



API Services and Developers Kit

With our APIs (Application Programming Interfaces) you have direct access to our popular features to blend with your own—along with complete control over how this functionality works with your service.

APIs are a supplemental "power" service that work best when you want highly customized features or want to manage social media on top of your current features.

While the APIs can be used on their own, you'll gain the most leverage for your community by using the APIs in conjunction with one our other solutions: the hosted service, feeds, and/or widgets.

API Services

Depending on your needs, we offer both our API Developers Kit as well as the custom development services of our in-house development group. The Developers Kit enables you to access our most commonly used functionality through REST and SOAP APIs and includes reference documentation, sample applications, and support. The summary tables on the next page show the available calls and functionality.

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 platform 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) in order 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.

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 call the APIs, along with support, server space, and sample applications and code samples that you can reference or integrate with your own code.

We work closely with affiliates to quickly answer questions and fulfill requests, as this helps us both improve your experience and our platform. For information about pricing and support options, contact KickApps at APIinfo@kickapps.com.

API & the Hosted Service

The APIs are intended for affiliates with development staff and that currently use the hosted service. Using the APIs enables your software to directly request information from KickApps' servers, which then authenticate your request and return the information.

Unlike feeds, using an API enables you to make real-time requests to receive, update, and delete information. Information is

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REST API Calls in Developers Kit

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. Enables integration with a Content Delivery Network (CDN).
Search & List	Pass search parameters and display results. Searches are available for all media, comments, members, and message board posts.
User Profile	Retrieve a member's profile.
Get Member's Comments	Retrieve a member's comments.
Add Media Comment	Add a comment to a media item (audio, blog, photo, video).
Add Profile Comment	Add a comment to a member's profile.
Edit Media Comment	Edit an existing media comment.
Delete Comment	Delete an existing comment on media or a member's profile.
Flag Comment	Flag a comment on media or a member's profile as being inappropriate.
Add Media Rating	Add a rating to a media item (audio, blog, video, and photo).
Get Media Ratings	Retrieve all ratings for a media item.
Add or Remove Media & Member Tags	Add or remove tags to a media item or a member.
Add Admin Tags to Media	Add administrative tags to a media item.
Add Admin Tags to Members	Add administrative tags to a user's profile.
Add or Remove 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.

Single Sign-On SOAP API Calls in Developers Kit

Call	Description
Register Member	Register member.
Sign In Member	Sign in member.
Register and Sign in Member	Sign in and registers a member. With this call you can sign in an existing member, without needing a separate step to import the member's registration information.
Sign Out Member	Sign out a member.



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returned in a single, standardized format that you can display, process, and store. Our 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, user 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.

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.

About KickApps

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

KickApps' customers include: ABC Family, National Public Radio, The Rachel Ray Show, The CW Television Network, Scripps Networks Interactive, VIBE Magazine, HBO, Cinemax, Cox Television, Kraft Foods, Procter & Gamble, Guinness World Records, Harley Davidson, the Seattle Seahawks, and the Phoenix Suns, among many others.

For more information, please visit www.kickapps.com.



FAQs

Q: Can I host the KickApps platform myself?

A: No. To use the KickApps platform, KickApps needs to be the host. If you are calling Kick Apps' APIs you'll host the code to call KickApps servers.

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 Developers 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.

Q: What are your newest API Features?

A: We now offer the ability to add retrieve all a member's comments and ratings, to add and remove flags on media and member profile comments, and to edit or delete a member's own comments.

Q: What is the hosted service?

A: Our hosted service is a Web 3.0 platform that provides services such as:

- User-generated content
- Social networking
- Programmable Video players
- Widgets
- Message boards
- Blogs
- Feeds
- Community management & reporting tools
- Developer and designer support.