

Digital Experience Solution Accelerator



LUMEN®

MediaKind

Live stream content is now integral to the event experience

Media and entertainment companies need efficient streaming solutions and audience insights



Increased demand for live stream events is here to stay.

- **17 million people** watched Bud Light Seltzer's New Year's Eve 2020-2021 show.¹
- **More than 99 million subscribers** will use live streaming by 2024.²



Compelling live stream content is critical to audience retention.

- **27% more minutes** of watch time for live content per view compared to video on demand.³
- **11.76% annual growth** to social media marketing budgets expected by 2026.⁴



Social responsibility is playing a growing role in brand reputation.

- **60% of people** would be willing to pay more for eco-friendly products.⁵
- **15% of people** experience a disability, which may limit their ability to attend an event in person.⁶

1. [The Livestream Show Will Go On. How COVID Has Changed Live Music-Forever | TIME, March 2021](#)

2. [68 Live Streaming Stats to Help You Create New Revenue Streams | Influencer Marketing Hub, September 2022](#)

3. [11 Social Media Trends for 2022 | Finance Online, January 2022](#)

4. [The 45 Most Important Advertising Statistics of 2022" | smallbizgenius.com, April 2022](#)

5. [Green Consumerism: Who Cares About the Environment? | GWI, April 2022](#)

6. [Disability Inclusion | The World Bank, 2022](#)

Challenges to creating valuable, engaging digital experiences



Delivery of live event streaming is complex due to the need for multiple vendors and navigating onsite logistics and COVID-19 restrictions.



High operating costs require up-front investments that create a barrier to entry for many and add pressure to deliver ROI.



Data and analytics are limited, and companies struggle to gain timely, valuable insights around consumer brand affinity.



Data security and protection of content are critical to maintain, and breaches are an inherent risk.



Advertising and other monetization tactics can be challenging to seamlessly integrate and personalize, leading to poor experiences that erode trust in the brand.

An on-demand accelerator for virtual live events

Digital Experience Solution Accelerator delivers simple live event streaming in the cloud

The Digital Experience Solution Accelerator leverages proven technology on demand and in the cloud for live stream event content.

Additionally, Azure Synapse Analytics and Dynamics 365 Customer Insights gather rich analytics for event measurement and content optimization in a secure environment.



Simplify operations and reduce costs



Enhance monetization opportunities



Gain robust analytics for meaningful insights



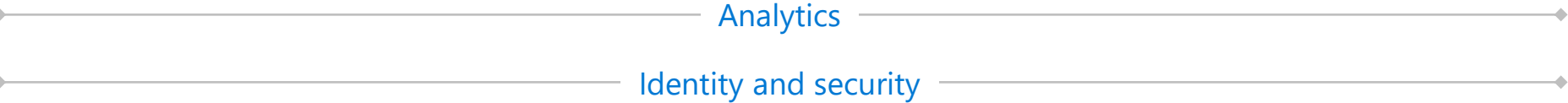
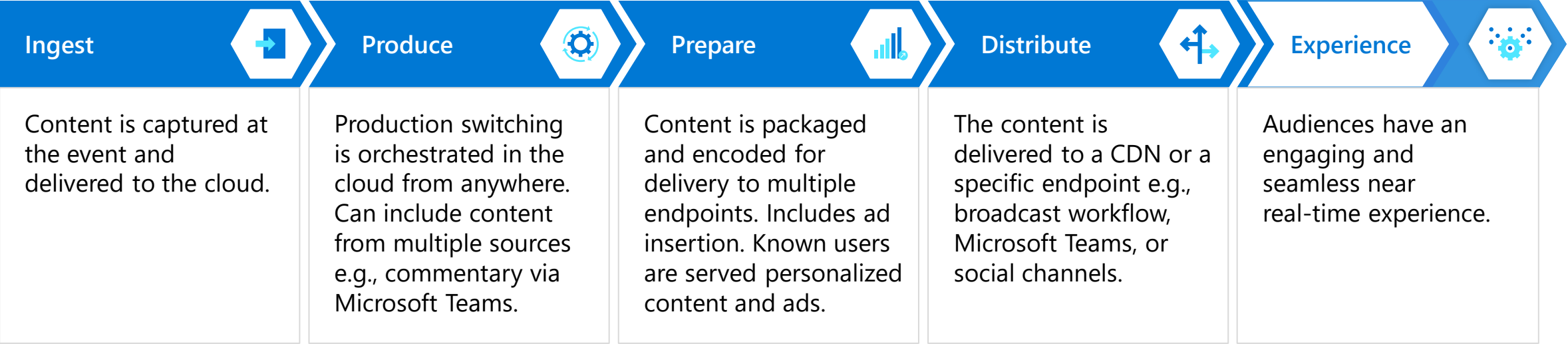
Maintain privacy and data security



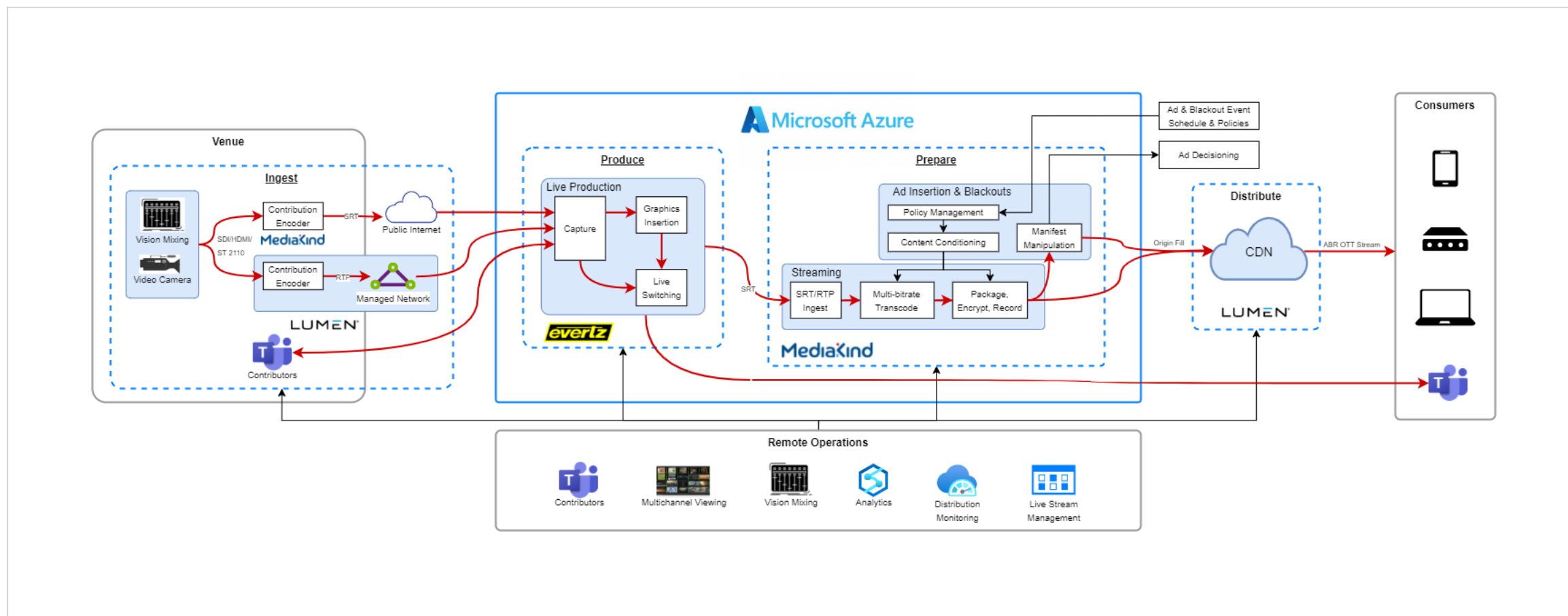
Go greener with the Microsoft cloud

Seamless live event experience delivery

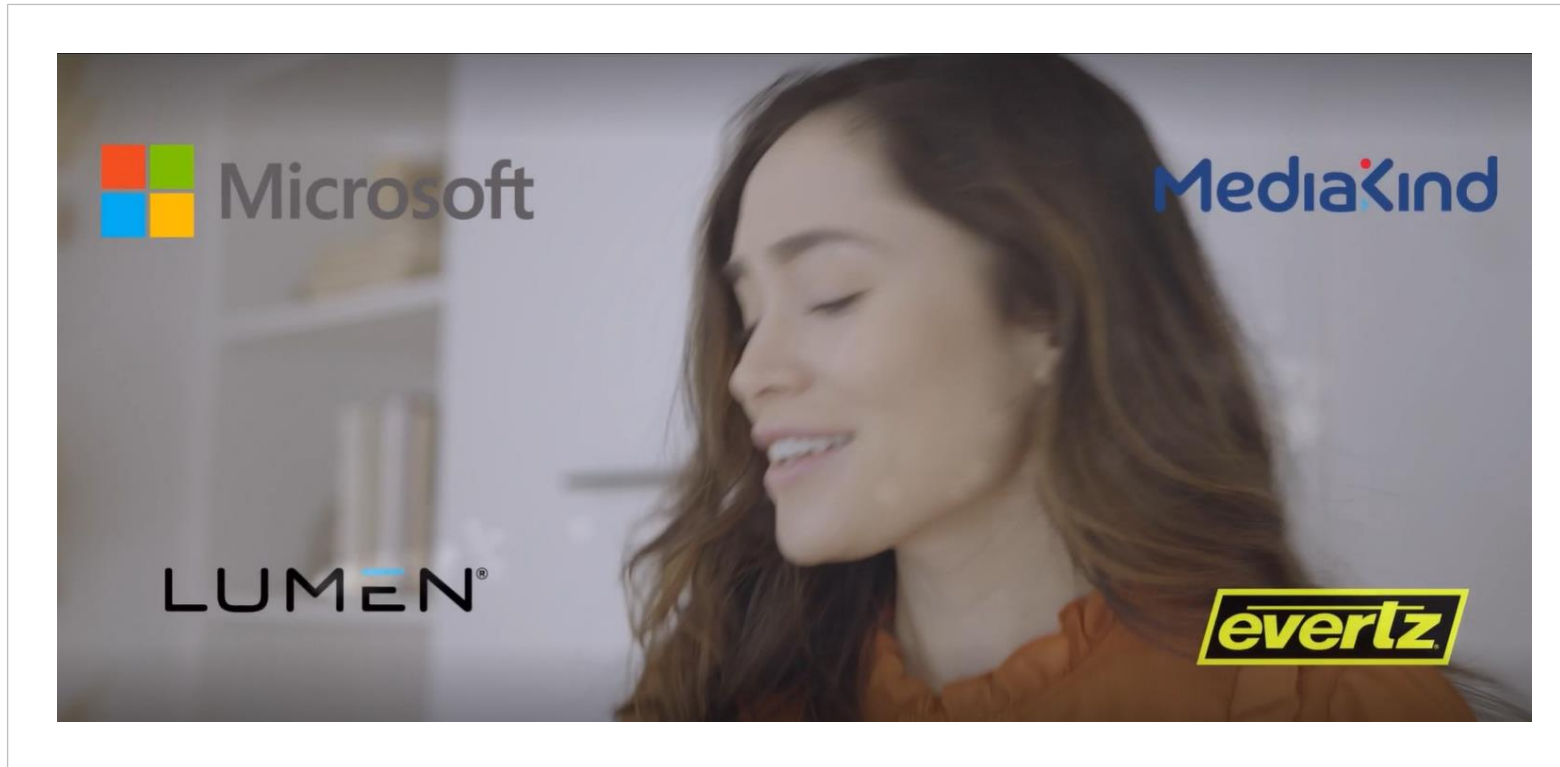
Leverage our partners and integrate with existing providers and players



Architecture

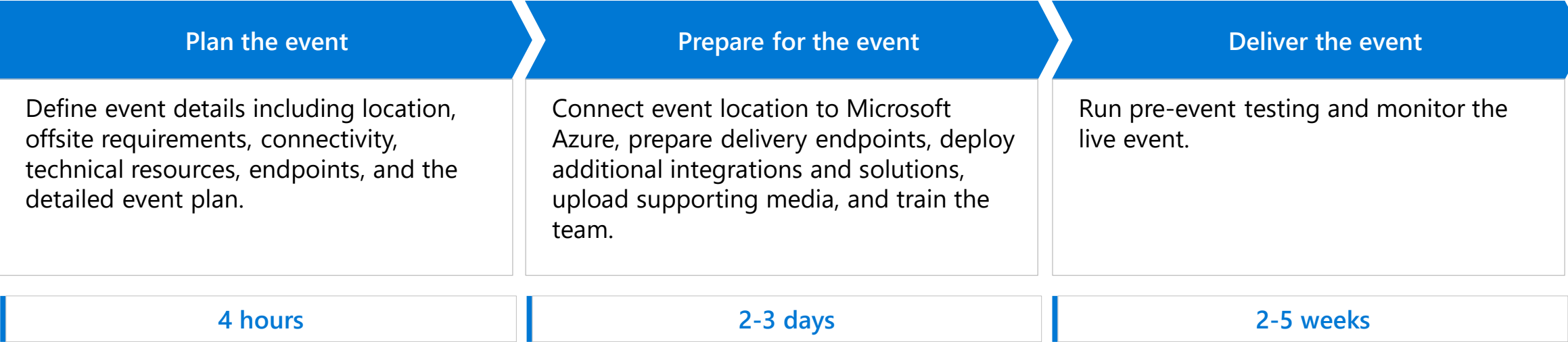
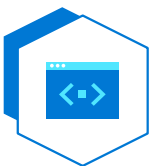


An unprecedented partnership to revolutionize live events



Watch the Digital Experience Solution Accelerator sizzle video > [here](#)

Next steps



Pre-built, customizable accelerator for live event streaming

Digital Experience Solution Accelerator delivers simple live event streaming in the cloud



Configure multiple delivery endpoints

No need to code an integration or use custom applications.



Built-in monitoring

Ensure quality of service for the entire experience.



Minimal management

A single team manages the entire process instead of multiple disparate teams.



Scalable

Available on demand to grow events without added complexity or cost.

Azure regions with availability zones

Azure provides the most extensive global footprint of any cloud provider and is rapidly opening new regions and availability zones.

As of September 2022:

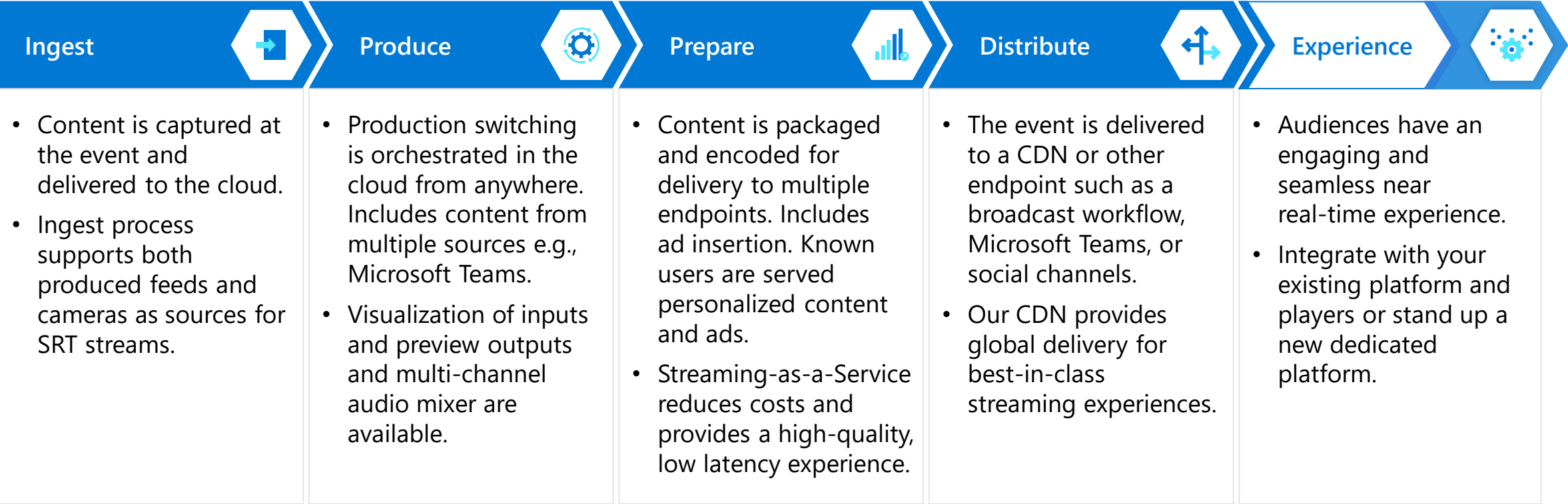
Americas	Europe	Middle East	Africa	Asia Pacific
Brazil South	France Central	Qatar Central	South Africa North	Australia East
Canada Central	Germany West Central	UAE North		Central India
Central US	North Europe			Japan East
East US	Norway East			Korea Central
East US 2	UK South			Southeast Asia
South Central US	West Europe			East Asia
US Gov Virginia	Sweden Central			China North 3
West US 2	Switzerland North			
West US 3				



Source: [Microsoft global network](#) July 2022

Seamless live event experience delivery

Leverage our partners and integrate with existing providers and players



Analytics

Identity and security

Flexible integration with your existing environment

Accelerator works seamlessly with established platforms and systems, delivers to multiple endpoints

Questions to determine how best to integrate with your environment:

Will you be bringing on-premises hardware? e.g., cameras, encoders

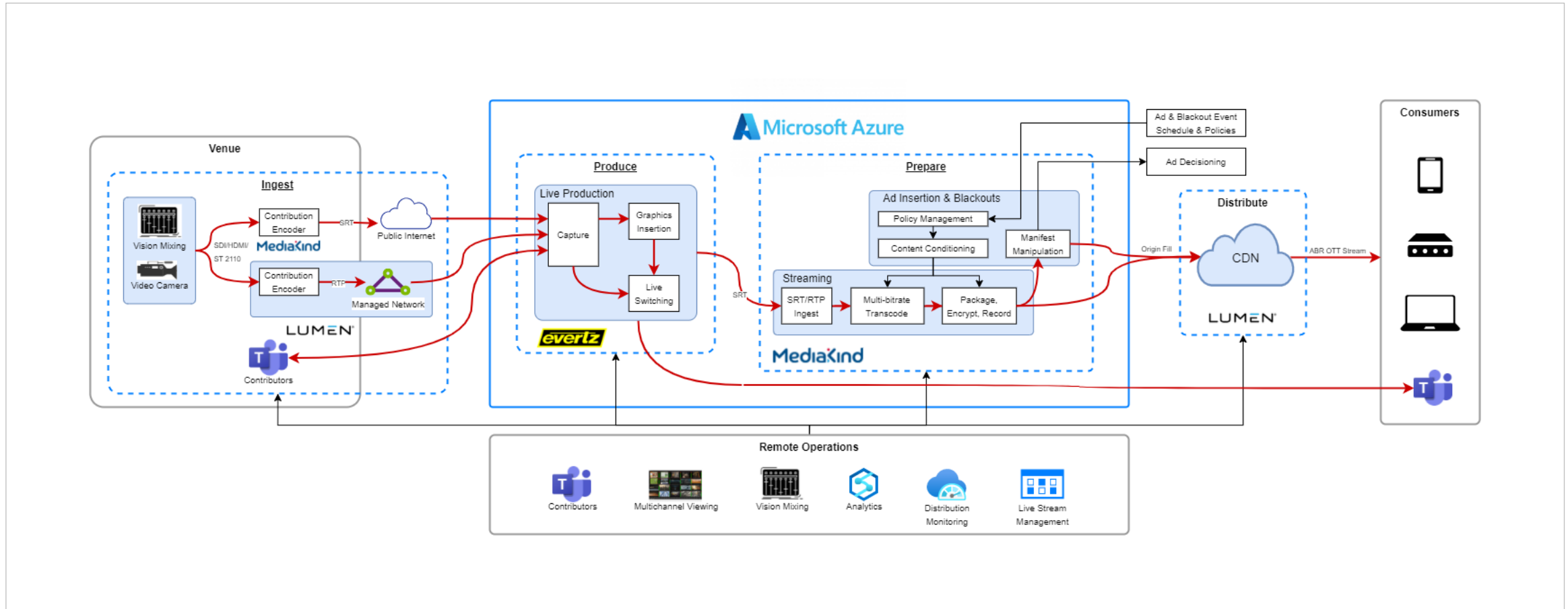
Which ad service do you use?

Which CDN providers do you work with?

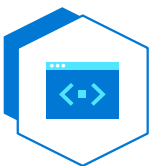
What are your delivery endpoints? Where is this event going out to?

Where are event staff and content contributors located? e.g., Director, commentators

Architecture



Next steps



Plan the event	Prepare for the event	Deliver the event
Define event details including location, offsite requirements, connectivity, technical resources, endpoints, and the detailed event plan.	Connect event location to Microsoft Azure, prepare delivery endpoints, deploy additional integrations and solutions, upload supporting media, and train the team.	Run pre-event testing and monitor the live event.
4 hours	2-3 days	2-5 weeks

Thank you

