

App 101
Michelin Raceway Road Atlanta
March 27-28, 2021



- **Two Apps available** – the SVRA App and the Trans Am App.
 - Product Offerings:
 - **Live Racing**
 - **Timing & Scoring**
 - **Race Replays**
 - **Highlight Clips**
 - **Event Programs**
 - **Series News**
- Live streaming content for Trans Am and SVRA is **switching to a paid model in 2021**.
- **Both Apps remain free to download**, but will have “Free” content & “Premium” content.
 - **Free content** (e.g. news, schedule, ticket info, all 2020 video content, etc.) will be able to be viewed by anyone who has the app installed on their device.
 - **“Premium” Content** (2021 live streams & race replays) will require a subscription.
 - All Premium content will be clearly marked with a label that says “PREMIUM” directly below the content’s photo/name.
 - If a user who does not have a subscription clicks on a piece of premium content, they will be prompted to subscribe to view the content. Once they click “Subscribe” they will be able to select their desired subscription length & will be prompted to enter any additional necessary information.
- There are **two subscription options available**:
 - **\$9.99 -> 7-day Plus+ Pass**
 - Will provide the subscriber with **7-days of access to all premium content**. The subscription will begin immediately upon purchase and remain active for 7 days.
 - This pass **will NOT auto-renew**.
 - **\$59.99 -> Annual Plus+ Pass**
 - **Based on a rolling calendar year**, NOT the race season.
 - Will provide the subscriber with **One Year of access to all premium content**. The subscription will begin immediately upon purchase and remain active for one-year from purchase date.
 - U.S. Residents located within the Continental US (excluding Alaska & Hawaii) will also receive a **one-year printed subscription to SpeedTour Quarterly Magazine**. Alternatively, subscribers from outside the U.S. will be able to access a digital copy of the magazine as premium content on the App and/or will be emailed a link to access the magazine.
 - This pass **WILL auto-renew** one-year from purchase date.
 - All subscriptions will be handled by the App Store / Google Play Store & will be processed as an “In-App Purchase”
- **Log-in credentials apply to both apps**, allowing subscriptions to carry over, too.
- **Subscriptions are based on the user, not the device**.
- The **live stream races will no longer be available on social media**, and instead, will only be broadcast on the SVRA and Tran Am Apps.
- **Users must have the latest version of the App to access the premium content**.
 - **Version 1.7.0** is the latest for both TA & SVRA on both Apple & Android.