Vidflex™ and Vidflex Faith™ are products of Worldplay™

"Growing amateur soccer in a digital age"

Creating a Centre of Excellence for the Game

Vision: A centre of excellence for the game, providing opportunities for all players to reach their full potential

Mission: To provide leadership for soccer excellence in Alberta by fostering and promoting:

- a strong infrastructure for sound governance (administration and communication), and;
- quality programs and services (competitions, referees, coaching, player development, and volunteers) to safeguard the sport's long-term prosperity

Mandate: With the goal of serving 23 Regular Members and 3 Associate Members, Alberta Soccer:

- *Promotes participation in, and enhances development of*, soccer in Alberta
- *Promotes and supports all levels of soccer competition* in Alberta including provincial and national selections
- Governs the sport of soccer in Alberta and produces supporting documentation such as policies and by-laws
- Encourages and *fosters personal development and training of all players, coaches and referees* in the province
- Coordinates *provincial festivals, tournaments and cup competitions* on an annual basis
- *Promotes respect and equality* in the game and is inclusive to all members of society
- Provides the necessary means to resolve any internal dispute that may arise between Members, clubs, officials and players of the Alberta Soccer Association.
- Offers health insurance for soccer related incidents to all members.

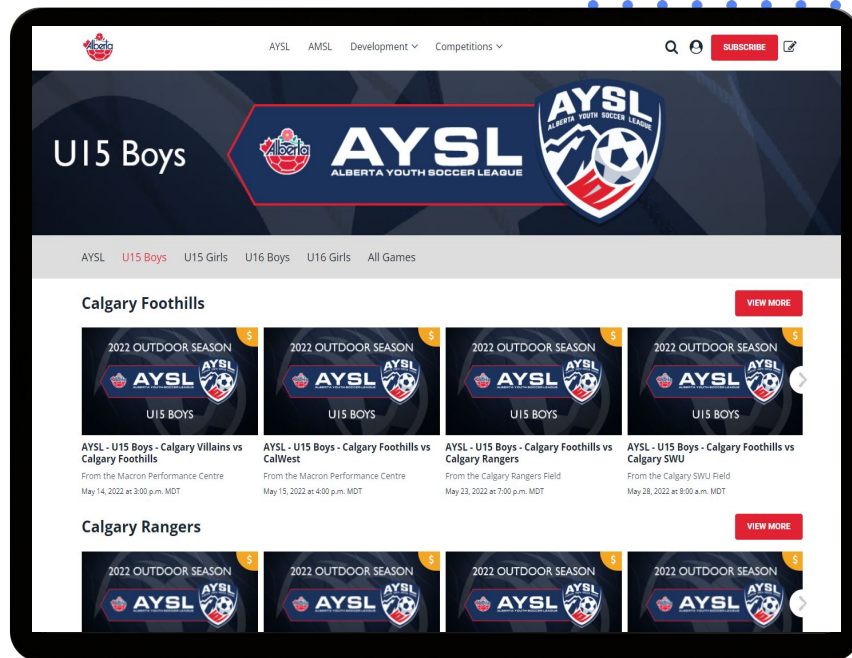# Transforming amateur sports through innovation

Vidflex™ is a customizable, easy-to-use online video platform (OVP) that provides organizations from diverse communities with a flexible digital toolset to host, manage, control, distribute, livestream, catalog, and monetize their videos.

95% Viewers retain 95% of a message when they watch it — compared to 10% when reading it.

2.7x Younger generations prefer to learn by watching video compared to reading by 2.7x.

Transforming amateur sports through innovation

Alberta Soccer Association and its members can create an innovative Internet streaming network...

An online video platform that is *controlled* by the ASA:

- Branding
- Revenue
- Security & privacy
- Audience engagement - players, coaches, referees, etc.

More effective *engagement* with key stakeholders:

- Player, coach and referee development
- Soccer news and updates from around the province - from the clubs, districts & ASA
- Sponsors & advertisers

Generate new *revenue* opportunities through:

- Access to single or packaged pay-per-view content - league games, tournaments & special events
- Access to video content via subscription service
- Sponsorship /advertising banners
- Pre-roll advertising

Most importantly, ASA/districts will retain 100% of their net revenue regardless of the monetization method.

Your Content - Your Revenue

Sports Example 1 (Tournament)

No. of Teams	No. of Games	$ per Game	Game Purch.	$ per Pass	Pass Purch.	Gross PPV Revenue	Gold Sponsors	Silver Sponsors	Bronze Sponsors	Net Revenue
16	42	$12.00	687	$59.95	140	$16,637.00	$1,000.00 (1)	$2,500.00 (5)	$1,250.00 (5)	$21,387.00

Sports Example 2 (Tournament)

No. of Teams	No. of Games	$ per Game	Game Purch.	$ per Pass	Pass Purch.	Gross PPV Revenue	Gold Sponsors	Silver Sponsors	Bronze Sponsors	Net Revenue
24	64	$12.00	906	Vary	115	$18,986.25	$1,000.00 (1)	$2,00.00 (4)	$2,250.00 (9)	$24,236.25

Sports Example 3 (League)

No. of Teams	No. of Games	$ per Game	Game Purch.	$ per Pass	Pass Purch.	Gross PPV Revenue	League Sponsors	Team Sponsors	Playoff Sponsors	Net Revenue
6	30	Vary	2,181	Vary	417	$76,905.00	$50,000.00 (2)	-	$10,00.00 (2)	$136,905.00

Vidflex™ Features

All-in-one video management

BUILD A NETWORK
Create and manage your own video network

CUSTOM BRANDING
100% white labeled for customers and sponsors

LIVE & ON-DEMAND VIDEO
Easily create, upload and manage all video content

USER FRIENDLY
Easy navigation, video sliders, account sign-up, and user experience

POWERFUL CMS
Easily manage and import a large library of videos, user accounts, platform controls, and permission settings

MONETIZATION
Keep 100% of your revenue earned from pay-per-view & subscriptions, memberships, ads, and sponsorship

MULTI-LANGUAGE
Toggle between an English and French interface

USER ENGAGEMENT
Offer networking functionality, live chat, live polling, comments and custom CTA's

PRIVACY CONTROLS
Restrict permissions and access to the site, specific pages and video content based on User Groups

VIDEO GROUPING
Group content into your requirements

REPORTING
Access to detailed analytics and reporting

User-friendly front end

Management: Through Vidflex™, ASA can manage large and dynamic amounts of video content in an integrated fashion.

Easily offer viewers a user-friendly front-end experience for:
- Site navigation
- Live and on-demand video search & filtering
- Registration and Login

Bulk upload users

Vidflex™ allows for the bulk uploading of user accounts via a CSV export from your marketing automation application. The exported file can include:

- email address (required)
- first name (optional)
- last name (optional)
- display name (optional)
- password (optional)

For access to content restricted by pay-per-view, Guest Access Passes and Promo Code options are available.

Reporting & Analytics

Vidflex™ provides access to both real-time analytics for event day monitoring, as well as post-event reports.

Customizable reports and analytics on a built-in dashboard to track viewing activities on a per-video basis and analyze trends. With this easy-to-retrieve information, you will be able to:

- Analyze content engagement with page and video views analytics, e.g. total plays, total view time, and average view time

- Get insight into specific videos with percent viewed and time watched statistics

- Dig into your costs with storage and streaming reports

- Use tools you already know! Google Analytics integration lets you segment your video statistics even further

- Track attendee demographics by age, gender, device, operating system, geographic location, and language
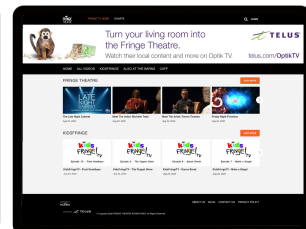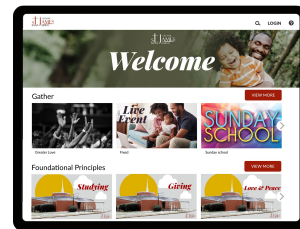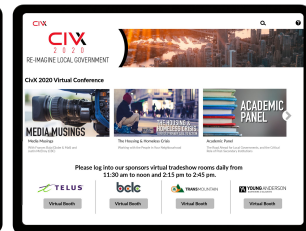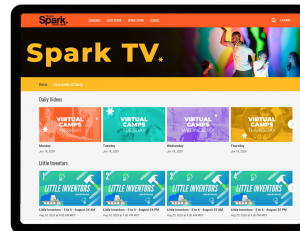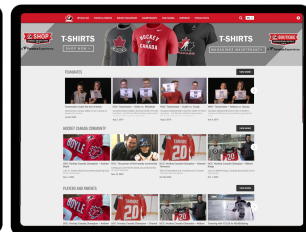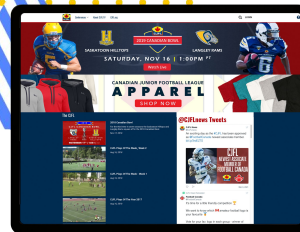

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Related Experience

Worldplay's Experience

Worldplay's clients represent a broad spectrum of video content distributors - from businesses to civic associations, corporate training and development, virtual conference and event services, science centers with children and family programs, churches, Indigenous communities, retail businesses, content aggregators, and a variety of performing arts associations.

Each of these clients share one thing in common - they have recognized the tremendous value that video can bring to connect with and engage their respective audiences. Worldplay's Vidflex™ online video platform is the tool they have chosen to stream, host, manage, and in many cases, monetize their content.
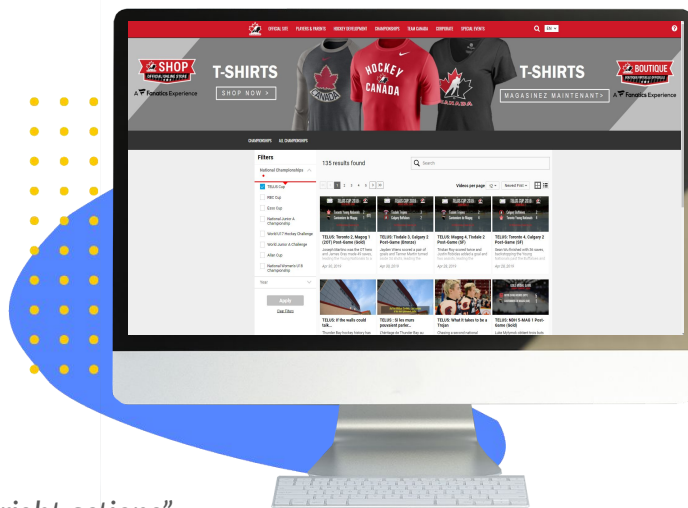
Related Experience - Hockey Canada

Hockey Canada is the national governing body for grassroots hockey in the country. The organization works in conjunction with the 13 member branches, the Canadian Hockey League and U Sports in growing the game at all levels.

In selecting the Vidflex solution, Hockey Canada identified six key priorities for their new online video strategy:

1. Maintain full control of the Hockey Canada brand
2. Provide their consumers with an improved viewer experience
3. Maintain operational simplicity for their administrators
4. Maximize commercial opportunities through sponsorship, advertising and pay-per-view options
5. Manage the viewer experience and delivery of Hockey Canada events, including tournaments, media conferences, etc.
6. Make decisions based on real data and generate reports to gain insight into how viewers consume media and what they expect now - or may want in the future

"Drive ROI by delivering the right content to the right audience to trigger the right actions"
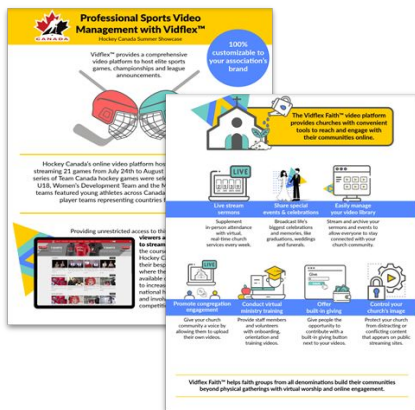
Worldplay Support

Worldplay has a comprehensive team and tools for supporting partners and end users of our Vidflex technology.
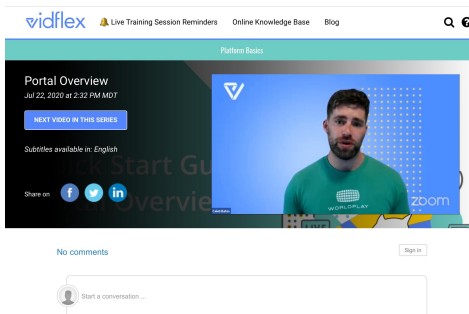
Sales & Marketing Support

✔ Comprehensive library of sales & marketing materials for every sector
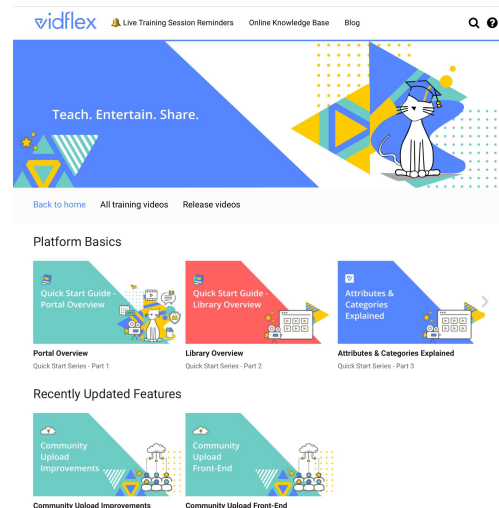✔ Case studies
✔ Website integrations

Customer Success Team

✔ Dedicated team to customer onboarding, support & Vidflex success
✔ Weekly "webinars" for ongoing learning
✔ Customer access to product roadmap

Customer Self Help Center

Help.Vidflex.tv

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Alberta Soccer TV - Art of the Possible