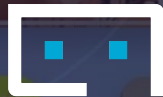# Big live interactive video events
# - concepts & cases catalogue -

The agencies perspective

LIVERY

EX MACHINA

LIVERY VIDEO | EX MACHINA PROJECTS

# Use live interactive video as an innovative addition to your campaign

Next to posters, TVC's, banners, social and content marketing, you now have a new asset in your toolbox: The interactive online live event.

Use live interactive events at scale to make the difference for your customer. Be it a live shoppable event selling limited edition products,, a quiz for a brands customers, a cook along show, a livestreamed VIP meet, a weekly fan sessions for customers, an interactive meetup, etc.

Add this new and engaging customer touchpoint to your marketing and advertising campaings!

LIVERY

# Make your campaign an entertaining and engaging experience

HOW TO TURN VIEWERS INTO VALUE

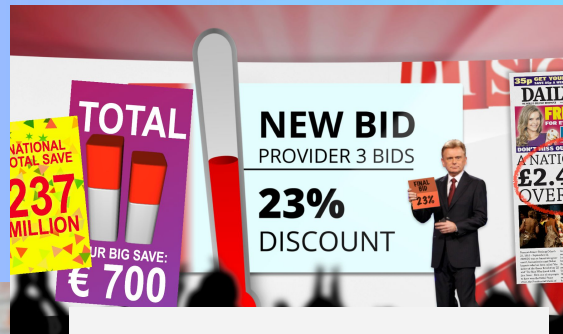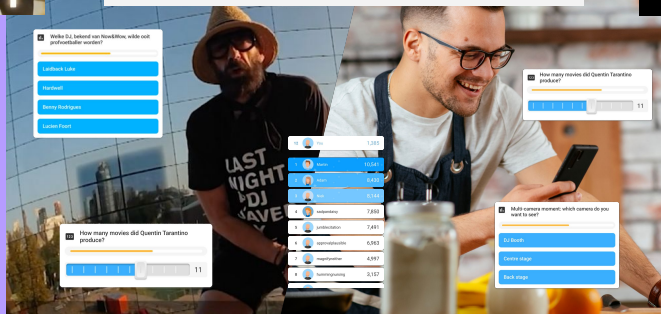## 2 - Engage & activate
Activate & engage viewers with interactivity throughout the event

ENGAGE

## 1 - Entertain
An entertaining show captures and holds viewer attention

INVOLVE

## 3 - Convert & data
Create value with live shopping, gather user data and increase user registrations

SELL
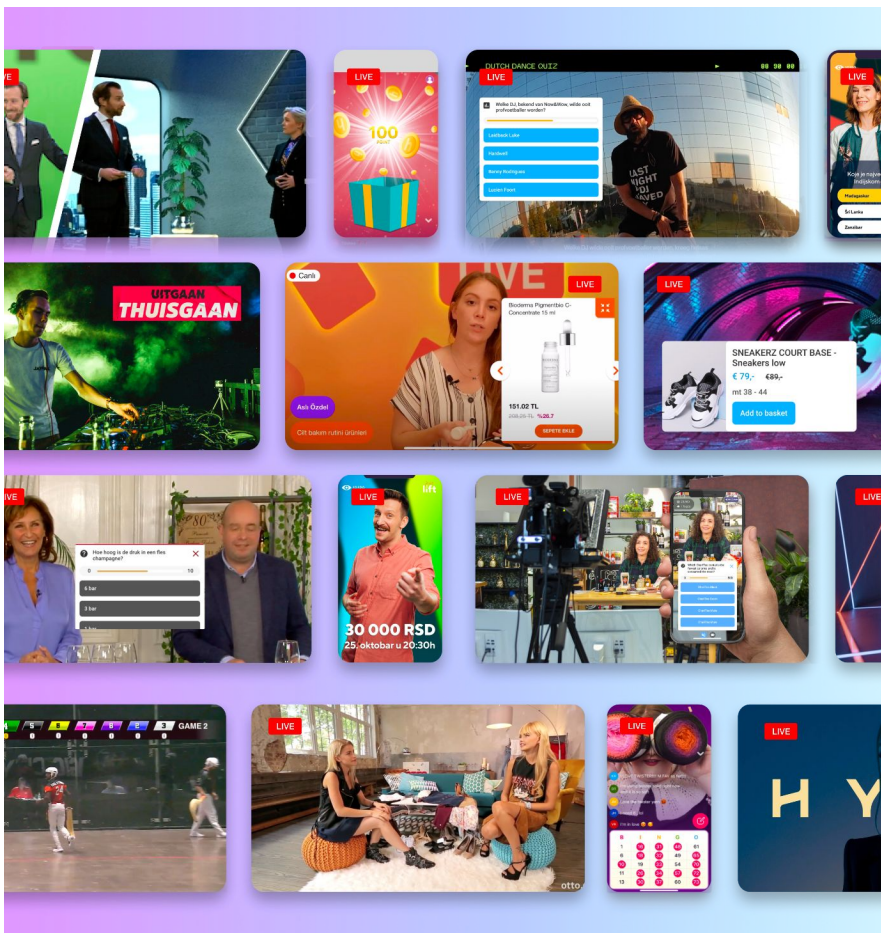
# We make it work, you make it magic.

The most impactful consumer experiences are live and in the moment. Real-time interactivity increases engagement and purchase intent.

Live interactive video events that can scale up to millions of participants are a perfect addition to your communication toolkit.

With Livery's reliable easy to use and affordable technology cost nor complexity are any longer a blocking issue.

To inspire you, we've created a interactive live 'concepts & cases catalogue'. Full of cases and ideas on how interactive live streaming can benefit your business.

LIVERY

# Use our tools to achieve business goals









## Additional monetization opportunities

Live Interactive events are a great way to extend your mix of monetization options.
Benefit from the power of live; to sell products, (digital) services and tickets on brands own platforms. Work with limited editions in commerce, improve conversion to subscriptions and store traffic appointments. And offer other high value conversions to your clients.

## Data enrichment opportunities

The more data you own, the more power you have. Gather valuable (real-time) user data on behaviour and preferences to personalize the journey & even better target the brands audiences.
How? Design (gamified) interactivity based on data you would like to add to their data warehouse or customers CRM system. All data is secure and safe.
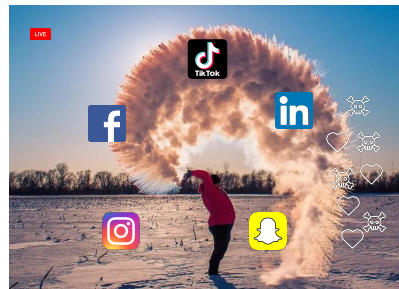
## Full ownership: new opportunities

Relying only on social platforms for live events should be something of the past. Instead, use the brand's social channels to activate reach to go to your customer's own platforms and host your event yourself.
Never again give away brand value, content and market reach for free to social (video) platforms. Keep precious consumer data to yourself and stop paying high transaction costs to platform owners.

## Simple + affordable technology opportunities

The days that interactive live video technology was expensive, complicated and took a lot of time are over.
Producing livestream events and making them into a successful business case can be done within weeks. It is now affordable and easy-to-use. Find out your price in a couple of clicks.

LIVERY

# 5 Examples of value creation with Livery

### Enrich participants profile data

Our interactive and video features provide (real-time) data and valuable insights into your audience's viewing habits and preferences. This information can be used to tailor and optimise content and to improve results of marketing and advertising efforts. Use gamified content to collect data you are missing in your CRM-profiles.

### Reactivate inactive audience

Live interactive video sessions are a great tool to (re-)activate registered users that have gone idle. Especially when combined with special promotions, early access to products or tickets or gamification with chances to win, this has proven to be very successful way to seduce them towards becoming active again.

### Create additional revenue with live commerce
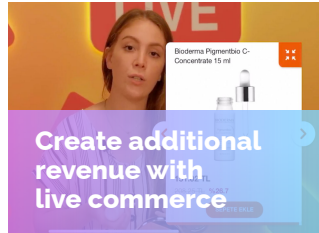
For the majority of advertisers it is the ultimate goal to convince people to buy their products. But why would you direct people away from your platform to make a buy if you can convince them to complete a transaction without d-tours. Increase value by offering lead generation and shoppable on your brand's platform and realise conversion rates of up to 30%.

### Strengthen communities

Many marketers at media companies offer exclusive subscriber events. Online and hybrid events using interactive livestreaming can be valuable addition tool for publishers and broadcasters to improve engagement. It also creates a more personalised connection with existing and new subscribers. This can lead to lower churn, upsell and cross-sell opportunities and increased media consumption.

### Organize pre and post events
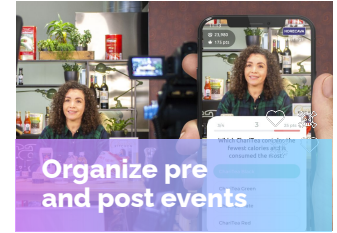
Whether you organise an on location events, hybrid events or digital events, offering interactive pre and post shows is in many ways an interesting way to create additional value. Not only for events you organise yourself but also for big events happening in this world like Formula 1, WK soccer, Eurovision Song Festival, Think about pre and post events with talk shows, virtual meet and greets, Q&A sessions with experts, selling related products or experiences, a trivia game as a warming up event and much more.

LIVERY

# A few Ideas and building blocks for livery empowered projects



On package
QR-code for access

Clickable heatmaps:
Unstructured interactive UI

Live predictions

Will Verstappen drive the fastest lap?

Yes

No

56%

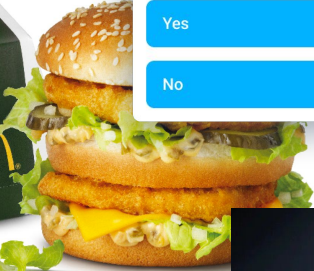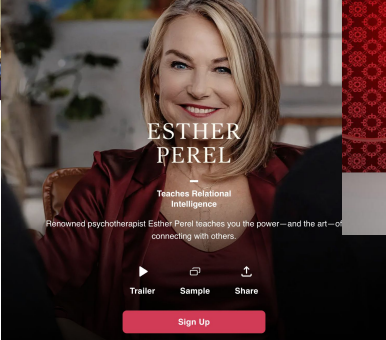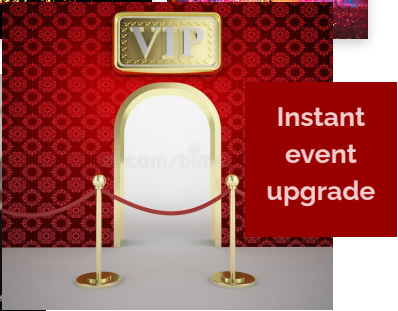Synced multi-camera streams

Add to playlist

Tasting Game Live

First person live streams
from glasses & gamified AR

Stream Masterclasses

Instant VIP access for
winners

Instant event upgrade

# Why Livery is the best solution for live interactive video events?

With ultra-low latency and synchronized video capabilities, Livery is the only solution up to the task of offering a scalable, engaging interactive livestream events without breaking the bank.

USP #1
**Livery's rich and unique library of interactive features.**

USP #2
**Live video, less than 3 sec behind on reality.**

Livery ultra-low latency video format.

USP #3
**The same picture at the same moment.**

Livery sync: synchronized live streams, no matter the device or connection.

USP #4
**Scalable to millions of simultaneous viewers.**

Livery scales like no other. With superior quality.

USP #5
**Data: analyze during and after the event.**

Identify leads, calculate conversion rates and more... The data is yours.

USP #6
**Easy to integrate in your platforms.**

Details on API's and integrations: docs.liveryvideo.com

USP #7
**Great value & transparent pricing.**

The best value on the market. Find out your price in a couple of clicks.

Check out all Livery's interaction elements:
liveryvideo.com/interactivity



LIVE

Which of these technologies can be used for prediction?
- Artificial Intelligence
- Blockchain
- Robotic process automation
- Human Capital Management Software

Should we do these online learning sessions more often?
- Yes
- No

Which topics would you like to learn more about?
- Time Management
- Workplace Safety
- Onboarding

How well are we implementing our sustainability strategy?
★ ★ ★ ☆ ☆
Submit

| 12 | You | 1,385 |
| 1 | Martin | 10,541 |
| 2 | Adam | 8,430 |
| 3 | Niek | 8,144 |
| 4 | sadpandaisy | 7,850 |

**Start today with** big, profitable, entertaining, engaging, converting and data gathering interactive live events

# - CONCEPTS & CASES CATALOGUE -

This is a catalogue full with formats of concrete cases and inspiration on how interactive live streaming can benefit your business. It offers you detailed information on content, configuration, pricing and value creation.

We have divided the catalogue in three different types of formats:

## Direct revenue

Formats with the primary focus to enable transaction with viewers and generate direct revenues like product sales, pay to play and premium subscriptions.

Limited edition release party: Album in yellow vinyl
€ 49,95

Add to basket

TAKE ME THERE

## Data Commerce

Formats based on both data collection and direct revenues.

Rate the 2018 Merlot you just tasted

★★★★★

Rate Product

TAKE ME THERE

## Extension to existing formats

The primary goal is to create additional value to existing formats and brands through parallel online interactive live sessions and instant interactivity. Goals: maximise reach, expand engagement and grow revenue.

123 How did you like my performance?

6
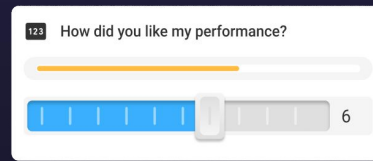
TAKE ME THERE

## Ex Machina Cases

Large scale & interactive projects Broadcaster and non-broadcaster cases.

EXMACHINA

TAKE ME THERE

LIVERY

# - CONCEPTS & CASES CATALOGUE -

## Direct revenue formats

**The Big Save**
everybody saves using the power of the collective

**3,2,1, launch**
a format for worldwide live streamed release parties

**Improve the nation**
a stage for public initiative ideas that benefit all of us
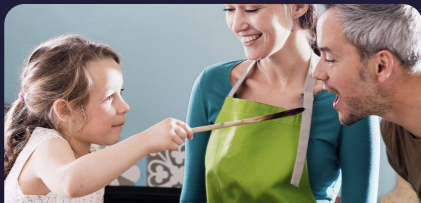
**The daily cook**
a live interactive cooking companion format

**The club**
bringing edm energy and club dynamics to the fans' doorsteps

**Planet Trivia Pay to Win**
bringing premium live-video quizzes to the largest possible audience

LIVERY

# The Big Save

NATIONAL TOTAL SAVE 237 MILLION

TOTAL

YOUR BIG SAVE: € 700

NEW BID PROVIDER 3 BIDS 23% DISCOUNT

FINAL BID 23%

How much do you spend on your electricity per month?

Less than €150

More than €150

More than €500

DON'T MISS OUT ON FREE

A NATION SAVES £2.4 BLN OVERNIGHT

**The Big Save is a format wherein everybody saves using the power of the collective.**

Finding the best utility provider for energy has never been this easy. The Big Save makes switching transparent and worth it and everybody wins.

# The Big Save

| | |
|---|---|
| **Format** | The Big Save |
| **Content** | Consumer Interest and Savings<br>**#Consumer #Collectivepower**<br>**#Saving #Discounts** |
| **Type** | Scripted interaction |
| **Duration** | 60-90 minutes |
| **Target** | Brands |

**Livery Configuration**

| | |
|---|---|
| **Stream** | Premium video; 1080p - 25 fps - 3.0 mbps<br>Ultra-low latency |
| **Core** | Countdown, poll, estimation poll, trivia, vote, rating, sentiment |
| **Commerce** | Discovery, configuration, purchase, product rating, clickable announcement |
| **Community** | Q&A (moderated), chat |

**Synopsis**

Finding the best utility provider for energy has never been this easy. The Big Save makes switching transparent and worth it in using the power of the collective.

An experts panel guides the participants. After a series of questions and decision moments using the interactive layer, each participant is presented with an individual advice: the cheapest, the most valued and the most durable, including the annual savings on individual levels. The participants make their choice generating a cumulative and collective national savings overview. That will fuel controversy and debate.

The Big Save is a fully integrated live, interactive and infotainment format to take care of a tedious job on a national level: shop and switch. It is a format wherein everybody wins! And everybody Saves!

THE BIG SAVE is a series of episodes, each with a focus on a different theme; e.g. energy, insurance, solar power, connectivity, health.

**Value**
➔ **eCommerce:** sales of subscription services and goods
➔ **Connect to brands and advertisers:** sponsored content and advertising
➔ **Profile data and lead generation**: access to ecom, interactive and community features generating rich user profiles with knowledge level, opinion, personal preference and home situation data

**Example calculation Per session**
**50.000 users: 40% leads is 20.000 and 6% direct sales is 1.200**
Leads: 20.000 x €10 fee per lead = €200.000
Direct sales: 1200 x €100 per customer = €120.000
Sponsored content: 50.000 x €2 per user = €100.000

**Price Indication Livery**
€ 6288 monthly based on 4 sessions with 50.000 users

= € 1570 per session

# 3-2-1 Launch!



Limited edition release party:
Album in yellow vinyl

€ 49,95

Add to basket

Limited edition release party:
Billie Eilish Beanie

€ 159,95

Add to basket

What is the next song you want her to play

Happier than ever

Bad guy

## 3-2-1 Launch! is a format for worldwide live streamed release parties.

The primary focus of 3-2-1 Launch! is to offer a live and fully interactive stage for renowned artists, developers, designers, inventors and creators to connect with their fans on a global scale and introduce their new work. The ultimate event for in-stream shopping for all sorts of unique limited edition items.

# 3-2-1 Launch!

| | |
|---|---|
| **Format** | 3-2-1 Launch! |
| **Content** | Release party & Lifestyle<br>**#releaseparty #fans # product**<br>**#music #lifestyle #ecom**<br>**#limitededition #shopping** |
| **Type** | Scripted interaction |
| **Duration** | 60 minutes |
| **Target** | Brands |

**Livery Configuration**

| | |
|---|---|
| **Stream** | Premium video; 1080p - 25 fps -<br>3.0 mbps<br>Ultra-low latency |
| **Core** | Countdown, poll, estimation poll,<br>trivia, vote, rating, sentiment |
| **Community** | Q&A (moderated), chat |
| **Ecommerce** | Discovery, configuration,<br>purchase |

**Synopsis**

3-2-1 Launch! is a format for worldwide live streamed and interactive release parties.

The primary focus of 3-2-1 Launch! is to offer a live and fully interactive stage for renowned artists, developers, designers, inventors and creators to connect with their fans on a global scale and introduce their new work.

Be the first techy to see the new line of digital products. Be the first superfan who hears the new album. Be the first fashionista who has a glance on the new collection.

Get to know the first hand inspiration from these creators in a live presentation and post-event meet&greet.

3-2-1- Launch! is the ultimate event for in-stream shopping to enable fans to shop for collectibles and unique limited edition items made available by the artists, developers, designers, inventors and creators.
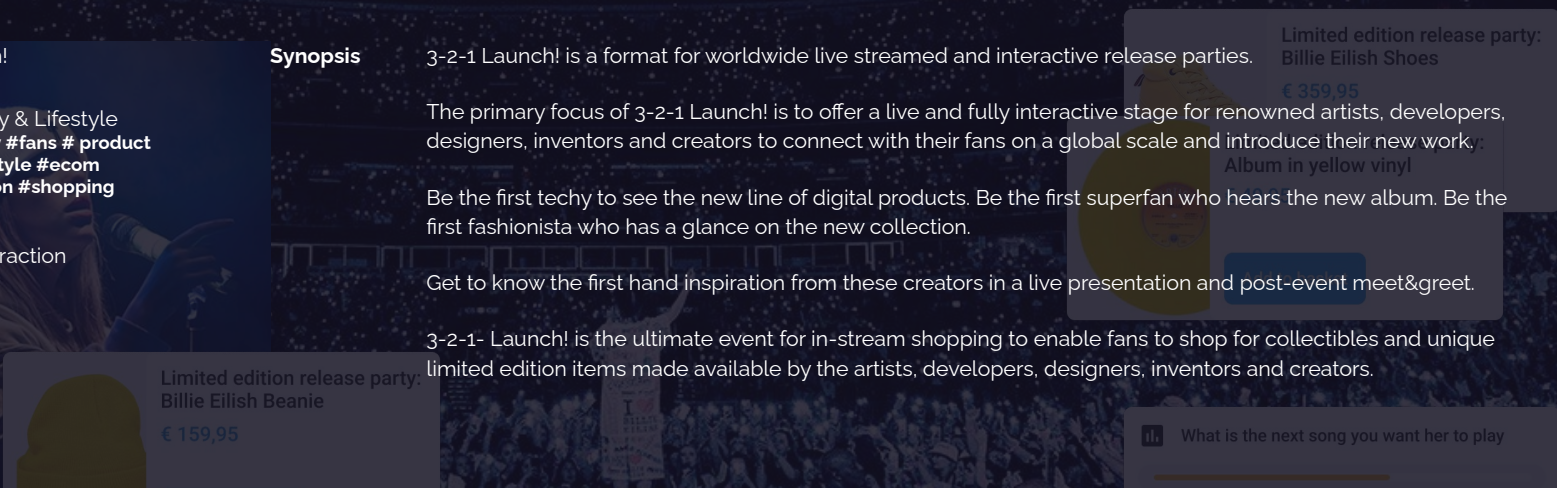
Limited edition release party:
Billie Eilish Shoes
€ 359,95

Album in yellow vinyl

Limited edition release party:
Billie Eilish Beanie
€ 159,95

Add to basket

What is the next song you want her to play

| | |
|---|---|
| **Value** | ➜ **eCommerce**: merchandise and tickets for VIP-rooms and meet-and-greets<br>➜ **Registration activation**: access to ecom, interactive and community features generating rich user profiles with opinion and personal preference data |
| **Example calculation Per session** | **100.000 users: 20% registrations is 20.000, 30% direct sales is 6.000**<br>Registrations value: 20.000 x  €10 fee per lead = €200.000<br>Direct sales merchandise and tickets 6.000 x  €40 per customer = €240.000 |

**Price Indication Livery**
€2875 monthly
based on 1 session with
100.000 users

= € 2875 per session

# Improve The Nation: pitch. vote. fund. execute.



**I would like to offer my support as:**

- Muscles
- Networker
- Investor

**Vote for your favorite local initiative!**
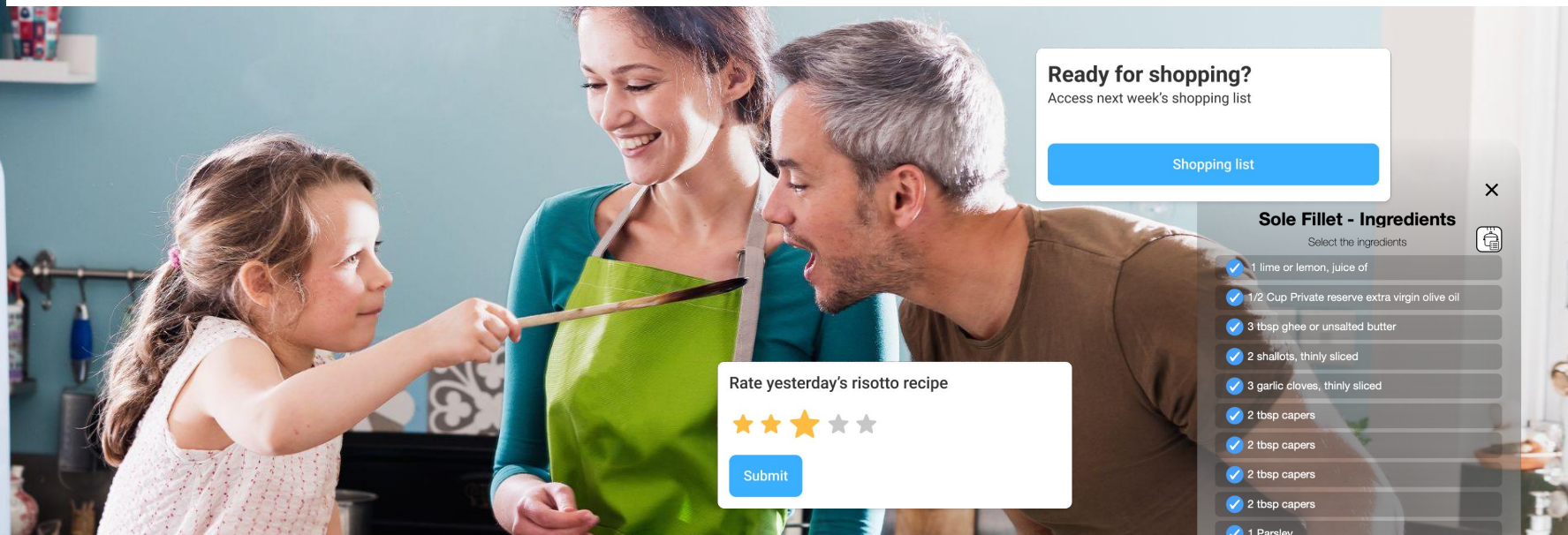
- Playground
- Ferry
- Roof gardens

**Improve The Nation offers a stage for public initiative ideas that benefit all of us: pitch. vote. fund. execute.**

Improve The Nation combines the knowledge, expertise and creativity of both the public and experts. It validates and allocates public initiatives to gain both support and means for realization.

LIVERY

# Improve The Nation: pitch. vote. fund. execute.

**Format**        Improve The Nation

**Content**       Pitch & Presentation; Funding
                  **#publicdomain #transparancy #pitch**
                  **#localgovernment #opinion #activation**
                  **#ecom #funding**

**Type**          Scripted interaction

**Duration**      60 minutes

**Target**        Brands

## Livery Configuration

**Stream**        Premium video; 1080p - 25 fps -
                  3.0 mbps
                  Ultra-low latency

**Core**          Countdown, poll, estimation poll,
                  trivia, vote, rating, sentiment

**Community**     Q&A (moderated), chat

**Ecommerce**     Discovery, configuration, purchase,
                  donate

**Synopsis**      Many people have good ideas to improve society.

Many times they refrain from submitting them because they either lack knowledge of the process or faith in feasibility.

Individuals and organizations that do start realizing their idea often stagnate in bureaucracy, political processes and unwillingness. As promising as they are, these initiatives return to oblivion.

Improve The Nation combines the knowledge, expertise and creativity of both the public and experts. It validates and allocates public initiatives to gain both support and means for realization.

Improve the nation by:
- Offering a stage for initiatives that benefit everyone
- Aiding participants to realize their initiative through crowd support and funding
- By inspiring stakeholders
- Uncovering red tape, breaking down barriers and making procedures transparent

**Value**
➔ **Fund raising:** donations
➔ **Registration activation:** access to ecom, interactive and community features generating rich user profiles with opinion and personal preference data
➔ **Subscriber event:** personal connection subscribers, brand awareness and strong reputation

**Example calculation Per session**
**25.000 users: 40% registration is 10.000, 15% funding is 1.500 donations**
Registration value: 10.000 x  €10 fee per lead = €100.000
Donation value: 1.500 x €30 value per transaction = €45.000

**Price indication Livery**
€ 2875 monthly
based on 4 sessions with
25.000 users

= € 720 per session

# The Daily Cook



**Ready for shopping?**
Access next week's shopping list

**Shopping list**

**Sole Fillet - Ingredients**
Select the ingredients

- ✔ 1 lime or lemon, juice of
- ✔ 1/2 Cup Private reserve extra virgin olive oil
- ✔ 3 tbsp ghee or unsalted butter
- ✔ 2 shallots, thinly sliced
- ✔ 3 garlic cloves, thinly sliced
- ✔ 2 tbsp capers
- ✔ 2 tbsp capers
- ✔ 2 tbsp capers
- ✔ 2 tbsp capers
- ✔ 1 Parsley

Rate yesterday's risotto recipe
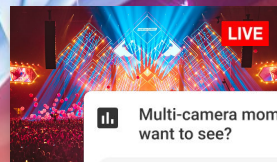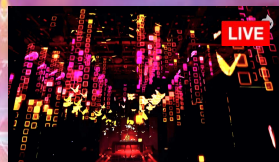
★★★☆☆

**Submit**

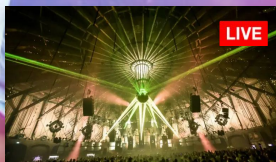## The Daily Cook inspires, educates and helps to live a healthy and sustainable life.

The Daily Cook is a live interactive cooking companion format with a daily focus on healthy food, dinner planning and easy groceries shopping. An inspiring, unburdening, educational and fun daily what-shall-we-eat-cook-along show for at-home cooks who still want to know what they eat in their hectic fast pace lives.

# The Daily Cook

**Format**
The Daily Cook

**Content**
Lifestyle & Health
#consumer #dailyfood #planner
#easygroceries #health #taste #livecookin
#seasoncooking #sustainability

**Type**
Scripted interaction

**Duration**
25 minutes

**Target**
Brands

**Livery Configuration**

**Stream**
Premium video; 1080p - 25 fps - 3.0 mbps
Ultra-low latency

**Core**
Countdown, poll, estimation poll, trivia, vote, rating, sentiment

**Community**
Q&A (moderated), chat

**Ecommerce**
Discovery, configuration, purchase, donate

**Synopsis**

The Daily Cook is a 25 minutes live interactive cooking companion format with a daily focus on healthy food, dinner planning and easy groceries shopping. An inspiring, unburdening, educational and fun daily what-shall-we-eat-cook-along show for at-home cooks who still want to know what they eat in their hectic fast pace lives.

A team of seasoned chefs and pragmatic foodies guide you through the process of make better dishes while fresh seasonal ingredients are conveniently bought and supplied to you by your supermarket. The at-home cooks are constantly in touch with the studio through live Q&A, polls, occasional trivia questions and product and recipe ratings.

The Daily Cook companion helps to plan ahead for the week with it's cooking planner and shopping lists. This will ensure a daily dose of healthy and sustainable dinners on the table for the entire family.

The Daily Cook inspires, educates, helps to plan and cook and to live a healthy and sustainable life.

**Value**
➔ **eCommerce:** groceries, kitchen utensils, merchandise
➔ **Profile data and lead generation**: access to ecom, interactive and community features generating rich user profiles with opinion and personal preference data
➔ **Connect to brands and advertisers:** sponsored content & advertising

**Example calculation Per session**
**8.000 users: 50% leads is 4.000, 30% direct sales is 1.200**
Leads: 4.000 x € 10 fee per lead = €40.000
Direct sales: 1.200 x €40 per customer = €48.000
Sponsored content: €1 per user = €8.000

**Price indication Livery**
€ 2380 monthly based on 20 sessions with 8000 users

= € 120 per session

# The Club



**Bringing music, fans, energy and club dynamics to the fans' doorsteps.**

The Club is more than a EDM stream alone. It is a platform where fans can visit the virtual centre stages, viprooms, studios and red carpets of the most exclusive and influential clubs and festivals in the world.

During the live stream fans can become the owner of limited edition music and fashion items in the The Club Shop for collectables and more.

# The Club

| | |
|---|---|
| **Format** | The Club |
| **Content** | Music & Lifestyle<br>**#EDM #RemoteClubbing #Dance #Festivals #Ecom** |
| **Type** | Scripted interaction |
| **Duration** | 90 - 180 minutes |
| **Target** | Brands |

**Livery Configuration**

| | |
|---|---|
| **Stream** | Premium video; 1080p - 25 fps - 3.0 mbps<br>Ultra-low latency |
| **Core** | Countdown, poll, estimation poll, trivia, vote, rating, sentiment |
| **Community** | Q&A (moderated), chat |
| **Ecommerce** | Discovery, configuration, purchase |

**Synopsis**

The Club is a themed music format with weekly rotating interactive live streams from exclusive EDM Clubs and EDM Festivals all over the world. Bringing the music, fans, energy and dynamics of these clubs and festivals to the fans' doorsteps.

The Club is more than a EDM stream alone. It is a platform where fans can visit the virtual centre stages, viprooms, studios and red carpets of the most exclusive and influential clubs and festivals in the world.

During the live stream you can become the owner of limited edition music and fashion items in the The Club Shop for collectables and more.

The Club offers fans the option for private meet and greet hangout sessions with the DJs in tailored interactive break out streams.

DJ Masterclasses are available on special workshop nights where fans receive insights on the techniques and background of famous tracks from their favorite DJs.

| | |
|---|---|
| **Value** | ➜ **eCommerce**: merchandise and tickets for VIP-rooms and meet-and-greets<br>➜ **Registration activation**: access to ecom, interactive and community features generating rich user profiles with opinion and personal preference data |
| **Example calculation Per session** | **10.000 users: 50% registrations is 5.000, 20% direct sales is 1.000**<br>Registrations value: 5.000 x €10 fee per lead = €50.000<br>Direct sales merchandise and tickets 1.000 x €20 per customer = €20.000 |

**Price indication Livery**
€ 4695 monthly
based on 8 sessions with 10.000 users

= € 590 per session

# Planet Trivia: pay to win subscription game

Which of these technologies can be used for prediction?

- Artificial Intelligence
- Robotic process automation
- Human Capital Management Software

How many movies did Quentin Tarantino produce?

11

| 12 | You | 1,385 |
| 1 | Martin | 10,541 |
| 2 | Adam | 8,430 |
| 3 | Niek | 8,144 |
| 4 | sadpandaisy | 7,850 |

When did Rembrandt van Rijn painted The Night Watch?

**Bringing premium live-video quizzes to the largest possible audience.**

Planet Trivia is a premium subscription based live interactive trivia elimination game show for mobile and desktops where all players are battling each other for serious monetary prizes and where viewers are players and vice versa; with the power to easily attract large audiences worldwide.

# Planet Trivia: pay to win subscription game

**Format**
Planet Trivia - pay to win

**Content**
Trivia Quiz Competition
**#Game #premium #subscription**
**#Competition #Trivia #Ranking #Elimination**
**#Prize #Cash #Winnerssplittheprize**

**Type**
Scripted interaction

**Frequency & Duration**
Weekdays; 10 - 15 minutes

**Target**
Brands

## Livery Configuration

**Stream**
Premium video; 1080p - 25 fps - 3.0 mbps
Ultra-low latency

**Core**
Countdown, poll, estimation poll, trivia, vote, rating, sentiment

**Gamification**
Prediction, estimation, quiz game, leaderboard

**Community**
Q&A (moderated), chat

**Synopsis**

Planet Trivia is a premium subscription based live interactive trivia elimination game show for mobile and desktops where all players are battling each other for serious monetary prizes (>€10K) and where viewers are players and vice versa; with the power to easily attract large audiences worldwide.

Answer 12 simple trivia questions correctly and you move on to the next round. The answering time is limited, so the users have to act quickly when choosing the right option. If they select the wrong answer or if the time is over, they will be eliminated. Or it will cost them a LIFE which can be purchased in the PLanet Trivia store.

Players who answer all the questions correctly either win the grand prize completely or or have to split it with the other winners.

The 10-15 minute live-quiz is the ideal way to set-up and facilitate a successful premium subscription product and attract, entertain, and engage tens of thousands of people simultaneously in a playful, informative and entertaining manner.

The subscription model is based on a recurring fee of €2 per game and this gives access to the game, the community features, full prize money and Planet Trivia Store discounts for lives and other game and fun items and merchandise.

**Value**
➔ **Premium subscription**: users with a premium subscription get access to game sessions: 1 session per day on weekdays
➔ **Registration activation**: access to interactive, gamification and community features generating rich user profiles with knowledge level, opinion and personal preference data
➔ **Connect to brands and advertisers**: sponsored content and host advertising

**Example calculation Per session**
**20.000 users: 90% subscription is 18.000, 90% registrations is 18.000**
Subscription value: 18.000 x €2 value per user = €36.000 per session / €180.000 per week
Registration value: 18.000 x €5 fee per user = €90.000
Sponsored content: €1 per user = €20.000

**Price indication Livery**
€ 6131 monthly based on 21 sessions with 20.000 users

= € 292 per session

# - CONCEPTS & CASES CATALOGUE -

## Data & Commerce



### The National Wine Quiz
a live national wine tasting battle for studio and home-audiences



### Tasting games XXL
a unique combination of online gaming and real tastings



### The Big Course
a series of interactive lectures explaining complex topics in a fun and gamified way to large audiences



### The Beer Games
a beer tasting battle between studio teams and the home audience



### Masterclass with Michelin Chefs
a live interactive cook-a-long masterclass to never forget

LIVERY

# The National Wine Quiz



Rate the 2018 Merlot you just tasted

★★★★★

**Rate Product**

Welkom bij De Nationale Wijnquiz

How high is the pressure in a bottle of Champagne?

6 bar

3 bar

1 bar

**A live wine tasting battle event between two in-studio teams with the at-home audience right in the action answering the same questions and tasting the same wines.**

The National Wine Quiz converts to new sales, and improves the tasting profiles of the customers to better target in the future.

# The National Wine Quiz

**Format**  The National Wine Quiz

**Content**  Shoppable Competition
#national #competition #Ecommerce
#Winetasting #Knowledge #Bigevent #Targeting

**Type**  Scripted interaction

**Duration**  60 - 120 minutes

**Target**  Brands

**Livery Configuration**

**Stream**  Premium video; 1080p - 25 fps - 3.0 mbps
Ultra-low latency

**Core**  Countdown, poll, estimation poll, trivia, vote, rating, sentiment

**Gamification**  Prediction, estimation, quiz game, leaderboard

**Community**  Q&A (moderated), chat

**Ecommerce**  Discovery, configuration, purchase

**Synopsis**

The National Wine Quiz, a live wine tasting battle event between two in-studio teams, pitted against each other to win with the at-home audience right in the action answering the same questions and tasting the same wines.

Before the big event, at-home audience are able to order their own wine tasting box that arrives with six (blinded) tubes. While the in-studio teams navigate the quiz, the at-home audience is right in the action–they answer questions about the wines they are tasting and click their best guesses to wine-related quiz questions right alongside each other.

The National Wine Quiz uses the CORE and GAMIFICATION interactions to create the quiz and trivia questions, and the LEADERBOARD interaction to create some extra excitement–participants can see their rank in real-time and watch the ultimate prize winners rise to the top.

The National Wine Quiz also uses the COMMERCE interaction to allow participants to order additional wine during and after the show. This way the quiz is not only an event but also converts to new sales, and improves the tasting profiles of the customers to better target in the future.

**Value**
➜ **Profile data and lead generation**: access to ecom, interactive and community features generating rich user profiles with knowledge level, opinion and personal taste preferences
➜ **eCommerce**: wines and merchandise
➜ **Connect to brands and advertisers:** sponsored content and host advertising

**Example calculation Per session**
**15.000 users: 80% leads is 12.000, 90% direct box sales is 10.800, 20% direct store wines and merchandise sales is 2.160**
Leads: 12.000 x €10 fee per lead = €120.000
Direct sales wine tasting box: 10.800 x €30 per box = €324.000
Direct sales wines store: 2.160 x €30 = €64.800
Sponsored content: €2 per user = €30.000

**Price indication Livery**
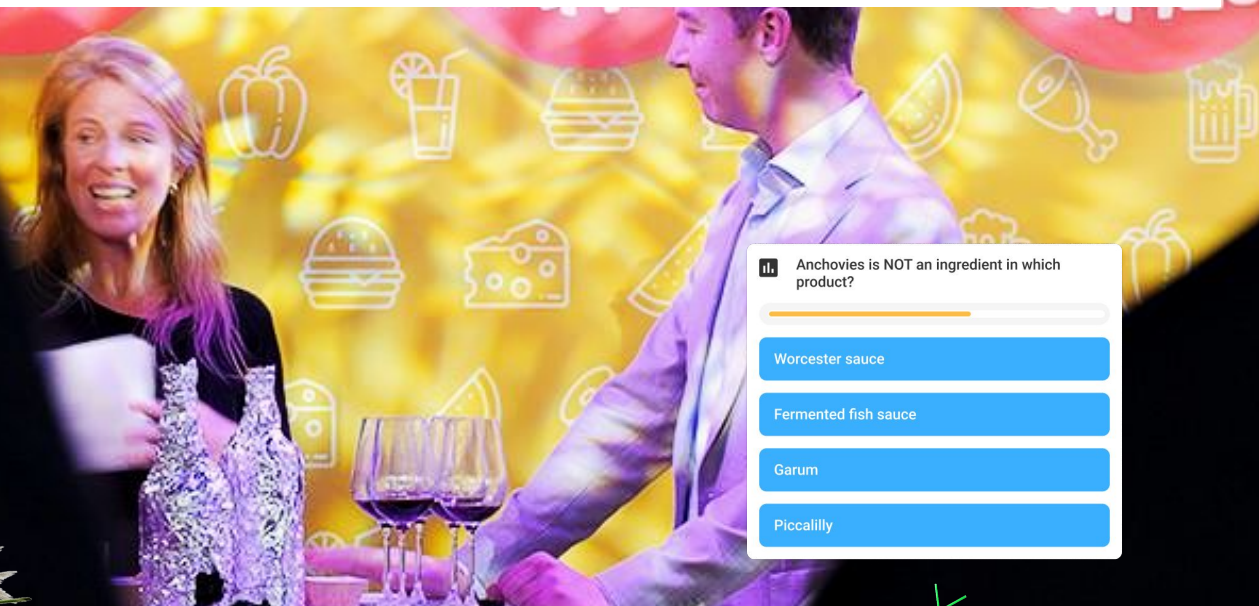€ 1163 monthly based on 1 sessions with 15.000 user

= € 1163 per session

# Tasting Games XXL

The Jamon Iberico Bellota sausage

★ ★ ★ ★ ★

Submit

23.980
175 pts

3/4     8     25 pts

Welk ingrediënt proefde
u in deze chorizo?

Noten

Groene chili

Parmezaanse kaas

Kip

Anchovies is NOT an ingredient in which product?

Worcester sauce

Fermented fish sauce

Garum

Piccalilly

## Interactive food and produce related format with a focus on discovery, knowledge, DIY workshops and ecommerce

Join this unique combination of online gaming and real tastings. Players at home test their knowledge, taste new flavours & fun facts and battle with each other for the win. Participants receive a tasting box before the show, taste all products during the live show and answer questions about the products, rate products and participate in a trivia live game show with great prizes. Great with a thousand players, fantastic with a million players.

63%

★ ★ ★ ☆ ☆

+30pt

Correct answer!
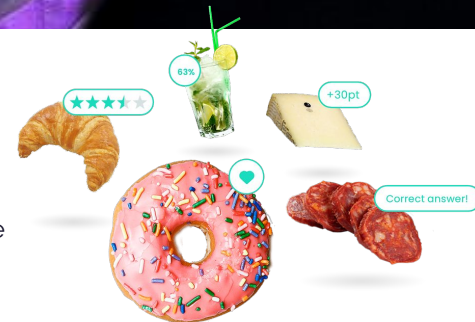
# Tasting Games XXL

**Format**
Tasting Games XXL

**Content**
Shoppable Competition
**#Competition #Ecommerce #Food #Produce #Tasting #Knowledge #Bigevent #Targeting**

**Type**
Scripted interaction

**Duration**
25 - 50 minutes

**Target**
Brands

## Livery Configuration

**Stream**
Premium video; 1080p - 25 fps - 3.0 mbps
Ultra-low latency

**Core**
Countdown, poll, estimation poll, trivia, vote, rating, sentiment

**Gamification**
Prediction, estimation, quiz game, leaderboard

**Community**
Q&A (moderated), chat

**Ecommerce**
Discovery, configuration, purchase

**Synopsis**
Series of interactive food and produce related formats with a focus on discovery, knowledge, DIY workshops and ecommerce.

Tasting Games XXL is a multi-senses events and interactive live tasting experience to never forget. A unique combination of online gaming and real tastings. Players at home test their knowledge, taste new flavours & fun facts and battle with each other for the win. Participants receive a tasting box before the show, taste all products during the live show and answer questions about the products, rate products and participate in a trivia live game show with great prizes.

Tasting Games XXL is not only an event but also converts to new sales, and improves the tasting profiles of the customers to better target in the future.

Great with a thousand players, fantastic with a million players.

**Value**
➜ **Profile data and lead generation**: access to ecom, interactive and community features generating rich user profiles with knowledge level, opinion and personal taste preferences
➜ **eCommerce**: products, wines and merchandise
➜ **Connect to brands and advertisers**: sponsored content and host advertising

**Example calculation Per session**
**50.000 users: 70% leads is 35.000, 90% direct box sales is 31.500, 20% direct store products and merchandise sales is 20%**
Leads: 35.000 x €10 fee per lead = €350.000
Direct sales products tasting box: 31.500 x €20 per box = €630.000
Direct sales products store: 6.300 x €15 = €94.500
Sponsored content: €1 per user = €50.000

**Price indication Livery**
€ 813 monthly based on 1 sessions with 50.000 users

= € 813 per session

# The Big Course
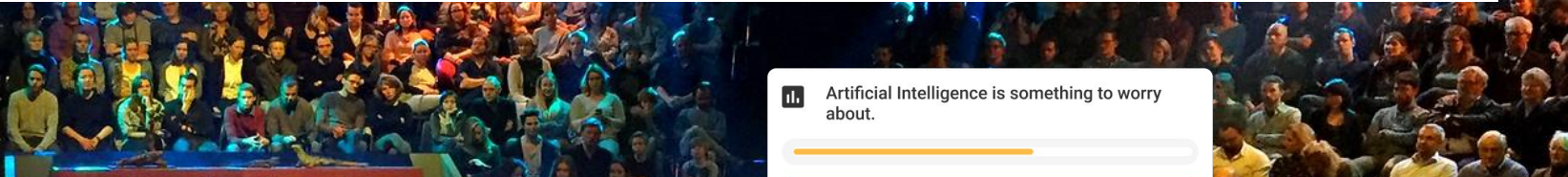
**Artificial Intelligence is something to worry about.**

Agree

Disagree

**Question time**
You can now start asking questions to the professor and her team.

**The Big Course is a series of university-style interactive lectures in which complex topics are explained in a fun and gamified way to large audiences.**

The combination of lectures, learning, competition, engagement and fun at The Big Course is extremely compatible. A powerful mix to create insightful and educational content that sticks.

# The Big Course

**Format**  The big course

**Content**  Competition & Learning
**#Game #Test #Course #National #Trivia**
**#Personal score #professions #compare**

**Type**  Scripted interaction

**Duration**  90 minutes

**Target**  Brands

## Livery Configuration

**Stream**  Premium video; 1080p - 25 fps - 3.0 mbps
Ultra-low latency

**Core**  Countdown, poll, estimation poll, trivia, vote, rating, sentiment

**Gamification**  Prediction, estimation, quiz game, leaderboard

**Community**  Q&A (moderated), chat

**Synopsis**  The big course is a series of university-style interactive lecture formats in which hot, current and complex topics are explained by experts to target groups in the studio and the general public at home in a fun, engaging and gamified way. Complex questions are broken down to basic and digestible chunks. And build up in a context that everybody will understand.

Topic examples: Artificial Intelligence; Climate Change; Metaverse; Geopolitics

The big interactive lecture tests current knowledge levels of the studio groups and general public using Livery's interactive trivia and gamified features. And it will steer discussions and zoom in on topics using Livery's opinion tools. Making The big course a stage where everybody can truly participate. And learn.

The combination of lectures, learning, competition, engagement and fun at The big course is extremely compatible. A powerful mix to create insightful and educational content that sticks.

**Value**
➔ **Registration activation**: access to interactive and community features generating rich user profiles with knowledge level, opinion and personal preference data
➔ **Subscriber event:** personal connection subscribers, brand awareness and strong reputation
➔ **Learning**: educate and upskill the public
➔ **Connect to brands and advertisers**: sponsored content and host advertising

**Example calculation Per session**
**75.000 users: 40% registration activation is 30.000**
Registration value: 22.500 x €10 per registration / subscriber = €300.000
Sponsored content: €2 per user = €150.000

**Price indication Livery**
€ 3159 monthly based on 1 sessions with 75.000 users

= € 3159 per session

# The National Beer Games



**A live beer tasting battle event between studio teams with the at-home audience right in the action answering the same questions and tasting the same beers.**

The National Beer Games converts to new sales, and improves the tasting profiles of social, occasional and experienced beer customers to better target in the future.

# The National Beer Games

| | |
|---|---|
| **Format** | The National Beer Games |
| **Content** | Shoppable Competition<br>#national #competition #Ecommerce<br>#beertasting #Knowledge #Bigevent #Targeting |
| **Type** | Scripted interaction |
| **Duration** | 60 - 120 minutes |
| **Target** | Brands |

**Livery Configuration**

| | |
|---|---|
| **Stream** | Premium video; 1080p - 25 fps - 3.0 mbps<br>Ultra-low latency |
| **Core** | Countdown, poll, estimation poll, trivia, vote, rating, sentiment |
| **Gamification** | Prediction, estimation, quiz game, leaderboard |
| **Community** | Q&A (moderated), chat |
| **Ecommerce** | Discovery, configuration, purchase |

**Synopsis**

The National Beer Games, a live beer tasting battle event between in-studio teams, pitted against each other to win with the at-home audience right in the action answering the same questions and tasting the same beers.

Before the big event, at-home audience, a mix of occasional, social and experienced beer drinkers, are able to order their own beer tasting box that arrives with six (blinded) beers. While the in-studio teams navigate the quiz, the at-home audience is right in the action–they answer questions about the beers they are tasting and click their best guesses to beer-related quiz questions right alongside each other.

The National Beer Games uses the CORE and GAMIFICATION interactions to create the quiz and trivia questions, and the LEADERBOARD interaction to create some extra excitement–participants can see their rank in real-time and watch the ultimate prize winners rise to the top.

The National Beer Games also uses the COMMERCE interaction to allow participants to order additional wine during and after the show. This way the quiz is not only an event but also converts to new sales, and improves the tasting profiles of the customers to better target in the future.

| | |
|---|---|
| **Value** | ➔ **Profile data and lead generation**: access to ecom, interactive and community features generating rich user profiles with knowledge level, opinion and personal taste preferences<br>➔ **eCommerce**: beers, snacks and merchandise<br>➔ **Connect to brands and advertisers:** sponsored content and host advertising |
| **Example calculation Per session** | **20.000 users: 80% leads is 16.000, 80% direct box sales is 12.800, 20% direct store beer and merchandise sales is 2.560**<br>Leads: 16.000 x €10 fee per lead = €160.000<br>Direct sales beer tasting box: 12.800 x €10 per box = €128.000<br>Direct sales beers and merchandise store: 2.560 x €20 = €51.200<br>Sponsored content: 20.000 X €1 per user = €20.000 |

**Price indication Livery**
€ 1163 monthly based on 1 sessions with 15.000 user

= € 1163 per session

# Masterclass cooking with Michelin Star Chefs

## An interactive live cook-a-long masterclass to never forget

Masterclass cooking with Michelin Star Chefs is an interactive live cooking format where you create amazing, star worthy recipes from your favourite chef. Cook alongside the chef from your own kitchen, learn about special techniques and ingredients through quiz questions or ask the chef anything via the live chat. An inspiring, unburdening, educational and fun what-shall-we-eat-cook-along show for at-home 'Michelin' chefs.

# Masterclass cooking with Michelin Star Chefs

**Format** — Masterclass cooking with Michelin Star Chefs

**Content** — Cooking Masterclass
#masterclass #liveworkshop #michelinstars #food #produce #tasting #education #bigevent #targeting

**Type** — Scripted interaction

**Duration** — 90 - 120 minutes

**Target** — Brands

## Livery Configuration

**Stream** — Premium video; 1080p - 25 fps - 3.0 mbps
Ultra-low latency

**Core** — Countdown, poll, estimation poll, trivia, vote, rating, sentiment

**Gamification** — Prediction, estimation, quiz game, leaderboard

**Community** — Q&A (moderated), chat

**Ecommerce** — Discovery, configuration, purchase

**Synopsis** — Masterclass cooking with Michelin Star Chefs is an interactive live cooking experience where you create amazing, star worthy recipes from your favourite chef.

Cook 3 course dinners alongside famous chefs from your own kitchen in one-to-many masterclass and learn from decades of pro-experience about favorite ingredients, cooking techniques, personal hacks, tips and tricks. And it doesn't stop here: learn about produce, hardware special techniques and ingredients through quiz questions and ask the chef anything via the live Q&A and chat.

Participation is simple: a) schedule the event in your agenda b) invite your friends to share the experience with c) order the box of chef selected produce, ingredients and optional wine e) let the pre-fun begin.

Masterclass cooking with Michelin Star Chefs is an inspiring, unburdening, educational and fun what-shall-we-eat-cook-along show for at-home 'Michelin' chefs.

**Value**
➔ **Profile data and lead generation**: access to ecom, interactive and community features generating rich user profiles containing knowledge, opinion and personal preference data
➔ **eCommerce**: tasting boxes, kitchen utensils, merchandise
➔ **Connect to brands and advertisers**: sponsored content and host advertising

**Example calculation Per session**
**1.500 users: 80% leads is 1.200, 80% direct sales ingredients box is 1.200, 20% direct store products and merchandise sales is 240**
Leads: 1.200 x €10 fee per lead = €12.000
Direct sales ingredients box: 1.200 x €40 per box = €48.000
Direct sales products and merchandise: 240 x €35 = €8.400
Sponsored content: €2 per user = €3.000

**Price indication Livery**
€ 450 monthly based on 1 sessions with 1.500 users

= € 450 per session

# - CONCEPTS & CASES CATALOGUE -
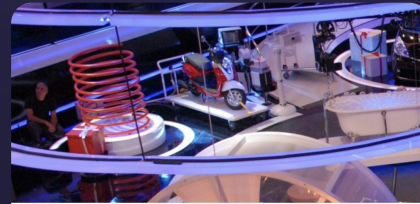
## Format Extensions



**Charity challenge**
stage for charity organisations to pitch, raise support, activate and be transparent



**Your opinion?**
engage with your audience on the fly and instantly



**Loot the room**
an online special where the audience can stake their seconds to win prizes and discounts



**First person fox hunt**
participate live in this online fox-hunt



**eSports Stream Engagement**
making official eSports live streams more fun, interactive and engaging to follow



**Superfan**
live behind the scenes hangout for fans where they can indulge in the world of their superstars



**Sport expert**
making live sports predictions and trivia part of sports manager game dynamics



**Formula 1 TV**
closer to the action, you are in control and part of the race

# Charity Challenge: post broadcast special

Do you support our new charity program?

**Yes**

**No**

Buy this unique t-shirt and support our goal.

€ 39,-    €45,-

Add to basket

## Charity organisations can pitch, raise support, activate and be transparent

Charity Challenge is the main stage for charity organizations of all sorts and sizes to engage with target audiences, pitch causes, be transparent, raise support and activate the public for fundraising.

# Charity Challenge: post broadcast special

**Format**  Charity Challenge

**Content**  Charity as a Business
**#Charity #Pitch #Transparancy**
**#Information #Funding #Involvement**

**Type**  Post Broadcast Special

**Duration**  20 - 30 minutes

**Target**  Brands & Charity organisations

**Livery Configuration**

**Stream**  Premium video; 1080p - 25 fps - 3.0 mbps
Ultra-low latency

**Core**  Countdown, poll, estimation poll, trivia, vote, rating, sentiment

**Community**  Q&A (moderated), chat

**Ecommerce**  Discovery, configuration, purchase, donate

**Synopsis**  Charity Challenge is the main stage for charity organizations of all sorts and sizes to engage with target audiences, pitch causes, be transparent, get support and activate the public for fundraising.

Imagine a live or pre-recorded entertainment / infotainment format revolving around a charity cause. This is the lead-in for the Charity Challenge. The moment the main TV / OTT broadcast has ended, the live post-broadcast Charity Challenge Special kicks-in on a separate online channel. Live, interactive, engaging and transparent.

This post-broadcast Charity Challenge config is a powerful vehicle to engage in live interactivity with an audience showing interest in a cause. With additional screen and exposure time after the original broadcast has ended. The perfect setting for an invitation to take a deeper dive into cause, topics, goals and funding.

Charity Challenge is the ideal windows for curated content as extension of the content from the original program. The interactive features make it possible to involve, engage and activate the audience. Let them know that their opinion matters. And activate them for fundraising purposes.

**Value**
➔ **Registration activation:** access to ecom, interactive and community features generating rich user profiles with opinion and personal preference data
➔ **Funding:** donations
➔ **Subscriber event:** personal connection subscribers, brand awareness and strong reputation
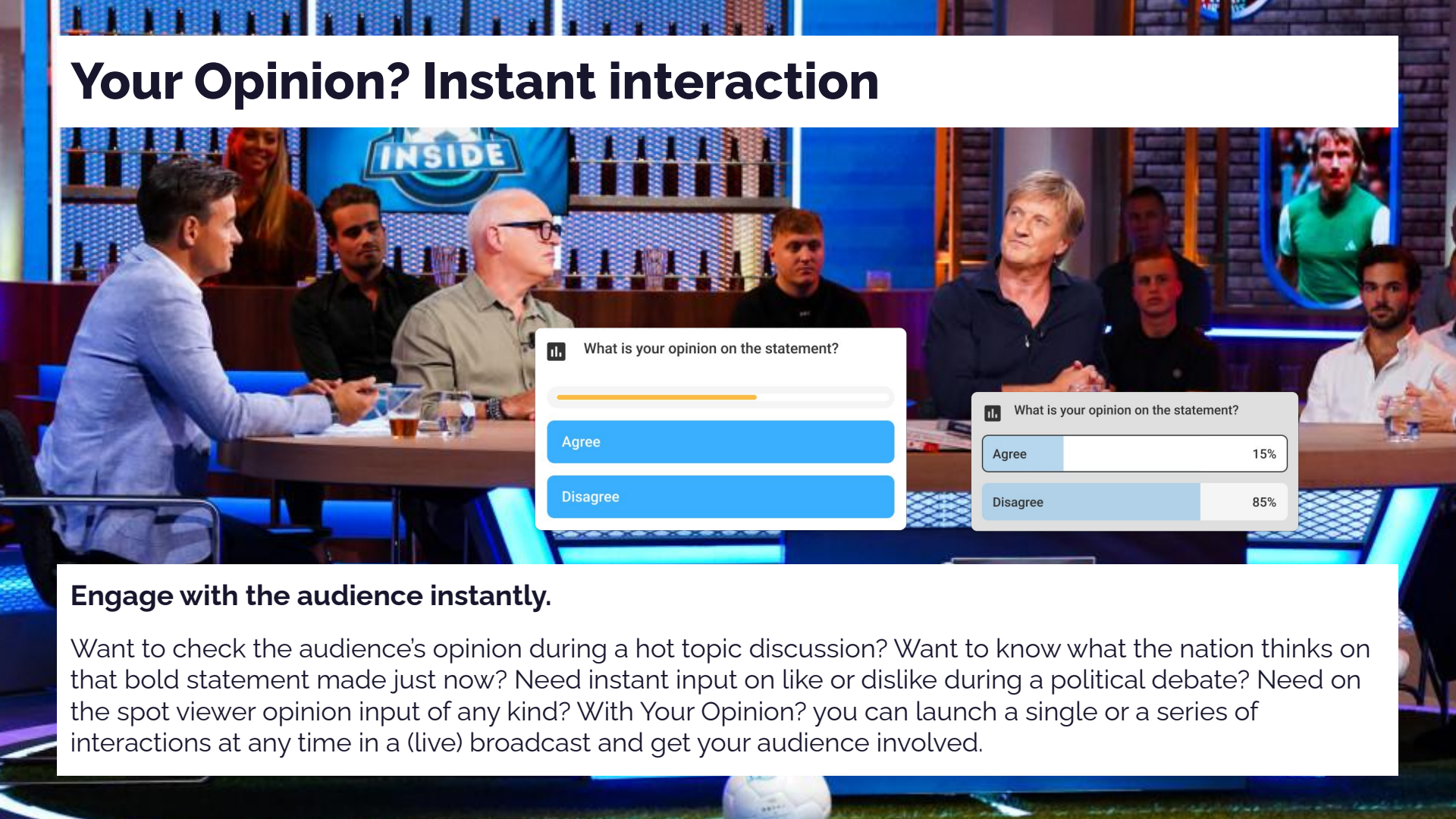
**Example calculation Per session**
**25.000 users: 40% registrations is 10.000, 15% donations is 1.500**
Registration value: 10.000 X €10 fee per registration = €100.000
Donation value: 1.500 X €30 value per transaction = €45.000

**Price indication Livery**
€ 813 monthly based on 2 sessions with 25.000 users
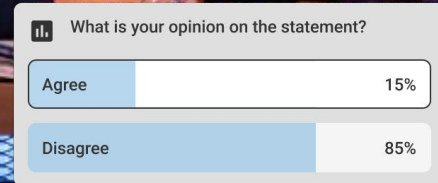
= € 405 per session

# Your Opinion? Instant interaction

What is your opinion on the statement?

Agree

Disagree

What is your opinion on the statement?

| Agree | 15% |
|---|---|
| Disagree | 85% |

## Engage with the audience instantly.

Want to check the audience's opinion during a hot topic discussion? Want to know what the nation thinks on that bold statement made just now? Need instant input on like or dislike during a political debate? Need on the spot viewer opinion input of any kind? With Your Opinion? you can launch a single or a series of interactions at any time in a (live) broadcast and get your audience involved.

# Your Opinion? Instant interaction

**Format**        Your Opinion?

**Content**       Instant Opinion
                  #Opinion #Participation #Involvement #UGC
                  #Discussion

**Type**          Instant Interaction

**Duration**      Format duration; 2-3 minutes per
                  interaction

**Target**        Broadcasters; Publishers

**Synopsis**      Your Opinion? is fully tailored to enable live talk shows, election debates and current affairs formats to engage with their audience on the fly and instantly.

Need to check the audience's opinion during a hot topic discussion? Want to know what the nation thinks on that bold statement made just now? Need instant input on like or dislike during a political debate? Want on the spot audience opinion input of any kind? With Your Opinion? you can launch a single or a series of interactions at any time in a (live) broadcast and get your audience involved.

Opinion, majority, minority, like, dislike, knowledge, wisdom of the crowd, intuition:

Your Opinion? is the perfect format to open the window to your audience at any point time and ask for Their Opinion.

## Livery Configuration

**Stream**        Premium video; 1080p - 25 fps - 3.0
                  mbps
                  Ultra-low latency

**Core**          Countdown, poll, estimation poll,
                  trivia, vote, rating, sentiment

**Community**     Q&A (moderated), chat

**Value**         ➔ **Registration activation**: access to interactive and community features generating rich user profiles with opinion and personal preference data
                  ➔ **Connect to brands and advertisers**: sponsored content and host advertising

**Price indication Livery**
€ 1938 monthly
based on 20 sessions with 5.000 users

= € 97 per session

# Loot the Room



## The audience gets access to a Public Loot!

Loot the Room is a game format in which a couple competes to win amazing prizes waiting for them in a room. One contestant earns time by answering increasingly difficult questions, the other contestant can use that time to 'Loot the Room'. The audience will be able to answer trivia in sync with the broadcast, earning time for a separate post-broadcast Public Loot Event where they can stake their seconds to win prizes and product discounts.

# Loot the Room

**Format**  Loot the Room

**Content**  Shoppable Competition
**#Loot #Trivia #Time #products #Consumer #Products #Postbroadcastspecial #Ecommerce #Discount**

**Type**  Scripted Interaction; Post Broadcast Special

**Duration**  45 - 60 minutes

**Target**  Brands

## Livery Configuration

**Stream**  Premium video; 1080p - 25 fps - 3.0 mbps
Ultra-low latency

**Core**  Countdown, poll, estimation poll, trivia, vote, rating, sentiment

**Gamification**  Prediction, estimation, quiz game, leaderboard

**Ecommerce**  Discovery, configuration, purchase

**Synopsis**

Loot the Room is a game format in which a couple competes to win amazing prizes waiting for them in a room. One of the contestants can earn time in the room by answering increasingly difficult trivia. The other contestant can use that time to 'Loot the Room' and get as many prizes out of the room before the time has elapsed and the door closes. Some prizes must be unlocked by successfully completing a (physical) challenge within the room.

The game ends when one of the contestant gets trapped in the room, they decide to leave the game voluntary or if they have raided all the prizes out of the room.

The audience will be able to answer trivia in sync with the broadcast, earning the same amount of seconds as the contestants when answered correctly. The products in the room can be browsed including the possibility to add prizes to a wish list.

After the broadcast in a separate Post Broadcast Special Event, the audience get access to a Public Loot, a synchronised online event where the audience can stake their seconds to win prizes or buy products at discount.

**Value**
- ➜ **Profile data and lead generation**: access to ecom, interactive and community features generating rich user profiles with knowledge level, opinion and personal preference
- ➜ **eCommerce**: discounts, goods and services
- ➜ **Connect to brands and advertisers**: sponsored content and host advertising

**Price indication Livery**
€ 6060 monthly based on 4 sessions with 60.000 users

= € 1515 per session

# eSports Streams: engagement
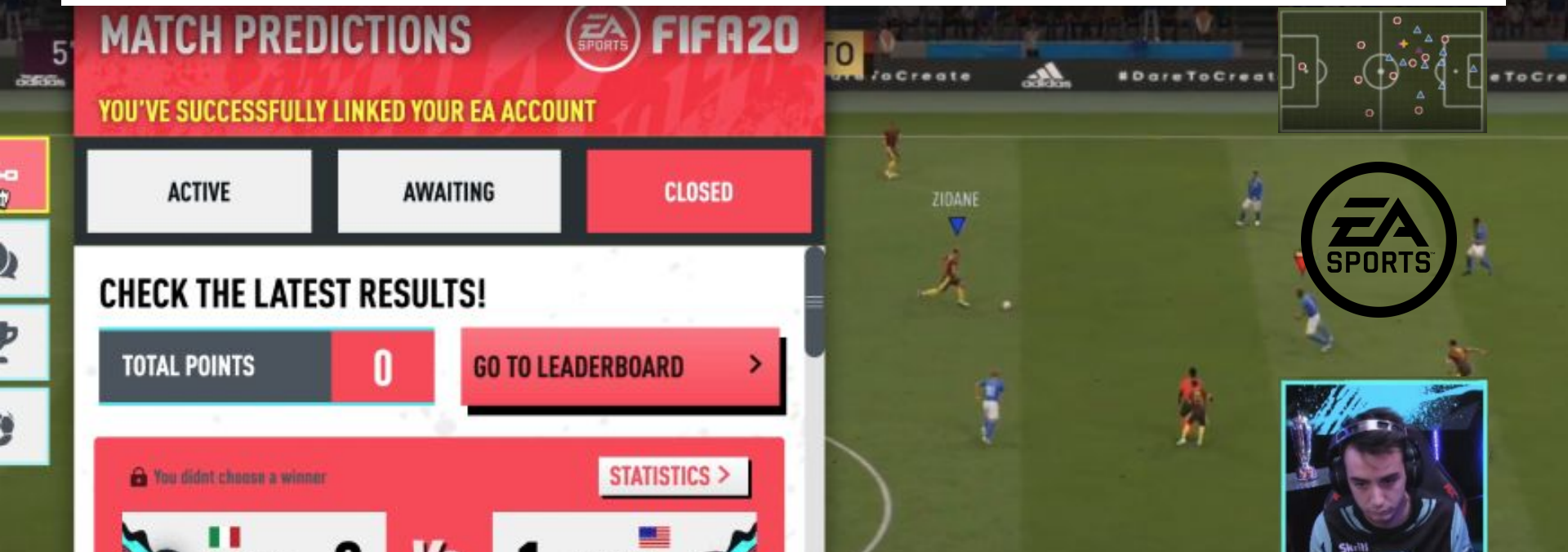


**The streaming content is turned into a complete engaging experience**

Esports engagement formats will make official eSports live streams more fun, interactive and engaging to follow. With the opportunity for kickbacks and incentives to the game titles themselves.

# eSports Stream Engagement

| | | | |
|---|---|---|---|
| **Format** | eSports Stream Engagement | **Synopsis** | Esports engagement formats will make official eSports live streams more fun, interactive and engaging to follow. With the opportunity for kickbacks and incentives to the game titles themselves. |
| **Content** | eSports<br>#Games #Fans #Fanengagement | | |

**Synopsis**

Esports engagement formats will make official eSports live streams more fun, interactive and engaging to follow. With the opportunity for kickbacks and incentives to the game titles themselves.

Setting up live esport streams with Livery Interactive Cloud and/or the interactive Livery extension, fans and viewers can play trivia, answer polls and predict the outcome of the games. All live and at the moment the games are played and streamed.

Combined with real-time match, player and competitions stats, the streaming content is turned into a complete engaging experience with higher attention value, more inventory and direct links incentives into the games. Because fans with the highest scores (shown on the leaderboard), receive in-game drops (presents) they can use when they play the game.

**Type**    Scripted Interaction; Instant Interaction

**Duration**    45 - 60 minutes

**Target**    Brands

**Livery Configuration**

**Stream**    Premium video; 1080p - 25 fps - 3.0 mbps<br>Ultra-low latency

**Core**    Countdown, poll, estimation poll, trivia, vote, rating, sentiment

**Gamification**    Prediction, estimation, quiz game, leaderboard

**Community**    Q&A (moderated), chat

**Value**
➔ **Profile data and lead generatio**n: access to ecom, interactive and community features generating rich user profiles with knowledge level, opinion and personal preference
➔ **eCommerce**: merchandise
➔ **Connect to brands** and advertisers: sponsored content and host advertising

**Price indication Livery**
€ 5850 monthly based on 4 sessions with 50.000 users

= € 1460 per session

# Superfan: 2nd stream engagement extension



**The ultimate 2nd stream fan engagement extension for existing reality and talent shows**

Superfan is the ultimate live hangout for Superfans where they can indulge in the world of their superstars, interact with them, access unique content, show-off their fandom and get their hands on one of a kind merch. And meet fellow fans from every corner of the country.

# Superfan: 2nd stream engagement extension

**Format**       Superfan

**Content**      Fan engagement
#reality #competition #opinion # fanengagement
#uniquecontent #ecom

**Type**         Scripted; Instant; Pre and Post Broadcast
Specials

**Duration**     Duration of supported format

**Target**       Brands

## Livery Configuration

**Stream**       Premium video; 1080p - 25 fps - 3.0 mbps
Ultra-low latency

**Core**         Countdown, poll, estimation poll, trivia,
vote, rating, sentiment

**Ecommerce**    Discovery, configuration, purchase

**Community**    Q&A (moderated), chat

**Synopsis**     The Superfan format is the ultimate supporting fan engagement vehicle for reality and talent shows. Especially when live elements or live episodes are part of the season's schedule.

The Superfan is a unique proposition with a mix of live behind the scenes interactive streams, pre- and post-show specials with access to rehearsals, live meet and greets, fan quizzes and limited merchandise shopping.

The behind the scenes interactive stream runs fully parallel to the live broadcast as a second stream, accessible on mobile and desktop browsers. The footage for this stream can either be provided by a fixed position mounted camera or, if the format allows for more dynamic footage, by a mobile camera operated by one of the show's editors.

Superfan is the ultimate live behind the scenes hangout for Superfans where they can indulge in the world of their superstars, interact with them, access unique content, show-off their fandom and get their hands on one of a kind merch. And meet fellow fans from every corner of the country.

**Value**
➜ **Profile data and lead generation**: access to ecom, interactive and community features generating rich user profiles with knowledge level, opinion and personal preference

➜ **Connect to brands and advertisers**: sponsored content and host advertising

**Price indication**
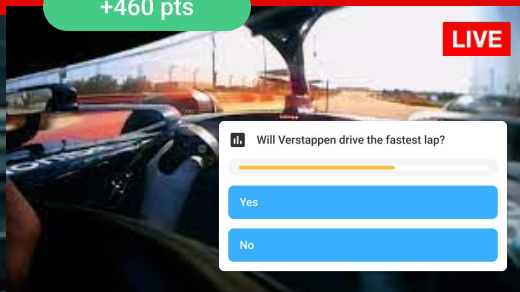€ 5150 monthly based on 4 sessions with 50.000 users

= € 1290 per session

# Sports expert: live prediction and trivia extension

The current leader Bob Jungels (Bora) is from:

Luxemburg

Belgium

Austria

Who will reach the top of Mont Ventoux first?

Pogačar (UAE)

Vingegaard (JV)

Thomas (IG)

**The Sport expert format is the live sports prediction and trivia extension for existing Team Manager games for real life sports competition, tournaments and events.**

Sports expert format pushes team manager games to the next level by making live sports predictions and trivia part of the game dynamics.

# Sports expert: live prediction and trivia extension

**Format**
Sports Expert

**Content**
Sports
#Virtualmanager #Livesports #Predictions #Trivia #Activate #Insights

**Type**
Scripted; Instant; Post Broadcast Special

**Duration**
Match / Race / Stage duration

**Target**
Brands

**Synopsis**

The Sports Expert format is the live sports prediction and trivia extension for existing Team Manager games for real life sports competition, tournaments and events.

Sports Expert pushes any team manager game to the next level by making live sports predictions and trivia part of the game dynamics. Actively pushing participation of the users during each match, race and stage to improve ranking and individual results.

Popular team manager platforms created around Tour de France, Giro and Vuelta generally limit the gameplay to creating a cycling team at the beginning of the event. And then just passively wait until the end of the last stage for the end-result.

Sports Expert activates the participants through live predictions and trivia during and around each live broadcast. Challenging knowledge, insights and dedication.

## Livery Configuration

**Stream**
Premium video; 1080p - 25 fps - 3.0 mbps
Ultra-low latency

**Core**
Countdown, poll, estimation poll, trivia, vote, rating, sentiment

**Gamification**
Prediction, estimation, quiz game, leaderboard

**Value**
➔ **Profile data and lead generation**: access to ecom, interactive and community features generating rich user profiles with knowledge level, opinion and personal preference
➔ **eCommerce**: merchandise
➔ **Connect to brands and advertisers:** sponsored content and host advertising

**Price indication Livery**
€ 4013 monthly based on 10 sessions with 10.000 users

= € 400 per session

# Formula 1 TV ultimate gamification

+250 pts

+460 pts

LIVE

Will Verstappen drive the fastest lap?

Yes

No

LIVE

| | Team | Points |
|---|---|---|
| 1 | Mercedes | 362.5 |
| 2 | Red Bull | 344.5 |
| 3 | McLaren | 215 |
| 4 | Ferrari | 201.5 |
| 5 | Alpine | 95 |
| 6 | AlphaTauri | 84 |
| 7 | Aston Martin | 59 |

## Closer to the action, you are in control and… a part of the race

Switch cameras, watch multiple cameras at the same time, pull up statistics about the general race, and specific racers on the racetrack. Make predictions about the race, earn points, and win together with your favorite race team.
Of course you select your language audio.
This translates even more easy to eSports, where data and video feeds can be provided directly from the game engine.

# Formula 1 TV ultimate gamification

**Format**  Formula 1 TV ultimate gamification

**Content**  Sports / Fan Engagement
**#F1 #Livesports #Predictions #Trivia #pov #multicam**

**Type**  Scripted; Instant; Post Broadcast Special

**Duration**  Match / Race / Stage duration

**Target**  Brands

## Livery Configuration

**Stream**  Ultra video quality – 5.0 mbps
Ultra-low latency

**Core**  Countdown, poll, estimation poll, trivia, vote, rating, sentiment

**Gamification**  Prediction, estimation, quiz game, leaderboard

**Community**  Q&A (moderated), chat

**Synopsis**  Closer to the action, you are in control and… a part of the race

Switch cameras, watch multiple cameras at the same time, pull up statistics about the general race, and specific racers on the racetrack. Make predictions about the race, earn points, and win together with your favorite race team.

Of course you select your language audio.

This translates even more easy to eSports, where data and video feeds can be provided directly from the game engine. F1TV is an incredible example of the potential for sports, low latency, and interactivity. The F1TV network lets you watch an F1 race from home with a richness that rivals even the most captivating in-person experience.

To make this interactive livestream experience work, you need a synchronized, feature-rich platform with low risk of lag time. Any league, club or network can start small and scale to any capacity its fans will tolerate.

**Value**
➔ **Profile data and lead generation**: access to ecom, interactive and community features generating rich user profiles with knowledge level, opinion and personal preference
➔ **eCommerce**: merchandise
➔ **Connect to brands and advertisers:** sponsored content and host advertising

**Price indication Livery**
€ 6.113 monthly based on 1 session with 100.000 users

= € 6.113 per session

# First person fox hunt

## Catch the livestreaming Fox

Next to watching it on TV, you can participate live in this online fox-hunt. Where you use all online resources, but especially the livestream bursts, coming from the Fox's camera-glasses.

# First person fox hunt

| | |
|---|---|
| **Format** | First person fox hunt |
| **Content** | Fan engagement<br>**#hunting #competition #locationbased #opinion #<br>fanengagement #uniquecontent #ecom** |
| **Type** | Scripted; Instant; Pre and Post Broadcast<br>Specials |
| **Duration** | Duration of supported format |
| **Target** | Brands |

**Livery Configuration**

| | |
|---|---|
| **Stream** | Premium video; 1080p - 25 fps - 3.0 mbps<br>Ultra-low latency |
| **Core** | Countdown, poll, estimation poll, trivia,<br>vote, rating, sentiment |
| **Ecommerce** | Discovery, configuration, purchase |
| **Community** | Q&A (moderated), chat |

**Synopsis**

Next to watching it on TV, you can participate live in this online fox-hunt. Where you use all online resources, but especially the livestream bursts, coming from the Fox's camera-glasses.

The Fox can be anywhere, any time. And the Fox is moving. Live. Using all tricks, cheats and means of transportation available to stay ahead of the pack of wolves. Controlling and giving away as little information in its location as it possibly can. Because the hunters are on its tail, circling slowly but surely towards their prey based on the intelligence shared by the Agency: maps, landmarks, stills, live drone views, audio hints.

And The Fox itself.

Because the only source of information the Fox can't control is the camera on the camera-glasses it wears. Every now and then but with regular intervals it opens up a live stream video connection, sharing the Fox's POV and whereabouts. The ultimate intelligence! There is one difficulty though: the closer the hunters come, the shorter the livestream windows will be. Jokers and drops make the game extra engaging and exciting.

**Value**

➜ **Profile data and lead generation**: access to ecom, interactive and community features generating rich user profiles with knowledge level, opinion and personal preference

➜ **Connect to brands and advertisers**: sponsored content and host advertising

**Price indication Livery**
€ 1.619 monthly based on 2 sessions with 15.000 users

= € 810 per session

# EX MACHINA
# - CONCEPTS & CASES CATALOGUE -

## Broadcaster


The Voice - Home coach


What do I know


Don't ask me, ask Britain


FN Genius

## Non broadcaster


Discord - Fortnite campaign


Winview live sports app


Epic - Fortnitemares
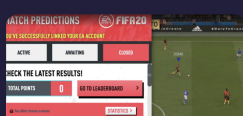

Fifa esports - engagement
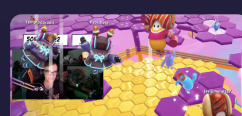

Fall Guys - across Twitch game
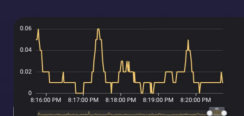

Twitch sentiment


The Gamify the Olympic games
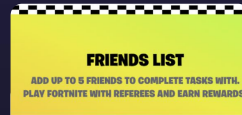

Epic Fortnite - refer a friend gaming

# The Voice - home coach
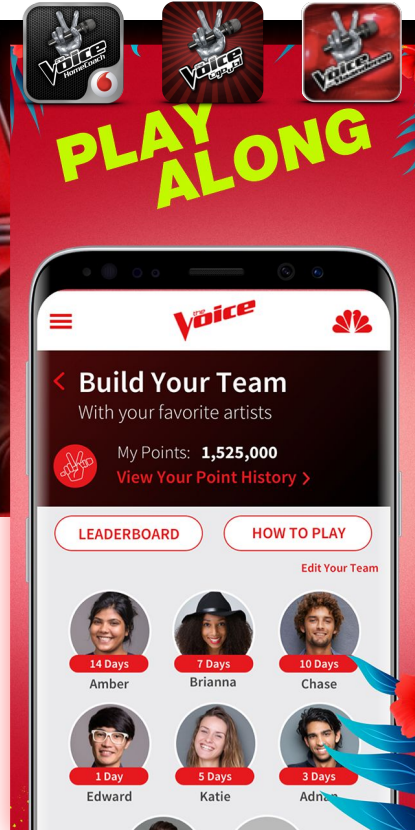


## Play along, turn your chair and vote

The first ever second screen experience for The Voice. Watch live behind the scenes, turn your chair or vote on your favorite candidate. Millions of 'The Voice'-fans around the world use the world's biggest second screen app that engages them in new and innovative ways. Already over 14 seasons of engagement.

# What do I know
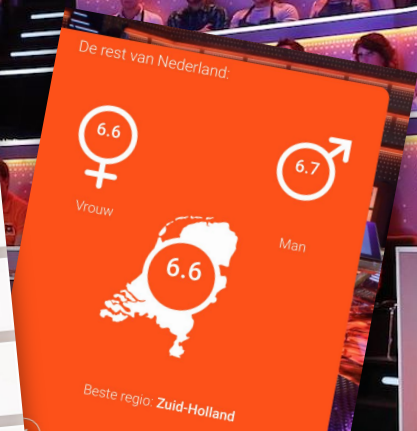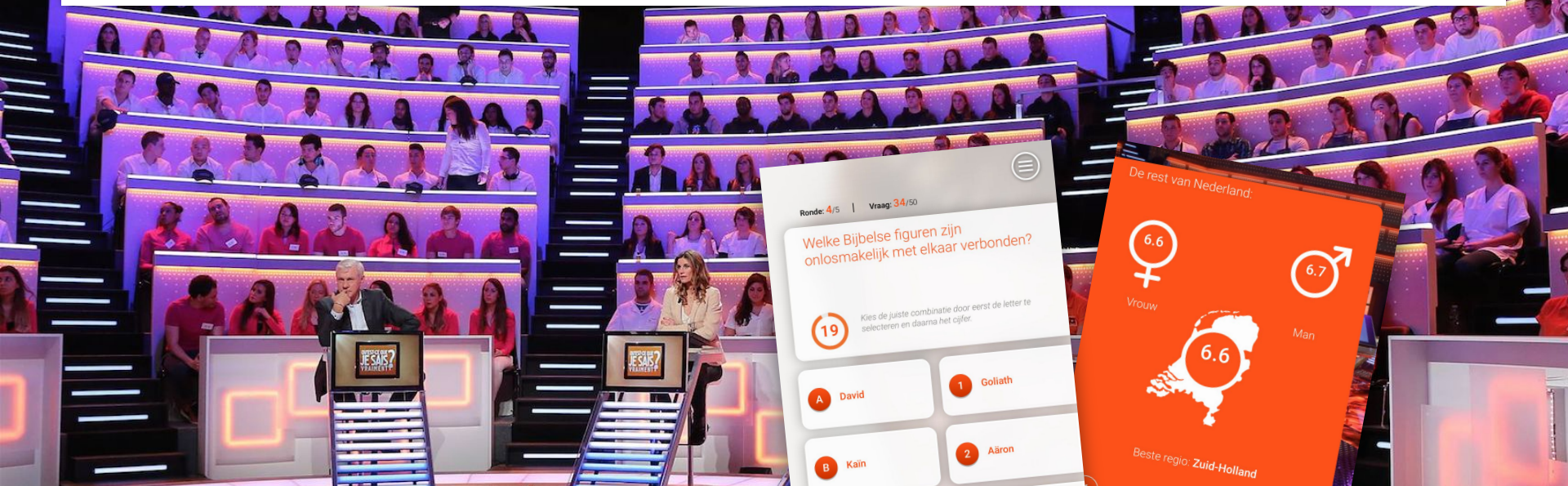


## A TV Synced play along app

the first international TV format to come bundled with a play along app that has audio synchronisation built in, ensuring that users see the questions on their devices and TV screens at exactly the same moment. A record breaking number of viewers play along on their mobile device. Launched with seven international broadcasters, 20 mn unique users and up to 500.000 users per episode.

# Don't Ask Me, Ask Britain

**EXMACHINA**

## TV show format using input from a live second screen app

A comedy panel TV game show where two teams second-guess what app-users are voting along, live at home.
In the studio, the feedback from app users is turned into live infographics taking over giant screens.
Launched on a big scale on ITV, MBC and in the Arab world: 'Ask the Arabs' (3 million app downloads).

# Discord Fortnite campaign



## A collaboration activation across Twitch channels

Epic Games launched a special campaign on Discord to reward the Fortnite community. Discord users could earn in-game rewards by streaming Fortnite on Discord. All users that streamed at least 15 minutes received a unique URL to claim their reward within 10 hours.

## Over 500,000 claimed rewards

The campaign was a great success for Discord by introducing users to their streaming and voice capabilities. And with the bot installed on over 7000 servers Epic was able to reach the large Fortnite community that is already active on Discord.

57

# Gamify the Olympic games: Twitch community



**To make watching the Olympic games more fun, interactive & gamified - for the young audience**

While Twitch is full of young people, the Olympics need to find their new young audience every 4 years. So let's go where this audience already is, on Twitch. And why not make the Olympic games more gamified, fun and interactive? The biggest sport event in the world, combined with the most gamified platform. A match made in (sports) heaven. Play, predict, vote and share your sentiment.

# Winview live sports app (Engine Media)
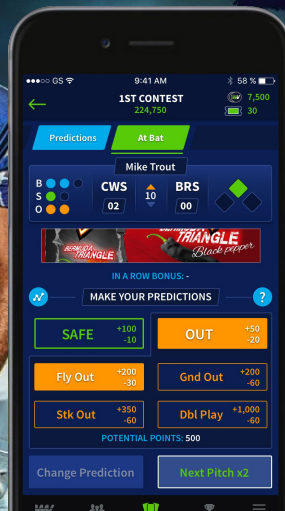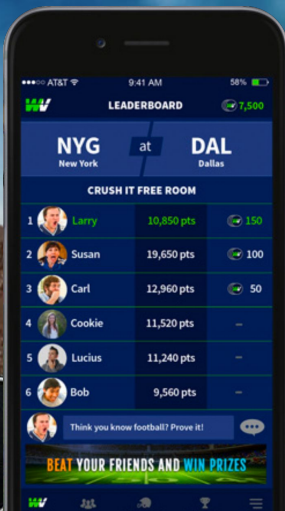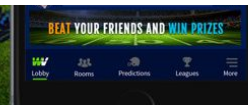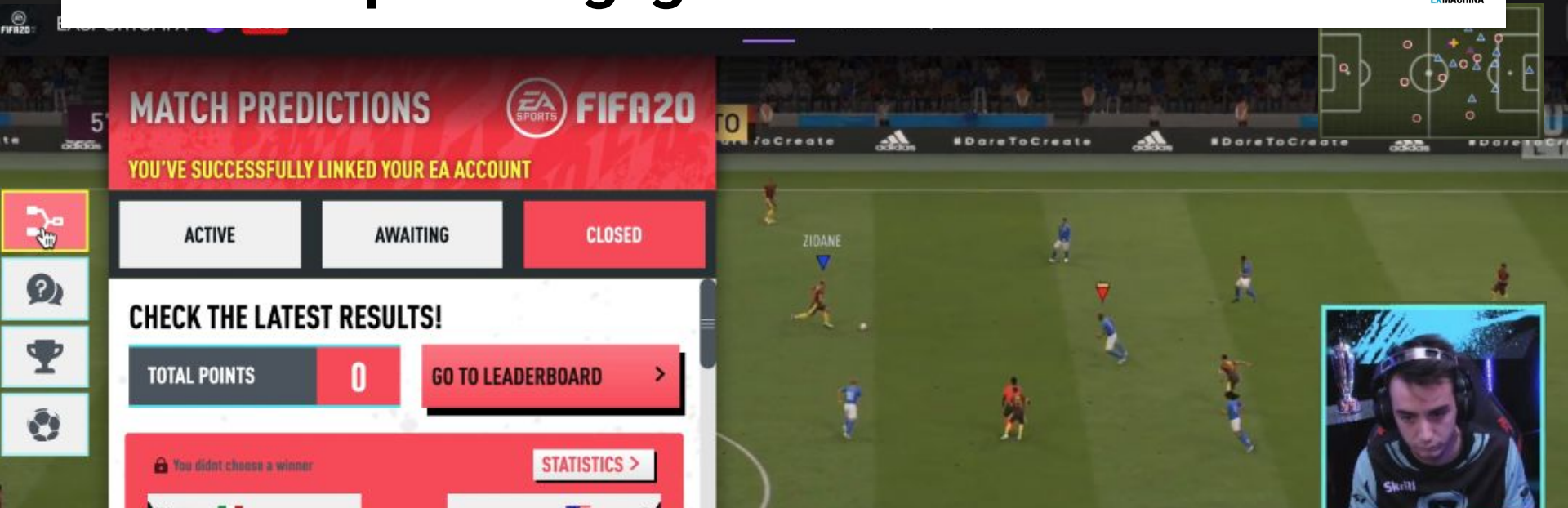


## A live sports prediction app

Winview is a live sports prediction app that rewards sports fans to win cash prizes as they test their skills and play along with others while watching live football.

## Play against everyone you want

Create your own leagues to compete with friends and family with a rich range of formats like 50-50s, Double-ups and Head-2-Head predictions

**Making official FIFA livestreams more fun, interactive & kick-back to your own game**

With the interactive Twitch extension, fans could play trivia, answer polls and predict the outcome of the games, all during the game. Combined with real-time match, player and competitions stats, it was becoming more and more interesting and engaging. Fans with the highest scores (shown on the leaderboard), receive in-game drops (presents) they can use when they play FIFA themselves.
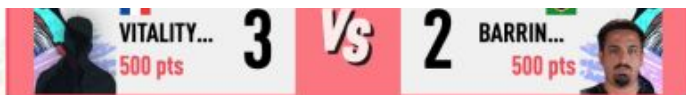
# FN Genius



**Forbes**
## The Genius Of Fox's New Trivia App, FN Genius

**Alan Wolk** Contributor
Media
*I cover the future of television, from broadcast to digital to social*

**JORDAN L. JONES**
From FOX's New Comedy REL

FNGenius is an upcoming HQ Trivia competitor from FOX TV

Scott Scrivens
Aug 9, 2018                    Total Shares  70

**Fox Launches 'FN Genius,' An 'HQ'-Style Mobile Trivia Game Tailored To Its Live Programming Push**

**DEADLINE**
Fox La
Mobile
Progra

*By Dade Hayes*
*August 10, 2018 1:25pm*

**AwardsLine**

Drive with Lyft
Drive with Lyft & get a low-cost car rental to earn extra cash. lyft.com

OPEN
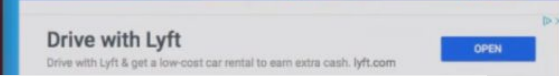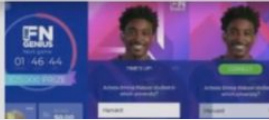
### The first US live trivia game show app
The first US live trivia game show along a tentpole TV event. The app had a unique integration of sponsors through questions, in app branding, host shoutouts and unique prizes. During the ad breaks viewers could join the game from their phone which proved the be highly engaging with 12:25 (!) minutes of average engagement time.

7  Dwayne Johnson To Play Kamehameha In 'The King,' Robert Zemeckis Directs...

8  How To Watch Aretha Franklin Funeral On TV & Online

broadcasts of baseball's World Series in October.

Technology is of some concern at launch given some of the wobbles of HQ. After the upstart app owned by Intermedia Labs saw its popularity soar last fall, with daily audiences reaching 2 million simultaneous viewers, latency issues and other

# Fall Guys Extension
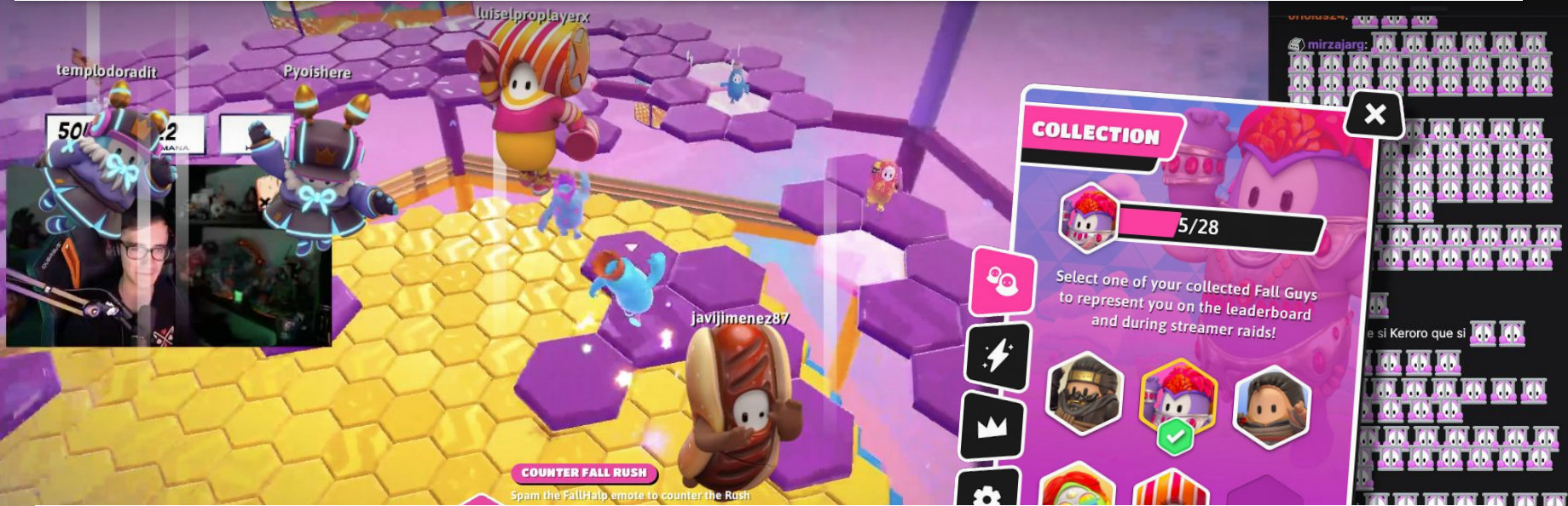
## A collaboration activation across Twitch channels

Catch Fall Guys characters across Twitch channels in this interactive chase & collect game. Rise on the leaderboard, gain power and earn in-game rewards. Work together with other users and take over the livestreams of a participating streamer, disguised as your favorite Fall Guys avatar, together with all players that helped you.

# Epic Games - Fortnitemares



## From Fortnite to escape rooms and back

A Fortnite activation campaign where player have to complete specific in-game tasks to earn rewards and progress through 4 different escape rooms on this site. Each room has its own theme and provides a clue about in-game monsters. When the users completes specific tasks in the rooms they are automatically rewarded with in-game items.

# Epic's Fortnite - Refer a friend gaming



**REFER A FRIEND**

BETA

**YOUR HIGHEST PROGRESS**

G SCREEN | COMPLETED
TASK 1
**CREATE A CONNECTION**

WRAP | COMPLETED
TASK 2
**PLAY 1 GAME IN FORTNITE WITH A REFEREE**

GLIDER
TASK 3
**PLACE TOP 10 3** YOUR REFEREE

**FRIENDS LIST**
ADD UP TO 5 FRIENDS TO COMPLETE TASKS WITH.
PLAY FORTNITE WITH REFEREES AND EARN REWARDS!

TYLEREXMG
TASK 2
PLAY 1 GAME IN FORTNITE WITH A REFEREE
SHARE PROGRESS

Statistics are updated every 60 minutes

**ADD A FRIEND**

## Refer a friend gaming

An activation campaign that encourages existing players to invite new players to join them to play Fortnite together.
By completing tasks together they can both earn rewards when they achieve specific objectives. The rewards are provided directly to the player in the game.

# Twitch sentiment analysis (ML Chat decoder)
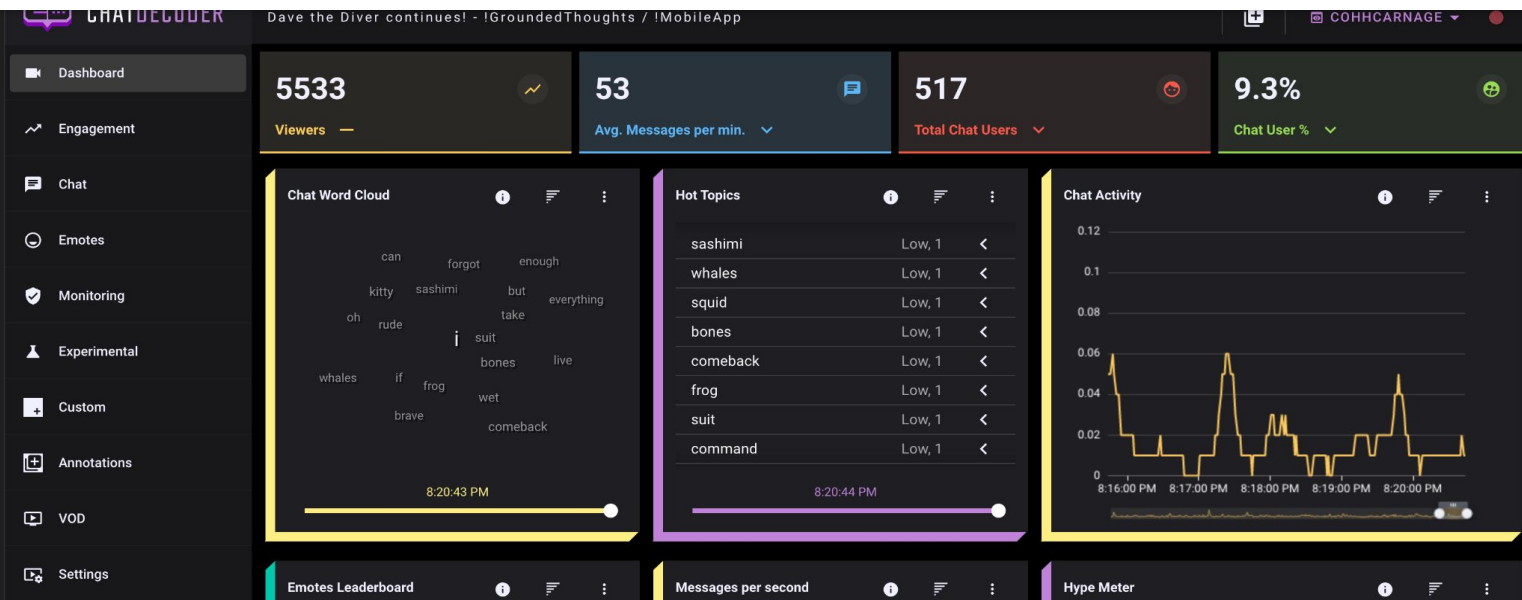


**Live sentiment dashboard**
Chat Decoder analyzes engagement, sentiment and hype moments in a Twitch livestream chat. Based on the analysis of thousands of chats, streamers/producers can react quick.

**Post analysis of live events**
The platform can also be used to analyze past broadcasts. Twitch used Chat Decoder during platform wide events including The Game Awards, Summer Game Fest and E3.
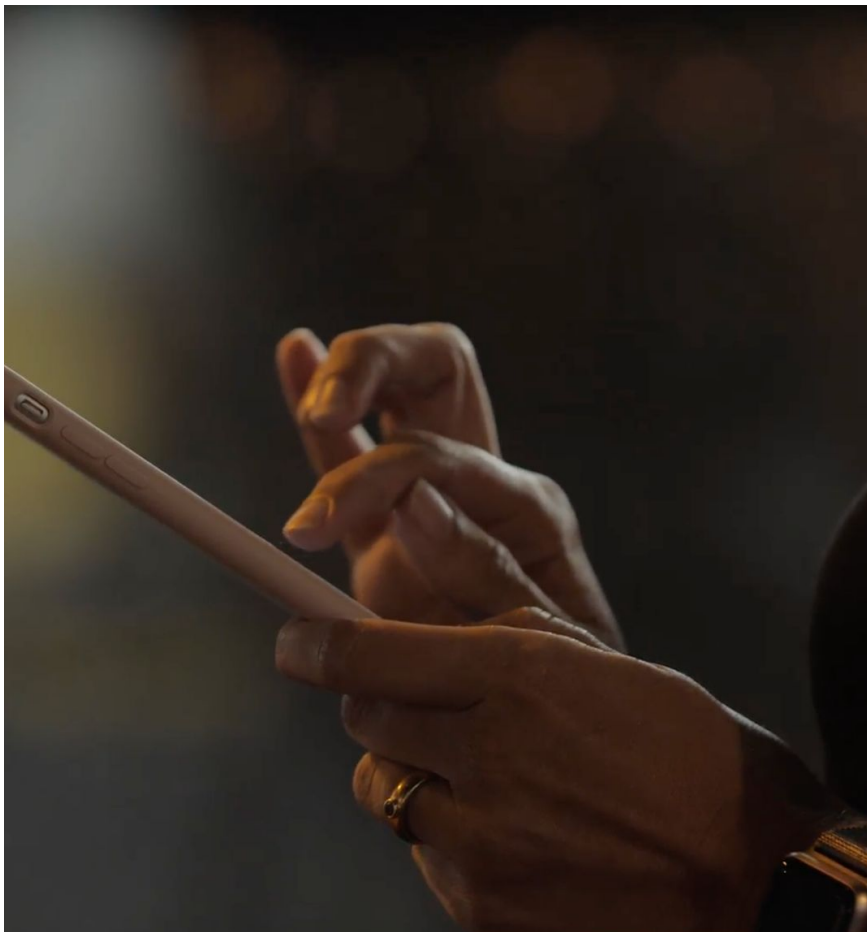
# Use Livery to test run your interactive broadcast ideas

A tiny investment and a lot of ready-made possibilities... makes a great tool for your concept phase:
Use Livery to create a proof of concept to validate your next big interactive format idea. To create an interactive live video prototype to support your sales activities. Of for test runs with a live audience when budget is limited?

Starting at 450,- per month, our affordable and ready-made interactions are suitable to bring your idea to life. Contact our team to check out the details.

LIVERY

# Need some help making a business case, a plan or doing a show?

We and our partner network can help you. Consulting and doing projects is not our core business but we have a small specialized team that is available to help our customers during a short timeframe. We ingest knowledge, share our best practices with the aim of helping our customers become as successful as possible. What we basically do is getting you started in a smooth way.

In addition we invite you to make use of our partner network when looking for a full service solution for your live interactive video productions. This is useful in case you don't have an in house team or when you need some extra knowledge or capacity. Our partners and us can work direct with or for you, but are also happy to work alongside your current agency(s) and other (technical) service providers.

LIVERY

# Contact

Frank van Oirschot

frank@liveryvideo.com

Office:

+31 (0)20 617 2685

info@liveryvideo.com

LIVERY

# Appendix

# Why Livery?

- The ULL-CMAF standard we use gives us an unfair cost advantage in comparison to other low latency video solutions that do not run on a standard CDN. Our service is distributed via Akamai. the world's most established and powerful CDN.
- Our ULL-CMAF based technology provides better quality, audio and video than WebRTC based solutions, provides sync and can be scaled to millions without problems.
- As we offer our platform as a ready-to-use SAAS service, so no upfront investments are needed. Going live is easy and no IT resources are needed.
- Our integrated interactive tools can be used instantly. We have a rich range off off-the-shelf interactive elements like chat, poll, prediction and more.
- Livery is offered as a scalable SaaS solution: start today with your (interactive) live stream and scale up to millions of viewers.
- Although our price is low, our business model is not based on collecting data. Our customers are the sole owner of all data.
- Our technology is mature and our team is experienced. Our platform is built on more than 10 years of experience and hundreds of interactive projects that were delivered around the world by our mother company Ex Machina Group to leading media, sports and gaming companies..

# Security is important!

Security is an essential aspect of live streaming, and Livery strives to ensure the utmost safety of your interactive live streams. In addition to our general security measures, Livery provides supplementary security features.

## IP whitelisting

IP-level security, customers can specify the IP addresses authorized view the live stream.

## CDN Authentication

CDN authentication is utilized to secure the connection between the encoder (both cloud and on-premises) and the CDN. This prevents hackers from hijacking the stream.

## Stream Key

The Livery platform utilizes an RTMP or SRT stream for the first mile delivery to the cloud encoder. A Stream-Key is used for autorisation with the Cloud-Encoder.

## Domain whitelisting

Domain-level privacy, customers can specify the websites that are authorized to integrate or embed the Livery video player.

## Token Authentication

Secure session tokens are utilized to authenticate user sessions and prevent unauthorized sharing of the streaming URL.



For more information: https://docs.liveryvideo.com/security

LIVERY

# Use Livery to activate and train your employees

Livery makes all internal communication fun and engaging. From company announcements to all-hands meetings and L&D programs, Livery will help remote or hybrid team feel more connected to the team and company goals.

Learning, competition, fun and entertainment are very compatible with each other. A powerful combination to create engaging and sticky lessons and course designs.

Starting at 450,- per month. Contact our team to check out the details.
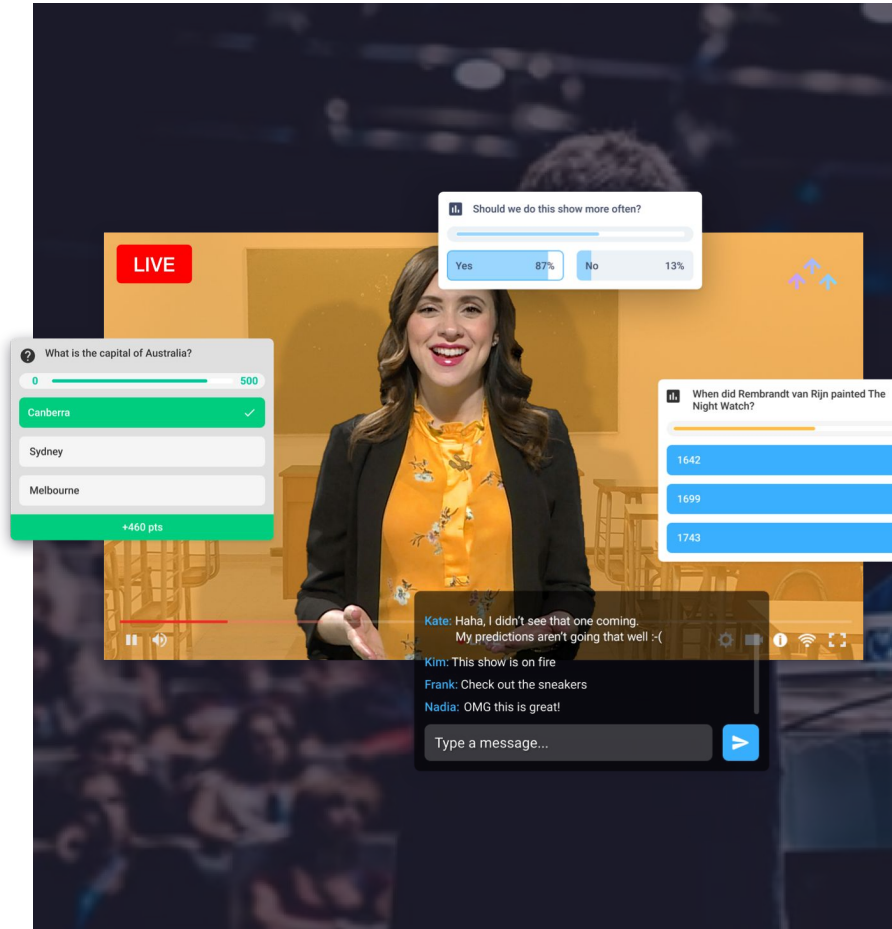
# Core & Communication interactions: engage your audience

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

The next broadcast will start in...

LIVE

| 4 | 21 | 5 | 36 |
|---|----|---|----|
| DAYS | HOURS | MINUTES | SECONDS |

## Anouncement
Show quick announcements with title, subtitle and image.

LIVE

**Did you know?** ✕
We have an urban line waiting to be released?

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

LIVE

**SNEAKERZ COURT BASE - Sneakers low**
★★★☆☆

Rate Product

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

L...

Should we plant grass or place tiles in our new office garden?

0 ●━━━━━━━━━ 500

Grass

Tiles

50 / 50
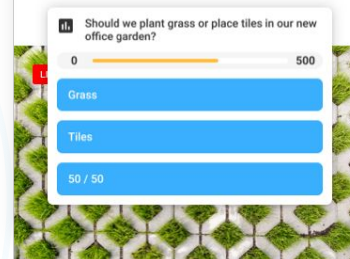
## Trivia
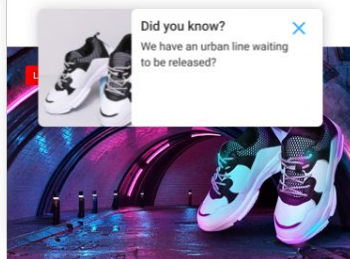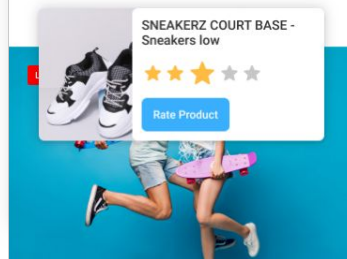Multiple choice question:
How smart and how quick are you? It all defines the point you score.

What is the capital of Australia?

0 ●━━━━━━━━━ 500

Canberra ✓

Sydney

Melbourne ✕

0 pts
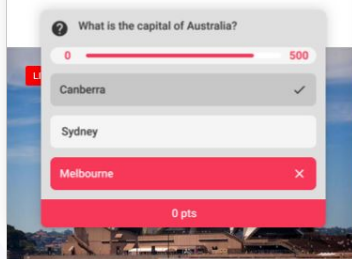
LIVE

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

LIVE

😂 🤣 😫
😐 😍 😣

I FEEL GOOD

😴

😮

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

**Kate:** Haha, I didn't see that one coming.
My predictions aren't going that well :-(
**Kim:** This show is on fire
**Frank:** Check out the sneakers
**Nadia:** OMG this is great!

Type a message... ➤
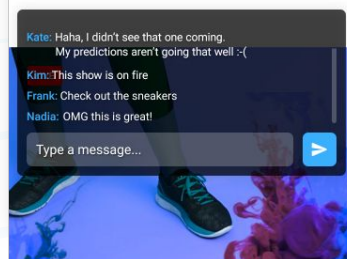
## Q & A
Users have the option to raise questions, search questions and get answers which the operator manages in the CMS.

LIVE

🔍 Search question...

Raise a Question

≡ Newest fi... 👁 All Quest...

**What two things can you never eat for breakfast?** ✓

That's an easy question! The answer is Lunch and Dinner.

👍 4.2k    asked by You
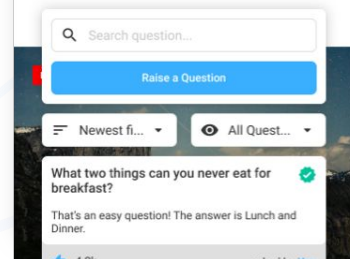
# E-commerce & Gamification interactions: play and convert

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

| | Washable middle gauge knit crew neck jumper |
|---|---|
| | $24,95 $39,95 |
| | Men ultra stretch skinny fit jeans $39,90 |
| | K-SWISS COURT WINSTON - Sneakers low $39,90 |

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

**T-shirt**
€ 8,00 € 10,00

Size — Select an option
Color — Select an option
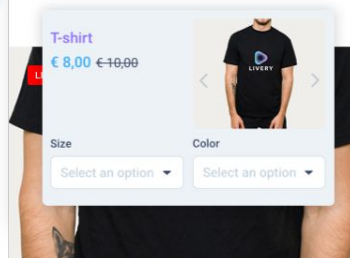
## Purchase
Boost your sales by adding products to your basket from within the livestream. Seamless and integrated live shopping.

**T-shirt**
€ 8,00 € 10,00

Size — Select an option
Color — Select an option

**Add to cart**
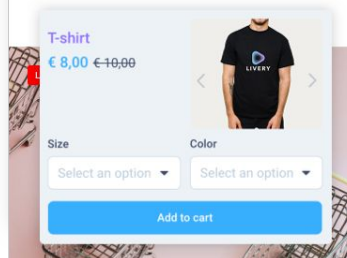
## Product rating
Find out how your viewer feels about a product. User preference data is available after the broadcast.

Classics: merino wool knit jumper
★★★☆☆
**Rate Product**
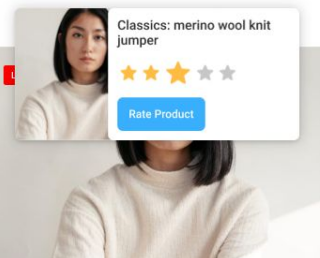
## Predictions
Will there be a goal in the next minute? Will he make it into the next round? Will the ball fall on red. Predict and excite!

Will he score the penalty?
0 — 500
Yes
No
In the rebound
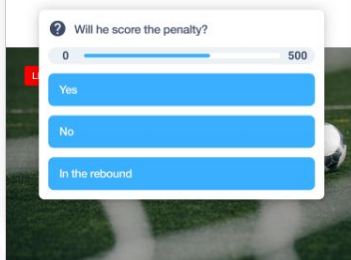
## Estimations
The closer you guess, the more points you score. The exact answer is rewarded even more.

123 How many pharaohs were named Ramses?
8
**Submit Answer**

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

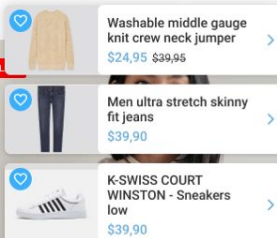What is the capital of Australia?
0 — 500
Canberra ✓
Sydney
Melbourne
+460 pts
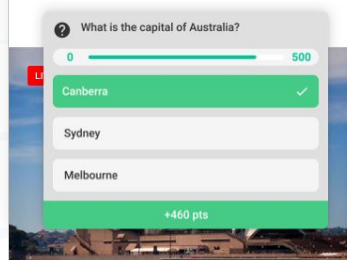
## Leaderboard
Earned points during and after the game. Compare with other players and see who has the highest score and wins the game.

| 12 | You | 1,385 |
|---|---|---|
| 1 | Martin | 10,541 |
| 2 | Adam | 8,430 |
| 2 | Niek | 8,144 |
| 2 | sadpandaisy | 7,850 |
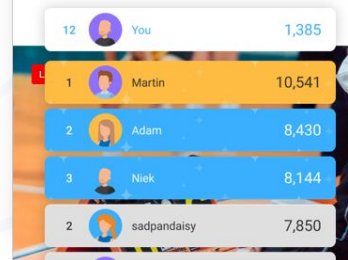
# Customer success support package

1. **Strategy session**
   - Make a first plan in 4 hours workshop
     (e.g. concept defining, monetization models, business planning)

2. **Studio setup advice**
   - In a 4 hours workshop we help you make a plan for your studio and live streaming infrastructure set-up

3. **Production Training**
   - 2 one-hour remote training session + 2 hours Q&A support

4. **Production support**
   - Helping you making a good timeline and script
   - Live support during livestream
   - One time free use of our Amsterdam Studio (E.g. for pilot production)

5. **Get started complete**
   Strategy, training and production support*

   - Consulting:
     - 4 hour hour strategy session
     - 2 hours of consulting
     - 4 hours production preparation support
   - Support of your first live production
     - 4 hours of training and support
     - Live support during first livestream
     - Optional: free one time use of our Amsterdam studio

LIVERY

# Founders & team track record

**Amstel Beer (vrienden van Amstel)**
1998

**Multiplayer gaming SDK**
2003

**Microsoft Xbox '1 vs 100' Guinness book of records**
2009

**ReasonNet (first wholesale enterprise cloud)**
2010

**Second screen (The Voice, Got Talent, Deal or No Deal, 1vs100)**
2011

**Fox / Q12 / Apple daily / TV Azteca (WebRTC)**
2017

**Twitch extension (heatmap, EA FIFA, Bethesda)**
2017

**Alibaba singles day**
2016

**Sentia (managed services)**
2015

**Global TV Projects**
2013

**Amazon Prime Day (shoppable video @ Twitch)**
2018

**PWC (Education)**
2018

**Hepsiburada, Hobbii (Shoppable video)**
2020

**Epic Games (large scale Fortnite campaigns)**
2021

# 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

PHONE
WITH 4G

INTERACTIONS

LIVERY
INTERACTIONS

GOOD INTERNET CONNECTION

CLOUD
ENCODER

LIVERY

# 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



STUDIO

CONTROL ROOM

LIGHTS

LIVE FEED MONITOR

TELEPROMTER (OPTIONAL)

CAMERA

MIC

VIDEO

VIDEO PROCESSING SOFTWARE

INTERACTIONS

LIVERY INTERACTIONS

GOOD INTERNET CONNECTION

CLOUD ENCODER

LIVERY INTERACTION CMS

LIVERY
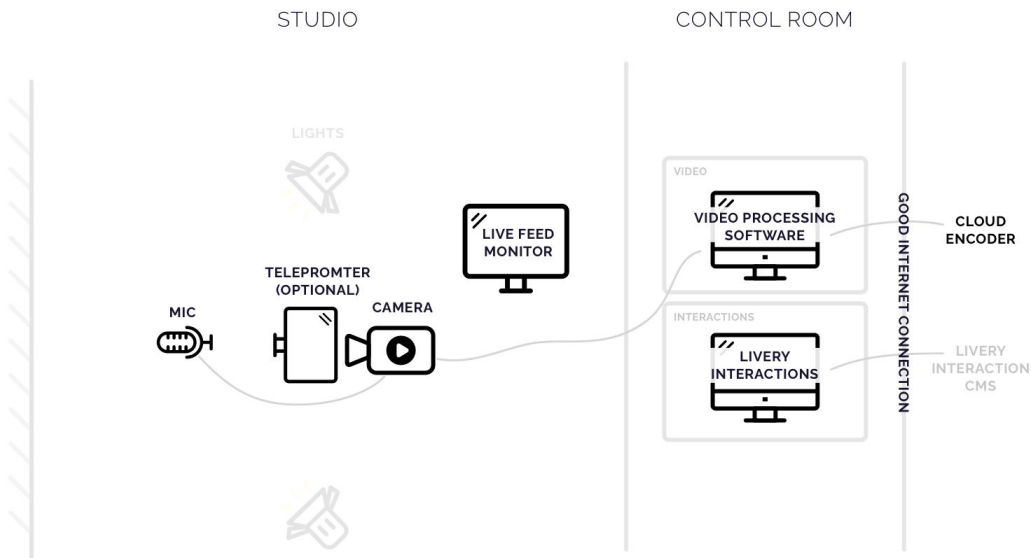
# Basic multicam production

Studio setup with camera switching and video injection in the live stream.
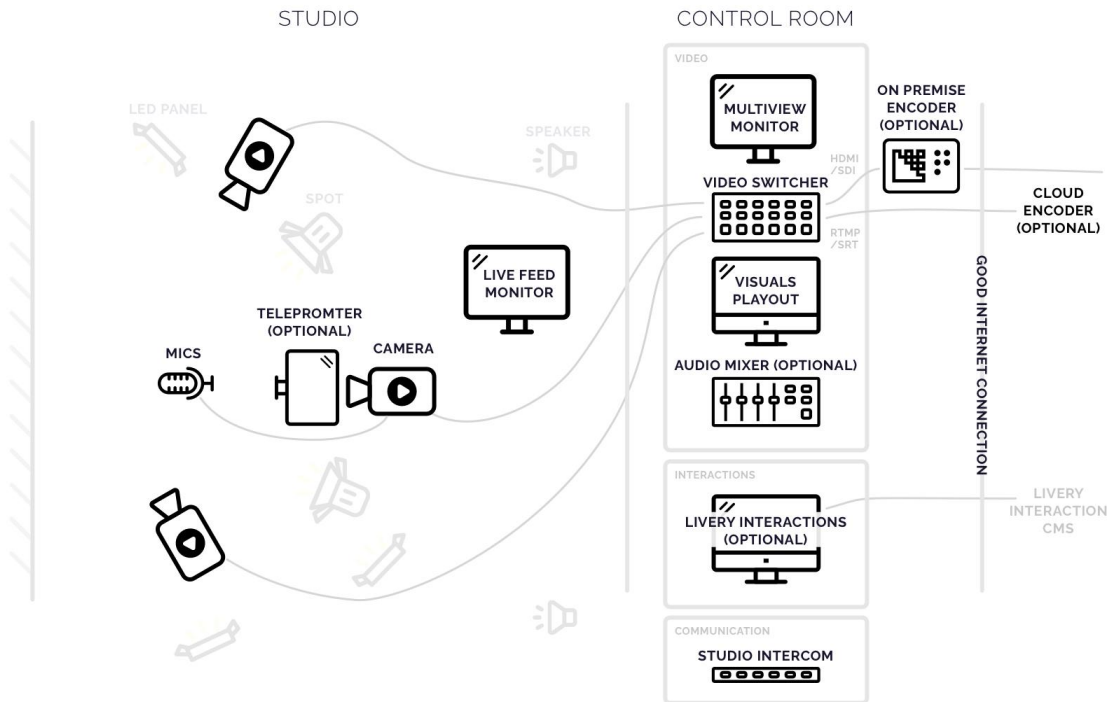
**Specs**
Medium production value
Studio activity: medium
Multiple hosts / guests
3 cameras
Design set
Branded backdrop
3-4 light panels

**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 playout: Keynote
1x Studio floor communication

STUDIO

CONTROL ROOM

LED PANEL

SPEAKER

VIDEO

MULTIVIEW
MONITOR

ON PREMISE
ENCODER
(OPTIONAL)

SPOT

VIDEO SWITCHER

HDMI
/SDI

CLOUD
ENCODER
(OPTIONAL)

LIVE FEED
MONITOR

RTMP
/SRT

VISUALS
PLAYOUT

TELEPROMTER
(OPTIONAL)

CAMERA

MICS

AUDIO MIXER (OPTIONAL)

GOOD INTERNET CONNECTION

INTERACTIONS

LIVERY INTERACTIONS
(OPTIONAL)

LIVERY
INTERACTION
CMS

COMMUNICATION

STUDIO INTERCOM

LIVERY

# 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

STUDIO

CONTROL ROOM

LED PANEL

SPEAKER

VIDEO

MULTIVIEW MONITOR

ON PREMISE ENCODER (OPTIONAL)

VIDEO SWITCHER

HDMI /SDI

SPOT

LIVE FEED MONITORS

VISUALS RGBA KEY AND FILL

RTMP /SRT

CLOUD ENCODER (OPTIONAL)

TELEPROMTER (OPTIONAL)

CAMERA

VISUALS PLAYOUT

MICS

GOOD INTERNET CONNECTION

AUDIO MIXER (OPTIONAL)

INTERACTIONS

TRUSS

LIVERY INTERACTIONS (OPTIONAL)

LIVERY INTERACTION CMS

COMMUNICATION

STUDIO INTERCOM

LIVERY