

MEDIA RELEASE

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Player Rater Pty. Ltd.
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INTRODUCING 'PLAYER RATER' AUSTRALIA'S FIRST SOCIAL NETWORKING SITE FOR AFL FANS

Player Rater is the online social networking website for AFL fans. Player Rater provides users with an online facility to rate and offer comment on the week to week performance of AFL footballers, coaches, teams and umpires. Player Rater Pty. Ltd. is pleased to announce today the official launch of PlayerRater.com.au. Developed in Melbourne, Player Rater has been built around a customised **performance rating system**. As a 'live' web based technology, Player Rater is designed to provide **Australian football lovers** with a place to express and share their views on AFL and to offer users with community generated ratings and appraisals. The site builds upon the success of social networking sites, such as 'Facebook' and 'Twitter', with a focus on **sport related commentary** and **dialogue**.

The Player Rater system has been defined within Provisional Patent Application: 2010900972, filed in early March of 2010. That document outlines Player Rater's application within a number of sporting-fields, including, but not limited to Soccer, Basketball, Rugby and American Football. The AFL, in Season 2010 will be the first sporting competition to come online within the Player Rater network.

Throughout the sports season Player Rater displays the relevant league's fixtures (round by round). Users sign up and log on to the site to rate and comment on the performances of individuals and teams based on their opinion of how individuals performed during the match. The ratings posted by the online community are collected and aggregated to find average individual and team performance ratings for each round of competition. The round by round ratings are then collected to find season averages throughout the AFL season. In doing so Player Rater determines who the League's top players, coaches, teams and umpires are *according to the public*. Users are able to view and respond to the comments and ratings of other users.

The Player Rater platform can also be applied to mobile applications, providing remote accessibility and the ability for keen spectators to interact and network, even at the game itself.

The live nature of the information generated within the Player Rater system means that Player Rater could potentially have applications within sports broadcasting. Sports broadcasts could feature live player ratings and comments at intervals throughout a match. Broadcasters could also setup Player Rater accounts for commentators and special comments personnel that are featured on sport broadcasts. Users could therefore view and comment on the broadcasting team's opinion of the performance of certain individuals and teams.

For example a broadcasting commentator or expert could create a profile on Player Rater and provide ratings and comments throughout the broadcast. The technology allows broadcasters to convey more information to their viewers through alternative media sources. In this instance Player Rater would allow viewers increased access to the opinions of sports experts and would offer viewers a true multimedia broadcast experience.

In commenting on the launch of Player Rater, Brendan Pinches, the visionary and creator behind the technology said,

“In the last 10 years we’ve seen a huge rise in the use of statistical data and analysis within the AFL and sport in general. Just about any measure you can think of can and most probably is being calculated and analysed. Yet we still don’t have answers to the most basic questions; Who do the public rate? What kind of players do they value? And do they agree with the media?”

To experience Player Rater for yourself please visit www.playerrater.com.au and sign up today!

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