



MANY AFFILIATE SYSTEMS **ONE** STANDARD

Affiliate Standard Reporting 1.0



Initiative by: Catena Media, Better Collective, Game Lounge, Raketech

Transition to Affiliate Standard Reporting 1.0

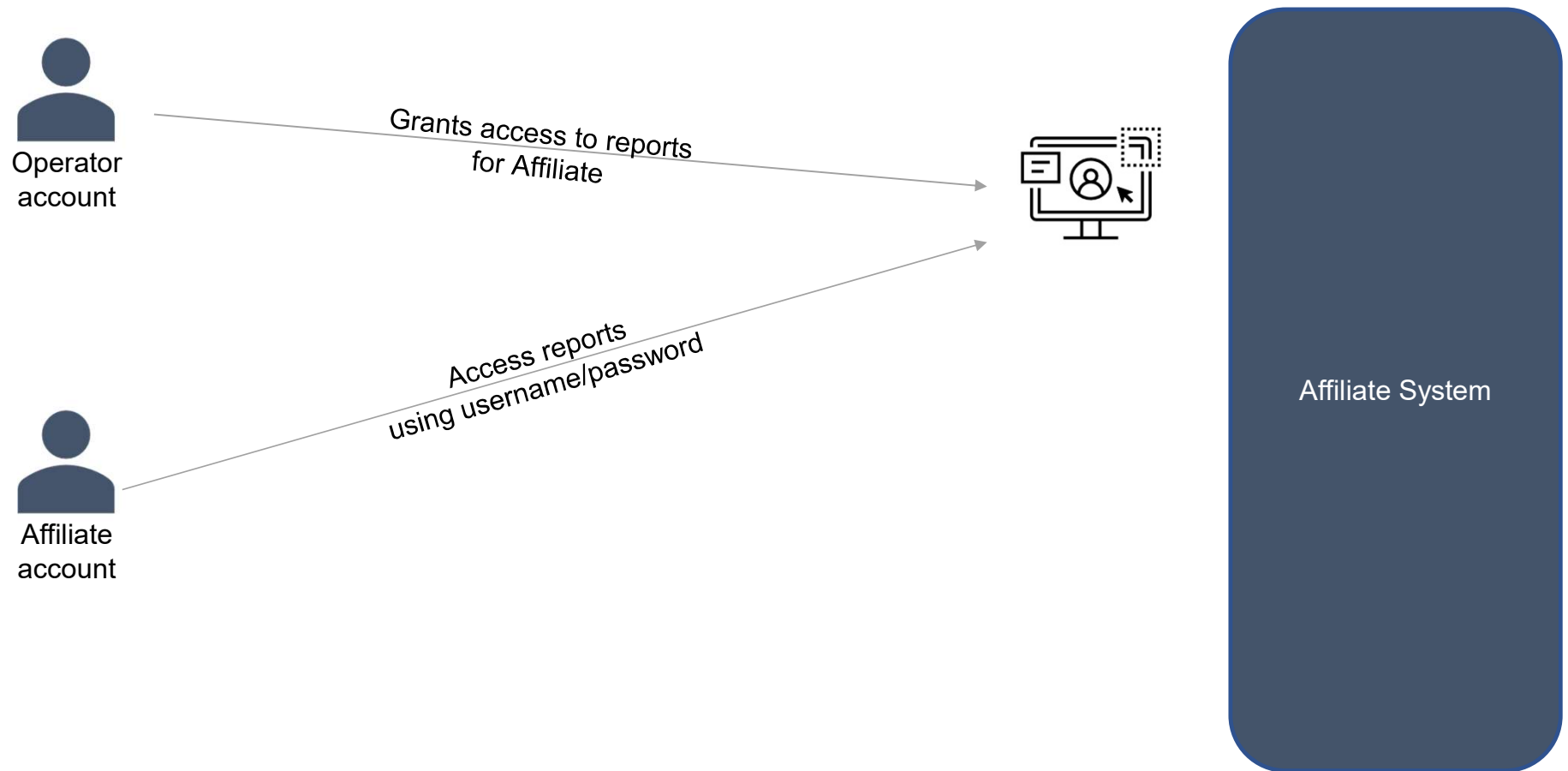
Before ASR

- An Affiliate System is deployed for an operator
- The Operator sets up an account for an Affiliate
- The Operator grants access to a number of reports in the system
- The Affiliate accesses the report using the account and access above
 - Screen scraping
 - Proprietary data schema and API for each system/setup

Transition to ASR

- The Affiliate System adds an ASR 1.0 compliant API to their product
- If ASR is not available by default, the operator enables ASR for the account
- The Affiliate generates an access key using their existing credentials, or is provided one by the operator
- The Affiliate accesses the ASR reports using the access and/or sets up subscriptions
- The Affiliate System signals the subscriber when a new or updated report is made available

Architecture **before** Affiliate Standard Reporting



Architecture **after** Affiliate Standard Reporting

