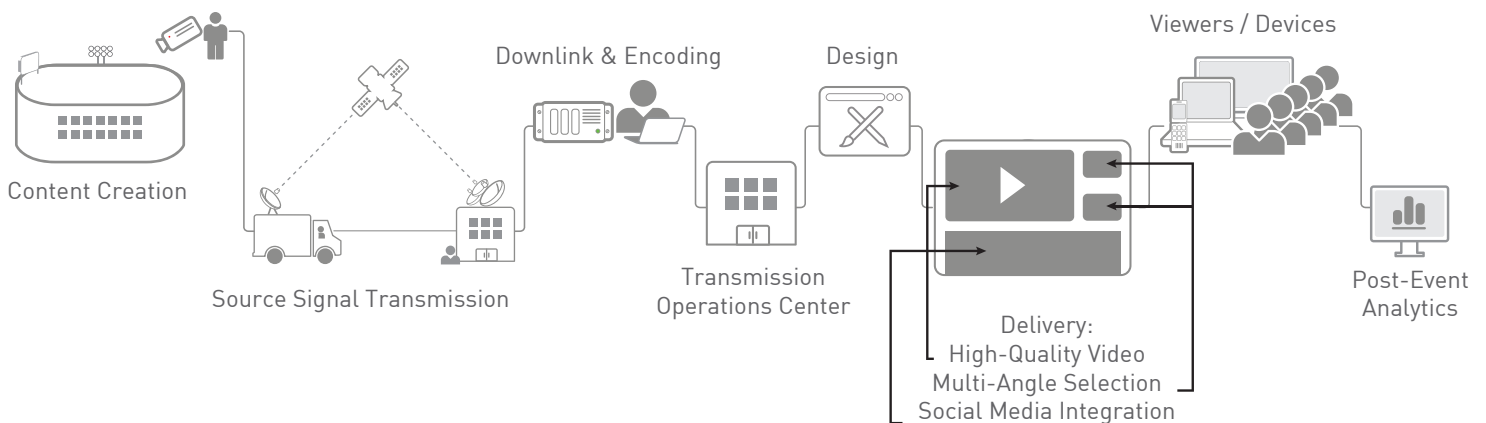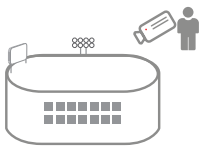# Live Digital Media Event:
Glossary

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 AEG 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.
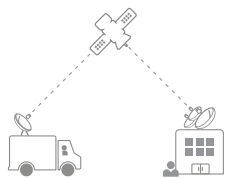

Content Creation

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 audiences worldwide.

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.

Streaming and Encoding

Fiber Services: Direct wired connectivity to production.

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.

Transmission Operations Center

Does your event require a live video player for desktop and mobile?

Live Video Player: For delivery to personal computer desktops, AEGDM's Tremolo Player is an advanced video player with volume, feed, and full-screen controls.

Desktop: The environment where the live event is played on your PC or Mac, usually through an Internet browser.

Does your event require a live video player for mobile devices?

Mobile Devices: Smart phones, tablets, and similar portable Internet-capable devices usually running on Android or iOS operating systems.

Design

We commonly receive a skin for the player. Website "skin" may have several definitions but for our purposes it is described below.
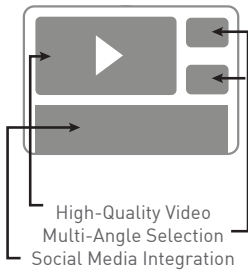
Skin: The designable area that lives around the video player and associated widgets.

Do you have a mockup?

Mockup: The overall design of how the client would like the end-user page to look. It includes everything, from the player and widgets to the social media integration pieces (such as AEGDM's social media product, The Hawk).

Delivery

High-Quality Video
Multi-Angle Selection
Social Media Integration

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

Tremolo Player: The video player of choice for live events 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.

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

The Hawk: The social media aggregation and participation solution that seamlessly integrates your in-venue event with a worldwide audience. Fans become more engaged when they are participants in the event rather than just spectators.

To learn more about The Hawk, visit:
http://www.aegdigitalmedia.com/products/the-hawk-social-media-aggregator

The MC: The live, integrated, social polling tool that lets you communicate with your audience in venue and online like never before.

To lean more about The MC, visit:
http://www.aegdigitalmedia.com/products/the-mc

Viewers/Devices

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.

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.

Post Event Services

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.