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# WELCOME TO FORM LAB BLACK

Welcome to Form Lab Black.

This welcome document shows you how to start using Form Lab Black and then as you become more proficient you'll discover your own strategies and become a more profitable bettor.

If you require further assistance or would like to share ideas, please feel free to contact us at [support@footballformlabs.com](mailto:support@footballformlabs.com)

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## FORM LAB BLACK: VIDEO SUPPORT GUIDES

There are a number of video guides available to accompany this edition. The full list is just below with other links provided next to the relevant content throughout this welcome guide. Click on the links to view the videos online. If you have trouble viewing the video, try clicking on the download button underneath the video. Click 'Full Size' to enlarge the videos.

### Introduction to the Football Form Labs:

 [3 Minute Introduction.](#)

 [8 Minute Introduction.](#)

### Using the Match Data Analysis:

 [The Form Tables](#)

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### Using Pre Match Queries:

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### Using In Play Queries:

 [The In Play Query Overview](#)

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 [Using In Play Queries to Assess Half Time Trends Across the Premier League](#)




 [Using In Play Queries to Assess a Team's Chance of holding a 1-0 lead](#)

### Player Analysis:

 [Form Lab Black Player Analysis Overview](#)

 [Form Lab Black Player Analysis In Detail](#)

### **Live Logic:**

-  [Customising Live Logic Alerts to Suit Your Betting](#)
-  [Example Trade on Betfair Using Live Logic](#)
-  [Combining Live Logic Alerts with In Play Instant Analysis](#)

### **Daily Reports:**

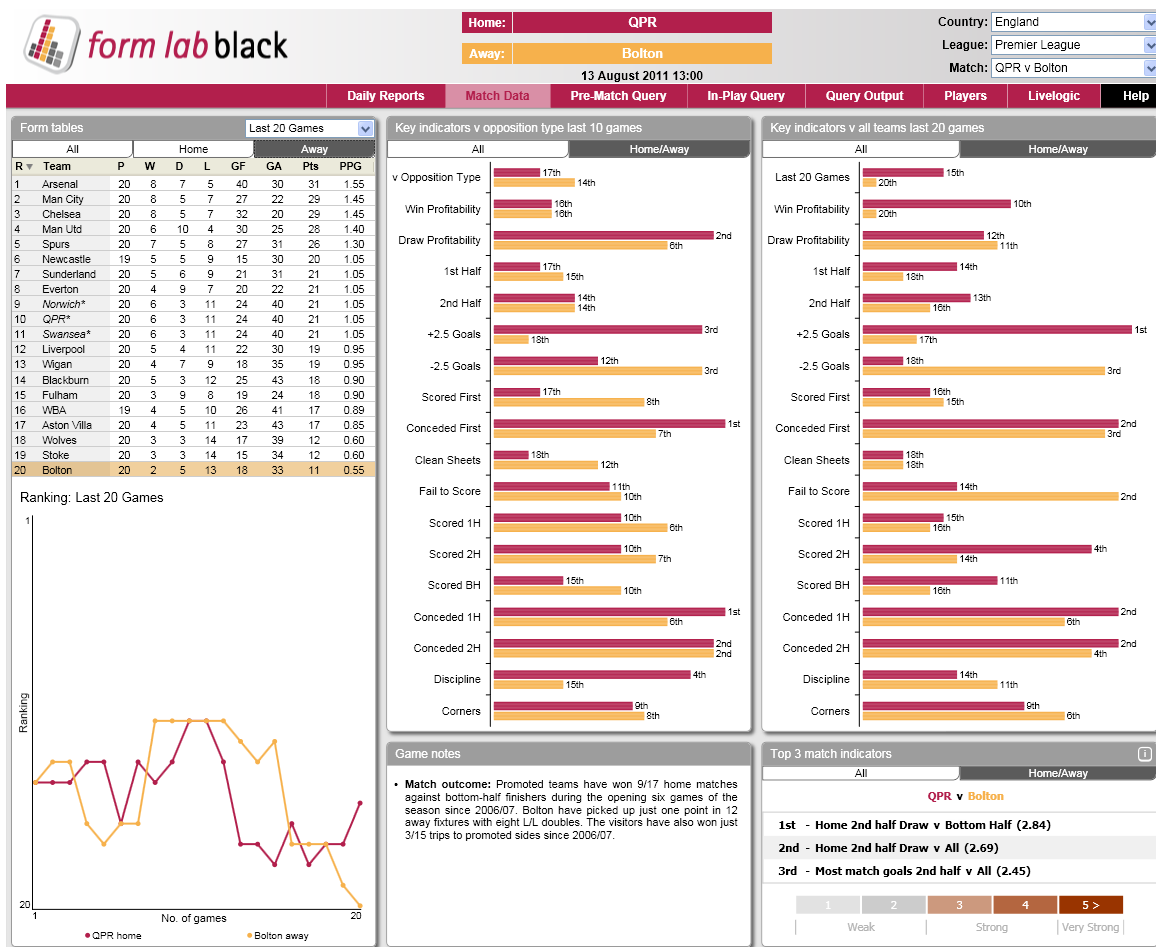
-  [Form Lab Max's Daily Reports: Bet Ideas & Analysis.](#)

### **Finding The Best Odds:**

-  [Finding the best odds for ideas generated by FormLab.](#)

## **FORM LAB BLACK: MATCH DATA**

The match data tab gives you a one page summary of the relevant betting trends for any particular match.

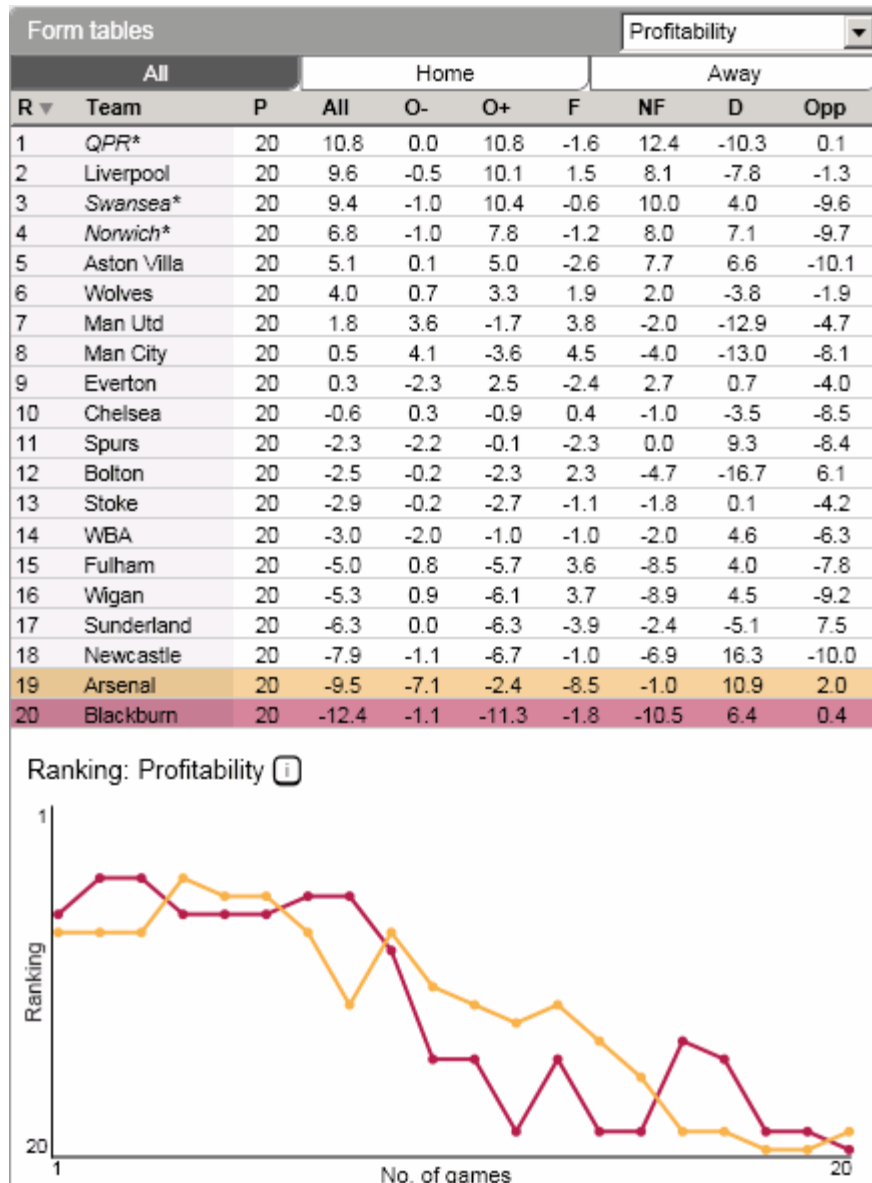


It's split into four main areas as follows:

### i) The Form Tables

The form tables can be used to highlight regular form, but are more useful for uncovering trends such as home/ away basis and to see if a trend is deteriorating or improving.

There are many elements to compare teams on using the drop down menu as the screen shot below shows. The example shown uses the profitability table which ranks teams based on the profits available from backing them in their last 20 games. As you can see, backing Arsenal or Blackburn has been an especially poor idea with big losses made from backing both teams. However if you look at the Draw column (D) there have been reasonable profits available from backing the draw with both these teams.



There are many analytical treasures waiting to be found here, such as looking at Over/ Under trends or Half Time/ Full Time double result trends. Very quickly, you will build up a picture of a league and those teams you should look out for in certain markets or match-ups.

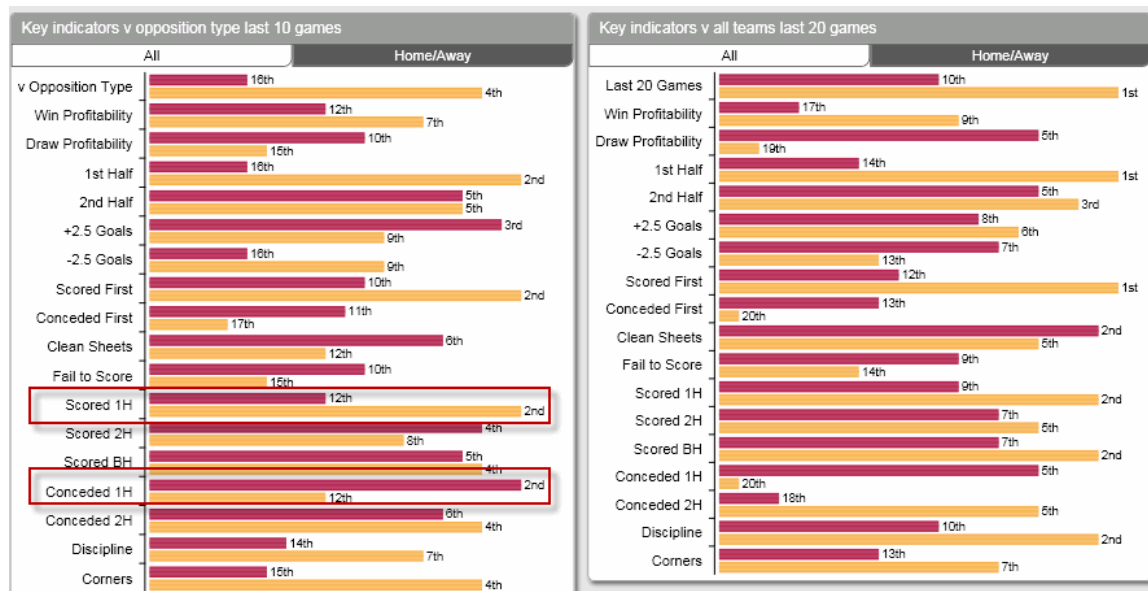
 **Video:** [The Form Tables](#)

## ii) Key Indicators

There are two Key Indicator outputs. The first puts the trends into context by comparing how each side's performance against other opposition that are the same type as the team they are set to play. The second table on the right hand side shows the trends for both sides against all opposition types over the last 20 games.

In the example below, Fulham (Red) are currently classed as a bottom-six side while Man City (Orange) are classed as a top-six side. The left hand Key Indicators refer to Fulham's performance against top-six sides (red) and Man City's performance against bottom-six sides (Orange).

You can see that over the last 10 games against bottom-six sides, Man City are ranked 2<sup>nd</sup> in the league for scoring the 1<sup>st</sup> half while Fulham are ranked 2<sup>nd</sup> for conceding in the first half against top-six sides. In summary, there is a very good chance of there being a goal in the first half and Man City taking the early initiative.



**Bet Idea: 1<sup>st</sup> half betting only. Over 1 goals in the first half @ 1.96**

Over/Under +1	→ Hide odds (13)	1.82	1.94	93.8%
Bookmakers ▲	Total	Over ▼	Under ▼	Payout ▼
<b>Ladbrokes</b> Ladbrokes	+1	1.96	1.90	96.5%
<b>188BET</b> 188bet	+1	↓ 1.90	↑ 2.00	97.4%
<b>Dafabet</b> Dafabet	+1	↓ 1.90	↑ 2.00	-
<b>CANBET</b> Canbet	+1	↑ 1.86	↓ 2.04	97.3%
<b>SBOBET</b> SBOBET	+1	↑ 1.86	↓ 2.04	97.3%

**Video:** [The Key Indicators](#)

### iii) Game Notes

The game notes use an algorithm to scan the trends for any relevant betting ideas. This is an excellent shortcut to finding bets for those without enough time to do their own research or for it to be used as a starting point for your ideas.

The game note for Fulham vs Man City highlights the over 2.5 goals market as a good potential bet.

#### Game notes

- **+2.5 goals:** Fulham are still searching for their first win this season while Man City have racked up four from four. 11/21 of Fulham's home fixtures since the start of last season have had +2.5 goals as have 7/11 of their games hosting top-three finishers since 2006/07. Man City have scored at least three goals in each of their four games this term and 11 of their last 18 on the road have had +2.5 goals. Further, 5/7 of their recent trips to bottom-half sides have had +2.5 goals.

*Bet Idea: Over 2.5 match goals @ 1.92. The bookies give odds of 1.92 on there being over 2.5 goals in the match.*


Over/Under +2.5		→ Hide odds (43)	1.83	1.95	94.2%
Bookmakers ▲	Total	Over ▼	Under ▼	Payout ▼	
<b>12bet</b> 12BET  	+2.5	↑ 1.92	↓ 1.98	97.5%	
<b>betCHRONICLE</b> betChronicle 	+2.5	↑ 1.91	↓ 1.97	97.0%	
<b>Ladbrokes</b> Ladbrokes  	+2.5	1.90	1.96	96.5%	
<b>Pinnacle</b> Pinnacle Sports 	+2.5	↑ 1.90	↓ 2.01	97.7%	

For a complete guide to using Form Lab's Game Notes, [download our user guide here](#).

#### iv) Top 3 match indicators

The top 3 match indicators are similar to the game notes, but tend to provide some very specific betting ideas. These trends are also scored from 1 to 5+ based on the strength of the trend. Ideally you want to be paying the most attention to trends with a score of 3 or above.

The trends highlighted for the Fulham Man City game go beyond typical home/ away type betting and provide bets for Half time only betting or Half time/ Full time double result type predictions. See the [getting the best odds video](#) for more details.

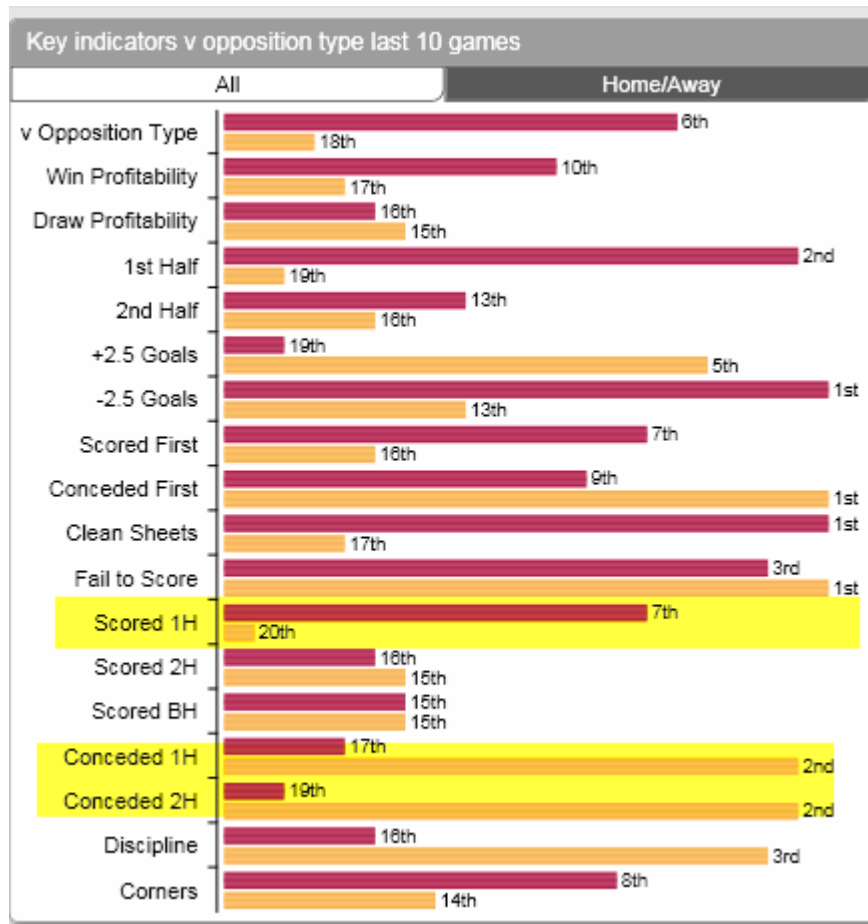
Top 3 match indicators									
All			Home/Away						
Fulham v Man City									
1st - Home HT Lose v All (2.86)									
2nd - Home Lose/Lose v Top 6 (2.39)									
3rd - Home concede first v All (2.24)									
1		2		3		4		5 >	
Weak			Strong			Very Strong			

 **Video:** [Using The Game Notes](#)

### Putting it into practice:

Here's example of how the Game Notes can be used in combination with the Key indicators to generate profitable betting ideas.

Key Indicators Man City (Red) vs Wigan (orange) 10<sup>th</sup> September:



There are some very strong trends showing for the match with Man City ranking strongly in the 1<sup>st</sup> half performance against teams like Wigan. Wigan on the other hand rank poorly against sides like Man City when it comes to conceding in both halves.

The games notes also picked this up, highlighting the Man City/ Man City Half Time/ Full time market as an area of interest:



#### Game notes

- HT/FT: Man City have won their last six league games and, moreover, have won 10/11 unbeaten home games with eight W/Ws and five wins by three clear goals. Man City have also recorded W/Ws in 12/21 home games against bottom-half opposition. Wigan remain unbeaten this season, but have benefited from a generous fixture list. The visitors have faced the three promoted sides in their opening three league games but they've lost all of their last eight trips to top-three finishers with seven L/Ls and have failed to net in each of their last five.

Man City were the runaway favourites to win the game in 90 minutes, but the average odds of 1.18 were not very attractive.

Soccer » England » Premier League 2011/2012				
10 Sep 2011	1	X	2	B's
15:00 Arsenal - Swansea	1.37	4.40	8.77	40
15:00 Everton - Aston Villa	1.97	3.28	3.82	40
15:00 Manchester City - Wigan	1.18	6.43	14.21	40
15:00 Stoke City - Liverpool	3.41	3.26	2.11	40

However, if as suggested, we turn to the Half Time/ Full time market we could have got odds of 1.70 which is much more attractive.

1X2	AH	O/U	DNB	DC	CS	Half Time / Full Time	O/E
<b>Full Time</b>							
Manchester City / Manchester City						→ Hide odds (28)	1.51
Bookmakers ▲							Odds ▼
188BET 188bet ⓘ B							1.70
UNIBET Unibet ⓘ B							1.67
betsafeXcom Betsafe ⓘ B							1.60
CANBET Canbet ⓘ						↑	1.58
SBOBET SBOBET ⓘ						↑	1.58
expekt Expekt ⓘ B							1.57
Ladbrokes Ladbrokes ⓘ B							1.57
gamebookers Gamebookers ⓘ B							1.55

*Bet Idea: Man City to win Half Time and Full Time @ 1.70.*

*Result - Win/ Win!*

Man City lead at Half Time and scored another two unanswered goals in the 2<sup>nd</sup> half to make the Half Time/ Full time bet a winner.

## FORM LAB PRO: PRE MATCH QUERIES

Pre-match queries allow you to drill down and find any trends not highlighted in the Match Data tab. Using the pre match query you can pose a question and find out the results in the Query output tab.

The screenshot displays the 'form lab black' interface for a pre-match query. At the top, it shows the match details: Home: Liverpool, Away: Sunderland, Country: England, League: Premier League, Match: Liverpool v Sunderland, dated 13 August 2011 13:00. The interface is divided into several tabs: Daily Reports, Match Data, Pre-Match Query (selected), In-Play Query, Query Output, Players, LiveLogic, and Help.

The 'Pre-Match Query' tab is active, showing a grid of filters and results. The filters include Period, Position, Opposition Position, Form, and Information. The results are displayed in a table format, showing the current league position and league position last 5 seasons for both teams.

**Liverpool Home**

Period	Position	Opposition Position	Form	Information																								
<ul style="list-style-type: none"> <li>Last 10 games</li> <li>This season</li> <li>Current manager</li> <li>Current spell in league</li> <li>Seasons 09/10-10/11</li> <li>Seasons 08/09-10/11</li> <li>Seasons 07/06-10/11</li> <li>Seasons 06/07-10/11</li> </ul>	<ul style="list-style-type: none"> <li>Top 6</li> <li>Top Half</li> <li>Middle Third</li> <li>Bottom Half</li> <li>Bottom 6</li> <li>League position <math>\pm</math> 0</li> <li>Add if required</li> <li>Promoted</li> </ul>	<ul style="list-style-type: none"> <li>Top 6</li> <li>Top Half</li> <li>Middle Third</li> <li>Bottom Half</li> <li>Bottom 6</li> <li>League position <math>\pm</math> 0</li> <li>Add if required</li> <li>Promoted</li> </ul>	<ul style="list-style-type: none"> <li>Last game</li> <li>Last game home</li> <li>Last 3 games home</li> <li>Last 5 games home</li> <li>Since Last Win</li> <li>Since Last Draw</li> <li>Since Last Loss</li> <li>Current Streak 1 L</li> </ul>	<p>Manager: Kenny Dalglish</p> <p>18 games managed in current league since 08/01/2011</p> <p>Current league position: 6th (Top 6)</p> <p>League position last 5 seasons: 3rd-4th-2nd-7th-6th</p> <p>Form:</p> <table border="1"> <thead> <tr> <th></th> <th>LG</th> <th>L3G</th> <th>L5G</th> </tr> </thead> <tbody> <tr> <td>H</td> <td>L</td> <td>L-W-W</td> <td>L-W-W-W-W</td> </tr> <tr> <td>A</td> <td>L</td> <td>L-L-W</td> <td>L-L-W-W-W</td> </tr> </tbody> </table> <p>Since Last:</p> <table border="1"> <thead> <tr> <th></th> <th>W</th> <th>D</th> <th>L</th> </tr> </thead> <tbody> <tr> <td>H</td> <td>1</td> <td>5</td> <td>0</td> </tr> <tr> <td>A</td> <td>2</td> <td>5</td> <td>0</td> </tr> </tbody> </table> <p>Current Streak: Lost 1</p>		LG	L3G	L5G	H	L	L-W-W	L-W-W-W-W	A	L	L-L-W	L-L-W-W-W		W	D	L	H	1	5	0	A	2	5	0
	LG	L3G	L5G																									
H	L	L-W-W	L-W-W-W-W																									
A	L	L-L-W	L-L-W-W-W																									
	W	D	L																									
H	1	5	0																									
A	2	5	0																									

**Sunderland Away**

Period	Position	Opposition Position	Form	Information																								
<ul style="list-style-type: none"> <li>Last 10 games</li> <li>This season</li> <li>Current manager</li> <li>Current spell in league</li> <li>Seasons 09/10-10/11</li> <li>Seasons 08/09-10/11</li> <li>Seasons 07/06-10/11</li> <li>Seasons 06/07-10/11</li> </ul>	<ul style="list-style-type: none"> <li>Top 6</li> <li>Top Half</li> <li>Middle Third</li> <li>Bottom Half</li> <li>Bottom 6</li> <li>League position <math>\pm</math> 0</li> <li>Add if required</li> <li>Promoted</li> </ul>	<ul style="list-style-type: none"> <li>Top 6</li> <li>Top Half</li> <li>Middle Third</li> <li>Bottom Half</li> <li>Bottom 6</li> <li>League position <math>\pm</math> 0</li> <li>Add if required</li> <li>Promoted</li> </ul>	<ul style="list-style-type: none"> <li>Last game</li> <li>Last game away</li> <li>Last 3 games away</li> <li>Last 5 games away</li> <li>Since Last Win</li> <li>Since Last Draw</li> <li>Since Last Loss</li> <li>Current Streak 2 W</li> </ul>	<p>Manager: Steve Bruce</p> <p>76 games managed in current league since 02/06/2009</p> <p>Current league position: 10th (Top Half)</p> <p>League position last 5 seasons: n/a-15th-16th-13th-10th</p> <p>Form:</p> <table border="1"> <thead> <tr> <th></th> <th>LG</th> <th>L3G</th> <th>L5G</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>W</td> <td>W-W-L</td> <td>W-W-L-L-D</td> </tr> <tr> <td>A</td> <td>W</td> <td>W-L-W</td> <td>W-L-W-L-W</td> </tr> </tbody> </table> <p>Since Last:</p> <table border="1"> <thead> <tr> <th></th> <th>W</th> <th>D</th> <th>L</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>0</td> <td>4</td> <td>2</td> </tr> <tr> <td>A</td> <td>0</td> <td>9</td> <td>1</td> </tr> </tbody> </table> <p>Current Streak: Won 2</p>		LG	L3G	L5G	A	W	W-W-L	W-W-L-L-D	A	W	W-L-W	W-L-W-L-W		W	D	L	A	0	4	2	A	0	9	1
	LG	L3G	L5G																									
A	W	W-W-L	W-W-L-L-D																									
A	W	W-L-W	W-L-W-L-W																									
	W	D	L																									
A	0	4	2																									
A	0	9	1																									

Buttons at the bottom: Reset Home, Reset Away, Reset, Head To Head, Generate Report.

To make sense of queries, it might help to break them down into four main categories.

- Match type queries:** Examine match ups of certain types of teams. E.g. Top six vs Top six in the Premier League - are these games likely to be tight affairs with more games under 2.5 goals? Answer – No, they are more likely to be over 2.5 goals.
- Team queries:** Examine any individual team trends. See below for our recommend Pre Match Team Query Routine.
- Macro queries:** Examine any trends for an entire league or country compared to other countries. E.g. Which league has the most goals per game France or German? Answer – Germany, 55% of all games have over 2.5 goals and 32% of all games have over 3.5 goals. Compare this to France where just 42% of games over 2.5 goals per game and just 21% of matches have over 3.5 goals.

- iv) **Head to Head:** A summary of the results from the matches the last 20 times the two selected teams played each other. E.g. In Scotland, Rangers vs Celtic, Rangers have had the edge, winning 45% of games between the sides, but just 30% when playing away.

 **Video:** [The Head to Head Filter](#)

 **Video:** [Using the Period Filter To Find Opportunities](#)

 **Video:** [Using the Position Filter to Find Opportunities](#)

 **Video:** [Combining the Position & Pre Match Filter to Find opportunities](#)

#### **Form Lab's Recommend Pre Match team Query Routine.**

When analysing a match we tend to run the same queries:

**First:** Check the last 10 games for the home and away side.

**Second:** Check the season to date results at home.

**Third:** Check the home results over a longer period against opposition type. (having checked the league table to ascertain that the team really is a top-six side and can't be dislodged by just one result).

With those three query reports loaded, we look to see if there are certain characteristics about either team – ability to score etc and then use the summary drop down to see what effect scoring in the selected matches, for example, has had on the main markets – high percentage of Over Goals etc. You may be surprised how strong the effect can be for certain teams and therefore how false the price might be based on these circumstances.

Home: **Liverpool**  
Away: **Sunderland**

Country: England  
League: Premier League  
Match: Liverpool v Sunderland

13 August 2011 13:00  
Daily Reports | Match Data | Pre-Match Query | In-Play Query | Query Output | Players | LiveLogic | Help

PM Liverpool v Sunderland x  
PM Liverpool v Sunderland x  
PM Liverpool v Sunderland x

Close All

Home: **Liverpool**  
Seasons 09/10-11/12 | v Top Half

Away: **Sunderland**  
Seasons 09/10-11/12 | v Top 6

Summary  
All Results

Played	Full-time			Half-time			PPG	GPGF	GPGA
	W	D	L	W	D	L			
14	10	1	3	7	4	3	2.21	2.00	0.71
%	71	7	21	50	29	21	-	-	-
Odds Conv	1.40	14.00	4.67	2.00	3.50	4.67	-	-	-
P & L	7.5	-10.7	-3.5	-	-	-	-	-	-

Match Outcome | Match Goals | Team Goals | Half-time/Full-time | Asian Handicap | Corners | Bookings

Matches

Season	Match	Home	Pos	F/C Pos	Away	Pos	F/C Pos	Res	Score	HT Res	HT Score
10/11	19	Liverpool	6	6	Spurs	6	5	L	0:2	L	0:1
10/11	16	Liverpool	6	6	Man City	4	3	W	3:0	W	3:0
10/11	15	Liverpool	7	6	Man Utd	1	1	W	3:1	W	2:0
10/11	13	Liverpool	7	6	Stoke	10	13	W	2:0	D	0:0
10/11	10	Liverpool	12	6	Bolton	6	14	W	2:1	L	0:1
10/11	6	Liverpool	16	6	Chelsea	1	2	W	2:0	W	2:0
09/10	19	Liverpool	7	7	Chelsea	1	1	L	0:2	L	0:1
09/10	13	Liverpool	6	7	Everton	9	8	W	1:0	D	0:0
09/10	11	Liverpool	7	7	Spurs	4	4	W	2:0	W	1:0
09/10	8	Liverpool	7	7	Arsenal	4	3	L	1:2	W	1:0
09/10	7	Liverpool	7	7	Man City	6	5	D	2:2	D	0:0
09/10	5	Liverpool	8	7	Man Utd	2	2	W	2:0	D	0:0
09/10	3	Liverpool	7	7	Burnley	10	18	W	4:0	W	2:0
09/10	1	Liverpool	13	7	Stoke	4	11	W	4:0	W	2:0

Summary  
All Results

Played	Full-time			Half-time			PPG	GPGF	GPGA
	W	D	L	W	D	L			
9	1	2	6	2	1	6	0.56	0.78	2.56
%	11	22	67	22	11	67	-	-	-
Odds Conv	9.00	4.50	1.50	4.50	9.00	1.50	-	-	-
P & L	4.8	1.5	-1.0	-	-	-	-	-	-

Match Outcome | Match Goals | Team Goals | Half-time/Full-time | Asian Handicap | Corners | Bookings

Matches

Season	Match	Away	Pos	F/C Pos	Home	Pos	F/C Pos	Res	Score	HT Res	HT Score
10/11	15	Sunderland	11	10	Man City	4	3	L	0:5	L	0:2
10/11	15	Sunderland	8	10	Arsenal	2	4	D	0:0	D	0:0
10/11	10	Sunderland	6	10	Man Utd	1	1	L	0:2	L	0:1
10/11	7	Sunderland	9	10	Chelsea	1	2	W	3:0	W	1:0
09/10	16	Sunderland	13	13	Liverpool	6	7	L	0:3	L	0:2
09/10	14	Sunderland	13	13	Arsenal	3	3	L	0:2	L	0:1
09/10	11	Sunderland	11	13	Chelsea	1	1	L	2:7	L	0:4
09/10	6	Sunderland	8	13	Spurs	5	4	L	0:2	L	0:1
09/10	4	Sunderland	8	13	Man Utd	1	2	D	2:2	W	1:0

**Video:** [Form Lab's Recommended Pre Match Routine](#)

### Example longer term team query: Everton's Pre Christmas blues

On Sept 10<sup>th</sup>, the pre match game notes for the Everton vs Aston Villa game threw up an Everton win as an interesting betting idea.

Game notes

- Match outcome:** Everton have won 8/11 home matches and they have also been successful in 4/4 games hosting top-half opposition. Aston Villa have won just 4/20 on the road since the start of last season and they have been defeated in 6/10 trips to top-half sides with four L/Ls.

This is a good example of how queries can be used to double check any shorter term trends against any longer term biases a team might have.

There is one trait that Everton have displayed in recent years that may have put you off taking this particular bet, or at least adding some draw cover with a Draw No bet.

### Seasonality

Over the past few seasons, Everton have had a particularly strong seasonal bias to perform better in the 2<sup>nd</sup> half of the season.

Here are the results from backing Everton between August and December since 2006/07.

Home: Everton									
Seasons 06/07-11/12   Months Aug-Dec									
Summary									
All Results									
All Results									
Played	Full-time			Half-time			PPG	GPGF	GPGA
	W	D	L	W	D	L			
102	37	33	32	31	45	26	1.41	1.36	1.22
%	36	32	31	30	44	25	-	-	-
Odds Conv	2.76	3.09	3.19	3.29	2.27	3.92	-	-	-
P & L	-12.2	14.9	-13.4	-	-	-	-	-	-
<a href="#">Match Outcome</a> <a href="#">Match Goals</a> <a href="#">Team Goals</a> <a href="#">Half-time/Full-time</a> <a href="#">Asian Handicap</a> <a href="#">Corners</a> <a href="#">Bookings</a>									

Everton win just 36% of their games and draw 32% of them. In fact you could have made a decent profit backing the draw during this period.

By contrast, the image below shows you Everton's performance From January onwards:

Summary									
All Results									
All Results									
Played	Full-time			Half-time			PPG	GPGF	GPGA
	W	D	L	W	D	L			
91	44	29	18	31	45	15	1.77	1.51	0.87
%	48	32	20	34	49	16	-	-	-
Odds Conv	2.07	3.14	5.06	2.94	2.02	6.07	-	-	-
P & L	6.2	7.4	-49.0	-	-	-	-	-	-
<a href="#">Match Outcome</a> <a href="#">Match Goals</a> <a href="#">Team Goals</a> <a href="#">Half-time/Full-time</a> <a href="#">Asian Handicap</a> <a href="#">Corners</a> <a href="#">Bookings</a>									

The draw ratio remains stable, but they manage to win 48% of their matches post Christmas.

Taking this into account, you might have at least backed Everton with a Draw No Bet, which turned out to be prudent with Everton drawing the game 2-2.

#### Macro queries:

Here are some bigger picture trends to whet your appetite:

**Time of the season** can cause big shifts in the number of goals. This is particularly true in the Netherlands. After the return from the Winter Break goals historically fall in the Eredivisie while the final few games see a marked increase.

- In January and February since 2006/07 (326 matches) +2.5 goals = 52% while +3.5 goals = 30%, while in the final two home games of the season (180 games) +2.5 goals = 60% and +3.5 = 43%.

While the majority of leagues see some sort of **increase in the number of goals being scored at the end of the season**, both League One and League Two tend to see a decline in certain match-ups.

- Since 2006/07, matches between two bottom-half teams have seen +2.5 goals in 52% of games in the first 10 home matches of the season, compared with just 44% in the final three home games. Similarly all-top-half matches have decreased from 52% to 46%.

**Promoted teams in France tend to weaken over the course of the season.**

- Since 2006/07 promoted teams have won 35% and lost 37% of their opening five home matches in Ligue 1, while in their final five they've won only 20% and lost 40%. Further, a comparison between the first half of the season and the second half shows promoted teams win rate at home dropping from 36% to 29%.

All-middle-third team clashes in Ireland have seen an **increase in goals in the second half of the season**, and have also seen an increase in the percentage of goals coming after half-time.

- Since 2006/07 middle-third teams hosting middle-third teams in the first half of the season have had +2.5 goals in 38% of matches compared to 52% in the second half of the year, while the percentage of these matches where the second half has been the highest scoring half has increased from 36% to 47% in the second half of the season.

**Long home winning streaks in League Two can be tough** to maintain and are often more to do with the quality of opposition faced than the quality of the home team.

- In League Two teams that have won three consecutive home games have won 47% of their next home matches, while teams with streaks of four and five home wins have won 45% and 48% of their next home matches respectively, as a longer streak hasn't meant an increased win rate. Further, there are only 21 cases of streaks of five home wins and of the 10 (48%) subsequent wins eight came in the eight matches that were against teams that finished in the bottom eight; without these the sample would be a less than impressive W2-D6-L5.

**The information Panel**

The information panel on the Pre-Match query page also contain some very important information. For example, you can see how consistent a team is by comparing their current league position with that of recent seasons and therefore how reliable their results are likely to be. Also look to see how long the manager has been in charge and therefore by generating the matches pre and post appointment see what effect he may be having not just in terms of results but the manner in which his team performs – higher scoring, defensive away etc. Often that sort of detail, especially in lower leagues, will not be priced into the market.

Information <span>i</span>			
<b>Manager</b> Tom Freddy Aune 17 games managed in current league since 01/01/2010			
<b>Current league position</b> 9th [Bottom Half]			
<b>League position last 5 seasons</b> 8th-8th-2nd-14th-Prom			
<b>Form</b>			
	<b>LG</b>	<b>L3G</b>	<b>L5G</b>
<b>H</b>	W	W-L-W	W-L-W-L-D
<b>All</b>	L	L-W-L	L-W-L-W-W
<b>Since Last</b>			
	<b>W</b>	<b>D</b>	<b>L</b>
<b>H</b>	0	4	1
<b>All</b>	1	7	0
<b>Current Streak</b> Won 1			

### On A Streak

A team has won its last five home games and the market has reacted accordingly – but in certain leagues, especially lower ones, it's very hard to sustain a run or it may be that the team in question has been favoured by the fixture list. Find out what the team's prior performance has been when on such a run or, if the sample is too small, how similar teams have done when in such form. Simply highlight the current streak in the Form panel, select All Teams Home or Away, add a position or opposition type if you wish, and run the query. The run will come to an end sometime and using the software can often help you to find when that is likely to be.

## FORM LAB BLACK: IN PLAY QUERIES

The in play query is similar to the Pre Match query with the obvious difference being that it allows you to focus on in game scenarios.

 **Video:** [An Introduction to In Play Queries](#)

As with the pre match queries, to make sense of in play queries, it might help to break them down into four main categories.

- i) **Match type queries:** Using this query, you can compare how different types of teams behave in play. For example, since 2007/2008, newly promoted teams that are leading by one goal at 80 minutes have held on to win just 76% of the time. This compares with 89% in La Liga, 86% in the Bundesliga, and 80% in Ligue 1. You can assess different team types by first selecting them in the pre match query.

 **Video:** [Using Pre Match Queries With In Play Queries](#)

- ii) **Team queries:** For example are Manchester United likely to turn around a losing situation at half time?

 **Video:** [Using In Play Queries To Assess Team Trends](#)

- iii) **Macro queries:** Look at trends across an entire league or country to generate some benchmark trends. For example, since 2006/2007 there has been just one game that went over 2.5 goals having been goalless up to the 80<sup>th</sup> minute.

 **Video:** [Goalless Games At Half Time – What Happens Next?](#)

- iv) **In Play Instant:** Get an instant comparison of how two teams compare.

In-Play instant is an effective price monitoring tool. Load your bookmaker of choice and then compare prices based on the odds conversion created by In-Play instant. Launch In-Play instant from the In-Play Query tab and you can load as many matches as you may want in the browser and then using the drop downs load the current match situation and the odds. You can then see what the price should be based on the team's position at 15 minute intervals through the match. It also shows you what the price should be for a variety of markets. It's a simple and effective way to trade across a number of games.

For example, below we can see that Manchester United are still 90% likely to win at full time if they were drawing at half time. Quite a conversion rate!



Home: Man Utd												
All Teams												
Summary												
Status	P	FT W	FT D	FT L	SN	CN	S	C	MIG	+2.5	SH	CH
W@15	20	95	5	0	75	15	90	45	90	85	85	20
D@15	20	95	0	5	95	5	100	40	100	75	85	15
L@15	1	0	100	0	100	0	100	100	100	100	0	0
W@30	20	95	5	0	75	25	90	45	100	75	45	15
D@30	20	100	0	0	95	5	100	30	100	75	50	5
L@30	6	33	17	50	33	50	83	67	83	83	0	33
W@HT	20	95	5	0	60	30	80	45	90	75	80	45
D@HT	20	90	10	0	75	15	90	25	90	60	90	25
L@HT	9	33	11	56	56	22	67	33	78	78	67	33
W@60	20	100	0	0	55	25	75	35	80	75	75	35
D@60	18	67	28	6	67	6	67	11	72	39	67	11
L@60	10	40	10	50	60	20	70	20	80	80	70	20
W@75	20	100	0	0	50	5	50	5	55	75	50	5
D@75	16	56	38	6	56	6	56	13	63	44	56	13
L@75	7	14	14	71	43	29	57	29	71	71	57	29

1st half where games play>5 and value is ≥ 70%
  2nd half where games play>5 and value is ≥ 80%

 **Video:** [Form Lab's In Play Instant](#)

## Goals Beget Goals: How to Play the Half Time Goal Drought.

The in play query can be used to investigate all manner of trends from goals to corners. The following example demonstrates what happens if the game is goalless at half time in the Premier League.

What happens next?

First let's look at the big picture, going back to all games that were goalless at half time since 06/07:

Home: All Teams											
At Halftime   Seasons 06/07-11/12   Goalless											
Summary											
Played	-1.5	+1.5	-2.5	+2.5	-3.5	+3.5	BS	G1H	G2H	1H+	2H+
596	348	248	490	106	557	39	146	0	430	0	430
%	58	42	82	18	93	07	24	00	72	00	72
Odds conv	1.71	2.40	1.22	5.62	1.07	15.28	4.08	0.00	1.39	0.00	1.39

Match Outcome **Match Goals** Team Goals Half-time/Full-time Asian Handicap Corners Bookings

Incredibly, just 18% of those games saw over 2.5 goals by the final whistle, with 82% of games having 2 goals or less. If betting in play, you'd certainly be looking at a value bet if you can see odds greater than 1.30 or better on the game going under 2.5 goals.

Don't expect a late goal fest either. If the game is still goalless at 75 minutes, there is just a 1% chance of three goals being scored before the final whistle.

Home: All Teams											
After 75 Minutes   Seasons 06/07-11/12   Goalless											
Summary											All Results
Played	-1.5	+1.5	-2.5	+2.5	-3.5	+3.5	BS	G1H	G2H	1H+	2H+
284	253	31	281	3	284	0	16	0	118	0	118
%	89	11	99	01	100	00	06	00	42	00	42
Odds conv	1.12	9.16	1.01	94.67	1.00	0.00	17.75	0.00	2.41	0.00	2.41
Match Outcome <b>Match Goals</b> Team Goals   Half-time/Full-time   Asian Handicap   Corners   Bookings											

Going back to half time scenario – you might expect there to be some variation when top-six teams play each other or a bottom-six home team plays a top-six away team. In actual fact, these scenarios make very little difference; the trend is robust across many different match ups. For example, you might expect bottom-six teams vs top six to have some goals in the 2<sup>nd</sup> half, but incredibly, 82% of those games still go under 2.50 goals.

Home: All Teams											
At Halftime   Seasons 06/07-11/12   Goalless   Bottom 6   v Top 6											
Summary											All Results
Played	-1.5	+1.5	-2.5	+2.5	-3.5	+3.5	BS	G1H	G2H	1H+	2H+
51	33	18	42	9	46	5	13	0	38	0	38
%	65	35	82	18	90	10	25	00	75	00	75
Odds conv	1.55	2.83	1.21	5.67	1.11	10.20	3.92	0.00	1.34	0.00	1.34
Match Outcome <b>Match Goals</b> Team Goals   Half-time/Full-time   Asian Handicap   Corners   Bookings											

You can experiment with different combinations such as bottom-six teams playing each other, but incredibly the trend remains robust.

Knowing this, you can spot opportunities where other people might still be expecting a goal fest. For example if a bottom half team is playing Manchester United and its goalless at half time, the in play trades might price the over 2.5 goals too generously than they should do.

Goals beget goals

If we add just a single goal in the first half, we hugely increase the odds of the game going over 2.5 goals from 18% to 45%.

Home: All Teams											
At Halftime   Seasons 06/07-11/12   Match Goals 1											
Summary										All Results	
Played	-1.5	+1.5	-2.5	+2.5	-3.5	+3.5	BS	G1H	G2H	1H+	2H+
735	159	576	405	330	597	138	357	735	576	159	330
%	22	78	55	45	81	19	49	100	78	22	45
Odds conv	4.62	1.28	1.81	2.23	1.23	5.33	2.06	1.00	1.28	4.62	2.23
Match Outcome   <b>Match Goals</b>   Team Goals   Half-time/Full-time   Asian Handicap   Corners   Bookings											

Once the cracks appear in the defensive wall, goals are more likely to follow.

Here are some more interesting trends:

Promoted teams in the Premier League tend to be relatively vulnerable when leading late on.

- Since 2006/07 promoted teams that were leading by one at 80 minutes have held on to win just 76% of matches. This compares with 89% in La Liga, 86% in the Bundesliga, and 80% in Ligue 1.

However, top-six teams in the Premier League are better at converting half-time leads to wins than the top-six in the other major European leagues.

- Since 2006/07 top-six teams in the Premier League have won 90% of matches they've been leading at half-time, compared with 88% in La Liga and 84% in the Bundesliga.

A reflection on the low scoring nature in Ligue 1 can be seen by how many games that are goalless at half-time finish 0-0.

- Since 2006/07 33% of Ligue 1 games that have been 0-0 at half-time have finished that way. This compares to 28% in the Premier League, 24% in La Liga and 23% in the Bundesliga. However, the percentage of games to finish as score-draws is virtually the same in all four leagues (12% in Ligue 1 and 13% in each of the other three).

## FORM LAB BLACK: PLAYER ANALYSIS

Player analysis is what makes Form Lab Black the most complete football analysis tool available for football betting. Key trends have to be put in the context of the players who helped create those trends. For example, if a key striker is missing, any trends highlighting an over 2.5 goals bet might now be a little suspect.

But how do you know which players really are important to a team? You'll be surprised at the number of players who have less impact than the media would have us believe.

Form Lab Black player analysis can be used to double check any pre match or in play betting ideas you might have. The majority of the analysis compares a team's performance when a player is playing vs when he is absent.

There are three main player analysis functions within Form Lab Black.

- 1) Forthcoming matches with Key Player Alerts.
- 2) Live Line Ups
- 3) Detailed Player & Team Analysis

 **Video:** [Form Lab Black Player Analysis Overview](#)

### **Forthcoming matches with Key Player Alerts**

The easiest way to get started with Form Lab's player analysis is to check for any key player absences for forthcoming games.

To access this screen, click on the "V" icon from any team's page.



You'll now be taken to the Stoke alert page which shows you the last starting IX with alerts for any key absentees.

<b>Stoke</b>		Opposition type <span>Top 6 (Man Utd)</span>				
		Show <span>Last Match Starting XI</span>				
Exclude	Player	Pos	P	APt%	AGF%	AGA%
<input type="checkbox"/>	<a href="#">Crouch*</a>	S	1	110	41	-17
<input type="checkbox"/>	<a href="#">Begovic</a>	G	5	91	83	23
<input type="checkbox"/>	<a href="#">Walters</a>	S	4	69	67	15
<input type="checkbox"/>	<a href="#">Wilson M</a>	M	4	69	67	15
<input type="checkbox"/>	<a href="#">Whitehead</a>	M	7	63	65	40
Team Average			10	60	65	34
<input type="checkbox"/>	<a href="#">Shawcross</a>	D	9	54	62	39
<input type="checkbox"/>	<a href="#">Delap</a>	M	10	49	61	44
Stoke			10	49	61	44
<input type="checkbox"/>	<a href="#">Etherington M</a>	M	7	45	58	44
<input type="checkbox"/>	<a href="#">Huth</a>	D	9	41	54	48
Players marked * excluded from team average having played less than three games						

<b>Alerts</b>						
Key players absent						
Player	Pos	P	APt%	AGF%	AGA%	
Pennant	M	5	27	20	-13	
Wilkinson	D	4	21	30	14	
Jones K	S	5	18	22	-5	
Higginbotham	D	3	5	21	20	
Notes						

The alerts show how strong the player is when he plays compared to the team's average. The following outputs need explaining:

- **APt %:** This is the average points gained when the player is in compare to the team average. If a team averages more points when a player is in compared to when they are out, this will be a positive figure.
- **AGF %:** This is the average goals scored by the team when the player is in compared to when the player is out.
- **AGA %:** This is the average goals conceded when the player is in compared to when the player is out.

In the example above, we can see that Stoke have averaged more points and scored more goals when Pennant is playing. They have also let in more goals when he's playing too.

The Daily Reports can also highlight any notable absences, as they did here with Wigan and West Brom:

## Player Analysis

### Significant players missing

## Premier League

### Everton v Wigan

Antolin Alcaraz, Defender, Wigan

**Alcaraz** has missed nine Wigan games since the start of last season with the Latics winning only once and losing six times, including four defeats by at least two goals in the six road games he's missed.

### Swansea v WBA

Gabriel Tamas, Defender, WBA

**Tamas** is suspended and in the 16 games he's missed since the start of last season West Brom have conceded 2.12 goals per game – a 31% increase on their defence with him – and are yet to keep a clean sheet. 15 of the 16 matches have had +2.5 goals with 10 having +3.5.

Interestingly, Wigan lost by two goals as highlighted while West Brom also missed Tamas, losing by 3 clear goals to newly promoted Swansea.

### Live Line Ups:

Live line ups are accessed via the green 'Live Lineups' button on the top right of the team line up page.

The screenshot shows a user interface for 'Live Lineups'. At the top right is a green button with the text 'Live Lineups' and a right-pointing arrow. Below this, on the left, are two filter options: 'Number of games' with a text input field containing '10', and 'Player games' with a dropdown menu showing 'Last 10 games'. To the right of these filters is a large play button icon (a square with a right-pointing triangle).

On a regular match day, the live line ups feature feeds you the very latest team news for major leagues. This becomes more active as teams are confirmed in the 2-3 hours before kickoff.

Form Lab will then provide a team strength score based on the up to date team news. The example below shows the latest Premier League news.

Time	League	Match	Kickoff	Lineup Analysis - Home Team	Lineup Analysis - Away Team
15:02	England - Premier League	<a href="#">Bolton -v- Norwich</a>	15:00	APt Bolton lineup 74% versus team history 70% TC 84%, 18 players used in last five games KPA Holden S(M) APt+26% Chung-Yong(M) APt+5%	APt Norwich lineup 0% versus team history 53% TC 80%, 20 players used in last five games RPA Holt Grant(S) played 19 of last 20 matches Crofts(M) played 20 of last 20 matches
14:46	England - Premier League	<a href="#">Swansea -v- WBA</a>	15:00	APt Swansea lineup 0% versus team history 58% TC 89%, 16 players used in last five games	APt WBA lineup 43% versus team history 40% TC 86%, 17 players used in last five games RPA Brunt(M) played 17 of last 20 matches
14:44	England - Premier League	<a href="#">Aston Villa -v- Newcastle</a>	15:00	APt Aston Villa lineup 59% versus team history 53% TC 84%, 18 players used in last five games KPA Albrighton(M) APt+21%	APt Newcastle lineup 48% versus team history 46% TC 86%, 17 players used in last five games KPA Amezobi(S) APt+7% Harper(G) APt+6%
14:36	England - Premier League	<a href="#">Wolves -v- QPR</a>	15:00	APt Wolves lineup 59% versus team history 63% TC 86%, 17 players used in last five games KPA Foley K(D) APt+8%	APt QPR lineup 0% versus team history 56% TC 68%, 25 players used in last five games RPA Oni(D) played 18 of last 20 matches
14:30	England - Premier League	<a href="#">Everton -v- Wigan</a>	15:00	APt <b>Everton lineup 71% versus team history 74%</b> TC 86%, 17 players used in last five games KPA Neville P(D) APt+7% Heitinga(D) APt+20%	APt <b>Wigan lineup 42% versus team history 45%</b> TC 86%, 17 players used in last five games KPA Boyce(D) APt+10% Gohouri(D) APt+9% Stam(M) APt+27% Alcaraz(D) APt+25% Thomas(M) APt+11%
13:56	Germany - Bundesliga	<a href="#">Nurnberg -v- W. Bremen</a>	14:30	APt Nurnberg lineup 66% versus team history 64% TC 89%, 16 players used in last five games KPA Judt(M) APt+18% Frantzi(S) APt+10% RPA Schaefer(G) played 17 of last 20 matches	APt W. Bremen lineup 53% versus team history 61% TC 86%, 17 players used in last five games KPA Borowski(M) APt+26%

The highlighted game compares Everton to Wigan. The line us given a percentage score which compares to the team's historical score. If the lineup is below the historical average, it implies that the team is weaker than it has been in previous matches.

- APt : Team line up compared to historical team average.
- TC: Team consistency. The more consistent a team has been in its squad selection, the higher the team consistency score will be. If a team is more consistent with its player selection, the player analysis tends to be more meaningful than for teams which swap players more often.
- KPA: Key players absent and their impact when they do play expressed as a percentage of the usual team average.

<a href="#">Everton -v- Wigan</a>	15:00	APt <b>Everton lineup 71% versus team history 74%</b>	APt <b>Wigan lineup 42% versus team history 45%</b>
		TC 86%, 17 players used in last five games	TC 86%, 17 players used in last five games
		KPA Neville P(D) APt+7%	KPA Boyce(D) APt+10%
		Heitinga(D) APt+20%	Gohouri(D) APt+9%
			Stam(M) APt+27%
			Alcaraz(D) APt+25%
			Thomas(M) APt+11%

In the example above, Everton are given a line up score of 71% compared to their historical 74%, implying a weaker team. Offsetting this, Wigan are also given a lower score of 42% compared to the historical average of 45%. Although both teams are playing with a reduced strength line up, it's notable that Wigan had more key players absent.

This analysis might have offered support for bets on Everton or put you off backing Wigan.

### Detailed Player & Team Analysis:

The main player analysis section, is the main landing page you'll find after clicking on the 'Player Analysis' button. This section enables you to perform further analysis beyond the alerts provided by the live alert features.

Here you can go into much greater depth on the impact a particular player might have. For example some players might have a big impact on the match results, but little impact on whether the game goes under or over 2.5 goals.

You can also adjust the look back period so it shows the last 10 games, or games under the current manager.

The screenshot below shows the main match outcome tab set to the last 50 games for Manchester United. We've highlighted Anderson as a key player, with an average Points per Game of 2.56 when he is playing. This is 15% above the general Manchester United average and well above the average for games when he is absent (2.03).

Match outcome		Goals For/Against		Match goals			No score		Over/Under goals		Corners/Bookings		Player summary			
Select	Player	Shirt	Pos	In	Out	MSP	Win%	Draw%	When played	PPG	PVT%	Win%	Draw%	When not played	PPG	PVT%
	Young A	18	M	5	0	0	100	0	0	3.00	35	-	-	-	-	-
	Cleaverley	23	M	3	5	1	100	0	0	3.00	35	80	20	0	2.60	17
	De Gea	1	G	5	0	0	100	0	0	3.00	35	-	-	-	-	-
	Jones P	4	D	4	1	0	100	0	0	3.00	35	100	0	0	3.00	35
	Kuszczak	29	G	5	46	6	80	20	0	2.60	17	64	24	11	2.18	-2
	Anderson	8	M	18	32	0	78	22	0	2.56	15	59	25	16	2.03	-9
	Smalling	12	D	15	28	0	80	7	13	2.40	11	57	36	7	2.07	-7
	Evans J	6	D	19	31	0	74	21	5	2.42	9	81	26	13	2.10	-6
	Rooney	10	S	33	17	0	73	15	12	2.33	5	53	41	6	2.00	-10
	Valencia	25	M	13	37	0	69	23	8	2.31	4	65	24	11	2.19	-1
	Nani	17	M	40	10	0	68	25	8	2.28	2	60	20	20	2.00	-10

If you want more details on the player, click on his name and you can find out the games he played in or missed as well as accessing further analysis such as the under/ over goals outcomes.

The screenshot below shows the performance of Manchester United when Anderson is playing with a corresponding analysis available for when he is absent.

Man Utd: Played - Anderson

Last 50 games; Venue All; Opposition type

Summary

All Results

P	Full-time			Half-time			PPG	GPGF	GPGA
W	D	L	W	D	L				
18	14	4	0	10	8	0	2.56	2.78	0.67
%	78	22	0	56	44	0	-	-	-
P&L	3.2	-1.3	-18						

Match Outcome

Match Goals

Half-time/Full-time

Asian Handicap

Matches

Season	Match	H/A	Team	Pos	FPos	Versus	Pos	FPos	Full-time		Half-time	
									Res	Score	Res	Score
11/12	5	H	Man Utd	1	n/a	Chelsea	3	n/a	W	3:1	W	3:0
11/12	4	A	Man Utd	1	n/a	Bolton	10	n/a	W	5:0	W	3:0
11/12	3	H	Man Utd	5	n/a	Arsenal	16	n/a	W	8:2	W	3:1

Combinations:



In addition to individual player analysis, you can also investigate player absence in relation to defensive, midfield or striker combinations.

In the example below, the formation analysis implies that a Rooney, Berbatov combination has been a strong proposition, with United winning 69% of games making an average of 2.25 points per game which is slightly above the general Manchester United average.

Match outcome	Goals For/Against		Match goals		No score	Over/Under goals	
Player Combination	In	Out	When played				
			Win%	Draw%	Lose%	PPG	PVT%
<a href="#">Rooney, Berbatov</a>	16	34	69	19	13	2.25	1
<a href="#">Man Utd</a>	50	50	66	24	10	2.22	0
<a href="#">Berbatov, Chicharito</a>	6	37	50	50	0	2.00	-10
<a href="#">Rooney, Chicharito</a>	9	34	56	22	22	1.89	-15

#### Formations:

The player analysis can help you discover which formation might best suit your team, or which formation might lead to a match going over or under 2.5 goals. For example, the analysis shown below implies that Manchester United are less likely have a game go over 2.50 goals if they play a 4-5-1 formation.

Match outcome	Goals For/Against		Match goals		No score	Over/Under goals	
Formation	In	Out	When played %				
			+1.5	+2.5	+2.5VT	+3.5	
<a href="#">4-4-2</a>	35	15	80	69	4	43	
<a href="#">Man Utd</a>	50	50	78	66	0	40	
<a href="#">4-5-1</a>	11	39	73	55	-17	36	

 **Video:** [Form Lab Black Player Analysis In Detail](#)

## FORM LAB BLACK: LIVE LOGIC

Live Logic is one of the centre pieces of Form Lab Black, providing you with instant in play alerts for betting or trading opportunities.

The alerts inform you of the latest match position as well giving you a piece of analysis that is relevant for that particular point in the game.

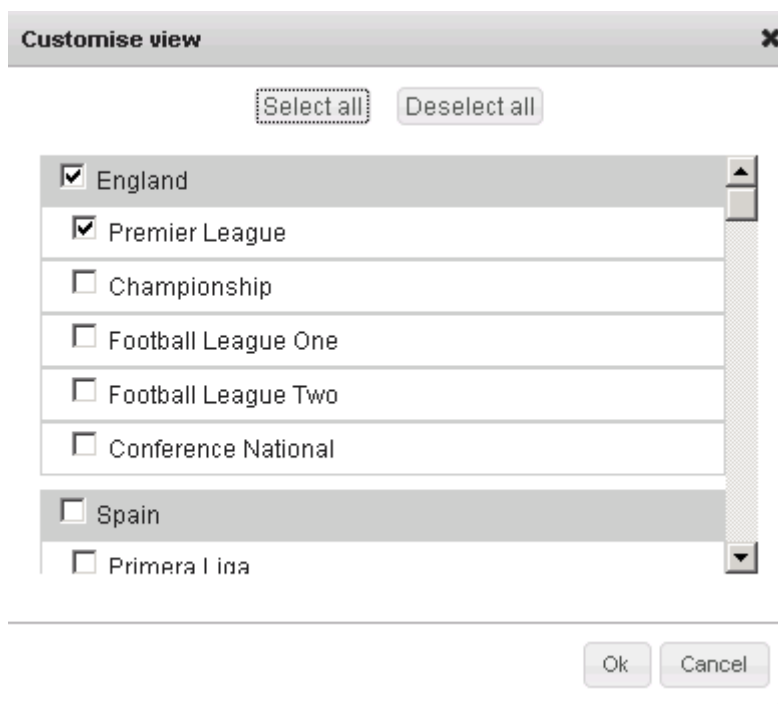


☒ Tippeligaen

**ROSENBERG v START** 4:1 84mins

<b>Rosenborg</b> H at 80 mins Lead by 3	Rosenborg have scored next in two of their last seven home matches
<b>Start</b> A at 80 mins Trail by 3	Away teams have conceded next in 28% of matches against top-six teams since 2006

The main Live Logic page will display alerts from all live games in major leagues unless you customise the view as indicated below:



**Customise view** [X]

[Select all] [Deselect all]

<input checked="" type="checkbox"/> England	[Up] [Down]
<input checked="" type="checkbox"/> Premier League	
<input type="checkbox"/> Championship	
<input type="checkbox"/> Football League One	
<input type="checkbox"/> Football League Two	
<input type="checkbox"/> Conference National	
<input type="checkbox"/> Spain	
<input type="checkbox"/> Primera Liga	

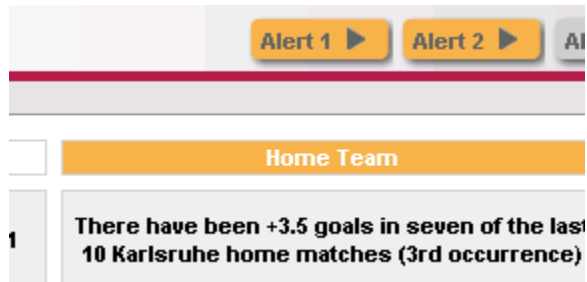
[Ok] [Cancel]

 **Video:** [Customising Form Lab Black Live Logic](#)

**Livelogic Alerts:**

Once you have a feel for the software and the sort of betting/ trading opportunities you'd like to take then, it's highly recommended that you customise Live Logics so you only receive the alerts you want to see.

You can have up to five alerts running at the same time.



#### Customising Live Logic Alerts:

An effective way to use Livelogic is to first custom set your preferred leagues and then to remove or minimise any games that may not interest you by clicking on the header bar. Once Livelogic starts updating watch a few go through because you should then get an idea of how the game in question may develop. For example, if there is a strong call for a team to score or concede next and there is support from their opposition for Over Goals that may well be a game worth investigating. Not all games will provide betting opportunities and by looking at a couple of updates for a game, very soon you'll see which the matches to follow and trade are.

By spending a little time generating in-play all team queries at different stages in games, you can work out what alerts you should set up for profitable trading. So for example, top-six teams in the Netherlands win 62% of home games when level after 20 minutes which falls to 57% after 30 minutes and 46% by half-time. Bottom-six teams by contrast stay flat at around 32% from 20 minutes through to half-time and even at 70 minutes win 26% of matches (28% for top-six sides) which suggests that the better teams, as you might expect, establish superiority early whereas poorer teams will represent better value later in the match. You can then set up alerts for home wins of 70% or greater strength in the first half which will alert you to the better teams, whereas another alert of less than 50% strength second half may attract lesser teams who represent better value.

League		Market	
<input type="checkbox"/> England	<input checked="" type="checkbox"/> Italy	<input checked="" type="checkbox"/> Win	<input checked="" type="checkbox"/> Draw
<input type="checkbox"/> Premier League	<input checked="" type="checkbox"/> Serie A	<input checked="" type="checkbox"/> Loss	<input checked="" type="checkbox"/> Win by 2
<input type="checkbox"/> Championship	<input checked="" type="checkbox"/> Serie B	<input checked="" type="checkbox"/> Loss by 2	<input checked="" type="checkbox"/> + 1.5 Goals
<input type="checkbox"/> Football League One	<input type="checkbox"/> Japan	<input checked="" type="checkbox"/> + 2.5 Goals	<input checked="" type="checkbox"/> + 3.5 Goals
<input type="checkbox"/> Football League Two	<input type="checkbox"/> J League	<input checked="" type="checkbox"/> Score Next	<input checked="" type="checkbox"/> Concede Next
<input type="checkbox"/> Conference National	<input type="checkbox"/> J2 League	<input checked="" type="checkbox"/> Another Goal	
<input checked="" type="checkbox"/> Spain	<input type="checkbox"/> Mexico	Score	
<input checked="" type="checkbox"/> Primera Liga	<input type="checkbox"/> Primera Division (MEX)	<input checked="" type="checkbox"/> 0-0	<input checked="" type="checkbox"/> 1-0
<input checked="" type="checkbox"/> Segunda Division (ESP 2)	<input type="checkbox"/> Norway	<input checked="" type="checkbox"/> 0-1	<input checked="" type="checkbox"/> 1-1
<input type="checkbox"/> Argentina	<input type="checkbox"/> Tippeligaen	<input checked="" type="checkbox"/> Other	
<input type="checkbox"/> Primera Division (ARG)	<input type="checkbox"/> Adeccoligaen	Select one from any category	
<input type="checkbox"/> Australia	<input type="checkbox"/> Poland	Time	Team
<input type="checkbox"/> A-League	<input type="checkbox"/> Ekstraklasa (Poland)	<input checked="" type="checkbox"/> Any	<input checked="" type="checkbox"/> All
<input type="checkbox"/> Austria	<input type="checkbox"/> Portugal	<input type="checkbox"/> 1st Half	<input type="checkbox"/> Home
<input type="checkbox"/> Osterreichische Fussball-Bundesliga	<input type="checkbox"/> Superliga (POR)	<input type="checkbox"/> Half Time	<input type="checkbox"/> Away
<input type="checkbox"/> Belgium	<input type="checkbox"/> Romania	<input type="checkbox"/> 2nd Half	Occurrence
<input type="checkbox"/> Jupiler Pro League	<input type="checkbox"/> Liga 1 (Romania)	Strength	<input type="checkbox"/> 1
<input type="checkbox"/> Brazil	<input type="checkbox"/> Russia	<input type="checkbox"/> Any	<input type="checkbox"/> 2
<input type="checkbox"/> Campeonato Brasileiro Serie A	<input type="checkbox"/> Premier League (RUS)	<input type="checkbox"/> <50	<input type="checkbox"/> 3
<input type="checkbox"/> China PR	<input type="checkbox"/> Scotland	<input type="checkbox"/> =>50	<input type="checkbox"/> 4
<input type="checkbox"/> Super League	<input type="checkbox"/> Scottish Premier League	<input type="checkbox"/> =>60	<input checked="" type="checkbox"/> Any
<input type="checkbox"/> Czech Republic	<input type="checkbox"/> Division One (SCO)	<input checked="" type="checkbox"/> =>70	

There are a number of ways to customise live logic alerts to suit your betting:

- Leagues: Focus on major leagues for greater liquidity or minor leagues for overlooked opportunities.
- Markets: What sort of analysis do you want to see highlighted? If you're only interested in analysis relevant to the number of goals or next goal in the game, then untick anything relating to win/ loss/ draw.
- Score: Filter by the current score. This allows you to link with any pre match analysis you might have performed such as what happens if a game is 0-0 at half time.
- Time: When do you want the alerts to filter through?
- Team: You might want to focus on home teams and if this is the case, tick "Home".
- Strength: This is simply the percentage of times that the event has occurred. For example, 6/12 home wins =50%.
- Occurrence: Sometimes the same alert might be repeated multiple times. You might want to focus on such alerts or only view alerts the first time.

Once set up, you'll only see alerts for matches that suit your criteria with the particular pattern highlighted in bold. In the example below, Live Logic has highlighted the fact that Nurnberg have lost nine of the last ten home matches.

Germany Bundesliga	Nurnberg v W. Bremen	55 mins 0-1	62 mins 0-1	Nurnberg have lost nine of their last 10 home matches (6th occurrence)	↑↑ W. Bremen have drawn none of their last seven away matches against top-half teams
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### Using Live Alerts With In Play Queries.

One of our most effective strategies for in-play betting, which is even more effective when you upgrade to Form Lab Black because you can set up in-play alerts, is to use the all-team query based on current match situations. Select a type and opposition type from the Pre-Match query panel (anything selected in pre-match is carried over to in-play) and then enter the current match situation and time. Select seasons 06/07-10/11 and the All Teams tab.

Generate the query and the summary is a very good guide to what the price should be and therefore if there is any value in the market. You'll soon find out when there are disparities in the market. For example, take top-six teams in the Premier league against any opposition when drawing at 80 minutes and see the difference in there being another match goal compared to when these teams are winning. You'll see that in this situation it makes little difference what type of team they are playing which isn't the case at other times in the match. You can then customise Live Logic so you get alerted to any Premier League games drawing in the 2<sup>nd</sup> half.

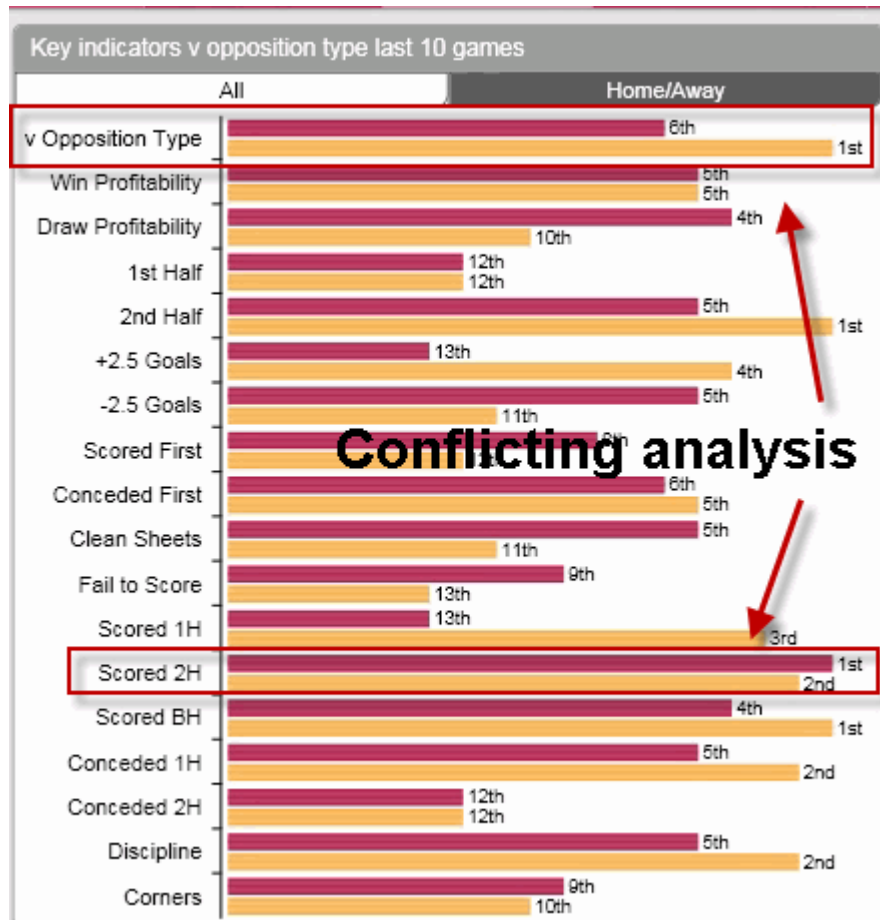
The screenshot displays the Form Lab Black interface for setting up an In-Play Query. At the top, the match is identified as Stoke (Home) vs Chelsea (Away) on 14 August 2011 at 11:30, in the Premier League, England. The interface is divided into several sections:

- Navigation Bar:** Includes tabs for Daily Reports, Match Data, Pre-Match Query, In-Play Query (active), Query Output, Players, LiveLogic, and Help.
- In-Play Instant (last 20 applicable matches):** A section for setting match position (All, Win, Draw, Loss) and opposition type (H v All Teams, H v Top 6, A v All Teams, A v Middle Third).
- Match Period:** Options include Match minutes (60), Anytime 1st half, Anytime 2nd half, and Halftime.
- Period:** Options include Last 10 games, This season, Current manager, Current spell in league, and various seasons from 09/10-10/11 to 06/07-10/11.
- Match Position:** Options include Winning, Drawing, Losing, and Goalless.
- Match Pattern:** Options include Scored 1st, Scored, Scored Last, Conceded 1st, Conceded, Conceded Last, Lead by, and Trail by.
- Pre-Match Filters:** Includes checkboxes for Top Half and v Top 6.
- Team Selection:** Buttons for Stoke Home, Stoke All, All Teams, Chelsea Away, Chelsea All, and All Teams.
- Reset and Generate:** Buttons for Reset Home, Reset Away, Reset, and Generate Report.

### Using Live Alerts In Combination With Match Data.

Live Logic might give you alerts for a number of leagues you aren't familiar with. This being the case, it's worth using the Match Data tab to quickly cross reference a team's strengths and weaknesses before a match or before taking any particular trades or bets.

The example below relates to the Nurnberg game highlighted above. Nurnberg, the home team are the crimson colour. The Live Logic alert above might have encouraged you to take a bet on Bremen holding on for the away win, but checking the match data below, you can see that Nurnberg (crimson) are ranked first for scoring in the 2<sup>nd</sup> half. This might therefore put you off backing Bremen to see off the game with the score only 1-0.



Performing a quick scan of the leagues you have included within the Live Logic alerts before or during a game can help improve your returns.

### Combining Live Logic Alerts with In Play Instant

Another recommended cross reference is the use of the In Play Instant query.

In the example below a 2.5 goals alert is highlighted at half time in the Everton Wigan game which is 1:1 at half time.

England	
Premier League	
<b>ASTON VILLA v NEWCASTLE</b> 1:0 HT <b>Aston Villa</b> H at 45 mins 1 goal in match There have been +2.5 goals in just two of the last eight Aston Villa home matches against top-six teams <b>Newcastle</b> A at 45 mins 1 goal in match There have been +1.5 goals in five of the last nine Newcastle away matches	<b>EVERTON v WIGAN</b> 1:1 HT <b>Everton</b> H at 45 mins Level Everton have won 12 of their last 20 home matches <b>Wigan</b> A at 45 mins 2 goals in match There have been +2.5 goals in all of the last five Wigan away matches against top-half teams

By switching to the In Play Instant, you can quickly get a feel for how Everton behave at other times when they are drawing at half time. The tables related to Everton's Full time outcomes with the in play position in the left hand column.

Summary												
Status	P	FT W	FT D	FT L	SN	CN	S	C	2.5	SH	CH	
W@15	14	79	14	7	64	29	79	50	50	36	21	
D@15	20	40	40	20	55	40	85	70	95	45	45	
L@15	5	0	40	60	60	40	60	60	100	20	20	
W@30	20	75	20	5	45	50	85	65	95	25	25	
D@30	20	60	25	15	70	25	85	45	95	30	25	
L@30	14	21	43	36	79	21	88	43	100	36	14	
W@HT	20	70	30	0	40	40	65	45	80	65	45	
D@HT	20	60	40	0	55	30	85	35	85	40	35	
L@HT	17	12	20	59	41	35	59	41	78	59	41	
W@60	20	85	15	0	40	25	55	25	65	55	25	
D@60	20	45	55	0	55	15	70	25	70	70	25	
L@60	20	10	30	60	50	35	60	45	85	60	45	
W@75	20	90	10	0	25	10	25	10	35	25	10	
D@75	20	35	65	0	40	10	50	15	50	50	15	
L@75	20	5	30	65	50	20	55	30	70	65	30	

1st half where games play>5 and value is ≥ 70%
2nd half where games play>5 and value is ≥ 80%

We have highlighted the Full Time Draw (left) and 'Another Match Goal' (right) columns. When Everton are drawing at Half Time, there is an 85% chance of there being another goal in the game. Another goal will of course bring the game to over 2.50 goals. The corresponding trend for Wigan was just 70%. Averaging the two, we might expect another goal around 75% of the time.

So another goal is highly likely, but you still need to check if there is value in the available under/ over 2.5 goals odds on betfair with an in play bookmaker.

The example above shows the percentage of occurrences of the different outcomes. To convert the current live odds to percentages, divide the decimal odds by one, then times by a hundred. The easiest way of comparing the analysis to the live odds is to select 'odds' from the In Play Query drop box. This will then show you what the odds 'should' be.

Checking the live odds, we find that Betfair have over 2.50 goals at 1.24. Clicking on the odds view tab in the In Play Query or converting the decimal odds to percentages, we can quickly make a decision on the value available in the current over/ under 2.5 goals odds.

Over/Under 2.5 goals		
	Back	Lay
Under 2.5 Goals	5	5.2
Over 2.5 Goals	1.24	1.25
<a href="#">View full market</a>		

The available odds of 1.24 equates to an 81% probability, while the average Everton & Wigan next goal probability of 75% equates to 1.33. In other words, your analysis implies the odds should be 1.33, but the available odds are 1.24.

You might therefore think that the chances of there being another goal and the game going over 2.5 goals is fully priced in and not offering value. This is especially the case considering that the corresponding analysis for Wigan gave the chance of another goal as 70%.

With the in play odds being so tight, you might therefore skip the over/ under 2.5 goals bet. It's likely there will be another goal, but there is no value in the current odds.

There was some value in the draw odds however. At 3.10, these odds were implying just a 32% chance of a full time draw, but the In Play Query implied there was a 40% chance of a full time draw. [ $1 \text{ divided by } 3.1 \times 100 = 32\%$ ].

Match Odds		
	Back	Lay
Everton	1.78	1.79
Wigan	8.6	8.8
The Draw	3.1	3.15
<a href="#">View full market</a>		

So instead of backing the +2.5 goals you might instead find some value in the draw odds of 3.10. At the very least it might put you off the 2.5 goal line.

The outcome: The final result was 3-1, but the game remained 1-1 until the final 6 minutes by which time over 2.5 goals odds had drifted out considerable and the draw odds were odds on. From a trading perspective, there was ample opportunity for locking in any profits on the draw or grabbing a better price on the +2.5 goals line.

In summary, performing a quick in play query of the leagues you have included within the Live Logic alerts before or during a game can help improve your returns.

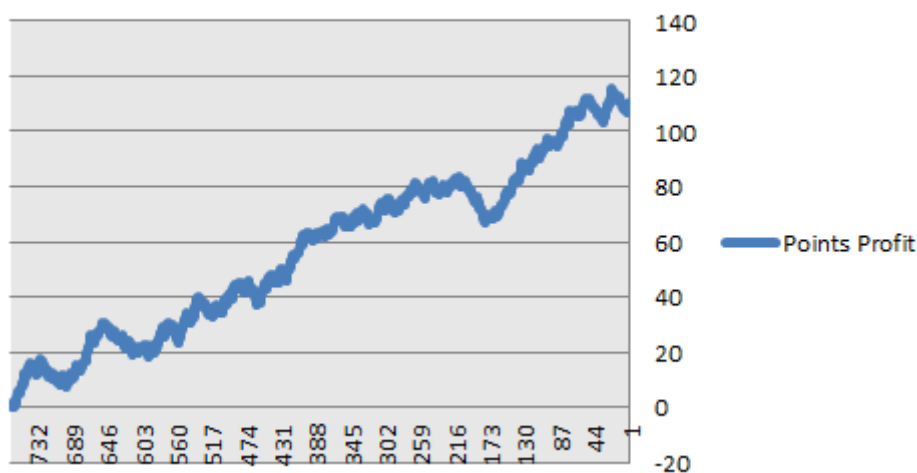
 **Video:** [Using Live Logic In Conjunction With In Play Instant](#)



## FORM LAB BLACK: DAILY REPORTS

Form Lab Black's Daily reports highlight short term and long term betting ideas with a strong track record of over 100 points level stakes profit from August 2010 to August 2011.

### Form Lab Black: Daily Report Performance



Specifically you'll find:

- Match day bet ideas: Form Lab scans its entire database for the strongest trends for match day betting. These bets can vary from straight match outcome bets to handicap or over 2.5 goals bets. Below you can see a typical match bet on Rochdale vs Charlton, highlighting the +2.5 and +3.5 goals markets.

England - Football League One	
<b>Rochdale v Charlton</b>	<b>15:00</b>
<p>Rochdale have had +2.5 goals in 8/15 home matches with seven having four or more. Furthermore they've had +3.5 goals in 4/8 matches this season as they've conceded at least twice on six occasions having sold their best defender in the summer. Moreover, the Dale have had +3.5 goals in 5/9 matches hosting top-half teams.</p> <p>Charlton are unbeaten and top the table after scoring at least twice in 6/7 matches this term. They've had +2.5 goals in 15/22 away matches and in 6/10 trips to bottom-half teams.</p> <p><b>Recommendation: Split stakes +2.5 goals at 1.88, Ladbrokes</b> <b>+3.5 goals at 3.25, Stan James</b></p>	

In this case, the available odds drifted out to 2.13, offering great value on the +2.5 outcome highlighted below. The game finished with five goals making both bet ideas winners.

Final result 2:3 (0:2, 2:1)		
1X2	AH	Over/Under
Full Time   1st Half   2nd Half		
Handicap ▲		Over ▼
Over/Under +0.5		→ <a href="#">Compare odds</a> (11) 1.03
Over/Under +1.5		→ <a href="#">Compare odds</a> (21) 1.27
Over/Under +2		→ <a href="#">Compare odds</a> (2) 1.54
Over/Under +2.25		→ <a href="#">Compare odds</a> (1) 1.85
Over/Under +2.5		→ <a href="#">Hide odds</a> (42) 1.94
Bookmakers ▲		Total Over ▼
<b>Pinnacle</b>	Pinnacle Sports <sup>Ⓢ</sup> <sup>i</sup>	+2.5 <span>▲</span> 2.13
<b>188BET</b>	188bet <sup>Ⓢ</sup> <sup>i</sup> <sup>B</sup>	+2.5 <span>▲</span> 2.13
<b>CANBET</b>	Canbet <sup>Ⓢ</sup> <sup>i</sup>	+2.5 <span>▼</span> 2.11

- Long term bet ideas: The Form Lab analysts highlight opportunities for season end betting positions. These will often be in the league winner market, but other bets are explored. These long term bets have so far offered the strongest returns in relation to money turned over.

A typical long term bet idea is highlighted below. A bet on Brighton to win league one was highlighted in December 2010 at 3.50. It went down to the wire, but the bet won with Brighton taking the title.

### League One Title Race

**Brighton & Hove Albion** are sitting pretty at the top of League One as we approach Christmas, with a three point gap to second-placed **Sheffield Wednesday** and **Huddersfield** and **Charlton** a further point back.

While **Leeds** blew a seven point advantage after 19 games last season to finish second, the record of leaders at this stage is fairly strong with 10 of the past 18 champions having been either top or level on points with the leader. The last 18 winners have all been in the top four at this stage with 16 having been in the top two, and furthermore no side has finished in the top four in this time having been outside the top half at this stage.

With 16 of the past 18 winners also having been no more than six points off the lead the title looks set to be decided by one of the current top four, despite **Southampton** still being second favourites.

Charlton have still got to travel to five of the other six teams in the top seven and after winning just one of their last three matches, all of which have been at home and against teams currently in the bottom four, they look unlikely to challenge too seriously.

Huddersfield have struggled for consistency as they've been beaten seven times already and must still travel to three of the other four teams currently in the top five. They do, however, have two games in hand on Sheffield Wednesday, as do all the other teams in the top eight. The Owls have lost eight of their 21 games and still have to travel to five of the current top eight, so despite a promised influx of cash from new owner Milan Mandaric they will surely suffer too many defeats this term.

Brighton have already visited the other top-four teams and only need to travel to four of the current top 10. The Seagulls have suffered a recent dip in form and are winless in four games, although three of those were on the road and overall they look well placed to push on and remain at the top of the table till May.

**Recommendation: Brighton to win League One at 3.5, Stan James**

- Long term trends: Aside from straight bet ideas, Form Lab also highlights any particular stand out trends from upcoming matches.
- Team News Alert: The daily report will highlight any particularly strong key player absences which may have the strongest impact on a match outcome.

The daily reports can be followed blindly to generate betting returns or used to stimulate your own betting ideas.



**Video:** [Form Lab's Game Notes](#)

## **FORM LAB BLACK: TOP TIPS FOR GETTING STARTED**



### ***How much time will you spend each week looking for bets?***

Once you understand a league and the strengths and weaknesses of its respective teams, then you should allow about an hour per league each week to work out your bets. Most of that hour would be spent running queries and the rest on finding out if there is any significant news that may persuade you not to execute a certain transaction. If your time is very limited then this software is probably not for you. However if you do have the time and patience, then it will become the profitable betting tool that it has been for us and many other subscribers.



### **Am I interested in just certain leagues?**

There is certainly an advantage if you know what is going on in a particular league and therefore it's no surprise that the Big Leagues attract the most betting and are the most price efficient. The software can help you to find value in the subsidiary markets or alternatively give you confidence to trade in lower leagues where there is likely to be value. Our most profitable leagues tend to be inefficiently priced, such as the Summer leagues.



### **Will I specialise in certain markets?**

We see the markets as being either outcome or goals based. If you specialise in one or the other then what you look for will differ. For example, outcome bettors should be looking at how the game may develop, does Team A have a particularly good record against the type of opposition they are about to play? Are they a team that have patches of form good or bad and what effect does that have on their results? Do they win matches in a particular way? Or conversely what effect does it have on their performances if their opponents struggle to keep a clean sheet or rarely fail to score.

Those looking at goals based opportunities are looking for match-ups where there are likely to be goals or not from the two teams in question and what effect, for example, there may be on the market if a goal is scored in the first half; or team A scores/concedes. This is using the software to find points of commonality with teams rather than difference.



### **Am I a short term or long term bettor?**

Long term bettors are classified as those who use the software to find a profitable strategy and then follow it. Then they find out which matches it applies to and run queries to see if the strategy is good for the team or teams in question.

We classify short term bettors as those looking for bets on specific matches and therefore use the software to identify those opportunities or, perhaps, to support their own view on a match.

Once you have made these decisions, and there is no reason why you can't do it all if you have the time, then your analysis will be more focused.

These are just a few suggestions for using the software and very quickly you'll be looking at your own strategies and theories and just as quickly you'll start to see the benefits.

As a subscriber you will receive regular guidance via webinars and emails.

In the meantime, if you have any queries, please feel free to contact us at [support@footballformlabs.com](mailto:support@footballformlabs.com)