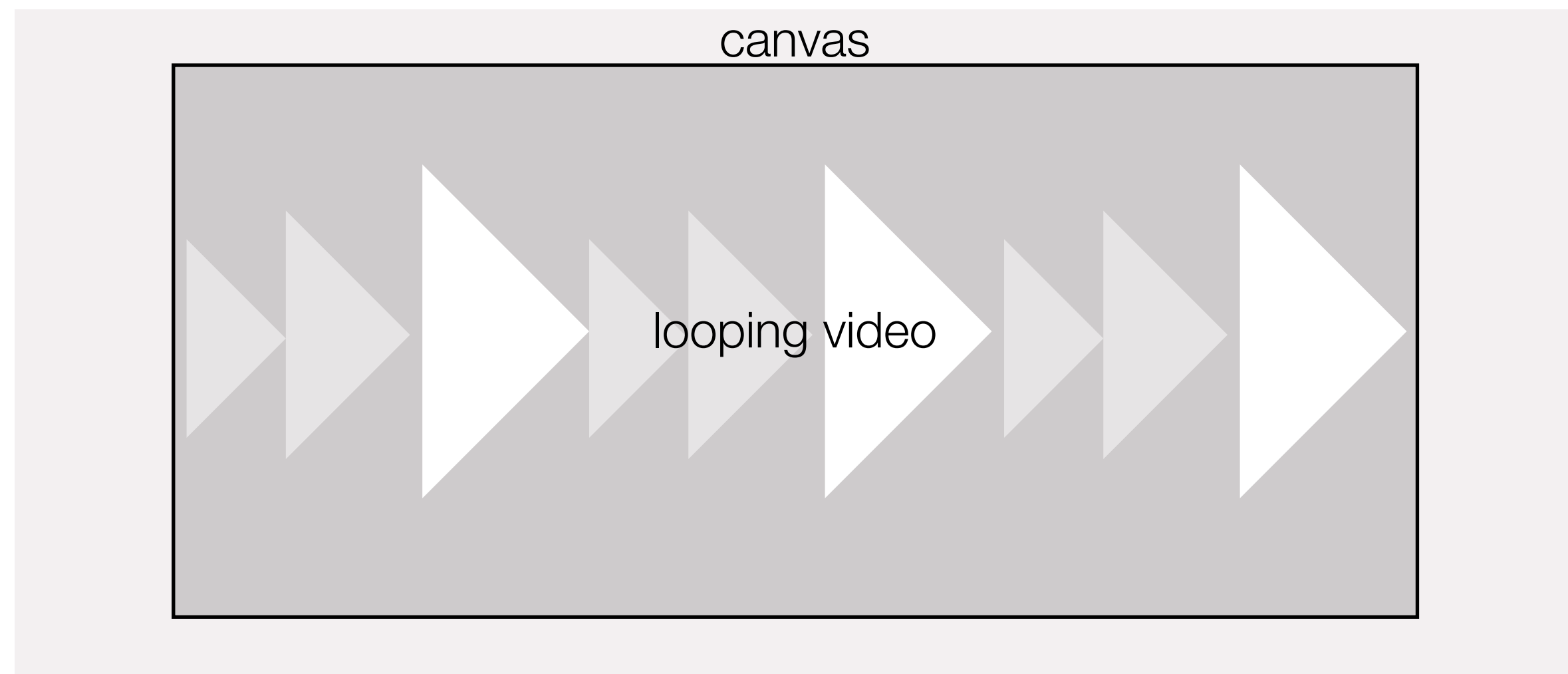
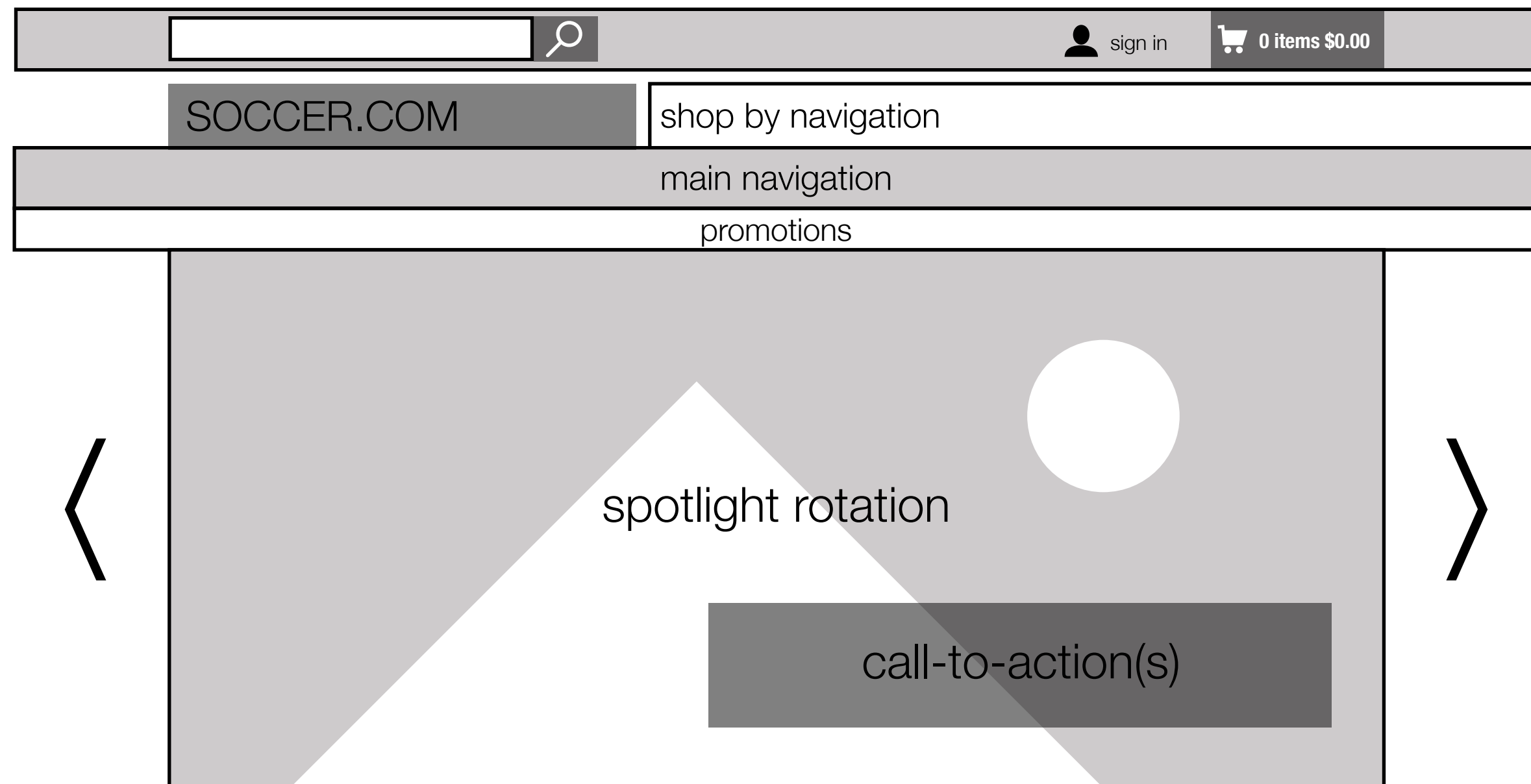


Soccer.com canvas option



03/19/15

Alternative Revenue Opportunities

Canvas Element Description

The canvas element will enhance engagement on the home page. It will allow our partners to provide new, exciting experiences for customers.

Example: Canvas & Video

The HTML5 video element and canvas element are a perfect match. Our core demographic love video.

Canvas

- full width background
- video integration with fallback support for older browsers
- looping video
- dyanmic call-to-action

Requirements & Updates

- remove background
- full width 100% (max-width TBD)
- standardize spotlight call-to-action(s) and make them dynamic
- position below spotlights for better click-through rates