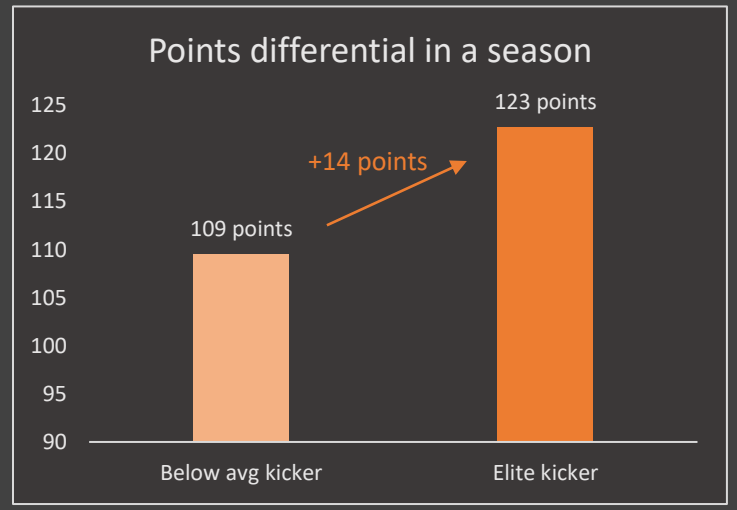
THE IMPORTANCE OF THE KICKING GAME

- Avg. scoring margin last 3 seasons for Colts = 4.1 points*
- Point production from FG's heavily impact these games
- Having an elite kicker vs below avg. kicker can impact up to +/- 3 wins in a season
- Not maximizing scoring opportunities on field goals and XP can cost games

14-point differential between elite and below average kicker = **combined scoring margin of 3 games**

BELOW AVG. KICKER* FG% = 80% XP% = 90%	ELITE KICKER* FG% = 90% XP% = 100%
- Total points = 109 - Missed points = 23	- Total points = 123 - Missed points = 9

*Assuming they kick NFL average of 31 FG's and 39 XP pr. year



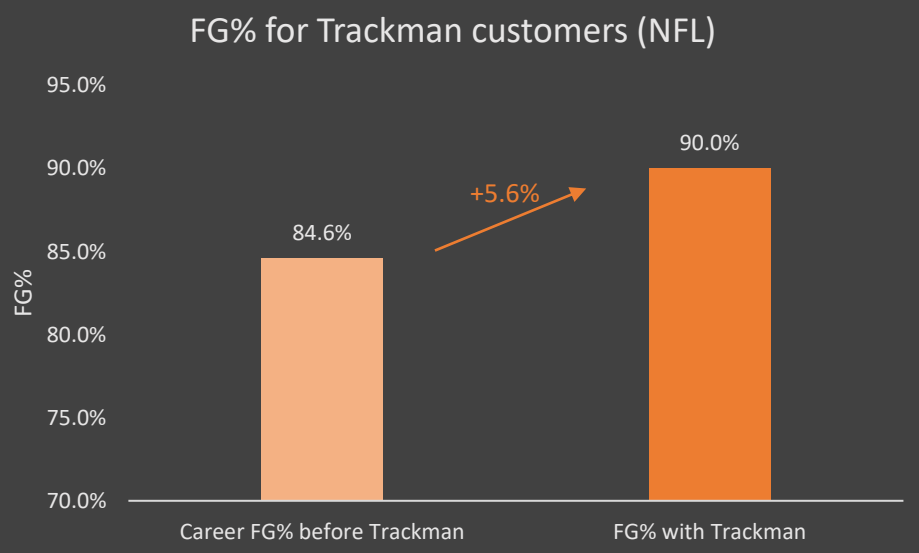
* One possession games (see next page)

Source: (Team Rankings – FG's and XP's attempted)
https://www.teamrankings.com/nfl/player-stat/field-goals-attempted

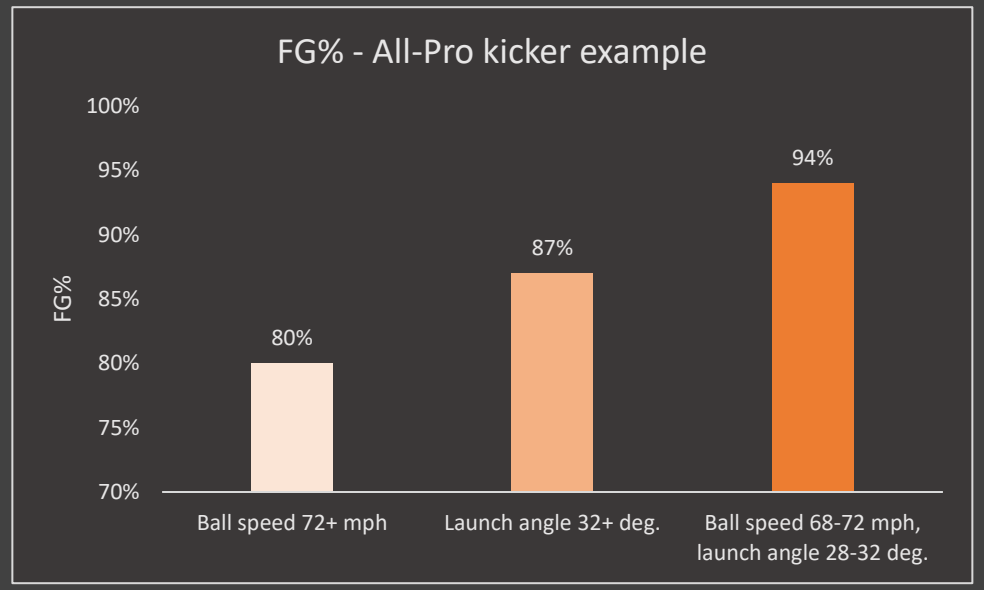
THE IMPORTANCE OF THE KICKING GAME – SPECIFIC TO COLTS

One possession games for Colts since 2021

- 27 of 51 games (53%)
  - 2023: 9 of 17 games (won 6)
    - Avg margin = 4.2 points
  - 2022: 11 of 17 games (won 4)
    - Avg margin = 3.5 points
  - 2021: 7 of 17 games (won 2)
    - Avg margin = 4.6 points



Using data to optimize FG% - KNOWING > GUESSING

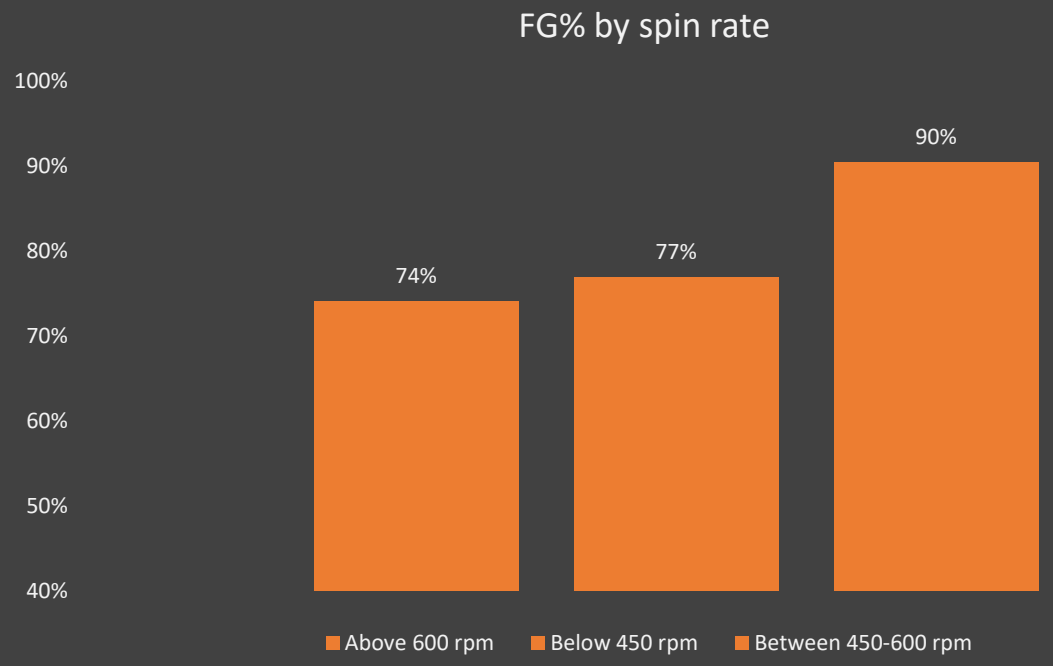


- Trackman data may be utilized to identify which ball flight and metrics lead to the highest FG%
- In this example, the player achieves the highest FG% when hitting between 68-72 mph and a launch angle between 28-32 deg.
- His FG% drops significantly when kicking harder and higher than these metrics.

FG% pr distance	30-39 yds	40-49 yds	50-60 yds	Avg. GoodFrom
Ball speed 68-72 mph, launch angle 28-32 degrees	97%	97%	87%	59 yds
Launch angle > 32 degrees	93%	89%	60%	56 yds
Ball speed 72+ mph	94%	91%	79%	63 yds

Notice that FG% is still higher from 50+ at the 68-72 mph ball speed than the 72+ mph.

Spin rate and effect on FG%

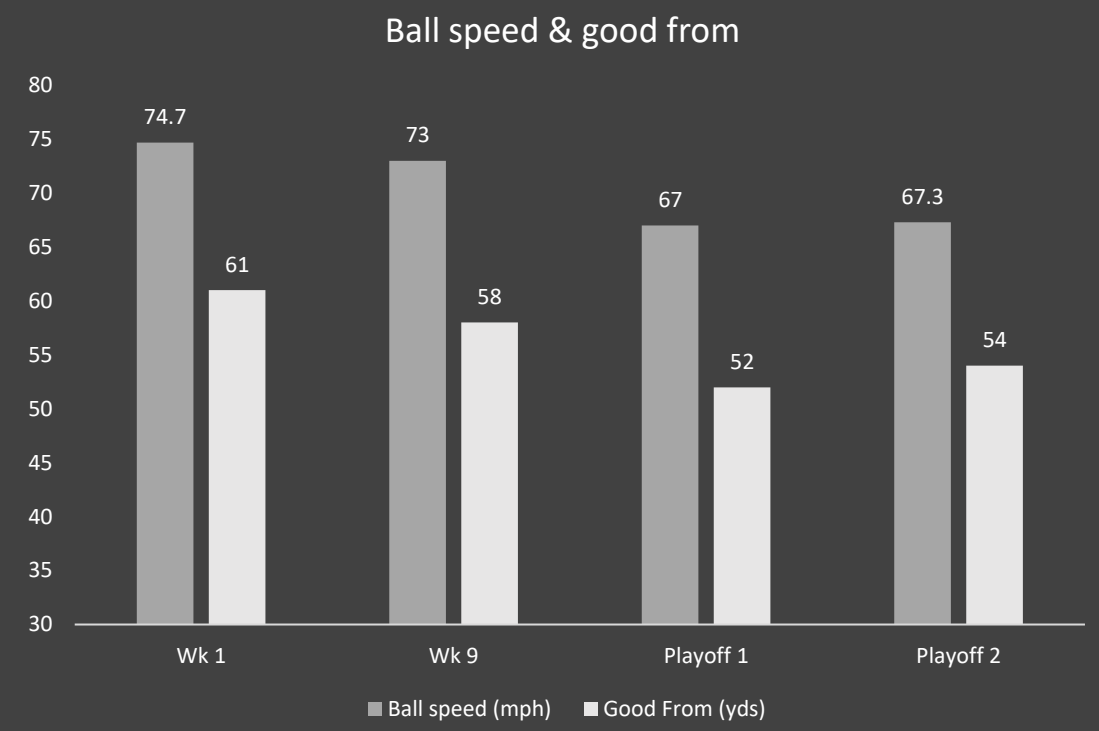


Why does spin rate matter and how is it a potential factor in determining accuracy?

- Great indicator of ball flight
  - The less deviance in spin, the more consistent ball contact
- Very low spin rates will cause “knuckle-ball” effect on ball flight
  - Lose accuracy, but likely to gain distance in headwind
- High spin rates will typically cause a straight ball flight, but lose distance

Health monitoring

	Ball speed (mph)	Apex (ft)	Spin rate (rpm)	Good From (yds)
Wk 1	74.7	46	848	61
Wk 9	73	43	793	58
Divisional	67	38	910	52
Super Bowl	67.3	40	953	54



- Noticeable decrease in ball speed as season progressed
- Major impact on ability to hit long field goals
- Added communication tool to head coach

FIND YOUR KICKER'S OPTIMAL BALL SPEED

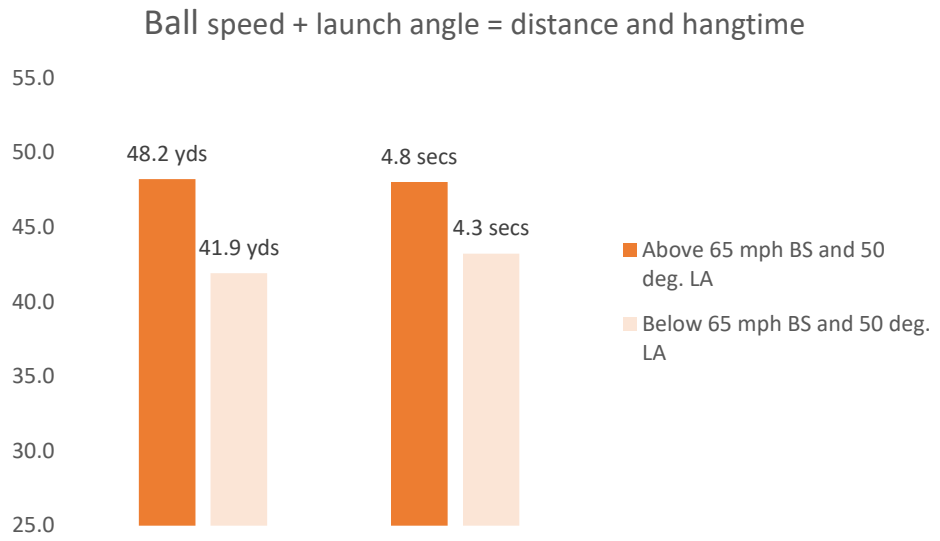
Overall average ball speed for this kicker in the examples below **= 71 mph**

Kicks with ball speeds right around his average of 71 mph

Kicks with ball speeds that are significantly higher or below his average of 71 mph

CONSISTENT BALL SPEED = BETTER ACCURACY

Ball speed + launch angle = distance and hangtime



Major differential between distance and hangtime depending on the ball speed and launch angle.

- Top NFL guys can all hit 65+ mph ball speed and 50+ deg. Launch angle