



# The Live Experience Platform

Engage your audience both online and in-venue.

*Go beyond traditional advertising and reach your audience as never before.*

Social media aggregation, audience conversation, participation and brand interaction come together in AEG Digital Media's *Live Experience Platform* allowing your in-venue and online audience to interact with both you and your advertisers before, during and after your content is online.

## Increase Ad Impressions & Audience Participation

With the *Live Experience Platform* from AEG Digital Media, reach your audience and connect with them like never before.

### Poll Questions



### Specific Use Case:

Use the platform 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. This creates an integrated branding experience for a captive audience.

Leveraging your 300x250 ad unit, brands, agencies and rights holders can now create an engaging interactive experience for monetizable assets for use as trivia, polling or a call to action with social media integration and each of these components can be sponsored allowing for single or multiple brands to connect with your audience.

It is a one of a kind, powerful, multi-platform messaging environment built upon the fastest growing marketing tool: Social Media. Our *Live Experience Platform* not only integrates online, but can be incorporated into your venue. Audience members can text, tweet, facebook or Instagram from the arena and the approved messages will be displayed to the crowd in-venue, as well as online.

This platform seamlessly integrates your event with a worldwide audience. Fans become more engaged when they are participants in the content rather than just viewers.

## Advertise

The *Live Experience Platform* lets you safely harness, control and monetize this high-level of audience engagement, with minimal resources and maximum impact. No longer a static image, you have the ability to change this ad unit as often as you want.

Your live or automated moderator will empower your brand as it transforms the standard static advertising space into a living application. Interact with your audience in real time, receiving their feedback and participation within seconds of your question or call to action.



## Moderation & Message Management

Despite having a powerful moderation tool, the *Live Experience Platform* allows the users to promote the event unhindered. The messaging displayed on the website and in the venue are controlled, but tweets, facebook messages and Instagram photos are sent to the users' accounts unrestricted. Additionally, all messages sent to the platform automatically include an event specific hashtag and posted messages include a link to the event page. This extra feature creates buzz around your event and allows for greater social interaction.

You can administer questions during the live event in reaction to what occurs. An example is during an awards show, when unexpected things happen and winners are announced, you can redirect your questions based on those winners, losers or occurrences. Also, did you notice that every time you ask a question that has Justin Bieber as a possible answer your response rate increases? Adjust your questions accordingly to keep your audience engaged.

Alternatively, you may also set the platform to auto-mode, which works well before, after, or during an event. This allows you to set polling and trivia questions, social media updates and calls to action that have been preloaded to run automatically.

### Feature-rich Application

The *Live Experience Platform* offers an extensive scale of unique and customizable functionalities.

### Behind the Scenes

- » **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**