

shaale

PROPOSAL FOR PREMIUM LIVE STREAMING



LET'S GO LIVE

We can help you create an exclusive live stream of your event with Shaale's **Live** service.

This would mean

UNINTERRUPTED live streaming for
an **UNLIMITED** number of viewers
who can access your event on
ANY DEVICE in **ANY LOCATION**
after **PAYING** for it.



WHERE IS YOUR AUDIENCE?

ONLINE! That doesn't mean they are not interested in attending a live concert!

81%

of internet and mobile audiences watched more live video in 2018 than in 2017.

45%

of live video audiences would pay for live, exclusive, on-demand video from a favorite speaker or performer.

67%

of live video viewers are more likely to buy a ticket to a concert or event after watching a live video of that event or a similar one.

Live streaming is outperforming the growth of all other types of video by

113%

By 2021, the live streaming video market is projected to grow to

\$70 billion

HOW WE CAN COLLABORATE

- Connect with Shaale Live to organize a **paid live stream** of your event—it could be a marquee show, music or dance festival, or performances by acclaimed artistes.
- This paid live stream can be accessed by users after purchasing online tickets.
- The physical audience at your venue will not be compromised thanks to our advanced **GEOBLOCKING** feature—this makes the live stream available only to viewers outside the geography you command (your city, for instance).
- You would acquire a larger audience for your branded event. Moreover, your organization would benefit from the added revenue from online ticket sales.
- You can work out the agreement for this paid live stream with the performing artistes, based on your event planning. You could choose to:
 - Pay them an additional one-time fee for streaming, or
 - Share the additional revenue with the artistes
- Shaale Live will manage the end-to-end execution of the live stream.
- A dedicated event page with live chat and support will accompany each event.
- Shaale's social media outreach, website, and dedicated online channels will help to publicize your event.



BENEFITS?



WIDER REACH

Live streaming allows you to connect geographically dispersed audiences. This can increase the visibility of your brand and build a wider community for your organisation—uniting keen viewers and patrons across cities, countries, and time zones.



ADDITIONAL REVENUE

Increase your revenue through online ticket sales. You can surpass the physical limits of your venue in acquiring audiences who are interested to pay and watch your events.



COMPLETE TRANSPARENCY

You will gain secure access to a private online dashboard for your event. All viewers who sign up to view your event webcast and buy a ticket can be monitored on this dashboard. You can track all sales as well as analytics on your audience in real time. The end-to-end process is fair and transparent.



A BOOST TO THE ARTS

You can contribute to preserving and sustaining the arts by utilizing the latest digital platforms that can redefine how audiences relate to live performances.



HIGH-QUALITY DELIVERY

We use cutting-edge technology to live stream your events and make them accessible – ensuring a great experience for your audiences.

- Full HD /4K Ultra HD resolution recording and online archiving.
- Network bonding India specific encoders for low latency (i.e. minimal delay), uninterrupted live streaming, and archiving

THE SHAALE MAGIC

A Committed Team: 20 highly talented cinematographers, video editors, designers, colorists, sound designers, animators and developers, who are trained in and passionate about Indian arts and literature.

Our video teams are well-acquainted with the nuances and subtleties of Indian performing arts and are specially trained in documentation.

DEMONSTRATED SUCCESS

> 800 clients

~3000 events

> 20,000 hours of content generated

A WIN-WIN FOR YOU AND THE AUDIENCE

“Shaale’s commitment to document our Indian culture and our rich heritage will come handy to millions of people in the future generations. It’s the need of the hour to create awareness amongst our youth about our rich culture & heritage and the only way it can be done effectively is by using technology and that’s what Shaale does.”

- Shankar Mahadevan

Award winning singer, composer

“I have watched the live webcast of many many Carnatic concerts, but your camera team was easily one of the best I have ever seen!”

- Prince Rama Varma

*Renowned Indian classical vocalist, musicologist,
and organizer of the Swathi Sangeethotsavam*

“Thank you very much for all the support. It was very nice of the group at Shaale Live to help us and do it so well.”

- Kiran Seth

Founder, SPIC MACAY

I must thank Shaale for their webcast of our Svanubhava festival in Chennai, 2014. It was a true pleasure to work with them. Their understanding of Indian arts its visual and aural requirements helps in giving the viewer a real experience of being part of the performances. They were extremely professional and accommodative of our requests. I thank them and I am sure we will work together many more times. I applaud their commitment to the Indian arts and their efforts to disseminate it among the larger community

- T M Krishna

*Eminent Indian classical vocalist
& organizer of Svanubhava*

Team Shaale is professional and committed. Be it a live event, a concert shoot or a web stream, one can rest assured that they will get the job done! The team genuinely cares about art and artistes, and their passion reflects in their work. I would not hesitate in recommending Shaale to any artiste or organizer.

- Manasi Prasad

Carnatic vocalist and Director, Indian Music Experience

The video is taken really well and would be one of the best live streaming videos I have ever seen. Hearty congratulations to Team Shaale Live for this treasure!

- Nayantara Nair

Dubai, UAE

Great job Shaale team!!! One of the best live streams I've experienced. You are the best!

- Venkatesh Rao

Peoria, Arizona

Even my kids are glued to this laptop. More events & live streams like this are required.

- Pushpa Venkatagirish

Doha, Qatar

The video & audio quality is brilliant! I really love your passion for quality

- Shridhar Ranganathan

Bangalore, India

Flawless streaming!

- Radhika Dikshit

Manhattan, Kansas

PROPOSED PARTNERSHIP MODELS

OPTION 1

Pay a one-time service and platform fee to Shaale.
Keep all revenues.

OPTION 2

Share the revenue from online ticket sales with Shaale.
No upfront cost.

CONNECT WITH US

Shaale documents traditional Indian arts and literature and shares them worldwide with cutting-edge technology. We make them accessible through live streaming, webcasts, mobile apps, video courses, and more!

namaskara@shaale.com | +91-9964900111 | www.shaale.com

