



# Digital Experience Solution

ENABLED BY:



# 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.<sup>1</sup>
- **56% of U.S. and U.K. live streamers** plan to consume live video after the coronavirus pandemic.<sup>2</sup>



Compelling live stream content is critical to audience retention.

- **82% of consumers** prefer live video from a brand over standard social media content.<sup>3</sup>
- **77% of executives** struggle to gain timely data insights (such as viewer demographics or view duration) that could help optimize user experiences.<sup>4</sup>



Social responsibility is playing a growing role in brand reputation.

- **88% of people** would like brands to help enable them be more environmentally friendly and ethical.<sup>5</sup>
- **15% of people** experience a disability, which may limit their ability to attend an event in person.<sup>6</sup>

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

2. ["Coronavirus Research | Series 4: Media Consumption and Sport" - GWI, April 2020](#)

3. ["Live Video Stats: What Consumers Want" - Vimeo Livestream, 2017](#)

4. ["Cookie-less targeting: What it is and how it applies to advertising" - IBM, May 2021](#)

5. ["88% Of Consumers Want You To Help Them Make A Difference" - Forbes, November 2018](#)

6. [Disability Inclusion - The World Bank](#)

# 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 solution for virtual live events

Digital Experience Solution delivers simple live event streaming in the cloud

The Digital Experience Solution 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



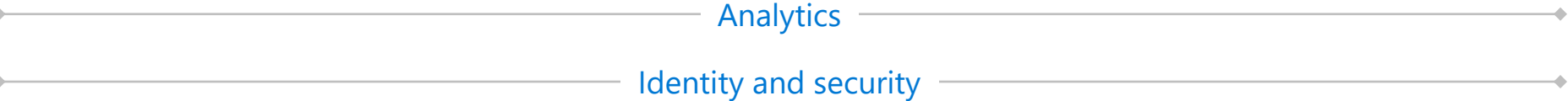
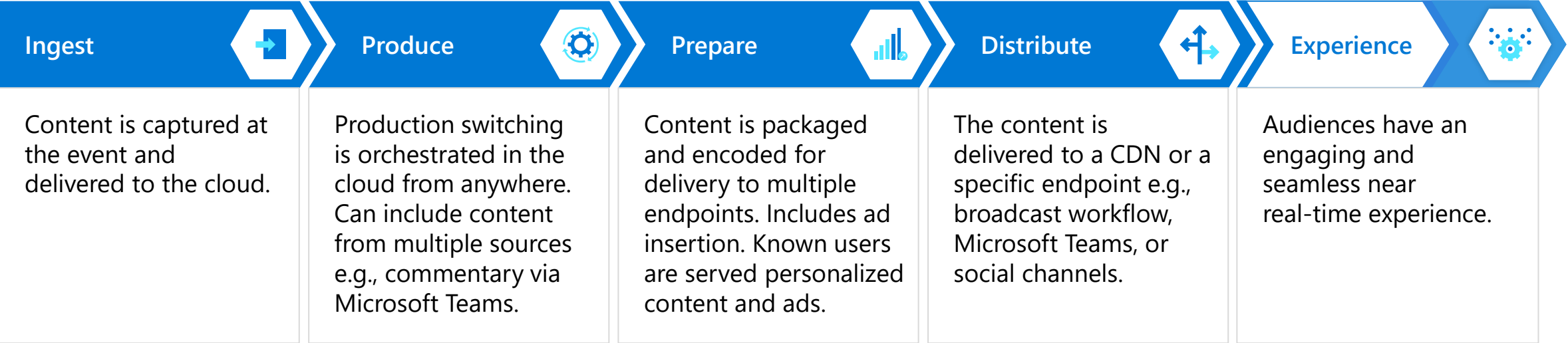
Maintain privacy and data security



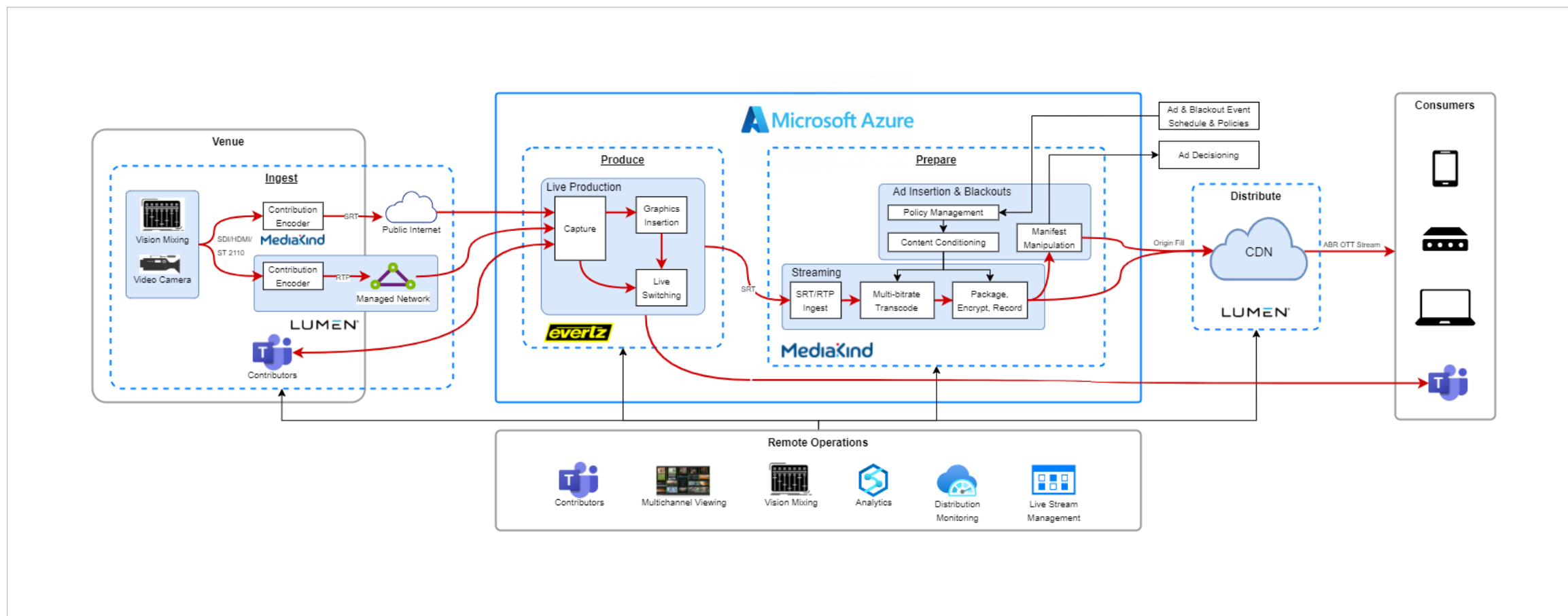
Go greener with the Microsoft cloud

# Seamless live event experience delivery

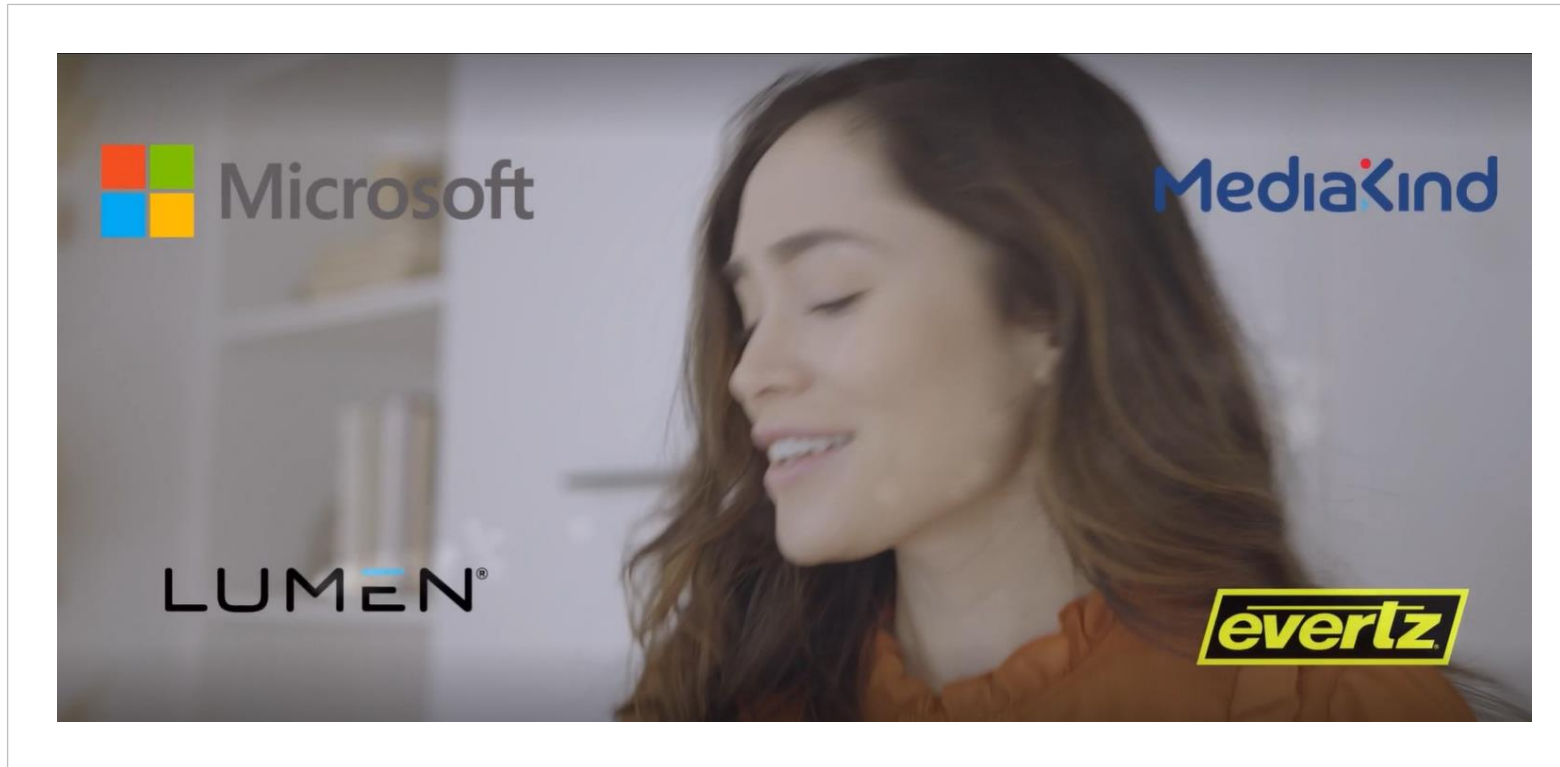
Leverage our partners and integrate with existing solution providers and players



# Architecture

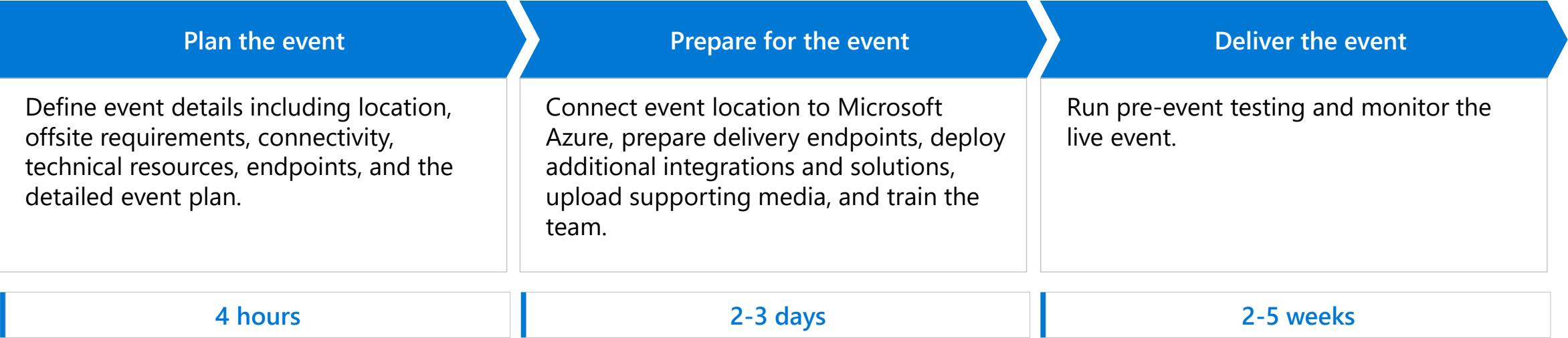


# An unprecedented partnership to revolutionize live events



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

# Next steps





# Pre-built, customizable solution for live event streaming

Digital Experience Solution 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 January 2022:

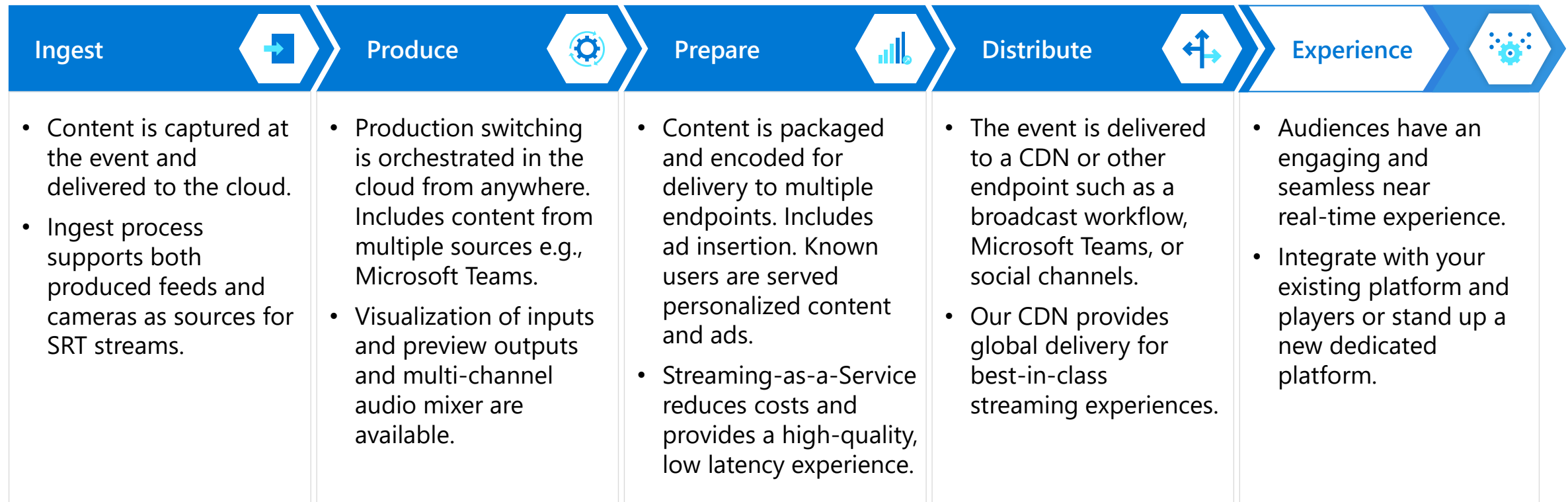
Americas	Europe	Africa	Asia Pacific
Brazil South	France Central	South Africa North	Australia East
Canada Central	Germany West Central		Central India
Central US	North Europe		Japan East
East US	Norway East		Korea Central
East US 2	UK South		Southeast Asia
South Central US	West Europe		East Asia
US Gov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



Source: [Microsoft global network](#) Jan 2021

# Seamless live event experience delivery

Leverage our partners and integrate with existing solution providers and players



Analytics

Identity and security

# Flexible integration with your existing environment

Solution 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

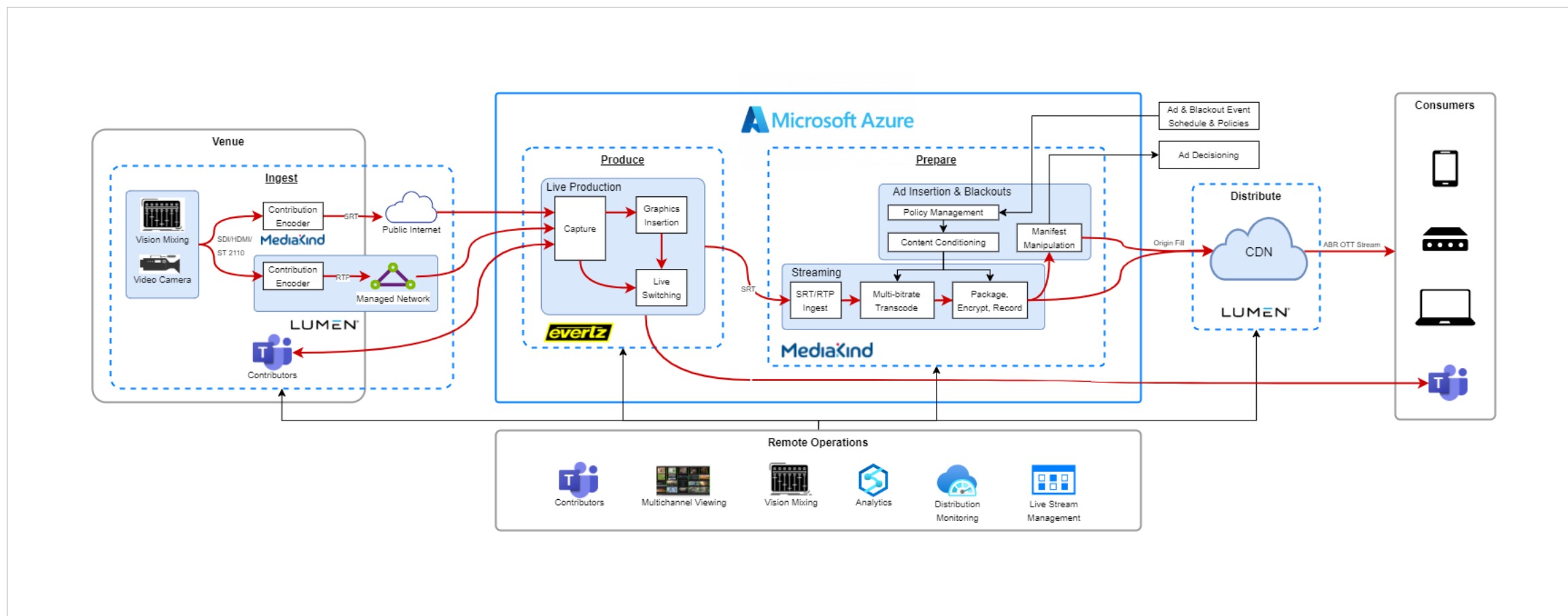
Which ad service do you use?

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

Define event details including location, offsite requirements, connectivity, technical resources, endpoints, and the detailed event plan.

4 hours



## Prepare for the event

Connect event location to Microsoft Azure, prepare delivery endpoints, deploy additional integrations and solutions, upload supporting media, and train the team.

2-3 days



## Deliver the event

Run pre-event testing and monitor the live event.

2-5 weeks

Thank you

