



## The MC

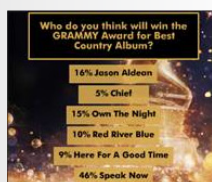
Speak to your live online audience and keep the event moving for the greatest possible impact.

Much like a host is carefully selected for a live event, your live, online audience deserves to connect with the same experience. The MC from AEG Digital Media brings the interactivity of a live event to an online audience by increasing viewer engagement while also providing more meaningful ad revenue opportunities.

### Increase Ad Impressions & Audience Participation

With The MC from AEG Digital Media, reach your audience and connect with them like never before.

#### Poll Questions



#### Specific Use Case:

Use the MC to send out a question. Answers are instantly tallied, and the administrator can send the results to the show producer to thank the online audience for voting and ensure that the chosen song is performed. The application provides an impactful, custom experience for the online user.

#### Live Event Page



#### Advertisement



#### Advertising Opportunities:

Advertisements share the same space as trivia questions, polls, stats, and announcements from the MC. This creates an integrated branding experience to a captive audience.

This new tool with a live moderator will empower your brand as it transforms the standard static advertising space into a living application.

The MC offers sites and content providers the ability to maximize the value of their space and gain insight from their live online audience.

### Feature-rich Application

The MC offers an extensive scale of unique and customizable functionalities.

### Behind The MC

- » **Campaign Edits Live:**  
If the event is having technical issues, an administrator can instantly inform users.
- » **Preprogrammed or On-The-Fly:**  
The application allows for preprogrammed questions, responses, and live actions.

### Highlights

- » **Trivia:**  
Every trivia question has the option of a following sponsor ad.
- » **Polls**
- » **Written Responses**
- » **Statistics**
- » **Advertisements & Images**
- » **Support for Google's DoubleClick Flash Ads**

### Best Use Opportunities

- » **Red Carpet Events**
- » **Concerts**
- » **Sporting Events**
- » **Award Shows**
- » **Your Next Live Digital Media Event**