



GAME INTELLIGENCE

Helping you to make faster, better scouting and recruitment decisions.

Game Intelligence.

Traditional football data provides information about on-the-ball events and outcomes.

But on average a player is only on the ball for **3 minutes per game**.

How can we evaluate the **other 97%** of a player's contribution, at scale?

Our new **Game Intelligence** product takes football insight to the next level, by merging event and tracking data to evaluate the intelligence and effectiveness of key football concepts such as:

- A player's off-the-ball movement
- Their on-ball decision making and passing risk/reward profile
- Their ability to execute when under pressure from opponents.

Off-Ball Run Types.

Game Intelligence detects and classifies 10 different types of off-ball run:

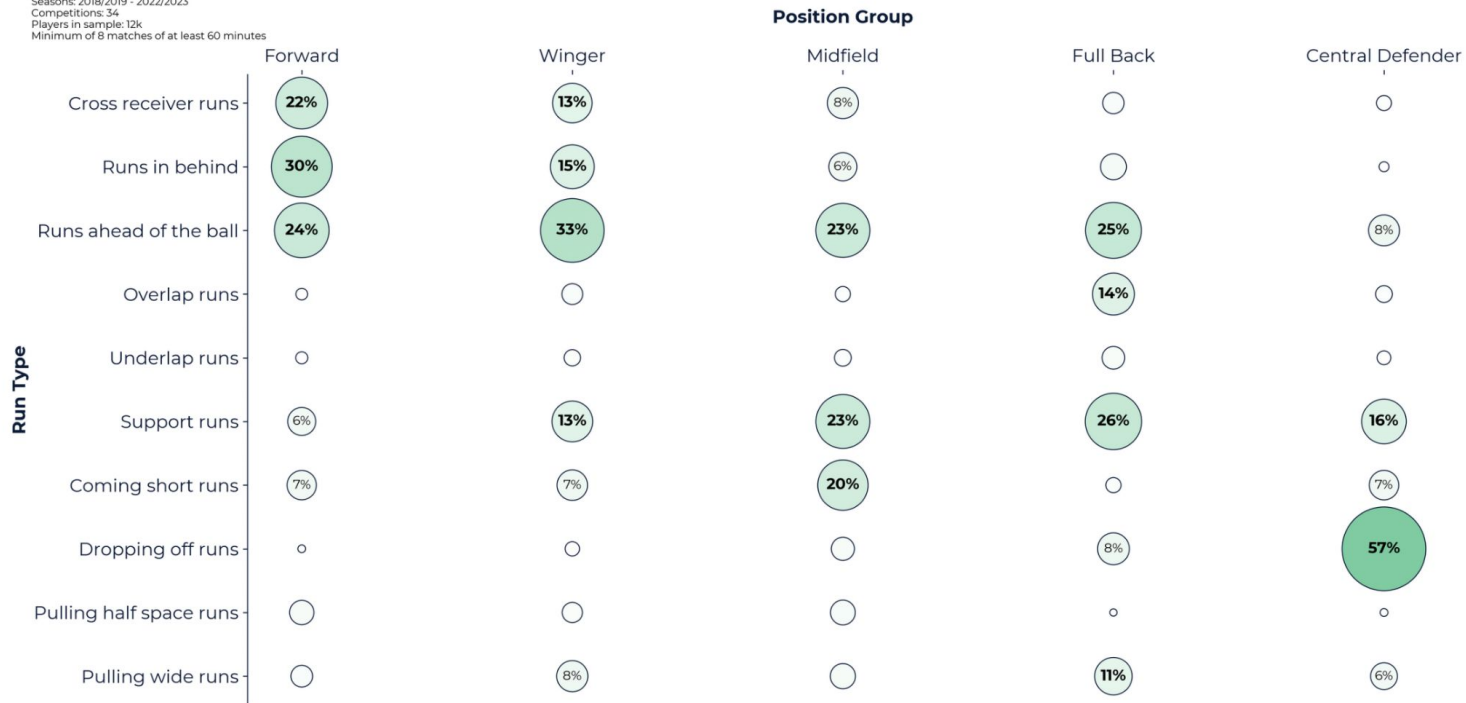
- Dropping Off, Coming Short,
- Pulling Wide, Pulling Half Space
- Support, Run Ahead
- Overlap, Underlap
- Run in Behind, Cross Receiver

This allows you to evaluate metrics including:

- The off-ball movement of players
- How behaviours vary by position group
- The different run profiles of individual players
- Evolution of a player's runs made across seasons
- Long term trends in the type of runs made by position
- Whether a player's runs are targeted
- How many runs lead to an opportunity
- Longitudinal trends in player behaviour

Different roles offer pass opportunities with different types of run.

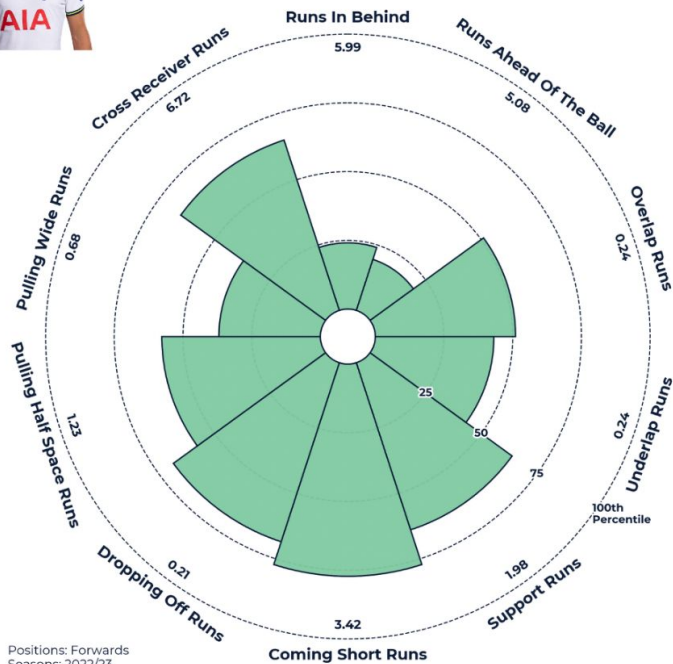
Analysed runs: 7M
 Seasons: 2018/2019 - 2022/2023
 Competitions: 34
 Players in sample: 12k
 Minimum of 8 matches of at least 60 minutes



Within specific position groups, profiles are very different - highlighting player behaviours and style of play.



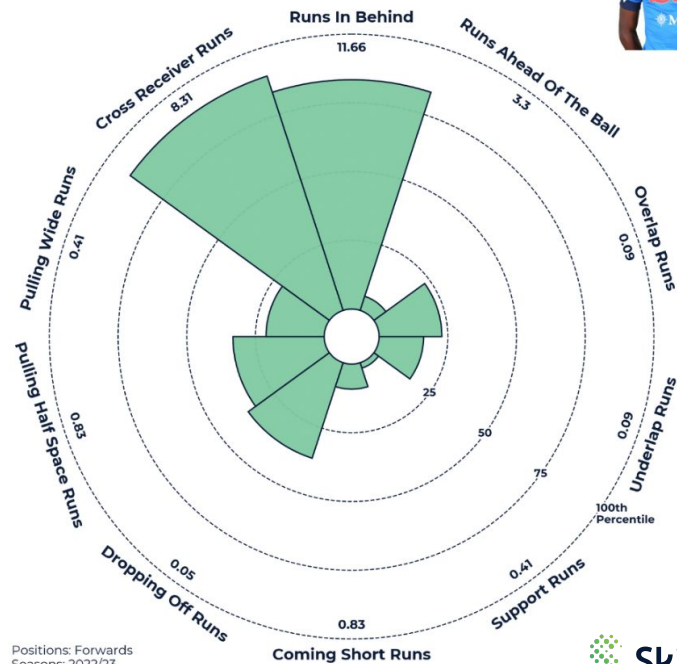
Harry Kane



Positions: Forwards
 Seasons: 2022/23
 Competitions: ENGL,FRA1,ESPI,ITA1,GER1
 Minimum of 8 matches of at least 60 minutes



Victor Osimhen

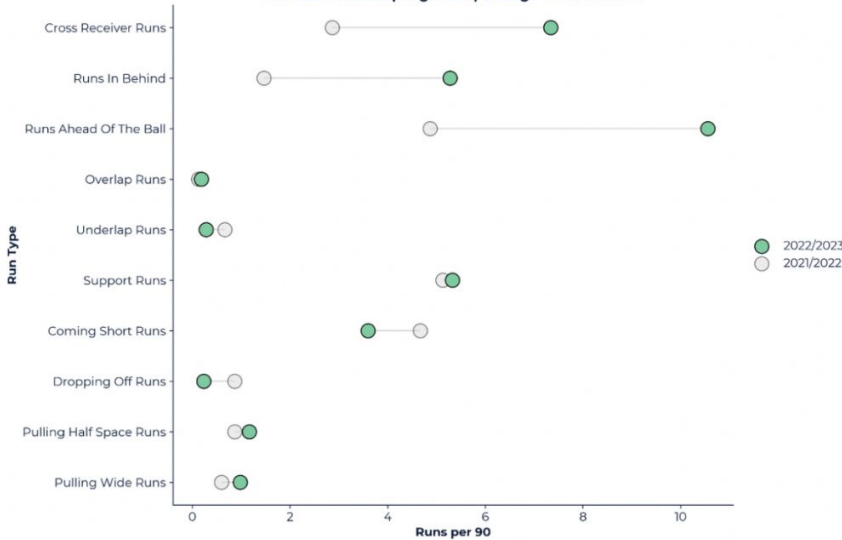


Positions: Forwards
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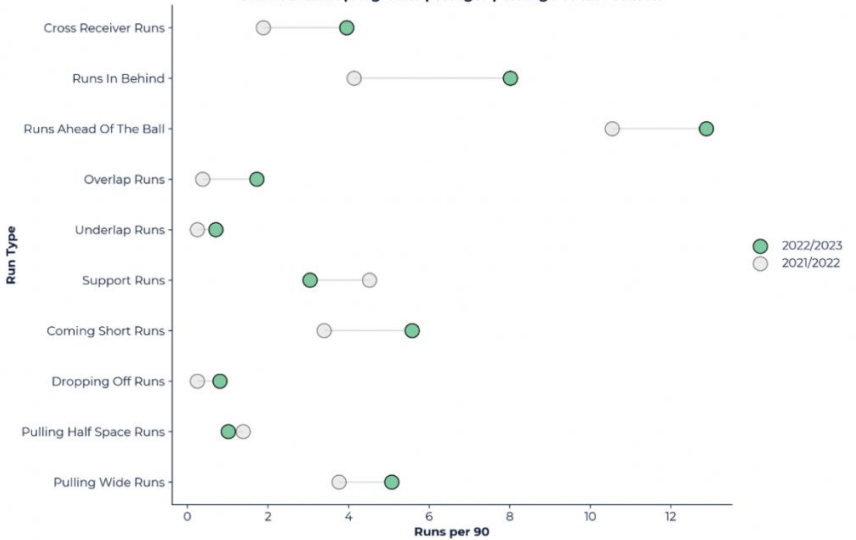
Among players that have changed the most run volume vs last season, Munetsi (Reims) and Brandt (Dortmund) both stand out.



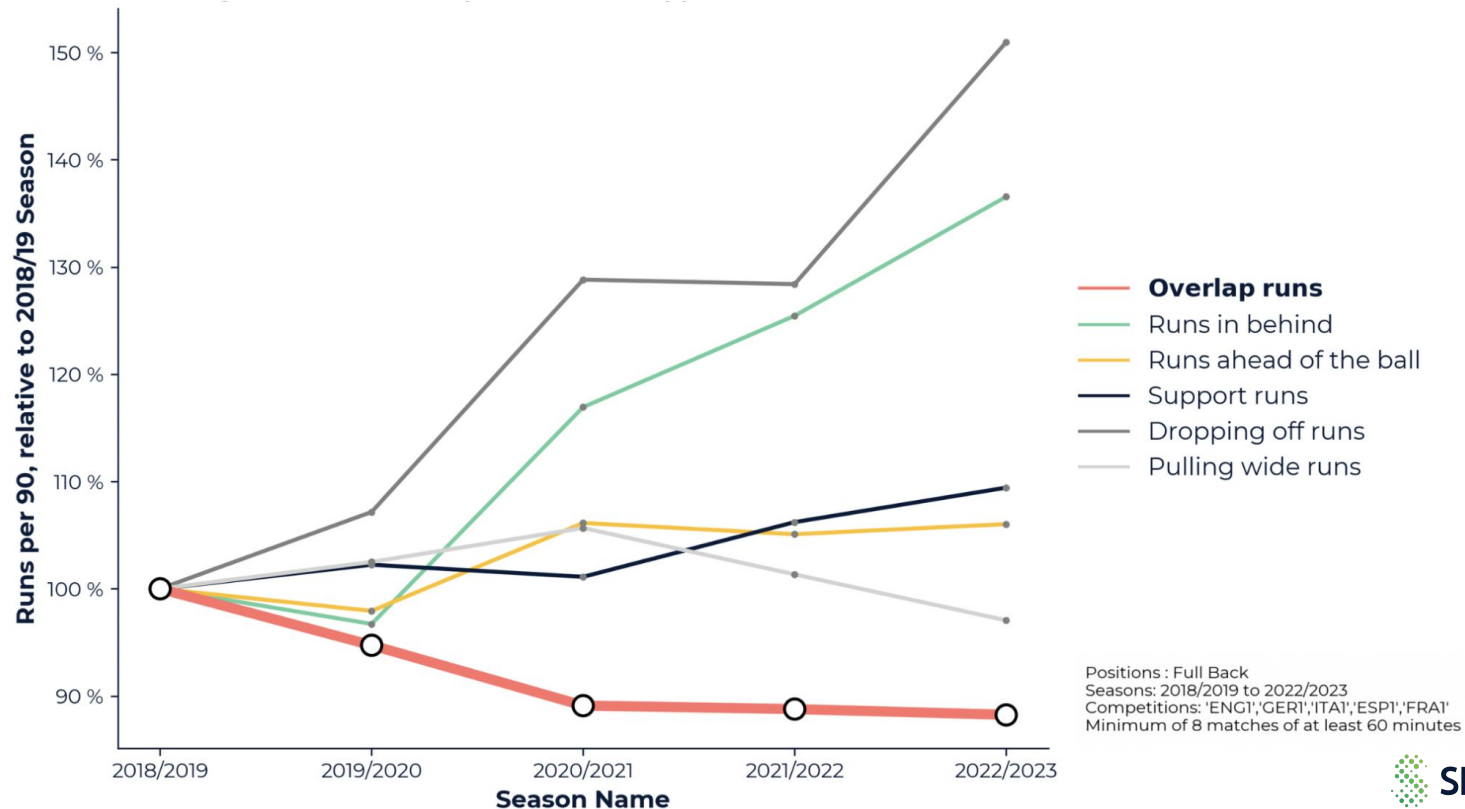
Marshall Munetsi | Avg. runs | Change vs last season



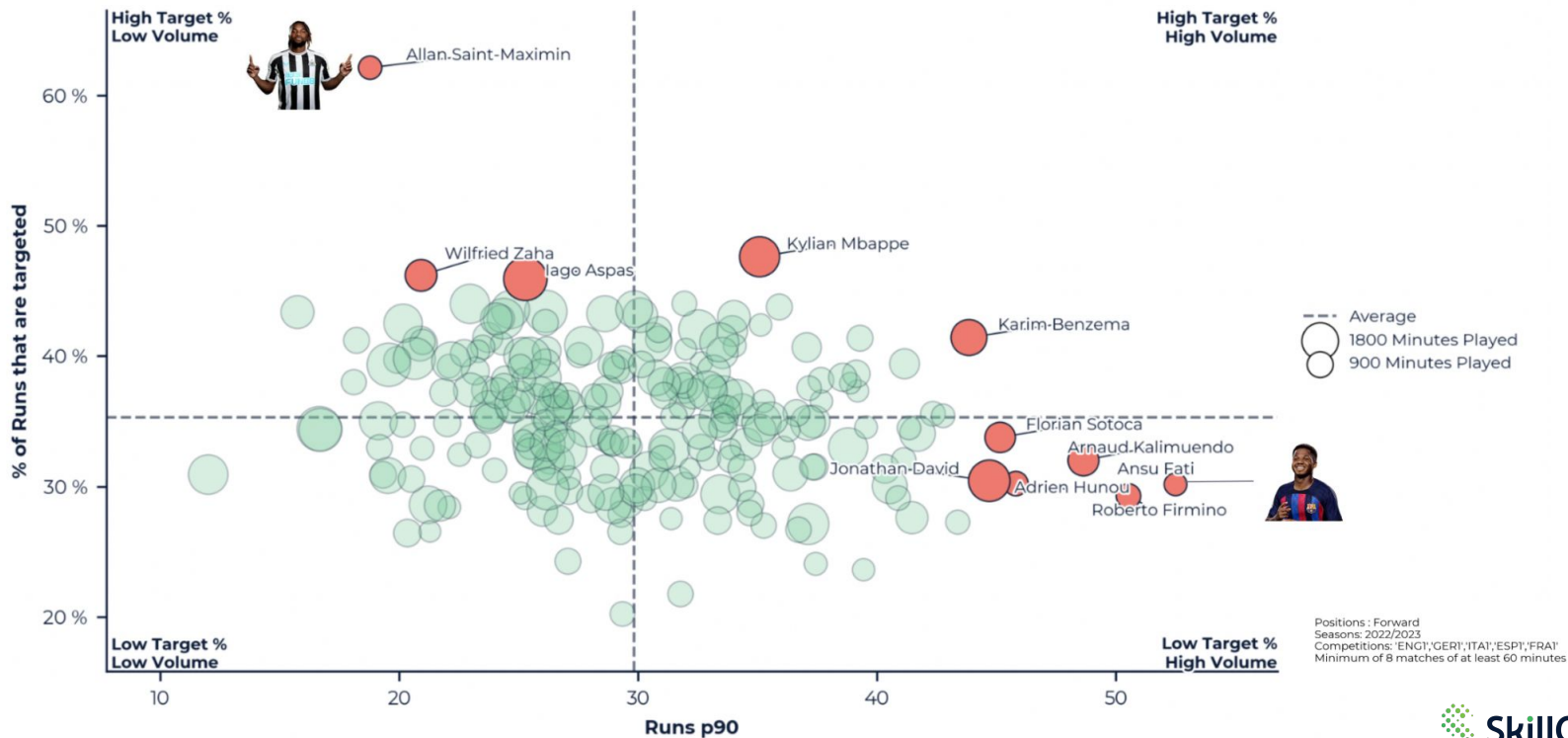
Julian Brandt | Avg. runs | Winger | Change vs last season



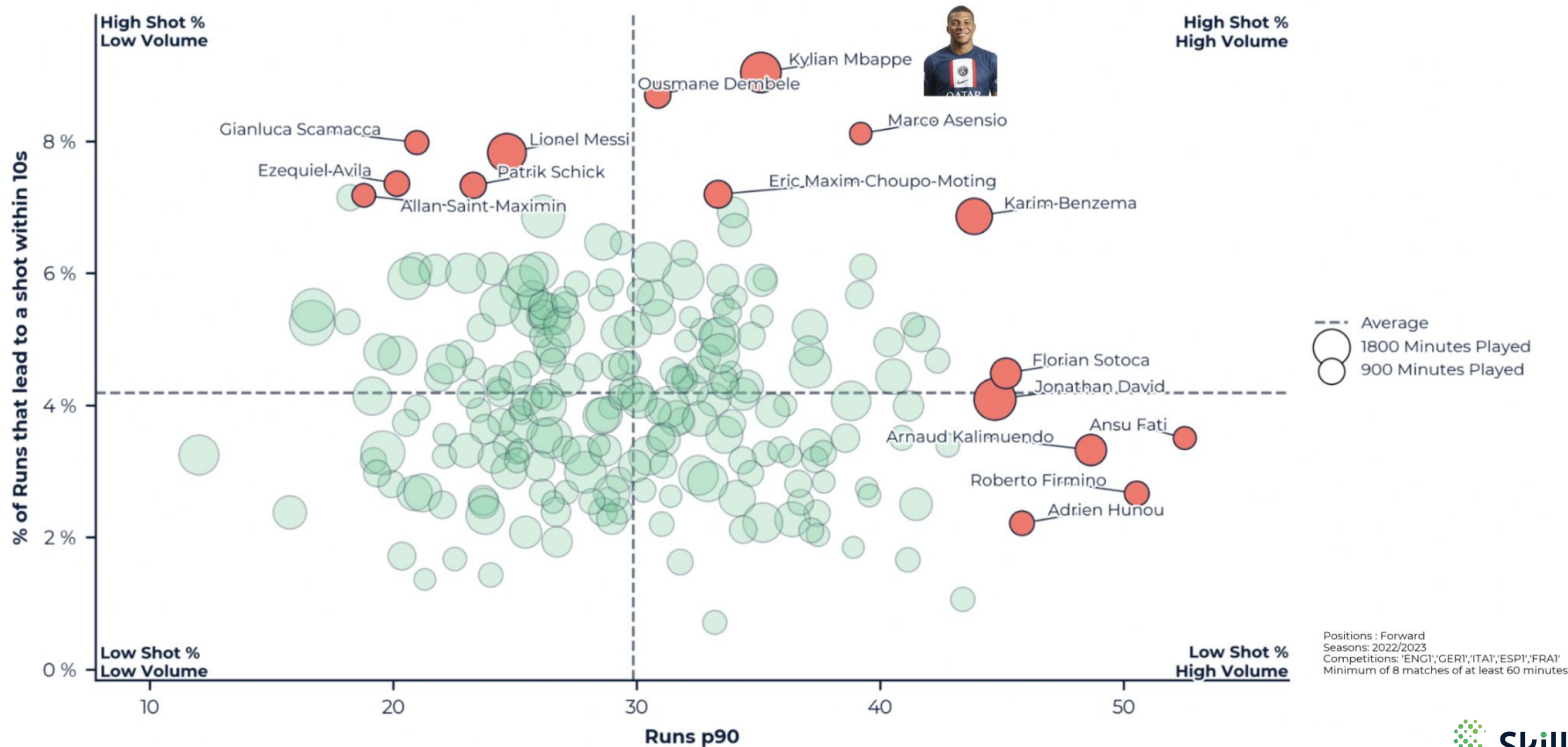
Since 2018/19, Full Backs have reduced their volume of Overlap runs and Forwards have become more involved in build-up play.



Saint-Maximin's runs are the most utilised among the top 5 leagues, with Ansu Fati leading on runs per 90.



Kylian Mbappe's runs are the most critical, with almost 10% of his runs leading to a shot.



Game Intelligence understands key trends in player behaviour. Forwards shift to focusing on Cross-Receiver runs as they age.



Evaluating Run Threat.

In Game Intelligence, every off-ball run made by a player is given an **xT (Expected Threat)** value, even if the run isn't served.

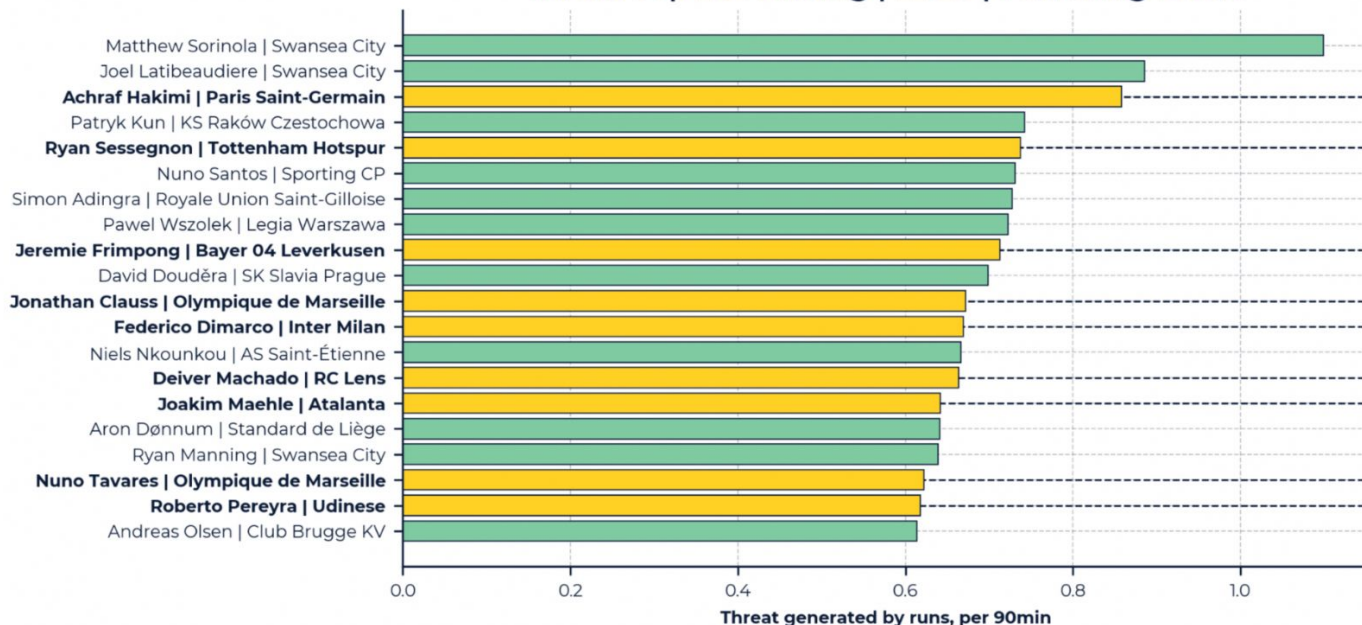
xT is the probability of the attacking team scoring a goal within 10 seconds if a player is served the ball.

When the xT (Expected Threat) of a run is 2% or above, Game Intelligence counts this as a **Dangerous Run**.

This puts all off-ball runs into context and rewards the run, even if the pass isn't made.

Swansea City players top the Full Back/Wing Back position rankings, ahead of PSG's Hakimi, in terms of threat generated by runs.

Threat Top 20 Ranking | 22/23 | Full/Wing Backs



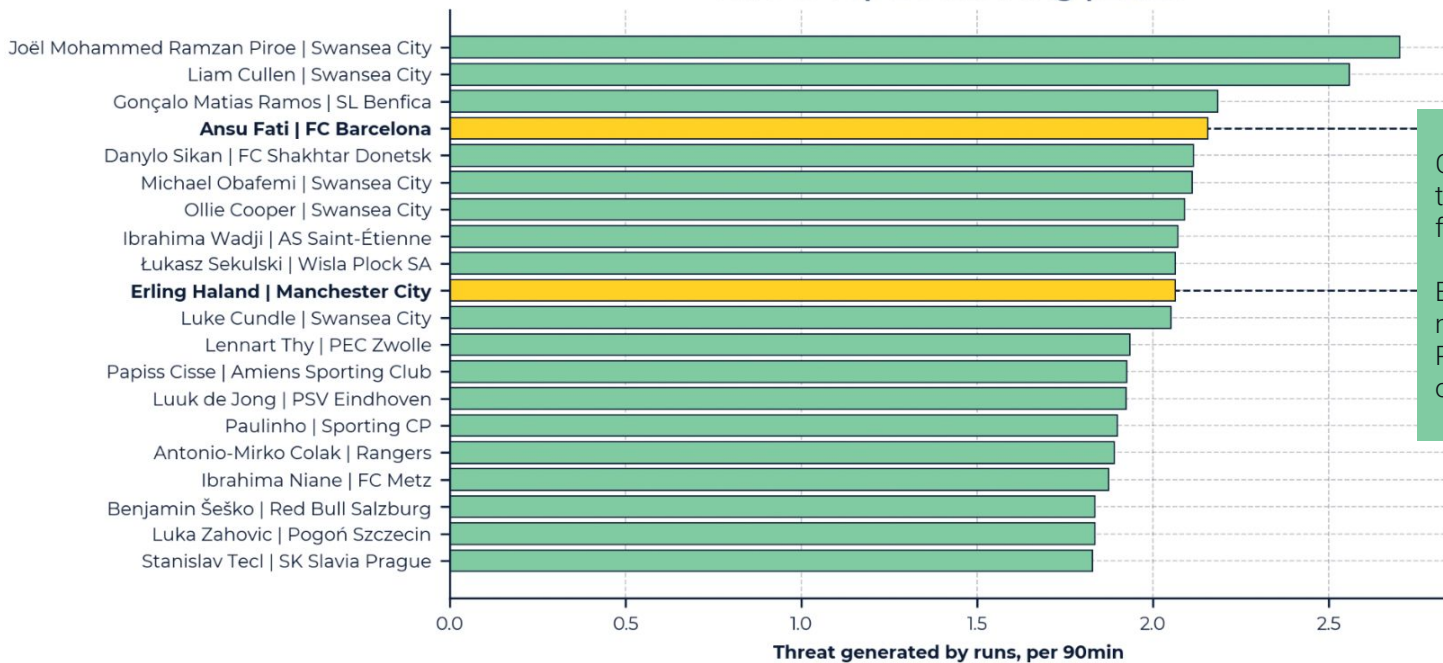
Wing Backs - like Hakimi and Sessegnon - rank highly in threat generated by runs.

Players belonging to teams with high possession and dominance in domestic competitions are able to deliver high threat through their runs.

Positions : Full Backs
Seasons: 2022/2023
Competitions: ENG1,GER1,ITA1,FRA1,ESPI
POR1,BEL1,DEN1
Minimum of 8 matches of at least 60 minutes

Swansea City players also top the rankings for threat generated by runs by players in all positions.

Threat Top 20 Ranking | 22/23

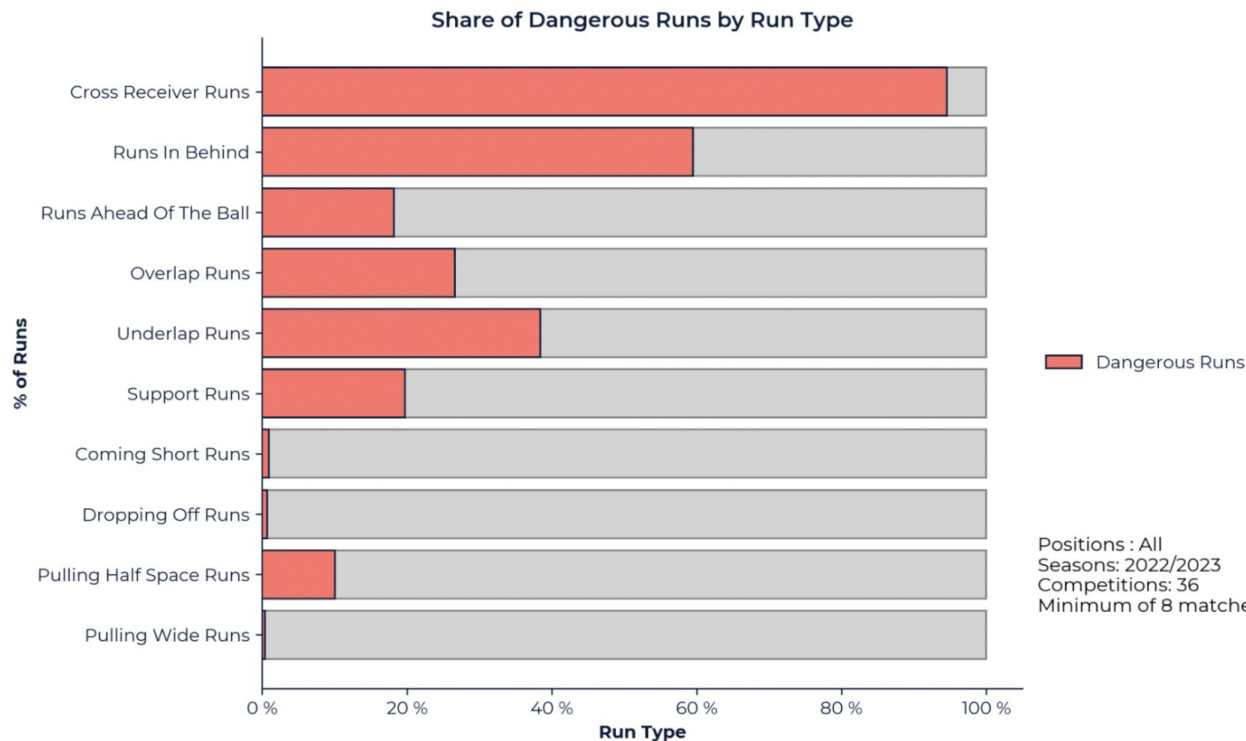


Gonçalo Ramos is #1 amongst top-flight league players, closely followed by Ansu Fati.

Erling Haaland generates the most threat per 90 in the Premier League, and is #10 overall.

Positions : All
Seasons : 2022/2023
Competitions : 36
Minimum of 8 matches of at least 60 minutes

We can establish the share of Dangerous Runs for different run types.

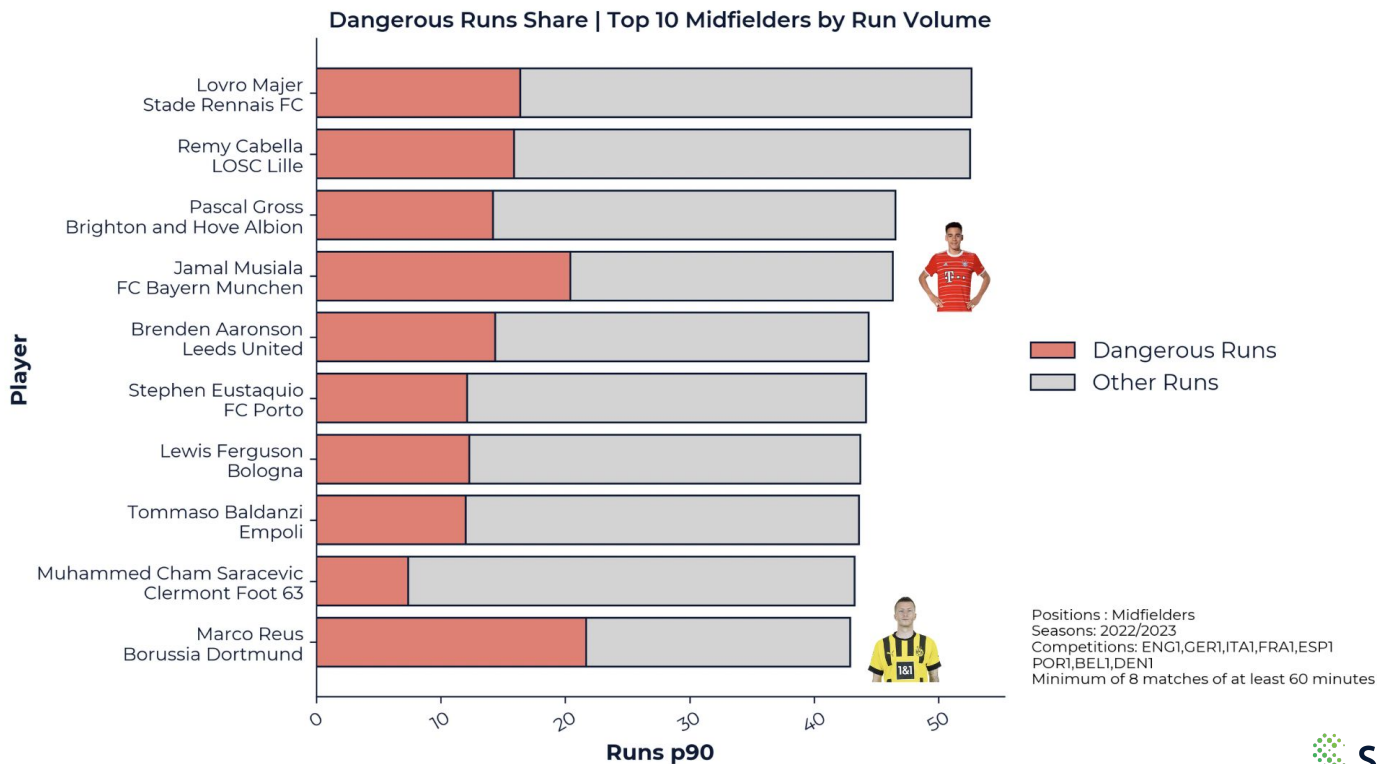


Cross Receiver runs are the most dangerous.

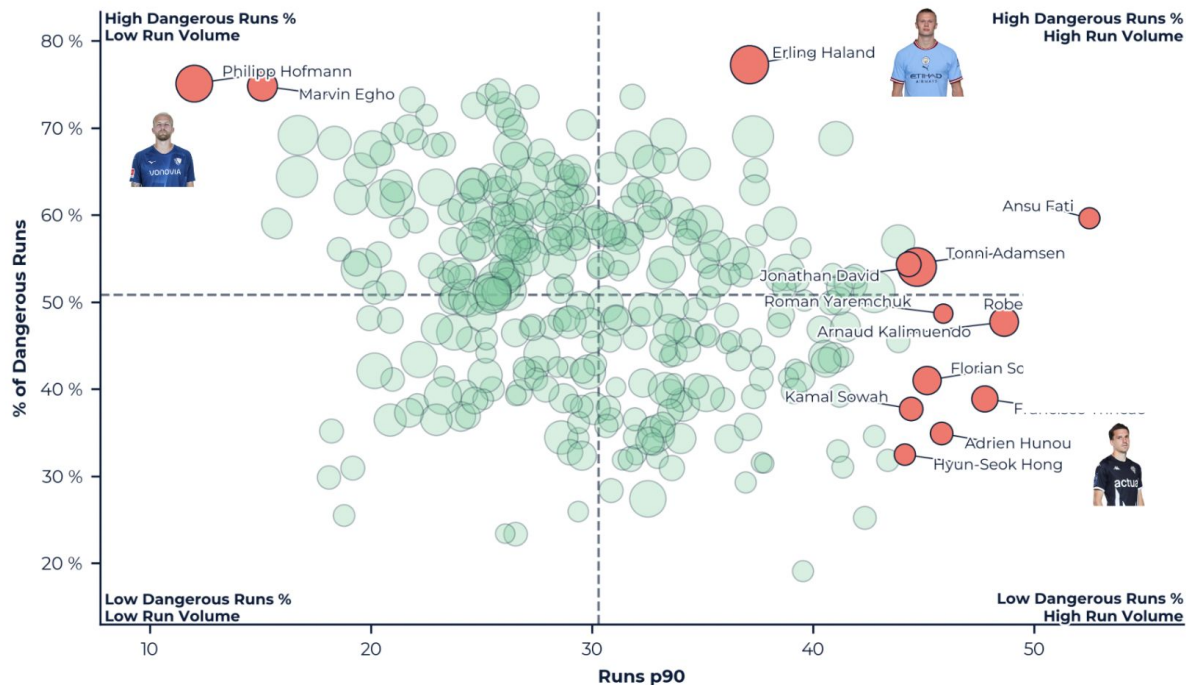
2/3rds of Runs In Behind are dangerous.

Positions : All
Seasons: 2022/2023
Competitions: 36
Minimum of 8 matches of at least 60 minutes

Among top European midfield runners, Reus and Musiala deliver the highest proportion of Dangerous Runs.



Comparing volume and share of Dangerous Runs can help identify top forwards and their balance between volume and danger.

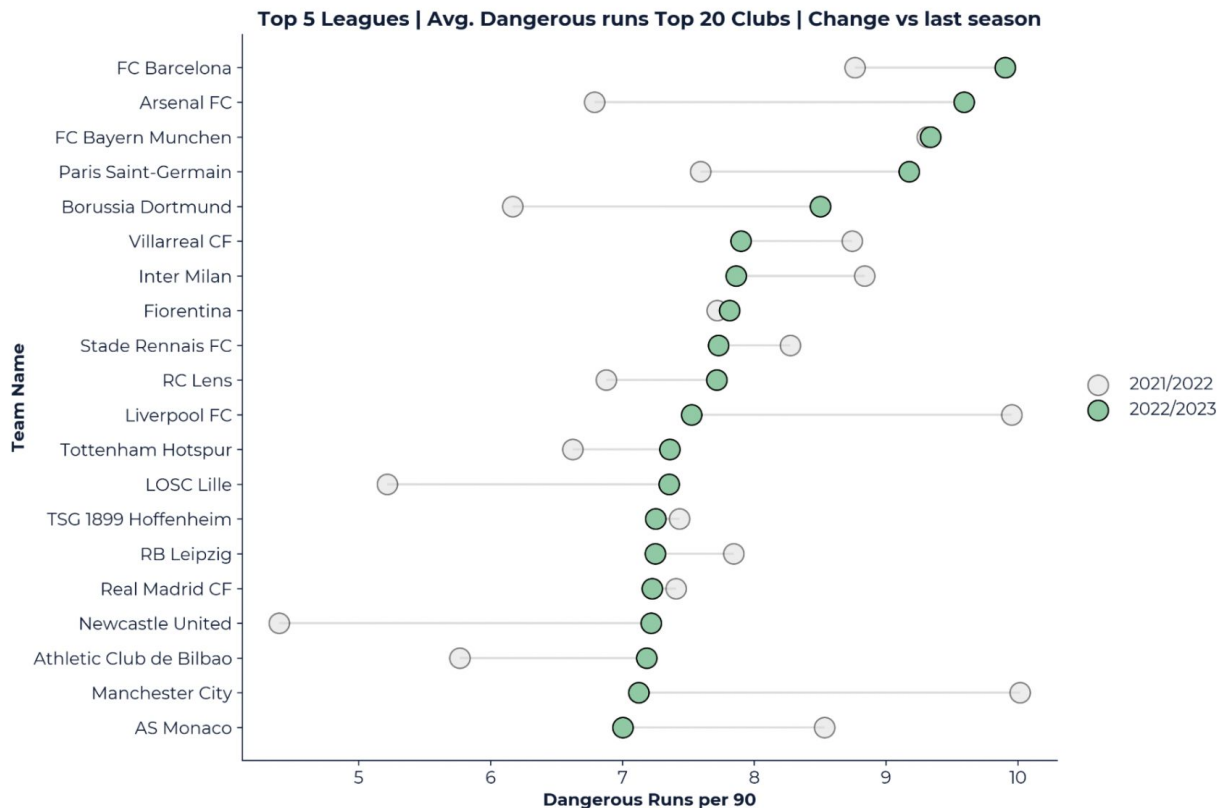


Haaland has the highest % of Dangerous Runs and above average Run Volume.

Hofmann is highly efficient.

Hunou has a high Run Volume but few are Dangerous.

Dangerous Runs can show how players and teams evolve over different seasons.

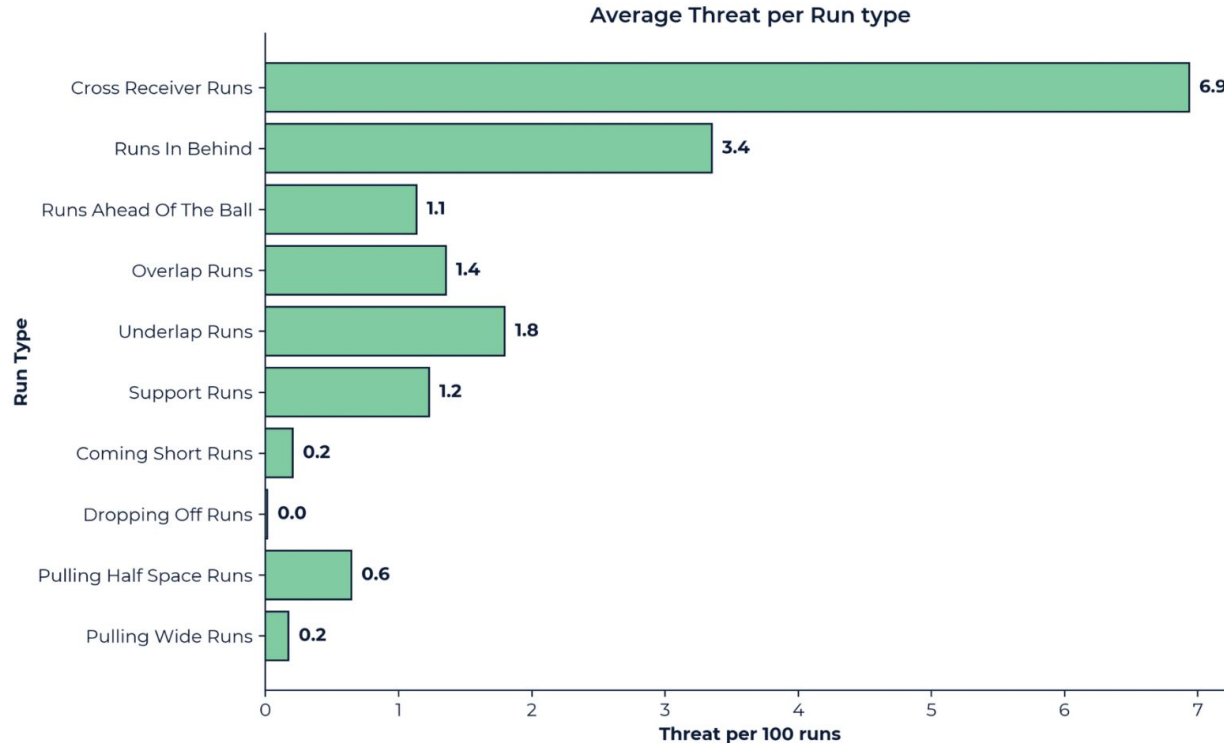


Newcastle almost double their average Dangerous Runs from last season to this season, reaching the top 20 clubs in Europe.

Bayern Munich remain consistent on Dangerous Runs without Lewandowski.

Manchester City and Liverpool both have a reduction in volume of Dangerous Runs.

Every 100 served Cross Receiver runs would generate seven goals.

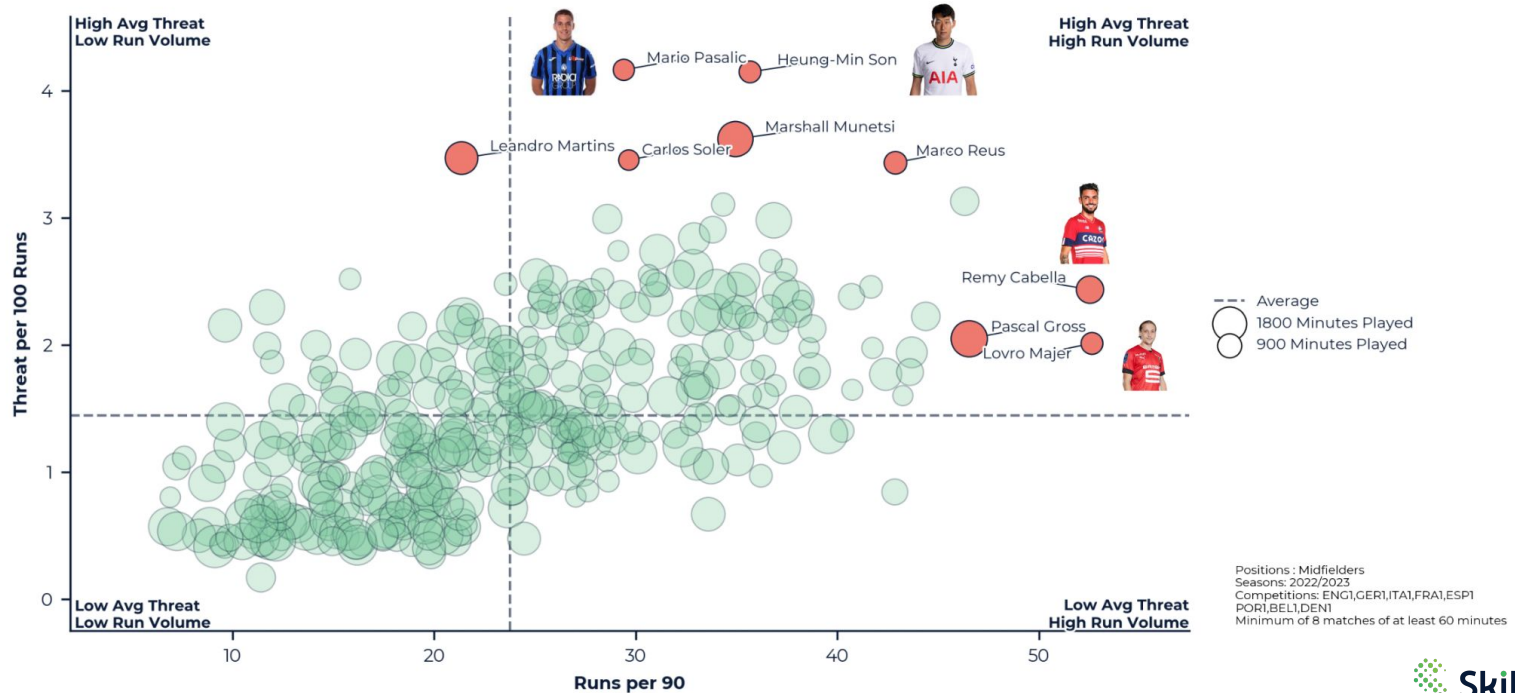


Normalizing threat by 100 runs, we can establish the volume of goals expected per 100 served runs.

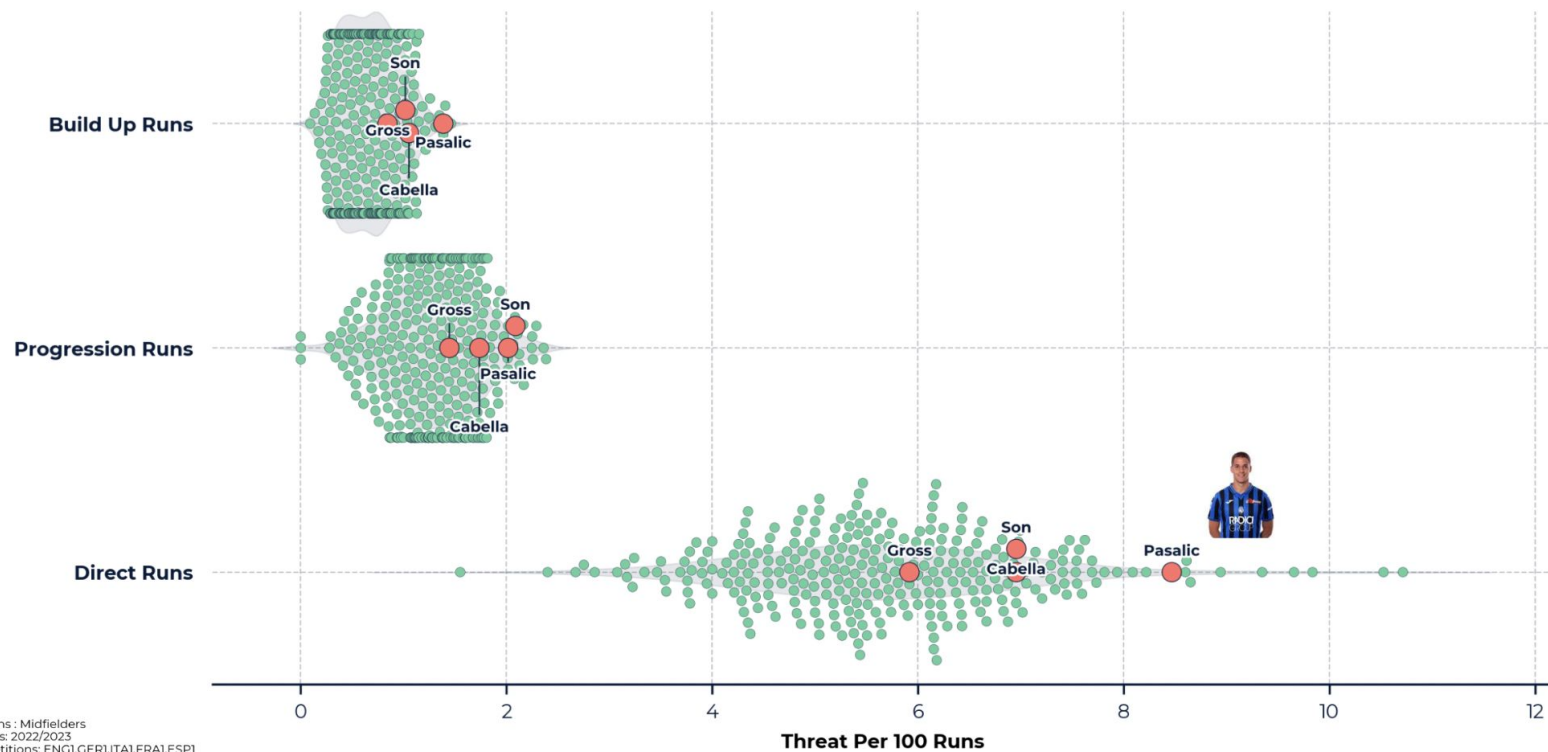
Served Cross Receiver runs generated twice as many goals compared to Runs in Behind.

Positions: All
Seasons: 2022/2023
Competitions: 36
Minimum of 8 matches of at least 60 minutes

Across all midfielders, Pasalic tops Son (when Son plays as an attacking midfielder) for average threat, while Cabella and Majer compete for top run volume.

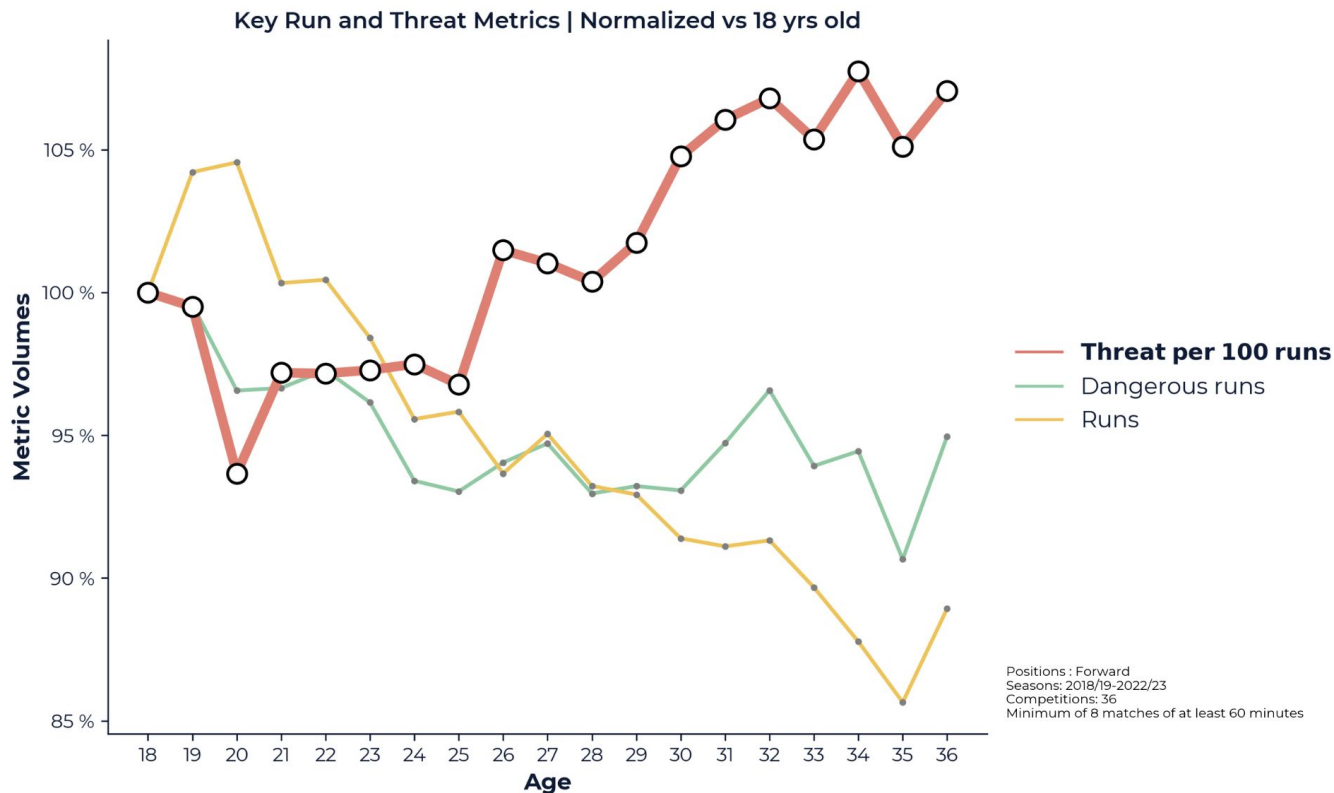


Pasalic generates heavy threat through direct runs.



Positions : Midfielders
Seasons: 2022/2023
Competitions: ENGI,GER1,ITA1,FRA1,ESP1
POR1,BEL1,DEN1
Minimum of 8 matches of at least 60 minutes

Across 36 leagues and 5 seasons, Game Intelligence shows a key trend in forwards increasing average threat despite lower run volume.



Run and Dangerous Run volumes both decrease as Forwards get older.

Threat per 100 runs increases with age.

Forwards get more threat-efficient with age.

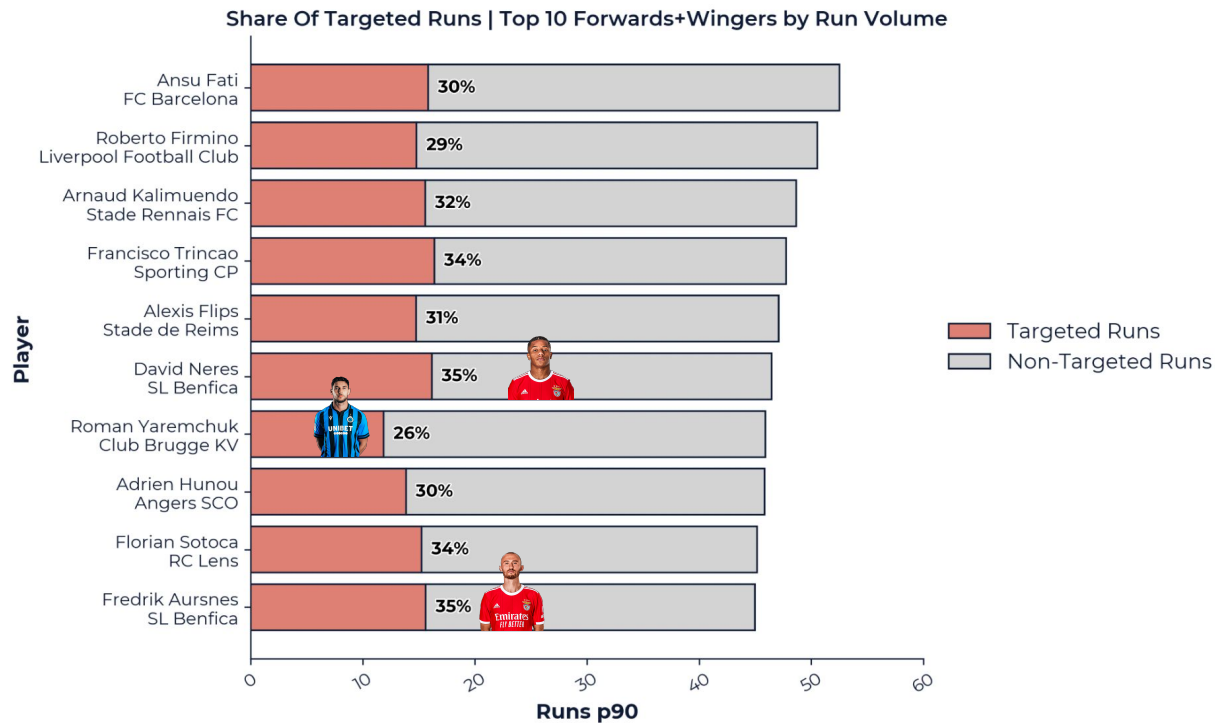
Runs Targeted & Served.

We can also use Game Intelligence data to understand the usage of runs, by looking at **Targeted Runs** (an off-ball run where the player in possession attempts the pass) and **Runs Served** (an off-ball run where the pass is successfully completed).

This helps to build up a detailed profile of a player's off-ball running profile.

- How many of a player's runs are targeted by the passer?
- How often are runs successfully served?
- What types of run are most often targeted and served?
- How often are Dangerous Runs targeted and served?
- What % of a player's runs lead to a shot?
- In which zones does a player operate and make their runs?

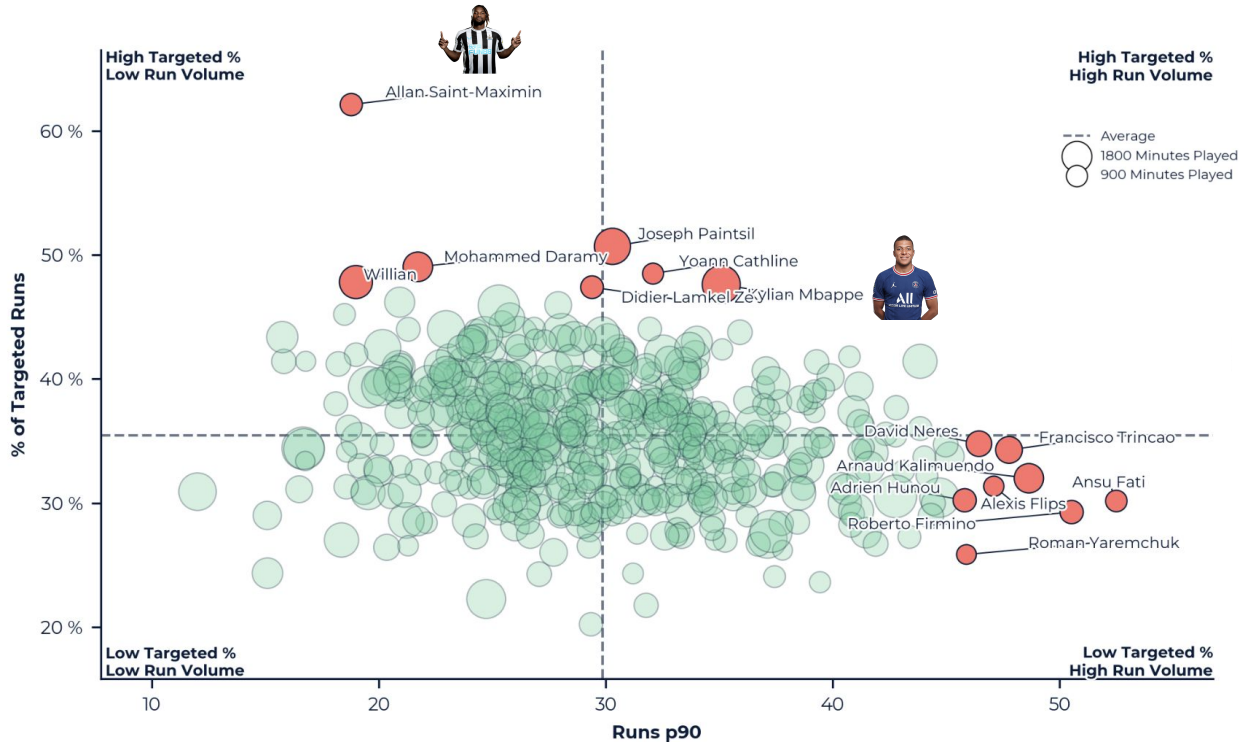
Forwards and Wingers deliver a high volume of runs. Game Intelligence can assess how many runs are targeted by a pass.



Roman Yaremchuk ranks #7 for Runs p90 but only 26% are targeted.

Benfica's dynamic style means two of their players are in the top 10 for Run Volume and with the highest % of Runs Targeted (35%).

Game Intelligence can profile players based on their Run Volume and how often their runs are targeted



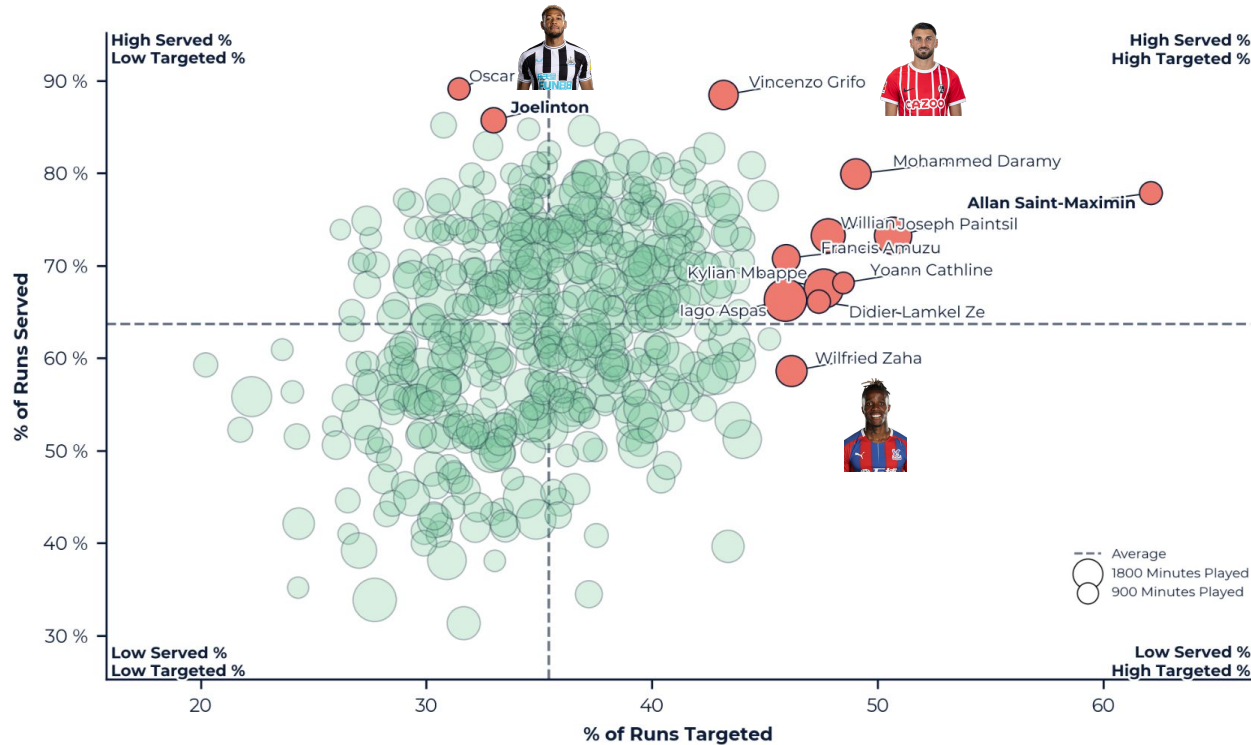
St Maximin on his own with 60% of runs targeted.

Mbappe in a group with high run volume and high targeting.

Players with high run volume but low targeting can still be contributing to attacking phases.

Forwards and Wingers, 2022/2023. Top 5 leagues + POR, DEN, BEL. At least 8 Games and 60 minutes played per game.

Game Intelligence also identifies if a run is successfully served.



A served run is a player's run that's been targeted by a pass and successfully reached.

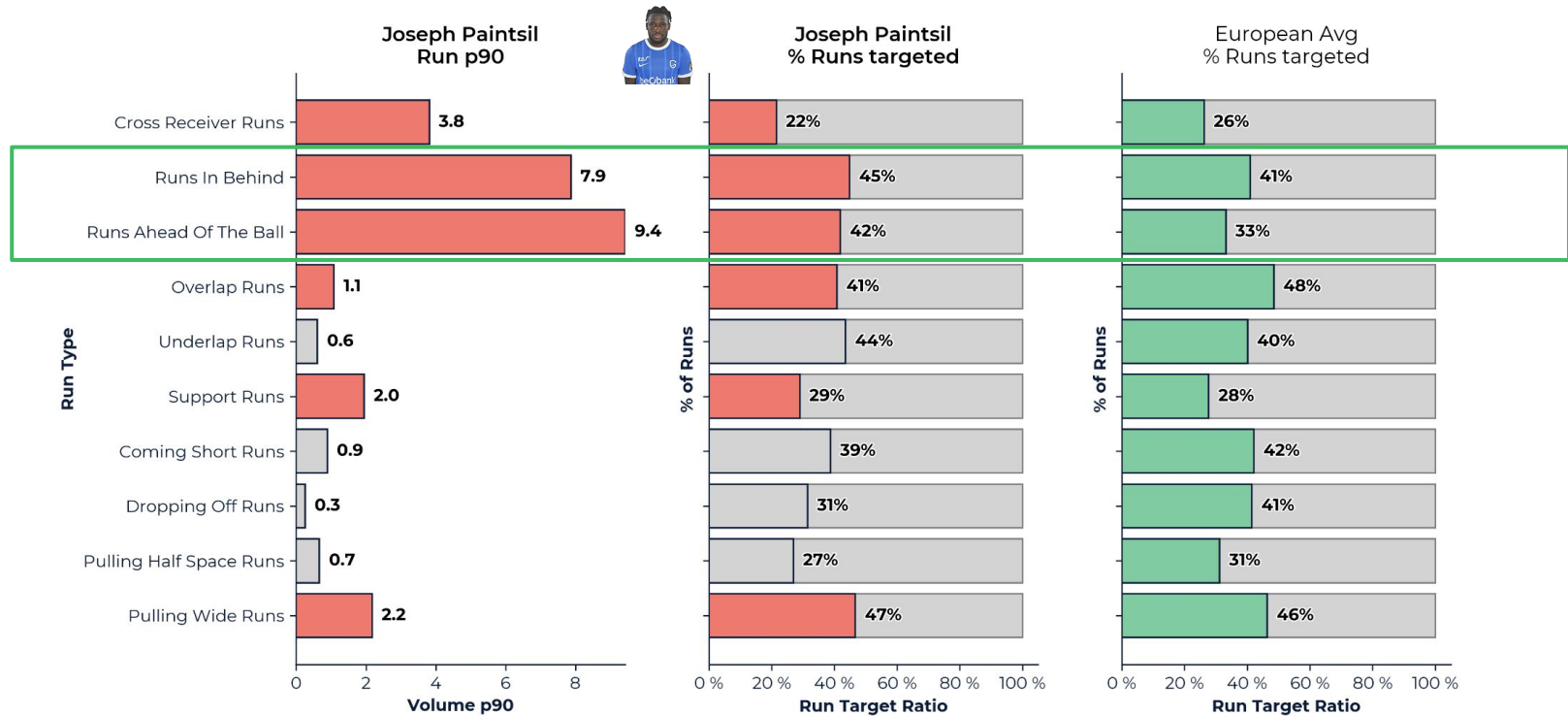
Joelinton's runs are not often targeted but have a high served %.

Grifo stands out with high targeting and high served %.

Zaha is often targeted but served % is below average.

Forwards and Wingers, 2022/2023. Top 5 leagues + POR, DEN, BEL. At least 8 Games and 60 minutes played per game.

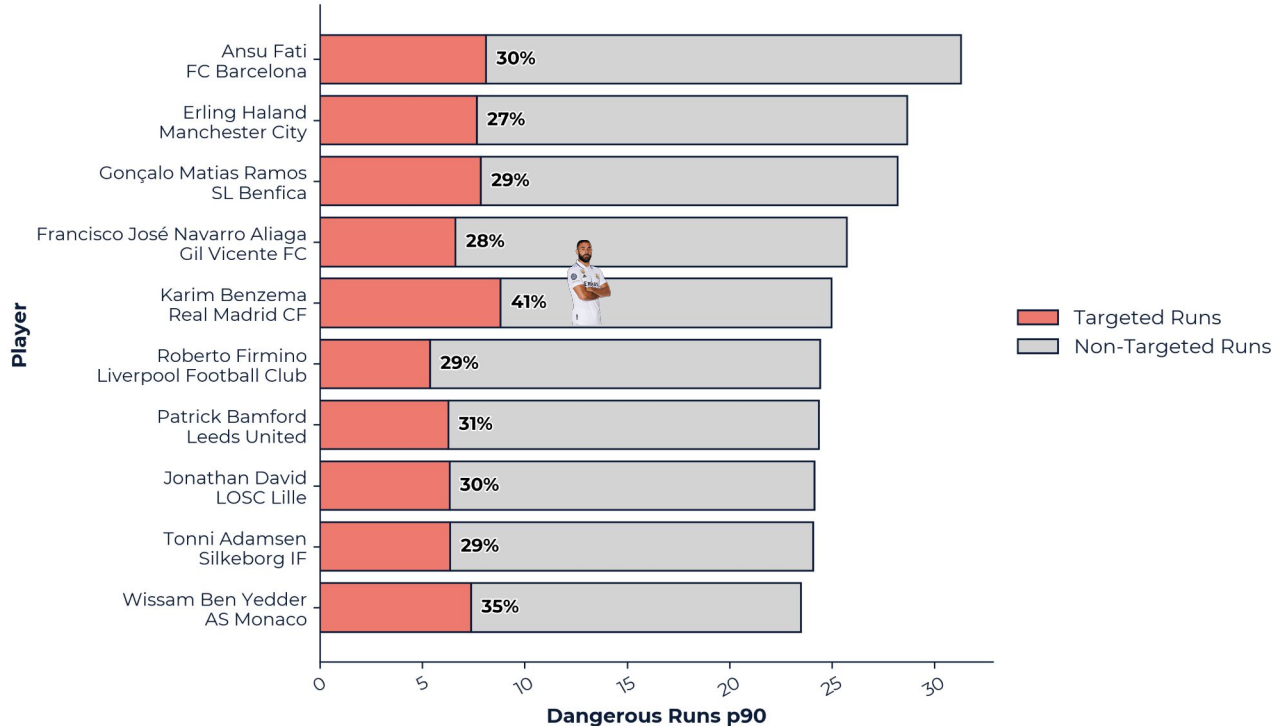
Genk's Joseph Paintsil's Runs in Behind and Runs Ahead are targeted often, above the European average.



Forwards and Wingers, 2022/2023. Top 5 leagues + POR1,DEN1,BEL1. At least 8 Games and 60 minutes played per game.

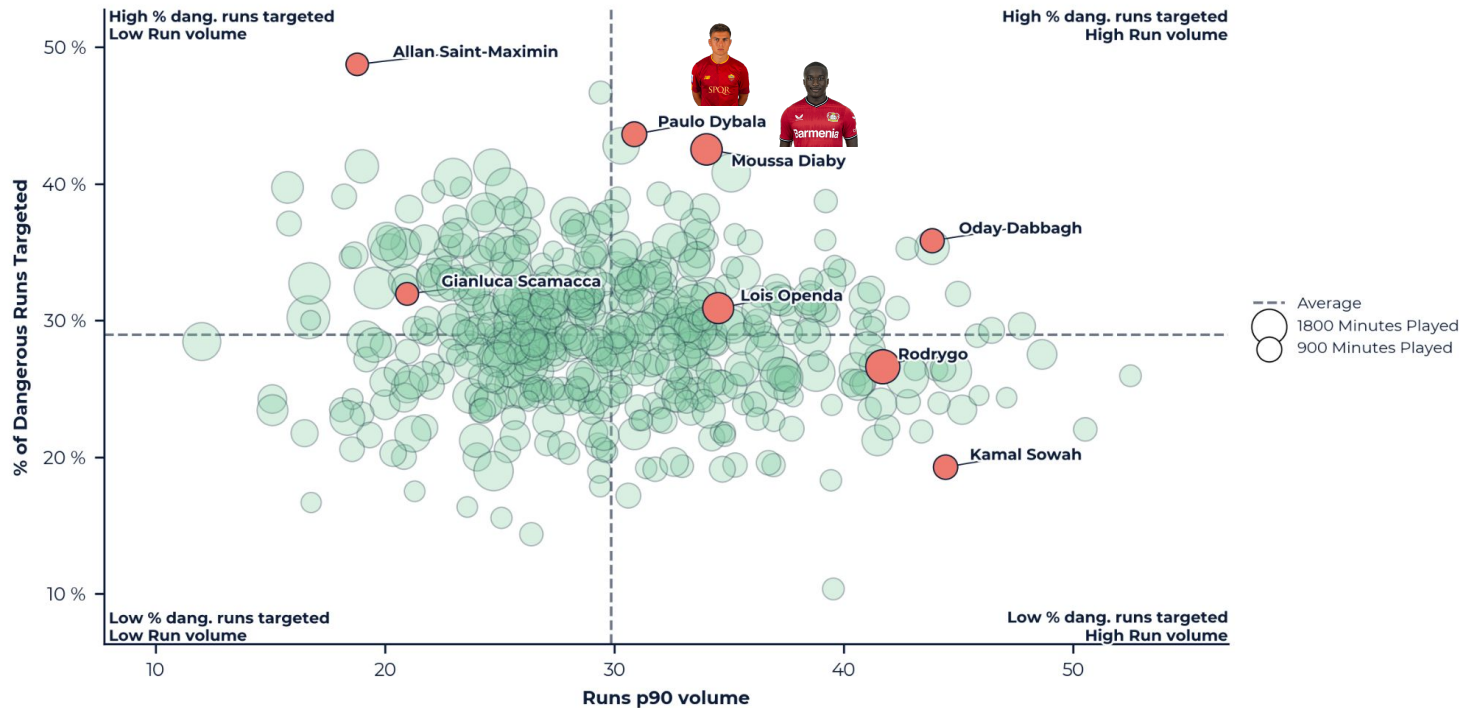
Game Intelligence can reveal how often Dangerous Runs are targeted.

% of Dangerous Runs Targeted | Top 10 Forwards+Wingers by Dangerous Runs Volume



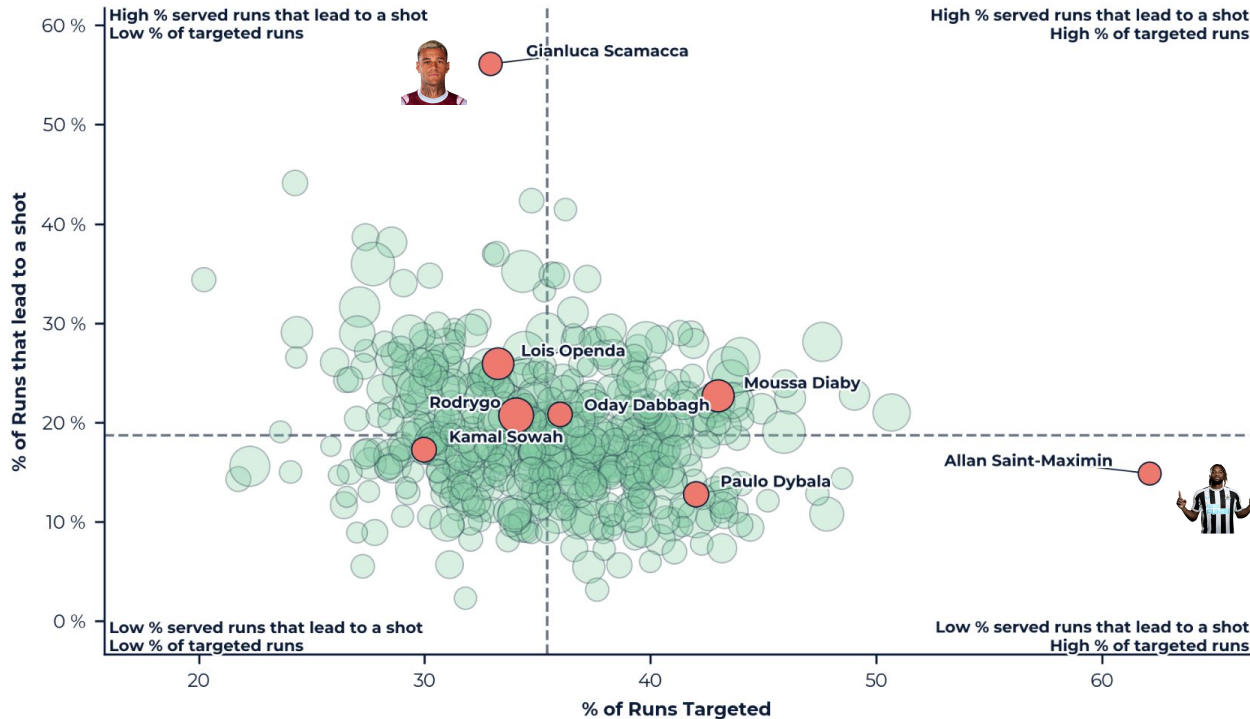
Among top European Forwards and Wingers, Karim Benzema has the highest ratio of Dangerous Runs targeted.

Paulo Dybala and Moussa Diaby deliver above average Run Volume and also see their Dangerous Runs heavily targeted.



Forwards and Wingers, 2022/2023. Top 5 leagues + POR1,DEN1,BEL1. At least 8 Games and 60 minutes played per game.

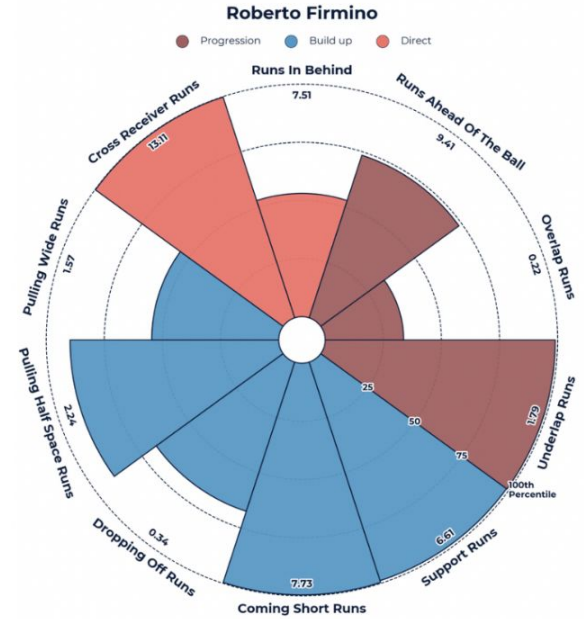
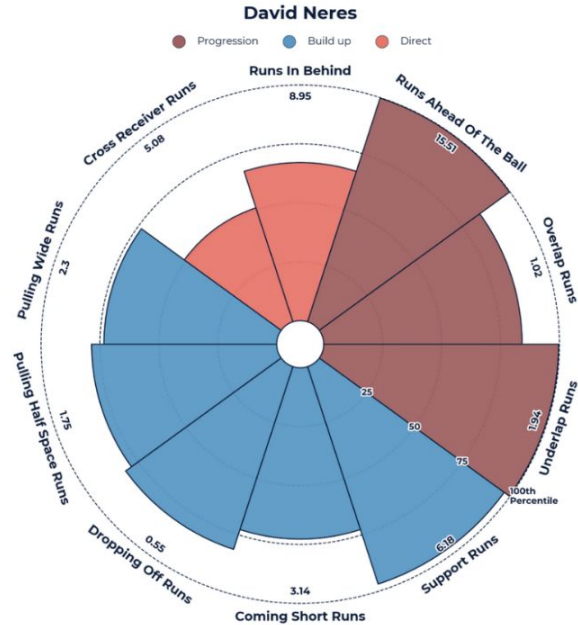
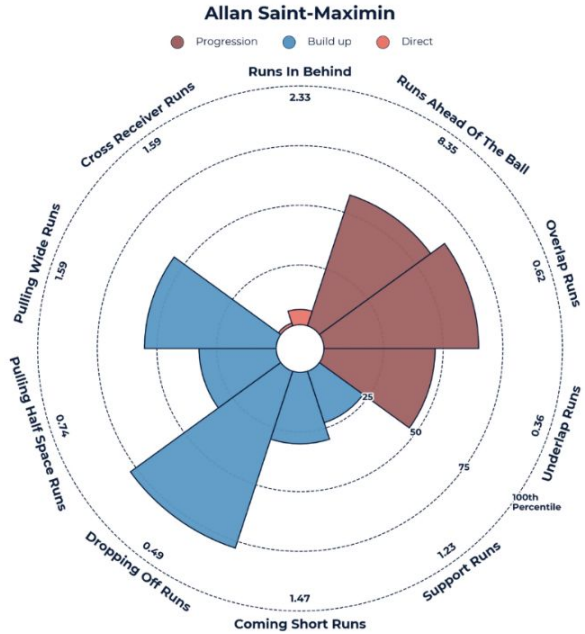
Game Intelligence also tracks runs that lead to a shot (from any teammate), quantifying a runner's ability to create opportunities after receiving the ball.



Over 50% of Gianluca Scamacca's served runs lead to a shot.

Moussa Diaby has above average Runs Targeted and runs leading to a shot.

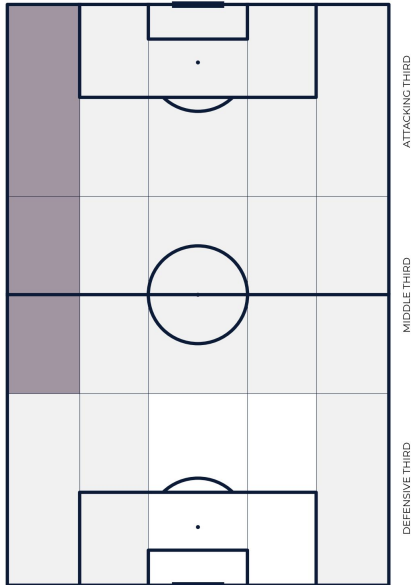
Grouping Run Types in Game Intelligence allows you to quickly identify differences between players.



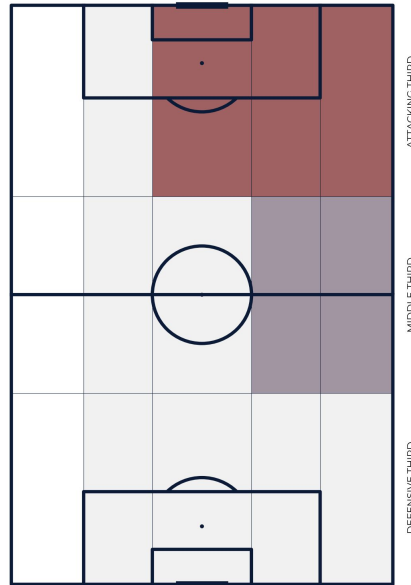
Forwards and Wingers, 2022/2023. Top 5 leagues + POR1,DEN1,BEL1. At least 8 Games and 60 minutes played per game.

Game Intelligence can also surface insights into where a player operates and the runs they make.

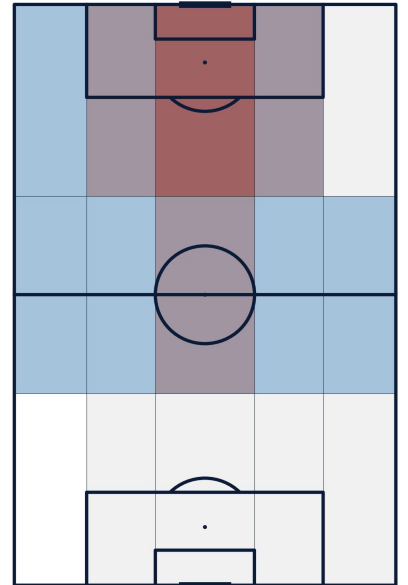
Allan Saint-Maximin | Newcastle United | LF



David Neres | SL Benfica | RW



Roberto Firmino | Liverpool Football Club | CF



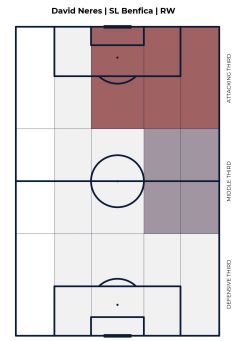
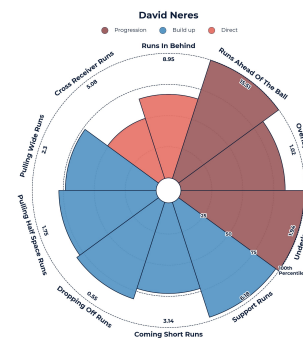
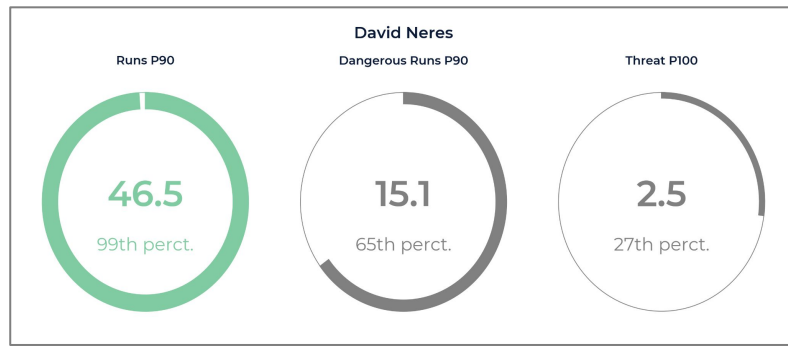
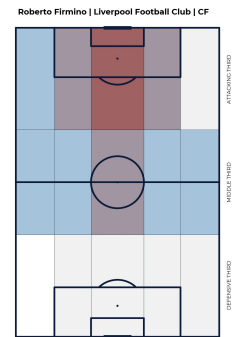
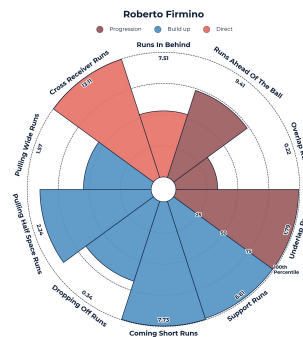
St Maximin owns the left corridor with progression runs.

Neres spans the right flank, coming short in the middle third all the way to box entries.

Firmino stands out as an all round runner.

Three key metrics for evaluating off-ball runs.

Game Intelligence also allows deeper analysis of a player's run profile.



Forwards and Wingers, 2022/2023. Top 5 leagues + POR1,DEN1,BEL1. At least 8 Games and 60 minutes played per game.



This is just a snapshot of the insights Game Intelligence can provide across 60+ global leagues and competitions.

In addition to Off-Ball Runs, Game Intelligence can also help you to evaluate and benchmark a player's passing risk/reward profile and their ability to execute when under pressure from opponents.

We'll share an overview of those metrics in the coming weeks, and we'd be delighted to talk to you about how Game Intelligence could add value to your scouting and recruitment decision-making.

contact@skillcorner.com



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