



SMF Club Channel

| A True cross media dating community

Club Channel | Community platform



Club channel is a **TV, Internet** and **Mobile** based community, where users can interact and contact each other in various ways.

Club channel is a new revenue source and interactive product for any TV channel interested in creating the reference community for the country.

Club channel not only uses SMS/MMS for connections, but also monthly subscriptions are supported.

Joining *Club Channel's* community is free. When the user joins The Club Channel he/she creates a personal profile. This profile can include photos and the amount of personal data the user wants to share. Looking at others' profiles is also free. When the user decides to contact other users, he/she has to send Premium SMS or pay monthly subscription with bank transfer, Credit Card or Paypal.

Club Channel's television support can be from Late Night hosted chat to a nice afternoon match making program where studio and live hostess are used.

Access prime time program is a playful dating show, where the competitors are chosen among Club Channel's users. Viewers will also be able to impact the outcome of the show, so it is an innovative and fresh approach to dating shows

Club Channel | Internet

El que busca, la consigue...
Regístrate en CLUBKOOL, y encuéntrala antes...

INICIO | BUSCADOR | CHAT | EXTRA | REGISTRARSE | NOTICIAS | CONTACTO

INICIO
Bienvenido a ClubKool Latino
CHICO34
ID: 123456789

Busca, encuentra, descubre...
Soy... Mujer Hombre
Busca...
Edad entre... a...
Con fotografías...
[BUSCAR] [Búsqueda Avanzada]

¡NUEVOS USUARIOS! Estos son los nuevos usuarios registrados en CLUBKOOL

Dale la bienvenida a estos nuevos usuarios! conócelos!

Paola, 24 años
Envía un sms con la palabra "CLUBKOOL" al siguiente número:
123456
(0,990 Coste de SMS)
Y serás un Kings & Queens

ESTADÍSTICAS

¡ÚLTIMAS VISITAS! Son los usuarios más activos de CLUBKOOL

NOTICIAS
24/05/08 Nuevo servicio activo CK. Descubre el nuevo servicio de CK.
24/05/08 Nuevo servicio activo CK. Descubre el nuevo servicio de CK.
24/05/08 Nuevo servicio activo CK. Descubre el nuevo servicio de CK.
NOTICIAS

INICIO - BUSCADOR - CHAT - EXTRA - REGISTRARSE - NOTICIAS - CONTACTO
© Todos los Derechos Reservados, Smart Media Factory - Aviso Legal - Ayuda - Política de Privacidad



1. Internet

a) All users

In the Internet the users may create their profile, Search and contact other users, read the latest channel news, send virtual gifts, rate images, upload videos and a lot of other cool things.

b) Internet - VIP users

- Customized outlook
- Upload Videos
- Send free messages through Inbox
- Send Virtual gifts
- Use Calendar (Events)
- Advanced Profile
- Advanced + free text search
- Own picture naming + other pictures commenting
- VIP logo for your profile image
- Better visibility on TV and Internet

ClubChannel / Internet Interface



User profile |

Create your profile is for free. For contacting you have to pay

Search function |

The normal search function is available to all users. Subscribed users can in addition do advanced searches to better find the type of people they are interested in.

Top List |

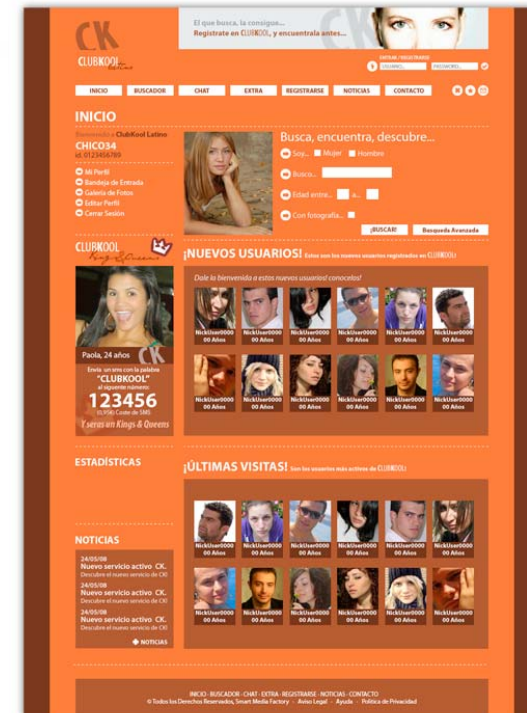
User pictures that are most viewed are displayed on the front page, there is also a top list of people who have been most active.

Inbox & messaging |

Users can see the messages sent to them and reply to those messages directly from the inbox if they are subscribers.

Groups |

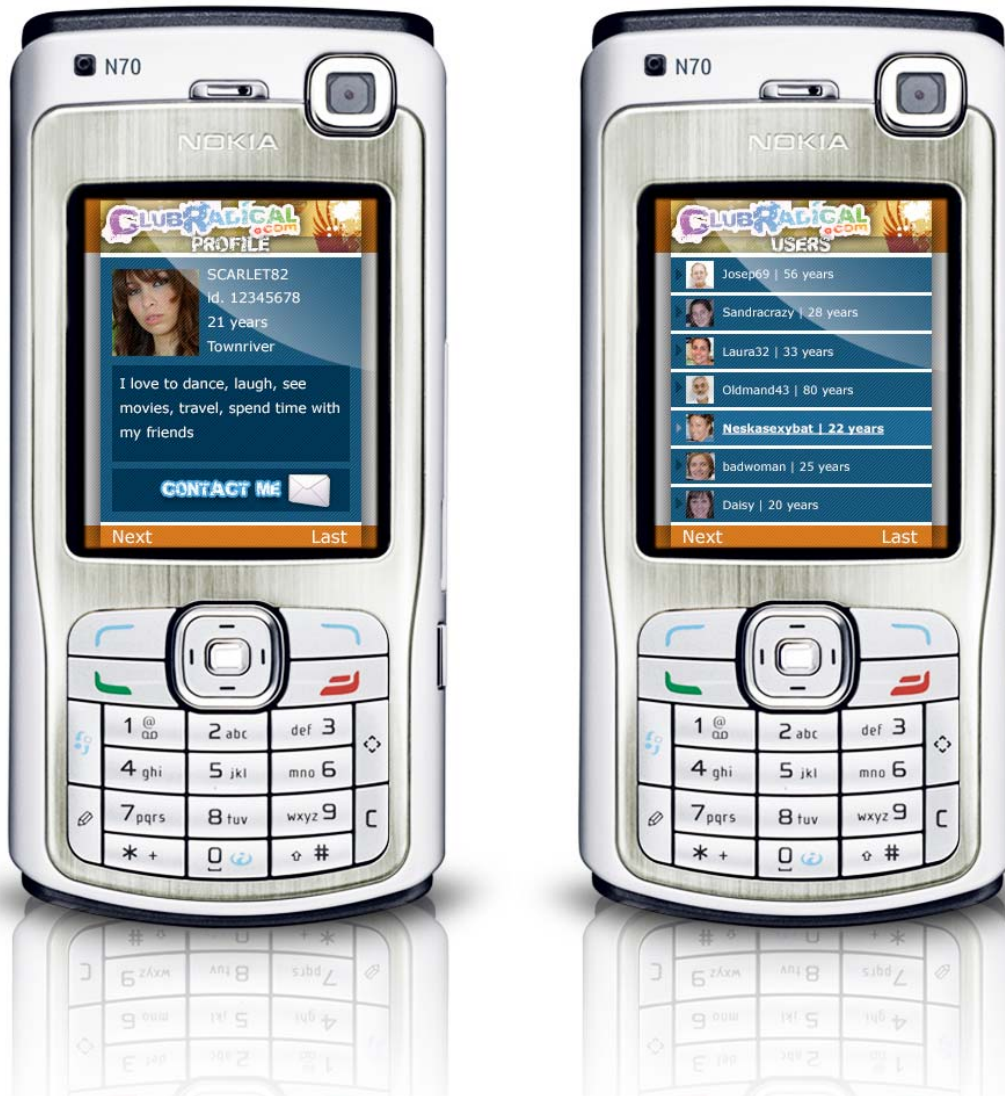
The channel may create special groups for different television programs. For Example a group called "Big Brother". All Big Brother contestants would be registered here, and end users could try to contact their favourites.





Mobile interface

Club Channel | Mobile Interface



2. Mobile (WAP/XHTML + Java)

Through mobile phones the users may Search and navigate other user profiles.

The service can be launched only in WAP/XHTML + Java clients by the Mobile operators.



Television Program

Club Channel | Television Program



Pre prime or prime time program

3. Television

The television support can be arranged in various ways depending on what time slots are available.

Here a screenshot from our preprime or prime time television program pilot. The program can be from 10 to 30 minutes. The most active or GOLD members are invited to the studio everyweek.

Club Channel | Television Program



Late night program sample



Late Night TV program can be run with or without host.

Users images can be automatically shown in the screen. Also MMS can be used to send photos. Every message is moderated.

Using hostess is recommended, as it will bring the messages up with low cost.

Club Channel | Television Program



Club Channel promoted in low screen.



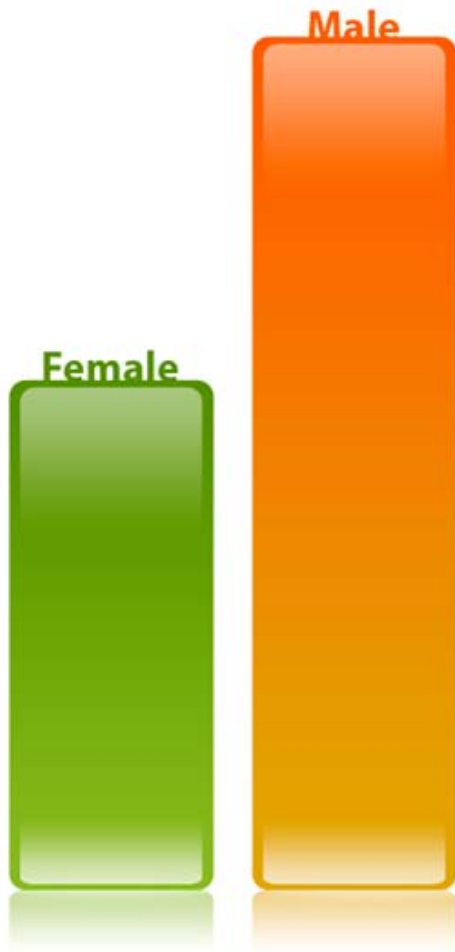
For example for the music programs, this kind of low screen incentives can be used. The website is always visible so that the people know where to create their profile.

Program inserts: Using the group option, many interesting groups can be created. "Big Brother", "Super Models", "Farmers". This way users may contact celebrities or similar through Club Channel portal and SMS. Just mentioning few seconds in a prime time program of this possibility, can boost up the revenues.

Also is possible to launch club channel program first in Internet, 60-120 seconds commercials and some 10-30 seconds spots and web banners. This way there is no need to special hours for the new program.



Administration



04. Administration

In the administrator there are very powerful and useful tools for the service administration, support and statistics.

- Content Management
- User Management
- Marketing



Club Channel / Administration



Send Email/SMS campaigns to subscribers
(when accepted by the subscriber).

Block users, find out the most active users.

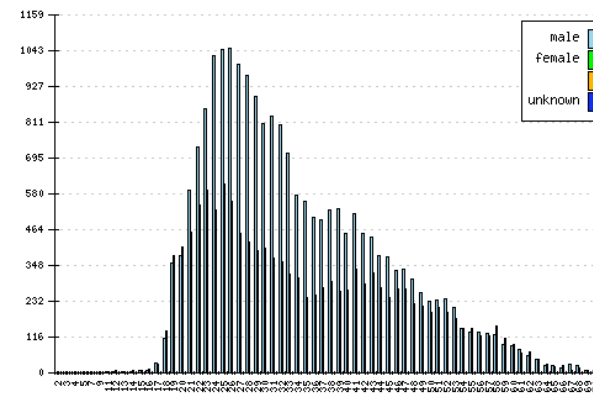
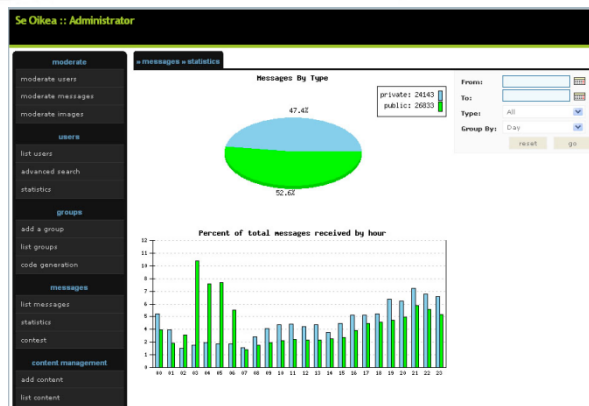
Moderate messages , profiles images and videos.

Detailed statistics about the service usage and subscribers.

Create VIP users

Content management (Text, banners, news, articles)

Create Calendar Events (E.g. Special night tomorrow - Brad Pitt online on Chat 00am)





TV Channel Benefits

Club Channel | TV Channel Benefits



1. Monthly subscription from bank transfers and credit/debit card incomes *(no mobile operators cut)*.
2. Big business opportunity with a very small risk
3. SMS/MMS Income
4. Attract young people 20 - 45.
5. Good way to link a television program with online services *(monthly payments + SMS incomes through internet)*.
6. Customer loyalty *(TV programs with user generated content, Internet pages)*.
7. Internet pages visits increase.
8. New Marketing Opportunities.
 - a) Excellent tool for direct marketing (Mass marketing tools for SMS and MMS. *(Registered users detailed data records)*)
 - b) Online and TV partner opportunities.



User Incentives

Club Channel | User Incentives



1. Local. The service is always made local. There is no sense contacting with someone 500 km from you. Local marketing is very effective and creates community feeling.
2. There is always a need to find partners. Someone looks for adventure for tonight, and someone for something serious. We want to support both user groups.
3. Price. As we use all channels, we might put lower prices. Incomes from bank transfers, SMS, MMS, marketing agreements.
4. Success stories on the pages.
5. Group functionality gives opportunity to contact with celebrities.
6. If the user gets friends invited and subscribe, she gets months for free.
7. Most viewed/contacted girls can win occasional prizes.
8. The most active users can win occasional prizes



We turn viewers into your clients!

www.smartmediafactory.net

Format Name | Club Channel

© 2008 Smart Media Factory, All rights reserved