



FROM THE 6TH ANNUAL SHORTY AWARDS

# VIVA RONALDO

Finalist in **APPS**

## ABOUT VIVA RONALDO

Viva Ronaldo is the Cristiano Ronaldo Social Network, the one place where true Cristiano fans belong. Coming to life in Lisbon, Portugal, Viva Ronaldo provides novel ways for fans to interact with Cristiano Ronaldo, taking full use of social media to enhance the user experience and allowing fans to express themselves in support for their idol. From exclusive content, crowd-sourced thematic challenges, prematch betting to live match second screen interactions, Viva Ronaldo creates a whole new level of fan interaction, bringing fans and idol closer. Viva Ronaldo is the flagship creation of Viva Superstars, a Portuguese startup founded in Lisbon, Portugal, by Cristiano Ronaldo, Polaris Sports and bViva. The company has developed a proprietary real-time match following platform, Live Match 4G, that allows fans in different countries to play & interact during live events. Viva Superstars is focused on creating new interaction platforms for celebrities, television shows and major events. Viva Ronaldo is built on top of social media and relies on it to give its users a full-fledged experience. Viva Ronaldo users can express their support to @Cristiano and share their experience via social media. The main purpose is to increase the level of proximity between Ronaldo and his fans.

@VivaRonaldo

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## VIVA RONALDO'S BEST WORK ON SOCIAL

- https://twitter.com/VivaRonaldo/status/433943938794143744
https://twitter.com/Cristiano/status/432936226769743872
https://twitter.com/VivaRonaldo/status/430724854409486336
https://twitter.com/VivaRonaldo/status/428242265065013248
https://twitter.com/Cristiano/status/427868545800609792
http://youtu.be/xdhnWG-nm4A

## ABOUT THE SHORTY AWARDS

### THE SHORTY AWARDS HONOR THE BEST OF SOCIAL MEDIA.

Millions of people participate in The Shortys to recognize individuals and organizations producing great content on Twitter, Facebook, YouTube, Instagram, Twitch, TikTok, Snapchat, and the rest of the social web.

WINNERS HAVE BEEN ANNOUNCED. FOLLOW US TO SEE WHO WON!

### ABOUT THE SHORTY AWARDS

The Shorty Awards honor the best people and organizations on social media, culminating in a blockbuster ceremony in New York City. Shorty Awards® is a registered trademark of Shorty Awards LLC. Made in NY.



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