



TOPFAN

PRODUCT UPDATE & ROADMAP

DELIVERED ENHACEMENTS IN LAST 16 MONTHS - PAGE 1

- ✓ Conversion Funnel and Pixel Tracking
- ✓ Improved Forum: Nested comments, Popular & Groups
- ✓ Full Page Articles with Deep Link Content Suggestions
- ✓ Website Speed and SEO optimizations
- ✓ Enhanced User Profiles: Custom Fields, Mailing & Sub Info
- ✓ Automatic Language Translation of All Content
- ✓ Livestreaming, Ask Me Anything, Live Video Chat
- ✓ reCAPTCHA for UGC on Web and IP Blocking
- ✓ Casting on Airplay/Chromecast & TV Connected Devices
- ✓ COPPA Version of Platform (12 & younger)
- ✓ Find a Friend @ Live Events
- ✓ CleverTap Deep-link Push Notifications
- ✓ Additional Verified User Options
- ✓ Direct Messaging Indicator
- ✓ Digital ID Badge
- ✓ Improved Emojis
- ✓ App Review Prompts
- ✓ Significant Location Change
- ✓ UPC Bar Code Scanning for Challenges
- ✓ Weekend Pass Subscriptions

DELIVERED ENHACEMENTS IN LAST 16 MONTHS – PAGE 2

- ✓ E-Commerce Digital Wallet & Receipts for selling limited quantity Products & Tickets (Flash Sales)
- ✓ Merchandise Fulfillment Services
- ✓ Display Ads in Feed & Forum (House & Programmatic)
- ✓ Consolidated Reporting / Metrics Dashboard (CRS)
- ✓ 5 Alternative Homescreen CTAs
- ✓ Deals & Rebates Content Type
- ✓ Linking of Web/App Subscriptions
- ✓ Trial Subscriptions on Web & App
- ✓ Apple Music Playlist Integration
- ✓ Workflow for pre-publish UGC moderation
- ✓ CMS Search Improvements
- ✓ API Optimization & CDN of App Traffic
- ✓ Private Twitch-like interface
- ✓ Web based Retail Locator
- ✓ AMA Chat on Web
- ✓ Gender Community Segmentation
- ✓ Email Digest
- ✓ Social Promotion of UGC
- ✓ VIP locking around UGC components
- ✓ Self-Video Livestreaming

DELIVERED ENHACEMENTS IN LAST 16 MONTHS – PAGE 2

- ✓ VIP Merchandise Discounts
- ✓ New Subscription Flow
- ✓ Multiple VIP Subscription Levels
- ✓ Dynamic Font Size Adjustment
- ✓ Content Visibility Filtering by User Status
- ✓ New CTAs: Forum, All Feed, Members Search
- ✓ CMS Feed Topic Organization/Search
- ✓ Full Native Shopify E-Commerce Integration
- ✓ Manual Approval Controls for UGC
- ✓ @Username Tagging
- ✓ Editing of Comments and Forum Posts
- ✓ Live Nation SSO
- ✓ CMS Search enhancements
- ✓ Instagram & Pinterest Sharing
- ✓ Longer Forum Posts and Comments
- ✓ Graphical Web Link Previews

2020 IN PROGRESS ENHANCEMENTS

- ✓ Spotify Music Playlist Integration
- ✓ Gamification of Music Streaming
- ✓ See Who Liked
- ✓ Toggle for Upvoting vs Liking Comments
- ✓ Improved Digital Receipts and Ticket Scanning
- ✓ Consolidated Reporting System
- ✓ Member Directory Improvements
- ✓ User Saved Favorites
- ✓ Emoticons For Liking

2020 PRODUCT ROADMAP - FUTURE

- ✓ Donations & Tip Jar
- ✓ HTML5 Game Integration
- ✓ Amazon Music Integration
- ✓ Content Preview in CMS
- ✓ ESP API Integration
- ✓ Notification enhancements
- ✓ MusicToday Store Integration
- ✓ Video Shopping Experience
- ✓ Web-based Advanced Audio Player for Podcasts
- ✓ Multiple Podcast Subscription Levels
- ✓ HTML Customizable System Emails
- ✓ Healthkit Integration
- ✓ More OVP Integrations
- ✓ More Salesforce.com integrations
- ✓ Prevent multiple simultaneous logins
- ✓ Single Content Purchases on Web & App