



Livery Live Shopping Guide

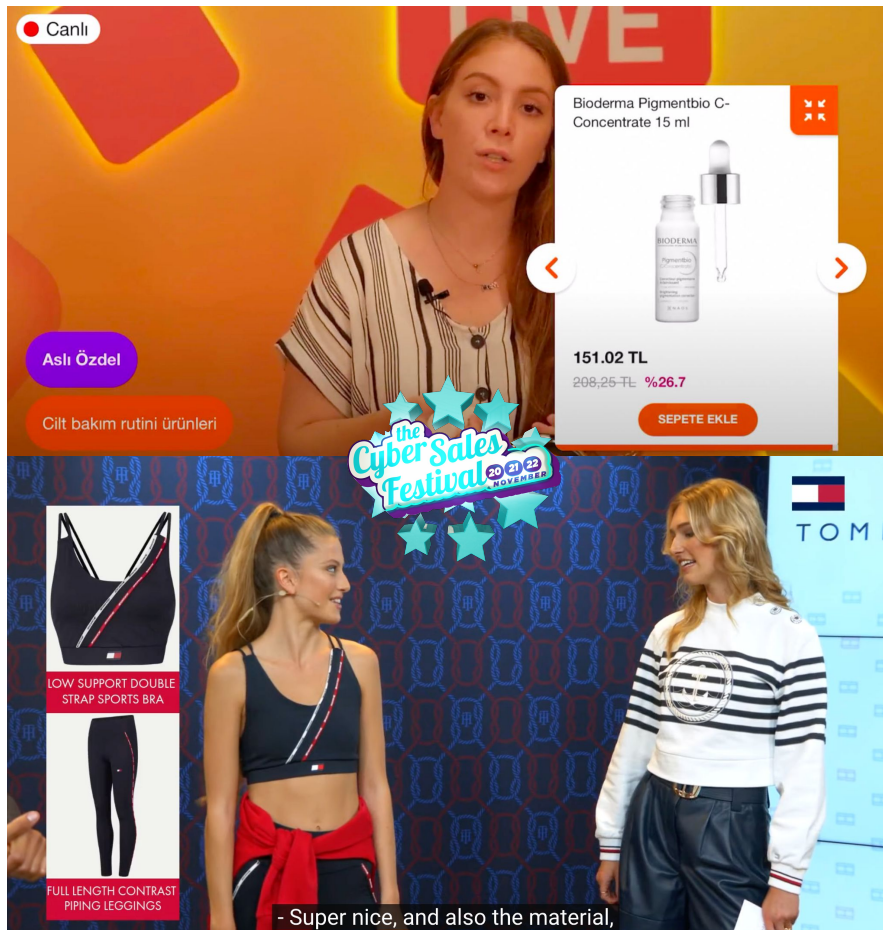
Blueprint for recurring live shopping video events

LIVERYVIDEO.COM | LIVE SHOPPING 2022



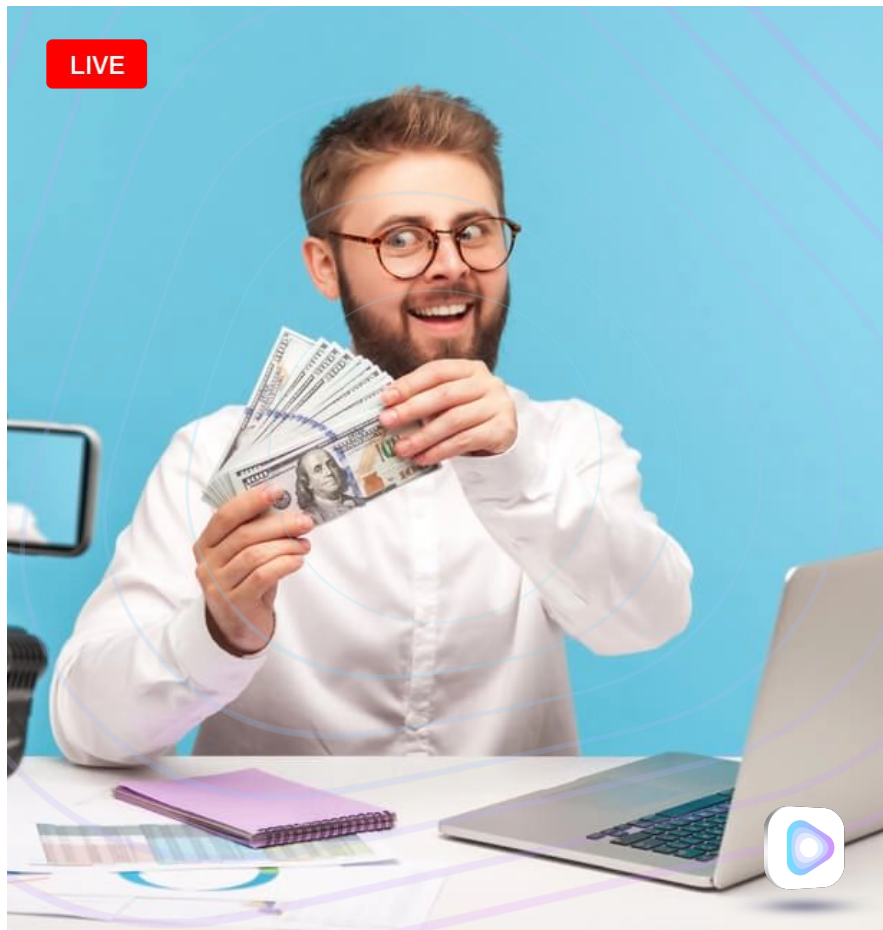
Live shopping: the shopping experience of the ~~future~~

The Alibaba 11.11 gala generated \$1 billion in sales within the first minute, and \$38 billion in 24 hours (2019).



Live shopping is revolutionizing e-commerce. Are you in?

Live video commerce results in conversion rates of up to 30% - up to ten times higher than conventional e-commerce.



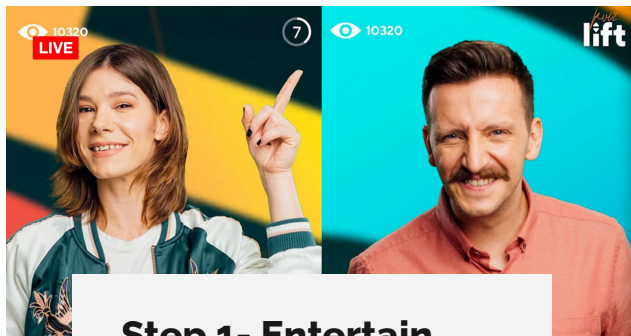
Today, the technology is now simple & affordable

Starting from just €450 per month, live shopping is affordable for every e-commerce company.

(Calculate your costs & revenue potential in [the business calculator](#).)

LIVE SHOPPING

How to turn viewers into customers

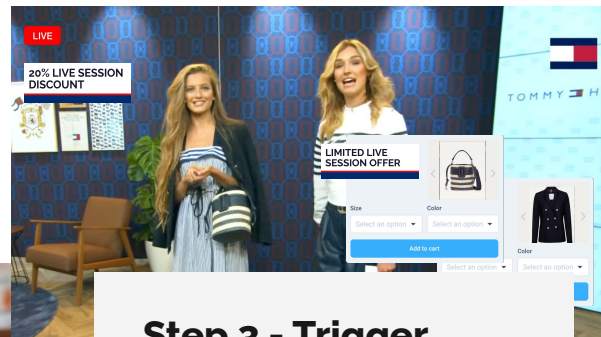
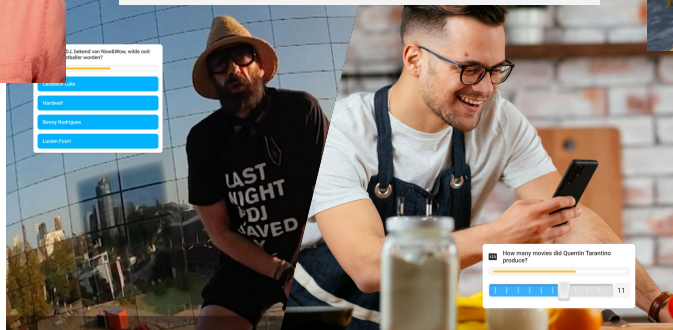


Step 1- Entertain
an entertaining
show captures and
holds viewer
attention

INVOLVE

Step 2 - Activate
activate & engage
viewers with
interactivity
throughout the event

ENGAGE



Step 3 - Trigger
trigger sales with
prompts, urgency,
uniqueness, and
FOMO

SELL

FROM LIVE SHOPPING TO: LIVERY LIVE SHOPPING

“Active & engaged participants lean forward and become customers that buy more, more often.”

Research shows that highly engaged consumers **spend 60% more** in each transaction [1].

Livery offers a unique and rich range of interactions designed to activate and engage participants throughout your live show. But how does engagement turn a profit?

An object in motion stays in motion. Imagine someone clicking interactions throughout your show, and you pop a shoppable item into the mix.. They're already leaning forward, engaged, & clicking, so it's easy and natural to click on it too..

123 How many movies did Quentin Tarantino produce?

11

What was the name of the last shoe Nike did?

Nike FlyEase

Nike air max II

Jersey

€ 8,00 €10,00

Size

Select an option

Color

Select an option

Add to cart

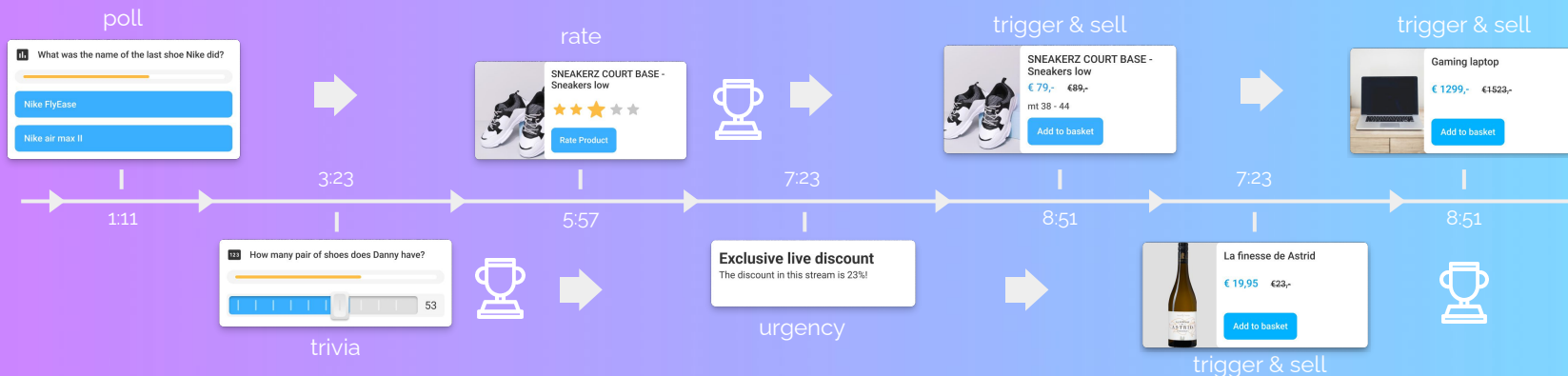
LIVERY LIVE SHOPPING

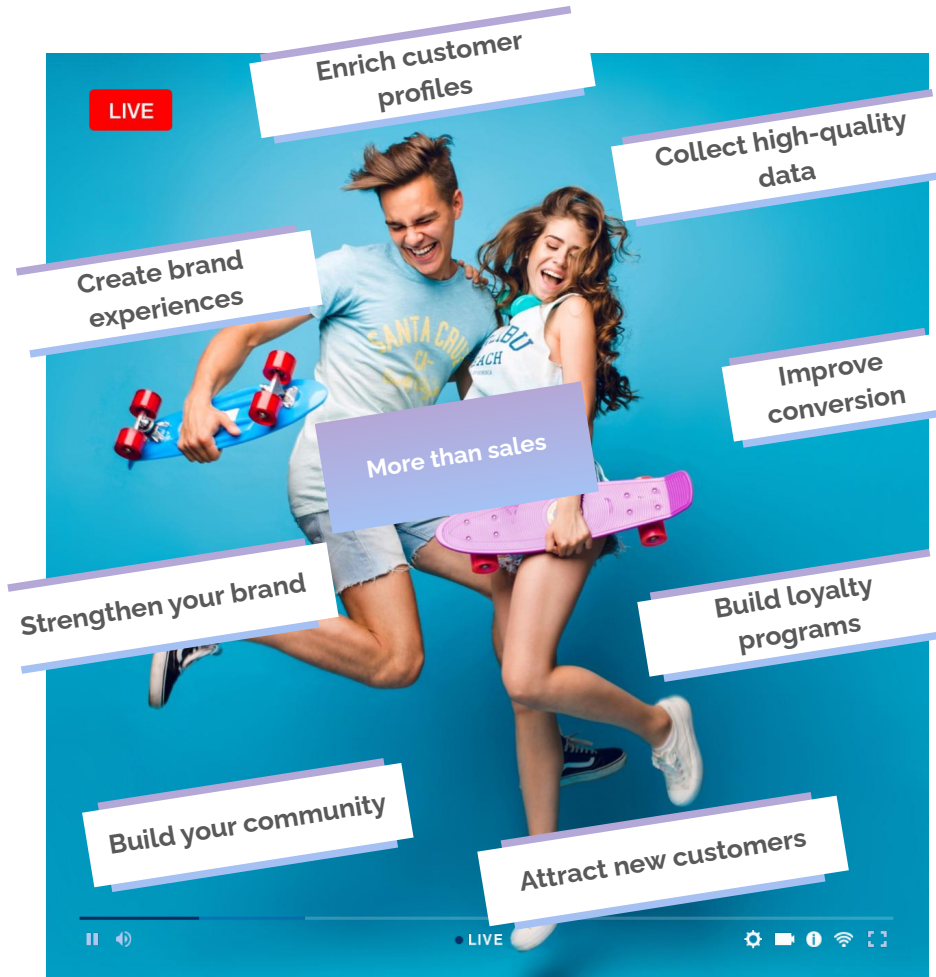
Script, storytelling & timeline: how to get people in the mood to click & shop

Step 1: plan. Design a script & storytelling timeline that's sure to engage the audience.

Step 2: activate. Entice interaction through opinion-based interactions & gamification.

Step 3: sell. Once everyone is warmed up and comfortable, it is time to kick in the offers. Offer unique products or exclusive discounts and your success is just about guaranteed!





Beyond sales: live shopping supports all of your business goals

Your opportunity to target multiple business goal at once.

Find out how in the [blueprint pages](#) in this document.





A live shopping blueprint, if you will.



LIVE SHOPPING BLUEPRINT

EVENT STRATEGY [➤](#)

BUILDING BLOCKS [➤](#)

CASE STUDIES [➤](#)

CALENDAR IDEAS [➤](#)

PRODUCTION DEFINITION SHEET [➤](#)

BUSINESS CALCULATOR [➤](#)

EVENT STRATEGY

Define a clear approach for your live shopping event.
In this blueprint, we'll focus on four strategies:

1. **'It's all about sales'**
2. **'Informative & educational live shopping'**
3. **'Gamified live shopping'**
4. **'Show me the data'**

(P.S. - you can mix elements from all four to craft your perfect event.)

**SPECIAL
OFFER**

This event only

**20%
DISCOUNT**

Strategy 1: 'It's all about sales'

Successful live shopping events need to create a sense of exclusivity and time sensitivity to entice the audience to buy.

Tools

Ultra-low latency video

Core interactions pack

Countdown, poll, trivia, vote, rating, sentiment

E-commerce interactions pack

Discovery, configuration, purchase, product rating, clickable announcement

Content

Discounts

Claim your discount: only available today

Limited editions

Act now to own a limited-edition product

Limited stock

Act now before the stock is gone

Bundle deals

Buy additional products to get a discount

Add-ons (BOGO)

Buy a product and get another product (e.g. tickets) for free

Matching add-ons (BOGO)

Buy one product and get one matching product free or at a discount

Engage & interact

Regardless of your offer, engage and interact with your audience to gather useful customer data through polls, trivia, Q&A and chat

Production

Fear of Missing Out

Crafting a sense of FOMO boosts the feelings of urgency and scarcity, enticing quicker purchases

Host: driving impulse

The host plays an important role in the FOMO-dynamic by emphasizing the uniqueness of the moment and strengthening the impulse to buy

Set, camera, graphics, music, lights

Help viewers visualize the scarcity of products, limited time, unique moment and one-time opportunity as much as possible. Make it tangible through the use of ticking clocks, ticking counters, product visuals, and host emphasis on "now or never" - they should feel the uniqueness of the moment.

Entertainment: performances, content

Entertainment, when applicable, should be functional:

- High value entertainment drives stickiness: keeps the audience engaged and tuned into your stream
- Low value entertainment should provide an opportunity: give the audience the down-time they need to complete a purchase

Strategy 2: 'Informative & educational live shopping'

This approach suits products with a narrative (like technical or harder-to-understand products). It helps you check all rationale boxes for your customers and create demand.

The powerful 700W engine is surprisingly quiet during operation.

This recipe has been passed through generations.

Tools

Ultra-low latency video

Core interactions pack

Countdown, poll, trivia, vote, rating, sentiment

Communication interactions pack

Q&A (moderated), chat

E-commerce interactions pack

Discovery, configuration, purchase, product rating, clickable announcement

Content

Product launch

Branding

FOMO - be the first to own it

New version releases

Branding

FOMO - be the first to own it

Unpacking / unboxing party

Branding

Surprise the audience with new products and discounts

Let the audience see what it's like to buy your product

Engage & interact

Engage, inform, educate, and ask for opinions through polls, trivia, Q&A and chat

Gather user data for better remarketing in the future

Production

Structure

The event format is simple: unpack and showcase the product and share the shoppable offer through a very clear call to action for the audience

Credibility

One of the most important factors! All information shared on screen, in the interactive layers and by the hosts in the studio needs to be accurate

Host authority

The host plays an important role in the credibility of the event. At least one person in the team should be an authority on the topic(s) shared

Set, camera, graphics, music, lights

A basic 2-cam set-up like Amazon Prime (see video) with a simple studio, single table and 4 hosts sitting behind it. For a more dynamic atmosphere, add another 1 or 2 cameras and a standing table in the center of the studio that allows the hosts to move around.

Strategy 3: 'Gamified live shopping'

This approach is fun and stimulates the competitive spirit.
Let your audience play for eternal fame and attractive prizes that excite and delight.

+450 pnts

Correct!

+250 pnts

Tools

Ultra-low latency video

Core interactions pack

Countdown, poll, trivia, vote, rating, sentiment

Gamification interactions pack

Prediction, estimation, quiz game, leaderboard

E-commerce pack

Discovery, configuration, purchase, product rating, clickable announcement

Content

Trivia contest

Share and test your audience's knowledge with trivia on products and services

Branded quiz

Create a quiz around your brand(s)

Play for discounts

Individual: more points means higher discounts
Group: group score determines the discount for all

Engage & interact

For all the content above: engage and interact with your audience to gather user information and data related to personal interests, brand knowledge, and degree of enthusiasm for the product, service, or brand.

Production

Game tactics

Game mechanics: make it clear how the game and competition work
Content: will your questions be easy, medium or hard to answer? Are the questions accessible to all or experts only? Always opt for a mix in difficulty.
Incentivize through rewards: offer exciting prizes for the winners
Win-chance: this is an essential part of the game tactics and important to understand. The win-chance is the participant's perception of how easy or difficult it is to win:

- The win-chance is low when all participants are competing for just a couple high value prizes. This will result in high drop-off rates: "I will never reach the top 5 now."
- The win-chance is high when there are many low value prizes available for participants who end up in the top 10%-25% of a competition. Resulting in high retention rates and stickiness.
- Livery recommends that a high win-chance is the best tactic for maintaining engagement in any competition.

Host: gameshow

For best results, use a host with gameshow experience.
You can also consider a setup with both in-studio and at-home contestants

Set, camera, graphics, music, lights

Low production cost: one host, single cam studio-configuration is enough to get the job done
High production value: one host with studio contestants playing the same game on location to dazzle the audience at home
Graphics, music and lights: look for our game show configuration (later in this presentation)

Strategy 4: 'Show me the data'

Strategy that uses engagement and interactivity tools to collect data and gather valuable insights for better customer targeting.

Tools

Ultra-low latency video

Core interactions pack

Countdown, poll, trivia, vote, rating, sentiment

Gamification interactions pack

Prediction, estimation, quiz game, leaderboard

E-commerce interactions pack

Discovery, configuration, purchase, product rating, clickable announcement

Communication interactions pack

Q&A (moderated), chat

Content

Rate

Let the audience rate products and services

Poll

Give viewers a chance to share opinions and preferences

Vote

Give them decisive voice in any kind of decision making process

Sentiment

Let the audience express sentiment with emojis throughout the live stream

Gamification

Showcase audience brand or industry knowledge

Q&A and Chat

Share and shout out anything on this open (but moderated) platform

Production

Relevance

Whenever you ask your audience to share their opinion or preference(s), it should always serve a purpose and maintain relevance to the content. Following this rule will add value to the user experience and keep the resulting data clean. Why? Because it is human nature to share an opinion and/or knowledge, but only if it feels relevant and heard.

Mix strategies

The data-forward strategy can be a video format on its own. It also pairs easily and seamlessly with the other 3 strategies to ensure your live event is useful long after it ends.

Post production

Analyze participant data to define high-value or highly relevant customer segments, enrich existing customer profiles, and create valuable follow-up opportunities for cross-selling and upselling.

Participant 1272:	4 stars, wood, strong wines,	Rioja
Participant 1273:	3 stars, wood, strong wines,	Barolo
Participant 1274:	4 stars, vanilla, medium strong wines,	Merlot
Participant 1275:	...	

BUILDING BLOCKS

1. Timeline

What is a timeline and how do I create one?

2. Stream & engage

What are the out-of-the-box interactions I can use within my high-quality live video stream?

3. Video production

What does a studio setup look like, and how professional does it need to be to start?

Block 1: Timeline

What is a timeline?

A timeline is the chronological order of the technical, content and interactive pieces that make up your shoppable event production from start to finish

Why do I need a timeline?

A timeline creates a concrete production plan for how you will reach the goal(s) set for the event. This is where you decide your offer(s), strategy, engagement, content and production design.

How do I create a timeline?

Once the event's goals are clear, start working your way from the first to the last minute of the event. Keep going until there are no blank spaces left in the timeline.

From timeline to interactive script

With a timeline ready you have created a solid base for the interactive script.

Timeline Template		
1	Countdown to live	T +/- 15 minutes
2	Opening, welcome and intro	00.00-04.00
3	HOST: Introduce product expert & Q&A	04.00-07.00
4	INTERACTIVE Warm-up poll: Question Answer A B Results	07.00-09.00
5	HOST: Unpacking stage 1 Q&A Product expert	09.00-11.00
6	INTERACTIVE: Trivia; prize - 15% discount Question Answer A B C D Correct answer: C Results	11.00-14.00
7	INTERACTIVE: SHOP OPEN HOST: Sell product	14.00-20.00

Block 2: Stream & Engage

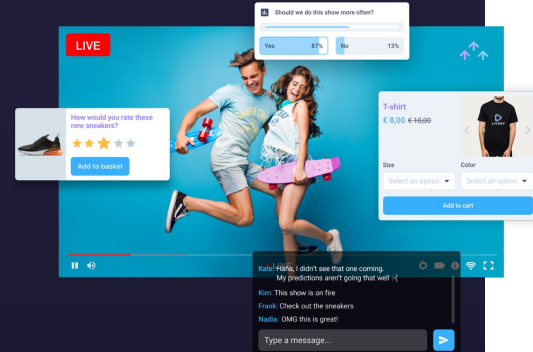
Video streaming:

Livery lets you seamlessly combine synchronized, low latency video with powerful interactive features. We support iOS, Android & Web apps. Read more about [setting up your first stream](#).

Livery interactive:

Educate and entertain participants with features like polls, trivia, gaming, and leaderboards. Engage with them through live reactions, instant chat, and Q&A

- **Core interactions pack:** ready to use straight out of the box.
Interactions: countdown, poll, trivia, vote, rating, sentiment >
- **E-commerce interactions pack:** directly integrate e-commerce into your live stream.
Interactions: discovery, configuration, purchase, product rating, clickable announcement >
- **Gamification interactions pack:** take gamification to the next level.
Interactions: prediction, estimation, quiz game, leaderboard >
- **Communication interactions pack:** give the audience a voice in your live stream
Interactions: moderated Q&A, chat



Block: 3. Video production

Four entry-level production configurations for your reference, including estimated budgets and hardware recommendations.

Mobile production	The simplest production configuration - perfect for beginners. In this setup, a mobile phone is used as both the camera and streaming device. With this configuration, you can set up and start a live stream within seconds from any location with access to at least a 4G mobile network. ➤
Basic single cam	A proven entry-level production setup for single-camera productions and stream formats. With this simple but robust configuration, you can start high-quality live streaming immediately without spending thousands on equipment. ➤
Basic multicam	A slightly more involved entry-level production setup for multicam productions and stream formats with medium on-screen/in-studio activity. This configuration lets you to start producing streams with multiple hosts or guests using basic visual layout. ➤
Pro multicam	Professional production setup for medium to high-value multicam productions with intensive on-screen/in-studio activity. This configuration enables you to produce stream formats that require multiple views and attention points, e.g. productions with multiple guests or contestants. ➤

[Read more on studio configuration.](#)

CASE STUDIES

Case 1:

Cyber Sales: electronics unpacking event

Case 2:

The National Winequiz

Case 1: Cyber Sales - electronics unpacking event

In the Cyber Sales unpacking events, we showcased electronic gadgets that were new to the market. The powerful combination of product suspense and a FOMO-enhanced exclusive offer makes unpacking events incredibly popular and effective.

Engagement content

Participation in any form earned registered participants a discount voucher

Guess the price: all participants had a chance to win the product shown on screen by predicting the exact retail price.

Participants won additional discount vouchers through product-related trivia

Viewers had an open Q&A with product experts.

Livestream method

By adding a simple interaction (like a poll) just before the 'buy now' triggers, the audience is activated - they will have already physically leaned forward in their seat and are ready to engage (making them more likely to click and buy.)



What made this production successful?

- High suspense and branding value before & during the event
- High conversion rates through unique discount offers
- Perfect strategy for targeted customer data collection

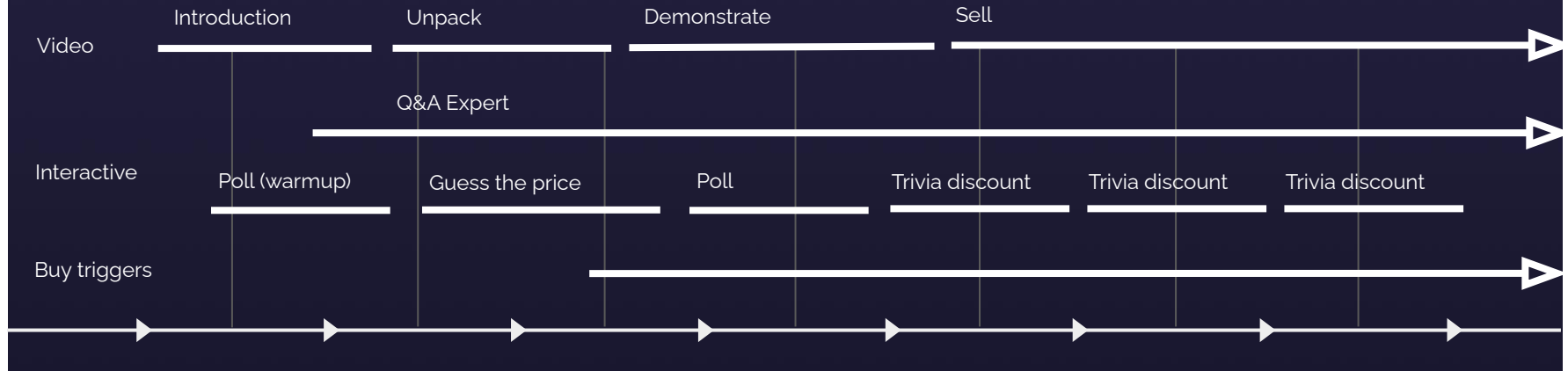
Case 1: Cyber Sales - interactive timeline

Timeline

The timeline is simple: introduce, unpack, demonstrate and share the product offer with a very clear call to action for the audience.

By adding a simple interaction (like a poll) just before the 'buy now' triggers, the audience is engaged and more likely to click and buy

Product unpack-cycle (unpack, show, CTA) < 10-15 minutes,
or program multiple products consecutively.



Case 1: Cyber Sales - electronics unpacking event

Interactions

Core pack for countdown, trivia and opinion related interactions

E-commerce pack for transactions

Communication pack for Q&A

The next broadcast will start in...

4

21

5

36

DAYS

HOURS

MINUTES

SECONDS



Are you ready for the CSxMas Unpacking Event?

Yes, ready

I need a minute or two.

Jersey

€ 8,00 €10,00

Size: Select an option

Color: Select an option

Add to cart

1	🕒	Countdown ends 16/12/2022 05:00:00	Now	PLAY
2	🗣️	Welcome to the CyberSalesMas Unpacking Event 2022	Now	PLAY
3	🗣️	Are you ready for the CSxMas Unpacking Event?	Now	PLAY
4	🗣️	Q&A with the CyberSales Expert is NOW open!	Now	PLAY
5	🎯	Predict the retail prize of this technological wonder.	Now	PLAY
6	🗣️	What is your favourite color for this item?	Now	PLAY
7	❓	10% discount: How many zeros are in a googol?	Now	PLAY
8	❓	5% discount: Nintendo's NES was introduced in what year?	Now	PLAY
9	🗣️	Which product do you prefer?	Now	PLAY
10	❓	10% discount: How many new product releases do we have today?	Now	PLAY
11	🗣️	Q&A with the CyberSales Expert is NOW open!	Now	PLAY
12	🗣️	Which product would you like to have in discount?	Now	PLAY

Case 2: The National Wine Quiz

eLuscious, one of the leading e-commerce brands in the Benelux, organized The National Wine Quiz. This was a wine tasting battle between the Netherlands and Belgium. The quiz pitted two in-studio teams against each other in the battle to win. The at-home viewers could also participate in the quiz with their own pre-ordered wine tasting box that arrived with six (blinded) tubes.

Engagement content

Trivia: the quiz consisted of 40+ trivia questions about the taste of the wines and general wine knowledge.
Poll: polls were integrated with the quiz content to ask for the at-home audience's opinions & preferences.
Rating: the wines could be rated with 1 to 5 stars
Q&A: after the quiz ended, a Q&A began.
Shop: special edition and limited wine packages were up for sale with discounts for all participants.

Livery method

Gamifying the show created an extra layer of engagement which translated into powerful sales results.



What made this production successful?

- New sales
- Improved participant tasting profiles for better remarketing
- Perfect strategy for a memorable & lasting brand experience

Case 2: The National Wine Quiz - timeline

Timeline

The timeline is inspired by a typical game show dynamic. It includes rounds, categories, increasing difficulty levels, etc. The challenge was to sync the in-studio game's timeline with the interactive timeline for the at-home participants, using the same content and pace.



Case 2: The National Wine Quiz

Interactions

Core pack for countdown and opinion-related interactions

Gamification pack for the quiz

E-commerce pack for transactions

Communication pack for Q&A

What is a bottle called that can contain 15 litres of wine?

Jeroboam

Nebukadnezar

Midas

How would you rate this wine?

★★★★☆

Rate Product

This wine is made from what grape?

Sauvignon blanc

Chardoney

Merlot

Cabernet sauvignon

La Finesse

€ 8,00 €10,00

Add to cart

12 You 1,385

1 Martin 10,541

2 Adam 8,430

3 Niek 8,144

4 sadpandaisy 7,850

5 jumblecitation 7,491

6 approvalplausible 6,963

7 magnifyneither 4,997

8 hummingnursing 3,157

4 The National Wine Quiz: Round 1

5 What does ABC mean?

6 What is a bottle called that can contain 15 litres of wine?

1. Jeroboam 0%

2. Nebukadnezar ✓ 0%

3. Midas 0%

ANSWER TIME: 15 POINTS: 10

7 Wine tasting starts in a minute!

8 This wine is made from what grape?

9 From which country does this wine originate?

10 From what year is this wine?

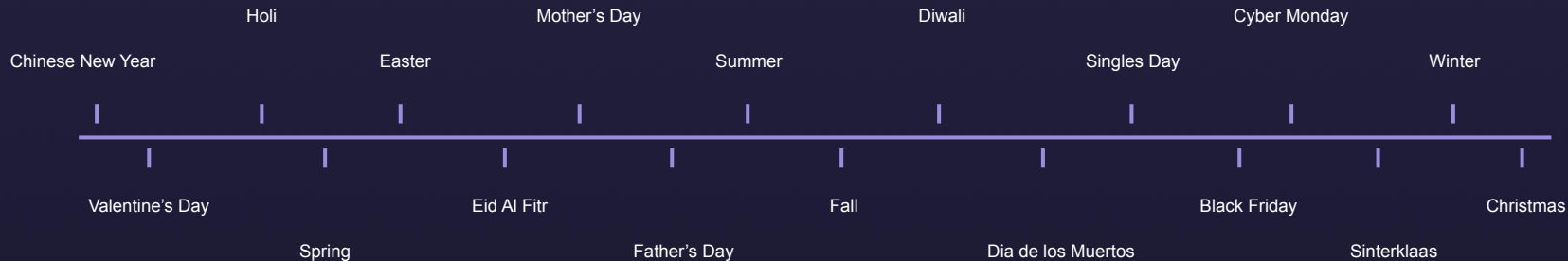
11 Q&A with The Master of Wine is NOW open!

12 The Le Commandeur Fumé is NOW available in the shop - hurry!

13 The National Wine Quiz: Round 2

CALENDAR IDEAS

Your audience should grow with each shopping event you host. If you are looking to offer recurring shoppable events, choose to align with seasonal or periodic events and plan ahead.



PRODUCTION DEFINITION SHEET

Checklist for your production & business calculations.

Production

The Livery Live Shopping Method

- Event strategy
- Timeline and script
- Interactive script
- Data points

Studio, control and production design

Choose the set-up in line with production design.

- Studio and control room
 - Mobile
 - Single cam
 - Basic multicam
 - Pro multicam
- Set and set design
- Continuity (e.g. graphics, music)

Streaming & Interactions

Choose the necessarily stream quality and interaction packs that align with business goals.

- Video quality (?)
- Interaction Packs
 - Core
 - Communication
 - E-commerce
 - Gamification
- Advanced video data (?)
- Sync

Planning & Frequency

How often and how long are you planning to stream?

- Number of sessions per month
- Hours per session
- Users per session
- Average viewer watch duration*
*The time a viewer spends watching the stream measured in hours

Other production costs

Production costs for hosts, editorial and technical staff, studio rent and connectivity.

Recurring costs:

- Talent
- Production staff
- Studio rent
- Connectivity

Revenues

Live shopping revenue items:

- Sales
- Trade marketing budget
- Customer acquisition value
- Branding value / PR value

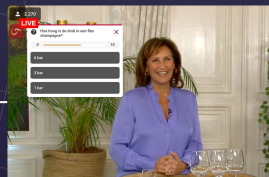
Costs calculator: sample 1

Case: De Nationale Wijnquiz

Pro Multicam - single event

De Wijnbeurs, organized the National Wine Quiz livestream in November of 2021. The quiz pitted two in-studio teams against each other in the battle to win.

Before the big event, at-home participants were able to order their own wine tasting box that arrived with six (blinded) tubes. There were 2,300 people tuned in from home to watch the 1.5-hour show and interact in real time. While the in-studio teams navigated the quiz, the at-home audience was right in the action—they answered questions about the wines they were tasting and clicked their best guesses to wine-related quiz questions right alongside each other.



LIVE VIDEO SHOPPING BUSINESS CALCULATOR

Change the blue cells and a custom cost is calculated on the fly

COSTS

Streaming & interaction costs

Fill in your data:		
Sessions a month	1	
Hours per session	2	
Users per session	5000	
Average viewer watch duration	70%	
Total user hours		7000
Livery settings	Settings	Price
Video quality	Premium	€ 0,05
Core interactions	<input checked="" type="checkbox"/>	€ 0,01
Communication interactions	<input checked="" type="checkbox"/>	€ 0,01
E-commerce interactions	<input checked="" type="checkbox"/>	€ 0,01
Gamification interactions	<input checked="" type="checkbox"/>	€ 0,01
Advanced video data	<input checked="" type="checkbox"/>	€ 0,01
Sync	<input checked="" type="checkbox"/>	€ 0,01
Total user hour price		€ 0,08
Price before volume reduction		€ 625
Total Livery price with volume reduction	Volume reduction: 60	€ 525
Total Livery price per month	for 1 sessions with each 5000 users	€ 525

Production costs

Choose your studio configuration:

	Pro multicam				
Studio configuration	Type	Units	(reference price)	Average price per unit	Total price
Camera + tripod	Streaming Camera (HD SDI/HDMI)	5	€ 1.750	€ 350	€ 1.750
Audio devices	Microphone (shotgun, stable)	8	€ 250	€ 31,25	€ 2.000
	Wireless microphone	4	€ 500	€ 125	€ 500
Lighting equipment	Light led panel + tripods	6	€ 500	€ 83,33	€ 3.000
	LED spots	4	€ 75	€ 18,75	€ 300
	Teleprompter (optional)	1	€ 1.000	€ 1.000	€ 1.000
Live feed monitor	Live feed monitor	2	€ 350	€ 175	€ 700
speaker set	Speaker set	2	€ 350	€ 175	€ 700
Truss mount	Truss mount	1	€ 2.500	€ 2.500	€ 2.500
Miscellaneous	Cables and converters	10	€ 50	€ 5	€ 500
Subtotal					€ 19.450
Control room configuration	Type	Units	(reference price)	Average price per unit	Total price
Producer interaction	PC with interaction & video processing software	1	€ 2.500	€ 2.500	€ 2.500
Video Processing equipment	Video & audio production switcher	1	€ 1.250	€ 1.250	€ 1.250
	Multiview monitor	1	€ 350	€ 350	€ 350
	PC audio and visuals playback	1	€ 2.000	€ 2.000	€ 2.000
	Visuals RGB key and fill	1	€ 300	€ 300	€ 300
	Audio mixing console	1	€ 230	€ 230	€ 230
	Video & audio processing software (like OBS)	1	€ 0	€ 0	€ 0
	Capture card HDMI/SDI to USB3.0	1	€ 400	€ 400	€ 400
Studio communication	Studio floor communication	1	€ 400	€ 400	€ 400
Miscellaneous	Cables and converters	10	€ 50	€ 5	€ 500
Subtotal					€ 7.930
Additional production costs	Type				Price
Set	Set + set design				€ 2.000
Graphics and music	Continuity				€ 2.500
Subtotal					€ 4.500
Estimation studio & controlroom price*	Pro multicam studio				€ 31.880

Operational costs

Fill in your monthly costs	Type	Price
Talent	Host	€ 5.000
Production staff	Editorial, production, technical teams	€ 17.500
Studio space	Location + electricity	€ 1.500
Connectivity	Internet connection	€ 100
Subtotal		€ 24.100
Operational costs on monthly basis		€ 24.100

Price per session*	€ 25.156
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* Based on a 5 year studio and control room hardware write off

Costs calculator: sample 2

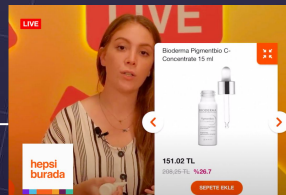
Case: Hepsiburada

Basic single cam - weekly event

The Turkish e-commerce market leader, Hepsiburada (which translates to "everything is here") started to use Livery Video & interactions to create an online shopping channel

Through Livery Video, Hepsiburada conducts their frequent live shows where they review and promote tech products, cosmetics, toys, and more to thousands of engaged viewers.

While enjoying the show, viewers can purchase the promoted products directly within the video stream. Thanks to Livery's syncing technology, the video and interactions stay in near-perfect timing—no matter how heavily shoppers interact with the video, they won't miss a thing.



LIVE VIDEO SHOPPING BUSINESS CALCULATOR

Change the blue cells and a custom cost is calculated on the fly

COSTS

Streaming & interaction costs

Fill in your data:		
Sessions a month	6	
Hours per session	1	
Users per session	50000	
Average viewer watch duration	50%	
Total user hours		150000
Livery settings	Settings	Price
Video quality	Premium	€ 0.05
Core interactions	<input checked="" type="checkbox"/>	€ 0.01
Communication interactions	<input checked="" type="checkbox"/>	€ 0.00
E-commerce interactions	<input checked="" type="checkbox"/>	€ 0.01
Gamification interactions	<input type="checkbox"/>	€ 0.00
Advanced video data	<input checked="" type="checkbox"/>	€ 0.01
Sync	<input checked="" type="checkbox"/>	€ 0.01
Total user hour price		€ 0.08
Price before volume reduction		€ 11.250
Total Livery price with volume reduction	Volume reduction: €2775	€ 8.475
Total Livery price per month		for 6 sessions with each 50000 users € 8.475

Production costs

Choose your studio configuration:

		Basic single cam		
		(reference price)		
		Units	Average price per unit	Total price
Studio configuration		Type		
Camera + tripod	Streaming Camera (HD 30i/HDMI)	1	€ 1.750	€ 1.750
Audio device	Microphone (shotgun, stable)	1	€ 250	€ 250
	Wireless microphone	0	€ 500	€ 0
Lightning equipment	Light led panel + tripods	2	€ 500	€ 1.000
	Led spots	0	€ 75	€ 0
Teleprompter (optional)	Teleprompter	1	€ 1.000	€ 1.000
Live feed monitor	Live feed monitor	1	€ 350	€ 350
speaker set	Speakerset	0	€ 350	€ 0
Truss mount	Truss mount	0	€ 2.500	€ 0
Miscellaneous	Cables and converters	5	€ 50	€ 250
Subtotal				€ 4.800
Control room configuration		Type		
Producer interaction		PC with interaction & video processing software	1	€ 2.500
Video Processing equipment	Video & audio production switcher	0	€ 1.250	€ 0
	Multiview monitor	0	€ 350	€ 0
	PC audio and visuals playback	1	€ 2.000	€ 2.000
	Visuals RGB-A key and fill	0	€ 300	€ 0
	Audio mixing console	0	€ 230	€ 0
	Video & audio processing software (like OBS)	1	€ 0	€ 0
Studio communication	Capture card HDMI/SD to USB3.0	0	€ 400	€ 0
	Studio floor communication	0	€ 400	€ 0
Miscellaneous	Cables and converters	5	€ 50	€ 250
Subtotal				€ 4.750
Additional production costs		Type		Price
Set	Set + set design			€ 1.500
Graphics and music	Continuity			€ 2.800
Subtotal				€ 3.300
Estimation studio & controlroom price*		Basic single cam studio		€ 12.850

Operational costs

Fill in your monthly costs	Type	Price
Talent	Host	€ 5.000
Production staff	Editorial, production, technical teams	€ 10.000
Studio space	Location + electricity	€ 500
Connectivity	Internet connection	€ 100
Subtotal		€ 15.600
Operational costs on monthly basis		€ 15.600

Price per session*	€ 4.048
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* Based on a 5 year studio and control room hardware write off

BUSINESS CALCULATOR

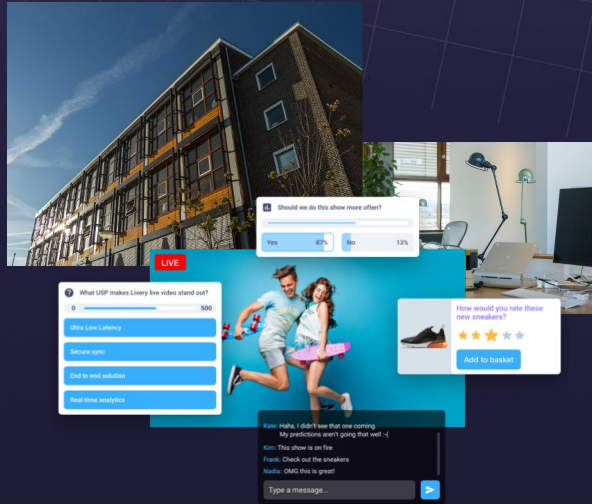
The image displays five overlapping screenshots of a spreadsheet titled "LIVE VIDEO SHOPPING BUSINESS CALCULATOR". Each screenshot shows a different set of input values for various business metrics, demonstrating how the calculator can be used to estimate budgets and profits. The metrics include:

- Broadcasting & Interaction costs:** Includes items like "Video game data", "Hardware costs", "Personnel costs", "Content costs", "Video game data", "Average video cost per minute", and "Total cost (USD)".
- Livestream settings:** Includes items like "Video quality", "Live stream duration", "Customer interaction", "Customer feedback", "Qualitative feedback", and "Average video cost".
- Profitability:** Includes items like "Profit margin (USD)", "Total revenue (USD)", "Total cost (USD)", and "Total Live video price per month".

The screenshots show different values for these metrics, such as "Video game data" ranging from 1 to 100, "Hardware costs" ranging from 1 to 100, and "Total Live video price per month" ranging from 1 to 100. The final screenshot on the right shows a summary of the results, including "Total revenue (USD)" and "Total cost (USD)".

Change the numbers to calculate budgets and profits.

[Mobile phone studio](#) | [Studio setup with camera](#)



Contact

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Appendix

Mobile production

Low cost, easy setup.

Specs

Low production value
Mobile phone set-up
Single host / DIY
On location

Studio

1x Smartphone
1x RTMP/SRT tool for smartphone
1x Smartphone tripod
1x External microphone
1x Ring light
1x Laptop for Livery Interactive CMS

STUDIO



GOOD INTERNET CONNECTION

CLOUD
ENCODER

Basic single cam production

Studio setup with all basics.

Specs

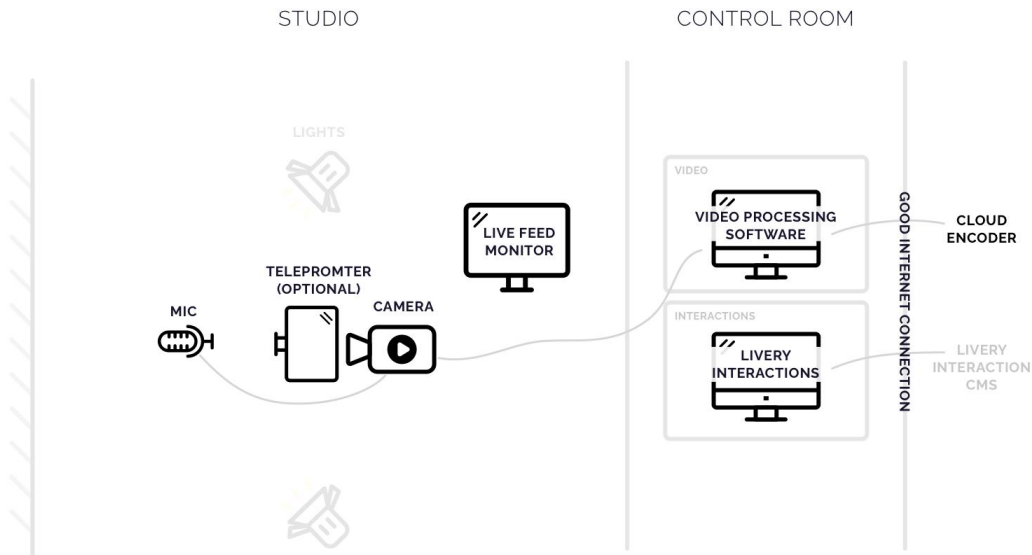
Low production value
Studio activity: low
Single host
Single cam
Basic set
Backdrop / Chroma key
1-3 light panels

Studio

1x HD SDI/HDMI streaming camera + tripod
1x Microphone: shotgun, table
1-3x Lights (LED panels) + tripods
1x Live feed monitor
1x Teleprompter (optional)

Control room

1x Video and audio processing software
PC 1: Vid processing software & interaction
PC 2: Visuals playout: Keynote



Basic multicam production

Studio setup with camera switching and video injection in the live stream.

Specs

Medium production value

Studio activity: medium

Multiple hosts / guests

3 cameras

Design set

Branded backdrop

3-4 light panels

Studio

3x HD SDI/HDMI streaming camera + tripod

2x Microphones: wireless

3x Lights (LED panels) + tripod

2x LED spots

1x Speaker set

1x Live feed monitor

1x Teleprompter (optional)

Control room

1x Video and audio production switcher

1x Multiview monitor

1x Video processing software

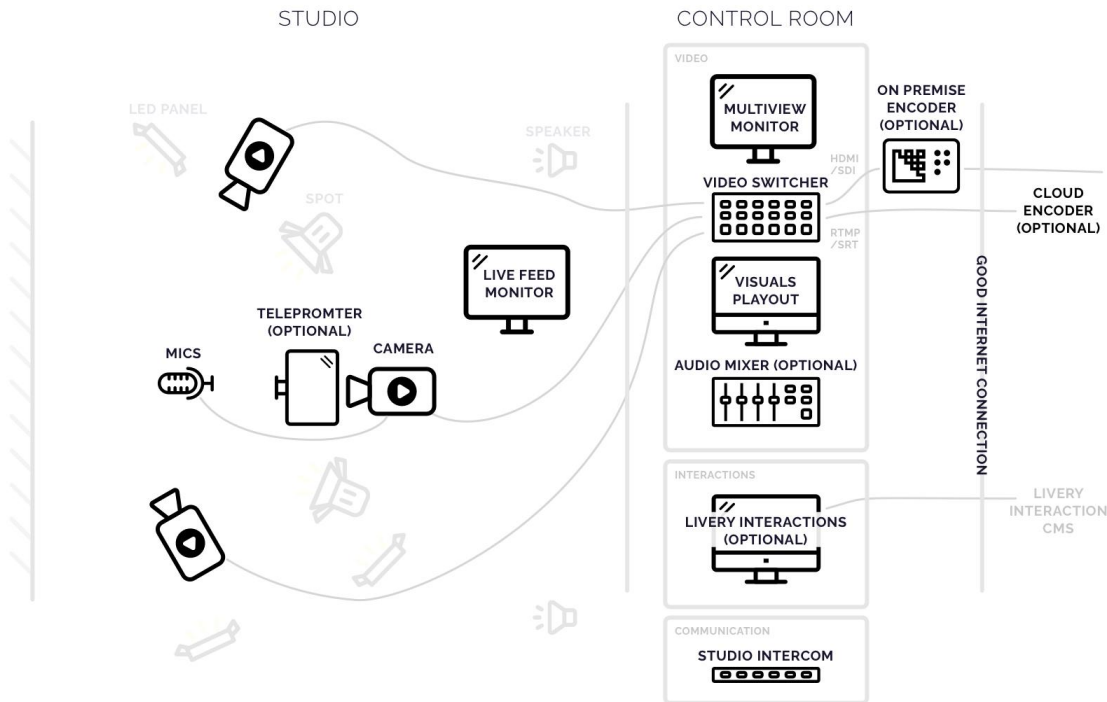
1x Capture card HDMI/SDI to USB3.0

1x Audio mixing console

PC 1: Vid processing software & interaction

PC 2: Audio and visuals playback: Keynote

1x Studio floor communication



Pro multicam production

High-end studio setup.

Specs

High production value

Studio activity: high

Multiple hosts / guests / studio contestants

5 cameras

Premium set

6 light panels / 4 spotlights

Studio graphics overlay

Studio

5x HD SDI/HDMI streaming camera + tripod

4x Microphones: wireless

6x Lights (LED panels) + truss mount

4x LED spots

1x Truss mount

2x Speaker set

2x Live feed monitor

1x Teleprompter (optional)

Control room

1x Video and audio production switcher

1x Multiview monitor

1x Video processing software

1x Capture card HDMI/SDI to USB3.0

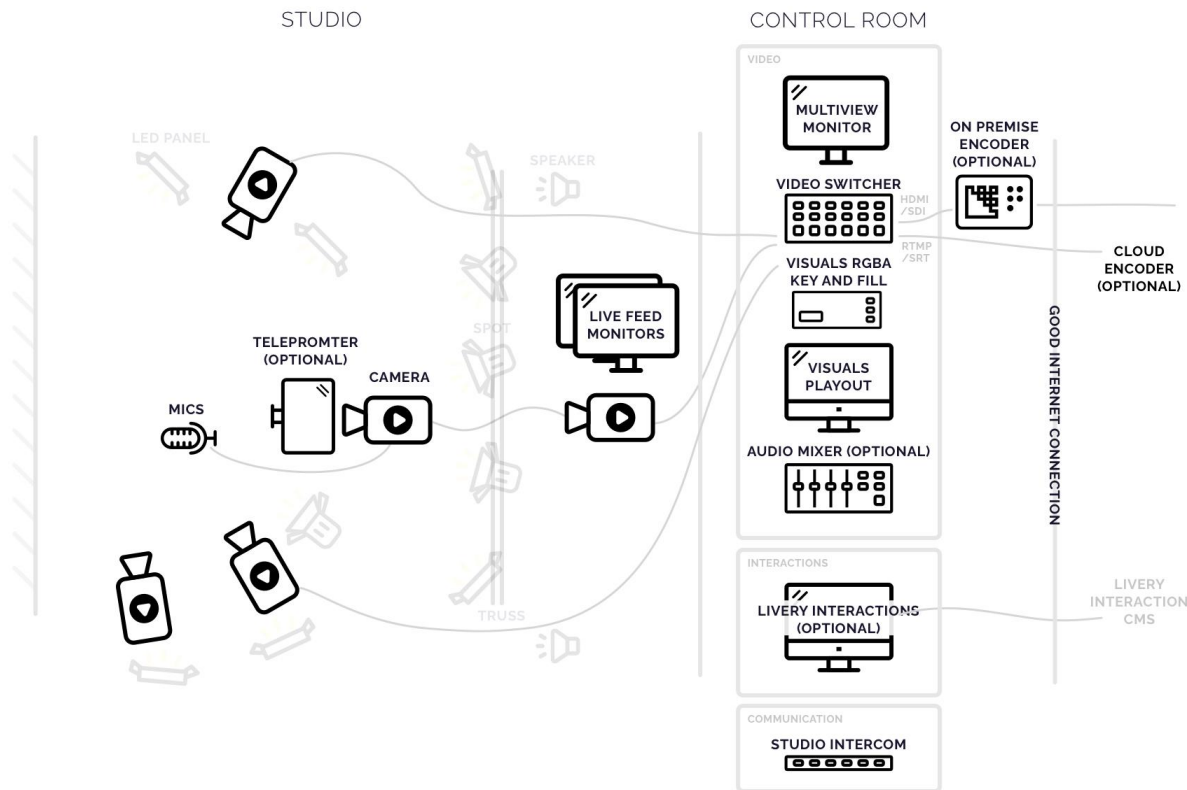
1x Audio mixing console

PC 1: Vid processing software & interaction

PC 2: Audio & visuals playout: CasparCG

Visuals RGBA key and fill

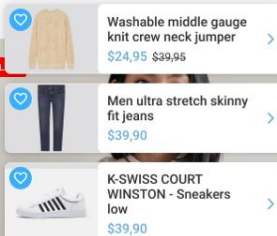
1x Studio floor communication



E-commerce & Gamification interactions: play and convert

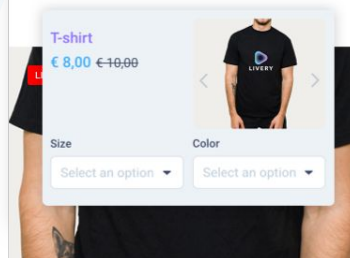
Discover

Show featured products to let viewers discover product or services at their own pace. Addition images.



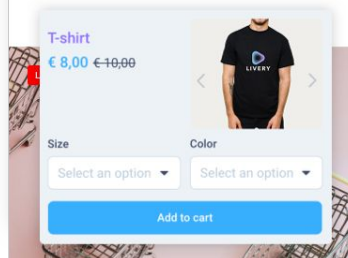
Configure

Select variations of a product or service. Size, color, or a variation of your choice.



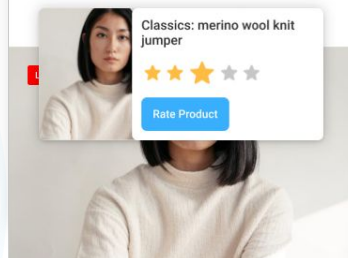
Purchase

Boost your sales by adding products to your basket from within the livestream. Seamless and integrated live shopping.



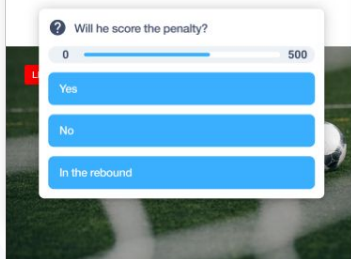
Product rating

Find out how your viewer feels about a product. User preference data is available after the broadcast.



Predictions

Will there be a goal in the next minute? Will he make it into the next round? Will the ball fall on red. Predict and excite!



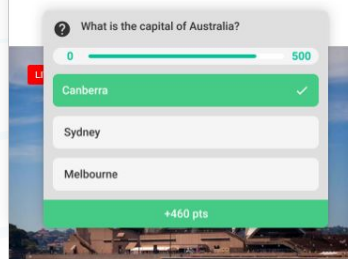
Estimations

The closer you guess, the more points you score. The exact answer is rewarded even more.



Quiz game

Multiple choice question: How smart and how quick are you? It all defines your ranking in the leaderboard.



Leaderboard

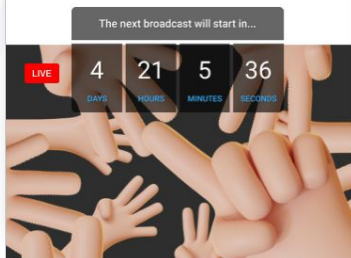
Earned points during and after the game. Compare with other players and see who has the highest score and wins the game.



Core & Communication interactions: engage your audience

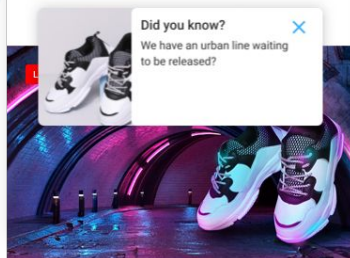
Count down

A clear indication how much time is left before the broadcast is starting.



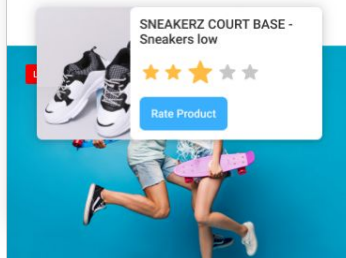
Announcement

Show quick announcements with title, subtitle and image.



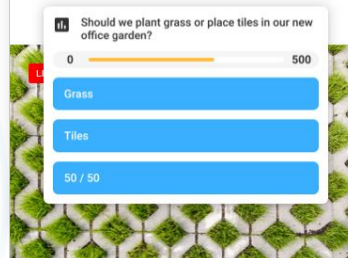
Rating

Ask the opinion of your audience about a certain topic. Results are shared directly with the presenter.



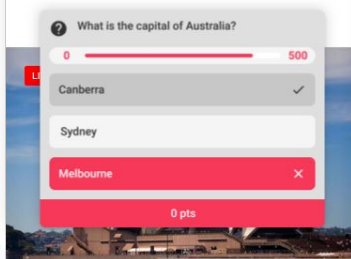
Vote

All viewers vote together. Decide what happens next or what answer is the winner. Up to 4 answers possible.



Trivia

Multiple choice question: How smart and how quick are you? It all defines the point you score.



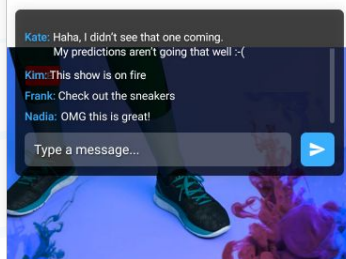
Sentiment

Express your feelings during the broadcast with these live reaction emojis. Click them and they will be floating over the stream.



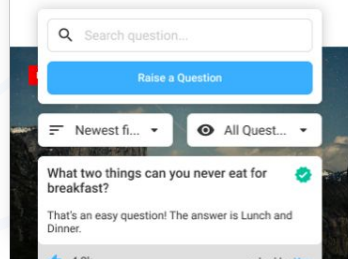
Chat

Everyone on the stream can chat to everyone on the stream. With rate limit & moderation.



Q & A

Users have the option to raise questions, search questions and get answers which the operator manages in the CMS.





Live Shopping from €450,- per month

See exactly what your dream streaming
setup will cost [on our pricing page](#).

