

The MC Explained



You've ordered The MC for your event, now here's what you need to know...

Poll Questions

Option	Percentage
16% Jason Aldean	16%
5% Chisel	5%
15% Owen The Night	15%
10% Red River Blue	10%
9% Here For A Good Time	9%
46% Speak Now	46%

Live Event Page

Advertisement

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.

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.

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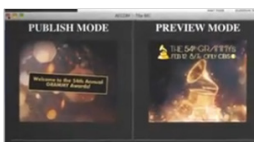
So what is The MC? In short, The MC is a social polling solution that lives in the standard 300x250 advertising space. It can speak to your online audience, and with real-time functionality, allow you to adapt to unexpected changes during the event.

MC Information: Tell Me More!

The recommended size of the MC is 300x250, the traditional size of the space that lives next to your standard player screen. While the size can be adjusted, it should fit nicely next to the video player for the best user experience.

Within the world of The MC, Social Polling and Trivia questions can have six possible answers. We recommend that questions remain under 75 characters and answers are limited to 20 characters for best results to be displayed in The MC. Statements should remain around 25-150 characters.

Preview and Publish



Not to worry! There is a preview mode included in the admin panel so you can verify that everything looks as it should before it gets sent to the live audience.

Images



Images should match the size of the MC gadget and be compressed jpgs at around 75% compression for the best and quickest user delivery.

Also, if you want to use your Flash DoubleClick account inside The MC, don't forget to let us know with ample time prior to the event.

MC Deliverables

- » Organize items into custom categories to help save questions for certain parts of events. For example, you could categorize into Pre-Show, Live, and Post-Show.
- » Most commonly there are images to be used within the world of The MC. If you'd like AEGDM to pre-populate it for you, then images should be compressed and delivered via email.
- » List all questions and statements, with any corresponding answers, alongside these categories and images. For trivia questions, signify the correct answer with an asterisk (*).

Example

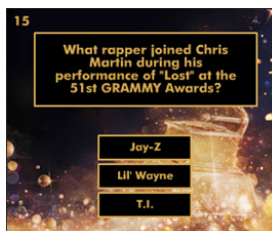
Ok, I think I understand what I need to deliver for The MC, but what exactly are the customizable items to connect with the audience? How about an example?



Polls

"Who do you think will win the GRAMMY Award for Best Country Album?"

- + Jason Aldean
- + Chief
- + Own The Night
- + Red River Blue
- + Here For A Good Time
- + Speak Now



Trivia Questions

"What rapper joined Chris Martin during his performance of "Lost" at the 51st GRAMMY Awards?"

- + Jay-Z*
- + Lil' Wayne
- + T.I.

Text Response Questions

"What is your email address?"

- + Text box
- + Submit button



Statements

"Welcome to the 54th Annual GRAMMY Awards!"

Statistics

"Top 5 scorers of year 2000"

1. John – 22 goals
2. Tom – 21 goals
3. Nancy – 18 goals
4. Sarah – 16 goals
5. Bobby – 14 goals



Images

- + An advertisement from your sponsor, with a link to their website
- + An advertisement can also be in Flash or Flash Doubleclick

Images, statements, trivia, and polling combine in The MC to allow for sustained viewer visibility and engagement throughout the video experience. The MC is displayed adjacent to the video player while the user continues to watch the content. When messages such as "I'm watching the Grammys live" or "I'm watching Fashion Week" display on the MC, it is a friendly reminder encouraging engagement. The MC, in conjunction with the Tremolo, creates unique user experiences that can improve user interaction.

Learn more about The MC at: <http://www.youtube.com/watch?v=gQWa3JdV33g&feature=youtu.be>