




# The Live Experience Platform: Features & Benefits


### 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.

## The Live Experience Platform

So what is the *Live Experience Platform*? In short, it is a platform (player and gadget) that revolutionizes the standard 300x250 advertising space, allowing you to interact with your audience, in real-time, giving you the ability to adapt to unexpected changes during your event.

## About the Platform

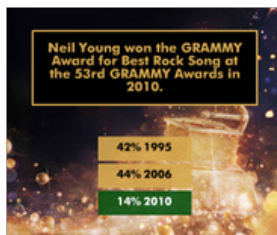
Advertisements live in the space next to your standard player screen along with polling, trivia questions and Instagram. This is AEG Digital Media's *The MC*, named for the Master of Ceremonies capabilities it provides to the client and end-user. We recommend that the size of *The MC* be 300x250, the 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. Statements should remain around 25-150 characters.

## Advertise

Are you looking to monetize your event? Do you have multiple sponsors? Do you want to showcase each of them equally? AEGDM's *The MC* allows individual sponsors in each section, such as one for trivia, another for polling, and so on. Additionally, you may also have one overall sponsor, such as a parent company looking to promote a variety of its brands. *The MC* provides you with a variety of options for your sponsor to interact with your audience, increasing the value of the advertising space, and therefore your event.

## 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.

## 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.
- » Images are often used within the world of *The MC*. If you'd like AEGDM to pre-populate them for you, the 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 (\*).

## Benefits

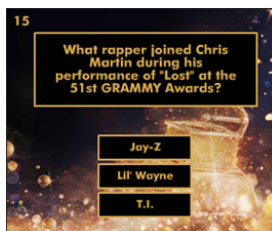
Customizable options for *The MC*, include:



### 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

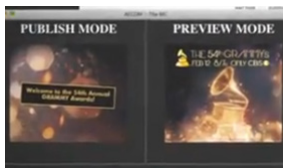


## Images

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

Images, statements, social media, 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* player, creates unique user experiences that can improve user interaction.

## 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.

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