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MIS 2501: Flash Research Assignment #6
Xbox Live Ecosystem - FitU

We have the opportunity to increase our revenue with an investment in “FitU” for Xbox. FitU is a fitness channel providing a variety of workouts to promote health and physical appearance while keeping track of a user’s progress. Revenue from this fitness channel will accrue through one-time fees and annual subscriptions.

Individuals can work out from home through the FitU fitness channel on Xbox Live. The exercises included in this fitness channel can be pre-recorded by physical trainers, or live streamed from fitness centers, such as Planet Fitness. Users can construct a profile with their Xbox Live details and avatar to view personal progressions over time. Progressions include time elapsed, burned calories, and personal goals for future workouts. The FitU fitness channel will permit easier access to exercise for individuals, enable physical trainers to share their vision of health, and stimulate profits for our company.

The primary revenue streams from the FitU fitness channel will be generated through fees and subscriptions. Each user will be charged an annual subscription fee when they subscribe to the FitU fitness channel. If a user belongs to a fitness center, this individual is granted access to live streamed classes for an additional fee. Users may also choose a selection of pre-recorded work outs for a one-time payment. Trainers willing to post recorded work outs will be charged per recording and our company will award commissions when users purchase the video. There is a risk of injury when an individual uses the FitU channel.