

RONALDINHO GAINS DIRECT LINE TO FANS VIA NEW APP

Jet Media Network building online community for celebrities, fans and brands

England's performance in the EUROs created a kind of football fever not witnessed on home soil for generations. Sadly England's tournament was tarnished by a vocal minority who hurled abuse from behind their keyboards. Social media is a double-edged sword providing a window into the lives of our footballing heroes, but also a platform for all – including those without a moral filter.

Robin Shelley and Jesper Schertiger, co-Founders and executive directors of Jet Media Network, are intent on changing the landscape, amplifying the good of social media and weeding out the bad – all while creating a vehicle for celebrities and brands to engage meaningfully with fans.

Together with a group of industry experts, they have created a trailblazing digital media platform that curates a mix of available online content from a celebrity or sports star into a single, free destination for fans, combining exclusive offers direct from their heroes. The app brings fans closer to their idols and enables celebrities to become publishers, all while opening the door to an unprecedented 360° consumer insight for brands. And who better to launch it into the stratosphere than arguably the world's greatest ever footballer?

Ronaldinho will become the first in a long line of superstar celebrities to have their own



Robin and Jesper

app custom-built by Jet Media Network and available for fans to download.

There's no question Ronaldinho's star-quality has endured and the appetite from his dedicated fans to get up close and personal with their hero is as fervent as ever.

Shelley says: "There is the obvious attraction of being able to tap into such a large audience, 130m

followers in every corner of the planet, but he also resonates with the younger audience. He is a true superstar and one of the greatest to ever play the game."

The former Barcelona and



Brazilian world-beater ticks all the boxes, adds Schertiger.

"He has understood the need to remain relevant to his audience even post-career, by engagement in both music and gaming, while continuing to develop his brand. Ronaldinho has successfully managed to grow his fan following even to demographics which did not see him in his playing prime."

Users will have a window into his lifestyle and the opportunity to engage in ways traditional social media doesn't allow. On the flipside he becomes the publisher, controlling all of the commercially valuable data that is otherwise funnelled into the hands of social media platforms and easing the burden by collating everything into a single interface.

Right now celebrities are reliant on social media platforms that limit their reach unless they pay-up, taking huge shares of brand and advertising revenue and ultimately - ownership of the fan and the content.

"Being able to put everything under the same roof is key. Social media channels monopolise advertising opportunities, resulting in a

difficult marketplace for brands and celebrities," says Schertiger.

"We aggregate content such as social media feeds, videos, favourite music playlists and news sourced via an RSS feed. Add exclusive content and enhanced fan experiences only made available in the app and we deliver a living, captivating and engaging media experience." This type of control is hugely appealing given social networks restrict organic reach to as little as 3% of their audience unless boosted.

There's also that elephant in the room - safety and security. With the rise of athlete activism and comfort in sharing political and social views growing, safe online space is paramount both for the user and the creator.

"There is a real issue about how people behave online and the problems around cyber-bullying, racism and digital wellbeing. We are implementing measures to ensure we create a better and more positive digital experience," Shelley says.

Jet Media Network's partnership with SafeToNet means it can also swiftly identify toxic behaviour within the app and take action.

"Working with SafeToNet supports our zero-tolerance policy, there is no place for anti-social online behaviour in our society."

The ears of brands are pricking up already with a number of partners lined up to deliver exclusive content to fans within the app when it goes live in September.

The Ronaldinho app will be available for free in the Google Play and Apple App stores. For more information go to www.jetmedianetwork.com