



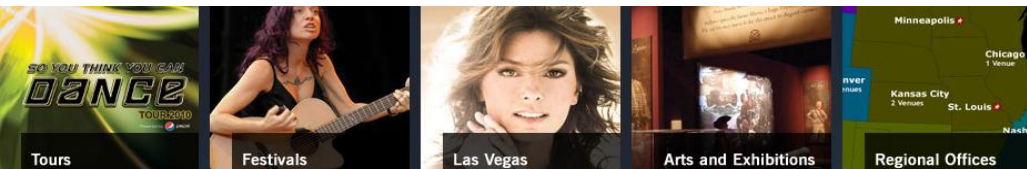
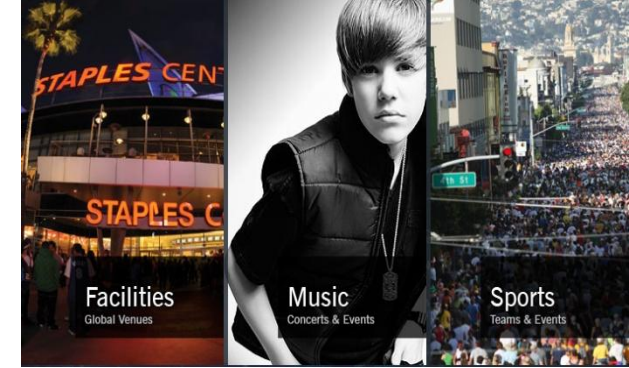
We Are Online Broadcasting



AEG Overview

- The world's largest investor in entertainment and sports facilities
- The world's largest presenter of live sports and entertainment events
- The world's largest owner of sports teams and sports events
- Owner of the world's most profitable sports and entertainment venues
- The world's largest developer of sports and entertainment sponsorship and naming rights
- As invested billions of dollars in sports, entertainment and media projects; and reaches billions of people each year through its facilities, events, music, theater, festivals, sports, films and media assets.

- 11 teams
- 94 venues
- 17,000 + screens
- 5,000+ concerts per year
- 3,500+ events per year
- 30,000,000 + attendees per year



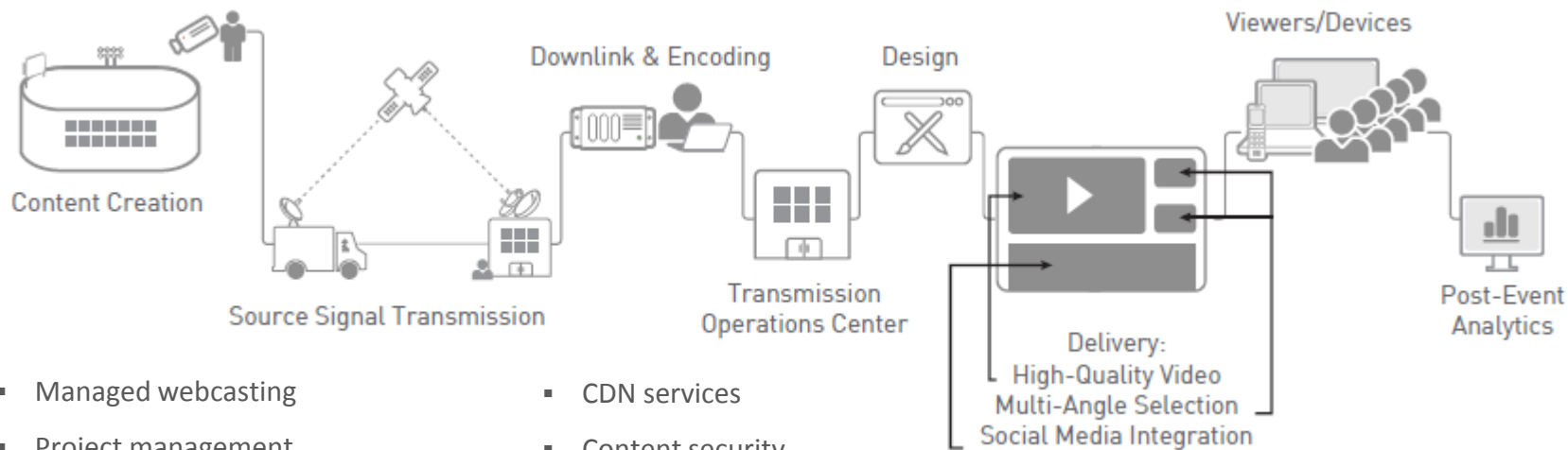
AEG Digital Media is:

- The leading provider in the entire digital media industry of complete managed webcasting and production services.
- Staffed by creative and technical experts who have a combined 50+ years in digital media.
- Track record of enabling the most watched and viewed events in Internet history.
- Complete ability to create, capture and distribute premium live and on-demand experiences.

Clients Include:



AEGDM Services:



- Managed webcasting
- Project management
- Full production crew
 - Creative and technical
- Expert encoding
- HD streaming
- Transmission management
- Custom video player development
- CDN services
- Content security
- Social media integration
 - Twitter
 - Facebook
- App development
- Viral marketing widgets
- Skype integration



Capture & Distribute: for any medium, to anyone, on any device

Capture:

- Broadcast
- DVD
- Streaming
- Downloading
- On-Demand
- Live
- Satellite
- Mobile handsets
- Movie theatres

Distribute:

- Movie Theaters
- Televisions
- PCs and Macs
- Mobile Devices
- iPhones
- iPod Touch
- Blu-Ray Players
- Xbox 360
- Playstation
- Wii
- Set-Top Boxes

AEGDM can empower and enable your complete production and distribution strategy with its:

- Expertise
- Equipment
- Technology
- Distribution
- Relationships





The Tremolo Player

The Tremolo Player increases advertising options and revenue opportunities by creating a stable, high quality viewing experience that translates into extended viewing times and greater viewer engagement.



The Hawk

The Hawk is a powerful, cross-platform application that combines messages about your event from Facebook, Twitter, text message and web submissions, enabling fans to join the conversation while administrators monitor and filter messages.

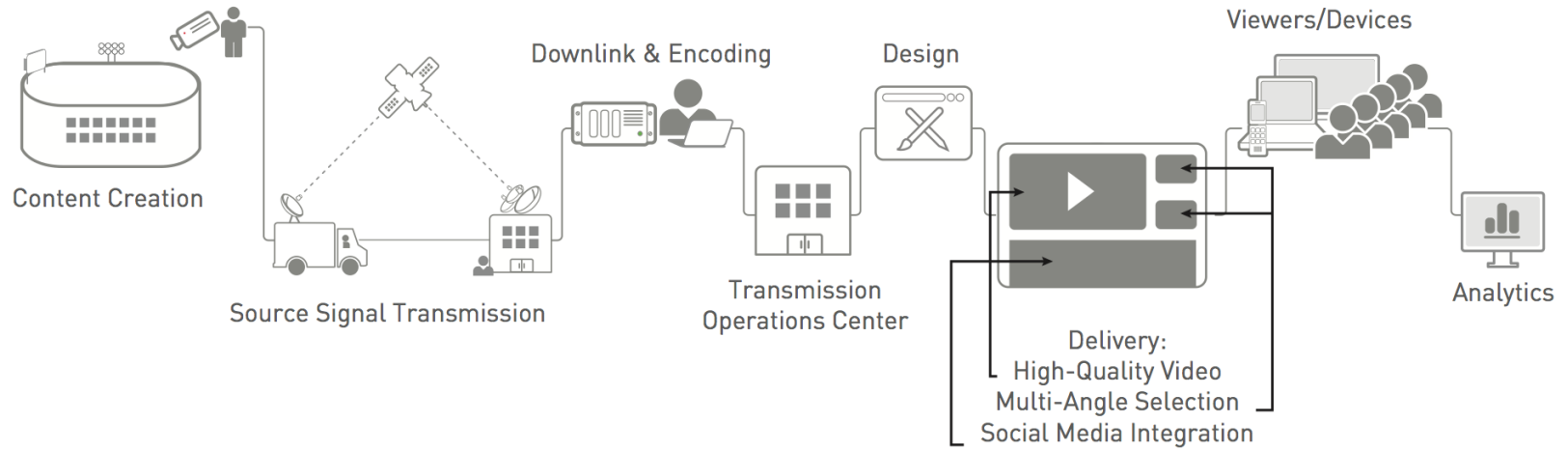


The MC

The MC is a polling application that allows you to interact with your live online audience like never before by asking questions and gauging viewer experiences while increasing ad impressions and audience participation. The MC empowers brands as it transforms static advertising into a living brand experience.



The Flow



World-Class Technology



Tremolo Player



The video player of choice
for live events.

Customizable

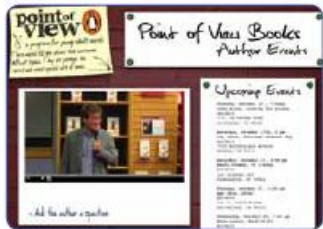
- Easily add or remove player controls
- Change skin using flash or HTML elements.
- Fits into existing sites and uses client's design elements.

Reliable

- Uses multiple CDNs for even stability.
- Automatically fails to lower bitrate stream when congestion occurs.
- Failover code uses information from the player rather than relying on a server to detect user experience.

Live!

- Multiple streams in a page to allow thumbnails of “backstage” cameras in a multi-cam experience.
- Bandwidth detection assigns the appropriate bitrate stream to avoid hiccups and buffering.





Fans become more engaged when they are Participants in your event, not just spectators.

Keep the conversation going

The Hawk automatically collects phone numbers, Twitter/Facebook usernames and web information from posters, which you can use after the event to continue the conversation.

The Hawk from AEG Digital Media is the perfect way to turn your fans from spectators to participants in your live events.



Online Social
Media
Integration

- *It's versatile.* The messages are available in a variety of formats and can be distributed via channels of your choosing.
- *It's scalable.* Audience size has no effect of the speed and reliability of the system
- *It's reliable.* Designed to withstand hardware and system outages.

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

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



GRAMMY Live

Watch the webcast of GRAMMY Week events right here, starting Friday, February 10

Live Archive Schedule

ConnectYourHome Connect Your Home

Don't miss the #Grammys this Sunday at 8pm on @CBS ow.ly/90pjd

MrCarverRanches MALCOM KING LANE

And I like #Adele to sweep the #Grammys

yaboychizzy chizzy

*@lanthagenes: Where's all my ppl out here in LA for the #grammys let's link it me and @grammaddler in Noho right now

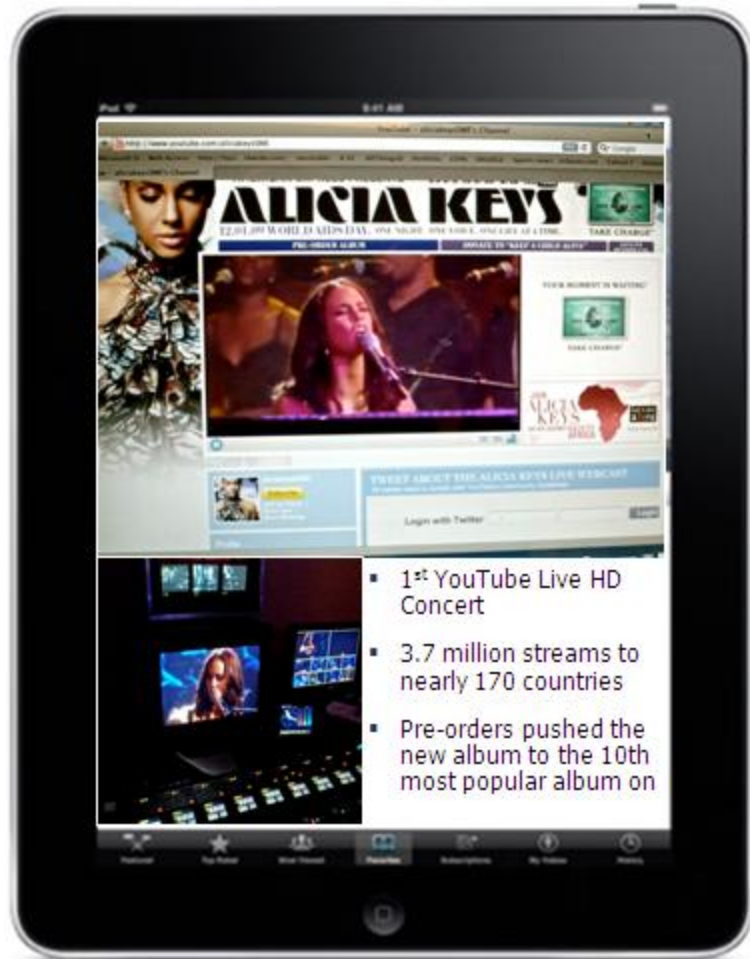
Advertisement



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.

Music



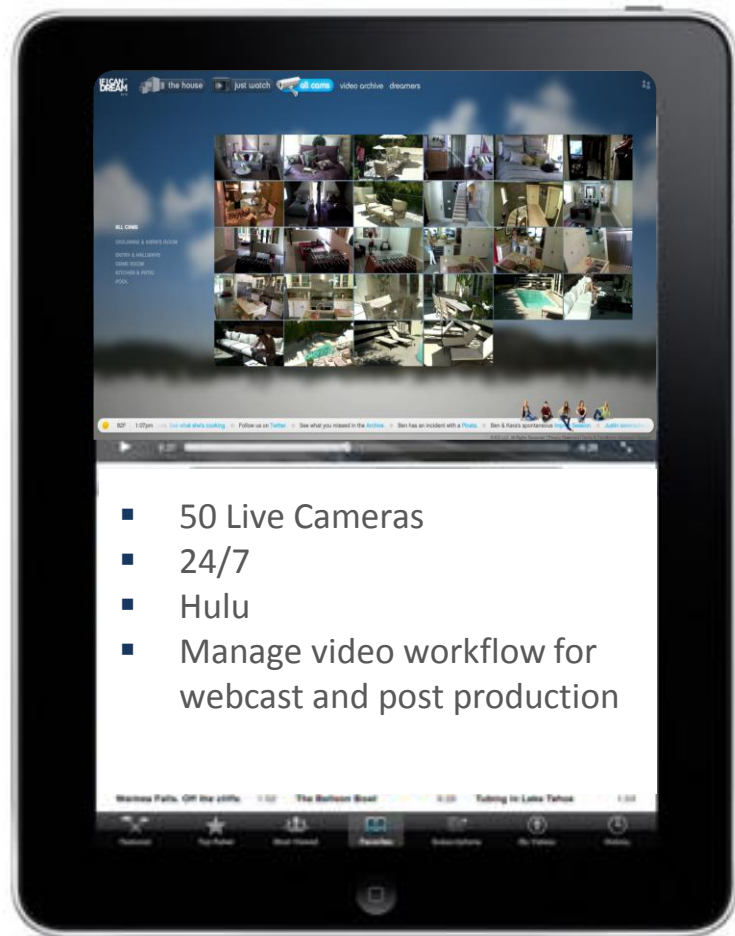
- Live Earth
- FarmAid
- Live 8
- LA Philharmonic/Hollywood Bowl
- Kiss Satellite Media Tour
- Coachella
- Alicia Keys on YouTube
- MySpace Music
- AT&T Blueroom
- Control Room Music Series
- YouTube Live

Award Shows



- The Oscars
- The Emmys
- American Music Awards
- People's Choice Awards
- GRAMMYs
- MTV Music Video Awards
- Spike Video Game Awards
- American Music Awards
- Nickelodeon's Kids Choice Awards
- Pangea Day
- Rock and Roll Hall of Fame Inductions

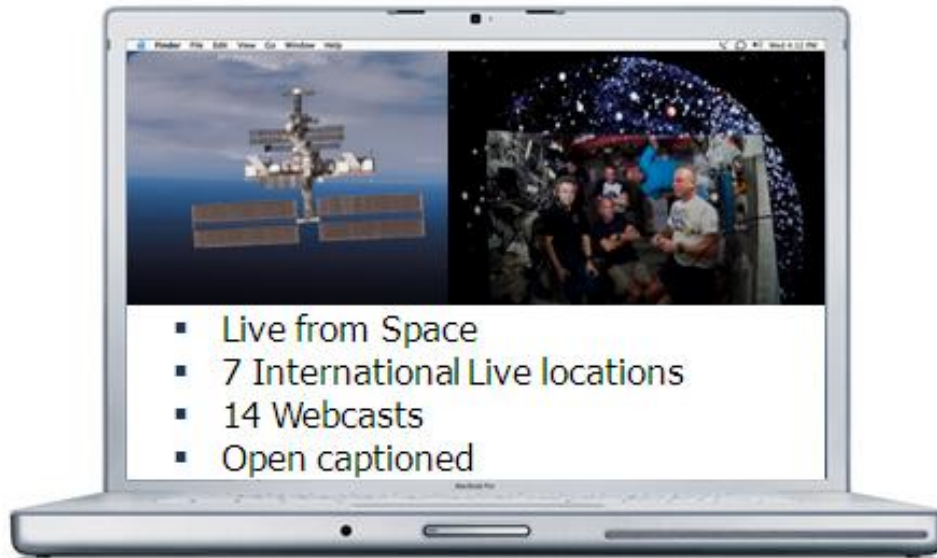
Broadcasts



- 50 Live Cameras
- 24/7
- Hulu
- Manage video workflow for webcast and post production

- Golden God Awards on MTV
- HSN with Paula Abdul
- Chelsea Lately for E!
- Oprah Winfrey Show
- Latin Kings of Comedy
- 19 Entertainment
- CBS Interactive
- Comcast/Versus Boxing Series
- Fox Sports/Golden Boy Boxing night
- Cookalong Live with Gordon Ramsay (FOX)
- Wowow (Japan Grammy Broadcast)
- Fuse TV

Events



- Intel Convention Events
- TED Conferences
- American Express
- This Is It Premiere
- The Olympic Games
- The Masters Streaming
- Ernst & Young webcasts
- Nintendo Press Conferences from E3
- Cirque du Soleil – One Drop

AEG Digital Media - The World is Watching



Thank you

