

# GLOBALDATAPOINT - WHAT WE DO

## Comprehensive Event and 'What's On' Data

Global DataPoint hold a comprehensive event and 'what's on' database covering the whole of the UK. We supply event and 'what's on' information for the whole of the UK, from the biggest acts and venues to ultra local level community events taking place in your neighbourhood.

500,000 +  
UNIQUE EVENTS

## 16 Key Leisure Categories

With 16 categories across the UK, over 45,000 geocoded venues, and last year over 500,000 unique events, we cover the entire entertainment, leisure and cultural spectrum.

Our unrivalled coverage and quality of content is delivered via two unique solutions allowing you to provide event listings data of the highest quality to your audience.

**Solution 1:** XML Data Feed

**Solution 2:** White label sites and applications



## XML DATA FEED

Global DataPoint supply clients with an XML feed on a regular basis. The feed is fully comprehensive with content for the whole of the UK. This is a popular solution amongst our clients who want more flexibility to display the data in a way that enhances their particular brand.

### Key Features and Benefits:

- Full integration of our data
- Enhance your brand by displaying our data on your website
- Opportunities to drive advertising revenue around dynamic search results
- Ticketing links enabling you to draw affiliate revenue
- Includes over 45,000 geocoded venues and over 500,000 unique UK events last year

### Some of the clients we have supplied our comprehensive XML feed to:

Trinity Mirror plc



#### Trinity Mirror

Global DataPoint supplies Trinity Mirror Plc with the UK's best entertainment event listings data across its extensive network of regional web and print titles.



#### The AA

The AA chose Global DataPoint as the provider of entertainment venue listings for their 15 new UK City Guides.

#### Global Radio

Global DataPoint supply event and 'what's on' listings data to Global Radio. Our data can now be found on flagship brands such as XFM, Capital and Heart.

# WHITE-LABEL HOSTED WEBSITES

Global DataPoint can provide fully hosted and designed white-label websites. This turn-key solution delivers a comprehensive, rich and tailored local events and 'what's on' channel.

## Benefits:

- Fully branded to match your website stylesheet
- Easy to add, turn-key solution
- Hosted by Global DataPoint
- Integration of your adverts
- Comprehensive event search engine
- Social media sharing, ticketing links and multimedia functionality

*"Working with Global DataPoint has enabled the KM Group to provide an unbeatable, comprehensive What's On listings service across our portfolio of newspapers and websites."*

*– Ian Carter, Editorial Director, KM Group.*

## Example white label site:

The screenshot shows the KentOnline website interface. At the top, there's a banner for "WIN an iPad 2!" and the KentOnline logo. Below the logo is a navigation menu with categories like News, Sport, Where I Live, What's On, Classified, e-editions, Directories, Wedding Day, Jobs, Holidays, Features, Education, and Tasty. A search bar is prominently displayed with the text "film" entered, and "Kent" and "Today" selected in dropdown menus. A "Find Now" button is next to the search bar. Below the search bar, there are filters for "Refine your search:" including Film (123), Various Events (2), Galleries (1), and Courses (1). The search results show "126 results for film > Kent". The first result is "Cowboys & Aliens" with a description: "A lone gunstinger (Daniel Craig) leads an uprising against an extraterrestrial menace." and a "Drive" result for "Ryan Gosling stars as a Hollywood stunt performer who finds out a". A map is visible on the right side of the page, showing the location of the search results in Kent.

# MOBILE APPLICATIONS

Global DataPoint offers a suite of white label mobile applications. These include iPhone, Android, BlackBerry and Ovi. These location based apps can be branded with your name and logo.

With our location based app you can search for film, theatre, music, galleries, bars, restaurants, comedy, family events and lots more.

## Key Features & Functions

- It's fast and simple to use
- Includes venue and event images
- Interactive map view
- Movie trailers
- User reviews
- Access to over 40,000 venues and 150,000 events
- 15 categories
- A 5 star rating system
- GPS location finder
- Search & browse function
- Event and venue details: address, contact number, prices, time, email and web



# UK CATEGORIES

All major datasets are provided as venue and events files. Where necessary these files are then split into separate sub-category fields. Global DataPoint categorises all its event data based on this taxonomy.



Category	Number of Events	Number of Venues
 Attractions	7,894	6,951
 Classical	3,902	664
 Clubs	7,563	1,096
 Comedy	4,340	181
 Courses	51,493	7,081
 Family	10,065	4,531
 Film	12,174	721
 Food & Drink	1,529	1,113
 Galleries	7,891	3,492
 Museums	4,339	1,514
 Music	23,808	1,777
 Opera & Dance	1,783	76
 Pubs & Bars	993	4,082
 Special Events	36,123	21,329
 Sport & Leisure	10,050	2,157
 Theatre	5,336	1,127
<b>Total</b>	<b>183,160</b>	<b>46,685</b>

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**Attraction:** Heritage and Gardens, Landmark, Market, Nature/Wildlife/Zoo, Theme Park, Family/Children's Activity, Parks & Open Spaces, Promotions & Offers

**Clubs:** Burlesque, Bhangra/Bollywood, Dubstep/Garage, Dance/Techno, Drum n Bass, Electronica, Hip Hop/RnB, House, Indie/Alternative, Latin, Pop, Punk, Reggae/Ska, Rock, Soul, Promotions & Offers

## Classical Music, Opera

**Comedy:** Festival

**Courses, Classes & Workshops:** Arts & Crafts, Dance, Drama, Music, Language, Skills & Learning, Health, Fitness & Wellbeing, Food & Drink, Promotions & Offers

**Dance:** Ballet, Ballroom, Contemporary, Folk/Celtic, Latin, World

**Film:** Children's, Drama, Horror, World, Action, Thriller, Sci-Fi/Fantasy, Documentary, Musical, Animation, Bollywood, Comedy, Romantic Comedy, Short, Western, Silent, Adventure, Romance, Festival

**Food & Drink:** Fair & Show, Festival, Market, Tasting, Promotions & Offers

**Galleries:** Art Exhibition, Performance Art, Film/Media Art, Art Festival/Fair/Show, Auction/Sale, Collection, Family/Children's Activity



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**Museums:** Museum Exhibition, Family/Children's Activity, Collection

**Music:** Acoustic, Dubstep/Garage, Religious, Gospel, Big Band, Blues, Jazz, Funk, RnB, Soul, Hip Hop, Reggae, Ska, Latin, World, Folk/Celtic, Country, Rock, Indie/Alternative, Punk, Goth, Metal, Pop, Dance/Techno, Drum n Bass, House, Electronica, Festival, Tribute Acts

**Pubs & Bars:** Quiz, Karaoke, Promotions & Offers

**Special Events:** Family/Children's activity, Seasonal, Religious & Celebration, Sport, Festival, TV/Radio Recording, Charity, Book Signing & Launch, Circus, Fair/Show, Poetry/Reading, Talk, Walk/Tour, Quiz, Karaoke, Games & Gaming, Seniors Activity, Community & Public Services, Groups, Clubs & Societies, Carnival & Parade, Storytelling, Live and Recorded Screening, Album Signing & Launch, Promotions & Offers

**Sport & Leisure:** Archery, Athletics, Basketball, Bowling, Boxing, Cricket, Cycling & Biking, Disability sports, Equestrian, Extreme Sports, Fishing, Hunting & Shooting, Football, Golf, Highland Games, Horseracing, Martial Arts, Motor Sports, Racquet Sports, Rowing & Sailing, Rugby, Running, Winter Sports, Swimming, Triathlon, Volleyball, Walking & Hiking, Water Sports, Wrestling.

**Theatre:** Play, Musical, Cabaret/Variety, Children's, Pantomimes, Promotions & Offers, Festival



# Handpicked selection of events and places

Every week Global DataPoint editors handpick a selection of events and places to visit in 50 UK regions. These Editor's Picks feature the hottest and engaging regional events which will capture people's imaginations.

## Top Films

3 highlighted releases per week with a critics review, images and movie trailers.

## Performing Arts

The best in theatre, opera, dance and stand-up appearing on the stage across the UK. Critic's previews and assessment of the must see acts.

## Music

Highlights of the biggest and best touring acts across the country. Including music festivals, club nights and special DJ appearances. The best from classical to rock and pop.

## Days out

Festivals, shows, carnivals and quirky and interesting events. Highlighting the region's "must see" attractions and historic properties and gardens. Featuring the best family friendly activities and days out.

## Exhibitions

Blocbuster shows at the major galleries to historical exhibitions in museums.

## Restaurants

A critical selection of the best restaurants in each UK region. Covering a variety of cuisines and price points.



# Example Editor's Picks

## Example editor's picks for London



**Sport**

**NFL International Series**  
Wembley Stadium

*An Octoberfest of American Football.*



**Dance**

**Swan Lake**  
London Coliseum

*Eastern promises.*



**Sport**

**Cycle Classic**  
The Mall

*Fight test.*

## Example editor's picks for Birmingham



**Zoo**

**Birmingham Nature Centre**  
Birmingham Nature Centre

*Up close and personal.*



**Art Exhibition**

**Court on Canvas**  
The Barber Institute of Fine Arts

*Celebrating tennis in art.*



**RnB**

**Rihanna**  
The LG Arena

*The Only Girl in the World.*

# CLIENTS



# CASE STUDIES – VISIT LONDON



Visit London first selected Global DataPoint in December 2006 and are now in their fourth year of working with us. Visit London conducted a thorough and lengthy evaluation of the data feed from Global DataPoint. They decided that due to the comprehensive nature of the events data coupled with excellent communication throughout the evaluation process, (both from an editorial and technical perspective), they would choose to receive a Global DataPoint feed of event and ‘what’s on’ data for London.

*"The Global DataPoint XML feed gave us a fourfold increase in the events we had listed on Visitlondon.com. It also improved our users' ability to plan ahead for their trip to London with its long lead time. The integration was smooth and the two-way communication between ourselves and Global DataPoint has allowed us to enhance and improve the way we use their comprehensive information."*

– John Whiddett, Managing Editor

