positions défensives, etc.).

Wyscout utilise un mécanisme identique. Cette entreprise italienne, lancée en 2010, s'adressait au départ aux recruteurs. Noureddine Bouachera, son distributeur exclusif en France, précise : « Dans un match, il y a entre 2 000 et 2 500 événements, c'est-à-dire des actions. Nous avons



deux laboratoires (un en Bulgarie, l'autre au Sénégal) où nos analystes travaillent. Quand on les découpe en séquences, on propose ainsi à nos clients des recherches de plus en plus pointues. » On peut par exemple choisir de voir tous les passements de jambes de James Rodriguez en sélection colombienne.

BAUP : « DÈS QU'ON TE PARLE D'UN JOUEUR, TU VAS VOIR LES IMAGES »

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Ba. C.

Chi è l'imprenditore a cui Monti ha fatto i complimenti? L'ideatore di Wyscout

By RQuotidiano - 22/08/2012 - Il Fatto Quotidiano

original source : <http://www.ilfattoquotidiano.it/2012/08/20/da-impiegato-a-imprenditore-grazie-alla-passione-per-calcio/329713/>

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Scouting and Transfers

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Meet our team



L'azienda, considerata l'enciclopedia del calcio, è stata fondata 9 anni fa dall'allora 28enne Matteo Campodonico. Fornisce ai club il più grande database calcistico al mondo. Vanta come clienti 130 procuratori e 220 club di tutto il mondo tra cui il Barcellona, il Manchester City, l'Arsenal, il Liverpool e tutta la Serie A italiana

Matteo Campodonico, 36 anni, imprenditore. Il suo nome fino a un paio di giorni fa era noto solo agli addetti ai lavori. Oggi è diventato 'famoso': ha ricevuto i complimenti del premier Mario Monti. Durante la visita al Meeting di Comunione e liberazione a Rimini, il capo del governo ha definito "azienda modello" la sua Wyscout, una società di scouting calcistico online da fondata nel 2004. Come spesso accade, il segreto del suo successo sta nella passione. E così in pochi anni la sua società ha raggiunto un numero importante di clienti: oltre 350. Chi sono? 130 procuratori e 220 club di tutto il mondo tra cui il Barcellona, il Manchester City, l'Arsenal, il Liverpool e tutta la Serie A italiana.

Campodonico ha spiegato la sua ricetta vincente: "Ho trasformato un hobby di periferia in un'impresa giovane, internazionale e tecnologica, un fatto strano in Italia. Il database è nato dalla passione per il calcio nei campi di periferia e si è sviluppato sempre più trasformandosi in una vera e propria impresa internazionale con clienti dal Brasile alla Cina, dall'Arabia Saudita all'Inghilterra". L'azienda infatti ha creato una raccolta di dati su più di 200mila giocatori e con 60mila partite schedate, diventando la più grande "enciclopedia" calcistica al mondo, dove i club possono andare a scovare il talento di cui sono alla ricerca.

Tutto è nato 8 anni fa quando il giovane aveva 28 anni e stufo dell'impiego in banca ha scommesso sul "business del pallone". Ora da lavoro a 50 persone, 25 in Italia a Chiavari

e altrettante a Sofia in Bulgaria mentre l'età media dei dipendenti è 26 anni. Per l'anno in corso ha registrato un fatturato di circa 2 milioni di euro, di cui l'80 per cento fatto all'estero. Le squadre acquistano un abbonamento annuo per circa 7mila euro e due volte l'anno sono invitate a una sorta di pre calcio mercato in cui si incontrano procuratori e club, organizzato dall'azienda.

Neue Kiezkicker per iPad?

By Buttje Rosenfeld - 22/01/2013 - Hamburger Morgen Post

original source : <http://www.mopo.de/st-pauli/st-paulis-sportchef-azzouzi-neue-kiezkicker-per-ipad-5067040,21530660.html>



Der FC St. Pauli in Belek – nicht nur die Kiezkicker müssen hart ran. Auch für Sportchef Rachid Azzouzi gibt es jede Menge zu tun.

Als die Profis am Dienstag als Belohnung ihren einzigen freien Nachmittag genossen, sah er sich mit Trainer Michael Frontzeck und den Assis Mathias Hain und Timo Schultz den Test zwischen Hertha BSC und Bayern München II an. Nach Köln gegen Bochum, Dresden gegen Zagreb, Cottbus gegen Thun und den drei Kicks der Braun-Weißen war es bereits das siebte Spiel, das der 42-Jährige innerhalb einer Woche beobachtet hat. Zudem beschäftigt sich der Marokkaner mit der Zukunftsplanung. Dazu gehör(t)en Gespräche mit Boss Stefan Orth und Vize Jens Duve ebenso wie mit Frontzeck oder Spielern.

Darüber hinaus checkt Azzouzi natürlich für die kommende Saison auch mögliche Neuzugänge. Am Schreibtisch seines Zimmers im Hotel „Ela Quality“ oder in der Lobby schaut er sich auf seinem iPad Spiele(r) über das Computer-Programm „wyscout“ an: „Da kann ich uns angebotene Fußballer, oder welche, die wir selbst im Auge haben, begutachten.“ Wohl gemerkt in bewegten, meist gestochen scharfen Bildern aus aller Welt.

Erst die Länderfahne anklicken, dann den Klub, schließlich den gewünschten Spieler.

Azzouzi: „Dazu wähle ich ein Stichwort, zum Beispiel Kopfball- oder Zweikampfstärke – und kann dann viele Spielszenen, nicht nur die besten, unter die Lupe nehmen. Das erleichtert mir die Arbeit, ich kann eine Vorauswahl treffen und spare Zeit.“

Auch Coach Frontzeck ist begeistert von dem System, das in dieser Form 7 000 Euro pro Jahr kostet: „Das ist eine super Sache, um sich einen ersten Eindruck zu verschaffen und zu entscheiden, ob man wegen eines Spielers irgendwo hinfliegt oder -fährt.“ Denn beide sind sich einig: „Das Wichtigste ist es natürlich, einen Kandidaten live zu sehen.“

Ihre eigenen Spieler sehen die beiden täglich – und wissen, was verbessert werden muss – vor allem die Torausbeute. Azzouzi lobt zwar das Engagement der St. Pauli-Profis: „Alle arbeiten professionell, auch die Testspielergebnisse waren gut. Doch jetzt müssen wir den nächsten Schritt machen.“ Was er damit meint: „Wir müssen vorm Tor galliger und geiler werden, das Ding unbedingt machen wollen, zur Not mit der Pike. Das gilt nicht nur für die Stürmer, sondern für alle.“

CBF usa software para evitar que rivais se reforcem

Folha de S.Paulo

MARCEL RIZZO

ENVIADO ESPECIAL A CUIABÁ

A escolha de Diego Costa, jogador nascido no Brasil, de atuar pela seleção da Espanha em outubro de 2013 foi um baque para a cúpula da CBF que ecoa até hoje.

A entidade transformou em prioridade o mapeamento de atletas pelo mundo todo que tenham potencial para se naturalizar e atuar por outros países. A ideia é convencê-los a defender o Brasil.

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Alexandre Gallo, coordenador das seleções de base, interrompeu o plano do país vizinho ao convocá-lo para os dois primeiros amistosos da seleção olímpica (jogadores hoje com idade até 21 anos) em solo brasileiro como preparação à Rio-2016.

Nesta sexta (10), às 22h (de Brasília), o rival será o time principal da Bolívia, em Cuiabá. Na segunda (13), enfrentará o sub-23 dos EUA, em Brasília.

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O trabalho começa por uma análise do registro de transferência da CBF, para identificar os atletas que deixaram o Brasil antes mesmo de se profissionalizarem.

Depois passa por uma peneira em um software de estatísticas de futebol chamado Wyscout, usado desde meados de 2013. Se o jogador revelar bom potencial, é analisado em vídeo e pode até receber uma visita de Gallo para uma conversa (veja acima o passo a passo do projeto).

A comissão técnica já identificou 32 atletas com esse perfil que também atraem a cobiça de outros países.

“Com 18 anos, estava quase largando o futebol no Juventude. Mas meu empresário conseguiu o teste no Defensor e fui. No Brasil é difícil ter espaço”, disse Gedoz, em português com sotaque dos três anos em que viveu no Uruguai.

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Sensação, Talisca tem 2ª chance com Gallo

DO ENVIADO A CUIABÁ

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Até certo ponto porque a última chance do meia revelado pelo Bahia nas seleções de base havia sido há mais de um ano, no Torneio de Toulon. Na época, um possível caso de indisciplina foi levantado para sua ausência em

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A única indisciplina de Talisca neste momento é tática. “É um pouco do vício do atleta brasileiro. No Bahia, ele era o cara, aqui tem que saber se doar também”, disse Gallo.

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A expectativa da CBF é que mais de 20 mil pessoas acompanhem o jogo em Cuiabá, que tem ingressos à venda de R\$ 20 a R\$ 40. (MR)

esporte

HOJE
MUNDIAL FEMININO DE VÔLEI+FASE
12h30 Brasil x R. Dominicana
FUTEBOL OLÍMPICO
22h Brasil x Bolívia
AMANHÃ
FUTEBOL SUPERCÁSSICO DAS AMÉRICAS
9h05 Brasil x Argentina

FÁBIO SEIXAS
Muitos dos pilotos da F-1 nunca tinham visto a morte-lão de perto
Pág. D3

CONTRA A NATURALIZAÇÃO CBF mapeia jogadores que podem trocar Brasil por outras seleções

- 1** Departamento de base analisa registro de transferências da CBF e avalia jogadores entre 18 e 21 anos que possam ser chamados ao Brasil precocemente
- 2** Também é utilizado um programa de computador chamado Wyscout, que detalha se os jogadores detectados no registro estão em ação e qual o desempenho nas partidas
- 3** Se o jogador tem bons scouts, a tarefa seguinte é acompanhar várias partidas desse atleta, por vídeos ou viajando para o país em que joga
- 4** Se o jogador agradar, e não tiver já convocações por outras seleções, é convocado sem contato com a comissão técnica. Caso de Felipe Gedoz
- 5** Caso o atleta tenha ligação com outro país, Gallo ou outro membro da comissão técnica entra em contato com o jogador por telefone ou pessoalmente para sondá-lo

CBF usa software para evitar que rivais se reforcem

SELEÇÃO Projeto mapeia jovens nascidos no Brasil que podem se naturalizar e atuar por outros países

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CORRUPÇÃO

Coca-Cola quer que Fifa divulgue relatório

Parceira oficial da Fifa desde 1974 e patrocinadora da Copa do Mundo desde 1978, a Coca-Cola quer que a entidade revele os passagens do relatório sobre os supostos casos de corrupção e suborno relacionados às escolhas das sedes das Copas da Rússia (2018) e do Qatar (2022).

Amber Steele, que é diretora da seção de patrocínio de futebol da Coca-Cola, revelou esse desejo à empresa nesta quinta-feira (9), durante a Cúpula dos Líderes dos Negócios Esportivos, em Londres. A informação foi publicada pelo site “Around the Rings”.

SÃO PAULO

Maiccon ainda acredita no título este ano

Maiccon, autor do gol único da vitória do São Paulo sobre o Atlético-PR, na quarta-feira (8), ainda acredita que o time está na briga pelo título do Campeonato Brasileiro.

Com a confiança renovada, Maiccon considera possível o sétimo título brasileiro

PALMEIRAS

Ministro apoia candidato da oposição

O ministro do Esporte, Aldo Rebelo, já tem atividades programadas para 2015 caso Waldemir Pescarmona, candidato da oposição no Palmeiras, seja eleito presidente do clube em novembro.

Rebelo foi convidado por Luiz Gonzaga Belluzzo (vice

OS 'ESTRANGEIROS' OBSERVADOS

FELIPE GEDOZ

Posição Atacante
Idade 21 anos
Nascimento Muçum (RS)
Clube Club Brugge (Bélgica)
Joga profissionalmente no Brasil? Não
» Chamado pela primeira vez para evitar “virar” uruguaio

RAFAEL ALCÁNTARA

Posição Meia
Idade 21 anos
Nascimento São Paulo - Nacionalidade espanhola
Clube Barcelona
Joga profissionalmente no Brasil? Não
» Ao contrário do irmão Thiago, optou pelo Brasil. É titular de Gallo.

ANDREAS PEREIRA

Posição Meia
Idade 18 anos
Nascimento Duffel, Bélgica - Nacionalidade brasileira
Clube Manchester United
Joga profissionalmente no Brasil? Não
» Observações mostraram que há jogadores com mais qualidade no elenco brasileiro

MARCOS LOPES (RONNY)

Posição Meia
Idade 18 anos
Nascimento Belem (PA) - Nacionalidade portuguesa
Clube Manchester City (emprestado ao Lille)
Joga profissionalmente no Brasil? Não
» Já tem mais de 60 convocações para a seleção de base de Portugal

VINÍCIUS FREITAS

Posição Zagueiro/lateral
Idade 21 anos
Nascimento Rio de Janeiro
Clube Lazio (emprestado ao Córdoba-ESP)
Joga profissionalmente no Brasil? Sim (Cruzeiro)
» Tem passaporte europeu, por isso a precaução de chamá-lo para amistosos de setembro no Qatar

RYDER MATOS

Posição Atacante
Idade 21 anos
Nascimento Seabra (BA)
Clube Fiorentina (emprestado ao Córdoba-ESP)
Joga profissionalmente no Brasil? Não
» Negociado com a Fiorentina aos 14 anos, é uma das novidades no radar do departamento de base da CBF

Wyscout - the world's most innovative soccer platform

wyscout[®]

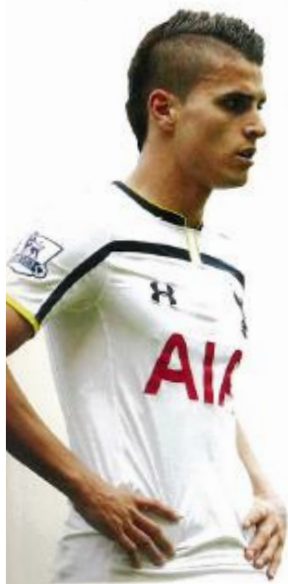
The world's
most innovative
soccer platform



WYSCOUT 4
A BRIEF HISTORY

THE EVOLUTION OF PLAYER RECRUITMENT

Football has seen a huge amount of development and change since its humble beginning back in the late 1800s. And ever since Aston Villa paid £100 for Willie Groves in 1893, the transfer market has steadily evolved to a point where, according to Deloitte, over £100m was spent in 2013/14 January transfer window by Premier League clubs alone.



However what hadn't changed much was the way players were scouted, until recently. The launch of Wyscout Platform in 2010 saw a new way of scouting introduced to clubs.

With masses of data and video content to back it up the online portal has changed the composition of the player transfer market which has become ever more complex. With the huge sums of money at stake, being able to assess every minute detail of a player, before committing to a transfer, is more important than ever.

In constant search of improvement, the evolution of Wyscout now sees the latest revolutionary release of its advanced platform for football professionals, Wyscout 4.

From humble beginnings, Wyscout 4 is no longer just a scouting platform; it is now delivering a comprehensive suite of online solutions for all levels and categories of football professionals. From Europe's top premier divisions through to the lower leagues the platform allows first team and youth academy coaches, football executives, scouts, players, and major agencies

even greater access to a wealth of data on footballers across the globe.

With over 220,000 players that can be analysed action by action making it the biggest database in the industry. Wyscout provides specific features and tools including a new integrated system of stats, technical data linked to video, transfer information and an online marketplace with an exclusive internal messaging service that connects users inside the largest football online community.

Leveraging the power of new technologies provides football professionals with added-value services to enhance their skills, ease their daily work and make the most of the challenges of the contemporary global market.

"Wyscout could be considered from one side the most used platform for player scouting, transfer and analysis in the world, with more than 450 clubs using it, and from the other, Wyscout could also be considered the biggest football network in the world," explained Matteo Campodonico, CEO of Wyscout.

"We have put together the biggest community with more than 30,000

people - sport directors, scouts, agents and players - communicating and using our systems.

"Each transfer window, clubs and agencies have to manage a lot of transfers many of which are high value and strategic players but there are a huge amount of medium-low value players that are transferred during this time too.

"Every day the market is becoming more and more global. Clubs from emerging countries with higher budgets than many EU clubs appear every year...how can we know all the opportunities offered by a global market?"

It's not just online where football pre-transfer dealings are conducted. 2011 saw the launch of Wyscout Forum in Milan, now widely regarded as the 'speed dating' event for player transfer activity. Wyscout Forum 1 built up its reputation as the place for one-to-one meetings and where foundations for most deals are made each transfer window. ■

Over the next seven pages we will look at how Wyscout works for each stakeholder involved in player transfers.

38 • SEPTEMBER 2004 - SEPTEMBER 2014 10 YEARS

WYSCOUT 4
BAYER 04

WYSCOUT 4



ANew TOOL, FROM THE MIND OF WYSCOUT

The new wyscout station for sporting centers and clubs headquarters that allows coaches to teach players and ensure executives to have real time control of their players and of transfers from their office

40 • SEPTEMBER 2004 - SEPTEMBER 2014 10 YEARS

FOR CLUBS

The advancement of scouting and player transfer activity has led coaches at clubs across the globe to find new ways of searching for talent.

With the relentless upward spiral of transfer fees and the high cost attached to failure, finding the right player at the right price has never been more important. And with the expansion of football into new markets offering new opportunities to find players the need for scouting networks to also go global has increased the cost of travel.

Providing football clubs a comprehensive suite of products with specific new features for scouting, coaching, analysis and transfers, Wyscout 4 is delivering the largest and highest-speed global coverage over more than 80 countries, with tagged events and updated data.

German Bundesliga side, Bayer 04 Leverkusen was one of the first club's in Germany to start using the Wyscout platform. Jonas Boldt has spent the last eleven years at Leverkusen overseeing the club's worldwide scouting set-up. He, along with Sporting Director, Rudi Völler is charged with identifying and ultimately securing the services of some of the finest young players across the globe for Bayer and has seen a huge amount of development in the scouting set-up. "We've used Wyscout for many years. We were one of the first customers of Wyscout in Germany," explained Jonas.

Jonas, together with Rudi Völler, uses Wyscout to identify and research players that are identified as possible targets. "Every time I get information of an interesting player from one of our scouts I research them on Wyscout."

Matching supply and demand of players a 'Marketplace' section allows clubs to publish ads and a Transfer Contacts section gives players' contract information together with relevant contacts from both the club side and agent side. Wyscout's huge catalogue of video clips allows Jonas to research a player, but the ability to watch

a player execute a specific task in play via tagged scenes is one of the main advantages of the system. "At the beginning I only watch tagged scenes, then when our scouting team is convinced that the player fits in our team I will download whole matches and watch them."

"It always depends on the position and the skills we are looking for at the moment. If we are looking for a striker you can see how he scores his goals, if we are looking for a central midfielder you can look how he passes or shoots."

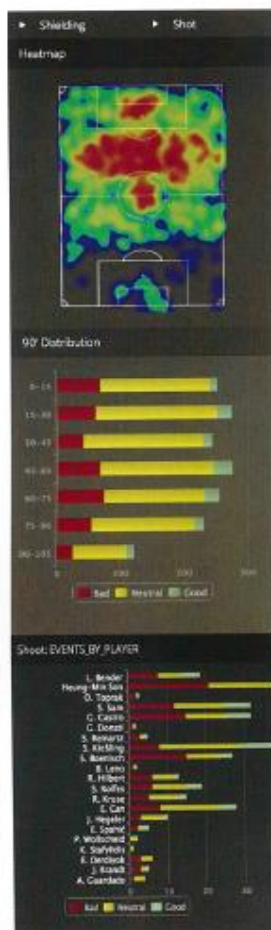
"With Wyscout you have the chance to watch many more matches than in any other way. If you're travelling around the world to watch a player you can download matches beforehand so you have a first impression before you see the live-match of the player."

But it's not just the identification of players that helps Jonas, the vast array and constant evolution of tools available within Wyscout allows him to create his own library and reports on Bayer's players. He's also able to upload his own videos, edit and share them within the team and send them to the players to study their own performance and prepare for upcoming games. Players receive materials quickly on their mobile phone or tablets within a customised App.

"I like it to create my own video reports or look at the reports of our scouts. Wyscout has developed very well in the last few years and there are always some good new features next to the videos, e.g. the calendar to organise our scouting team or the advanced search to get new names you can look for. "Also very important is the personal contact service. If we have a wish we can see that Wyscout will start immediately to solve this problem. Wyscout is a good tool which supports our daily work because scouting has changed during the last few years."

Wyscout has been a revolution in scouting."

"At the beginning I only watch tagged scenes, then when our scouting team is convinced that the player fits in our team I will download whole matches and watch them."



Above: Bayer's heatmap on Wyscout



The screenshot shows a 'Player Request List' on the Wyscout website. It lists various player requests with details such as position, age, and club. For example, 'Forward 1990-1994 loan' and 'Midfielder 1990-1994 loan'. There are also sections for 'Promote a Player' and 'Add Player Request'.

WYSCOUT'S FOOTBALL

WYSCOUT 4 FEDERATIONS

National pride can be built on the success of the national team

International football is more competitive than ever and ensuring the very best talent is available for the national team has never been more important. For federations, ensuring the identification and progression of young, highly talented players through all levels of international football is essential to be competitive on the world stage.

Wyscout's vision to have all player data and footage in one system means federations can now monitor current or future international players of all age levels from around the world, plus have access to footage on future opponents.

Derek Bragg, Football Consultant and Head of UK Sales for Wyscout explained how federations benefit from the platform.

He said: "A lot of money by federations is spent on the senior team but if you image the U19 or U17s tournaments that are going on, they don't get to send scouts out to watch their opponents but because players at all age levels of national teams are present on Wyscout now they can watch them there."

"What the platform allows is an analyst who works for the coach of the U19s national team playing in the U19s qualifiers in Moldova for instance, they can go and have a look at all the footage of that team and if Moldova announce their squad and there's a debutant they can then go and have a look at what club they're at and see the footage that is available there."

"Now, national teams can prepare themselves for tournaments not just at senior level but all the way down to U17 so much better than before."

"...the beauty of the system is that you don't have to be Bill Gates to use it"



INTERNATIONAL DEVELOPMENT

Bragg cites Wales as a particularly good example of a federation using Wyscout in their preparations but also highlights how the system can be used for player identification.

"For federations that don't have big scouting departments, Wyscout have all the information they need on the platform for them to access. Some national teams may have two or three scouts or coaches that will go out and watch certain players but they can now watch every player.

"If you're a manager of the national team where most of your players are spread through all four corners of Europe it's almost impossible to go and watch all of those players, but you can now go on Wyscout and what all of them."

For Derek the real secret to Wyscout's success as a platform is its flexibility, simplicity and the huge wealth of data it contains. "What makes Wyscout such a clever tool is you only need footage from

one game and you can use it for player recruitment, player identification, opposition analysis and sell assessment.

"Also the beauty of the system is that you don't have to be Bill Gates to use it, however you have other tools in there that, as more and more sports analysts are employed from Universities, can be used to drill deep down into player data for high level analysis.

"If you build a system that is absolutely brilliant, which Wyscout 4 undoubtedly is, but scare the person who is ultimately responsible for making the purchase decision then they are less likely to go with that product so you have to develop a system that is simple to use. A new generation of managers and coaches are coming through and they're very tech savvy so having the flexibility of a system allows them easy access to a huge amount of information is essential." ■

C. Immobile (90) Borussia Dortmund




Last name: Immobile
First name: Ciro
Name: C. Immobile
Height/Weight: 185cm / 78kg
Birth date: 20/02/1990
Birth country: Italy
Passport country: Italy
Foot: right

Heatmap



R. Lewandowski (88) Bayern München



Last name: Lewandowski
First name: Robert
Name: R. Lewandowski
Height/Weight: 184cm / 78kg
Birth date: 21/08/1988
Birth country: Poland
Passport country: Poland
Foot: right

Heatmap



WYSCOUT 4
FOR AGENTS

TRANSPARENCY AND TRUST FOR FOOTBALL AGENTS

Player transfers are back page news and transfer deadline day attracts so much media attention, it now commands its own dedicated news services across a range of media outlets

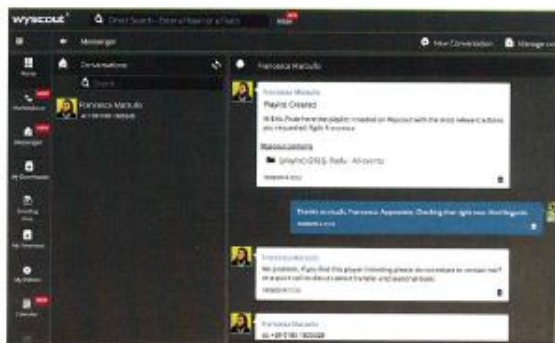
Player agents are without doubt some of the busiest people in football during this time but it's not just the final few weeks of each transfer window that they spend working intensively. Throughout the whole year an immense amount of groundwork is put in to ensure the players they represent are looked after and that their key details are kept up to date.

Whilst Wyscout 4 has pushed the boundaries of player analysis and recruitment for clubs, federations and even the players themselves there's also a raft of functionality improvements for agents that have increased their capabilities within the global player transfer market.

Boasting a new user friendly interface, Wyscout 4's capabilities make it much more than just an analytics tool for player recruitment. Through smart design everything is now on one screen and like many recent software products it is much easier in Wyscout 4 to manipulate masses of data in one area. Simplicity is key and with new graphics, the user can get an immediate presentation of a player's statistics, vital for identifying key performance indicators.

For agents, Wyscout 4's new platform gives unprecedented opportunities to get in contact with international football decision makers. Through an internal Messaging Service, that allows each registered user to access the Internal Address Book, agents can send messages within the platform to over 400 football clubs.

Wyscout 4 also allows agents to



fill their personal profile and their agency portfolio, showing contracted and mandated players. An exclusive tool within the platform, it lets agents officially announce who their players are, offering complete transparency with regards to player representation. This high level of transparency means each player visible on Wyscout 4 is associated to the right agent, eliminating misrepresentation and giving peace of mind to the club's scouting staff.

Opening up new benefits for transfer negotiations, the new section

'Marketplace' shows what kind of players clubs are looking for with a list of requests and contacts, while agents can showcase players they want to promote.

In the new world of player transfers, access to up-to-date player information regarding contract details, value, wage demands and playing statistics is vital to ensuring a player is placed with the correct club which suits the players' needs and importantly, benefits all parties: the player, the agent and the club. ■

“For agents, Wyscout 4’s new platform gives unprecedented opportunities to get in contact with international football decision makers.”





THE WYSCOUT FORUM

Meet the world's transfer decision makers

Wyscout Forum is the world's leading event dedicated to international transfers and global scouting of players, bringing together clubs and top agencies from all over the world for a series of one-to-one meetings, technical conferences and networking.

"Speed-dating of football"

Enjoy face to face meetings with transfer decision makers of clubs and player's agencies.

Innovative formula

Allowing delegates to set a pre-scheduled agenda of one-to-one meetings.

Worldwide negotiations

To prepare transfers, scout new players and build your global networking.

Highest level conferences

With renowned speakers about scouting, transfer and management best practices.

Who

Reserved for Football Executives, Sporting Directors, Scouts and Players' Agents from all over the world each forum is hosted in renowned venues like Emirates Stadium and Camp Nou.

When

Wyscout Forum is strategically settled just before each transfer market window. It's the speed-dating of football, where delegates schedule their meetings through a customized online agenda.



WYSCOUTEDU
INTERNATIONAL SCHOOL
OF FOOTBALL MANAGEMENT

An educational programme focussed on scouting, coaching and football management through intensive and high level workshops developed by top Wyscout professionals.

MODALITY: WyscoutEdu programmes consist of one or two days of practical training according to the educational field and learning level.

EXPERIENCE: A practical language full of examples and case-histories.

LEARNING BY DOING: Practice with the aid of Wyscout technology and important on-the-job experiences.

BEST PRACTICE: Professional experience of Wyscout network teachers and testimonials.

Next forum dates: -29/30 Sept, Rio de Janeiro. Emirates Stadium, London 17 to 19 December
www.forum.wyscout.com

El laboratorio del Espanyol

by Jordi Quixano, 15/03/2013 , El Pais CATALUÑA

original source : http://ccaa.elpais.com/ccaa/2013/03/14/catalunya/1363288854_319612.html

Nada más asumir la presidencia del Espanyol, Joan Collet destituyó al técnico Pochettino, que ensambló al equipo en el fango de Primera. En lo que fue un efecto colateral, dimitió el director deportivo Planes, que dejó un vacío resuelto dos semanas después. Se apostó por la sucesión, por Óscar Perarnau (Sant Andreu de Llobenyes; 1974), que suma 16 años en el club, bien como entrenador desde los alevines al filial; bien como ayudante de Márquez en el primer equipo (2008); bien en el área de scouting. “Tenemos que saber convivir con la frustración”, señala ahora Perarnau, que no puso condición alguna para el cargo pero que sí recibió la exigencia de que para fichar había que vender. “No es una pega ni una excusa, sino una motivación y un reto”, subraya como filosofía. Este es su laboratorio.



Organigrama

Una puerta codificada en las oficinas de la ciudad Daniel Jarque acoge el área deportiva, el RCDE Lab, como indica un logo adornado por un cerebro. Cruzado el portón, saludan unas letras gigantes: “Buscamos talento”. Dos símbolos que definen la realidad del club: no hay peculio y, por eso, hay que exprimirse el tarro para configurar la estrategia de búsqueda y seducción de los futbolistas. Pero no sobran los recursos.

Cuatro empleados, encargado cada uno de un departamento (administrativo, informático, scouting y análisis de información), dirigen el área deportiva del Espanyol junto a Perarnau. “Nos gustaría ampliarnos, pero entendemos la situación global del club”, deslizan. De momento, se conforman con cuatro becarios de un máster de las universidades de Lleida y Barcelona, además del curso de entrenadores. Lo que sorprende, sin embargo, es que solo hay un ojeador contratado —en la zona de Andalucía—, más allá de colaboradores puntuales y de la de agenda y contactos del área deportiva.

Planificación y Metodología

Todas las mañanas Perarnau charla con el técnico Aguirre para saber cómo están las pulsaciones del vestuario. Una parte accesoria del trabajo semanal. Cada lunes el área deportiva inserta los informes del fin de semana en la base de datos (al mes hay unas 5.000 entradas). Los martes se discute en grupo los jugadores ojeados y se dedica el día para encuentros con agentes, ofrecimientos —“llegan al día entre 50 y 100 propuestas; y las valoramos todas”, aseguran— y estudio de mercado. El miércoles y el jueves, se trata, sobre todo, de ver fútbol, análisis y observación de jugadores específicos. Y los viernes se decide a quién se va a ojear el fin de semana.

Casi todos los partidos se enmarcan en España, hasta el punto de que Perarnau aún no ha realizado un viaje internacional. “Hemos reducido mucho los gastos”, señalan; “porque los programas informáticos nos ayudan y porque nos focalizamos en Primera, Segunda y Segunda B”. El ejemplo es Lanzarote, extremo del Sabadell que llegará en julio.

Política de fichajes

Diarra (Rennes) y Webó (Fenerbahçe) se escaparon por flecos económicos. “Convivir con la frustración”, recuerda Perarnau, que tilda el mercado invernal de “satisfactorio pero incompleto”. Y se explaya: “Queríamos a un jugador de banda izquierda específico y a un mediocentro de jerarquía. Y, aunque nos ha faltado fichar a un eje, hemos compensado el equipo al pasar de 24 a 22, dos por posición”. El fichaje de Petrov, sin embargo, no cuenta para el técnico. “Aguirre lo conocía del Atlético y creyó que iría bien porque Simão es el único que no se ha readaptado al extremo”, argumentan del área deportiva. Y desvelan dos líneas inflexibles para el futuro: “Los fichajes deben aportar un rendimiento inmediato y con los futbolistas de la base hay que tener paciencia”.

Plantilla y cantera

Con la duda de si renovarán a Verdú, Baena y Cristian Álvarez, también Aguirre —“seriedad, profesionalidad y resultados...”, enumera Perarnau; “pero hay un consejo y no solo está el tema deportivo”—, el área perfila el grupo del año próximo; hay 18 fichas y cuatro cedidos (Amat, Luna, Albín y Thievy), y nadie es intransferible. “Depende de la oferta; debemos generar ingresos. Sobre todo porque nuestra plantilla es aceptable y hay que mejorarla”. Y para ello también se atenderá al filial, en 2ª B.

“Me emociono al pensar en la época [hace un lustro] en la que coincidieron Angel Martínez, Sergio Sánchez, Torrejón, Tamudo, Moisés Hurtado, Corominas, Chica, David García, Jarque...”, cita Perarnau; “el núcleo debe ser de la casa y los de fuera tendrían que marcar diferencias”.

Tecnología

“La observación de partidos y entrenamientos en directo no debe sustituir a la imagen audiovisual”, esgrimen de la secretaría técnica. Pero los programas informáticos son más que un aliño, toda vez que no hay dinero, viajes ni ojeadores.

Lejos quedan esos días en los que los cables, las parabólicas y chanchullos para contratar canales inundaban las oficinas. La respuesta es WyScout, empresa que graba casi la totalidad de los partidos que se dan en el mundo y que al Espanyol le cuesta 7.000 euros al año. Es una especie de scouting audiovisual donde se puede ver en diversos cortes online la actividad del jugador (centros, regates, pases, remates y un largo etcétera) en los duelos escogidos. Este programa, permite controlar ligas, campeonatos y jugadores por todo el mundo. También tienen Scout7 y Soccerassociation, programas que facilitan la información de estadísticas y de datos personales, además de crear una base de datos personal para el club. Aunque para las exigencias del cuerpo técnico —que son varios aspectos ofensivos y defensivos, además de todo lo relacionado con las jugadas a balón parado— se resuelven con Media Coach, en poder de todos los equipos de Primera y Segunda, que ofrece imágenes panorámicas de los movimientos de los jugadores en los partidos y sus estadísticas, una primera lectura de cómo juega el equipo.

Why have Celtic, Rangers and Hearts taken to scouting online?

By Stewart Fisher, 05/04/2013 , The Herald



Barcelona, Arsenal and Liverpool have got it, as have pretty much every club in Serie A. So have Gordon Strachan, Celtic, Rangers and Hearts. It is called Wyscout, it was founded as a hobby in the Italian town of Chiavari in 2004 by a couple of students, Matteo Campodonico and Simone Falzetti. And, just like the parable of Mark Zuckerberg and Facebook in the sphere of social networking, it is revolutionising the world of football.

So what is it? Put in its simplest terms, Wyscout is an online platform which collects video footage of a current database of more than 200,000 players worldwide, and handily splices up the action to the user's preference. This means that, while sitting through an entire 90 minutes in the flesh may provide the fullest picture, at a click of a mouse the viewer can access the valuable shortcut of an edited compilation of every touch a particular player has in a week, month or season.

In the case of the Scottish Football Association, the fact an afternoon in front of a computer screen can allow you to catch up on an entire weekend's worth of action all over the globe undercuts any concerns that some might have had about Strachan continuing to live in England. That is why more than 300 professional clubs, 15 national teams and countless agencies use the service, paying an average of €7000-a-year for the privilege.

Last year, the company – which also arranges an annual Wyscout forum for clubs, agents and associations to network, the next of which is in Barcelona this July – turned over €2.5m, with 80% of the company's sales from outside Italy. It has a staff of 50 people – half in Chiavari and half in Bulgaria – and it is all a far cry from how it started off life nine years ago.

"I graduated in economics and, at that time, I worked for an IT company as a business analyst," says Campodonico. "But football was my passion and I've played it. The fact my coach showed us videos with actions of Serie A players got stuck in my mind. At that time the first programs to make dvds came out, so I called a friend and told him 'Why don't we go and video the matches?' We can create a dvd divided into chapters – all the corners, all the goals, and so on – and sell it to clubs. I thought I had a brilliant unique idea, but then I Googled 'video match analysis' and a slew of companies that did this service came up. So we decided to drop Serie A and focused on the minor leagues."

However, they hit the big-time soon enough courtesy of some investment help, technological tinkering and the arrival of apps on the iPad. "In 2008, we started to develop the product, in mid-2009 we began to assert ourselves in Italy, and at the end of that year we had our first foreign customers," added Campodonico. "At that time we were not yet able to stream videos directly from the website. So we made an agreement with a small Swiss company, called Surf TV, which produced a set-top box device. You could select the name of the player with the remote control and see his matches and his actions. At that point, the product exploded, then after six months we realised that our partners were too small and they couldn't keep up with customer requests.

"Then the iPad came out and changed everything again. We were among the first to develop an app for iPad. It's the ideal tool especially for agents, who travel a lot. You can click on the face of the player and his videos immediately appear. Customers went crazy."

Little wonder football professionals the world over are queuing up to give it their endorsement. "A decade ago we nearly had to strengthen our floors because of all the video tapes we received," Jean-Francois Creachcadec, sporting director of French side Rennes, said. "Five years ago, I got a satellite dish and tried to persuade a friend in Sweden to give me the viewing card so we could watch Scandinavian football. Now it's all on a computer or iPad."

"Nothing will ever replace putting your coat on, getting in your car and going to a freezing cold stadium to watch a player," adds Barry Simmonds, head of scouting and recruitment at

Fulham. "But it saves a huge amount of money in travel and hotel costs. We can see more players and decide which ones to watch in the flesh."

While such tactics have allowed Celtic to source the likes of Biram Kayal, Emilio Izaguirre and Efe Ambrose from outlying markets, the Scotland manager is also a wholehearted convert to the cause. "I can't be there personally to watch them all but we have a wonderful thing here called Wyscout," said Strachan. "I can spend an hour-and-a-half in the morning just watching Matt Phillips, every touch that he has. It is a phenomenal tool and that is how I see players."



調査レポート

クラブと代理人を繋ぐ
移籍交渉の“架け橋”

WYSCOUT FORUMの全容

ワイスカウトフォーラム

移籍交渉に携わるクラブ関係者と代理人を繋ぐ“架け橋”として、参加者たちの好評を博しているイベントをご存知だろうか。イタリア発祥の『ワイスカウト・フォーラム』だ。移籍マーケットの知られざる舞台裏に迫る。

text by Itaru NAGATA
photographs by Getty Images, Itaru NAGATA

狙いは移籍交渉の円滑化
いずれは日本への進出も

夏の移籍マーケット解禁から間もない7月3・4日にかけて、世界中のクラブとエージェント（代理人）を繋ぐマッチングイベント「Wyscout Forum」ワイスカウト・フォーラムが、スペインのバルセロナで開催された。参加したのはバルセロナやレアル・マドリーをはじめ、ユベントスやインテルなど約90クラブの関係者たちと、100名近くのエージェントだ。会場となったのは、バルセロナの本拠地であるカンパ・ノウ。スタジアム内の多目的スペースに、クラブごとのブースが簡易テーブルとイスで設けられ、エージェントがそのブースを自由に引き来しながら、クラブ担当者と対話できるスタイルになっていた。頻繁ではないとはいえ、クラブ側の担当者が他のクラブのブースを訪ねて交渉している場面も見受けられた。



各クラブのスカウト担当者はエージェントがブースに訪れない空ま時間を利用して、それぞれ状況報告していた

ホスピタリティー（接待）エリアが開放されたのは昼食時で、リラックスした雰囲気の中で、情報を交換している参加者が少なくなかった。常時開放されていたのは、カンパ・ノウの観客席。主催者側の計らいで、ピッチを眺めながら休憩できるエリアが用意されていたのだ。

ブースのある多目的ホールはオープンスペースで、会話の内容は当然ながら周辺に漏れ伝わる。したがって、本格交渉の場という印象は薄く、参加者の目的も新たな交渉窓口の確保というケースがほとんどだった。その雰囲気は、移籍交渉という単語から連想される、切った張ったの世界、とは毛色が明らかに異なっていた。たとえば、バルセロナの担当者が地元最大のライバルであるエスバニョールの担当者で談笑するなど、その雰囲気はきわめてフレンドリーだった。

もっとも、大手のエージェント事務所向けに、閉ざされた交渉スペースが特別に用意されていた。対象となっていたのは15の事務所。具体的な受け付けは、今夏にインテルからバルマへの移籍が決まったアントニオ・カッサー



ビッコラへの呼び込みには力がいるのだらう。オランダ人エージェントも巧みに、具体的な名前や顔の提示を代理人がかりに担



会場はバルセロナのカンプ・ノウ。昨年12月の同イベントは、ロンドンのエミレーツ・スタジアムで開催された

BSポルトマネジメント」、パリスGのハビエル・バスターやパレンシアのエル・バナガらが顧客となっている「IDOLIO」といったところ。

「このマッチングイベントを主催している「Wyscout」社は、マッテオ・カンポドニコ氏が発起人（現CEO）となり、2004年にイタリアで産声をあげた。まったく畑違いの職を辞め、サッカー界へ飛び込んだカンポドニコ氏が牽引する同社は当初、選手の分析資料の販売等をメイン事業に据えていたが、11年に転機を迎える。長年、構想を温めていたワイスカウト・フォーラムを3回に渡り、ミラノで開催したのだ。国外進出を果たしたのは昨年12月で、アーセナルの本拠地であるエミレーツ・スタジアムで同イベントを成功させた。カンポドニコ氏は、こう力説する。

「移籍交渉における、無駄、出来るかぎり排除していくのが目的です。たとえば、クラブの担当者はエージェントと何度も電話でやりとりして交渉を進めます。そして、ようやく獲得オファーの提示まで漕ぎ着けても、ひとつ前の電話をした段階から状況が変化。別クラブへの移籍が確定するなどし、結局、時間の無駄に終わるケースが非常に多い」

つまり、クラブとエージェントが対面して口頭で話せる場を提供して、移籍交渉のオペレーションをより円滑に

進めさせることを目的にしているのだ。運営資金に関しては、スポンサー収入とエージェントからの参加費が中心。いずれは「アジア市場」そして、日本市場にも何らかの形で進出したい」とカンポドニコ氏は息巻いている。

シティの担当者が語ったイベント参加のメリット

今回で五度目となったワイスカウト・フォーラムで実現した取引例は残念ながら非公開放。しかし、カンポドニコ氏は「世界的に名の知れた選手の取引ではなく、若手や中堅が主な対象になっている」と明かしている。

「参加者側はこのイベントをどう受け止めているのか。その疑問を投げかけると、ほとんど全員から「交渉の窓口を少しでも多く広げたい」という声が返ってきた。マンチェスター・シティで国際スカウティングマネジャーという要職に就いているロブ・ニューマン氏は、次のように語る。

「電話だけで話していても、交渉はうまく進みません。顔を突き合わせて話をしてみないと、お互いに相手の考えを知るのには難しいですからね。だからこそ、一人ひとりのエージェントと対話できるこのイベントは、なにより素晴らしいです」

また、ブラジルから訪れたインテル・ナシオナルのスカウト担当、ティエ・バンデイラ氏は「正確には把握してい

ないけど、おそらく60〜70人と名刺交換できたよ。このイベントに参加できたことに、非常に満足している」と充実した表情を浮かべていた。

一方、エージェントからも満足気な声が多く聞かれた。ハイペリー（アーセナルの旧本拠地）を改装した建造物に事務所を構えている「UNITED GLOBAL PARTNERS」に籍を置く某エージェントはこう振り返る。

「初参加だったので、実は様子見のつもりで来たんだ。それでも、覚えきれないほどの名刺を交換できた。われわれにとって、世界的なビッグクラブとコンタクトを取るのには、本当に難しいんだ。あらゆる代理人が、ビッグクラブとの交渉を望んでいるから。でも、このイベントに来れば、どんなビッグクラブの担当者とも容易に接触できる。これは非常に大きなメリットだね。そう強く思うよ」

もちろん、ワイスカウト・フォーラムに向かない人も、ビッグクラブでは優秀な選手をスカウティングできるコネクションがいっつも存在する。では、参加するメリットはどこにあるのか。答えてくれたのは、マンチェスター・Uのニューマン氏だ。

「この場でトッププレイヤーを巡る交渉をしようとは考えていません。しかし、優秀な若手を紹介してくれるエージェントを探すには、ワイスカウト・フォーラムは打ってつけです。どれだけ身内のネットワークを張り巡らせても、世界中に散らばる有望株を漏れなく見つけ出すのは、現実的に不可能です」

また、クラブとエージェントの架け橋となつている「Wyscout」社は、実はイタリアに拠点を置く組織とも密接な関係を保っている。たとえば、元パラマ監督のレンゾ・ウリエリが会長を務めるAIRC（イタリアサッカー監督協会）だ。今回のイベントにブースを出展し、積極的なPR活動を展

開していた同協会の幹部によると、UAEで開催される今秋のワイスカウト・フォーラムにも参加する予定という。そして、そのイベントを足掛かりにしてUAEサッカー界とのパイプを太くする戦略を練っているようだ。

UAEの後は、ブラジルのリオデジャネイロロンドンでの開催も決まっているが、前述のとおり、カンポドニコ氏は「できればアジアで」と欧州以外の地域進出にも意欲的だ。昨年12月にロンドンで実施したワイスカウト・フォーラムには、アジアからの参加者はクラブ、エージェントの双方とも存

在しなかった。しかし、バルセロナの今回は韓国人のエージェントが2名参加。徐々にはあるが、アジア市場におけるワイスカウト・フォーラムの認知度が高まっている印象を受けた。

以前は「フライオリティ」が高いのは欧州、その次は南米と、この2エリアで開けばいい、いまのところは十分だ」と語っていたカンポドニコ氏の態度は、ここに来て明らかに変わっている。はたして、ワイスカウト・フォーラムはさらに影響力を持ったイベントに発展していくのか。今後の動向に注目だ。



のカッサーノらを抱える大手のエージェント事務所も参加していたが、イベントで取引の対象とせられたのは主に各名の若手や中堅だ

Wyscout, football scouting is done online

article published on Wired on 08/06/2012

free translation from the Italian text

Today the European Football Championship starts and there's a company that makes innovation in the football's world. Matteo Campodonico and Simone Falzetti began recording local matches with an amateur camera. Today they have a turnover of more than 2 million euros.

From Chiavari, Liguria Region, to conquer the world. In a time when companies are acquired for exorbitant figures before they even have acquired a well-defined business model (see Instagram) or are created only in the hope of selling them quickly to the highest bidder, it's nice to hear stories of real entrepreneurship, in which technology is put to the service of solving a concrete problem, like the one of Wyscout, a company founded (under other names) in 2004 by Matteo Campodonico (he was twenty-eight years old), together with his friend Simone Falzetti (six years younger).

Nowadays Wyscout is a company that employs 50 people - 25 in Chiavari and 25 in Bulgaria - and that will invoice two million and a half euros in 2012. This is the result that Wyscout has reached thanks to an intuition: apply web rules to football scouting.

Today hundreds of Clubs and agents, learning about an interesting player, don't have to take the first flight or wait to receive a DVD, thanks to Wyscout. Wyscout is a world leader in its sector, with customers such as Barcelona, Arsenal and Liverpool. We've met Matteo Campodonico to tell us how you can start from the periphery to create a leading global brand, thanks to a clever use of technology.

Thanks for the interview, Matteo. Can you tell us a little how it all started?

Sure. It all started in 2004. I'm graduated in Economics, at that time I worked for an IT company as a business analyst. But football was my passion and I've also played it. The fact that my coach showed us videos in VHS with actions of Serie A players got stuck in my mind. At that time came out the first programs to make DVDs, so I called a friend, final year student in Cultural Heritage and passionate about new technologies, and I told him: "Why don't we go to video the matches? We can create a DVD divided into chapters - all the corners, all the goals, and so on - and we sell it to Clubs." I thought I had a brilliant idea, unique, then I googled 'video match analysis' and a slew of companies that did this service came out. We decided to drop the Serie A and we focused on the Ligurian teams which played in the minor leagues.

However it does not end here, otherwise we would not be here to talk about it ...

No, indeed. After a while, we wanted to try on a larger scale again, so we wrote a letter to Serse Cosmi, at the time he was Genoa's Manager, in that letter we explained who we were and what we were doing. Simone waited outside the stadium and gave him the letter; the day after Genoa called us: they were interested, in this way our first collaboration with a top team began. After a while Sampdoria, who had heard of us, called as well. Then, when Cosmi went to Udine, he 'brought' us with him. From there, through word of mouth, we started to have six or seven teams in Serie A as customers.

Wyscout had already become a business, what were your main activities?

Actually we were just in four people to deal with the project and until 2006 we were based

in a student flat room. Moreover I had got a job in a Bank. The breakthrough came when we realized that the world of scouting was very backward in terms of technology. Yes, they could send to agents or managers a DVD to show an interesting player, but this method had several limitations; first of all the video took some time to arrive, and then only the best actions were shown, finally DVDs had to be archived, which meant piles and piles of DVDs stacked, an unbelievable confusion. Only few Clubs had a structure for an internal storage. So we decided to put everything online so that anyone, anywhere, can go to the videos that interested him, properly analyzed and edited with the "tagging" of images. We found a "business angel", a businessman from Chiavari, Antonio Gozzi, who liked the idea of investing in a product created by guys from his own town. So I quit my job at the bank and we started to improve the structure of the company, finally we took the name of Wyscout. "When did you realize that you've made it?"

In 2008 we started to develop the product, in mid-2009 we began to assert ourselves in Italy and at the end of that year we had the first foreign customers. At that time we were not yet able to stream videos directly from the website. So we made an agreement with a small Swiss company, called Surf TV, which produced set-top box, devices to place on top of the television set. You could select the name of the player with the remote control and you could see his matches and his actions. At that point, the product exploded, after six months we realized that our partners were too small and they couldn't keep up with customer requests. Then the iPad came out and changed everything again. We went to America to buy the product and we were among the first to develop an App for iPad. So we distributed 120 Ipad as a gadget to our customers; it's the ideal tool especially for agents, who travel a lot. You can click on the face of the player and his videos immediately appear. Customers went crazy. Today, we've developed a database on the website which contains videos and information on 75.000 players, with the ability to display on streaming actions and tagged images. Agents can produce DVDs by themselves and they can send the link of a video to the manager with the tagging of actions, for example you can show only goals. 220 Clubs and 130 agents around the world have subscribed our service. Among our customers: Barcelona, Manchester City, Arsenal, Liverpool and all the Italian Serie A. So is your business model the subscription?

"Yes, we provide high added value B2B services. We prefer to have a limited number of customers with a high profile, rather than many customers with a low profile. However our prices are not even very high. An average of 7.000 € a year per Club. 80% of our sales comes from abroad and the remaining 20% in Italy. It must be said that, in terms of image, we are perceived not only as a technology company, but as a networking company, because we organize twice a year an international meeting, Wyscout Forum, a sort of football pre-transfer market where agents and Clubs meet together. The last edition was held in Milan, the next will be held in London, as Arsenal guests. The following, if Barcelona will be available, might be at Camp Nou.

In terms of technology, how are you structured?

We have a data center in Amsterdam and a server farm for backups in Milan. From here, from Chiavari, we upload the matches - for us the optical fiber is crucial, fortunately Fastweb brought it over here. In Sofia we download matches directly from Amsterdam, we analyze them and we produce an XML file with all the data and the tagging of the actions,

then we upload everything online. Crm service is automated and payments are made by credit card via Web, a good solution for working globally. How do you recover 3.000 € in China? [laughs]

What are your future plans?

We've many projects, but I can only tell you a few of them. On the website we've already started to advertise some new services, such as the Transfer section to ease the transfer of players and the Job Finder to promote the opportunities to sign. Till now if a Club from Qatar is looking for a foreign manager, or a Club from Azerbaijan is looking for Italian players, the search is mainly done by phone: we want to optimize this process, facilitating the flow of information.

Herói do título, Guerrero foi contratado através de programa de computador

by João Marcelo , 17/12/2012 , O Povo

original source : <http://esportes.opovo.com.br/app/esportes/clubes/corinthians/2012/12/17/>

noticiascorinthians,2483393/heroi-do-titulo-guerrero-foi-contratado-atraves-de-programa-de-comput.shtml

A comissão técnica do Corinthians coletou os dados do programa e apresentou a Tite, que pediu a contratação do peruano após a saída de Liédson



Alvo de desconfiança da Fiel à época da chegada em agosto, Guerrero hoje é um dos ídolos da torcida, sendo um dos heróis do título mundial no Japão. O curioso é que Guerrero foi contratado após a utilização de um programa de computador chamado Wyscout. O software de origem italiana coletou dados que mostraram que Guerrero teria o perfil de ataque, tinha experiência e não era tão caro. A comissão técnica coletou os dados do programa e apresentou a Tite, que pediu a contratação do peruano após a saída de Liédson.

“Primeiro a gente seleciona um nome. Depois esse jogador é avaliado por observadores em campo ou através desse programa de computador. São apresentados vídeos do jogador, gols, estatísticas. Essas informações ajudam a definir um reforço”, declarou Fernando Lázaro, coordenador do setor de tecnologia do Corinthians.

O Wyscout é utilizado por mais de 200 clubes em todo o mundo, incluindo gigantes do futebol mundial como Barcelona, Manchester United, Minal, Internazionale dentre outros.

Revelado pelo Alianza Lima do Peru, Guerrero se transferiu em 2005 para o Bayern de Munique onde jogou duas temporadas sem muito destaque. Ele se transferiu em seguida para o Hamburgo, também da Alemanha, onde ficou até agosto desse ano, antes de se transferir para o Corinthians.

Outro jogador contratado pelo Timão da mesma forma foi o argentino Martínez, ex- Vélez Sarsfield e que estava no grupo campeão mundial no Japão.

Calciomercato - La migliore alternativa al caos del mercato

by Mattia Fontana and Stefano Dolci, 08/01/2015, Eurosport

Siamo andati alla scoperta di Wyscout, il software ideato da una società italiana che ha rivoluzionato il modo di operare dei maggiori club europei: uno strumento eccezionale e forse non sfruttato al massimo dalle società italiane (foto LaPresse)

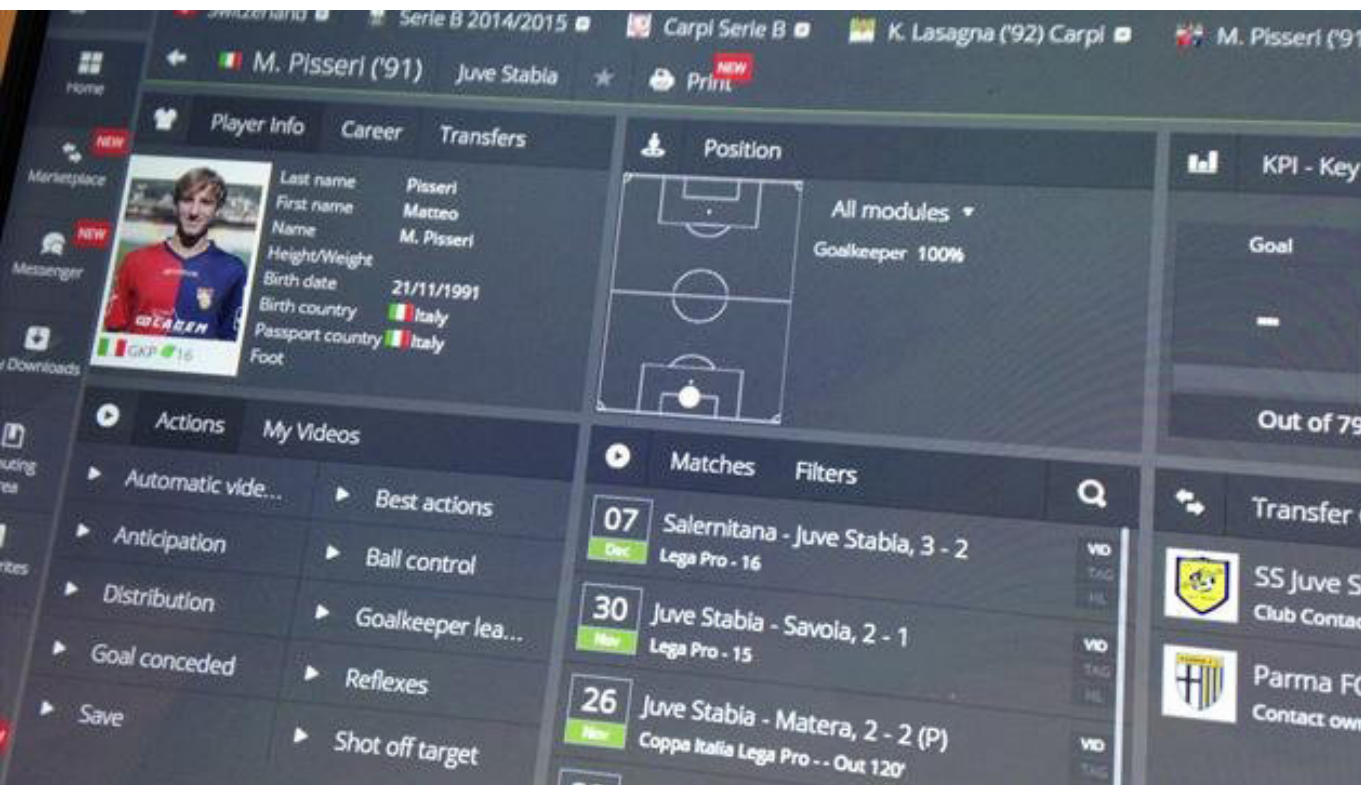


È da poco ripartita la carovana del calciomercato. Una sessione invernale che terminerà alle 23 del prossimo due febbraio, quando procuratori, dirigenti e addetti ai lavori in genere si accalcheranno in un hotel milanese per definire trattative in extremis e aggiungere ulteriore folklore a quello che è ormai divenuto un evento piuttosto popolare. Ma se fasi così concitate sono spesso indici di scarsa programmazione, esistono altri eventi e altri fenomeni che si muovono in ben altra direzione. Un esempio? Il “Wyscout Forum” tenutosi il 16 e il 17 dicembre scorso all’Emirates Stadium di Londra.

Siamo andati nella capitale inglese per toccare con mano l’importanza di un meeting che ha coinvolto 120 club internazionali, il 90% delle agenzie di procuratori e la “crème de la crème” della stampa mondiale. L’evento, giunto al dodicesimo appuntamento nella sua storia, è una sorta di antipasto della sessione di calciomercato propriamente detta,

un'occasione per discutere e conoscersi in una situazione decisamente meno animata e più programmatica.

A organizzarlo è una società italiana, con sede a Chiavari. Un'azienda fondata nel 2004 e già in grado di arrivare al cuore del calcio mondiale attraverso un'ascesa fulminante. Tutto, infatti, ruota intorno a una straordinaria intuizione di Matteo Campodonico e soci che per primi compresero l'importanza dell'analisi video nel calcio: "Quando giocavo in Promozione nel Villaggio San Salvatore il mio mister di allora, Odasso, per farci migliorare soleva farci vedere le videocassette dei movimenti offensivi e difensivi delle squadre più forti in quegli anni. Quando ho smesso di giocare e la tecnologia ha iniziato a migliorare ho pensato che sarebbe stato bello provare a fare ciò che faceva il mio mister con mezzi più evoluti. E così che io e un mio amico, più ferrato nel montaggio video, abbiamo iniziato a riprendere dall'alto le partite dei campionati minori liguri e a confezionare dei dvd dove si potevano trovare tutte le azioni salienti delle due squadre in campo. Il lavoro ci piaceva e non avendo niente da perdere un giorno invitai il mio amico a inviare un dvd del nostro lavoro a Cosmi, allora tecnico del Genoa. Ci presentammo a Pegli con questa busta gliela consegnammo e il giorno dopo ricevemmo la chiamata del club che ci diceva che il nostro dvd gli era piaciuto e che voleva iniziassimo a collaborare con lui". Il vulcanico allenatore perugino comprese per primo la novità di quella idea ed è anche grazie a lui se, oggi, Wyscout può vantare un organico di circa 300 dipendenti.



Perché sì, nel corso degli anni e con l'aiuto del presidente della Virtus Entella Antonio Gozzi (che nel 2008 decise di aiutare con un piccolo investimento questa giovane realtà chiavarese ad emergere), quell'intuizione si è trasformata in un software dalle potenzialità impressionanti. Un programma utilizzabile da ogni dispositivo (pc ma anche su tablet e mobile) con il quale sono schedate 30mila squadre, 220mila giocatori, 60mila partite provenienti da 75 paesi e differenti 150 campionati. Ogni partita ritenuta di rilievo (si parte dalla Serie A e si finisce con il campionato Primavera, soltanto per citare l'esempio italiano) viene sezionata e classificata dagli operatori di Wyscout. E, alla fine, finisce per costituire un database video senza pari.

Le possibilità di utilizzo sono molteplici. Un procuratore può sfruttarla per presentare un proprio giocatore a un dirigente alla ricerca di informazioni. Un allenatore può analizzare l'avversario di turno nelle più svariate situazioni tattiche. Ma, soprattutto, le società possono setacciare il mercato mondiale alla ricerca del calciatore di cui necessitano in un determinato momento. Il tutto attraverso un semplice pc e con l'ausilio di un database non solo video, ma anche statistico

Il segreto di Wyscout è tutto qui. Grazie a questo straordinario software sviluppato interamente in Italia, Campodonico e soci sono riusciti a creare una realtà solida, che va in netta controtendenza rispetto all'umore piuttosto caotico del calciomercato. Ne è la prova l'evento organizzato a Londra, così come il numero straordinario di clienti che la società nata e cresciuta nella valle del Tigullio può annoverare. Circa 400 club professionistici, 500 procuratori, 1000 giocatori, 32 federazioni. In altre parole, il 100% dei club di Serie A, l'85% di quelli partecipanti alla Champions League e l'80% di Premier League, Liga e Bundesliga.

Con un'espansione costante e nuovi accordi sempre dietro l'angolo. Perché un software come questo - per giunta venduto a prezzi piuttosto modici per le casse di un club - si presta alle applicazioni più svariate. "Un'importante federazione - spiega Campodonico - ci ha chiesto di collaborare per poter utilizzare questo software nel settore giovanile. I ragazzi di 14-15 anni avranno così la possibilità di analizzare i gesti tecnici di grandissimi campioni e potranno imitarli più facilmente".

Se anche il calciomercato dell'inverno 2015 sarà ancora una volta un fenomeno piuttosto caotico e chiassoso, le possibilità per ragionare in altri termini e con maggiore programmazione esistono eccome. Lo abbiamo visto a Londra. Ce lo dimostrano giorno dopo giorno gli ideatori di Wyscout.



The Future of Scouting?

by Aaron Gourley, FCBusiness

Ahead of the January window more than 120 international clubs and agencies from around the world gathered over two days for the 4th Wyscout Forum at Arsenal's Emirates Stadium.



The brainchild of Matteo Campodonico and Simone Falzetti, Wyscout has quickly established itself as a leading supporter of football scouting and transfer activity boasting a portfolio of over 300 professional clubs, 15 national teams and some of the most important player agencies in the world.

“Our company started in 2004 as a hobby, with myself and Simone filming and editing local matches”, explained a modest Matteo when fcbusiness caught up with him at his company’s product area on the second day of the forum.

“Today, we work with more than 300 top international clubs, supporting them with fantastic products and managing relationships worldwide”.

Since 2010, Wyscout has revolutionised the scouting and transfer dynamics of football with a platform that allows real time scouting of more than 200,000 players. It offers coaches and scouts the opportunity to analyse - action by action - players from a selection of categories, from across the world.

From the virtual experience of Wyscout Platform was born Wyscout Forum, recognised internationally as a “Trasfer Speed-Dating Event”, held twice per year, before the winter and during the summer transfer windows.

Dedicated to face-to-face meetings between Sporting Directors, Scouts and Agents in preparation of the winter transfer market, over 800 meetings took place over two days. Among the clubs present were almost the entire Premier League including Manchester City, Chelsea and Sunderland, while Championship and Football League clubs sat alongside international clubs including Boca Juniors, Borussia Dortmund and Zenit. Also present, were representatives from new and emerging markets like United Arab Emirates, Georgia and Turkey as well as delegates from Italy’s Serie A.

Delivering a presentation on scouting strategy and organisational models, Fabio Paratici, Technical Department Coordinator at Juventus explained, “Juventus organises their scouting around five main meetings per season; the first meeting takes place at the end of June when we plan the season according to the manager’s tactics.

“the Fifth meeting is in May when we make a list of the top 34 players to target, four for every position.”

“Our budget for scouting is 1.4m Euro per year; 35% on the first team, 65% on youth”.

But what’s the secret of Wyscout’s success? Matteo was keen to point out, “You won’t find Fernando Torres on here. This platform is for finding players from across the world that would be hard to find otherwise.

“Each transfer window, clubs and big agencies have to manage a lot of transfer, but only 20-30% are related to high value and strategic players, the other 70-80% are related to medium-low profile players.

“Every day the Market is becoming more and more global. Clubs from emerging countries with higher budgets than EU clubs appear every year.. how can a club know all the opportunities offered by a global market?

The next Wyscout forum takes place in July at Barcelona’s Camp Nou.

Almeyda: “Trabajo con un sistema que reduce el margen de error”

by Ricardo Nebot , 07/07/2013, Clarín

original source : http://lomasdezamora.clarin.com/deportes/Almeyda-Trabajo-sistema-reduce-margen_0_949705046.html

Contó que utiliza el ‘Wyscout’, un programa de PC que analiza cómo se mueven todos los jugadores del mundo. “Así busco mejorar como profesional”, tira. Pero agrega: “Ojo, esto es fútbol y la computadora no te asegura ganar”.



Desde que llegó a Banfield, Matías Almeyda se mostró muy meticuloso a la hora de poder ver los entrenamientos del equipo. Pero, una vez culminado el torneo, abrió la puerta y charló mano a mano con El Zonal . Allí, describió su manera de trabajar. “Cuando surgió la posibilidad de llegar a técnico en River, compré un programa que es uno de los mejores en análisis de tácticas de juego y de equipos. El programa está implementado en mi máquina y en la de mis colaboradores así podemos trabajar todos por igual”, cuenta entusiasmado. Y añade en tono de broma: “Pero ojo. Esto es fútbol y la computadora no te asegura ganar, eh”.

El Pelado luce distendido. Y abre el juego con respecto a la implementación de la tecnología en el fútbol. Tanto que a su llegada, Banfield invirtió una buena suma de dinero

y complementó el programa de Almeyda con otro que se denomina "Wyscout". Una exclusividad que sostiene con Boca. "Entre los dos sistemas computarizados poseemos toda la información necesaria como para cometer la menor cantidad de errores posibles. Analiza a los rivales en lo táctico. En las pelotas paradas, como las trabajan. Tener ese material nos sirve para trabajar en la semana en base a los errores que puedan cometer", explica.

A diferencia del programa del técnico, el que adquirió Banfield posee un scouting de todos los futbolistas que juegan en el país. "Es muy bueno –sostiene–. Detalla las características salientes. El perfil de un jugador se puede ver de manera rápida y es muy dinámico", cuenta. El técnico explica, muestra la pantalla orgulloso y se entusiasma. "¿Ves? Te permite hacer entrenamientos especiales. Con el iPad en mano podés mostrar qué cosas querés y qué no. Nos sirve también para mostrarlo en los entretiempos de los partidos. Creeme que le damos mucho uso", admite.

El técnico defiende su herramienta de trabajo y la justifica. "Antes de debutar como técnico, me decían que tenía que rodearme con gente que haya estado en la categoría y demás. Pero yo elegí esto porque prioricé aprender, crecer. Busco interiorizarme en la profesión y mejorar como profesional. A nosotros nos gusta que nos paguen nuestro trabajo y lo justificamos. Pero también nos gusta trabajar. Nos gusta mucho estudiar a los rivales y sacar conclusiones con respecto a las tácticas que usa y como contrarrestarlas".

Más allá de la defensa que realiza sobre lo tecnológico, el técnico de Banfield dice que el verdadero trabajo está en el grupo y que por más tecnología que haya, la actitud no se negocia. "Es una herramienta importante, pero no deja de ser una herramienta. De todos modos, fui jugador y siempre teníamos una excusa para justificar una jugada que no salió. Ahora se acabaron las discusiones. Puedo mostrarle a Noguera que en tal jugada no cerró como debía y se lo muestro en el vestuario con el iPad. Se acabaron las excusas. Es una manera de hacerse cargo y no quedar expuesto de que el trabajo que se practicó no se hizo", culmina convencido.

A horas de volver al trabajo, Almeyda mostró su laboratorio. Una faceta del técnico tan desconocida como sorprendente. Habrá que ver si la tecnología es herramienta suficiente como para lograr el tan ansiado objetivo del ascenso. El tiempo lo dirá.

Using Technology, M.L.S. Looks South

By Liviu Bird 11/12/2012, The New York Times

Professional soccer players in Central and South America beware: M.L.S. is watching you.

For the last few years, Major League Soccer officials have helped teams in the league keep tabs on potential transfer possibilities in Central and South America by recording games from various nations and keeping the video on file.

“Since a number of our players were coming down from Central and South America, we decided at that point to think about ways that we could help our teams in their scouting and recruitment efforts,” said Lino DiCuollo, the league’s vice president of player relations and competition, in a recent phone interview. “So one of the things was to start cataloging all the games in many of the leagues in Central and South America where we were getting players.”

The nations he named were Honduras, Costa Rica, Colombia and Ecuador, as well as the Copa Libertadores and Copa Sudamericana competitions. Alfonso Mondelo, director of M.L.S. player programs since 2005, spearheaded the initiative at the start.

Since then, the system has grown to encompass nearly every game in this key region of M.L.S. scouting. Video is available through the league office and its partnership with WyScout, an agency that helps clubs and leagues around the world identify and track potential players. Players are commonly given a closer look through the catalog, and it has led to a number of discovery claims and signings.

“There’s a number of different ways you can see virtually any game right now, anywhere, so we no longer have to rely on our guys doing the video content,” DiCuollo said.

At the start, the cataloging program essentially amounted to Mondelo and his interns running five DVRs at the same time. Now, technology permeates the entire league structure, and much of the recording is automated and stored on remote servers.

The league is in negotiations with Opta, the agency that provides M.L.S. with the statistics on its Web site, to break down the video even further and provide clubs with hard numbers related to player performance.

“With the development of technology now, we feel we can make this resource even more valuable to teams because we have a relationship with Opta that does the M.L.S. digital stuff,” DiCuollo said. “We’re going to be working with them to get the data on these leagues and teams and games where our teams currently are right now.”

DiCuollo stressed that a deal with Opta is not done yet, but whether it is through that

company or another. “The idea is to take the next step and combine data with the video,” he said.

That would translate into a database for teams to tap into whenever they want more information on a player.

Another piece of software that M.L.S. will introduce in 2013 comes from StratBridge, a Boston-based company that provides an easier way to break down numbers in a data-intensive environment such as a professional sports league. This virtual office software will make it easier for the league and clubs to collaborate not just on scouting efforts, but also on maintaining budgets.

The human element remains in scouting through M.L.S. consultants in a few major cities in Central and South America. DiCuollo said the league has advisers in Argentina, Brazil, Mexico and Colombia.

“We’re looking to add a couple more because these consultants have been a good resource for our teams in aiding their scouting and recruitment efforts,” he said.

Establishing club-to-club relationships has also been a part of the effort. For example, Pedro Atala, the president of Honduran club Motagua, is in contact with M.L.S., and clubs can contact him directly to discuss players in the league, even if they are not Motagua players.

DiCuollo said M.L.S. could move this system to other common scouting markets in time, such as the Scandinavian nations, but the league wants to use 2013 to implement the new technology and improve the system in Central and South America first.

As in the National Hockey League and Major League Baseball, this system allows M.L.S. to have a central scouting scheme to a certain extent. With the league’s single-entity structure, it can be more hands-on with helping clubs find players than in other nations.

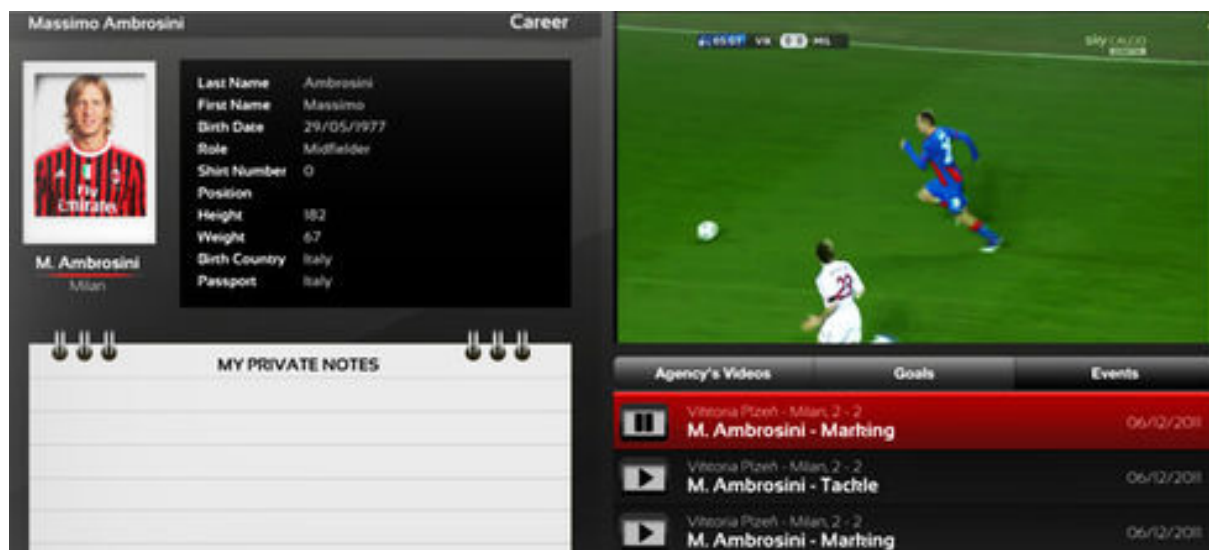
“Instead of paying to have a consultant in Bogotá, clubs are basically paying one-nineteenth of the cost,” DiCuollo said.

Many clubs still have dedicated scouts in these areas, and it is common for members of their technical staffs to make trips to Central and South America to find players. But instead of having to rely on just one or two games as an evaluation period, staff can go to the league catalog for more video to make educated decisions on transfer targets.

With 9 players in the league from Argentina, 17 from Brazil, 31 from Colombia, 9 from Costa Rica and 5 from Uruguay, it is clear that these leagues are more visible than ever to M.L.S. clubs.

Evento de negociação de jogadores chega ao Brasil pela primeira vez

By Camila Mattoso, 27/09/2013, Lance Net



Clubes e agente de jogadores de vários países vão se encontrar nos dias 21 e 22 de outubro, no Rio de Janeiro, no Wyscout Fórum, evento que se tornou uma das principais referências mundiais para negociações do mercado de atletas.

A empresa é dona de uma ferramenta que acompanha o desempenho dos futebolistas, com vídeos e números, sendo usada por mais de 400 clubes no mundo, que pagam assinatura para ter acesso. Os departamentos de futebol, como o do Corinthians, também buscam reforços par os seus times por os seus dados fornecidos no Wyscout.

Ferramenta que acompanha o desempenho dos jogadores (Foto: Divulgação)

Além de mostrar a sua plataforma de performance de jogadores aos participantes, o evento apresenta um novo modelo de negócio para transferências. Quando convidado, o clube é informado ainda sobre quais dirigentes estarão presentes e tem a oportunidade de marcar encontros individuais com representantes do futebol, para discutir compra e venda de atletas.

– É uma coisa muito focada nos tomadores de decisão do futebol. É um espaço de troca de informação e negócio. É uma agenda personalizada que a gente faz de acordo com a demanda dos clubes e agentes – explicou o representante da Wyscout no Brasil, Flávio de Francesco.

A última novidade lançada pela dupla que é dona da empresa é a “zona de transferência” dentro do site. Agentes e diretorias de times podem avisar aos demais assinantes sobre

um jogador que queira vender ou emprestar, especificando detalhes do negócio, e podem escolher quais clubes irão avisar ou selecionar alguns mercados que lhes interesse. Inédito na América do Sul, o Fórum chega à sua sexta edição. A última aconteceu em Barcelona, no Camp Nou, em julho, e reuniu mais de cem dirigentes de clubes. Abex vai fazer reunião no Fórum

A Wyscout vai patrocinar um encontro extraordinário da Associação Brasileira dos Executivos de Futebol antes do início do Fórum, no Rio de Janeiro, em outubro, e vai aproveitar para apresentar sua ferramenta aos clubes que não a assinam.

Além da parte comercial e das negociações de jogadores, os membros da Abex vão discutir assuntos internos, como a composição para a próxima eleição.

– Vai ser um momento bem importante. Vamos falar das dificuldades para se profissionalizar e vamos discutir outras coisas internas, como as nossas eleições – afirmou Ocimar Bolicenho, presidente da Abex.

– Os clubes precisam enxergar que será uma oportunidade de fazer negócios. A ferramenta deles é incrível, útil para qualquer time de futebol – completou.

No Brasil, o Corinthians foi o primeiro a usar a plataforma. O nome de Guerrero, inclusive, surgiu de uma busca no site, que resultou no peruano, de acordo com o perfil que o clube queria.

Além do time paulista, outros 14 assinam o Wyscout, como Santos, Botafogo, Ponte Preta e Atlético-PR, pelo custo mínimo de 150 euros, cerca de R\$ 450 por mês.

Para o Fórum, Corinthians, Botafogo, Santos, Fluminense, Atlético PR e Boca Juniors (ARG) já confirmaram presença.

Werder trainiert mit Smartphone-App

by Markus Balczueit, 17/08/2004, Bild

<http://www.bild.de/sport/fussball/werder-bremen/trainiert-mit-smartphone-app-37276730.bild.html>



Werders Profis nutzen die App „Wyscout for players“. Sie ist eigens für Spieler entwickelt, die sich auf Handy oder Tablet den nächsten Gegner anschauen wollen. Ob Stärken beim Kopfball, ob Schwächen im Zweikampf – alles wird den Spielern detailliert serviert.

Offensiv-Mann Fin Bartels: „Einfacher als auf dem Smartphone geht es nicht. Man kann sich den Gegner schön zu Hause auf der Couch angucken. Ich habe schon reingeluschert ...“

Die Idee kommt von Trainer Robin Dutt, der den Spielern die App vor der Saison als Vorbereitung auf den Gegner vorschlug. Die Mannschaft war angetan. Dutt hinterlegt dort nun sogar konkrete Hausaufgaben für seine Stars.

Mittelfeld-Ösi Zlatko Junuzovic: „Es kann sein, dass das Trainerteam eine Nachricht hinterlässt: ‚Schau dir den oder das genau an!‘“ Jeder Spieler hat dort sein individuelles Passwort. Damit kann er sich einloggen und seine Fehler sehen. Wir wollen einfach besser vorbereitet sein.“



Gerade im Pokal keine schlechte Idee. Dreimal in Folge flog Werder in Runde 1 raus. Am Sonntag müssen die Bremer in Ulm gegen Regionalligist Illertissen ran. Werders Premiere mit der App.

Junuzovic: „Wir nutzen sie auch, um unseren Pokal-Gegner zu beobachten. Wir starten mit Wyscout gegen Illertissen!“

Werder fährt ab auf die App. Und das fast schon ein bisschen zu viel ...

Denn Manager Thomas Eichin macht sich erste Sorgen ums Beziehungsleben seiner Spieler: „Hoffentlich machen die Frauen keinen Ärger, wenn zu Hause die App die ganze Zeit läuft.“

Wyscout, a big boost for QSL clubs

17/09/2014, dohastadiumplusqatar.com

original source : <http://www.dohastadiumplusqatar.com/wyscout-big-boost-qsl-clubs/>



WHEN it started off as a hobby for him in 2004, Matteo Campodonico never thought Wyscout would one day play such a big role in football transfer market.

The Italian video analyst's company has radically changed recruitment dynamics by providing the most advanced technology and connecting football professionals worldwide.

Last week, Genoa-based Wyscout joined hands with the Qatar Stars League (QSL) to become its official video analyst and held a workshop, which was attended by the representatives and coaches from all 14 QSL clubs.

The agreement between QSL and Wyscout will see clubs gain access to the state-of-the-art database that currently covers more than 50 countries and 200,000 players worldwide.

"It has complete data about the players. I think it can be of great use for the managers who wish to hire players from anywhere in the world," said Lekhwiya coach Michael Laudrup.

QSL's Chief of Competition and Football Development Ahmed Al Harami said the tie-up would enrich and enhance the league and its clubs.

"Wyscout will help the clubs gain access to players from around the world. We encourage them to use it during new signings since Wyscout has a comprehensive database," said Al Harami.

The clubs will also be able to view the medical files, transfer news and the price regarding players.

“It’s a fabulous package. There’re scouting assessments and information about transfers. The clubs and coaches can study a player live on the website before they hire him,” said Al Sadd coach Housseine Amouta.

The tie-up will help the league enter the next level of professionalism.

The benefits are potentially huge for clubs who do not often send their scouts abroad. Also, it cuts down the precious time for both managers and scouts to sit through the 90 minutes to watch a particular player in action.

In short, Wyscout has brought world football closer.

Thohir stratega: un'Inter hi-tech per scoprire nuovi talenti

10/08/2014, La Gazzetta dello Sport

8 LA GAZZETTA SPORTIVA | DOMENICA 10 AGOSTO 2014

CALCIO D'ESTATE



Walter Mazzarri, 52 anni, con il presidente dell'Inter Erick Thohir, 44 anni, negli Usa. ARMANDO TESTA

Thohir stratega: un'Inter hi-tech per scoprire i nuovi talenti

Analisi dei video, scout sui campi, studio dei giocatori più interessanti: così vuole il presidente, che riceve tutti i dati sul pc

Piero Aurilio, d.t. Inter

ALESSANDRO RUSSO

Ricerca a nuovi metodi, modernizzazione e gioco d'anticipo, è la nuova missione della rete degli osservatori dell'Inter, gli 007 che girano il mondo alla ricerca di nuovi campioni. Precisa indicazione della proprietà e di Erick Thohir, consilina dal d. r. Piero Aurilio che prova a cambiare marcia alla ricerca di strade alternative. Da qui la rivoluzione organizzativa dell'area degli osservatori, con un nuovo vertice e la razionalizzazione di metodi e risorse. Dal 1° luglio c'è anche un nuovo capo degli osservatori, Massimiliano Mirabelli, 44 anni, lo scorso anno in Premier al

Sunderland, dopo essere già stato all'Inter come scout. Trascorsi da d. g., due cicli vincenti a Rende e poi al Cesena, con doppio salto fino alla Lega Pro, Mirabelli sta sposando la filosofia innovativa voluta da Thohir: razionalizzazione e modernizzazione. Obiettivo: necessità del calcio italiano contemporaneo, costretto a remare forte e lavorare dal basso per scovare (in anticipo) talenti non potendo più competere con gli investimenti di Premier, Bundesliga, Liga e degli arabi del Psg. Niente assalti ai top player, ma tentativi di fiutare sul campo prospettati competitivi.

Ricerca umana Mirabelli è al lavoro da settimane su metodo e risorse umane e guiderà uno staff composto da otto elementi. Da Jimmy Fontana, figura stori-

ca degli scout nerazzurri, uno 007 vecchia maniera, capace di girare ogni angolo di Europa e Sudamerica, senza l'aiuto di navigatori o computer. Lavoro fatto rigorosamente in proprio, intuito ante litteram, penna, taccuino, telefono e un archivio cartaceo da non credere. Quindi Adelio Moro, ex attaccante di Inter e Milan, Gianfranco Bedin che con la maglia nerista ha vinto tre scudetti, una Coppa Campioni e una Coppa Intercontinentale. Da segnalare poi il giovane scout Francesco Filacchi, al suo secondo anno di lavoro, figlio dell'ex dirigente nerista Stefano e ora vicepresidente del Cagliari. Quindi lo spagnolo Toni Lima che vive ad Andorra (da dove vola sui campi di mezza Europa) e Giovanni Cericola. Per chiedere le new entry Ciccio Sotera, ex osservatore del Parma, e Corrado Verdelli, interista nel dna, prima da giocatore poi da allenatore della Primavera, quindi come vice di Hector Cuper e solo per una settimana come allenatore della prima squadra nella stagione 2003-2004.

Cyber-Inter Un lavoro capillare organizzato a step. Primo passaggio l'analisi video di partite sul terminale Wyscout da parte degli osservatori nelle rispettive sedi. Analisi metodica, con una media di sei-sette ore giornaliere davanti al monitor per la visione di gare e profili individuali come «interessanti». Una prima scrematura e poi le missioni. Il capo degli osservatori, d'accordo con Aurilio, prova gli scout sui campi per incrociare relazioni e intrusioni video. Si lavora senza soluzione di continuità dalle squadre giovanili e alle nazionali, ampliando il monitoraggio e le missioni all'Asia. Obiettivo dichiarato: internazionalizzazione del brand e degli interessi, acquisendo i dati reperiti nel corso degli anni con le nuove valutazioni. Risorse che verranno unite ai dati del D.C. United, l'altra squadra del presidente Thohir. Tutto confluirà nel nuovo server che possiedono solo alcuni top club europei denominato «Scout 7», un passo in avanti decisivo verso una grande azienda globalizzata. Così, in questo nuovo disegno strategico, al termine della catena di montaggio dello scouting, Thohir seduto comodamente nei suoi uffici in Indonesia potrà avere accesso, se lo desidera, alla banca dati sui giocatori mezzo mondo che l'Inter sta ora assemblando. Tutto pronto per il passaggio finale, l'assist dettagliatissimo sulla scrivania di Aurilio prima del via libera all'accesso o alla bocciatura del giocatore individuato. Roba da cyber 007, la nuova frontiera (obbligata) del calcio italiano.

di ALESSANDRO RUSSO

Il metodo nerazzurro



- 1 Lavoro preliminare di valutazione video di profili interessanti sulle partite usando il sistema Wyscout
- 2 Gli osservatori nerazzurri girano per vedere i giocatori tra Europa, Sudamerica e Asia
- 3 Gli osservatori mandano via computer le relazioni dei giocatori visionati a Milano, all'interno del server dati denominato «Scout 7»
- 4 L'area tecnica nerazzurra incrocia i dati delle relazioni video e sul campo e fa una sintesi da inserire nel server
- 5 Thohir, anche dall'Indonesia, può accedere e verificare la banca dati dei profili osservati
- 6 L'area scouting fa una scrematura e un giudizio finale sul giocatore, poi invia al direttore dell'area tecnica Aurilio la scelta finale a sua

Wyscout trabajará con clubes peruanos de fútbol

08/12/2014, Diario El Comercio

●●● **TECNOLOGÍA.** EL 2015 PREVÉ DARLE SERVICIOS DE 'SCOUTING' A CÉSAR VALLEJO, INTI GAS Y ALIANZA

Wyscout trabajará con clubes peruanos de fútbol

Wyscout, la empresa europea de servicios de 'scouting' de futbolistas, ha decidido incrementar su presencia en Sudamérica.

En conversación con **Día_1**, Mirko Gonzales, su gerente comercial para la región andina, dice que además de su presencia en clubes top como Barcelo-

na y Real Madrid de España, desde hace un par de años han llegado a Brasil y Argentina, y que su deseo es reforzar su presencia en mercados como el Perú, Colombia y Chile.

“En el Perú trabajamos desde hace un par de años con la Federación Peruana de Fútbol (FPF) y desde

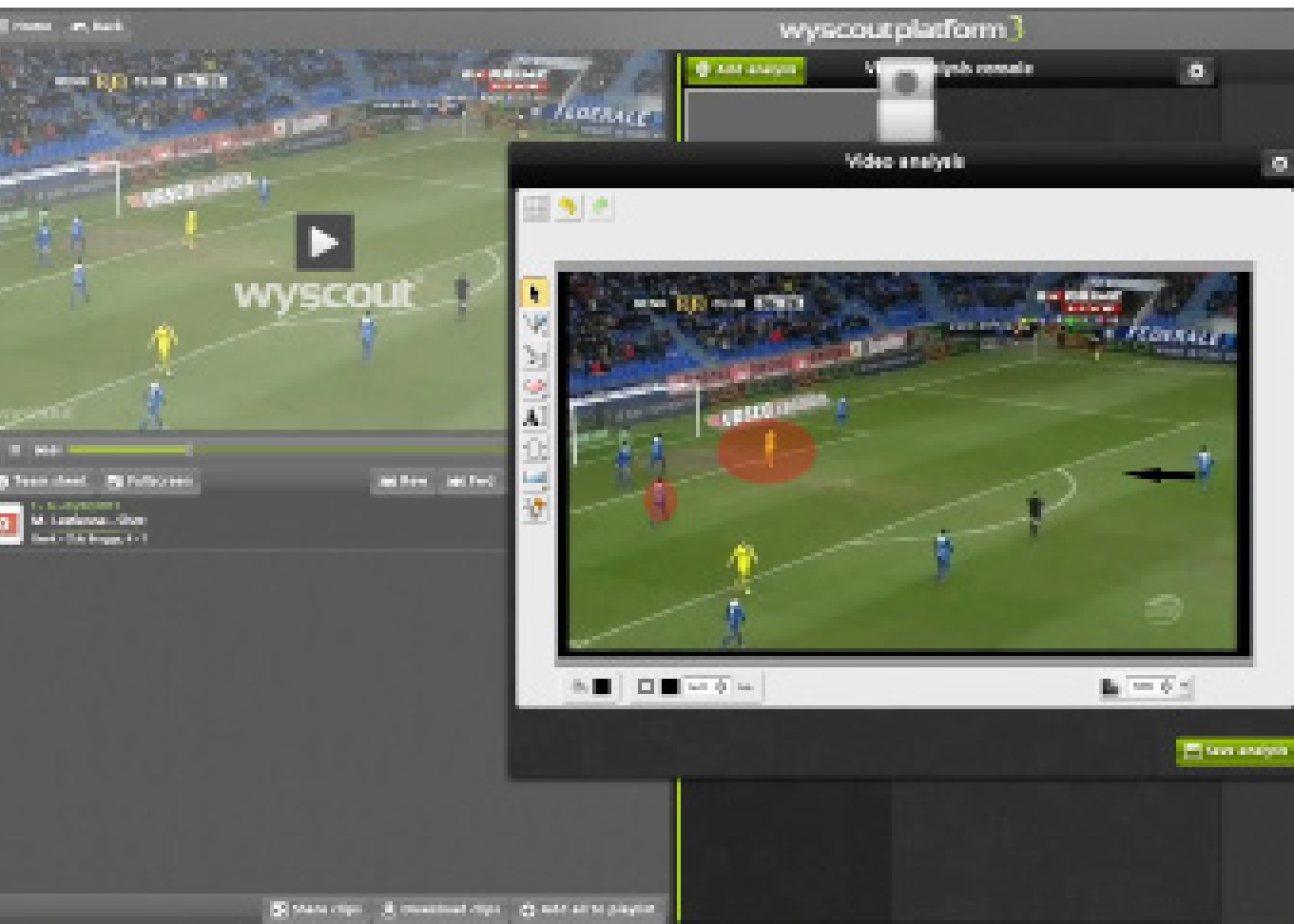
inicios del 2014 con el club Sporting Cristal”, revela.

El ejecutivo indica que hoy sostienen conversaciones con equipos como Alianza Lima, Universidad César Vallejo e Inti Gas para darle sus servicios a partir del próximo año. “Tenemos una base de datos de más de 220 mil jugadores

de diversas partes del mundo, de los que se puede saber el número de goles que han hecho, las tarjetas que han recibido y sobre todo observar los videos de sus jugadas”, agrega. El costo de la membresía top mensual es de 790 euros, sin embargo una versión básica asciende a 150 euros. 📍

Transfermarkedet er gået digitalt

Sportexecutive



En mand med bøllehat og solbriller med en særlig medfødt evne til at spotte talenter er en del af mytologien, når klubber køber og sælger fodboldspillere på det globale fodboldmarked. Men virkeligheden er en helt anden i 2013. Konkurrencen om at finde de rigtige spillere er behård, og en scout eller sportsdirektør med respekt for sig selv forbereder sig via elektroniske værktøjer, som det italienske Wyscout eller det franske Amisco. Det sparer klubberne for masser af rejseomkostninger og tid.

I FC København har man for længst kastet sig over det, som kan kaldes fodbold- nørdernes paradys, hvor selv de mindste detaljer kan blotlægges på kort tid. Wyscout og Amisco er de primære værktøjer hos mestrene fra FCK, og sportsdirektør Carsten V. Jensen taler varmt om det. "Med en database som Wyscout kan vi med 3-4 klik få et meget klart billede af en spiller. Det giver en kæmpe fordel, fordi vi kan arbejde hele tiden. Vi behøver ikke at vente

på næste gang, spilleren skal i aktion. Vi kan gå ind og se spillerens seneste fire kampe og sætte søgekriterierne. Så behøver vi kun at se de dele af kampen, hvor spilleren er i aktion. Vi kan så skrue på knapperne yderligere, hvis det kun er specifikke kampsituationer, vi vil analysere,” fortæller Carsten V. Jensen.

VÆRSGO 220.000 SPILLERE

Netop Wyscout er en af de digitale virksomheder, som er buldret frem på fodboldmarkedet de seneste år. Det begyndte som et kampanalyseredskab for Serie A-trænere fra 2005 til 2009. Men siden 2010 har det udviklet sig til en verdensomspændende platform for scouting og transferhandler. ”Vi samarbejder med mere end 400 klubber, og der er også danske klubber med, som for eksempel Esbjerg og FC Nordjylland,” fortæller Wyscouts marketing og pr manager, Dalila Lorefice.

Et klik på Wyscouts hjemmeside viser da også, at helt store klubber, som Barcelona, Real Madrid, Juventus, Manchester City og Liverpool, er med på kundelisten. Det er en database, hvor man som kunde kan søge virkeligt dybe data og kampvideoer på mere end 220.000 spillere med det samme online.

Set med sportsdirektørens øjne er en klub som FCK nødt til at være med på den digitale udvikling.

”Ser vi en interessant spiller i en kamp, så er der også andre, der ser ham. Så nytter det ikke noget, hvis vi ikke kan tjekke ham ud online med det samme. Kan vi ikke det, så risikerer vi, at vi allerede har tabt konkurrencen,” siger han.

ALLE TÆNKELIGE DATA

Der opereres både med tekniske data og fysiske data på en spiller. Men der er, ifølge FCK’s sportsdirektør, ofte sat en begrænsning op, så man ikke kan se de fysiske data, før man er nået ind i reel proces omkring en navngivet spiller. Det er data, der bliver lagt stor vægt på. ”Det er data, som for eksempel viser, hvor mange høj-intense løb en spiller har i løbet af en kamp. Det er i dag meget afgørende i fodboldkampe. Man kan også få data på, hvor mange aktioner en spiller har i løbet af en kamp, og hvor tit han holder pauser,” siger sportsdirektøren.

Til gengæld er de tekniske data tilgængelige med det samme, så man for eksempel kan analysere, hvor meget en central midtbane-spiller sender bolden fremad, eller hvor god han er til at holde fast i bolden. Hos FCK er det primært Carsten V. Jensen og chefscout Lars Højer Nielsen, der bruger rekrutteringsdelen i Amisco og Wyscout, men de har også omskolet ekstræner Roland Nilssons assistentræner, Martin Pringle, til at bruge databaserne til at analysere FCK’s spil og modstanderne.

ØJET TÆLLER STADIG

Det er tydeligt, at begejstringen er stor for databaserne, og der arbejdes hårdt hele tiden på at udnytte de mange data, for mulighederne er så mange, så man skal virkelig holde tungen lige i munden, når man går ind og skruer på de forskellige søgekriterier. Men, ifølge Carsten V. Jensen, kommer det aldrig helt til at afløse det at scout og se spillerne fysisk.

”Det gode øje og netværk vil altid være et vigtigt arbejdsredskab. Men når vi først har fået øje på en spiller, så kan vi tænde vores maskiner og se, hvordan spilleren har leveret i forhold til det, vi søger. Sport og data er blevet en del af hverdagen. Der er endda lavet en film om det,” siger han.

I dag handler det altså ikke længere om at finde et talent før de andre. Det er helt urealistisk at tro, det kan lade sig gøre, hvis du spørger FCK’s sportsdirektør. Det handler om at minimere fejlene, som han siger med et lille grin.

”Men der er stadig den menneske- lige faktor, og de spiller stadig en rolle. Nogle gange viser det sig bare, at de ikke kan præstere under de omstændigheder, der er i vores klub, eller de føler sig dårligt tilpas. Det kan vi ikke gardere os imod,” siger han.

CITY BLEV HACKET

Databaserne er kommet for at blive, og det giver klubberne et hurtigt overblik. For nyligt har det dog vist sig, at der også er kommet en ny trussel, da det i britiske medier kom frem, at Manchester City har indledt en undersøgelse af, om deres scouting-database har været udsat for en hacker. Der er ingen officiel bekræftelse af den historie. Men den viser, at der med nye muligheder også opstår nye trusler. Manchester City bruger ligesom en lang række andre engelske klubber systemet ‘Scout7’, men indtil videre har der ikke været påstande om, at ‘Scout7’ i sig selv skulle have et sikkerhedsproblem.

Der er ingen tvivl om, at databaserne også kan være en fælde, for der er så mange data, at man kan fare vild i dem. Og man kan

ende med at sidde og fortabe sig i selv de mærkeligste små detaljer. Det er de meget opmærksomme på i FCK, hvor de hele tiden prøver at dygtiggøre sig på, hvordan de nye elektroniske hjælpemidler udnyttes bedst. Og hvem ved, måske er den næste vigtige signing slet ikke en fodboldspiller. ”Databaserne er vigtige redskaber i en fodboldklub, og det kan godt blive et konkurrenceparametre at finde dem, der er dygtige til at bruge det. Det kan blive det næste,” siger Carsten V. Jensen.

Wyscout returns

by Aaron Gourley, FCBusiness

With FIFA's proposed de-regulation of the agents industry and issues over third-party ownership of players, Wyscout forum got off to a lively start ahead of the January transfer window.



Wyscout returned to the Emirates Stadium in December for a pre-January transfer window conference between clubs and agencies. The two day event played host to some of the biggest names in club football and international agencies hosting face-to-face meetings to negotiate transfers and scout new players ahead of the January transfer window.

With over 100 clubs and agencies in attendance, day one - chaired by Yal Bekar, Head of Partnerships at fcbusiness - was given over to technical conferences which began with an exclusive look at Wyscout's groundbreaking new platform, Wyscout 4.

Introducing a range of new and improved services, Matteo Campodonico, founder and CEO of Wyscout opened the conference with a demonstration of some of the new features the platform has to offer. With enhanced HD video, integrated player stats, match analysis and full video tagging, Wyscout 4 looks set to further enhance the player recruitment and transfer market and with £130m spent on transfer by Premier League clubs, this January.

The need for a comprehensive tool of identification and player assessment is increasingly vital.

Following Matteo's opener, the packed hall were given a unique insight into the next generation of football talent and most fielded U21 players in Europe by Raffaele Poli, Head of CIES football Observatory.

But it was the roundtable discussion titled "Talent Identification and Player Representation in a Global Market: New Challenges for Agencies", that was the main feature of the day. With Marcelo Robalinho of Think Ball, Andy Evans, Chairman of World in Motion and Leon Angel, Chairman of Base Soccer discussing the challenges facing the industry.

With FIFA proposing the removal of the licensing exam for agents by February 2015, instead asking "intermediaries" to register with them means there will no longer be the

requirement for formal training or qualifications to represent players like there is at present. Leon Angel, opposed to the changes, believes it will have a negative impact on the football market and the players themselves with Andy Evans taking the stance that de-regulations of the industry will make it 'even more like the wild west'.

Marcelo Robalinho discussed how the issue of third party ownership is prohibited in the UK but common practice in many other European and South American countries, and something that both FIFPro and UEFA are pressing FIFA to take action on. Marcelo suggested that the authorities should not be scared of its use and that many clubs could simply not operate without these arrangements in place.

Following the debate, Stefano Malvestio of Bichara & Motta Advogados gave a presentation on specific legal tips for agents and clubs, whilst Jeremy Drew, Partner and Head of Intellectual Property and Sports at RPC London looked at the issue of Image Rights.

Ali Curtis rounded off the afternoon offering a US perspective with an overview of Major League Soccer and its contract structure with day two dedicated entirely to clubs and agents for a series of 'speed-dating' type meetings ahead of the January transfer window.

Техпрогресс в помощь, или Wyscout реальный менеджер

14/02/2014, matchday.ua

В футбольных дискуссиях неоднократно приходилось слышать довод: футбол — это тебе не менеджер, в который ты рубишься на персональном компьютере, здесь все намного сложнее. Аргумент этот казался довольно авторитетным, порой его хватало для прекращения дальнейшего спора.

Однако прогресс не стоит на месте, и сейчас почувствовать себя Жозе Моуринью может любой желающий. Причем, для этого ему будет достаточно воспользоваться тем же сервисом, с которым работает сам португалец и другие сильные мира сего.

В настоящее время на рынке технического менеджмента (давайте назовем его так) уже достаточно много игроков. MatchDay начинает серию публикаций о них, с подробными описаниями их главных «фишек», плюсов и минусов, а главное, о том, каков их вклад в работу современных футбольных клубов.

Wyscout. Начало

Как забивает мячи юное дарование лондонского «Арсенала» Чубо Акпом? Почему форвард «Херенвена» Альфред Финнбогасон прямо сейчас является одним из самых интересных центральных нападающих Европы? Чему можно поучиться у венгерского кипера «Генка» Ласло Кетелеша? Ответы на эти и другие интересующие вас вопросы можно узнать, работая с платформой для скаутов.

В 2004 году Маттео Камподонико и Симоне Фальцетти взяли записи трехсот футбольных поединков и при помощи стандартного Windows Movie Maker порезали их на самые интересные моменты и персоналии. Как Андрей Шевченко весь матч ставил в тупик защитников «Болоньи», Роналдиньо делал что-то невероятное в игре с «Севильей», а Каннаваро уверенно шел к «Золотому мячу».

Импозантный (помните его бейсболки?) тренер «Дженоа» Серсе Косми после окончания тренировки команды шел к своему авто. На его пути встал парень, держащий в руках конверт. Алленаторе по привычке потянулся за ручкой, чтобы оставить болельщику автограф. Но тот отдал конверт Косми и зашагал прочь. Парня звали Симоне, и так они с другом Маттео получили первого клиента. Вскоре о новой системе скаутинга узнали соседи «Дженоа» из «Сампдории». Так Wyscout оккупировал Геную. Поворотным моментом для молодой компании стало назначение Серсе Косми на пост главного тренера «Удинезе», а там и спортивного директора «Сампдории» Джузеппе Маротту позвали в «Ювентус»...

Известность

Со временем о работе ребят узнали в клубах и агентствах. И те, и другие стали пользоваться услугами новообразованной компании. Сейчас за неделю сотрудники

Wyscout (около ста человек, трудящихся в двух офисах, в Италии и Болгарии) обрабатывают в среднем 600-700 матчей из 150 дивизионов по всему миру.

Если в начале пути отцы-основатели использовали только те поединки, чьи записи можно было достать в Интернете, то сейчас видеоматериалы им присылают как сами клубы, так и футбольные федерации стран. Из команд, выигрывавших Лигу чемпионов в новом веке, с Wyscout пока не сотрудничают только «Челси» и «Манчестер Юнайтед». Отечественные гранды в списке клиентов фирмы представлены «Шахтером», «Динамо» и «Днепром».

Кроме полной статистики большинства профессиональных футболистов Европы на скаут-платформе можно глянуть их сильные (голы, передачи, подборы, перехваты, обводки) и слабые (все остальное, только в минус) стороны. Что очень полезно при анализе, как своей команды, так и соперника. Плюс это очень комфортно просматривается на обычном флеш-плеере. Особенно это актуально в свете того, что большинство отечественных наставников до сих пор пользуется DVD-проигрывателями.

Скаутская революция

По идее, в ближайшие годы работа клубной селекции будет переформирована на сто процентов. Если раньше селекционеров на полгода отправляли в «теплые страны», где те, накупавшись в океане и вволю нагулявшись в местных значных заведениях (есть такие истории), возвращались домой с Дуду, Эскобарам и Диего Суаресами, то уже сейчас первоначальную оценку игроков можно делать, основываясь на просмотренных материалах. После предоставленной Wyscout информации специалистам будет достаточно посетить игру-две интересующего их футболиста, после чего уже можно делать аргументированные выводы. Тем более что во всем этом (не самом трудном, заметим) процессе можно будет задействовать не только селекционеров, но и тренеров, директоров и даже президента (все спокойно можно организовать в режиме онлайн). Если все они будут в итоге сходиться на кандидатуре потенциального новичка, канут в Лету извечные внутриклубные конфликты на тему «это твой, а это мой игрок».

Для того чтобы получить доступ к этому кладезю информации, достаточно проплатить пользование аккаунтом. Далее вы сможете обращаться к программе при помощи ноутбука, планшета и даже смартфона, всего-то проходя простой процесс авторизации. Спустя сутки после окончания центрального матча тура Английской Премьер-лиги вы уже будете наблюдать (по желанию): полную запись поединка, нарезки лучших действий Хуана Маты, Криса Смоллинга или Джека Уилшера. Конечно, вам вряд ли удастся подобное с чемпионатом другой лиги и встречей «Оболонь-Бровара» и «Горняка». Но это только пока, так как, повторимся, прогресс не стоит на месте, и база Wyscout постоянно расширяется. И, может, уже спустя пару месяцев именно таким образом скауты «Рубина» будут просматривать не Руслана Ротаня, а Артема Фаворова?

Ну, а в завершение рассказа, с вашего разрешения позволим почувствовать себя Бренданом Роджерсом.

Scotland boss Gordon Strachan: Wales star Gareth Bale can be unstoppable.. but only when he has the ball

By Mark Guidi, 10/02/2013, Daily Record

original source : <http://www.dailyrecord.co.uk/sport/football/football-news/scotland-boss-gordon-strachan-on-how-1647571>



GORDON STRACHAN confesses Welsh flier Gareth Bale is an “unstoppable” world-class talent when he is on the ball.

But rather than raise the white flag in surrender Strachan is hatching a plan to succeed in blunting Bale’s threat where so many others have failed.

The Spurs star is inspired in possession – yet starve him of it and he’s rendered ineffectual. That’s why Scotland boss Strachan will hammer home to his players how important it is to keep the ball and cut off Bale’s supply line in next month’s World Cup qualifier.

For example, Wales manager Chris Coleman likes the flow of his team to go through Joe Allen who provides Bale with the ball to work his magic.

Stop Allen and Bale has less chance to wreak havoc. Of course it won't be as simple as that but it will be a start.

Strachan said: "We talked about that and the systems we'll face in the upcoming qualifiers. We spent a couple of days this week thinking about the March games.

"Bale is one of the top players in the world. I have been fortunate to watch him in the last two years and just think sometimes he is unstoppable. He is that good.

"Like anybody, though, you need the ball before you become unstoppable.

"I have seen him live 12 or 13 times and he has always done something, whether it is a terrific run, a shot, a goal or bit of magic. He is just a great player."

Scotland have a score to settle with the Welsh after suffering a controversial 2-1 defeat in Cardiff last October.

Bale dived to win his side a penalty for the equaliser and Scotland had a perfectly good goal from Steven Fletcher disallowed.

That result – a factor in Craig Levein's sacking three weeks later– is part of the reason Scotland only have two points from their first four games and the Road to Rio 2014 is already a dead end.

But there remains plenty to play for. Finishing bottom, or second bottom, of the group could see us drop down another seeding pot.

That's why the Wales game on March 22 and the clash away to Serbia in Belgrade four days later are so vital.

Strachan said: "It will be good to get the players in the build-up to the games but it will depend on how much we can do in that five-day period. There may be an element of a gamble to it all.

"We have a few things to look at and we began working on formations and ideas when we were together for the Estonia game.

"There are two different ways to play it. One is Steven Fletcher up front and the other is we use partnerships.

"We tried things against Estonia but it wasn't easy to play on that surface. There were things I liked that we will use again. Other parts we don't want to do again.

"The best aspect of the job is coaching. The rest is really quite hard work because my brain has not been worked this hard for a long time.

"I didn't miss the other bits of management but I always knew how much I missed coaching.

"The players also responded very well and that was pleasing.

"They have to get my sense of humour because sometimes I will say something and they think 'Is he serious?' And then I just start laughing."



Strachan was impressed with Chris Burke and the partnership he formed down the right-hand side with Alan Hutton.

He said: "Chris was brave. People think bravery is all about banging into people. But it can be about taking the ball in and being kicked. There were a lot of fouls in the game. You have to be able to take a foul.

"They were good together, especially given it was a bad surface. Alan did well and the more games he plays the better. It's hard when you're not playing regularly.

"And Allan McGregor made a couple of good saves. It was also great to see James McArthur and James Morrison coming on and taking the ball. They can definitely play."

Strachan will continue to assess his players before naming his squad at the end of this month for the double-header. And he revealed he doesn't have to be there in person to see who is catching the eye.

He said: "We have a wonderful tool called Wyscout. I can't get to watch every player in person but this service allows me to, for example, look at Matt Phillips in his last six games and see every touch he had.

"It's great. Some new players may pop up but it will mainly be the same squad as the Estonia game."

scouting

GOUDZOEKERS

De transferperiode van januari lijkt nog ver weg, maar niks is minder waar voor de eersteklassers die zich voorbereiden op vernieuwing. Scoutingverslagen zijn hierbij van groot belang. Hoe gaan clubs daarbij te werk? DOOR PETER T'KINT



Voetbal is business, jonge spelertjes vertegenwoordigen geld, veel geld. Daarom speuren scouts in opdracht van onze eersteklassers overal ter wereld naar nieuwe talenten.



De weerman voorspelt een late nazomerdag, maar als we iets over tien langs de snelweg-parking in Groot-Bijgaarden **Ronny Dierick** oppikken, is de zon niet van de partij. De hemel is grijs en grijs, de thermometer wijst acht graden aan. Het zal de hele dag amper warmer worden.

Ronny is een van die mensen die in de schaduw van ons voetbal werken. Al jaren. Bij het grote publiek onbekend, in voetbal-middens een man met een naam. Zijn job: ontdekker van talent. Iemand met een neus, maar momenteel op zoek naar een club die zijn diensten wil. Zijn profiel: liefde voor het spelletje, een immense database, jaren ervaring en een groot netwerk. Ook internationaal, tot zijn vorige werkgevers behoren Vitesse en Tottenham.

Onze bestemming: Parijs. Niet de Champs-Élysées, maar de rand, *la banlieue*, ten zuiden van de lichtstad. Limeil-Brévannes is de eerste tussenstop. Om 14 uur spelen de Franse U16 tegen de Belgische. Twee uur later moeten we in Vitry-sur-Seine zijn. Daar spelen hun leeftijdsgenoten uit Nederland en Japan tegen elkaar.

Het toernooi van de Val de Marne is een referentie. Sportief, niet organisatorisch. De toegang tot de matches is gratis, maar daarmee is alles gezegd. Opstellingen zijn er niet, een kantine evenmin. In een hoek staan – in de openlucht – een paar medewerkers achter een geïmproviseerde toog koffie en sandwiches te verkopen. Veel volk is er niet: de plaatselijke jeugd, ouders, sympathisanten en zeer veel mensen met een notitieboekje of een iPad. Geconcentreerd tokkelend. Beroep: talentenjager.

Ronny had het voorspeld. De jeugd hier moet nog zestien worden en is gegeerd. Volgens de regels van de wet (althans in >

› België, niet overal) mogen deze spelertjes vanaf hun zestiende hun eerste contract tekenen. En aangezien voetbal business is, vertegenwoordigen zij geld. Vandaar de talent-scouts. Ronny wijst er een paar aan. De hoofdsout van Chelsea is er: een grote man van Afrikaanse afkomst, muts diep over de oren. We maken ook kennis met de zoon van **Frank Arnesen**, die perfect Nederlands spreekt (pa voetbalde lang genoeg bij Ajax, Anderlecht en PSV) en nu voor Chelsea scout. Er is iemand van Manchester City, van Barça, Inter, Feyenoord, Ajax, PSV, PSG.

Ook **Urbain Haesaert** is van de partij. In mei is hij 73 geworden, maar hij huppelt nog flink de trappen op. In de auto hadden we zijn vrouw al zien zitten. Lezend. Zij vergezelt hem naar elke wedstrijd. Hele bibliotheken heeft ze al verslonden, terwijl haar man jeugdspeler na jeugdspeler ziet acteren. Eerst voor Ajax, sinds 2010 voor Anderlecht.

Droomjob

Anderlecht, Club Brugge en Standard hebben iemand naar Parijs gestuurd met een dubbele missie: zien hoe hun eigen talent zich verhoudt tot de leeftijdsgenoten en eventueel contact leggen met spelers die hen interesseren. Ronny: "Als ik in het verleden op zo'n toernooi een speler zag die me interesseerde, probeerde ik zo snel mogelijk alles over hem te weten te komen." **Werner Deroeve**, die al jaren scout voor Anderlecht, legt uit hoe dat in zijn werk gaat: "Als een speler je wat lijkt, is het tijd voor een volgende stap. Dan ga je een keer in het potje roeren. Je zoekt uit wie de ouders zijn en gaat in de buurt staan. Je laat al eens een opmerking

vallen, soms over een andere speler, en zo ontstaat al snel een gesprek."

Tijdens de rust merken we in de tribune een oude bekende. Zijn zoon speelt op de rechterflank bij de Belgen. **Dany Verlinden** is de pa, **Thibaut** de zoon. Een snelle buitenspeler. Pa Verlinden maakt het nu allemaal mee, hoe talent vandaag wordt opgevoerd. Verlinden: "Een makelaar belde me. Of hij voor Thibaut in Engeland een ploeg mocht zoeken? We hebben ja gezegd, uit nieuwsgierigheid." Standard mag trouwens wel wat talentverlies verwachten, want als **Zinho Vanheusden**, aanvoerder en centrale verdediger, zich een paar keer laat opmerken, zien we dat er driftig genoteerd wordt.

"Kom je donderdag terug?", vraagt een Brit aan Ronny, die het diep in de tweede helft van de tweede match voor bekeken houdt. Ronny schudt het hoofd. "Zaterdag misschien", zegt hij. Na de wedstrijd gooien we ons in de avondspits van Parijs. Rond half-

GEZOCHT: GRATIS SPELERS



Raymond Mommens en Abbas Bayat.

Is het voor een scout moeilijker werken bij een topclub? **Raymond Mommens**, scout bij Club Brugge: "Ja en nee. Bij Charleroi moest alles gratis zijn. Als ik daar met een naam kwam aanzetten, vroeg **Abbas Bayat** me nooit: is dat een goeie? Die had maar twee vragen: hoeveel kost hij en denk je dat ik hem binnen twee jaar kan doorverkopen? Een topclub heeft iets meer financiële mogelijkheden, maar daar is de concurrentie dan weer enorm."

Werner Deroeve: "Ik verkoop Anderlecht als de beste transitclub van Europa. FC Porto of Benfica kan dat ook zeggen, zij doen het zelfs nog meer dan wij. Vanwege de taal kunnen ze ook makkelijker werken in Brazilië. Voor een ploeg als Anderlecht is de moeilijkste markt die van 17 à 18 jaar. Daar doen we nog niet genoeg mee en moeten we meer durven. In de grote landen. We hebben er als troef dat spelers bij ons sneller in de A-ploeg raken, sneller dan in een toeland."

Stephan Van Der Heyden: "Carlos Bacca is een mooi voorbeeld. Bacca had het hier zeer moeilijk in het begin, maar zit nu toch bij Sevilla. Als **José Izquierdo** nu naar een Spaanse topclub gaat, speelt hij niet. Maar ik heb ook gemerkt: niet iedereen staat te springen om naar België te komen. Als een Pool kan kiezen tussen Duitsland of België, is zijn keuze snel gemaakt. Omgekeerd ook: wij zouden niks liever doen dan met elf Belgen spelen, maar die zijn onbetaalbaar geworden."



De 73-jarige Urbain Haesaert schuimt in opdracht van Anderlecht nog steeds wedstrijden af.



Ronny Dierck: een scout met een groot netwerk, die onder meer voor Vitesse en Tottenham werkte.



220.000
SPELERS-
PROFIELEN

ELKE WEEK
ANALYSE VAN
1.000 NIEUWE
WEDSTRIJDEN

80 LANDEN
GECOVERED

150
KAMPIOEN-
SCHAPPEN
GECOVERED

Wyscout en andere spelersdatabases zorgden voor een revolutie in de scoutingwereld. 'In plaats van mensen twee dagen op pad te sturen, kan je hen beter voor een computerscherm zetten.'

elf zijn we terug in Brussel. We zijn ruim twaalf uur onderweg geweest, hebben geleefd op één broodje en twee koffies. Zijn bed zoekt Ronny echter nog niet op, hij gaat achter zijn computer zitten om zijn notities te verwerken.

Voor velen is het een droomjob. De wereld afreizen, wat wedstrijden bekijken, en dan rapportjes maken. Werner Deraeve, die geregeld naar Zuid-Amerika reist: "Dat klopt ook, we komen op mooie plaatsen, voetbal is ons leven en we zien veel matches. Maar ik zeg ook altijd: kom maar eens mee. Het valt niet te onderschatten. Dat is een van de redenen waarom wij in de scouting weinig een beroep doen op oud-spelers. We hebben het geprobeerd met **Nicolás Frutos**, maar dat lukte niet, hij wilde liever op het veld staan. Oud-spelers, zeker die uit de laatste tien à vijftien jaar, zijn mensen die goed hun boterham verdienen en die het gewoon zijn dat de dingen voor hen geregeld worden. Om dan de klik te maken naar vliegtuig op, vliegtuig af, trein in en uit, auto in en zelf dingen regelen, is niet velen gegeven. Daarom zeg ik: iemand uit de club is nog steeds het best. Hij kent de club, de coach, de manier van werken... Ik vind dat een scout minstens één



"Als je nu een naam van een speler intikt, vind je alles. Mét beelden."

Stephan Van Der Heyden

keer per maand de eigen ploeg aan het werk moet zien, net als de beloften. Je kan wel een goeie speler aanbrengen, maar past hij bij de stijl van het team?"

Terug thuis zien we op de website van de BBC: **Paul Mitchell: Southampton Talent Chief to join Tottenham**. Ook op dit niveau wordt getransfereerd. Deraeve: "Die scouts die je zag in Parijs, die hebben een band met een club, maar niet zo'n nauwe als wij. Ik ontmoette onlangs iemand die scoutte voor

Bayern en in Kaiserslautern woonde. Ik zei: 'Amai, dat is ook een eindje om naar je bureau te gaan?' 'Bureau?', antwoordde hij. 'Ik heb geen bureau. Alles gebeurt via internet. Als ik één keer per jaar op Bayern kom, is dat veel.' Ze werken, bij wijze van spreken, het ene jaar voor Bayern en het andere voor Dortmund. Hier ligt dat toch gevoeliger. Ik ben al bij Anderlecht sinds 1962, dat is 52 jaar."

Wyscout

Raymond Mommens zit al sinds 1997 in dit vak. We zagen hem een eerste keer aan het werk als scout op de Afrika Cup in Burkina Faso in januari 1998. Hij nam toen een blad met opstellingen, keek voor de wedstrijd naar de leeftijden en de clubs waar de internationals voetballen, doorschrapte iedereen ouder dan 22 en iedereen die al in Europa zat en concentreerde zich op de rest. Later ging hij aan de slag voor Charleroi, Anderlecht, en sinds 2011 zit hij bij Club Brugge, waar hij onder meer **Kenneth Brylle** zijn voltijdse collega mag noemen. Hij heeft zijn wereld ontzettend zien veranderen.

Mommens: "Toen wij begonnen, schuimden we elke week de wedstrijdje af en probeerden we zo veel mogelijk spelers te bekijken. Overal aanwezig zijn was toen belangrijk, nu werken we veel doelgerichter. Scouting is vandaag veel minder tijdverlies en veel minder kilometers." Dat heeft te maken

› met het internet en de programma's die daar beschikbaar zijn: Wyscout, Scout 7, Data-scout. **Stephan Van Der Heyden**, bij Club Brugge de link tussen technische staf en scouting: "Als je nu een naam van een speler intikt, vind je alles. Mét beelden. Je kan op je bureau zeer veel wedstrijden bekijken." Mommens: "Uit de hele wereld. Volledige wedstrijden, acties. Je kan spelers vooraf helemaal ontleden. Wat ze doen in balbezit, in balverlies, hun sterke punten, zwakke punten..."

Uit nieuwsgierigheid deden we de test. Bij **Dalila Loreface**, communicatieverantwoordelijke voor Wyscout vroegen we een tijdelijk paswoord aan. Bij wat we zagen, vielen we achterover. Wedstrijden uit nagenoeg alle landen over de hele wereld. Wilt u weten wat voor talent er pakweg bij de U20 van Curaçao rondloopt? Wyscout levert beelden van een wedstrijd tegen de leeftijdsgenoten van Saint Kitts and Nevis. Uit de zestig meest interessante competities is de informatie zeer compleet, met beelden die tot twee à drie jaar teruggaan. Geïnteresseerd in de evolutie van **Brandon Mechele**? Wyscout tagde voor u al zijn tussenkomsten, zowel vriendschappelijk, Europees als nationaal. Scoort **Hannes Van Der Bruggen** veel vanuit de tweede lijn? Wyscout zet al zijn goals op een rijtje.

De kwaliteiten van een speler worden opgesplitst, waarbij voor verdedigers andere criteria – defensief positieospel, tackle, dekking, luchtduels, lange ballen – gelden dan voor spitsen. Wat is **Dennis Praet** waard in balverlies? Voor gemiddeld 8000 euro per jaar – pakweg de prijs van één veertiendaag-

se in Zuid-Amerika – ligt de hele wereld open op het scherm. Wyscout klinkt Engels, maar is Italiaans, legt Dalila uit. Het begon allemaal als een database voor voetbalstatistieken. Wie belangstelling had in een speler, kon dvd's toegestuurd krijgen. Inmiddels zitten we aan versie vier en zijn de beelden direct beschikbaar. Alles wordt in het Italiaanse stadje Chiavari gecheckt, maar het bedrijf heeft ook kantoren in Sofia (Bulgarije) en Dakar (Senegal), waar de informatie wordt verwerkt. Inmiddels werken er meer dan tweehonderd mensen aan het up-to-date houden van de gegevens. En neem dat gerust letterlijk: als je op maandag iets opzoekt, zijn de beelden van zondag verwerkt.

Werking

Willy Reynders, sportief directeur bij Lokeren, vindt dat Wyscout en zijn concurrenten de hele scouting revolutioneerden. "In plaats van mensen twee dagen op pad te sturen voor een wedstrijd, kan je beter mensen voor een computerscherm zetten en matches laten bekijken. Veel efficiënter en minder duur." Zijn collega bij Oostende, **Luc Devroe**, nuanceert: "Als je zomaar wedstrijden in het wilde weg bekijkt, zie je op het einde van de dag door de bomen het bos niet meer."

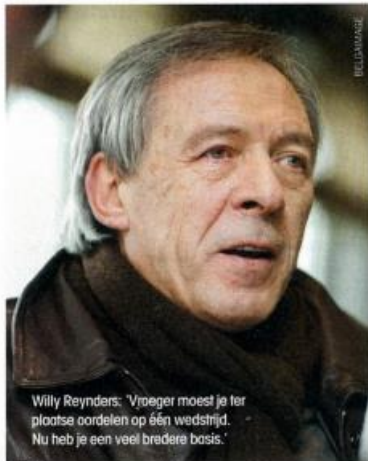
Deraeve, Mommens, Reynders, Devroe en Van der Heyden zijn het er allemaal over eens: zo'n database is een fantastisch hulpmiddel. Je kan er iemand mee ontdekken, maar de meeste clubs gebruiken het voor een preselectie. Deraeve: "Je netwerk blijft het allerbelangrijkste. Zo krijg je tips binnen."

EEN DRAMA VOOR AFRIKA



Werner Deraeve: al bij Anderlecht sinds 1962.

Roger Van Gool, ex-voetballer van Antwerp, Club Brugge en de 1. FC Köln, had ooit een voetbalschool in Rio de Janeiro, maar is daar noodgedwongen mee gestopt, nadat de regels voor spelers van buiten de Europese Unie strenger werden. Zo'n speler mag nu pas op zijn achttiende worden getransfereerd. Dat legde niet alleen de import van jong talent uit Zuid-Amerika stil, maar ook uit Afrika. Anderlechtscout **Werner Deraeve**: "Deels snap ik dat, deels is dat een spijtige zaak voor het talent daar. Je had inderdaad wel clubs die overdreden: die brachten jongens binnen met een bus, legden ze ergens onder een tribune op een matras te slapen en wie niet slaagde, lieten ze in de steek. Door de grens op achttien te leggen wilde men daar paal en perk aan stellen. Maar het probleem is nu: Afrikaanse jongens met kwaliteit zitten daar vanaf veertien à vijftien jaar in de eerste ploeg. Waar ze de facto nog weinig bijleren. Iemand die achttien is, moet bij onze clubs klaar zijn voor de eerste ploeg. Maar dat is de Afrikaan van achttien niet. Want vergis je niet: de Belgische competitie is geen makkelijke. Geen topcompetitie, maar wel een moeilijke, moeilijker dan Nederland. Vroeger kon je zo'n speler op zijn zestiende naar hier halen en verder afwerken bij de jeugd. Dan had je nog twee à drie jaar zonder dat iemand over hem sprak. Nu heb je de tijd niet, of je moet als club zeggen: neem hem maar op achttien en op zijn twintigste zal hij wel klaar zijn. Dat is nog jong, maar in België niet. Dat is hier enorm veranderd tijdens het voorbije decennium. In Frankrijk of Zuid-Amerika ben je jong tot je 23'. Hier is iemand van 23 al weg als hij een topper is."



Willy Reynders: "Vroeger moest je ter plaatse oordelen op één wedstrijd. Nu heb je een veel bredere basis."



Carlos Bacca, hier bij FC Sevilla, werd door Club Brugge zelfs gescout tijdens zijn uitgaansleven in Colombia.

Reynders: "Met die tip ga je achter je scherm zitten." Devroe: "De coach kan zo'n speler ook al eens bekijken, is het wel dat wat hij zoekt?" Reynders: "En omdat de database zo groot is, kan je ook teruggaan in de tijd. Vroeger moest je ter plaatse oordelen op één wedstrijd. In het beste geval, als het niet te ver was, op een paar. Nu heb je een veel bredere basis om op terug te vallen."

"De scout die zegt dat hij nooit mist, is een grote leugenaar." Werner Deraeve

Maar uiteraard zie je niet alles op de beelden. Deraeve: "Je kent hun karakter niet, en ook dat is van belang." Devroe: "Als het kan, moet je ook eens naar een training gaan. Foertert hij de hele tijd de jonge gasten uit, dan heb je in België een probleem." Mommens: "Ik zie in het weekend toch vaak nog steeds twee live-wedstrijden per dag. En op vrijdag en maandag een match. Voor **Carlos Bacca** ben ik vier keer naar Colombia geweest. Ik heb Bacca gezien voor de match, na de match, tijdens de opwarming. Gezien hoe hij op stap ging, met wie,... Ik heb dat allemaal gevolgd." *(lacht)*

En zelfs dan weet je nog niet hoe zo'n speler zich aanpast. Deraeve: "Dat is de frustratie van de scout. Je probeert hen over te brengen naar de club, waar je de coach, de mentaliteit en het voetbal kent, en toch kan het nog altijd verkeerd lopen. De scout die zegt dat hij nooit mist, is een grote leugenaar. Je 'product' is uiteindelijk een mens. En een mens verstopt vaak veel dingen. Wie iets wil kopen, moet proberen te weten te komen wat de ander niet wil zeggen. Dat is ook zo in de scouting, je probeert te zien wat de ander niet wil laten zien. Scouting is ook continu herbeginnen: als je vandaag iemand niet neemt, kiest die morgen voor een andere ploeg en moet je overmorgen weer een ander zoeken."

Cruciaal is overleg met de technische staf. Deraeve: "Met **Besnik** loopt dat goed, hij springt dikwijls binnen. Niet altijd voor een vaste vergadering, maar dan wordt er wat gepraat en krijg je veel return van hem." Ook in Brugge werd het overleg gestroomlijnd. Van Der Heyden: "De realiteit is dat je bij veel ploegen, ook bij ons tot voor een paar maanden, twee enti-

teiten hebt: enerzijds de scouting, anderzijds de technische staf. Bij de meeste club staat dat los van elkaar. De scouting heeft namen, de technische staf posities. Je bent als scout – en ik heb het meegemaakt – niet altijd zeker dat de staf de rapporten leest. **Michel Preud'homme** laat ons nu anders werken: ik ben de verbindingsman tussen technische staf en scouting. Ik geef een voorbeeld. **Ryan** is een goeie, jonge

doelman, het zou kunnen dat er voor hem een bod komt. Je moet dus voorbereid zijn en al naar een eventuele vervanger zoeken. De technische staf formuleert dan een aantal criteria waaraan die doelman moet voldoen. Daarmee ga ik naar de scouting, en dan kunnen zij gericht zoeken. Zij komen met namen terug en dan bespreken wij die intern. Op die manier vermijd je de komst van spelers van wie de technische staf achteraf zegt: daar kan ik weinig mee aanvangen. We hebben dat meegemaakt met **Enoch Adu**. We vonden dat allemaal een heel goeie speler en dat is ook een goeie. Maar we hadden die op dat moment niet mogen nemen, want die kwam hier aan en **Juan Carlos Garrido** zei direct: neen, dat is niet het type dat ik zoek voor die positie. Nu gaat ons dat niet meer gebeuren."

Van Der Heyden gaat verder: "Het is ook gevaarlijk om carte blanche te geven aan de trainer, want als die vertrekt, zit je met die spelers. Omgekeerd is ook gevaarlijk, een trainer moet wel met de aangebrachte spelers werken. Wij bewandelen de gulden middenweg. Bij veel clubs is dat anders. Of loopt alles via een 'huismakelaar'."

Deraeve: "Je als club afhankelijk maken van één groep, één fonds, één makelaar,... daar moet je zeker niet aan beginnen. Een groot deel van transfers en scouting is gebaseerd op vertrouwen. Je hebt makelaars die het vertrouwen genieten in een club, daar ga je makkelijker mee rond de tafel zitten. Je moet ze gebruiken, maar je mag je niet laten gebruiken. Dat is een dunne grens, dat weet ik. Soms doe je eens iets terug voor iemand die al goeie dingen voor jou heeft gedaan. Dat kan een keer, maar je mag er niet in overdrijven." ■



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Tema Estadio

FORO WYSCOUT CLUBES Y AGENTES SE DAN CITA EN EL ESTADIO DEL ARSENAL PARA PREPARARLO

Pistoletazo al mercado invernal en el Emirates

Conferencias sobre scouting y mercado y la posibilidad de conectar a los equipos con los representantes es lo que ofrece este evento considerado como la apertura de la ventana de fichajes que da comienzo con el año nuevo

ENRIQUE GARCÍA
SEVILLA

Los días 16 y 17 de diciembre se celebra en el Emirates Stadium de Londres, donde juega sus partidos el Arsenal, el 'Forum Wyscout', considerado en el mundo del fútbol el pistoletazo de salida del mercado invernal que comienza oficialmente con la llegada del año nuevo.

Clubes como el Sevilla se dan cita en este evento, "el más importante del mundo para hacer negociaciones entre clubes y agentes", según explica a ESTADIO Dalila Lorefice, encargada de las relaciones públicas de Wyscout a ESTADIO Deportivo.

Las cifras del evento, que se realiza en Londres desde hace tres campañas, son apabullantes. "En esta edición habrá más de 100 clubes y más de 100 agencias, por lo que se superarán los 300 agentes de fútbol".

La intención, según explica Lorefice no es otra que los clubes tengan la "oportunidad de ir preparando" el mercado invernal a tra-

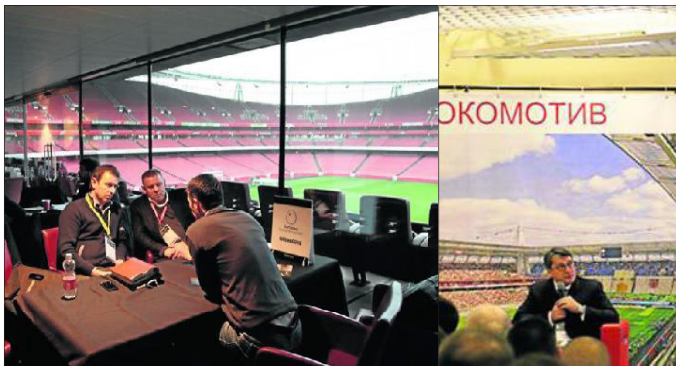
vés de citas previamente concertadas para conocer qué es lo que se mueve en el mercado futbolístico mundial.

Y es que, entre los clubes se hayan equipos del América del Sur y del Norte, Europa y Asia, incluidos los de las grandes ligas del Viejo Continente, que copan las solicitudes. De España, además del Sevilla estarán presentes en esta edición el Córdoba, el Elche, el Barcelona, Celta, Espanyol, Rayo y Las Palmas. "Los clubes que van a asistir, antes han podido preparar una agenda de citas y las tienen confirmadas antes del evento, así se prepara el mercado de enero", explican desde la empresa.

DALILA LOREFICE

Relaciones Públicas Wyscout

“Es el evento más importante del mundo para negociar entre agencias y clubes de fútbol”



El Emirates Stadium, donde juega el Arsenal, acogerá por cuarta vez el forum Wyscout previo a la apertura del mer-

LAS CLAVES

1 Más de 100 clubes y agencias se dan cita en el evento

2 Las citas están fijadas de antemano para agilizar trámites

3 Se prepara lo que ocurrirá en enero y se hace networking

4 Ocho equipos españoles acudirán a Londres para el foro

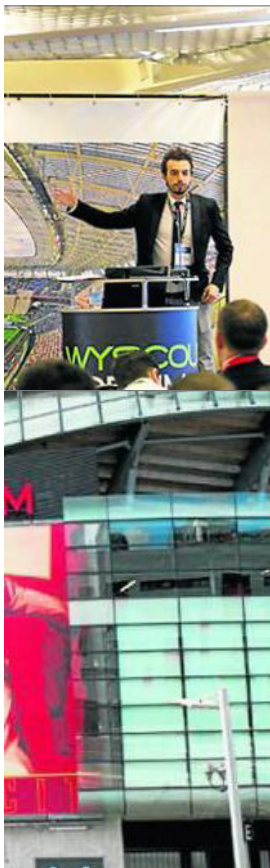
Tema Estadio

El evento en Londres se divide en dos jornadas. "En el primer día en el que habrá conferencias sobre temas de scouting y de mercado. La primera conferencia la ofrecerá Albert Valentín del Barcelona para hablar sobre el modelo para buscar talentos". Posteriormente tendrá lugar una mesa redonda sobre el tema de la copropiedad de futbolistas en clubes de fútbol, un tema que despierta controversia y sobre el que hablarán el director legal del Oporto, y un abogado del importante bufete Bichara e Motta de Brasil, país donde esta modalidad es habitual. Además, se tratarán más temas de scouting y de derechos de imagen en

el fútbol. El segundo día del evento "está dedicado a negociaciones cara a cara entre clubes y agentes de futbolistas".

El germen

Al ser citas previamente fijadas en estas negociaciones, los clubes se hacen una idea de lo que puede acontecer en el mercado invernal, que es cuando han de cristalizar las gestiones previas. Aunque no todo lo que surge en estos eventos acaba en operaciones concretas, siempre es una ocasión para hacer 'networking' y mucho de lo que se cueza posteriormente en enero tendrá su germen en el Emirates.



cado invernal.

CLUBES PARTICIPANTES

A. de Coimbra	Leyton Orient
Anderslecht	Lille
Arsenal	Liverpool
Aston Villa	Manchester City
At. de Portugal	O. Marsella
Barcelona	Middlesbrough FC
Barnsley	Morza
Bayer Leverkusen	MKS Cracovia SSA
Beijing Glory	Newcastle
Besiktas	Notts County
Birmingham City	NK Domzale
Blackburn	Ojo Nice
Bronby	Omonia Nicosia
Bolton Wanderers	Ostersunds FK
Bournemouth	QPR
Brentford FC	Pogon Szczecin
Brighton	Puskás Akademia
Bristol Itc	Parma
Burnley	PAOK
Celta de Vigo	RSD Alcalá
Celtic Glasgow	RIS Widzew
CFR Cluj	Rayo Vallecano
Charlton	Rotherham
Club Brugge	Ross County
Córdoba CF	Sampdoria
Crystal Palace	St. Mirren
Dinamo Tbilisi	Sevilla
Dover Athletic	Sheffield W.
Elche	Slon
Espanyol	Skoda Xanthi
Estoril-Praila	Sporting Braga
Locomotive Tbilisi	Southampton
FC Lugano SA	Stade Rennais
Oporto	Standard Lieja
Ferencváros	Stavanger
Flamengo	Stoke City
Fulham	Sunderland
Fulham	Ternana
Galatasaray	Troyes
Gedze SK	UD Las Palmas
Grasshopper	UD Leiria
Greuther Firth	Union Berlin
Hajduk Split	Vic Football Club
Hamilton	Vancouver
Academical FC	Vidoton
Hellas Verona	Watford
Hibernian	West Bromwich
Huddersfield	West Ham United
Krasnodar	Wolverhampton
Lech Poznan	Slask Wroclaw
Leeds	Juventus
Leicester City	Zestafoni

LA HERRAMIENTA QUE UTILIZAN LOS CLUBES PARA FICHAR



Wyscout es una herramienta multiplataforma que utilizan casi todos los clubes de Primera división.

¿Qué es Wyscout?

Los foros que organiza Wyscout son un añadido a la herramienta principal que comercializa esta empresa. "La plataforma Wyscout es la base de datos más grande de partidos, datos y estadísticas. Sirve para análisis, scouting y traspasos. Además, es una herramienta muy útil para hacer networking", explica Dalila Loreface, quien confirma que "es la herramienta de este tipo más usada del mundo, con más de 400 clubes y de 400 agencias de todo el

mundo, además de 32 federaciones de fútbol".

La herramienta se utiliza de tres formas diferentes. Los entrenadores pueden utilizarla para analizar rivales a través del visionado de partidos. Los 'scouters' tienen la posibilidad de descubrir y analizar nuevos talentos. Y los directores deportivos pueden encontrar los contactos que buscan para jugadores que interesan. "En la plataforma se tiene acceso a 220.000 jugadores en el mundo. Los clubes

pueden publicar las demarcaciones que desean reforzar y también hay acceso a los contratos de los jugadores, años de fin de contrato, cláusulas", explican desde Wyscout.

En España, son 16 de los 20 equipos de Primera los que utilizan esta herramienta, mientras que en Segunda hay otros diez, incluido el Betis, que también tienen acceso. Incluso en divisiones inferiores hay más equipos que utilizan de una u otra forma Wyscout.

220.000

Jugadores en la base de datos de la herramienta, la más grande.

400

Clubes están abonados a la herramienta para múltiples usos.

450

Agencias comparten sus datos de contacto

Wyscout, l'idea (italiana) che ha cambiato il mondo del calcio

21/03/2014, Panorama

original source : <http://www.panorama.it/sport/calcio/wyscout-italia-chiavari-mercato-calciomercato/>



Tutto era iniziato quasi per gioco, montare i video delle partite per raccogliere statistiche. Ora l'azienda ligure è strumento indispensabile per tutti i professionisti del calcio

Nel 2004 due giovani ragazzi appassionati di calcio consegnano all'allora allenatore del Genoa Serse Cosmi una busta chiusa contenente una lettera e un dvd. All'interno c'è il montaggio video dell'ultima partita del grifone con gli spezzoni che analizzano le principali azioni della partita. Tutti i calci d'angolo, tutti i tiri in porta, le posizioni, i passaggi riusciti e sbagliati. L'idea è semplice ma geniale: fornire all'allenatore materiale video per analizzare i match nel dettaglio e parlare degli errori con i propri giocatori.

"Quando giocavo a calcio il mio allenatore ci faceva vedere i vhs con le azioni dei grandi campioni a cui ispirarci. Con le cassette era però complesso, l'arrivo del dvd ci ha consigliato l'idea: perché non fornire ai tecnici materiale video montato in modo da vedere

nel dettaglio le azioni salienti di un match?”. A parlare è Matteo Campodonico, uno degli inventori di Wyscout un progetto iniziato da un’idea su dvd e diventato un’azienda con oltre cento dipendenti oltre che lo strumento di lavoro principale per allenatori, direttori sportivi e giocatori. Dopo il primo dvd dato a Cosmi la crescita del progetto è stata esponenziale e gli ideatori hanno subito previsto il margine di crescita: perché fermarsi ad un montaggio video delle partite quando si può creare un database capace di unire i replay delle azioni alle statistiche dei giocatori di tutto il mondo?

“Inizialmente siamo stati noi a proporci alle società. Volevamo fornire uno strumento per preparare i match ma fin dai primi appuntamenti con i direttori sportivi abbiamo notato che le loro scrivanie erano piene di dvd con azioni e highlights di giovani talenti o presunti tali provenienti da ogni parte del mondo. Il resto è venuto da sé, abbiamo iniziato a catalogare azioni e statistiche di giocatori in ogni angolo del globo seguendo le partite in tv e archiviandole. In poco tempo ci siamo ritrovati con un database capace di offrire ogni tipo di informazione su qualsiasi calciatore professionista”.

Wyscout spicca così il volo diventando un archivio capace di fornire ai professionisti dati e informazioni. Le società che siglano partnership con Wyscout partono dall’Italia ma in pochi mesi si estendono a tutta Europa prima e a tutto il mondo poi. L’azienda si espande a macchia d’olio e i quattro protagonisti iniziali oggi sono affiancati da altri cento colleghi di lavoro. Una sede a Chiavari, in Liguria, una a Sofia in Bulgaria e una in apertura a Dakar in Senegal. Grazie a Wyscout tante trattative sono andate a buon fine: “mi piace ricordare quella che portò il peruviano Guerrero al Corinthians. In Brasile erano scettici ma fui lui a regalare il mondiale per club alla sua nuova squadra segnando in finale al Chelsea. I dirigenti dissero che il merito del suo arrivo era di Wyscout e da quel momento il nostro lavoro in Sudamerica si è quintuplicato”.

Il futuro di Wyscout è ora inarrestabile. E’ stata lanciata l’applicazione Wyscout players, dedicata ai calciatori professionisti, che permette di vedere statistiche e impegni in calendario andando a spiare anche le ultime giocate degli avversari diretti. “Prendiamo d’esempio Ibrahimovic, la prossima partita gioca con il Lorient. La nostra applicazione può fargli vedere chi lo marcherà guardando anche i video degli stacchi di testa del suo marcatore, il tipo di gioco, le statistiche su interventi e falli. Wyscout players è ormai usato dal 70% dei calciatori della serie A”.

Un successo tutto italiano che premia l’idea di giovani ambiziosi, ragazzi che a sogno realizzato ci tengono a ringraziare i primi sostenitori. “In particolare Claudio Onofri che agli inizi ci ha spiegato come montare le azioni principali, a cosa portare maggiore attenzione e a come ragionano gli allenatori”. Oggi Wyscout è un mezzo di lavoro indispensabile per tante società nel mondo e già si preparano novità che cambieranno ulteriormente il modo di fare calcio e mercato. “Inseriremo i contatti di agenti e società per favorire le trattative tra i club di paesi diversi”. Idee su idee, l’inarrestabile flusso non si ferma e punta sempre più in alto. Una storia di eccellenza italiana che dà lezioni di intuito e coraggio e insegna a non smettere mai di credere nei propri sogni.

Behind the scenes with football's transfer-makers

By Jonathan Fadugba, 17/01/2014, FourFourTwo

original source : <http://www.fourfourtwo.com/features/behind-scenes-footballs-transfer-makers>



Franco Puppo is struggling. Dressed in an open-necked white shirt, the top two buttons undone to allow his broad neck the room to breathe, he stands facing a Macbook placed delicately on a podium epitomising modernity: two sleek, steel shafts supporting a slate black plinth. He looks flustered, the minimalist stand a stark contrast to his rugged beard and bulky streetfighter's frame. In the plush, decorated surroundings of the Emirates Stadium, he puffs out his cheeks, pauses for a moment and continues to plough through his presentation. But he's struggling.

As hard as he tries to make himself heard, Puppo, the CTO of Wyscout, is fighting a losing battle. Against him, a constant and growing background chatter envelopes the room, a rising murmur of glad-handing and whispering, of hand-shakes and "Let's do lunch"es rising to a steady crescendo – the hustle and bustle of 115 football club representatives, player agents and scouts drowning out his lecture.

Those in attendance have travelled from all over the world – from Bolivia to Belgium – to

this small corner of North London in December. They're here with colleagues to meet, deadlines to make and business to do. They're here for action. And they're eager to get started.

FourFourTwo is here too. Twice a year, the transfer window is a period in which the football industry bursts into maniacal life. The papers love it because salacious transfer gossip is good for business, rumour and hearsay churned out (often baselessly) to accrue web gold – hits. The so-called ITKs love it, for nothing swells a Twitter account quite like an unlikely but just about plausible transfer rumour.

And let's face it – we, the fans, love it too. For as much as we know that it's probably unlikely that our sister's boyfriend's uncle's mother's dog's husband spotted Lionel Messi at the training ground, we're all dreamers deep down. We want to believe.

But what is this time of the year like for those who actually work in the business of making the big deals happen? As the Wyscout Forum came to London, FFT got down there for a peek at what is often seen as the murky world of player scouting and transfer networking. And as we discovered, it's becoming all a bit, well, professional.

How Wyscout works

Dubbed 'the speed-dating of football', Wyscout is a bold attempt to drag the whole scouting and player recruitment process into the 21st century. Founded in 2004 by Matteo Campodonico and Simone Falzetti in Chiavari, a town on the Italian Riviera in the province of Genoa, it started originally as little more than a hobby.

"We started with this idea to help clubs in scouting," explains Campodonico, "because before Wyscout there were hundreds and hundreds of unusual deals. Clubs used to buy players by just watching a DVD with the highlights of the player. We know that some clubs even bought players without watching them. Crazy huh? But it happens." FFT almost blurts out "Ali Dia", but thinks better of it.

Campodonico began by collating video footage and uploading it to a website. Gradually he attracted interest in Italy. Genoa became the first professional club to join Wyscout and since then the company has grown enormously.

Today Wyscout has 450 pro clubs, 250 player agencies and 25 national teams as customers, with 900 games analysed per week and 60,000 full matches archived, from full internationals to reserve games played out to one man and a dog. Thousands of players from around the globe have had their performances sliced and diced so that Wyscout members can watch clip-reels of specific match actions, be that crosses from the right wing or failed interceptions. It's a hugely detailed platform, on which FFT has lost hours researching little-known players mentioned in despatches.

The Forums, held around the world, provide an opportunity for networking. And with the January transfer window firmly in everyone's minds, a heightened sense of urgency fills the air.

For those involved in making sure the deals happen, January can be a stressful time: an enormous public deadline to complete what can be months of work. We see the finished product – a freshly-signed player in the traditional “PSG” pose (Pitch, Shirt, Grin) – but what we don’t see is the work involved to reach that moment.

“We’re busy all the time!” Gary Gill, Middlesbrough’s Head of European Recruitment, tells FFT over a quick cup of tea and a custard cream or two. “We do all our work right the way through the year, but it does become more hectic during this period, if you like.

“You feel it more at this time I guess because obviously everybody’s working on this next month, certainly from agents. Going into a window you’ll suddenly receive more phone calls because people want to move their footballers out or they want to introduce their footballers to a new club.”

“We have to be cute”

It’s a view shared by Rob Newman, International Senior Scouting and Recruitment Manager at Manchester City. “It’s difficult sometimes because basically we’re seen as a big club and one with a lot of money.

“So we’ve become a magnet now for every agent and every club that’s struggling for money. The way we work now, we have to be cute, we have to be smart, but we’ve learnt how to do that.”

Looking neatly dressed and ready for action, fresh-faced Hungarian player’s agent Norbert Varga offers further insight. One of Hungary’s youngest agents, Varga has just arrived in London via Brazil, having completed the transfer of a Hungarian goalkeeper to Fluminense.

“I thought this was the dream life,” he says enthusiastically, “but in reality, yeah, sometimes you work 24 hours, 48 hours, you don’t sleep. The toughest part is waiting: I don’t like to wait and there’s a time difference – sometimes it’s three hours or six hours. This deal to Fluminense took six months.”

Before you start feeling too sorry for the life of a downtrodden agent, however, there are perks. “On the other hand, yeah, you come to London, you go to Brazil, you meet some nice people,” says Varga. A cheeky smile broadens across his youthful face. “Nice women too, so that’s important! And of course, you can watch football games for free. That’s the best.” Wyscout’s role in digitising the world of football scouting is two-fold. The online platform allows easy access to player data and video, while the forums provide useful networking and deal negotiating time. In that sense, it’s football’s YouTube, LinkedIn and Match.com all rolled into one.

“Wyscout is good for us because we get to meet people that we’ve seen every year and built up relationships with,” says Newman, who is wholesome in his praise for the organisation instilled by ex-Barcelona man turned City director of football Txiki Begiristain, and adamant they won’t be doing any business in January. “I was just chatting with a Spanish agent I’ve known for about four or five years. They’re good friends.



“We also get to meet new agents here as well,” says Newman, who played a major part in David Silva’s transfer to the Etihad back in 2010, amongst others. “Polish agents, Scandinavian agents, wherever. If we’re ever over there we might say ‘Oh, I’ve got his card and I’m down his way.’ I can phone them up and say ‘I’m going to this game, do you want to come? Pick us up from the airport we’ll go for lunch.’ All of a sudden a new relationship is born.”

Middlesbrough’s Gill agrees. “Scouts, agents, clubs – it’s all under one roof, so it’s a useful one for us to come down to and socialise, or network if that’s the word you would want to use. And hopefully get some bits of information that we can use too. It also makes it easier to do your homework ahead of any potential travels, especially in Europe.”

Heard about that Brazilian kid?

In a sense the ‘football speed dating’ tagline rings true. For two days, this part of Emirates stadium resembles something like a downtown wine bar, the one exception being that the lonely hearts are all famous sporting entities.

Is that Bayer Leverkusen laughing and joking gleefully with Liverpool? What’s CSKA Sofia doing buying Ipswich Town a coffee? Notts County and Brøndby would make a lovely couple... You wonder if even the most innocent of flirting will lead to the two clubs finding a quiet room to get down and seal the deal.



In our day behind the veil FFT hears many whispers, notably about a Brazilian youth international recently the subject of a £9million bid from a “top six Premier League club,” although we’re sworn to secrecy.

Another unnamed Prem recruitment head honcho, spotting FFT’s press badge, opts for the default line: Deny all knowledge. “We do all our business way before January. But don’t print that!” he shouts across the room, as silver-haired men in sharp suits shuffle by, discussing their latest trips to Zurich or Abu Dhabi with furrowed brows.

As scouting departments in England become larger, more sophisticated, increasingly specialised and – importantly – more independent and less reliant on the whims of a manager who might only remain in charge a matter of months, there’s a permanent place in football’s ecosystem for digitised scouting platforms. The huge list of attending clubs also supports that view, though it is interesting to see Stevenage Borough represented but not Manchester United, one of three Premier League clubs conspicuous by their absence (along with Everton and Hull).

For Wyscout, future plans include client pages with the ability to upload PDFs of registered agents’ licences, a la carte independent scouting assessments, mobile phone apps and much more. “We could become the Standard & Poor’s of football,” says Campodonico as he discusses eventual plans to outsource player valuations.

We may never see the likes of Ali Dia again.

WyScout – pelaajascouttauksen mullistuminen

05/12/2014, Urheilujournalismia Nyt

original source : <http://flopptauulu.net/2014/12/05/wy scout-pelaajascouttauksen-mullistuminen/>



Pelaajascouttaus ja tarkkailu on yksi tärkeimpiä asioita jalkapalloseurojen tulevaisuuden rakentamisessa. Vuonna 2004 sitä helpottamaan luotiin WyScout -pelaajatarkkailujärjestelmä. Nyt se on tekemässä todellista läpimurtoaan myös Suomeen.

Tämä Italiassa luotu ”sovellus” helpottaa jalkapallopelaajien scouttausta. Järjestelmä on suurin jalkapallomarkkinoilta löytyvä ”videotietopankki”. Sieltä voi etsiä tietyn haluamansa pelaajan suorituksia kentällä maaleista aina hyviin puolustussuorituksiin. Järjestelmä pitää sisällään myös kattavat tilastot pelaajan tilastoista ja kentällä tekemistä asioista, kuten juoksumääristä ja virhesyötöistä ja millä minuuteilla nämä kyseiset onnistumiset ja virheet yleensä pelaajan kohdalla tapahtuvat.

Italialainen WyScoutin myyntipäällikkö Davide Vaccarezza vieraili Suomessa Twentyfour Management Oy:n avustuksella kertomassa järjestelmästä. Italialaiskomistus pitääkin suomalaista agenttifirmaa suurena syynä hänen saapumiseensa Suomeen.

– He ovat olleet meidän asiakkaitamme jo pitkään. He (Twentyfour Management Oy) pyysivät meitä tulemaan markkinoimaan tätä tuotetta, koska he näkivät, että siitä voisi olla hyötyä suomalaisille pelaajille ja seuroille, etenkin Veikkausliiga-joukkueille, jotka eivät vielä tiedä meistä. Suomi oli markkinointialueena ennestään tuttu, sillä HJK ja FC Inter ovat jo meidän asiakkaitamme.

Inter ja HJK ovat siis suomalaisista seuroista selkeästi edelläkäviviä.

WyScout on esimerkiksi Englannissa todella laajaassa käytössä. Jokainen Valioliigajoukko on WyScoutin asiakas ja tuon saman käyttötason Suomeen tuonti on Vaccarezan yksi päätavoitteista.

– Meillä on samat video-oikeudet ja materiaali molemmissa. Ero on, että Valioliigassa kaikki seurat ovat jo meidän asiakkaitamme, joten yritämme täyttää heidän tarpeensa täydellisesti. Tänne tulon tavoitteena on saada muutkin suomalaiset seurat kiinnostumaan, jotta voimme antaa samat palvelut myös Veikkausliiga -joukkueiden käyttöön.

-Make sense? hän naurahtaa.

Järjestelmä pitää sisällään tiedot 80 maasta, yli 220.000 pelaajasta ja yli 400 seurajoukkueesta. Maailmalla järjestelmää käyttävät monet suurseurat, kuten Real Madrid ja Manchester United.

– Isot seurat pystyvät hyödyntämään koko systeemin potentiaalin. Heillä on järjestelmässä enemmän käyttötilejä (15-20), jotta kaikki heidän scouttinsa pystyvät käyttämään sitä ja jakamaan tietonsa scouttien toiminnasta vastaavalle henkilölle.

Vaikka järjestelmään tulee järkyttävän suuri määrä valmiiksi analysoitua dataa, videoita ja muuta informaatioa, myös seuroilla itsellään on mahdollisuus tuottaa aineistoa järjestelmään. Seurat voivat tuottaa esimerkiksi koosteita jonkun tietyn pelaajan parhaista syötöistä muutaman viime kauden ajalta. Loputtomasti otteluita ei kuitenkaan koosteisiin riitä.

– Järjestelmän ensimmäiset videotiedot alkavat vuodesta 2008. Jätämme kuitenkin videot näkyviin vain kahden viime vuoden ajalta, sillä kolme vuotta vanhat videot antavat väärää tietoa ja niiden perusteella pelaajia arvioitaisiin väärin.

Vaikka järjestelmä on laaja ja laadukas ei sen hinta vie pienintäkään seuraa konkurssin partaalle. Paras, kaiken mahdollisen kattava paketti, Top maksaa seuralle 790€/kk ja tästä hinnat tippuvat alaspäin. Järjestelmän käyttö hinnat on jaoteltu erikseen eri tahoille. Seuran täytyy siis ostaa järjestelmä omaan käyttöönsä.

WyScoutia on tehty ja kehitetty yli 10 vuoden ajan. Joka ainut päivä vähintään yksi seura ottaa yhteyttä ilmaistakseen halunsa liittyä mukaan tähän globaaliin jalkapalloscouttauksen mullistavaan verkkopalveluun.

Erinomainen myyntimies Davide Vaccarezza taitaa myös tuotekehittelyn ja asiakastyytyäisyyden salat. Hän painottaa että nimenomaan kehittyminen on yleisellä tasolla heidän pääprioriteettinsa.

– Kukaan ei ole täydellinen. Parasta on, että kasvamme ja kehitymme kuuntelemalla asiakkaiden kehitysehdotuksia. Meidän vanhimmat asiakkaat antavat hyvää palautetta ja kehitysehdotuksia, joiden avulla pystymme kehittymään ja laajentumaan kokoajan.

Grêmio aposta em 'peneira digital' e preza por fatia majoritária de reforços

By Hector Werlang , 21/06/2013, Globoesporte

original source : <http://globoesporte.globo.com/futebol/times/gremio/noticia/2013/06/gremio-aposta-em-peneira-digital-e-preza-por-fatia-majoritaria-de-reforcos.html>

Com ajuda de software, direção põe em prática plano de busca jovens jogadores tendo, ao menos, 60% dos direitos. Ideia é ter cara nova em 2014



Ideia no papel, promessa de campanha e... realidade. Seis meses após tomar posse, a gestão do presidente Fábio Koff conseguiu mudar - o que define como - a política de reforços do Grêmio. A obsessão por identificar jovens talentos obedece duas premissas: tem de passar por uma espécie de 'peneira digital' e só será oficializada como contratação se o clube assegurar, ao menos, 60% dos direitos econômicos do jogador alvo de interesse. Foi assim que 39 vieram para as categorias de base e 13, ao profissional. Será assim que o time de 2014 terá outra cara.

Costa, o responsável por comandar este processo. Mas não o faz sozinho. Há o assessor de futebol, Marcos Chitolina, e toda a equipe da Central de Dados Digitais, o setor que compila as informações. Não há nenhuma revolução, conforme atesta o dirigente, mas o processo está modificado.

- Não inventamos a roda até porque o clube tinha outras ferramentas usadas no passado. Mas, agora, temos acesso a informações de todas as ligas do mundo, de todos os jogadores. Podemos conferir se o que nos foi dito é verdade. O Grêmio tem e vai voltar a

ser protagonista em identificar e revelar novos talentos. Tendo a maioria nos direitos – resume Rui Costa, consultando o aplicativo do Wyscout no seu tablet.

Foi assim que os negócios recentes de Maxi Rodríguez e Riveros foram concretizados. Rui e a equipe tricolor assistiram a dez jogos do uruguaio e a cinco do paraguaio pelo programa, afinal, os campeonatos uruguaio e turco, respectivamente, não têm transmissão no Brasil. O primeiro foi comprado e o segundo, acertou após rescindir. Ambos vieram com mais de 60% dos direitos econômicos vinculados ao Tricolor. Algo que não aconteceu na venda de Fernando ao Shakhtar Donetsk, que rendeu 40% (R\$ 14 milhões) dos R\$ 36 milhões desembolsados pelos ucranianos.

- A diretriz é ter, ao menos, 60% dos direitos econômicos do jogador. Em casos especiais, podemos reduzir para 50%. É a maneira de termos mais poder de decisão (em eventuais negociações). E de aumentar o patrimônio do clube – completa Rui Costa.

Outra mudança proposta é tentar trazer jogadores com passaporte comunitário europeu, o que valoriza o valor em eventual venda e facilita a realocação em caso de dispensa. Não à toa, há parcerias com clubes da Argentina, Paraguai, Chile, Suécia, Japão, Alemanha e Estados Unidos.

Com tudo isso, a ideia é ter no grupo principal sete atletas deste processo. É esperar para ver.



Globalny skauting na ekranie komputera? Real, manchester i bayern już powiedziały “tak”

01/05/2014, Transfery

original source : <http://globoesporte.globo.com/futebol/times/gremio/noticia/2013/06/gremio-aposta-em-peneira-digital-e-preza-por-fatia-majoritaria-de-reforcos.html>

Weź wyszukiwarkę z Football Managera, dopracuj ją do granic możliwości i sprzedaj największym klubom świata. Z takiego założenia wyszli twórcy WyScout - narzędzia, które na naszych oczach rewolucjonizuje rynek transferów piłkarskich.

16. grudnia 2012 roku, Yokohama. Bramka zdobyta głową przez Peruwianczyka Paulo Guerrero daje Corinthians klubowe mistrzostwo świata. Napastnik zostaje w swoim kraju bohaterem, kontrakty reklamowe zaczynają wlatywać drzwiami i oknami, wśród nich choćby propozycja promocji kraju poza jego granicami z peruwiańskiego Ministerstwa Turystyki. “Guerreromania”.

Pół roku wcześniej ktoś na Arena Corinthians w São Paulo odpala komputer, a na nim stworzony dobrych kilka lat wcześniej w Genui program WyScout. Siedzi, czyta, sprawdza, analizuje i podejmuje decyzję. Do Corinthians trafia Peruwianczyk, grający dotąd w Hamburgu. Właśnie Guerrero.

Od tamtego czasu WyScout stał się jednym z najbardziej zaawansowanych narzędzi skautingowych na świecie. Korzysta z niego Bayern Monachium, Manchester United, Real Madryt, Palermo czy Fenerbahce. Jak twierdzi Davide Vaccarezza, dyrektor sprzedaży w Wielkiej Brytanii, z programu korzysta obecnie 70 klubów w Anglii. Ostatnim głośnym transferem, który rozpoczął się na pulpicie WyScout, jest wypożyczenie Facundo Ferreyry z Szachtara Donieck do Newcastle United.

Interfejs programu jest banalnie prosty. Większości będzie się on kojarzył z ekranem wyszukiwania zaawansowanego w Football Managerze. Rozwiniętego do granic możliwości we wszystkich kierunkach. Co weekend do bazy trafia około tysiąca przeanalizowanych spotkań, w archiwum znajduje się 60 tysięcy gier, a baza zawodników liczy 220 tysięcy nazwisk. Możemy więc zobaczyć wszystkie interwencje danego gracza, ilość celnych i niecelnych strzałów w danych przedziałach czasowych, oczywiście wszystko opatrzone filmikiem z konkretnego meczu.

Łatwiej od wymienienia wszystkich funkcji programu, będzie wypunktowanie tego, czego nie umie. Na pewno nie zastąpi kontaktu bezpośredniego z zawodnikiem. Nie opowie zbyt wiele o jego pozaboiskowej mentalności, o charakterze, o tym, jaką posiada zdolność adaptacji. Ale w kwestii oceny boiskowych poczynąń, nie ma sobie równych.

- Chcemy porównać zawodników z Brazylii i Chorwacji, więc wchodzimy w WyScout,

wybijamy interesujące nas parametry i już. Albo na przykład przeszkautować Ciro Immobile, który ostatnio trafił do Borussia Dortmund. Wybieramy zawodnika i klikamy "goals". Zobaczmy filmiki z wszystkimi bramkami Włocha, zostanie on też specjalnie wyróżniony na wideo, by można było ocenić jego ustawienie i zaangażowanie w akcję - mówił w materiale SkySport24 Matteo Campodónico, prezes WyScout (cały materiał można zobaczyć pod tekstem).

- Narzędzie wciąż się rozwija, ale za moment będzie to najszybsza i najtańsza droga dostępu do zawodników, których obserwacje kosztowałyby kilkanaście razy więcej, niż abonament w WyScout - zachwala Vaccarezza. - Ostatnio na przykład podpisaliśmy umowę z islandzkim związkiem piłkarskim, na mocy której do naszej bazy będą trafiać nagrania z meczów rozgrywanych na terenie tego kraju. Islandczycy mają świadomość, że ich piłkarze stają się coraz popularniejsi, więc dlaczego tego nie wykorzystać i nie otworzyć swojej ligi dla klubów zagranicznych. My im to umożliwiamy.

- Oferujemy też na przykład ogromny zasób statystyk, wideo i analiz z lig chińskiej, arabskiej czy katarskiej. Wysłanie tam ludzi z niewielką wiedzą o tym, czy i kogo obserwować, to ogromne koszty. Gdy jednak wcześniej przez WyScout zauważymy interesującego zawodnika, wszystko staje się tańsze i łatwiejsze - dodaje.

Jak kształtują się ceny? Najtańsza wersja, a więc wersja Light, kosztuje klub 250 euro miesięcznie, jednak najdokładniejsza i zawierająca wszystkie opcje, jakie oferuje WyScout wersja Top, to wydatek rzędu 3900 euro za miesiąc. Niewiele, jeśli rentowność transferu, którego załączki leżą w WyScout, okaże się podobna do tej Guerrero. Który nie tylko dał Corinthians mistrzostwo świata, ale też w 51 meczach dla zespołu z São Paulo miał swój udział przy 29 bramkach.

Juventus, 3 motivi per scegliere Dennis Praet

By Mattia Fontana, 13/01/2015, Eurosport

original source : <https://it.eurosport.yahoo.com/blog/euroscout-it/juventus-3-motivi-per-scegliere-dennis-praet-111518431.html>



La Juventus ha cercato Wesley Sneijder, poi ha virato su Henrikh Mkhitaryan. L'obiettivo della dirigenza bianconera resta lo stesso: trovare un trequartista di spessore internazionale per impreziosire il 4-3-1-2 di Massimiliano Allegri. In entrambi i casi, si tratterebbe di un giocatore non utilizzabile nell'attuale Champions League (sia l'olandese che l'armeno sono già scesi in campo con le attuali squadre), ma di elementi di classe e livello. Peccato che le operazioni in questione siano tutt'altro che semplici. Perché, allora, non puntare diretti a un terzo nome? Vi proponiamo quello di Dennis Praet, talento dell'Anderlecht già presente da tempo sul taccuino da Beppe Marotta. Con l'aiuto della piattaforma di Wyscout, cerchiamo di capire perché forse avrebbe più senso puntare su di lui rispetto a Sneijder e Mkhitaryan.

1 – L'INESPERIENZA E' UNA SCUSA – Praet ha soltanto vent'anni, ma ha già all'attivo 17 presenze in Champions League (tra cui le 6 condite da un gol di questa stagione), 75 nel campionato belga ed è entrato nel giro della nazionale. La concorrenza è fitta, però il ragazzo ha dimostrato di avere talento e classe, crescendo costantemente nell'arco delle ultime tre stagioni. La sensazione, corroborata adeguatamente dall'ultima campagna europea, è che sia sul punto di esplodere. E, dunque, sarebbe bene non pensare alla sua relativa inesperienza, quanto alla possibilità di assicurarsi il trequartista del futuro per massimo 10 milioni di euro.

2 – SA FARE TUTTO – Se vale la pena di rischiare, è anche per la differenza puramente qualitativa tra Praet e gli altri due giocatori in questione. Che hanno più esperienza e sono due colpi sicuri, ma rischiano di perdere il duello in prospettiva con Praet. Perché il belga rappresenta il prototipo del trequartista moderno. È destro, però sa giocare (e soprattutto tirare) con entrambi i piedi. È abile nello stretto, ma ciò che di lui colpisce è la capacità di partire negli spazi (in velocità) controllando il pallone sempre con grande classe. Vede bene il gioco e svaria su tutto il fronte d'attacco, partendo principalmente da sinistra. Non è questo il trequartista che vorrebbe Allegri?

3 – I SUOI NUMERI STANNO ESPLODENDO – Come ci ricorda Wyscout, Praet è quarto per occasioni create, passaggi filtranti, contropiede creati e contrasti vinti nell'intero campionato belga. È sesto per assist e cross completati, ma anche ottavo per accelerazioni e undicesimo per passaggi smarcanti. Non basta? Allora vi diciamo che in stagione ha segnato 7 gol regalando 9 assist in 2264' complessivi spesi in campo con l'Anderlecht (26 presenze tra tutte le competizioni). Sneijder e Mkhitarjan hanno dalla loro il "curriculum vitae", Praet ha dalla sua la sensazione di essere sul punto di esplodere. Forse l'elemento più interessante per la Juventus e anche per il calcio italiano, quanto mai bisognoso di stranieri di prospettiva e non soltanto dal passato illustre. Se l'arrivo di Xherdan Shaqiri all'Inter ne è stato l'esempio, quello di Praet alla Vecchia Signora potrebbe essere una splendida risposta.

Qatar Stars League, Wyscout Football in software agreement

11/09/2014, Doha Press



DOHA: The Qatar Stars League (QSL) put pen to paper with Wyscout – the league’s official video player scouting and player data software service providers.

The agreement was signed by Wyscout’s founder and CEO Matteo Campodonico and QSL’s Ahmed Al-Harmi, the Chief of Competition and Football Development along with Miguel Heitor -Football Development Supervisor.

The agreement between the League and the Italian based football software company will see all clubs gain access to this state-of-the art database that currently covers over 50 countries worldwide with over 200,000 players.

Al Harmi said that he was proud to bring on-board such a powerful tool from one of the biggest football companies in the world. He stressed that this agreement would enrich and enhance the league in a myriad of ways.

“It’s one of the biggest companies in the world for finding new talents and recruiting players. The software means that any QSL club can log in and see current players from around the world. This agreement will directly help the clubs and we encourage them to use it to recruit new signings, Wyscout has a comprehensive database and the power of the soft-

ware is quite impressive.”

He added: “In addition there are a lot of other useful features that the clubs will be able to utilize to their advantage, such as medical files, transfer news and the price of players. I should also mention that there will be three workshops to help explain the system to our clubs. The first workshop will start on the 15th of September at 10am in the Four Seasons Hotel. This is just the first phase of the project. The second phase will be to help promote our players here and abroad, we will be very happy to see this happen.”

Al Harmi said: “We started initially to improve the level of football and in the future I think you will see the positive benefits for our clubs.”

Campodonico the CEO of Wyscout said: “When I was young, I had a coach who used video footage to improve my football playing ability. This simple concept had a positive affect and I can still remember exactly the advice he gave me because he showed me in a visual way. It was simple but effective.”

Campodonico spoke about how technology can improve the level of football and that this agreement would be the beginning of what he hoped would be a long and fruitful relationship.

“In football the level can change from year to year. The software allows clubs not only to buy top players but create a truly competitive league, not just to improve the level of one or two clubs. This software package will be available to all 14 QSL clubs and create a fair environment for all.”

Così Wyscout cambia il mercato

Tuttosport

CALCIO E COMPUTER

Così Wyscout cambia il mercato

Da Chiavari alla conquista del mondo: l'azienda ha fatto dell'analisi delle partite un mezzo rivoluzionario per scoprire talenti e chiudere affari

GUIDO VACIAGO

A Chiavari non c'è solo l'Entella. Anzi, nonostante il miracolo della squadra di Prina sia l'orgoglio della piccola cittadina, c'è chi con il pallone ha fatto qualcosa di più grande. Si tratta di Wyscout, la società che ieri ha festeggiato i dieci anni di attività e che in questo lasso di tempo ha conquistato il mondo con un'idea. L'analisi delle partite al computer.

In principio fu Serse

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Insomma, le scrivanie dei ds sembravano delle videoteche e l'impressione, a volte, era di assistere a delle fiction. «L'idea di iniziare a scomporre l'analisi delle partite giocatore per giocatore, fornendo ai dirigenti uno strumento per verificare in tempo reale la bontà o le caratteristiche di un certo elemento, è nata in quell'istante. E il successo è stato del tutto imprevisto, perché non pensavamo che in tutta Eu-



Una schermata di Wyscout: statistiche e video



La scheda Wyscout di Tavec completa di filmati

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LO STAFF BIANCONERO

E' una delle armi di Allegri «Studio i rivali in diretta»

TORINO. Wyscout non ha cambiato soltanto il modo di fare il mercato: dunque nell'approccio al lavoro da parte di procuratori e direttori sportivi. Ha anzi avuto una influenza parimenti importante anche nel modo di preparare le partite, risultando un prezioso strumento a disposizione degli allenatori e del loro staff di osservatori e analisti di tattica. Proprio pochi giorni fa - ospiti di un incontro sull'utilizzo della tecnologia nel mondo del calcio organizzato a Pisa nell'ambito dell'Internet Festival - sottolineavano questo aspetto il tecnico Massimiliano Allegri e il suo collaboratore Aldo Bolcetti, già responsabile dell'area tecnico-tattica al Milan prima che tecnico della Primavera.

ESTIMATORE
Ebbene, Allegri ha spiegato: «Io credo tanto nell'auto della tecnologia, uso molto Wyscout per visionare i

giocatori. E c'è un'applicazione della Samsung che mi permette tramite telefono e iPad di avere in tempo reale le statistiche di tutte le partite d'Europa. L'analisi delle partite è da fare in un certo modo, servono i dati giusti, serve che l'uomo aiuti anche la tecnologia e che la sfrutti al meglio. È un supporto importante per il lavoro e per la lettura delle partite».

IL SINGOLO

Fondamentale, poi, secondo Allegri, è l'utilizzo di Wyscout e in generale di ogni supporto video anche per la formazione e la didattica dei singoli calciatori: «Il supporto video è utile per migliorare i gesti tecnici, capire la gestualità degli altri calciatori. Lo saprete: lo dico sempre che il calcio non è un gioco di squadra, ma un gioco di singoli. Solo se ciascun singolo rende al meglio, si vince».

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Da Chiavari alla conquista del mondo: l'azienda ha fatto dell'analisi delle partite un mezzo rivoluzionario per scoprire talenti e chiudere affari

GUIDO VACIAGO

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Interview with Fernandez

France Football



LE TFC, EN JUILLET 1989, AVEC DELMAS, MOSCA ET DEL SOZ.

Je me souviens très bien de ce papier. En le lisant, plusieurs ont dit qu'elles avaient eu le sentiment que j'avais moins envie. À l'arrière, il y a des bons moments et des moins bons, des coups est des êtres humains. Cela fait trente ans que j'entraîne, j'ai passé j'ai pratiquement toujours atteint mes objectifs. Mais, au-delà de ça, pour entraîner, il faut aimer les autres, les joueurs. Partout où je suis passé, j'ai toujours eu de bonnes relations avec les gens avec qui j'ai travaillé. (Après ce débat, il restera une demi-heure sur le parking à saluer d'anciennes connaissances.) D'aujourd'hui, le monde du foot a plus en tête l'échec que j'ai subi il y a dix mois à Nancy que trente ans de carrière où ça s'est bien passé. Et tous concernés par cela et ce n'est pas facile à gérer. **FERNANDEZ**: C'est pour cela que dans cette interview, c'était encore tout frais, à la tête à l'envers. Depuis, je me suis remis à la tête, je retourne sur le terrain. Il y a encore beaucoup de doutes. Élie a dit un truc très intéressant.

FERNANDEZ: (Il sourit.) Je suis content de lui, moi non plus je n'ai pas envie de vieillir. J'ai la passion comme au début. Et je suis obligé de l'avoir parce que, quand tu es entraîneur, tu transmettes un savoir aux joueurs. S'ils te sentent sans envie, sans passion, tu ne peux pas durer, c'est impossible. **BAUP**: Un entraîneur doit être entraînant. C'est comme un disc-jockey à une soirée. Ça veut dire qu'il faut s'occuper de l'ambiance, c'est fichu.

BAUP: (Il coupe.) Avec l'expérience, je dois veiller à tout pour anticiper ce qui peut arriver. J'ai compris que la décision, chaque prise de position, chaque attitude, chaque mot a une conséquence. Tu dois être sans cesse dans une sorte de

Un entraîneur, c'est comme un disc-jockey à une soirée. S'il fait la gueule, c'est fichu.

ELIE BAUP

Ça veut dire qu'il faut s'occuper de l'ambiance? Chaque geste?

BAUP: Ça veut dire qu'il faut être tout le temps vigilant. Le rôle d'entraîneur a évolué, il y a plus de management. Avant, comme tu n'avais pas d'adjoints, ton rôle était purement technique, quitte à frapper toi-même les ballons au gardien. Quand je faisais une équipe, il n'y avait pas d'explications à donner. Les gars, d'eux-mêmes, ils comprenaient pourquoi ils ne jouaient pas. **FERNANDEZ**: Avant, ils ne te demandaient pas d'explications. Maintenant, ils t'interrogent: "Pourquoi on fait ça?" À la limite, on s'entraîne partout de la même façon. Là où tu fais la différence, c'est dans cette gestion humaine. Et ça, ça te prend un temps fou!

BAUP: Et ça bouffe de l'énergie! **FERNANDEZ**: Le quotidien, ça bouffe. Il y a toujours quelque chose à faire. Tu es toujours pris dans le travail. Le football, ça te prend. Il n'y a pas une minute où tu te dis que tu vas décrocher. Aujourd'hui, tu as des facilités pour savoir ce qui se passe en Allemagne, en Espagne, en Italie... sans te déplacer. Élie, je ne sais pas si tu connais le logiciel Wyscout? **BAUP**: On l'a, on l'a. **FERNANDEZ**: Avec ça, tu peux regarder des matches dans le monde entier. Tu veux aller voir un match au Kazakhstan? (sic). Tu peux le voir! Un match des moins de 17 au Sénégal? Tu peux le voir de ton bureau! C'est fou!

N'y a-t-il pas trop d'outils, justement? Est-ce que ça n'embrouille pas l'esprit du coach, qui ne se fie plus du coup à son instinct? **FERNANDEZ**: Tu ne sais plus où mettre la tête, des fois.

BAUP: Il y a trop d'analyses, le nombre de ballons perdus, de kilomètres courus... Tout le travail avec le GPS. On veut donner un sens à toutes ces technologies nouvelles, qui sont intéressantes pour avancer, mais qui ne représentent pas toujours l'essence du football. Parce que le football, il n'a pas tant changé que ça. On veut tout calculer, tout mesurer, mais si les chiffres disaient des vérités, en football, ça serait trop facile. À ce compte-là, à la place d'un entraîneur, il n'y a qu'à mettre un ordinateur, un robot, une



ҚАЗАҚСТАН ФУТБОЛ ФЕДЕРАЦИЯСЫ

28/01/2015, vk.com

original source : http://vk.com/wall-84193121_276



В Астане состоялось общее собрание членов ОЮЛ «Ассоциация Профессиональная футбольная лига Казахстана».

В работе собрания приняли участие президент Федерации футбола Казахстана Ерлан Кожагапанов, генеральный секретарь ФФК Аллен Чайжунусов, председатель Профессиональной футбольной лиги Казахстана Олжас Абраев и руководители футбольных клубов Премьер-лиги и Первой лиги.

Открыл собрание приветственной речью, президент Федерации футбола Казахстана Ерлан Кожагапанов. В своем выступлении глава ФФК заострил свое внимание на искоренении негативных явлений в казахстанском футболе и развитии футбольной инфраструктуры в регионах.

Перед началом работы собрания главой Профессиональной футбольной лиги Казахстана Олжасом Абраевым всем собравшимся были представлены новые сотрудники ПФЛК. Так заместителем председателя ПФЛК назначен Баглан Ергешев, коммерческим директором лиги стал Нурлан Бакиров, а Акжол Курманбаев представлен в качестве специалиста по международным вопросам ПФЛК.

Одним из вопросов повестки дня стала жеребьевка календаря первого этапа Премьер-лиги 2015 года. Впервые календарь Чемпионата был составлен при помощи жеребьевки. В результате жеребьевки в первом туре Чемпионата

встретятся:

«Кайрат» - «Тобол»

«Кайсар» - «Жетысу»

«Астана» - «Окжетпес»

«Ордабасы» - «Иртыш»

«Тараз» - «Шахтер»

«Актобе» - «Атырау»

Окончательная версия календаря с датами матчей будет сформирована в ближайшее время с учетом пожеланий телевизионных вещателей.

Также были выбраны представители ПФЛК, которые будут рекомендованы для включения в состав Палаты по разрешению споров Федерации футбола Казахстана.

На собрании ПФЛК также выступили представители «Ассоциации профессиональных футболистов и тренеров «Pro Football», «Центра футбольных арбитров и инспекторов», телеканала «Казспорт» и компании «Wyscout».



Mua bán kiểu “mì ăn liền”



Trước đây, các đội bóng cần tới một mạng lưới trinh sát để nắm bắt thông tin và đàm phán, giờ thì họ có một công cụ tuyệt vời để hoàn tất cả hai việc chỉ trong vài chục phút: Diễn đàn Wyscout.

Đó là nơi “sinh hoạt” của 100 CLB hàng đầu trên thế giới, bao gồm Man City, Liverpool lẫn Juventus, Arsenal. Nếu bạn chưa nghe đến nó, thì bạn không hề đơn độc: Đây là một trong những sự kiện bí mật nhất của thế giới bóng đá, được tổ chức hai năm một lần, trùng với thời gian mở cửa thị trường chuyển nhượng hè và Đông, là nơi diễn ra những vụ chuyển nhượng chớp nhoáng mà cả hai bên chỉ biết nhau trước khi đàm phán khoảng 30 phút.

9 năm trước, Matteo Campodonico, một cựu cầu thủ bán chuyên từng chơi ở Serie D, rủ một người bạn và với một chiếc máy quay, cả hai bắt đầu quay lại toàn bộ các trận đấu ở Serie A. Đó là công việc của một trinh sát. Nhưng mọi chuyện thay đổi sau khi anh gặp Walter Sabatini, người sau đó trở thành Giám đốc thể thao của Lazio.

“Vào ngày cuối cùng của kỳ chuyển nhượng tháng Giêng năm 2008, ông ấy đã bỏ lỡ mất một cầu thủ vì không thể tìm thấy DVD ghi hình anh ta trong chồng đĩa 300 bản xếp lẫn lộn nhau trong văn phòng” - Campodonico kể lại trên tờ FourFourTwo. “Nó gợi ý cho tôi rằng phải có một cách tốt hơn.”

Sau đó, Campodonico bắt tay số hóa kho dữ liệu có tên Wyscout. Bây giờ, đó là công cụ trinh sát lớn nhất thế giới, với hơn 60.000 trận đấu, tăng 500 trận mỗi tuần, 30 nhà phân tích chuyên nghiệp dành toàn bộ thời gian để tư vấn 120 giải đấu, từ Serie A cho đến giải VĐQG Đào Síp và châu Phi. 300 đội trên toàn Thế giới sử dụng công nghệ này để “săn đầu người”, bao gồm toàn bộ giải Serie A, 75% các CLB dự Champions League và 70% các CLB ở Premier League.

Các tay đại diện, trinh sát và Giám đốc thể thao gặp nhau ở nơi tổ chức Wyscout hàng năm. Đó là nơi mà mùa Đông năm 2005, Everton đã liên hệ để mượn Arteta sau một cuộc đàm phán chóng vánh. Mùa Đông năm ngoái, Newcastle cần thay máu và họ đã mua đến 6 cầu thủ trong tháng Một nhờ mô hình này, trong đó có 5 người được đưa về chỉ trong vòng 9 ngày!

Ít ai tin vào hiệu quả của những vụ mua bán siêu tốc như thế, và như đã nói, đó chỉ là giải pháp củng cố niềm tin, không phải một cuộc cách mạng.

Mua bán kiểu “mì ăn liền”

Chúng ta đang sống trong một thời đại mà mọi thứ đều ngày một trở nên nhất thời hơn, những vụ chuyển nhượng được định đoạt trong nháy mắt và với mùa Đông, mọi chuyển cón diễn ra chóng vánh hơn.



Diễn đàn Wyscout là nơi các CLB mua cầu thủ một cách chóng vánh

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“Vào ngày cuối cùng của kỳ chuyển nhượng tháng Giêng năm 2008, ông ấy đã bỏ lỡ mất một cầu thủ vì không thể tìm thấy DVD ghi hình anh ta trong chồng đĩa 300 bản xếp lẫn lộn nhau trong văn phòng” - Campodonico kể lại trên tờ FourFourTwo. “Nó gợi ý cho tôi rằng phải có một cách tốt hơn.”

Sau đó, Campodonico bắt tay số hóa kho dữ liệu có tên Wyscout. Bây giờ, đó là công cụ trình sát lớn nhất thế giới, với hơn 80.000 trận đấu, tăng 500 trận mỗi tuần, 30 nhà phân tích chuyên nghiệp dành toàn bộ thời gian để tư vấn 120 giải đấu, từ Serie A cho đến giải VĐQG Bồ Đào Síp và châu Phi. 300 đội trên toàn Thế giới sử dụng công nghệ này để “săn đầu người”, bao gồm toàn bộ giải Serie A, 75% các CLB dự Champions League và 70% các CLB ở Premier League.

Các tay đại diện, trình sát và Giám đốc thể thao gặp nhau ở nơi tổ chức Wyscout hàng năm. Đó là nơi mà mùa Đông năm 2005, Everton đã liên hệ để mượn Arteta sau một cuộc đàm phán chóng vánh. Mùa Đông năm ngoái, Newcastle cần thay máu và họ đã mua đến 6 cầu thủ trong tháng Một nhờ mô hình này, trong đó có 5 người được đưa về chỉ trong vòng 9 ngày!

It ai tin vào hiệu quả của những vụ mua bán siêu tốc như thế, và như đã nói, đó chỉ là giải pháp cũng cố niềm tin, không phải một cuộc cách mạng.

El Gran Bazar del Camp Nou

By Ivan Sanantonio, 05/07/2013, sport.es

original source : <http://www.sport.es/es/noticias/barca/gran-bazar-del-camp-nou-2471149>



Los mercados fueron el origen de las ciudades. Entonces funcionaban con el trueque de los diversos productos que allí se ofrecían y ahora, en algún caso, como el que nos ocupa, funcionan con dinero. En general, mucho dinero. Hoy en día algo menos.

Ayer el Camp Nou se convirtió en el gran mercado del fútbol, algo así como el Gran Bazar de Estambul: en lugar de especies, futbolistas; las bases de datos de jugadores hacían la vez de alfombras y los mercaderes fueron sustituidos por los clubs. Y, como pasa en los grandes bazares, se dialoga mucho, se regatea bastante y se vende poco. Emilio Affuso, representante del Parma, lo explicaba así: "Se habla, básicamente se habla, y, ¿quién sabe?, quizás se pueda hacer algo". Affuso fumaba un cigarro mientras charlaba con Antoni Alexandrakis, de la empresa Think Ball, en la explanada que da acceso al palco del Camp Nou. Alexandrakis, cuyo apellido es griego gracias a su padre, es brasileño, pero trabaja con futbolistas daneses, a los que ayer trataba de dar salida en diversos clubs: "Mira, no me quedan tarjetas de presentación", asegura mientras muestra una caja metálica vacía.

¿Ha cerrado algún trato? “No, de momento no”.

Pero, pese a ello, Boca Juniors, Juventus, Valencia, Zenit, Liverpool o Blackburn, algunos de los 88 clubs allí presentes envían a sus ejecutivos para trabajar. Algunos se citan de forma previa, vía telefónica, otros lo hacen cara a cara, mirándose las acreditaciones. El vestíbulo en el que los socios de tribuna charlan antes, durante el descanso y después de los partidos del Barça se llenó ayer de mesas con identificadores de cada entidad. Allí se acercaban los representantes de las diferentes agencias de futbolistas, pero también empresarios como Jordi Urquijo y Jesús de Pablos, responsables de la empresa 1d3a. Se trata de un “sistema profesional de vídeo análisis subjetivo y creación de vídeo informes”, tal como indica su página web. En definitiva, radiografías depuradas y detalladas sobre infinidad de futbolistas.

Uno de los grandes responsables de la que ayer se lió en el Camp Nou es Matteo Campodonico, creador de Wyscout. Se trata de una empresa que nació en 2004 con una cámara que costó 300 euros y un PC con la que grababa partidos de fútbol local. Hoy en día ofrecen sus servicios a más de 200 clubs, entre ellos Barça, Arsenal, PSV, Inter o Borussia Dortmund. También a agencias como Bahía, Traffic o Base Soccer. Y federaciones como la inglesa, la portuguesa, la griega o la española. Entre la actividad del Wyscout Forum, que es como se llama el mercado organizado ayer en el Camp Nou, el Princesa Sofía también fue escenario un día antes de conferencias sobre la organización de los departamentos de ‘scouting’ o las mejores estrategias para rastrear el mercado. La cita acabó ayer por la noche en la discoteca Privé Barcelona, donde los bolígrafos, las tarjetas y los ‘smartphones’ fueron sustituidos por un buen gintonic. De hecho, seguramente allí se cerraron muchos más tratos que durante los dos días de reuniones.

Pardew keeping close eye on World Cup star

By Ross Gregory, 07/07/2014, Shields Gazette

original source : <http://www.shieldsgazette.com/sport/football/newcastle-united/pardew-keeping-close-eye-on-world-cup-star-1-6714403>



Magpies manager Alan Pardew has revealed the club uses scouting system Wyscout to check up on players who are possible transfer targets.

And he says it has helped him weed out which players are worth monitoring from the dozens of tip-offs he gets from various agents.

Writing in a newspaper column at the weekend, Pardew said: "During the (World Cup) tournament my phone has also been buzzing with texts and calls from agents advising me to look out for this or that player from the Ivory Coast or the USA or Colombia.

"Agents tend to have a bad reputation but they can be a good source of information and are not simply to be ignored.

“What has made the whole thing easier these days is a brilliant computer system clubs use called Wyscout, developed in Italy, on which you can pull out information and video clips of almost any player from across the world.

“As an example, I got a tip from an agent during the World Cup, liked what I saw and was able to check the player out both through our own extensive scouting records and then on Wyscout.

“He is one we’ll be keeping an eye on.”

However, Pardew also admitted he hoped some of the players Newcastle have scouted had poor World Cup – so their transfer fee didn’t rocket.

And he revealed the absence of Siem de Jong from the Dutch squad made it easier for Newcastle to sign the £6m Ajax attacker.

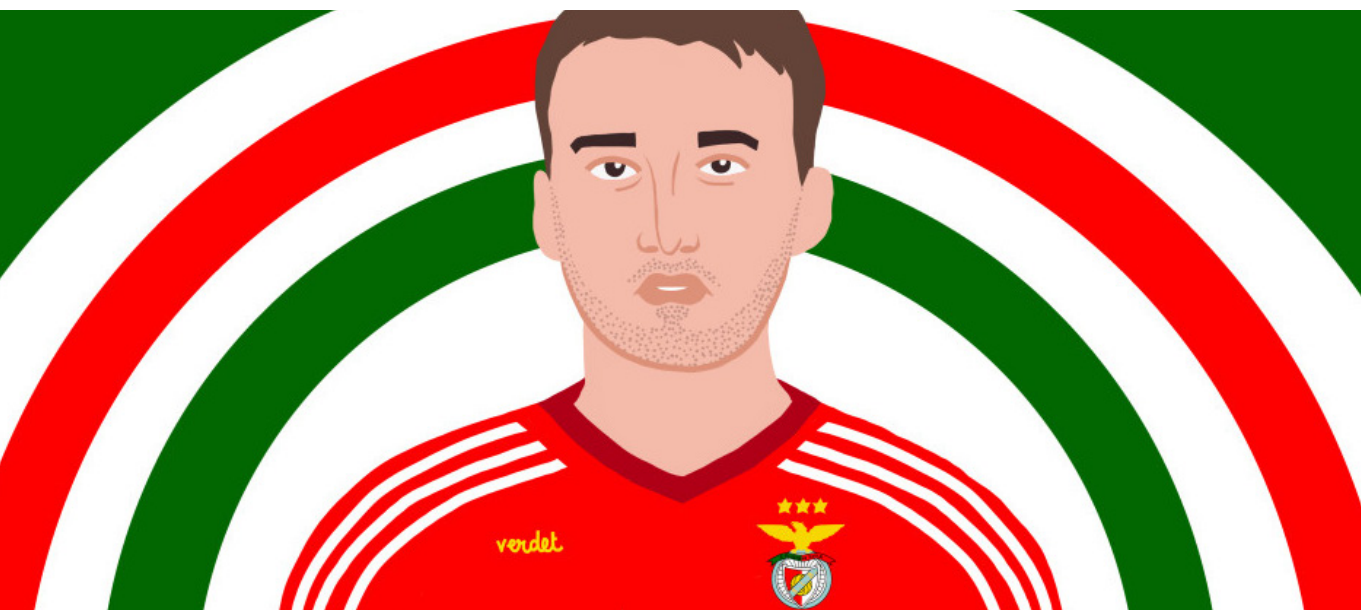
Pardew added: “Most Premier League clubs will have had two or three scouts out in Brazil, although these days they already know all about most of the European players at least.

“With some of those you fancy, you’re actually hoping they don’t have an outstanding tournament or the price will shoot up, as has been the case at this World Cup with people like James Rodriguez and Alexis Sanchez.

“For that reason, we at Newcastle were happy from a selfish point of view that Siem de Jong, the Ajax captain we signed this week, did not make the Dutch World Cup squad after being injured beforehand.”

Preferiti: Bryan Cristante

By Federico Acquè, 12/12/2014, Ultimouomo.com
 original source : <http://www.ultimouomo.com/preferiti-bryan-cristante/>



La nostra rubrica Preferiti è realizzata grazie alla collaborazione con Wyscout: il database calcistico che ci permette di visionare giocatori di tutti i livelli, di tutte le età e di tutto il mondo. "Non giochiamo un calcio per giovani, perché giochiamo un calcio difensivo. (...) Giochiamo un calcio individuale, specialistico, giochiamo un calcio di trucchi, di mestieranti. I giovani hanno bisogno di giocare un calcio d'attacco, di generosità, dove sbagliano molto, ma creano anche molto, un calcio fatto di entusiasmi e hanno bisogno di avere un filo conduttore, che è il gioco". È un estratto di un'intervista ad Arrigo Sacchi che fa da introduzione perfetta a Bryan Cristante, uno dei migliori talenti italiani della nuova generazione.

Cresciuto in un ambiente che fatica a dare fiducia a un giovane, in cui le chance per emergere sono pochissime, Cristante è stato penalizzato dal suo ruolo naturale, il playmaker. Il regista è il ruolo meno individuale in una squadra: non dipende tanto da se stesso ma dai compagni, dal numero di palloni che fanno passare per i suoi piedi e dalle alternative che gli danno una volta che il play è in possesso. In Italia, lo ricordava Sacchi, non si gioca un calcio di squadra. Va da sé che chi deve interpretare il ruolo meno individuale di tutti ha difficoltà oggettive, specie se si affaccia per la prima volta al mondo del professionismo.

Andrea Pirlo, uno dei migliori calciatori in assoluto del nuovo millennio, ha impiegato diversi anni per affermarsi. Non paragonare Cristante e Pirlo, ma solo portare un argomento

a sostegno di una tesi: la difficoltà che c'è in Italia a far emergere i giovani, specie se giocano in un ruolo così delicato (anche se, va detto, Pirlo ha speso parecchi anni a provare a giocare da trequartista). C'è una grande differenza tra Pirlo e Cristante: il bresciano, prima di consacrarsi col Milan, è passato dagli anni in Serie B e in Serie A con il Brescia e la Reggina, fallendo tra l'altro la prima grande occasione della carriera con l'Inter; Bryan, invece, ha saltato la gavetta passando dalla Primavera del Milan alla prima squadra e trasferendosi poi al Benfica, il che ha rappresentato un ulteriore salto in avanti.

A 19 anni in pochissimi sono davvero pronti per il calcio di alto livello e Cristante non è un'eccezione da questo punto di vista. In Portogallo sta giocando molto poco, ma pur sempre di più di quanto abbia fatto nella sua unica stagione al Milan. Eppure l'inizio della sua carriera rossonera sembrava promettere altro. Bryan è andato via dopo 5 presenze totali, ma col record di giocatore più giovane della storia del Milan a esordire in Champions League. Era il 6 dicembre 2011, l'avversario era il Viktoria Plzeň e Cristante debuttava all'età di 16 anni e 278 giorni. La sua storia non è però quella di un ragazzo prodigio, perché per giocare di nuovo ed esordire in Serie A deve aspettare quasi due anni: è il 10 novembre 2013 e il Milan gioca a Verona contro il Chievo. Collezione altre due presenze in campionato, nelle quali fa un gol (all'Atalanta) e un assist (col Sassuolo), a conferma di una qualità fuori dall'ordinario.

È eccezionale il fatto di giocare così poco e incidere in maniera così importante, eppure la sua esperienza milanista finisce subito dopo, con il gettone in Coppa Italia contro lo Spezia, che è l'ultima partita giocata in maglia rossonera. Le ripercussioni del suo trasferimento al Benfica tra i tifosi del Milan sono la conferma del suo essere diverso dagli altri. Bryan è diventato il simbolo dell'Italia che non crede nei giovani e ha diviso in due schieramenti la gente rossonera, i favorevoli (6 milioni sono tanti per uno con tre presenze in Serie A) e i contrari (È un talento, bisognava dargli fiducia) alla cessione. Ciò che affascina di Cristante è la sua capacità di semplificare il gioco, di portare il calcio a un livello elementare, visto che la sua presenza in campo consente di arrivare in porta in una sola mossa.

Uno spezzone, non di grande qualità, di Milan-Spezia 3-0 del Torneo di Viareggio 2013. Cristante è il giocatore che taglia tutto il campo con il lancio lungo. Il Benfica, più del Milan, sta cercando di esaltare questa qualità, non comune, che ha Cristante. Jorge Jesus lo sta impiegando come centrocampista centrale con compiti d'impostazione, quindi più basso rispetto al compagno di reparto, fino a giocare in mezzo ai centrali di difesa nella salida lavolpiana con la quale le "Aquile" cominciano l'azione. In Portogallo, insomma, si sono accorti subito della sua capacità di verticalizzare il gioco e la stanno inserendo in un sistema che le permetta di svilupparsi pienamente.

Ben diversa era la situazione al Milan, in cui ha giocato prevalentemente da interno-incursore, un ruolo che richiede di essere in grado di coprire ampie porzioni di campo ed è in contrasto con la sua scarsa dinamicità. Cristante è ancora in quella fase in cui il suo modo di stare in campo è in bilico tra la serenità di chi non ha bisogno di correre tanto per essere decisivo e la timidezza di chi non si muove molto per toccare meno palloni possibili

e sbagliare quindi il meno possibile.

Nella partita di Coppa di Portogallo contro il Moreirense Bryan ha mostrato che si sta muovendo nella direzione giusta: per la prima volta è sembrato davvero inserito negli schemi degli Encarnados, a suo agio in un ruolo di grande responsabilità.

Si sono visti non solo la sua bravura nel giocare in verticale (da una sua verticalizzazione è nata l'azione del 2-0 di Jonas), ma anche netti miglioramenti nel posizionamento e nei movimenti difensivi. D'altronde saper stare sempre al posto giusto è fondamentale per chi, come lui, non ha grandi capacità di recupero. Bravo con tutti e due i piedi, sta migliorando anche nella gestione della palla sotto pressione, aiutato non solo dalla sua struttura fisica (186 cm per 78 chili), ma anche dall'ottima tecnica di base e dal fatto di poter spostare la palla sia sul destro che sul sinistro. Ha un calcio preciso, che si esprime non solo nei lanci lunghi, ma anche nel tiro dalla distanza.

Pur essendo alto, il colpo di testa non rientra tra le sue specialità: gli manca un po' di malizia nell'utilizzare il proprio corpo per tenere a distanza l'avversario e certamente deve migliorare nei tempi di stacco. Nei contrasti è invece già sufficientemente deciso, anche se preferisce giocare d'anticipo piuttosto che cercare lo scontro fisico con l'avversario. Se impostato stabilmente nel ruolo, Cristante potrebbe diventare un centrocampista d'equilibrio alla Xabi Alonso (che a 19 anni giocava con l'Eibar nella Segunda División spagnola), col quale ha in comune il gran tiro dalla distanza e il lancio lungo affilato, in grado di tagliare tutto il campo.

Più che un play, Cristante è un quarterback e per questo è il mediano ideale in una squadra che gioca in maniera molto diretta, che punta a colpire soprattutto con rapide transizioni offensive. Non sarà veloce, ma è un acceleratore di gioco, con una qualità difficile da riscontrare in Italia. La sua cessione è il manifesto del Milan attuale, nel quale l'aspetto economico prevale su quello tecnico e 6 milioni di euro sono buoni per rinunciare a uno dei migliori prodotti del vivaio degli ultimi anni. Per quanto poco possano contare i titoli a livello giovanile, Cristante è stato un punto fermo delle squadre che hanno vinto il campionato nelle categorie Giovanissimi (e al Milan non capitava da 18 anni) e Allievi, ed è stato premiato come miglior giocatore del Torneo di Viareggio nel 2013, quando i rossoneri furono sconfitti in finale dall'Anderlecht. Nemmeno l'arrivo in panchina di Inzaghi, che proprio come Cristante aveva alle spalle solo l'esperienza nel settore giovanile milanista, è servito per convincere il Diavolo a puntare su di lui, che pure sarebbe stato il centrocampista potenzialmente perfetto nella squadra costruita da Inzaghi, il risolutore di problemi in una manovra tutt'altro che elaborata. Forse è colpa del contrasto tra il suo carattere introverso (il che comunque non significa che in campo si nasconde per toccare il meno possibile la palla) e la spavalderia tipica del Diavolo, il simbolo del Milan, o più semplicemente è una questione di fiducia, un lusso che in Italia i giovani non si possono permettere.

