FAN ENGAGEMENT
READY FOR YOUR TV, WEB, APPS & SOCIAL

☆	★★★	😀	📷	🎭	🏆	📊	🏆
Voting	Rating	Choices	Challenge	Casting	Playoffs	Eliminations	Fantasy

sky sports

Interactive publishing system for cross-platform engagement

Choicely has created a massively scalable, easily deployable platform for engaging fans across web, app, social and linear broadcast. We offer a broad suite of interactive content tools that can be integrated into any website or app in minutes and are pre-built with social sharing features, along with premium and advertising monetization options. Soon you will also be able to publish localized websites and native iOS and Android apps directly from Choicely's publishing system that can be ready to launch within hours at a very competitive market price.

SOLUTION
• Choicely provides Sky Sports platforms with cutting-edge technology for advanced fan engagement
• Choicely provides integrated technology and soon interactive apps & websites instantly
• Tech focus: Interactive formats, chat, reward coupons, coupon creating & distribution features

ROCKET SPEED
• Choicely technology is production ready now for cross-platform integration
• The modern user interfaces will provide true added value for Sky Sports & audiences
• Choicely technology comes with full scalability for every market and business opportunities, including premium voting and brand and acquisition tools for advertisers
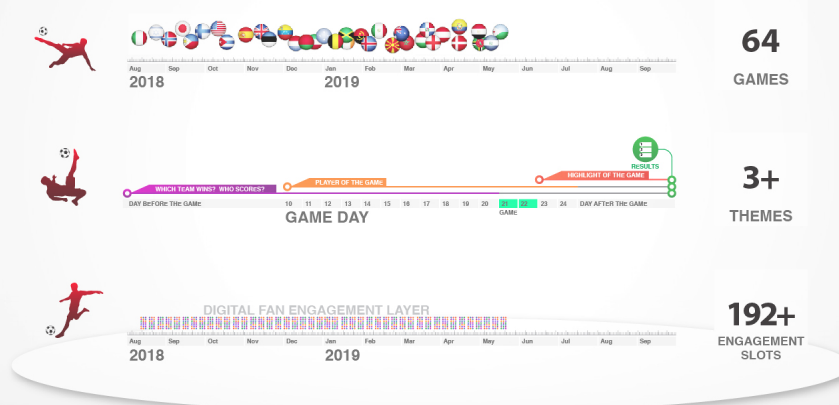
GOALS
• Accelerate time-to-market for digital content publishing and the upcoming Sky Sports fan platforms
• Significantly reduce cost of production, especially for app development
• Empower fan communities with fun interactive experiences, drive incremental revenue and provide superior consumer insights

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ADVANCED CONCEPT FOR SPORT FANS
EMPOWER FAN COMMUNITIES WITH ADVANCED SOCIAL & INTERACTIVE FEATURES

sky sports

Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep
2018 2019

64
GAMES

WHICH TEAM WINS? WHO SCORES?   PLAYER OF THE GAME   HIGHLIGHT OF THE GAME   RESULTS
DAY BEFORE THE GAME   10 11 12 13 14 15 16 17 18 19 20 21 22 23 24   DAY AFTER THE GAME
GAME DAY   GAME

3+
THEMES

DIGITAL FAN ENGAGEMENT LAYER
Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep
2018 2019

192+
ENGAGEMENT SLOTS

Advanced concepts for sports & entertainment

ADVANCED INTERACTIVE FORMATS

Voting	Rating	Choices	Challenge	Casting	Playoffs	Eliminations	Fantasy

INTEGRATED ADVERTISING TOOLS

Lead capture	Click to call	Branded voting buttons	Video ads	Boost downloads & subscriptions	Custom call to actions
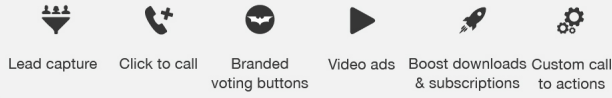
HIGH PERFORMANCE & SCALABILITY

Responsive design	Global server optimisation	Fast loading	Millions of simultaneous users

CHOICELY STUDIO TOOLS
CREATE & MANAGE INTERACTIVE CONTENT, BUILD OR CONNECT TO APPS & WEBSITES

+brand page
myshow

+brand admins

brand admins

show stars

fans

judges

+create content

Articles & feed posts	Interactive content	Chat	Ads	Rewards in Coupons	Ecommerce Integration

Personalized feed content

following +follow +follow +follow +follow

Social user interaction

+premium customization

1) No login
2) Choicely login
-Results by demographics with Facebook login
3) Customer login
-Grow your fan database

- Moderate user generated content
- Choicely pre-filters user generated content using machine learning

Identification options	Moderation	Judges	Contest rules

Push notifications

In-app messaging

User generated content

Integrate to your website, app, TV & social

+fan interfaces

Website	iOS & Android Apps	TV & stream	Social

Build your own custom website & app with Choicely tools

Show results & allow interactions on TV & stream

All content is shareable to social to drive traffic to your web & apps

Social interaction

FAN INTERACTION

Choicely
Platform Capabilities & Features

CAPABILITY	CHOICELY	DESCRIPTION
PLATFORM CAPABILITIES		Create brand platforms on Choicely and manage content on all platforms
CROSS-PLATFORM CONTENT	✔	Create cross-platform content, interactive events & more
INSTANT INTEGRATIONS	✔	Integrate content on websites & apps instantly
INSTANT WEBSITES & APPS	COMING SOON	Create interactive websites & apps in hours
FORMATS		Enrich fan engagement through interactive formats
VOTING / POLLING	✔	Create playful votes with extensive features
RATING	✔	Create advanced rating for fans & professionals
CHOICES / REACTIONS	✔	Get playful feedback with customizable choices
FAN CHALLENGES	✔	Create fan challenges with live rated user generated content
BATTLE	✔	Create fun voting between 2 choices in battle format
CASTING	✔	Create streamlined casting - better results in less time
PLAYOFFS	COMING SOON	Get playful & create Playoffs with 4, 8, 16 or 32 choices
ELIMINATIONS	COMING SOON	Try online eliminations with multiple elimination rounds
FANTASY	COMING SOON	Let fans predict rankings & more, show fan leaderboards
INTEGRATIONS		Integrate Choicely formats on all platforms
WEBSITES	✔	Embed customized interactive formats to your website
NATIVE IOS & ANDORID APPS	✔	Add customized interactive formats to your app
TV BROADCAST	✔	API for showing live results on TV Screen
SOCIAL MEDIA	✔	Social sharing available to direct traffic into content owner´s digital properties
FEATURES		Use advanced digital toolset to create great fan experiences
BRAND PAGE	✔	Create & manage all interactive content in one place
TEAM WORK	✔	Create & manage all interactive content in teams locally and globally
EASY TO USE	✔	Create interactive formats in minutes, optimized for engagement
EXTENSIVE CONFIGURATION	✔	Manage your brand site, interactive formats & widgets

Feature	Status	Description
VISUAL INTERFACE	✔	Create entertaining experiences with images, videos & stories
AR & VR EXPERIENCE	✔	Jump to the future, offer AR experiences NOW!
HIGH SCALABILITY	✔	Manage millions of simultaneous users
PUSH NOTIFICATIONS	✔	Instant targeted consumer engagement
LIVE RESULTS	✔	Show real time results on websites, apps, TV & stream
REWARDS	✔	Attract more audience with rewards
3 LEVELS OF SECURITY	✔	3 levels of authentication available
MEANINGFUL DATA	✔	See & learn from choices different people make with demographic data
DASHBOARD	✔	View an extensive dashboard of fan engagement
SECURITY	✔	3 levels of authentication available
MODERATION	✔	Easily moderate user generated content
SOCIAL	✔	Social sharing available to direct traffic into content owner´s digital properties
CONTESTANT PROFILES	✔	Enrich contestant profiles with stories, multiple images & videos
PERSONALIZED CONTENT	COMING SOON	Enable personalized feeds for fans by following their favorite show stars
JUDGES	COMING SOON	Add Judges with custom set power % in each contest
CHAT	COMING SOON	Empower fan cummunities with native chat
ADVANCED SETTINGS		Customize Choicely formats on the go
RESULTS VISIBILITY	✔	Set results to live, set time or hidden according to your needs
AMOUNT OF FREE VOTES	✔	Set the amount of free votes / user in each contest
VOTE LIMIT / CONTESTANT	✔	Set the limit how many times user can votes each contestant
CANCEL VOTES	✔	Enable unvote according to your needs
IDENTIFICATION	✔	Set identification on / off, use social login, custom login according to your needs
IP RESTRICTIONS	✔	Set vote limit / IP address
REVENUE & SPONSORSHIP		Monetize your fanbase with integrated ad campaigns
PREMIUM VOTES	✔	Let fans support their favourites by buying extra votes
AD VOTES	✔	Let fans earn extra votes by watching commercials
LEAD CAPTURE	✔	Use lead capture forms to grow your / sponsor database
BRANDED BUTTONS	✔	Sponsored interactive button with branded images & animations

CHOICELY
INTERACTIVE PUBLISHING SYSTEM FOR CROSS-PLATFORM ENGAGEMENT