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Coded Content's AI Content Automation Platform is built just for sports and leverages AI sports content and SportsDataIO's rich data feeds to create custom, unique, and engaging material for brands.

Below are a range of example content types that are easily possible to create, customize, and deliver at scale

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## Coded Content Article Types & Sample Headlines

### Game Preview (Pregame, day or week of the game)

- "Yankees vs Red Sox Pick & Preview for April 15, 2025"
- "Packers vs. Bears Betting Prediction: Week 6"
- "Duke at UNC Free Pick for Today"

### Game Recap (Postgame, immediately)

- "Lakers Beat Suns as Stats Tell the Story"
- "Sounders Win Over Galaxy in June 3 MLS Action"
- "Georgia Defeats Auburn by 21 With Dominant Rushing Attack"

### Player News - Injury Updates (As soon as injury news is available)

- "Tom Brady Ruled Out for Week 5 Against Saints"
- "Joel Embiid Sidelined for Three Games With Knee Injury"
- "Lionel Messi Out Saturday in MLS Game Against Toronto"

### Player News - Performance Updates (Postgame)

- "Patrick Mahomes Throws Five Touchdowns in Week 6 Win"
- "Connor McDavid Leads Oilers With Three Points Against Flames"
- "Freshman Scores 30 to Lead January 15 College Basketball Win"

### Team Weekly Preview (Start of the week or game schedule)

- "Cowboys Face Eagles and Commanders in Week 9"
- "Manchester United Prepares for Matchweek 12 Key Games"
- "Braves Look to Stay Hot Against Mets and Nationals This Week"

## **Team Weekly Recap** (End of the week, summarizing performances)

- "Celtics Wrap Up the Week With Two Wins in Three Games"
- "Lightning Stay Strong With Three Straight Wins This Week"
- "SEC Highlights From Week 7 in College Football"

## **Top Performances of the Week** (End of the week, across leagues or within a league)

- "NFL Week 3 Quarterbacks With the Most Passing Yards"
- "Best NHL Goalies From Games Ending January 22"
- "MLS Week 10 Goal Scorers Who Made the Difference"

## **Season Stat Leaders** (Mid-season or weekly updates)

- "Top NBA Scorers After Week 8 of the Season"
- "EPL Assists Leaders Heading Into Matchweek 15"
- "MLB Home Run Leaders After June 30"

## **Top Players of the Week** (End of the week, highlighting individual performances)

- "Top NFL Receivers in Week 5 Based on Yards and Catches"
- "Best NBA Scorers From Games Played January 8-14"
- "College Football Week 9 Standouts Across All Conferences"

## **Player Matchup Preview** (Pregame, highlighting key matchups)

- "LeBron James vs. Kevin Durant in January 15 Lakers vs. Suns Game"
- "Josh Allen Faces Patrick Mahomes in AFC Showdown This Sunday"
- "Top Scorers Meet in Manchester City vs. Liverpool EPL Match"

## **Player Matchup Recap** (Postgame, reviewing head-to-head battles)

- "Joel Embiid Outduels Nikola Jokic in January 22 Win"
- "Joe Burrow Edges Trevor Lawrence in Key Week 6 Victory"
- "Cristiano Ronaldo Beats Lionel Messi in Scoring Duel"

## **Team Trends** (Weekly or monthly updates on performance trends)

- "Bulls Winning 8 of Their Last 10 - Breaking Down the Stats"
- "NHL Teams Scoring the Most Power Play Goals in January"
- "College Football Teams Improving Most in Turnover Margin"

## **Upcoming Games to Watch** (Weekly feature highlighting key games)

- "Top Games to Watch in Week 7 of the NFL Season"
- "EPL Matchweek 16 Must-See Matches This Weekend"
- "5 College Basketball Games That Could Impact Rankings"

## **Upset Alerts** (Pregame, highlighting underdogs with upset potential)

- "NFL Week 10 Upset Alert: Jets Over Bills?"
- "Could Watford Stun Chelsea in This Week's EPL Action?"
- "College Basketball Underdogs to Watch on March 3"

## **Best Bets of the Week** (Weekly content for sports bettors)

- "Best NFL Betting Lines for Week 12 Matchups"
- "NBA Spread Picks for January 18-20 Games"
- "Over/Under Plays for College Football Week 11"

## **League Stat Trends** (Season-long or monthly updates for entire leagues)

- "NBA Three-Point Shooting Trends Through Week 6"
- "MLB Strikeout Rates Up Compared to April 2024"
- "EPL Clean Sheet Leaders Entering February Matches"

## **Top Defensive Performances** (Postgame or weekly summary of defensive stats)

- "NFL Week 3 Defensive Leaders in Tackles and Sacks"
- "Best NHL Goalies From Games Played February 1-5"
- "Top Defenders in EPL Matchweek 14 by Tackles Won"

## **Season Outlook Updates** (Regular updates on playoff odds and standings)

- "EPL Top 4 Predictions After Matchweek 20"
- "MLB Division Standings Entering the Final Month of the Season"
- "NFL Playoff Scenarios Heading Into Week 17"

## **Injury Impact on Teams** (Weekly or event-specific updates on key injuries)

- "49ers Without Deebo Samuel in Week 8 - What It Means"
- "Lakers Struggle Without Anthony Davis in Past 5 Games"
- "NHL Midseason Injury Report - Teams Hit the Hardest"

## **Stat Breakdowns by Position** (Weekly or season-long updates)

- "Top Quarterbacks After Week 7 of the NFL Season"
- "EPL Midfielders With the Most Assists Through January"
- "NHL Defensemen Leading in Points at Midseason"

## **Top Rookies of the Week** (Weekly updates on rookie performance)

- "NFL Week 6 Rookie Report - Top Performers by Position"
- "Best NBA Rookies From Games Played November 10-15"
- "College Basketball Freshmen to Watch in February"

## **Player Usage Rates** (Season-long or weekly deep dives into player workload)

- "NBA Stars With the Highest Usage Rates After Week 5"
- "NHL Players Averaging the Most Ice Time Per Game"
- "College Football Running Backs With the Most Carries This Year"

## **Power Rankings** (Weekly updates for team rankings)

- "NFL Week 9 Power Rankings - Chiefs Stay on Top"
- "EPL Power Rankings Entering Matchweek 18"
- "College Basketball Top 25 Rankings After Week 6"

## **Home vs. Away Stats** (Team or player comparisons based on location)

- "How the Warriors Perform at Home vs. on the Road"
- "EPL Strikers Scoring More in Away Matches This Season"
- "NFL Week 11: Teams With the Biggest Home Field Advantage"

## **Offensive Leaders of the Week** (Weekly updates focused on offensive stats)

- "NFL Week 5 Leaders in Passing, Rushing, and Receiving Yards"
- "Top NBA Scorers From Games Played November 20-25"
- "EPL Offensive Stats Leaders After Matchweek 13"

## **Turnover Trends** (Team or league focus, looking at giveaways and takeaways)

- "NFL Teams With the Most Turnovers Through Week 7"
- "College Basketball Teams Averaging the Fewest Turnovers Per Game"
- "NHL Leaders in Forced Turnovers at the Midseason Mark"

## **Players From a Specific City** (Highlight players based on birth city)

- "NBA Players Born in Chicago Making an Impact This Season"
- "MLB Stars From Los Angeles to Watch in 2024"
- "College Football Standouts Born in Houston"

## **Players Born in a Specific Month** (Seasonal content, tied to birthdays)

- "NFL Players Born in November With Big Week 8 Performances"
- "Top NHL Players Celebrating Birthdays in January"
- "EPL Goal Scorers Born in April Leading the League"

## **Players by College** (Focus on performance of alumni from specific schools)

- "NFL Week 7 Recap - Alabama Alumni Leading in Stats"
- "Kentucky Players Shining in the NBA This Season"
- "Top MLB Players From Vanderbilt in 2024"

## **Players by Draft Round** (Highlight success stories by draft position)

- "NFL Week 5 - Best Performances by Second-Round Picks"
- "NBA Undrafted Players Making an Impact This Season"
- "MLB Stars Drafted in the Fifth Round Who Are Shining"

## **Hometown Showdowns** (Players competing against teams from their birth city)

- "LeBron James Faces Cavaliers - Hometown Matchup Preview"
- "NFL Week 10 - Houston-Born Players Taking on the Texans"
- "EPL Players Born in Manchester in Saturday's Rivalry Match"

## **Draft Round Comparisons** (Performance analysis by draft position)

- "Top First-Round Picks vs. Late-Round Steals in NFL Week 9"
- "NBA Second-Round Picks Leading Their Teams in 2024"
- "MLB Draft Round Comparison - Who's Delivering in 2024?"

## **Draft Class Features** (Performance trends based on draft year)

- "NFL Draft Class of 2020 - Where They Stand After Week 10"
- "Top NBA Players From the 2018 Draft Class This Season"
- "MLB Draft Class of 2019 - Key Performers in 2024"

## **Top Players Born Outside the U.S.** (International player features)

- "EPL Players Born in Africa Leading in Goals This Season"
- "Top NHL Players Born in Sweden in 2024"
- "NBA Stars From Canada Dominating in February Games"

## **Birth City Milestones** (Notable achievements tied to player hometowns)

- "Chicago-Born Players Scoring 1,000 Career Points in 2024"
- "Houston Produces Another NFL Star With Breakout Week 9"
- "Toronto-Born Players With the Most Goals in MLS This Season"

## **Players From Underrated Colleges** (Small-school success stories)

- "NFL Week 8 Stars From FCS Schools Making Big Plays"
- "Top NBA Players From Mid-Major Programs in 2024"
- "MLB Success Stories From Division II Schools This Year"

## **Player vs. Team Performance**

- "LeBron James' Career Numbers Against the Clippers This Season"
- "Patrick Mahomes Dominates AFC West - Breaking Down the Stats"
- "Lionel Messi's Goal Scoring Record vs. Manchester City"

## **Strength of Schedule Rankings**

- "NFL Teams With the Easiest Schedule in Weeks 10-13"
- "MLB Toughest Remaining Schedules for the 2024 Season"
- "College Football Strength of Schedule Rankings for November"

## **Team Scoring Breakdown by Quarters**

- "How the Warriors Perform in the First Half vs. Second Half"
- "NFL Teams Leading in Second-Quarter Points After Week 7"
- "EPL Teams Scoring the Most Goals After the 75th Minute"

## **Most Penalized Teams or Players**

- "NFL Teams With the Most Penalty Yards This Season"
- "NHL Players Leading in Penalty Minutes at Midseason"
- "EPL Teams With the Fewest Fouls Committed in Matchweek 14"

## Turnover and Takeaway Trends

- "College Football Defenses Forcing the Most Turnovers This Year"
- "NBA Teams Averaging the Most Turnovers Per Game"
- "NFL Teams Winning the Turnover Battle Most Often This Season"

## Best Special Teams Performances

- "NFL Kickers With the Most 50-Yard Field Goals Made in 2024"
- "Top Punting Averages Across the NCAA This Season"
- "NHL Penalty Kill Units Performing the Best This Year"

## Scoring Efficiency Stats

- "EPL Teams Scoring on the Highest Percentage of Shots on Target"
- "MLB Batters Leading in RBIs Per At-Bat"
- "College Basketball Teams With the Best Free Throw Shooting Percentages"

## Biggest Wins and Losses of the Week/Season

- "Biggest Blowouts in NBA Games Played February 1-7"
- "College Football Teams With the Largest Margin of Victory in Week 6"
- "Closest Games From NHL Matchups on November 3"

## Comeback Leaders

- "NFL Teams With the Most Wins When Trailing at Halftime"
- "NHL Teams With the Best Records After Losing the First Period"
- "College Basketball Comebacks From Double-Digit Deficits This Week"

## Best Passing Offenses

- "NFL Teams Averaging the Most Passing Yards Per Game in Week 7"
- "College Football Quarterbacks Leading in Completion Percentage"
- "MLS Teams With the Most Accurate Passing Rates"

## Underrated Defensive Performances

- "College Basketball Teams Allowing the Fewest Points Per Possession"
- "NHL Defensemen Blocking the Most Shots in January"
- "NFL Defenses Leading in Red Zone Stops After Week 8"

## **Draft Success by Round**

- "MLB Teams Finding Value in the Third Round of the Draft"
- "NFL Late-Round Picks Making an Impact in 2024"
- "NBA Second-Round Picks Contributing the Most This Season"

## **Teams Leading in Scoring Diversity**

- "College Football Teams With the Most Players Scoring Touchdowns"
- "NBA Teams Spreading the Ball - Players With Double-Digit Points"
- "EPL Clubs Getting Goals From Across the Squad"

## **Rookie Class Performance**

- "Top Rookie Quarterbacks in the NFL After Week 10"
- "NBA Rookies With the Best PER This Season"
- "College Football Freshmen Leading Their Teams in Stats"

## **Teams With the Best Bench Depth**

- "NBA Bench Units Scoring the Most Points Per Game"
- "NFL Teams Getting Big Contributions From Non-Starters"
- "NHL Third and Fourth Lines Delivering Key Goals This Year"

## **Highest Scoring Games of the Week/Month/Season**

- "Top Scoring NBA Games Played From February 12-18"
- "NHL Games With the Most Goals in November Matchups"
- "College Football Shootouts in Week 9"

## **Most Consistent Teams**

- "NFL Teams With the Most Consecutive Games Scoring Over 20 Points"
- "EPL Teams Holding Opponents to Under Two Goals Every Match"
- "NHL Clubs With the Fewest Back-to-Back Losses This Season"