

## NAGRA SPORT PLAYER &amp; COMMUNITY PLATFORM

# Powering the Digital Community Behind Your Sport

The NAGRA Sport Player & Community Platform enables sports federations, leagues and organizations to create a unified digital home where players, clubs, coaches and fans connect, compete and grow the game together.

## Executive Summary

Many sports have millions of players and passionate communities yet lack a central digital environment that connects them. The NAGRA Sport Player & Community Platform provides sports organizations with an official digital hub where participants can create verified player profiles, track progress, join competitions and connect with local and global communities.

By bringing together engagement tools, gamification and community features within a secure and scalable digital ecosystem, the platform helps organizations strengthen participation, deepen fan relationships and unlock new opportunities for growth.

## Solution Benefits

- 1 Create a true digital home for your sport:** Unite players, clubs, schools, coaches and fans within a single official platform designed to foster connection and belonging across the sport ecosystem.
- 2 Drive participation and community engagement:** Encourage players to compete, track performance and share achievements while interacting with a global community that celebrates the sport.
- 3 Unlock new revenue opportunities:** Generate value through memberships, competition entry fees, micro-transactions, sponsorships, advertising and digital experiences powered by unified user profiles.
- 4 Grow the sport through data and personalization:** Smart tools, advanced AI technology, and data insights enable personalized player journeys, performance tracking and targeted engagement across the community

### Built for Federations & Leagues

Purpose-built for sports organizations to connect grassroots participation with global communities.

### Player Identity at the Core

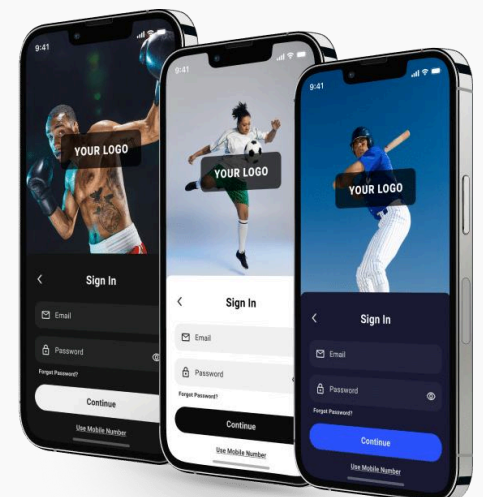
Verified digital profiles create a unified identity across competitions, rankings and engagement.

### From Participation to Engagement

Turn casual players into active community members through challenges, rankings and shared experiences.

### Actionable Data & Insights

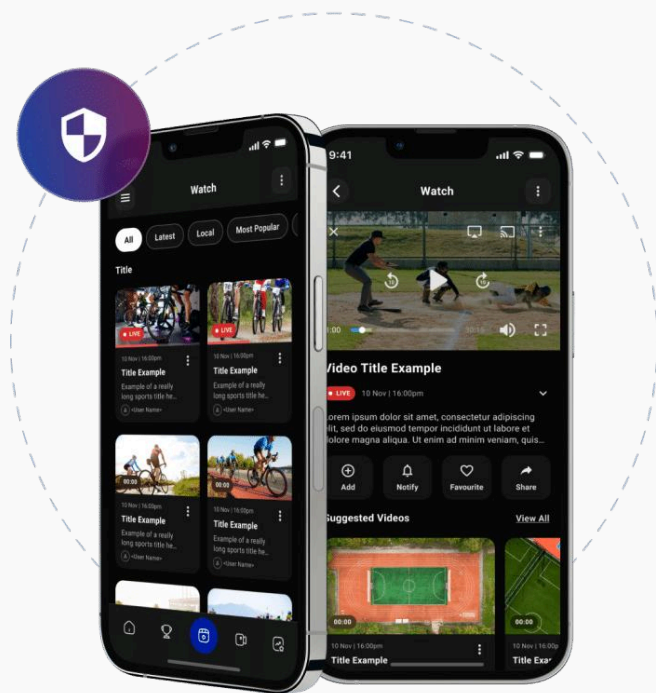
Understand player behaviour, participation trends and community growth through unified analytics.



## How It Works






The platform brings together sports content, fan experiences and digital services into a single ecosystem, enabling a super-app environment for sports organizations and their fans. Sports organizations can ingest and manage live sports streams, captured video, digital assets, play-by-play data, ticketing and merchandising within one unified environment, while also delivering end-to-end video capture, streaming and distribution directly through the platform.

AI-driven personalization, content curation and engagement modules transform this content into tailored fan experiences across devices. Built-in monetization tools allow organizations to maximize reach, engagement and revenue while delivering a seamless global sports experience.



## Key Features

The NAGRA Sport Player & Community Platform offers:

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**Verified Player Profiles:** Digital identities enabling players to track progress, achievements and performance across competitions.
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**Local and Global Rankings:** Dynamic rankings that drive competition and highlight performance across the community.
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**Competitions and Tournaments:** Integrated tools to enter and manage leagues, tournaments and community events.
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**Gamification and Rewards:** Interactive challenges, achievements and rewards that boost engagement.
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**Video Capture and Content Sharing:** Capture, stream and share highlights and community moments directly within the platform.

