

Social media : the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. The Office of Communications and Marketing manages the main Facebook, Twitter, Instagram, LinkedIn and YouTube accounts.

Mobile Media : the right to Communicate to a Handheld Device by means of any form of wireless technology capable of Communication of audiovisual programs or of data to customers of, or subscribers to services offered by, an operator of such a network for viewing on Handheld Devices, but Mobile Media specifically excludes FTA Television and Subscription Television. National Draft Selection Meeting has the same meaning as described in the AFL Rules. Party means either the AFL or the AFLPA as the context dictates. Player means a player of Australian Football who is or becomes contracted with an AFL Club or who is or becomes listed with the AFL as a Player with an AFL Club, and specifically excludes players on a Scholarship List or International Scholarship players. Player Retirement Fund means the fund established by AFLPA to provide retirement and like benefits to its members. Pre-Season Competition means the series of Matches conducted prior to the AFL Premiership Season currently called the NAB Cup or any like successor competition howsoever titled. Primary List has the same meaning as described in the AFL Rules.

Digital media : In [mass communication](#), **digital media** is any [communication media](#) that operates in conjunction with various encoded [machine-readable data](#) formats. [Digital content](#) can be created, viewed, distributed, modified, listened to, and preserved on a [digital electronic](#) device, including digital [data storage media](#) (in contrast to analog [electronic media](#)) and [digital broadcasting](#). *Digital* is defined as any data represented by a series of digits, and *media* refers to methods of broadcasting or communicating this information. Together, *digital media* refers to mediums of digitized information broadcast through a screen and/or a speaker. This also includes text, audio, video, and graphics that are transmitted over the internet for viewing or listening to on the internet. Digital media platforms, such as [YouTube](#), [Vimeo](#), and [Twitch](#), accounted for viewership rates of 27.9 billion hours in 2020. A contributing factor to its part in what is commonly referred to as *the digital revolution* can be attributed to the use of interconnectivity.