

## PLATFORM FEATURE LIST

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League management  
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### Contact AthletixNation

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## **Social Networking**

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### **User profiles**

Create a unique profile page for each user. Each user profile contains a feature photo, age, location, favorite sports, contact information, other interests, media gallery, blogs, top friends, messaging, calendar, and links to user's events, groups or leagues.

### **Friend management**

Manage and control your friends. Select users to display as your friends and automatically see friend suggestions based on your interests. Select top friends and communicate directly with one friend or your entire friend list. Users may set privacy limitations to allow only friends to view their profile, content or media.

### **Group / Team management**

Organize groups by interest or communication distribution, and select friends to be in the group. Group pages have all platform features within the privacy of that group. A group may also be set for public display and membership.

### **League management**

Launch competitions through sophisticated league tools like scheduling, rankings, and awards. Communicate easily within your league.

### **Event management /Calendar**

Maintain a personal or group calendar. Schedule events and communicate with attendees. Event pages have all platform features within the privacy of your guest list. An event may also be set for public display and membership.

### **Messaging**

Send private or group messages to other users, or share items with friends outside of the network.

### **Commenting**

Post comments for other users on blogs, articles, media, event pages, group pages, and profiles. Comments may be approved or deleted by the original user.

### **Sharing**

Send community invitations, post UGC or media outside the network, and boost viral distribution of widgets.

#### **Auto-embed Support:**

- MySpace
- Friendster
- Facebook
- Orkut
- Bebo
- Tagged
- Blogger
- Hi5
- LiveSpaces
- Piczo
- Freewebs
- Livejournal
- BlackPlanet
- MyYearbook
- WordPress
- TypePad
- Xanga
- Multiply
- iGoogle
- Netvibes
- Pageflakes
- MiGente
- Vox

#### **Bookmark**

- Del.icio.us
- Digg
- Furl
- Facebook Share
- Google Bookmarks
- StumbleUpon
- Yahoo MyWeb
- Newsvine
- Reddit
- Technorati
- Live Bookmarks
- Yahoo Bookmarks
- Twitter
- Ask
- My AOL
- Slashdot
- Simpy
- Propeller
- Raw Sugar
- Blogmarks
- Spuri
- LinkaGoGo
- Mister Wong
- BackFlip
- Diggo
- Faves (bluDot)
- Segnalo
- Netvouz
- Tailrank
- BlinkList
- DropJack
- Feed
- Me Links
- CurrentTV

#### **Desktop Install Support:**

- Vista Sidebar
- Google Desktop
- Yahoo Widgets

### **Rating**

Participate in contests or just compare public opinion of media and content. Content managers can post top items to a leader board.

### **Polls**

Ask your audience market research questions, or just have fun with topics of interest.

### **Chat**

Instant message other users within the network in real-time.

### **Newsfeeds**

See the most recent community and/or friend activity in real-time. Newsfeeds include new UGC, wall posts, new community users and more.

### **RSS feeds**

Allow users to subscribe to content with a built-in RSS newsfeed generator.

### **Subscription management**

Subscribe to a user's blog or media posts to be instantly notified of new content by that user. Subscriptions may be changed at any time.

### **Email management**

Choose to receive email notification alerts for online activity. Options include being notified of comments, messages, photo tags, blog subscriptions, or new friends. Email settings may be changed at any time.

### **Battles**

Challenge another user's content (e.g. my dunk is better than yours). Other users can cast votes as well as place wager points against one another, and the winner will receive the pledged points. Groups can battle other groups in online or offline activities such as sports competitions or fantasy sports. Administrators can host competitions and provide sponsorship opportunities.

### **Privacy options**

Designate your user profile as private or public, and select profile information or UGC to be seen or unseen by others. Manage your friend list with options to delete, block or report friends. Report inappropriate behavior, content and media to administration. Administration should set standards and create a plan for abuse.

## **Content**

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### **Licensed college sports content**

Entertain and inform users with licensed college sports content. As an official licensed online syndicator for Division I college video highlights, your site can host exciting football and basketball video, creating unique advertising opportunities and user interaction.

### **User generated content (UGC)**

Provide a voice to your audience through uploads of blogs, articles, and media, and engage users through forum conversations. The AthletixNation moderation tool automatically filters UGC for profanities and allows the site manager to monitor UGC for appropriate content.

**Blog** A blog allows users to write an online journal or express opinions.

**Forum** Also known as message or discussion boards, forums allow users to post short topics of interest to discuss with other users. Forum messages are displayed in chronological order and organized by interest.

**Article** As opposed to a blog, an article is a one-time post such as an interview, event, or opinion. Photos or videos may be featured in an article.

### **Proprietary sports shows**

Highlight national media programs through online video.

## **Mobile**

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### **Multimedia Messaging System (MMS)**

MMS is the transfer of multimedia through mobile messaging. Send permission-based video or photos to your audience. Allow your community users to upload multimedia to their profiles from mobile phones in an instant. Users may also download ringtones, podcasts, videos and photos to their mobile devices from your platform.

### **Short Message Service (SMS)**

SMS is the simplest form of text messaging on mobile phones. Drive business by sending mass texts to your audience or request text responses from them. Enroll in short codes for more effective SMS campaigns.

### **Campaigns**

Schedule a series of email and/or mobile communication with targeted advertising opportunities.

Future: Allow users to enroll in team updates, instant news alerts or special partner opportunities. Increase contest entries or votes by providing short text codes or direct email links.

### **Send to Mobile**

Allow your audience the opportunity to receive sports videos or photos on their mobile phones in an instant. For example, advertise "Text DUNK to 1234" to receive a video of the top NBA dunk of the week on your mobile phone."

### **Mobile statistics and scores**

Update users with the most recent game scores through mobile subscriptions.

## **Merchandising**

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### **Rewards system**

Provide user incentives for user activity or special contests such as redeemable points, coupons or discounts.

Rewards will increase your audience base and activity by encouraging forwards, UGC, survey participation and a variety of other activities.

### **eCommerce**

Provide the ability to buy and sell products or services. Host a user-generated auction or sell merchandise or special media.

### **Paypal and merchant account integration**

Facilitate easy and secure real-time ecommerce transactions through Paypal and major credit card services.

## **Media Sharing**

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### **Photos**

Upload, download or view photos files hosted on the AthletixNation platform. Organize photos in galleries, tag photos, crop photos, and easily send files to others.

**Slideshows** Display a series of chosen images on a profile, event or group page.

**Merchandising** Provide licensed photos to users at a price per download.

### **Videos**

Create an interactive Internet television experience with feature-rich video management solutions. Upload, download or view video files hosted on the AthletixNation platform. All videos are displayed in a custom flash video player.

**Editing** Compile video remixes and collaborations with ease.

**Recording** Capture video from a webcam and immediately download it to your profile, group or event page.

**Messaging** Send video messages to other users and include videos in email newsletters.

## **Podcasts**

Podcasts are a series of digital media files using syndication feeds for playback on portable media players and computers. Provide special interest podcasts to your users and allow them to create their own podcasts. Podcasts allow for subscription, ratings, voting and commenting.

## **Mashups**

Mashups are digital media files containing text, graphics, audio, video, and animation, which recombines and modifies existing digital works to create a derivative work. Create entertaining custom mashups directly from the platform, then allow for comments, tags, sharing, and battles.

## **DVD creation**

Burn video and photo files directly to a DVD using the sophisticated AthletixNation multimedia editing tools. Build revenue by pairing this feature with the opportunity to print branded DVD covers or purchase company-produced DVDs.

## **Tagging mechanism**

Users can tag content and media to allow for search opportunities and to populate related items hosted in the community. The mechanism will automatically recommend tags for content based on common sports words like NFL, baseball, and NCAA.

## **Media management**

Easily organize media within a profile, group or event. All media allows for comments, rankings, view counts, similar media suggestions, abuse reports, and the following management tools.

**Favorites** Store select community media in your personal Favorites file. Return to this page at any time to easily link to your favorite items.

**Search** Quickly find media of interest by entering terms into the media search box and browsing returned results. Set your media to be searchable or unsearchable to the public.

## **Technical Features**

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### **Development kits**

Development kits are the tools used to build application on top of the AthletixNation software platform. AthletixNation has over 300 available open APIs (Application Programming Interface).

### **Open ID integration**

Open ID creates a single digital identity, eliminating the need for a different user name and password for each site. Allow users to connect with other email services like Hotmail, Gmail and Yahoo, and social networks like Facebook, Friendster and MySpace, in order to share your network with others and grow your business.

### **OAuth integration**

OAuth integration is the open protocol that allows for secure API authentication in a simple and standard method from desktop and web applications.

### **Open social integration**

Open social integration is a set of common application programming interfaces (APIs) for web-based social network applications, developed by Google along with MySpace and a number of other social networks. Allow your users to directly interact with their email services and social networks to share your site and increase your visibility and user base.

### **Content management**

Empower administrator(s) to easily update every page of site content using HTML code or the platform's simple text toolbar. Customize content with various layouts, colors, font sizes, media and photos, hyperlinks, and document links.

## **Administrative**

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### **Email marketing system**

Contact your database with ease and sophistication through personalized messaging tools. Offer interest-based newsletter subscriptions with tracking and sponsorship opportunities. Track email success with opens, links, forwards, and other reporting statistics.

### **User activity tracking**

Track unique and new users, login history, time on site, hits per page, forwards, and other actions. This reporting offers first class targeting opportunities for advertisers and feedback on site effectiveness.

### **Marketing strategy**

Consult with AthletixNation marketing experts on your business goals and target audience. Develop a strategy to market your new social network to your audience, engage users and increase revenue.

### **Internet sales strategy**

Design online advertising locations and sponsorship opportunities with the AthletixNation sales team.

### **Specialty newsletters**

Exclusive to the AthletixNation network, benefit your business through a variety of industry newsletters including tips on sports marketing, sports technology, social media monetization and more. Receive national coverage as AthletixNation shares your successful campaign.

## **About AthletixNation Inc**

AthletixNation is a multimedia sports content platform delivering Division I college video highlights and applications to websites and mobile devices. Integration enables sports media outlets to enhance online and mobile interaction, engage customers and increase revenue.