

Sports Beat

A businessman opens his morning paper to check on his favorite team's game from last night, but the paper went to press too early to catch it. Undaunted, he flips on the television, only to find the sports news show meandering slowly through highlights of sports that don't interest him. Frustrated, he logs on to the Internet. This is it. Crunch time. He clicks in, only to find a tidal wave of incomprehensible sports information. He can't find the score, let alone the game highlights. It shouldn't be so difficult to find recurring sports news. Precious minutes of his undivided attention--wasted. Is this your clients' two-minute drill or do you have the strong defensive play?

The **Sport Beat CustomWire** delivers regularly featured sports news in real-time. Need regular sports updates and roundups? What about the latest rankings and standings? Or point spreads and transaction summaries? If it is a regularly recurring sports story or column, Comtex's **Sports Beat CustomWire** has it covered. With the **Sports Beat CustomWire**, you won't be overwhelmed with tons of information, but you'll still have critical coverage of major and non-mainstream sports.

Comtex's **Sports Beat CustomWire** features reporting from respected publishers like **The Sports Network** delivering the latest score updates, box scores, league leaders, injury reports and more. Comtex's **Sports Beat CustomWire** may also include sports coverage from **United Press International**.



Because Comtex's **Sports Beat CustomWire** updates it's content constantly throughout the day, your clients will be your site's loyal fans, checking in through the workday, on weekends, at night, or during the big game. With Comtex's **Sports Beat CustomWire**, you can deliver the sports your clients have come to know and love. Be the one your clients cheer--give them Comtex's **Sports Beat CustomWire**.

Statistics

Daily Story Average:

- 1500-2000 stories per day, Monday-Friday
- 4200 articles per day, Saturday and Sunday



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