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Flash Research Draft: Amazon Kindle

There is $61,778,070 in subscription revenues to *ESPN The Magazine* alone; not considering other magazines or sports related reading material. Matchup Materializer is a service which provides individuals with reading recommendations based on upcoming sports events. Fans will be provided with the opportunity to purchase online reading material about news, players, franchises, rivalry’s, etc. regarding the upcoming game of choice. Matchup Materializer will make books, magazines, and news articles that match the end users sports preferences easily available for purchase, creating revenues through partnerships with news sources and publishing companies.

Matchup Materializer is a service available through Amazon Kindle that allows individuals to access reading material about their favorite teams. Beneficial capabilities include schedule recognition, recommendation, and sharing features. The schedule recognition capability will analyze current and upcoming sporting events that include the user’s favorite team such as regular season games, playoff games, charity events, etc. Based on the upcoming games or events, the service will then recommend reading material that relates to either or both teams, star players, or the franchises involved in the games or events. After reading material is selected for purchase, the user will have the ability to screenshot a list of their reading material and share their orders through popular social media platforms such as Facebook, Twitter, Pintrest, Instagram, and Google+. Matchup Materializer allows for users to learn about and share their sports interests with followers, friends, family, and others interested in reading about sports.

Although the service will be available for users to download for free, major revenue streams from this application will come from partnerships with authors, publishing companies, magazine companies, and news sources. Media outlets will compete and pay to have their news papers and sports articles made available over their competitors. The same goes for authors and publishing companies which will pay for our service to recommend their sports books. We will partner with sports magazine companies such as *ESPN* and *Sports Illustrated* to recommend magazine subscriptions in return for a share of the subscription payments. The major costs associated with this application are the salary expenses for application developers. This application will drive interest from those interested in sports; whether it is men’s or women’s teams at the college or professional level. Matchup Materializer will be easily available to users through the Kindle ecosystem, and will prove profitable to our company.

Sources:

"What Is the Sports Magazine, ESPN The Magazine's Circulation?" *What Is the Sports Magazine, ESPN The Magazine's Circulation?* Audit Bureau of Circulation, 2013. Web. 02 Dec. 2013.

Example:

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| Upcoming Matchup (based on users favorite team) | Books | Magazines (columns or articles about players/ teams involved in upcoming game) | Newspapers-sports section (columns or articles about players/ teams involved in upcoming game) |
| Boston Celtics vs. Philadelphia 76ers | * *“Larry Bird Autobiography”* * *“Julius Erving Autobiography”* * *“Boston Celtics: The Franchise”* * *“Sixers-Celtics: History of a great rivalry”* | * *ESPN The Magazine* * *Sports Illustrated Magazine* | * *The New York Times* * *Philadelphia Inquirer* * *Boston Herald* |