



ANNEX A

DIGITAL PLATFORM

Scope

The scope of the new Lega Serie A Digital environment (Website and Mobile Application) is to develop a modular system that serves as an enabler of a “direct-to-fan” marketing and commercial strategy for Lega Serie A (hereinafter the **“Platform”**).

Such Platform, as a main content and stats Hub of Lega Serie A, will also include a variety of services focused on fan engagement and gaming, plus a “loyalty system” designed to engage users at multiple levels.

The Platform must have a data driven infrastructure and core functionalities with a modern and best-in-class design, a unique CMS/VMS for both Website & App, a native Video & Radio player, a “User & Identity” management system, connected with Lega Serie A SSO & CRM and integration with AD server.

Technical Service Requirements

This comprehensive Annex outlines the technical services Requirements and Bidder responsibilities, aimed at enhancing the viewer’s digital experience for Lega Serie A events.

As stated in the Invitation, the description of the Service and its technical Requirements is outlined here below, along with the minimum mandatory specifications (divided into different modules).

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Cluster 1

Website & App – Core Modules

1. General Requirements:

1.1. The Platform must:

- be conceived with responsive layouts able to adapt seamlessly to various screen sizes and devices, ensuring an optimal user experience on desktops, tablets and smartphones. The solution must support a best-in-class system integration.
- provide a “Seamless Integration”, fluid and cohesive user experience across the Website, App and video component, with real-time synchronisation of user data, preferences and content across all channels and a custom UX for the logged-in-user who has chosen a preferred Club.
- be structured considering the increase in the number of users and their needs, ensuring compatibility with a variety of industry-leading technologies.
- have an open and flexible architecture that allows seamless integration with third party vendors’ platforms and Lega Serie A’s digital ecosystem third-party partners.
- include an integrated Video/Radio Player and ensure the ability to migrate to a new and different player wherever necessary (please see details in VMS and Video sections).
- include services focused on fan engagement and gaming and be designed to engage users at different levels. In case the Bidder needs to rely on third-party sub-providers for “Fan Engagement and Loyalty Programme” services, the Bidder must submit to Lega Serie A a list of at least three different sub-providers; Lega Serie A will choose the sub-provider to be used.
- be technologically designed for expansions, with the ability to integrate increasingly advanced service modules, up to monetization opportunities and, in case, to a channel distributed to Smart TVs with all necessary technological modules associated (such as Subscription Management, DRM, etc.). For its completeness and efficiency:
 - the modules shall be included in a data-driven infrastructure, allowing centralized management of all components and analysis of all collected data;
 - the features shall ensure content accessibility for users, an expanded range of editorial content (both short and long format) and flexibility and scalability of functionalities;
 - the system will optimise processes and allow users’ profiling to deliver relevant, tailor-made,



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targeted and personalised content; this will enhance the user experience for individuals and lead to long-term sustainable growth.

- offer a fully customisable client SDK; this will allow Lega Serie A to take ownership of the User Experience.
- be fully integrated with Lega Serie A “Data Hub,” where the Bidder will be responsible to carry out all the necessary technological activities to ensure such complete integration within Lega Serie A “Data Hub” through APIs (APIs documentation provided in Annex B) provided by Lega Serie A and required for publication of multi-data feeds and live stats by the Bidder on Serie A official Website & App.

1.2. **The Bidder must:**

- prove its expertise in users’ digital solutions, especially in sports and fan engagement fields with a case study of large-scale deployments for Leagues or Broadcasters. The case study must demonstrate the ability to deal with complex digital ecosystems and high users’ peaks of interactions with the Platform;
- not act as a supplier, but be a real partner demonstrating a long-term involvement in technological evolution. The Bidder must share technological expertise and industry insight to evolve the Platform and give, for the duration of the partnership, advisory support, demonstrating innovative and leadership thinking;
- list third-party partners, if any, and a real road map of new features (all third-party vendors must have real customer references);
- list the last three innovative features introduced in the market since January 2023;
- have not only a proprietary approach but also an open and tailored approach based on the needs of the users;
- describe how to avoid vendor lock-in.

1.3. **System mandatory elements**

Scalability: the Platform must handle an increasing number of users (from thousands to potentially millions) and content volumes, without performance degradation, leveraging cloud-based infrastructure, if needed.

Multilingual Support: the Platform must support at least two languages at launch (English and Italian), with a modular framework to easily add additional languages via admin tools or updates.

Security: the Platform must implement advanced security measures, including end-to-end encryption,





secure APIs and compliance with international regulations (e.g., GDPR, CCPA, ISO 27001), including regular penetration testing.

Accessibility: the Platform must be fully compliant with WCAG 2.1 AA standards (Web Content Accessibility Guidelines 2.1 AA), including screen reader compatibility, keyboard navigation and adjustable text sizes or contrast settings.

Login credentials: the users must be able to access the Platform using the same credentials through the unified authentication system (Single Sign On), already in use today, ensuring consistency and security (SSO's documentation provided in Annex C).

Entitlement: the Platform must provide a "Loyalty Programme", which will manage specific rights, benefits or privileges that a user or a member has earned (or is granted), based on their participation in the aforementioned programme (the programme must determine what members are able to receive based on their tier, status or accumulated points).

Fantacalcio Integration: the Platform will host editorial content from Fantacalcio through RSS Feeds or other technologies previously agreed on. In a later phase, a more comprehensive technological integration could be requested by Lega Serie A, with some elements of Fantacalcio's gamification assets embedded within the fan engagement and loyalty modules.

Stats Integration: across the Platform's modules, combined with a sophisticated and advanced design and user interface (UI), representing a pivotal step in elevating both data-driven functionalities and user engagement.

Seamless Data Hub Integration: the Platform's system, by fully integrating with the "Data Hub", must ensure real-time access to comprehensive and reliable stats and data streams. This integration allows the aggregation, analysis and publication of multi-data feeds, ensuring that both the Website & App are synchronized with consistent and accurate statistical information; live updates must be simplified, providing users with the most relevant insights without delays. Additional features such as interactive charts, customizable views and detailed breakdown of stats will create a dynamic and immersive environment.

Enhanced Fan Engagement: the Platform must provide extensive data visualizations, personalised statistics and easy navigation, to allow the users to deep dive into their favourite teams, players or matches, creating a stronger connection between users and content, enriching the overall experience and fostering long-term loyalty.

Future-Proof Design: both the Data Hub Integration and the UI must be designed with scalability, open to the addition of future functionalities or modules, ensuring that the Platform's system remains relevant, adaptable and cutting-edge as user needs and technological capabilities evolve.





In conjunction with the transition to every new football season start (July 1st) it will be necessary to update several assets, integrating the stats data feed from the "Data Hub," uploading teams and rosters, as well as the Competition name/logo/partners, archiving and making accessible the data related to the previous seasons and updating the list of teams by including the newly promoted ones and removing the relegated ones, colour codes, the season's configuration, etc.

1.4. AI Engine for Stats: high-level Requirements for Advanced AI-Based Search System

- **Data Ingestion and Integration:** the AI system must be fully integrated with the "Data Hub" to acquire all historical statistics and real-time data updates during each match day and have the capability to ingest large volumes of data from various sources in standardised formats.
- **Smart Search Interface:** the AI system must provide an intuitive and user-friendly interface on the frontends (Website & App), enabling users to perform searches easily and quickly and must support complex keyword combinations, allowing flexible and personalised searches based on users' needs.
- **Artificial Intelligence Engine:** the AI-powered search engine must be capable of interpreting users' input in natural language (NLP - Natural Language Processing) in Italian and English and must analyse and understand complex queries to provide precise and relevant responses.
- **Advanced Statistical Output:** the AI system must be capable of generating detailed responses and statistics based on available data and must provide users with personalised insights and relevant analytical content, such as team comparisons, player performance, historical analysis etc.
- **Scalability and Performance:** the AI system must be designed to scale, supporting a growing number of users and queries, without performance degradation and must ensure fast response times for all queries.
- **Optimised User Experience:** the AI system must guide users through the search process with automatic suggestions and query completion options based on the most relevant statistics.
- **Security and Compliance:** the AI system must adhere to the highest security standards to protect data and ensure users' privacy and must comply with applicable regulations for data management and protection.

2. Front end UX/UI & content structure

- The Website must:
 - be developed with state-of-the-art technology and incorporate a modern cutting-edge



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design. The design should be aesthetically pleasing, adhering to contemporary design principles and best practices, both in sports and entertainment industries;

- have a responsive design for desktop, tablet and mobile devices, being compatible with all major browsers;
- be completely integrated within a unique CMS/VMS able to meet the characteristics - listed in Cluster 1 chapter 3 below;
- be completely integrated with an Advanced Push Notification system, able to meet the characteristics - listed in Cluster 2 chapter 2 below;
- support the following web browsers: Google Chrome, Safari, Edge, Firefox, Opera;
- include user registration, login and profile management, connected with Serie A's SSO;
- include customised user experience tailored to the users' favorite information;
- provide an advanced search feature;
- be SEO-friendly and optimised for loading speed;
- be multilingual supported;
- be provided with an Advanced Cookie System.
- The mobile Application must:
 - be completely integrated within the unique CMS/VMS able to meet the characteristics - listed in Cluster 1 chapter 3 below;
 - be completely integrated with an Advanced Push Notification system, able to meet the characteristics - listed in Cluster 2 chapter 2 below;
 - provide on-boarding process with preference settings and tutorial;
 - be provided with user registration, login and profile management, connected with Serie A's SSO;
 - be provided with a customised user experience tailored to the users' favorite information, gathered during on-boarding. (e.g. Push Notification, Layouts, etc.);
 - support the following operating systems: iOS and Android.

In addition to the above, the mobile Application must be updatable through a forced update.



The Bidder must list the oldest operating system or the device that the App can support and the operating system or device recommended to start the distribution of the App.

The Bidder must also provide proof of the successful testing phase across iOS and Android devices, as well as any of the App Store approvals.

- Content Structure for Website & App

The following features must be included in the content structure of the Platform:

- dynamic carousel module with the latest and upcoming matches;
- latest news;
- latest videos;
- highlights;
- stats;
- awards;
- market transfer module.

The full assessment with the final content architecture of the Platform will be decided together with the assigned Provider before the design phase.

- Match Centre page must include:
 - players and Teams line-ups;
 - match stats;
 - match program;
 - match report (in PDF format)
- League sections (and sub-sections) must include:
 - Serie A;
 - Coppa Italia;
 - Supercoppa;
 - Primavera (including Coppa Italia Primavera and Supercoppa Primavera);
 - Leagues and events sections navigation menu.





- Club pages must include:
 - single Club schedule;
 - latest results;
 - roster;
 - single player pages;
 - upcoming matches;
 - stats;
 - historical data & palmares;
 - ability to the automatic management of a team of 25 players (Automatic Squad Management);
 - additional components and editorial modules;
 - Club sections navigation menu;
 - Club stadium;
 - Club theming;
 - Sports sections filterable by sport season and covering multiple Competitions.
- League institutional section must include the following content:
 - Overview - rules & regulations and latest news;
 - Event Calendar - official events;
 - Documentation - archive of official docs., regulations and communications (in PDF format);
 - Lega Serie A Organisational structure.

3. Content Management System (CMS)

- CMS must:
 - allow for the creation and publication of news on the Website & App;
 - have an “importer setup”, capable to allow the migration of legacy content, video, photo, article, stories, documents etc. from the actual App to the new one;
 - be designed for sports and have reference on the market;





- provide editorial control of all content;
- offer the possibility to assign different roles and responsibilities: e.g. admin/editor/author and viewer;
- offer a personalised experience for both Website & App (note that the experience could be disjointed between the Website & the App).
- CMS must comply with the following features:
 - unified CMS for Website and App;
 - separate Staging and Production CMS;
 - complete management of ADV on Website & App;
 - preview of the pages before publishing on Website & App;
 - manual page title creation: manual management of page title translations;
 - scheduled publishing: all elements published or unpublished with scheduled date/time;
 - history section: showing changes (what and who);
 - sponsored pages and sections and promo elements, with the possibility to be personalised including Lega Serie A partner's branding specific pages, sections or single elements;
 - manual page creation: creations of pages, sections, etc., through templates and different modules (modularity & drag and drop editor: creation of custom pages without development);
 - homepage switch: automatic or manual switching of the homepage based on the time of the week (during matchday or not);
 - meta tag management: management of meta titles, meta descriptions, etc. for pages;
 - redirect usage, with internal and external links to the Website & App;
 - Vanity URL creation;
 - stats section: analytics about access, traffic and interaction statistics among contents;
 - unified header and footer: single header menu and single footer on all pages;
 - management of menu items (Website & App) and elements in the Website footer;
 - newsletter sign-up form: manually editable and linked to a DEM sending platform;
 - different URLs for languages: English and Italian (manual translation of URLs);





- highlighted matches: managing single or multiple matches, with insertion of highlighted matches (useful for rescheduled matches);
- element duplication: ability to duplicate elements (including matches, categories, etc.);
- category search filter;
- advanced push notification system, able to meet the characteristics - listed in Cluster 2 chapter 2 below
- SEO Optimisation Tool;
- Automated SEO: with AI suggestions for titles, meta descriptions and keywords.
- CMS article must have the following features:
 - text editing: bold, italic, underline, H1, H2, H3, etc., emojis insert, text colour change (according to brand identity);
 - publishing of advertising banners (manual or Google AD Manager presets);
 - insertion of:
 - Videos from internal player and/or embedding YouTube or other social media;
 - Photo gallery;
 - Social Media elements;
 - Graphics layouts: grid, list, interactive cards;
 - SEO Optimisation Tool, with AI suggestions for titles, meta descriptions and keywords;
 - content sharing option insertion;
- Photos must have the following features:
 - Automatic compression: of the images, compressed when uploaded, to avoid a quick publishing on the browser;
 - auto focus system and manual management;
 - auto cropping system: as adjustment to different needs (i.e. dimensions and size for a photo gallery on Website & App), to optimise the download timing and UX;
 - Lega Serie A or Broadcaster repository for player's photos.
- Galleries must have the following features:





- manual modification or deactivation of image rights text insertion;
 - watermark insertion of logo/text (e.g. Serie A);
 - frontend display: gallery page and photo page.
- Documents must have the following features:
 - title management for title, date and upload time;
 - file management unified as a single element in different languages;
 - PDF files upload shown both as a single element and as a hyperlink in the article.
- Team roster must have the following features:
 - rosters' data provision by Lega Serie A "Data Hub", managed by the dedicated editorial team;
 - manual deactivation elements in case of errors (Manual Deactivation);
 - automatic upload of player/coach information (Automatic Info Upload);
 - automatic management of team rosters (Automatic Team Management).
- TAG:
 - usage of TAGs to link various elements;
 - creation of manual TAGs.
- Videos must have the following features:
 - single element for multiple Languages: single video content for different languages;
 - YouTube video Upload with YouTube ID;
 - manual titles and subtitles writing.
- Player/Team/Coach Awards must have the following features:
 - card/content size: 1080x1920 cards;
 - manual partner logo management: manual management of ADV;
 - videos or news linking;
 - manual management of award naming;
 - automatic POTM feed (Player of the Match);
 - awards customization with sponsors or partners logos.





4. Video Player, VMS, Video Platform & Security

- Video Player

VMS must be able to handle VOD content and live streaming for occasional use, including:

- catalog creation and management;
- multilingual handling;
- subtitle handling;
- automatic subtitling;
- Chromecast integration;
- live and VOD content
- AD dynamic insertion (per region/per user) pre, post & mid roll;
- AD skipping management;
- AD verification tools;
- download & play feature;
- HDR capabilities for video player and content generation;
- CDN and Token management;
- CDN experience in content streaming also under prohibitive conditions (high concurrency, high number of users) both for national and international distribution;
- CDN partnership (list partners and capabilities);
- video player developed in house or with a third-party service provider (in such case, list partners);
- integration with Lega Serie A “Data Hub” through APIs;
- highlight hyper personalisation per fan (possibility for a fan to create its own highlight);
- highlight automatic service integration (“WSC Sports” APIs and their STORIES capabilities);
- live to VOD feature;
- Auditel Integration;
- automatic video workflow both for Live and VOD assets;





- live monitoring and VOD workflow monitoring;
- migration of a big amount of video content ([list experience](#));
- VPN detection and blocking;
- token-based client authentication and session security;
- CDN tokenisation session;
- concurrency control at session level;
- real time monitoring to prevent cyber-attacks;
- detection of anomalies to identify fraudulent activities;
- possibility to monitor and block users due to unauthorised account usage;
- geo-blocking;
- content locks per country or region (blackout management);
- substitution of blocked content with slide/video.

CDN traffic EXCLUDED.

HOSTING: to be quoted separately including all characteristics and BOM (Lega Serie A might decide to directly provide the Hosting infrastructure).

- Reporting & Live Support:
 - the Platform must rely on scalable and highly reliable hosting; be cloud agnostic; maintain high performance and uptime;
 - Service SLA must be 99,95% or above;
 - 24/7 support must be provided through a direct and easy contact operator centre;
 - Custom dashboard for analytics foreseen, including the following real time analytics:
 - concurrency users;
 - active users;
 - performance & user behaviours;
 - streaming performances;



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- crash events;
- playback failures.

A Project management service must be offered from the initial strategy process until the “go to live”, including complete time frame schedule with the relevant milestone (case studies on launch of similar services in a tight time interval appreciated).

5. Data Driven infrastructure; Analytics & Advertising

- Tracking & analytics
 - Real-time analytics and reporting on fan engagement metrics;
 - AI-driven insights to optimise engagement strategies;
 - KPI (Key Performance Indicator) management for continuous improvement;
 - Front-end tracking system to collect information about anonymous users navigating on the platform, gathering and transmitting to Lega Serie A CRM data on browsing behaviour, pages visited, interactions, time spent on the site and other metrics, to merge anonymous and registered users;
 - Capture and analyse user interactions across all touch points, such as page views, button clicks, video views, content shares, form submissions and loyalty program activities;
 - Monitor fan engagement actions like voting, polls, quiz participation and live match interactions;
 - Track points earned and redeemed, per user.
 - Measure users' engagement in loyalty-related activities (e.g. rewards claimed, campaigns joined) and analyse retention and churn rates;
 - Track live interactions, including matchday updates, live stats, push notifications and fan engagement activities in real-time;
 - Enable advanced users segmentation based on demographics, behaviour, preferences and loyalty tier, to enhance personalisation and strategy;
 - Capture key user actions, such as purchases, voting for “Player of the Month”, completing in-app challenges;
 - Analyse on-boarding flows and identify drop-off points to optimise user journeys;

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- Provide unified tracking across all touch points, ensuring seamless measurement of user activity across multiple devices;
- Evaluate the performance of content, such as videos, articles and social media shares, while monitoring engagement levels for fan-centric features (e.g. highlights, statistics);
- Integrate with analytics tools (e.g. Google Analytics, Firebase, Mixpanel) and ensure compatibility with CRM system for data analysis and targeting;
- Offer customisable dashboards for tracking KPIs and generate automated or ad-hoc reports on engagement levels, user activity and loyalty performance;
- Ensure compliance with GDPR, CCPA and other relevant data protection standards and provide opt-in/opt-out mechanisms and transparency about tracking methods;
- Measure engagement with push notification campaigns and monitor the effectiveness of loyalty-specific campaigns for optimization;
- Use heat maps and session recordings to analyse user behaviour and optimise the interface;
- Implement predictive models to forecast user behaviour (e.g. churn, popular content) and to recommend personalised content or offers based on analytics;
- Track participation in features like quizzes, votes and predictions, as well as user activity during matchdays or special events;
- Enable goal tracking for initiatives and run A/B testing on campaigns, UI elements and loyalty features, to enhance effectiveness;
- Advertising
 - Integration with a CMP for cookie acceptance and management of marketing permissions;
 - ADV Mapping and managing banners and Ads placements by CMS;
 - Integration of DFP banners across all touch points;
 - Banners and advertisements geo-blocked on AD Manager;
 - Banners and pop-up matching the IAB standard sizing and responsive behaviours;
 - Splash screen and user on-boarding processes across platforms;
 - Google AD Manager account managed by either Lega Serie A or a third party's editorial team;
 - Splash screen and on-boarding logos, text and images/videos dynamically changed by CMS;



- Sponsored modules and widget;
- Display Ads consisting in banners, interstitials, pop-ups, skins or other “ADV display”;
- Video Ads consisting in advertising video, pre-roll, mid-roll and post-roll;
- Native Ads consisting of banners or Ads seamlessly integrated within the text;
- Reporting and Analytics to monitor and analyse AD performance, including impressions, click-through rates and ROI, ensuring data-driven optimisation strategies;
- AD Inventory Management for management, placement and control of AD inventory across the Platform;
- AD Personalisation as integration of user-targeting features based on preferences and behaviour to enhance AD relevance and engagement;
- AD Tracking and Re-targeting respectively of AD interactions and capabilities for improved campaign performance;
- AD Network Integration as support for external advertising networks (Full Stack Google Advertising);
- AD Visibility placing Ads in various positions on the page (e.g. top of the page, footer, within the content, etc.);
- AD Server Management as integration with AD management system (Google AD Manager), not compromising the overall performance and not conflicting with other technologies in use (e.g. analytics platforms);
- Targeting as support for user targeting based on demographic, behavioural and geographic data, potentially connected to a CRM for re-targeting via audience segmentation;
- Geolocation of advertising with Ads should display based on the users’ location (IP addresses, where possible);
- Tracking and Analytics Integration with analytics tools to monitor AD performance (e.g. Google Analytics, Meta Pixel);
- UTM Parameter Tracking to add UTM parameters to AD URLs and to track campaign effectiveness in Google Analytics or other analytics platforms;
- Responsiveness optimising Ads for different devices (desktop, tablet, mobile);
- iOS and Android Compatibility making advertising compatible with both platforms;



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- Non-intrusiveness Ads not hindering the user experience (e.g. overly invasive pop-ups or banners covering the main content);
- Responsive formats with Ads automatically adapted to the screen size of the device (mobile, tablet, desktop);
- GDPR and Privacy Compliance with Ads fully compliant with privacy regulations, particularly regarding users' data collection (e.g. cookies, tracking);
- Consent management as mechanism for user consent management for cookies and other tracking technologies;
- Cookie-less technology as support for user identification via device ID (if feasible between Website & App);
- Speed and performance with lightweight Ads to avoid slowing down of the Website & App, especially for mobile users;
- Asynchronous loading with Ads loaded asynchronously to avoid blocking page rendering or applications interactions;
- Programmatic advertising with Ads supporting programmatic delivery within the Website & App;
- On-going management and support for AD-related issues, including maintenance and updating of spaces;
- Launch timeline for the release of AD spaces and the management of Ads during different phases of the project.





Cluster 2

Fan Engagement & Loyalty – Modules

1. Fan Engagement, Loyalty Programme

Lega Serie A welcomes Bids that include the most effective technological approaches to meet the requirements below outlined, with the objective of collecting and enriching Lega Serie A users' database.

- Infrastructure & Integration
 - Centralised platform for fan engagement managing
 - Integration with Lega Serie A's SSO, CRM and data analytics tools
 - Scalability and customisation capabilities

The Fan Engagement system must be capable of handling up to 1 million concurrent users and support up to 5 million active users on the Platform. The scale up of the above numbers must be easy and not require infrastructural changes.

- Active fan participation/gamification including the following specifications:
 - polls, quizzes, voting, participatory decision-making (e.g. users can vote the "Man of the Match");
 - fantasy games, predictions and interactive gaming;
 - social interactions (integration with social media, forums and fan communities);
 - recommendation engine for personalised offers;
 - customised rewards based on users' preferences and behaviours;
 - exclusive access to content, events, services and experiences based on users' status;
 - interactive challenges, missions and milestones achievements;
 - reward-based engagement with badges, leaderboards and social recognition;
 - possibility to set up monthly or seasonal competitions with exclusive prizes.
- Loyalty Programme Structure:
 - definition of loyalty tiers and benefits structured into three levels, determined by the number

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of points accumulated by registered users (e.g. base, premium, exclusive)

- mechanisms for earning and redeeming points or rewards, based on users' activities both on and off the Platform (e.g. on the Platform, watching a certain number of minutes of highlight videos, voting for the Player of the Month etc.; off the Platform, purchasing a DAZN subscription or a stadium ticket ecc.). Lega Serie A can assign or remove points manually throughout CMS or Loyalty CMS
- Loyalty Programme periodically renewed (e.g. at the beginning of each season points are reset to zero or every season - based on the level - the points are halved, etc.)
- users' selection for off-Platform activities of the type of activity from a list provided by Lega Serie A in the profile page (Lega Serie A needs to receive the info to assign points after verification)
- loyalty info and users' interactions integrated with Lega Serie A CRM
- digital and physical assets integrated:
 - cross-platform compatibility (Website, App);
 - API availability for third-party integrations.
- monetisation & sponsorship opportunities:
 - branded partnerships for exclusive loyalty rewards;
 - sponsorship activation through digital engagement campaigns;
 - tier-based sponsorship opportunities within the loyalty ecosystem.
- performance tracking & analytics:
 - real-time dashboard for tracking user activity and engagement levels;
 - AI-driven insights for optimising the loyalty experience;
 - KPI measurement and reporting for continuous improvements.





2. Push notification system:

- multi-channel support;
- integration for both mobile push notifications (iOS and Android) and browser notifications on desktop (Chrome, Firefox, Safari, etc.);
- ability to synchronise notifications across all platforms.
- Personalisation and targeting:
 - user segmentation based on criteria such as geographic location, personal preferences, behaviour, previous interactions;
 - creation of personalised messages to enhance engagement.
- Behavioural analysis and triggers:
 - ability to send notifications based on specific events or users actions (e.g. abandoned video, completion of a game level, etc.);
 - automation through predefined rules triggering dynamic notifications.
- Frequency management and prioritisation:
 - ability to set limits on notification frequency, to avoid overwhelming the user;
 - option to assign priority to important notifications.
- Integration with API, Data Hub and Live Match Statistics;
- Push notification system, particularly for the App, integrated within the "Data Hub" to allow users to receive notifications related to live match statistics such as scores, goals, match start, halftime and more;
- APIs ensuring seamless exchange of data within the Data Hub for real-time updates;
- Integration with preference centre:
 - the push notification system must be linked to the preference centre, where users can select which types of notifications they wish to receive, ensuring a customised and user-driven notification experience
- Monitoring and analytics:



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- the dashboard must display metrics such as open rate, click-through rate (CTR), conversions and more;
- advanced analytics measuring the campaign effectiveness and optimizing the performance.
- Users' preference management:
 - option for allowing users to choose types of notifications to receive or disable specific communications (e.g. news on preferred team);
 - compliance with privacy regulations (such as GDPR or CCPA).
- Content flexibility:
 - support for multimedia content such as images, videos, emojis and deep linking that redirects directly to a specific page of Website or App.
- Scheduling and automation:
 - scheduling functionality of notifications for sending in real-time, based on specific events;
 - automated workflow to send sequential series of notifications.
- Web specifications:
 - browser compatibility across all major browsers and ability to be adaptable to technical restrictions (e.g. Safari limitations);
 - opt-in user flow clear and user-friendly to obtain user consent for receiving notifications;
 - Progressive Web App (PWA) with seamless integration for enhanced user experience.

A Project management service must be offered from the initial strategy process until the "go to live", including complete time frame schedule with the relevant milestone (case studies on launch of similar services in a tight time interval appreciated).





Optional service

“Clubs Programme ”

The so called “Clubs Programme” service involves a cost and time effective technological solution, including both the Website and mobile Application and must be designed to allow seamless adaptation for Lega Serie A Clubs, upon request; it must include a modular architecture enabling customisation of essential functionalities, such as content management, fan engagement tools and synchronisation of relevant statistics throughout a scalable and easily configurable framework, where Clubs can leverage Lega Serie A digital infrastructure, while maintaining their own brand identity and peculiar status.

Such an approach could result in significant resource optimisation by reducing development efforts, ensuring faster deployment and centralising maintenance and updates within a unified ecosystem.

Additionally, a shared technological foundation will enhance data consistency, security and overall digital performance across Lega Serie A and its affiliated Clubs.

