



API Services and Developer Kit

With our REST and SOAP APIs you can deploy your own social media communities using the stable, easy to use, and fast to implement KickApps features. Depending on your needs, you can use:

- **REST and SOAP Developer Kit.** Use the functionality exposed by the developer kit and sample apps.
- **Development Services.** Have the KickApps Development group design and build custom API calls to expose any features of the KickApps platform.

About the KickApps APIs

We offer our APIs as a supplemental "power" service that works best when you want highly customized features or want to manage social media on top of your current features.

APIs (Application Programming Interfaces) enable your software and servers to request information from KickApps' servers, which then authenticate your request and return the information. You have direct access to our popular features to then blend with your own. You also have complete control over how this functionality works with your service. For example, use your own play page, media player and display, while using ratings and comments from KickApps, or supplement your own CMS with ours.

What You Need

To use the APIs you'll need a server that is set up to call KickApps' servers. We provide instructions on how to call the APIs, along with support, server space, and sample application code. We work closely with

affiliates to answer questions and fill requests, as this helps us both improve your experience and our platform. Contact KickApps for information about pricing and support options.

Developer Kit vs. Hosted Service

The Developer Kit is intended for affiliates with development staff and that currently use the hosted service. The hosted service is best for launching new communities, web forms, and transaction-heavy pages. We expect that most affiliates will use the hosted service, and access the API to:

- **Modify workflows.** Customize registration processes and other user workflows.
- **Customize Display.** Return specific data and have full control over how the data is displayed—beyond the flexibility provided by a typical CSS. For example, you can create displays with moving content, dynamic sizing and exact component sizes and placement.
- **Customize Media.** Rather than use KickApps' standard media types (audio, video, photo, group, and blog), you can create your own media types and sync these with KickApps. We will then add and update all related data for that media (such as comments and ratings).
- **Extend Your CMS.** Supplement your existing CMS with content and data from KickApps.



Developer Kit API Calls for 3.0 Release

Call	Description
Get Token	Create a token that contains access permissions to call the APIs.
Play Page	Retrieve a full media play page.
Upload Media	Add audio, video, and photo files to the KickApps servers. This call enables integration with a Content Delivery Network (CDN).
Search & List	Pass search parameters and display results. Searches are available for all media, comments, users, and message board posts.
User Profile	Retrieve a user's profile.
Add Media Comment	Add a comment to a media item (audio, photo, video).
Add Profile Comment	Add a comment to a user's profile.
Add Media Rating	Add a rating to a media item (audio, video, and photo).
Add Media Tags	Add tags to a media item.
Add Admin Media Tags	Add administrative tags to a media item.
Add Admin User Tags	Add administrative tags to a user's profile.
Add/Remove Inappropriate Flag	Flag a media item as inappropriate for the community.
Email Media	Email an invitation to view media.
Add/Remove Friend	Add or remove a friend.
Add/Remove Favorite	Add or remove a media item from the user's favorites.

Unlike feeds, using an API enables you to make real-time requests to receive, update, and delete information. Information is returned in a single, standardized format that you can display, process, and store.

Reporting

From the Affiliate Center, you can manage developer credentials to call the APIs and also view and export reports of traffic by call.

Security

By providing webmasters with a set of sophisticated media management, reporting and administrative tools, KickApps protects

websites from pornography, copyrighted material, and inappropriate user content that may hurt your brand or offend advertisers. When using our services, information is secured on several levels, by:

- Controlling user logins to your system and to ours when API calls are made, by use of SSO and session tokens.
- Tracking both the developers accessing your server and requiring a valid session token to delete or add information.
- Making requests from within your software so that the request details are not seen by third parties.



Development Services

If you choose to use KickApps' in-house development group to build a custom implementation of our service, you'll be able to receive any of our functionality through API calls or whatever means is most appropriate.

To begin such work, we'll need clear, detailed requirements (preferably including wireframes and/or a use case) to create pricing estimates and deliverable timelines. We'll then map your requirements to the best and most efficient solutions for you, such as where to use hosted pages, Widgets, feeds, and API calls.

Custom development projects are highly collaborative with ongoing communication and feedback on both sides.

About KickApps

Based in New York City, KickApps provides on-demand social media applications, enabling web publishers and marketers to quickly and easily grow, engage, and monetize their online audiences.

Customers include: Scripps Network Interactive, VIBE Magazine, HBO, Cinemax, BET Networks, Kraft Foods, P&G, and The Arena Football League, among many others. For more information, please visit www.kickapps.com.

FAQs

Q: Can I host the platform myself?

A: No. To use the KickApps platform, KickApps needs to be the host.

Q: What setup do I need to make an API call?

A: An application server set up to call our servers.

Q: Will API calls replace the hosted service?

A: No. We will be expanding the API service but intend to have this supplement the hosted service or to provide data for affiliates.

Q: Are all features offered through API calls?

A: Yes. If you would like a feature that is not exposed by the developer kit, contact KickApps and we will be happy to provide a custom API call to meet your needs.

Q: In what formats are your data returned?

A: SOAP API calls return XML. REST API calls return JSON.

Q: What is JSON?

A: JavaScript Object Notation (JSON) is a commonly used data format that is easy to parse and then use by a web browser or another application.

Q: What is REST?

A: REST (REpresentational State Transfer) is a way to transport information via networks such as the web. In this scenario, your application knows how to ask for information from the KickApps servers. KickApps authenticates the requests and passes back a formatted file that you can then use in a number of ways.