



CLIENT PROFILE

**Company:**

Action Sports Media and FanU.com

**Industry:**

Sports Community and Social Networking

**Other Ventures:**

Varsity Sports Media  
Sound Director  
Big Orange Army

**Internap Solutions:**

Transcoding Framework  
Managed Servers  
Streaming Services for Flash  
Content Delivery Network  
Ad Insertion Technology

*"Internap was the only company that could provide us with this integrated, end-to-end solution for FanU.com. We are targeting an intensely passionate audience of college sports fanatics and Internap's flexible infrastructure allows us to be prepared for wildly expanding bandwidth requirements. We can rely on Internap, knowing their technology will enable us to grow with the number of visitors to our site."*

**Gordon Whitener**

CEO, Action Sports Media

**Client Challenge**

Privately held and headquartered in Knoxville, Tennessee, Action Sports Media (ASM) is a full-service marketing company specializing in collegiate sports game day multimedia. Comprised of 10 leading NCAA universities and 22 collegiate venues across the United States, ASM was founded in 1997 to meet the increasing need for sales and marketing expertise in college athletics.

As the company embarked on the launch of their college sports-focused social networking site, FanU.com, ASM needed to establish an infrastructure that would successfully manage surges in traffic, meet demand and expand the site, while ensuring members enjoy 100 percent uptime. Because FanU.com is first and foremost a social networking site, the automated upload and encoding of user-generated content (UGC), storage and reliable delivery of that content is crucial to the success of the business. In addition, with the launch coinciding with the fast-approaching college football season, an accelerated, accurate execution was a must.

**Internap Solution**

To satisfy the unique demands of a social networking site dedicated to the passionate college sports fan, the proposed solution would have to be just as unique. Internap provided a combined solution of managed servers, professional services, streaming delivery services and ad insertion technology that met the very rigorous requirements of the new social networking site. As well, the ability to provide this distinctive mix of services from one company allowed the quick implementation of the solution – meeting their launch deadline and giving college football fans the chance to keep up with the action in a new way.

**Business Benefits**

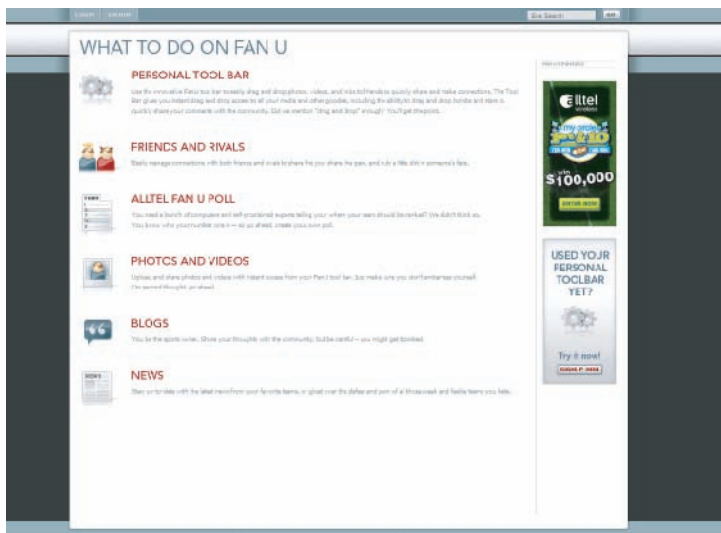
Using the combined Internap® solution, FanU.com was able to:

- ▶ Maximize usage of available bandwidth
- ▶ Eliminate the need for infrastructure expansion plans and simplify bandwidth budgets
- ▶ Significantly lower upfront implementation costs
- ▶ Reduce management costs by leveraging Internap's professional services and engineering teams
- ▶ Maintain control over user-submitted content
- ▶ Offset costs through an online advertising strategy and generate additional revenue streams from their online media



**Overview**

FanU.com is a newly launched online social networking site dedicated to college sports fans. The site features weekly polls, user-generated profile pages, contests, social networking elements and customizable content, including user-generated blogs about the latest happenings in college sports. Users are able to read up on specific teams, interact with like-minded fans around the world or even talk "smack" with rivals.



"FanU.com was created to be the voice of college sports fans, something we feel has largely been absent from the interactive media landscape until now," said Gordon Whitener, CEO of Action Sports Media, the company behind the new site.

"FanU.com is a next-generation social networking site where fans can fly their colors, talk trash, join with friends, take on rivals and track their team on their own terms. The site will provide a one-stop destination for fans to follow their favorite school throughout the year – from the opening weekend of college football to the excitement of college basketball's post season and all the way through college baseball's premiere event in Omaha."

With the potential of millions of daily page views and millions of stored profiles, blogs and video content, the company came to Internap with a very detailed, forward-looking projection of streaming and bandwidth usage, which scaled very quickly from 45TB within six months to more than 100TB a month within the second year.

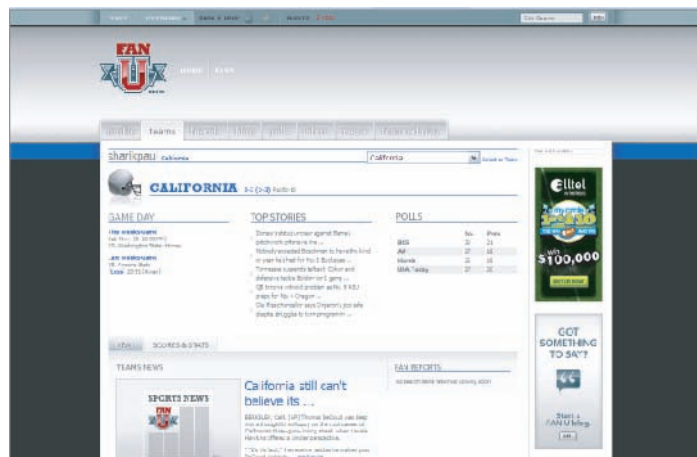
For FanU.com, the end-user experience was key to customer acquisition and retention. Ensuring end-users receive the best possible experience will keep them returning to the site.

**Optimal Performance**

Internap's initial proposal delivered a solution that matched the requested streaming projections as well as the accelerated timeline. It was not an option for FanU.com to miss the start of the college football season.

In order to accept user-submitted content in multiple formats and still provide an end-user viewing experience that was consistent across the site, the Internap Professional Services team began by implementing a transcoding framework. The framework allowed the upload and encoding of various media formats into Flash 8. The implementation and custom administrative software was developed to enable the FanU.com team to have an automated process for the approval and management of their user-submitted video. Once approved, one thumbnail and the approved video are uploaded to the Internap Content Delivery Network (CDN) and replicated throughout the network.

To support FanU.com's application availability requirement, Internap provided FanU.com with a managed server solution. The solution provides a redundant and cost-effective hosting environment that utilizes load-balancing techniques to prevent downtime and speeds web application delivery in conjunction with their rich media delivery. In addition, FanU.com was able to reduce costs associated with network management and continuous investments in hardware/software.



Finally, to deliver on the expectation not only to create an unprecedented online experience for the college sports fan, but to do it for free, FanU.com engaged the Internap Ad Services team. Utilizing the Fast Aim ad insertion technology, FanU.com was able to offset costs through an online advertising strategy.

Internap's combined solution provided the required built-in level of redundancy, intelligent network routing, high-quality media delivery, monetization solution and the high level of connectivity needed to ensure the flawless performance the company required for their end-users.

## Single Source

As with any new business, FanU.com was concerned with initial infrastructure costs and commitments as opposed to the revenue stream that would have to be developed. Internap was the only company able to meet the very rigorous requirements of the new social networking site by offering a combination of managed servers, professional services, streaming delivery and ad insertion services. This unique ability offered an increased flexibility in the speed of execution as well as in financial commitments and contract terms. Internap was able to keep upfront costs reasonable while giving FanU.com the ability to scale on-demand as the site's popularity progressed.

## Welcome Sports Fans

Within the first three weeks, FanU.com had more than 7,000 registered members and it continues to grow by the minute. "This site is for anyone who's ever painted their face, shouted themselves hoarse, knows the game schedule three years in advance and looks forward to the holidays because that means it's bowl season," said Whitener. "If you live for game day, you will love FanU.com."

**Check it out at: [www.fanu.com](http://www.fanu.com)**

877.THE.PNAP (877.843.7627)  
[internap.com](http://internap.com)

