

AEGDM's Live Experience Platform has been tapped to deliver the world's largest online events including The GRAMMYs, The Oscars, Coachella, and the AMEX: Unstaged Series.

## AUDIENCE INTERACTION

The Live Experience Platform was built to replicate the atmosphere of a live event for the online viewer. It engages the user throughout the event with its ability to present polls, trivia, statistics, images, and written response questions. Whether the users are watching the event in full screen or not, they can choose their level of engagement by having as much interactivity as they desire.



## ADVERTISING & SPONSORSHIP

We offer an array of advertising options through our platform – pre, mid, post roll ads through our player and seamless integration with Google's DoubleClick ad platform. We replace the traditional 300x250 static ad units to incorporate brand messaging with our audience interaction features, increasing monetization and sponsorship opportunities. All this can be easily pre-programmed or produced on the fly, allowing you to keep your current audience engaged.

## AUDIENCE GENERATION

Rather than depending solely on a massive media buy to drive viewers the day of your event, the Live Experience Platform allows the audience to grow itself through social media. Its design allows for an easy embed ability across your event page and partner pages to increase the event's exposure. The audience gets a user-friendly experience, which allows for engaging interaction, quick downloadable calendar features, and sharing capabilities that assist the user in distributing the event using their own social media outlets, ultimately creating a ground swell of organic advocates driving traffic to your event. The platform gives you a solution for audience generation not only during the event but also prior to the event, giving you an unmatched experience that you won't find elsewhere in today's marketplace.



## SOCIAL MEDIA INTEGRATION

All the major social media networks have been integrated into our platform. With a variety of display options and customizable skins, the social media feed that your audience sees can be controlled and monitored by an administrator to ensure all brand messaging is on target.



## ANALYTICS



The platform allows you to generate custom reports, which give you real-time analytics of how your event is performing. By helping you monitor and identify where your audience is coming from, this platform equips you with the knowledge of which marketing efforts are the most successful, giving you the ability to change strategies on the fly.

AEGDM'S LIVE EXPERIENCE PLATFORM POWERS EVENTS FOR

