



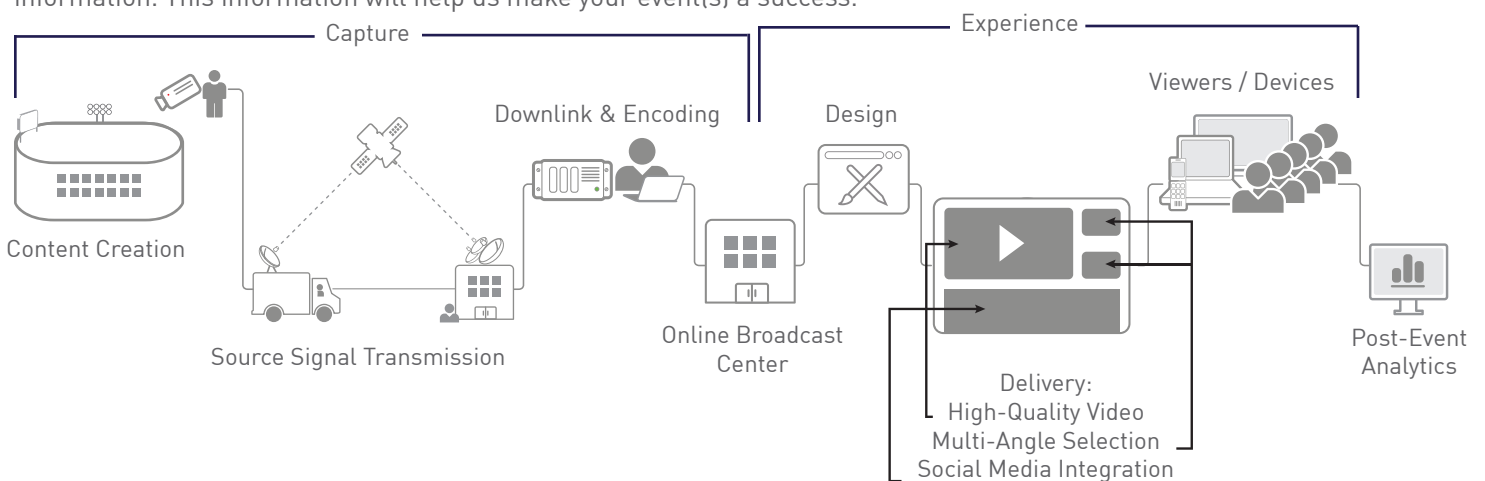
# Live Digital Media Event:

## Glossary

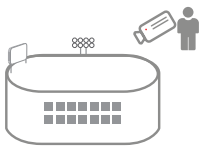
Before we begin planning your event, we want you to take us backstage—show and explain the site, the program, the talent, the music, the promotion, etc. We need to understand the look and feel of your event to translate that same experience to your online audience.

Next, we need to think beyond the event and determine what you will need to deliver it online. We will determine if you need production, transmission, encoding and/or delivery services and also offer solutions that will increase interactivity and engagement with your online viewers.

This glossary and the AEGDM Request Form will help you help us plan your live event. From it, we will develop a project plan and/or proposal. Please complete the form with as much detail as possible and include any additional pertinent information. This information will help us make your event(s) a success.



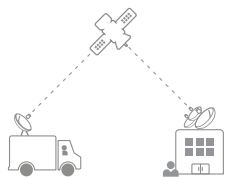
## Content Creation



Tell us about your event so that we can make it one of a kind. Does your event require AEG Digital Media Production Services?

**Production Services:** AEGDM offers full production services and crew to meet the needs of any scale of event—from corporate training broadcasts to multi-venue sporting events—all delivered to a worldwide audience.

## Transmission



Does your event require AEGDM signal transportation (satellite uplink, fiber, etc.)?

**Signal Transportation:** Satellite uplink or fiber transmission allows AEGDM to receive the live video feed from anywhere in the world.

**Satellite Services:** Signal transport using satellite uplink trucks and satellite dishes.

**Fiber Services:** Direct wired connectivity to production.

## Streaming and Encoding

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Does your event require live video encoding services?

**Video Encoding:** AEGDM can encode the content into any format for delivery to the end consumer on any device.

Does your event require a Content Delivery Network (CDN) to deliver your event to a wide audience?

**Content Delivery Network:** Hosts, tracks and delivers encoded video to the live player/end user.

Does your event require rebroadcasting?

**Broadcasting:** The distribution of audio and video content to a dispersed audience via any audio visual medium.

**Rebroadcasting:** A replay or loop of previously recorded material played back within the live player.

## Managed Services

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Does your event require deployment of our live video player, mobile player or *Live Experience Platform*?

**Deployment:** The coordination and implementation of design assets, content, coding, web applications, and best practices to build a unique and reliable user experience for your live event on the web.

Please see *Experience* below for details of our live video players and *Live Experience Platform*.

In addition to our software, you will receive a dedicated member of our event management team to guide you through the planning stages to the execution of your event, as well as support from our Transmission Operations Center.

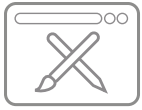
**Digital Event Management:** Project management for both basic and complex events which includes setting a schedule for transmission coordination, resource allocation, testing, asset delivery, the live event, analytics delivery and making sure everyone on the project is comfortable with the event plan.

Your event manager will be your primary point of contact before, during and after your event providing guidance and suggestions along the way from proposal to analytics delivery to make sure every step of the event goes flawlessly.

**Transmission Operations Center:** For every live event that passes through the AEGDM TOC, we actively monitor every link in the broadcast chain. From inbound satellite and fiber transmission, video encoding hardware translating those feeds for delivery to web and mobile devices, and CDN delivery to the audience, we monitor all of these components to anticipate potential trouble areas and proactively eliminate them. In addition to our internal monitoring efforts we encourage all of our clients to communicate directly with our TOC staff, in real time via conference bridges, or whatever method the client prefers.

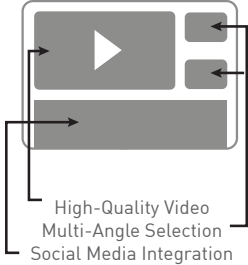
## Experience

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AEG Digital Media is capable of delivering your event to viewers on any platform using the industry's best products for live events.

First, we work with you on the Website skin, the area that lives around the video player and associated widgets, to create a mockup.



**Mockup:** The overall design of how the client would like the end-user page to look. It includes everything from the player to the advertising and social media integration of AEGDM's *Live Experience Platform*.

**Tremolo Player:** The video player of choice for live events. It supports adaptive bit rate streaming for an uninterrupted viewing experience and has capabilities to support up to nine separate camera angles/feeds, providing the most immersive live event experience available. It is available via desktop, iOS, Xbox, Google TV and most Android devices.

To learn more about the Tremolo Player, visit:  
<http://www.aegdigitalmedia.com/products/tremolo-player>

**Live Experience Platform:** This platform seamlessly integrates your event with a worldwide audience. It enables your advertisers to interact directly with your audience in real-time going beyond the traditional static ad unit. It can be used for trivia, polling or a call to action with its Instagram integration and each one of these components can be sponsored allowing for single or multiple brands to engage your audience.

## Global Viewership

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Does your event require active content restriction based on viewer location or other factors?

**Geo-Targeting:** The method of determining the geolocation of a website visitor and delivering different content to that visitor based on location such as country, region/state, city, metro code/zip code, organization, IP address, ISP, or other criteria.

**Geo-Blocking:** Technology used to prevent access to websites from visitors in particular countries or regions.

## Analytics

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Does your event require advanced analytics on the live and/or rebroadcast portions of the event?

**Advanced Analytics:** In conjunction with the *Tremolo Player*, AEGDM can provide complete post-event analysis.

**Custom Reports:** When more detailed reporting is required, including reports for individual streams, mobile devices, etc., customers can request additional stream reports or custom reports.

Does your event require video on demand (VOD) services?

**VOD:** Video on demand includes capture, editing, processing and hosting of events of any length for post-event availability.