



LIVERY

Interactive live formats for broadcasters and publishers

- includes concepts & cases catalogue -

LIVERYVIDEO.COM | INTERACTIVE VIDEO CLOUD



Media companies & live interactive video events: a perfect match for growth

Adding live interactive video productions to the mix as a publisher or broadcaster provides great chances for improving and growing your business. Cost and complexity have decreased significant lately and commercial opportunities look better than ever.

To help you understand the possibilities and to make it easy to get started, we've created this interactive live formats 'concepts & cases catalogue'. It's full of information, cases and inspiration on how interactive live streaming can benefit your business in the near future.

Opportunities to improve your business



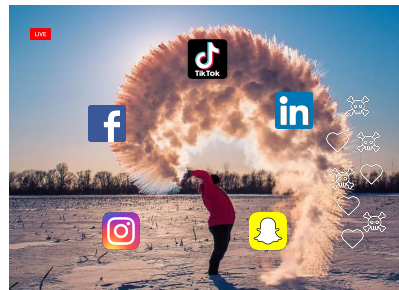
Additional monetization opportunities

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 your own platforms. Work with limited editions in commerce, improve conversion to subscriptions and store traffic appointments. And offer other high value conversions to your advertisers.



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 your audience. How? Design (gamified) interactivity based on data you would like to add to your data warehouse or your 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 your social channels to activate your reach to go to your own platforms and host your event yourself. Never again give away your brand value, content and market reach for free to social (video) platforms. Keep your 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.](#)

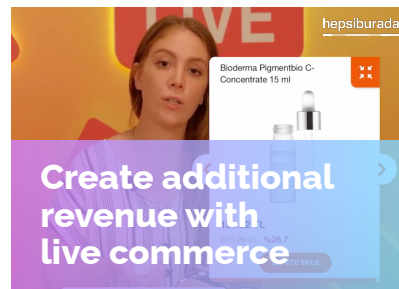
How to create value with Livery?



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 customers (CRM) profiles.



Interactive live streaming can be a great way to produce exclusive content and convince visitors to your media outlets to register. This is especially the case if registration allows them to win prizes, buy unique products or to take advantage of special promotions.



For the majority of your 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 platform and realise conversion rates of up to 30%.



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.

How to create value with Livery?



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.



Use interactive live video to create more value for sponsors and advertisers of your digital or hybrid events that you organise for viewers or subscriber. Use interaction to convert viewers instantly into contacts for your advertisers and sponsors. With Livery you can facilitate instant conversion of contacts to leads and instant access to transaction models of instant transfer of contacts to your customers sales funnel.



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.



Advertisers are always challenging your branded content team to come up with even greater ideas for spending their budget. Live and hybrid interactive experiences can in many cases be a great idea or part of a great plan to offer best value. Use your talent, your brand value and your reach to assemble compelling offerings.

THE LIVELY LIVE METHOD

Make every broadcast an entertaining and engaging experience

HOW TO TURN VIEWERS INTO VALUE

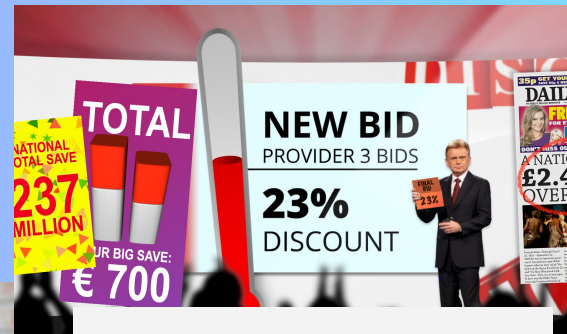
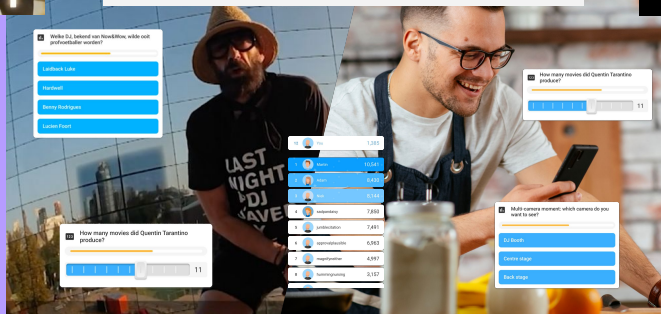


1 - Entertain
An entertaining show captures and holds viewer attention

INVOLVE

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

ENGAGE



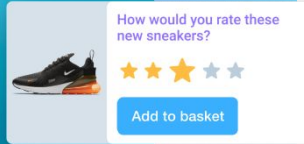
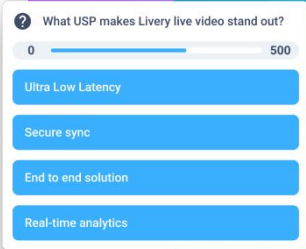
3 - Convert & data
Create value with live shopping, gather user data and increase user registrations

SELL

Low-latency live streaming



LIVE



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

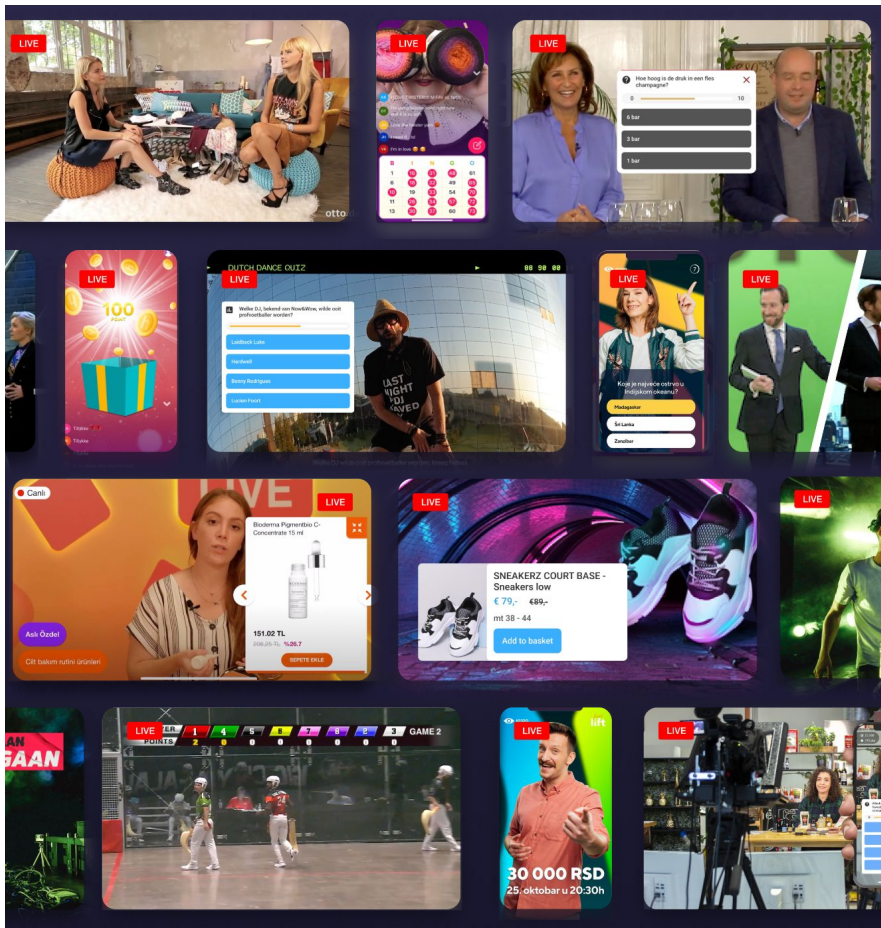
Nadia: OMG this is great!

Type a message...

Seamless live interactive features

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 of [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..



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

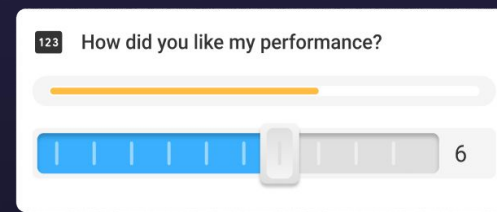
★★★★★

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?

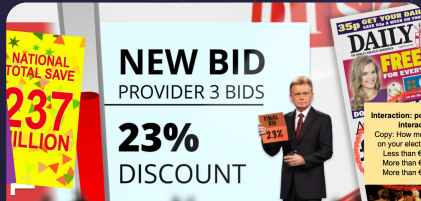
Progress bar (yellow)

6

TAKE ME THERE

- CONCEPTS & CASES CATALOGUE -

Direct revenue formats



The Big Save

everybody saves using the power of the collective



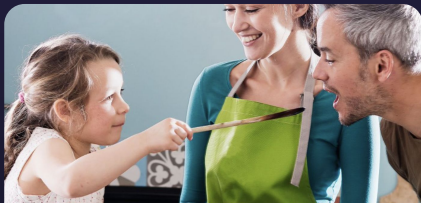
3,2,1, launch

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

The Big Save



NEW BID
PROVIDER 3 BIDS

23%
DISCOUNT



How much do you spend on your electricity per month?

Less than €150

More than €150

More than €500



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 #Consumer #Collectivepower #Saving #Discounts
Type	Scripted interaction
Duration	60-90 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
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	<ul style="list-style-type: none">→ 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
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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
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Price Indication Livery	€ 6288 monthly based on 4 sessions with 50.000 users = € 1570 per session
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3-2-1 Launch!



Limited edition release party:
Billie Eilish Beanie

€ 159,95

Add to basket



Limited edition release party:
Album in yellow vinyl

€ 49,95

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
#releaseparty #fans # product
#music #lifestyle #ecom
#limitededition #shopping

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

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.

Value

- **eCommerce:** merchandise and tickets for VIP-rooms and meet-and-greets
- **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
Registrations value: 20.000 x €10 fee per lead = €200.000
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

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

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

IMPROVE THE NATION

Vote for your favorite local initiative!

Progress bar: 10%

- Playground
- Ferry
- Roof gardens

I would like to offer my support as:

Progress bar: 50%

- Muscles
- Networker
- Investor

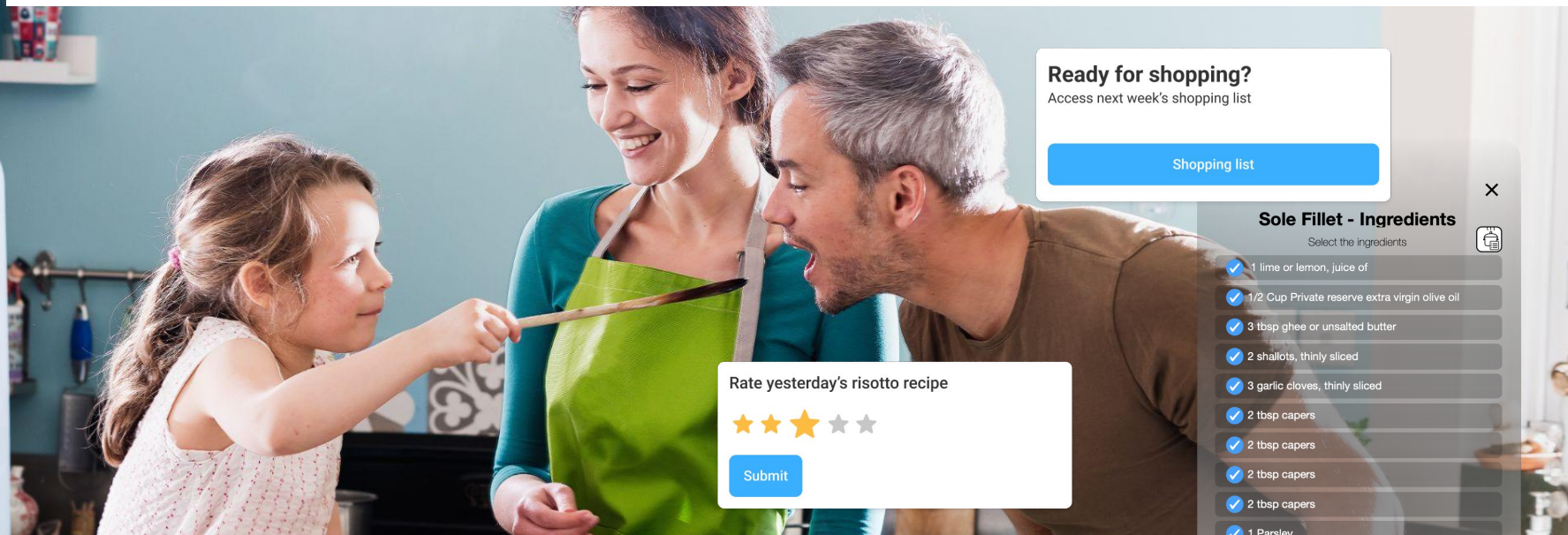
Improve The Nation offers a stage for public initiative ideas that benefit all of us: pitch. vote. fund. execute.

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.

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

Format	Improve The Nation	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.
Content	Pitch & Presentation; Funding #publicdomain #transparancy #pitch #localgovernment #opinion #activation #ecom #funding		
Type	Scripted interaction		
Duration	60 minutes		
Target	Brands	Improve the nation by:	<ul style="list-style-type: none">• 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
Livery Configuration			
Stream	Premium video; 1080p - 25 fps - 3,0 mbps Ultra-low latency	Value	Price indication Livery
Core	Countdown, poll, estimation poll, trivia, vote, rating, sentiment	→ 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	€ 2875 monthly based on 4 sessions with 25,000 users
Community	Q&A (moderated), chat	Example calculation Per session	= € 720 per session
Ecommerce	Discovery, configuration, purchase, donate	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	

The Daily Cook



Ready for shopping?

Access next week's shopping list

Shopping list

Rate yesterday's risotto recipe



Submit

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

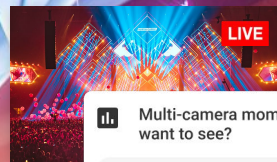
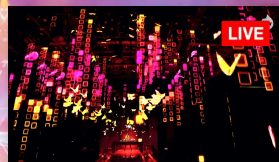
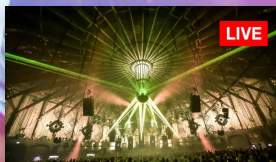
The Daily Cook inspires, educates and helps to live a healthy and sustainable life.

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	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.
Content	Lifestyle & Health #consumer #dailyfood #planner #easygroceries #health #taste #livecookin #seasoncooking #sustainability		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.
Type	Scripted interaction		
Duration	25 minutes		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.
Target	Brands		The Daily Cook inspires, educates, helps to plan and cook and to live a healthy and sustainable life.
Livery Configuration		Value	Price indication Livery
Stream	Premium video; 1080p - 25 fps - 3.0 mbps Ultra-low latency	→ eCommerce: groceries, kitchen utensils, merchandise	€ 2380 monthly based on 20 sessions with 8000 users
Core	Countdown, poll, estimation poll, trivia, vote, rating, sentiment	→ Profile data and lead generation: access to ecom, interactive and community features generating rich user profiles with opinion and personal preference data	
Community	Q&A (moderated), chat	→ Connect to brands and advertisers: sponsored content & advertising	
Ecommerce	Discovery, configuration, purchase, donate	Example calculation Per session	= € 120 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	

The Club



ADE x FRESHCOTTON socks

€ 29,- € 39,-

Add to basket

Multi-camera moment: which camera do you want to see?

DJ Booth

Centre stage


Back stage

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	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.
Content	Music & Lifestyle #EDM #RemoteClubbing #Dance #Festivals #Ecom		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.
Type	Scripted interaction		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.
Duration	90 - 180 minutes		
Target	Brands		The Club offers fans the option for private meet and greet hangout sessions with the DJs in tailored interactive break out streams.

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

Value	→ eCommerce: merchandise and tickets for VIP-rooms and meet-and-greets → 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 Registrations value: 5.000 x €10 fee per lead = €50.000 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

11 Which of these technologies can be used for prediction?

Artificial Intelligence

Robotic process automation

Human Capital Management Software

123 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

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, 1910
trivia, vote, rating, sentiment

Gamification Prediction, estimation, quiz game, 681
leaderboard

Community Q&A (moderated), chat 143392

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 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 Formats



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

The National Wine Quiz

Rate the 2018 Merlot you just tasted

★★★★★

Rate Product

Welkom bij De Nationale Wijnquiz

De NATIONALE Wijnquiz 2021

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

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.

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

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

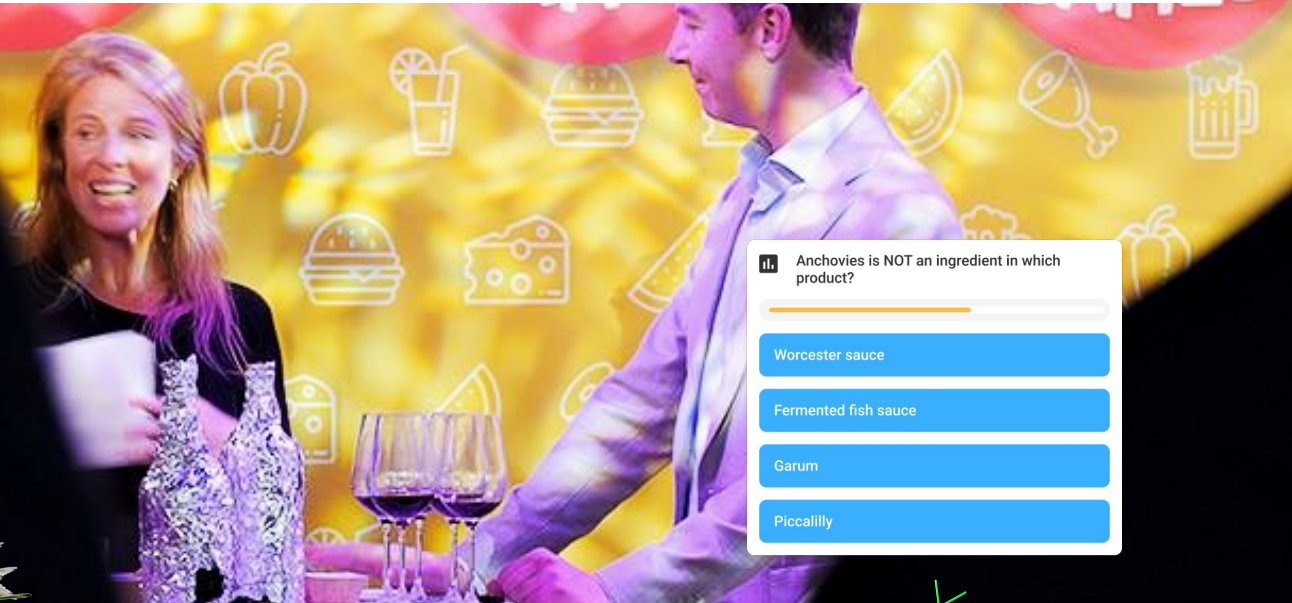
= € 1163 per session

Tasting Games XXL

The Jamon Iberico Bellota sausage



Submit



Anchovies is NOT an ingredient in which product?

Worcester sauce

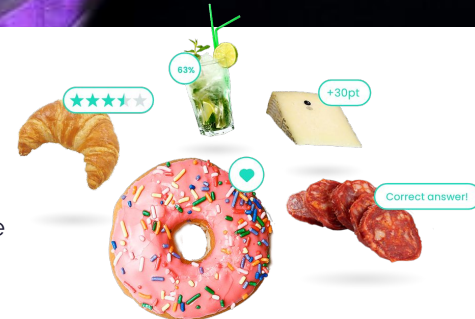
Fermented fish sauce

Garum

Piccaililly

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.



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

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.

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

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

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.

Type Scripted interaction

Duration 90 minutes

Target Brands

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.

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

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.

No. 6

0.33 L

0.33 L

0.33 L

The National Beer Games

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

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.

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

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:** beers, snacks and merchandise
- **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

Leads: 16.000 x €10 fee per lead = €160.000

Direct sales beer tasting box: 12.800 x €10 per box = €128.000

Direct sales beers and merchandise store: 2.560 x €20 = €51.200

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	Synopsis	Masterclass cooking with Michelin Star Chefs is an interactive live cooking experience where you create amazing, star worthy recipes from your favourite chef.
Content	Cooking Masterclass #masterclass #liveworkshop #michelinstars #food #produce #tasting #education #bigevent #targeting		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.
Type	Scripted interaction		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.
Duration	90 - 120 minutes		
Target	Brands		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.

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

- 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



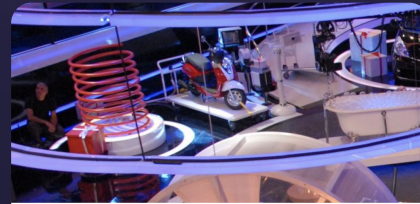
Charity challenge

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



Your opinion?

engage with your audience on the fly and instantly



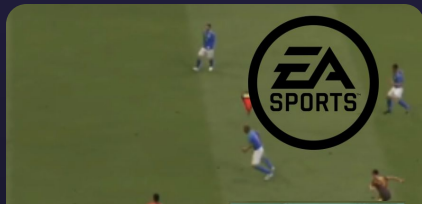
Loot the room

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



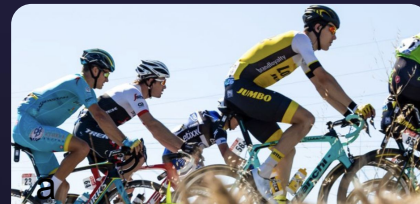
eSports Stream Engagement

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



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 #Transparency #Information #Funding #Involvement
Type	Post Broadcast Special
Duration	20 - 30 minutes
Target	Brands & Charity organisations

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.

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

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

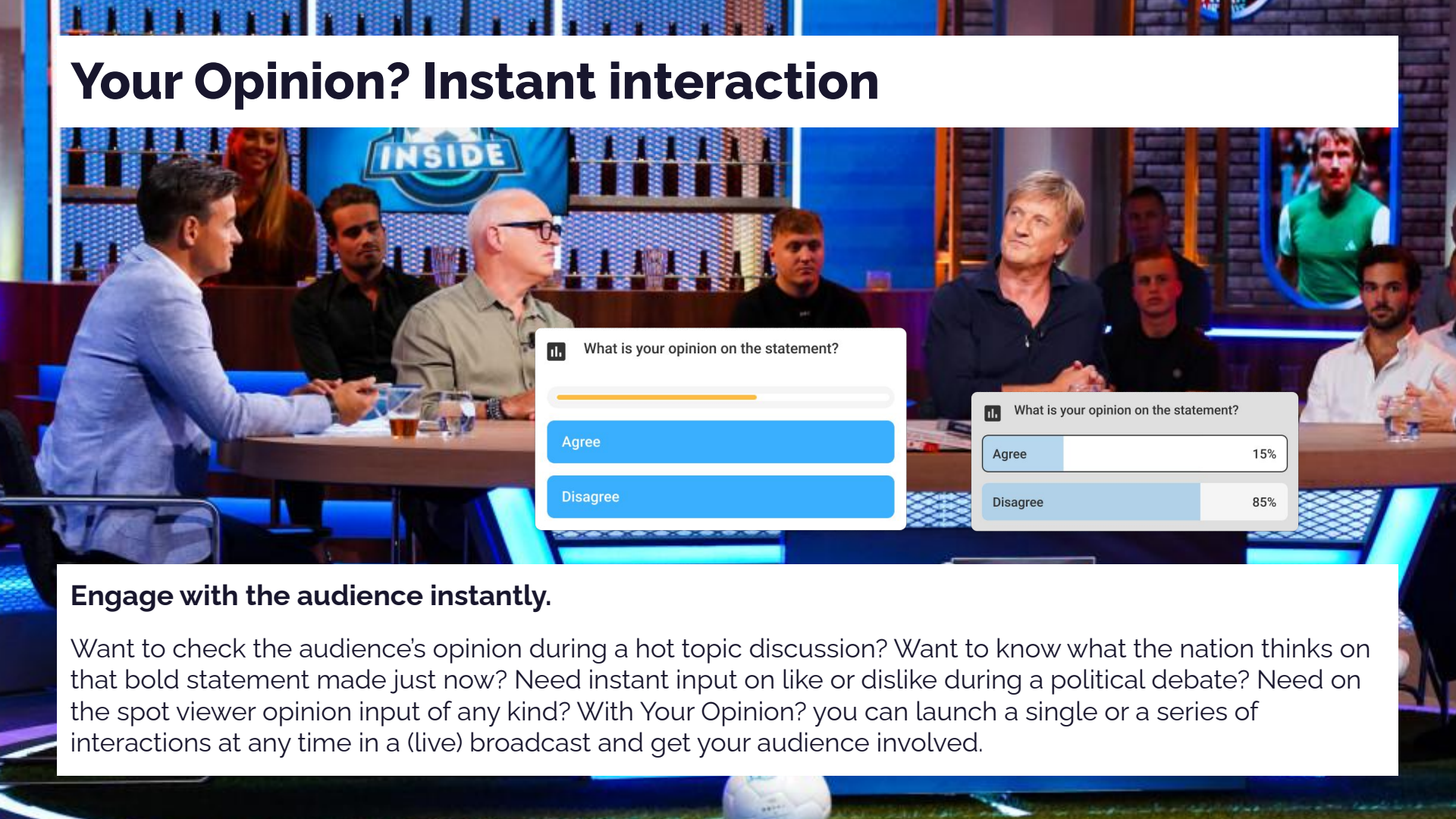
Example calculation Per session

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

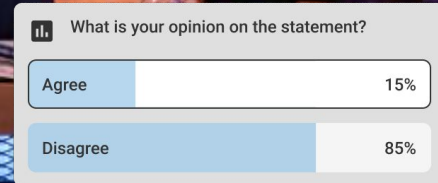
Your Opinion? Instant interaction



What is your opinion on the statement?

Agree

Disagree



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?	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.
Content	Instant Opinion #Opinion #Participation #Involvement #UGC #Discussion		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.
Type	Instant Interaction		Opinion, majority, minority, like, dislike, knowledge, wisdom of the crowd, intuition:
Duration	Format duration; 2-3 minutes per interaction		Your Opinion? is the perfect format to open the window to your audience at any point time and ask for Their Opinion.
Target	Broadcasters; Publishers		

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



WIN MORE TIME DURING THE COMMERCIAL BREAK

10

PLAY THE PUBLIC RAID IN

16

TOTAL COLLECTED TIME

02:10:00

YOU JUST WON

A SAMSONITE VOUCHER

-20% DISCOUNT VOUCHER FOR ALL SAMSONITE CURV SUITCASES

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

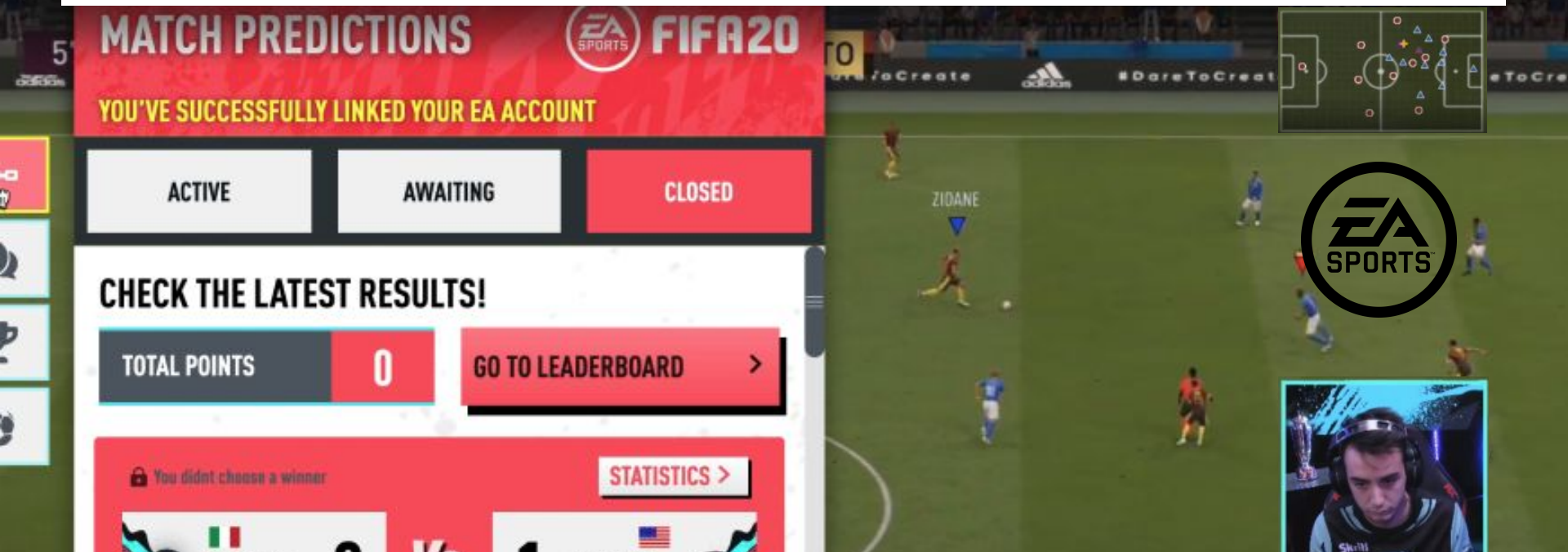
- **Profile data and lead generation:** access to ecom, interactive and community features generating rich user profiles with knowledge level, opinion and personal preference
- **eCommerce:** discounts, goods and services
- **Connect to brands and advertisers:** sponsored content and host advertising

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
#Games #Fans #Fanengagement

Setting up live esports 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.

Type Scripted Interaction; Instant Interaction

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.

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

Community Q&A (moderated), chat

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
€ 5850 monthly based on 4 sessions with 50.000 users
= € 1460 per session

Superfan: 2nd stream engagement extension



The screenshot displays a live stream with three hosts: a woman with long blonde hair on the left, a man with a beard in the center, and a woman with curly hair on the right. The interface includes several interactive elements:

- Search Bar:** Located at the top right, containing the text "Contender AMA...".
- Raise a Question Button:** A blue button below the search bar.
- Sort and Filter Controls:** Two dropdown menus below the button, labeled "Newest fi..." and "All Quest...".
- Question Card 1:** "From what age have you had singing lessons?" with a green checkmark icon. The answer is "From the age of 8". It has 4.2k likes and was asked by "You".
- Question Card 2:** "What is your favorite artist?" with a green checkmark icon. The answer is "That must be Daft Punk! They are great".
- Performance Feedback Overlay:** A white box on the left side of the stream with the question "How did you like my performance?". It features a progress bar and a rating of 6 out of 10.

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

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.

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

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:

Luxembourg

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

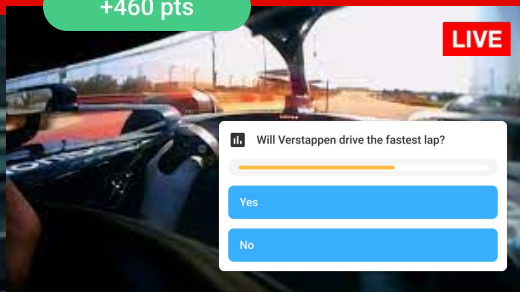
Formula 1 TV ultimate gamification



+250 pts

F1 TV

+460 pts



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	Synopsis	Closer to the action, you are in control and... a part of the race
Content	Sports / Fan Engagement #F1 #Livesports #Predictions #Trivia #pov #multicam		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.
Type	Scripted; Instant; Post Broadcast Special		Of course you select your language audio.
Duration	Match / Race / Stage duration		
Target	Brands		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.

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

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 live streaming 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 #hunting #competition #locationbased #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

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.

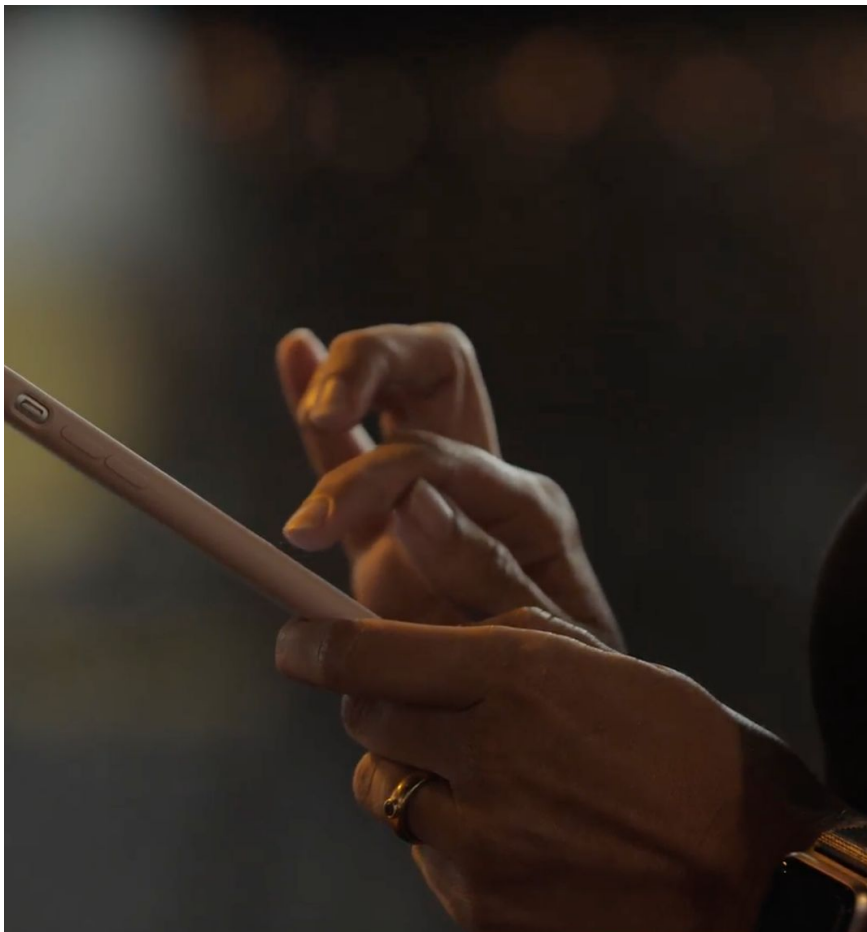
Value

- **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



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. Or for test runs with a live audience when budget is limited?

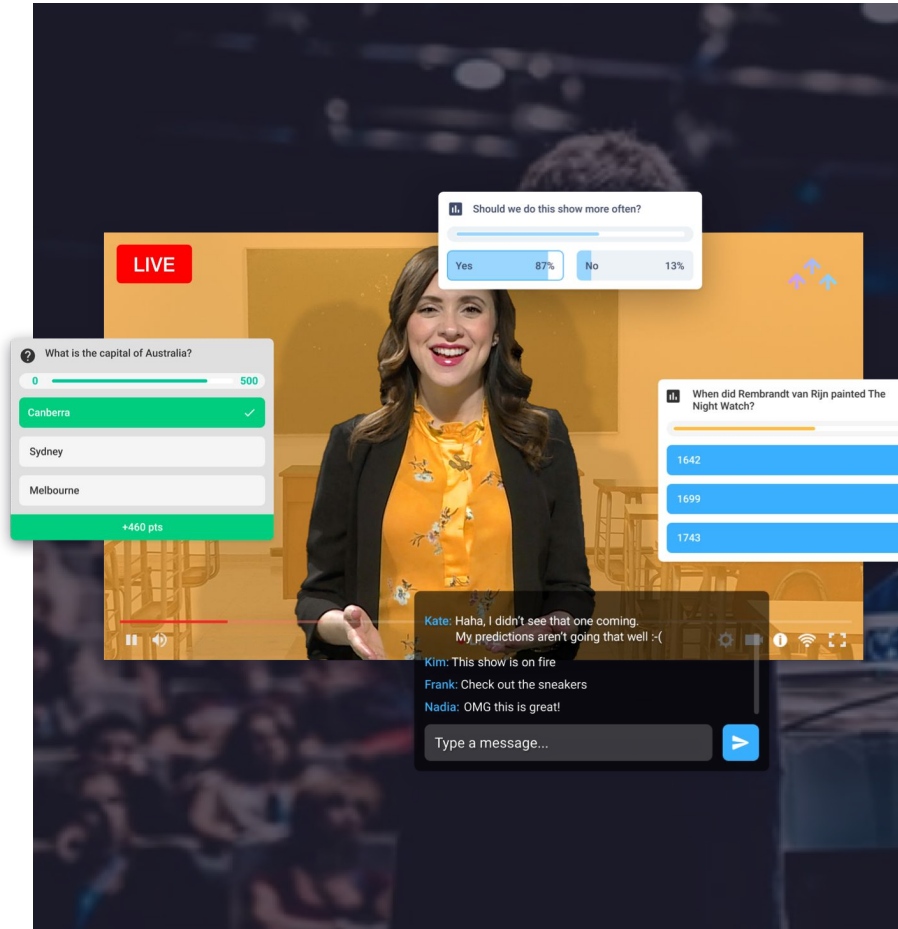
Starting at 450,- per month, our affordable and ready-made interactions are suitable to bring your idea to life. Contact our team to check out the details.

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.

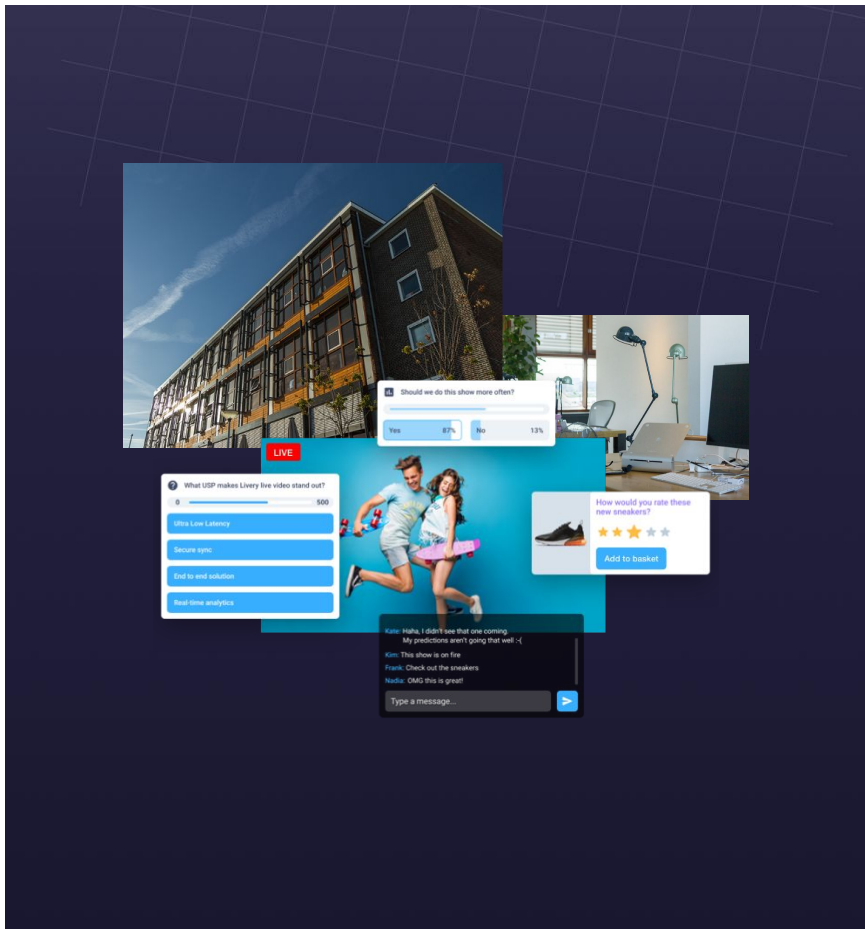


HOW CAN WE HELP?

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.



Contact

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Office:

+31 (0)20 617 2685

info@liveryvideo.com

Appendix

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 authorisation 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>

Core & Communication interactions: engage your audience

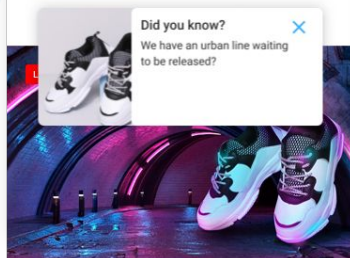
Count down

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



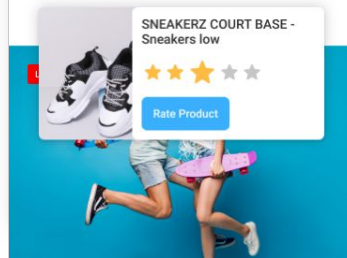
Announcement

Show quick announcements with title, subtitle and image.



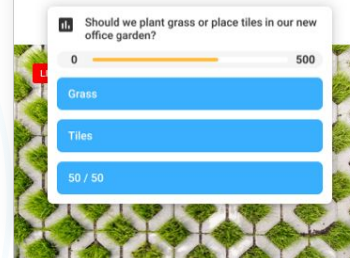
Rating

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



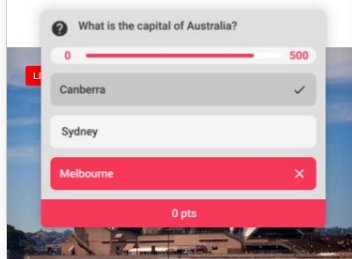
Vote

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



Trivia

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



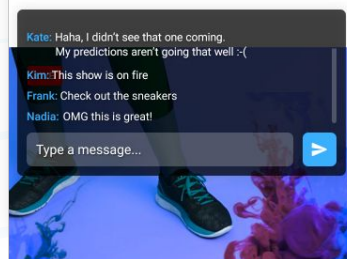
Sentiment

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



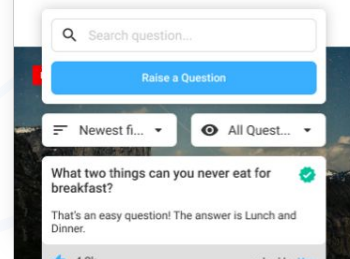
Chat

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



Q & A

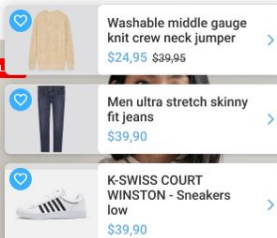
Users have the option to raise questions, search questions and get answers which the operator manages in the CMS.



E-commerce & Gamification interactions: play and convert

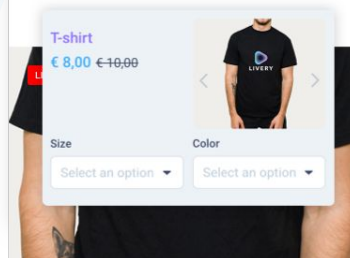
Discover

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



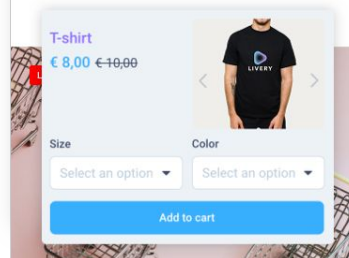
Configure

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



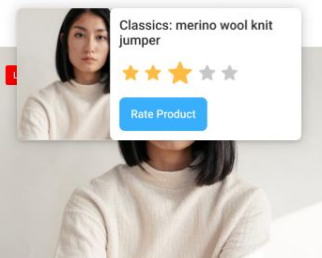
Purchase

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



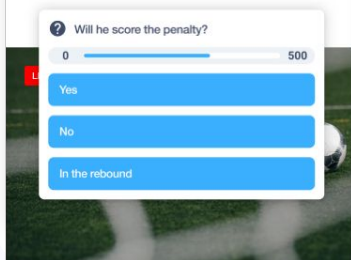
Product rating

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



Predictions

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



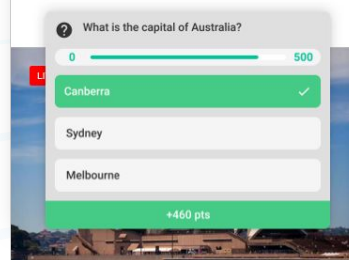
Estimations

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



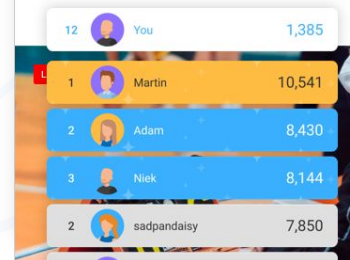
Quiz game

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



Leaderboard

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



LIVE

Boost brand loyalty

Create brand experiences

Sell tickets

Post broadcast specials

Instant opinion

Build communities

Create branded content campaigns

Maximize conversion

Collect high-quality data

Shoppable competitions

Support multi- platform events

Themed events with advertisers

Post broadcast specials

Enrich customer profiles

Create even more value...

● LIVE



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

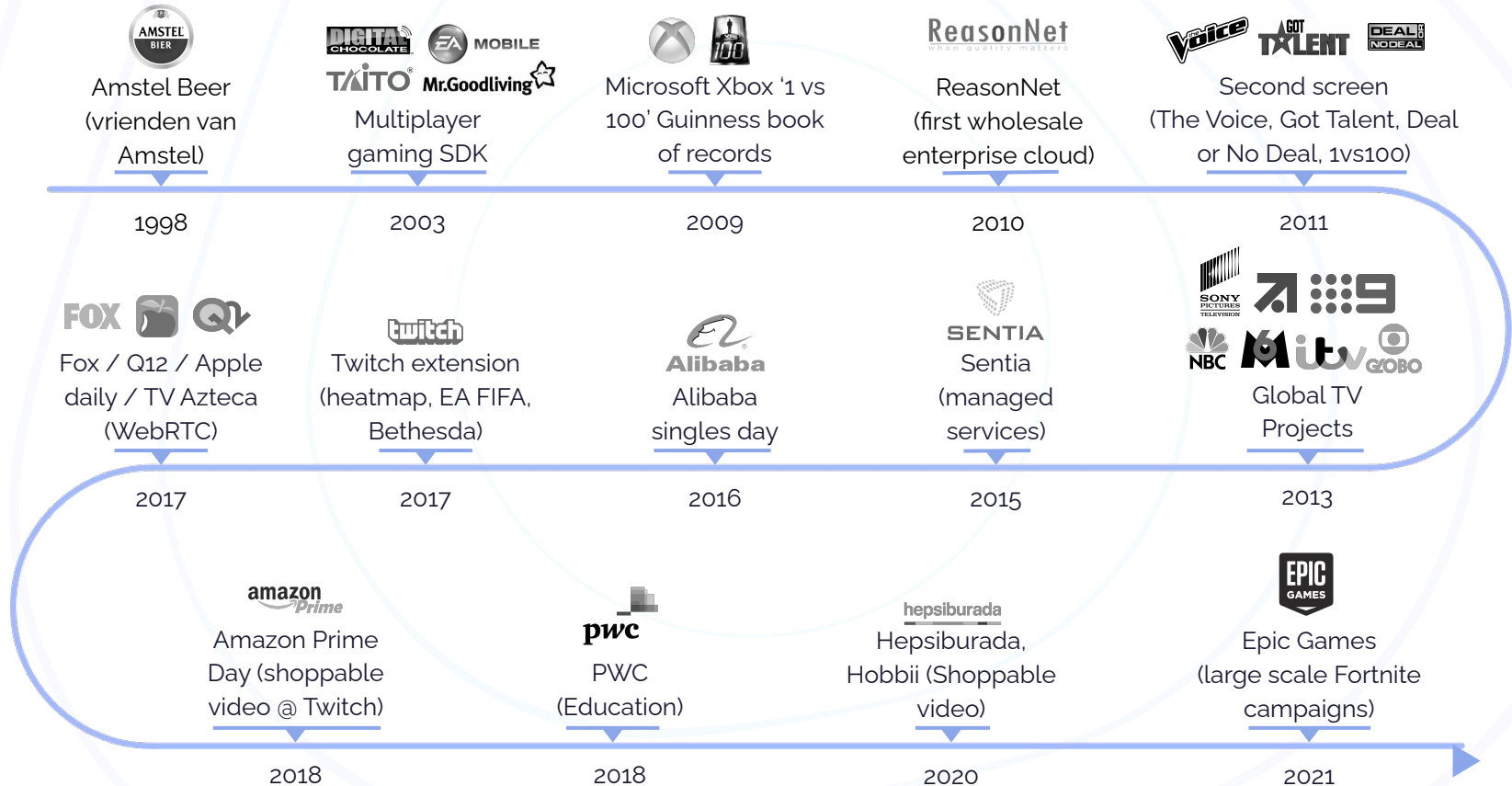
- Helping you making a good timeline and script
- Live support during livestream
- One time free use of our Amsterdam Studio (E.g. for pilot production)

5. Get started complete

Strategy, training and production support*

- Consulting:
 - 4 hour 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

Founders & team track record



Mobile production

Low cost, easy setup.

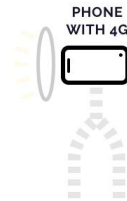
Specs

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

Studio

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

STUDIO



GOOD INTERNET CONNECTION

CLOUD ENCODER

Basic single cam production

Studio setup with all basics.

Specs

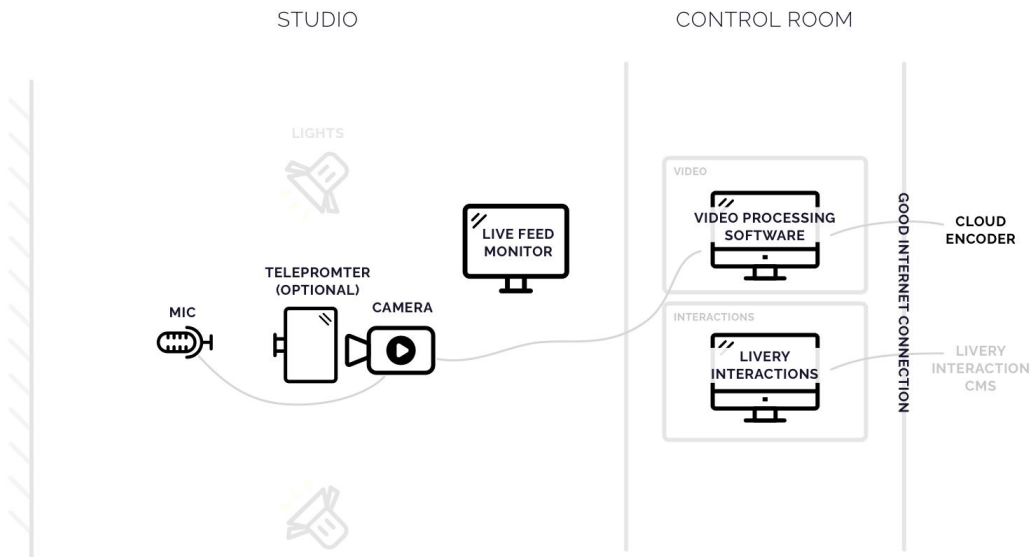
Low production value
Studio activity: low
Single host
Single cam
Basic set
Backdrop / Chroma key
1-3 light panels

Studio

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

Control room

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



Basic multicam production

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

Specs

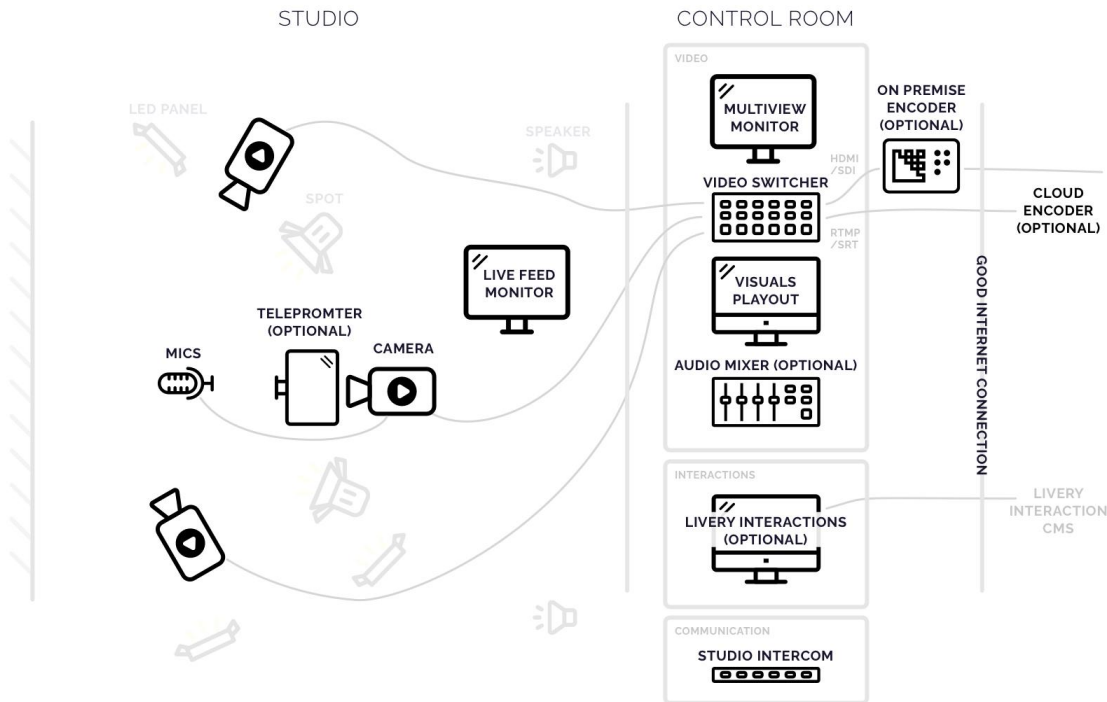
Medium production value
Studio activity: medium
Multiple hosts / guests
3 cameras
Design set
Branded backdrop
3-4 light panels

Studio

3x HD SDI/HDMI streaming camera + tripod
2x Microphones: wireless
3x Lights (LED panels) + tripod
2x LED spots
1x Speaker set
1x Live feed monitor
1x Teleprompter (optional)

Control room

1x Video and audio production switcher
1x Multiview monitor
1x Video processing software
1x Capture card HDMI/SDI to USB3.0
1x Audio mixing console
PC 1: Vid processing software & interaction
PC 2: Audio and visuals playback: Keynote
1x Studio floor communication



Pro multicam production

High-end studio setup.

Specs

High production value
Studio activity: high
Multiple hosts / guests / studio contestants
5 cameras
Premium set
6 light panels / 4 spotlights
Studio graphics overlay

Studio

5x HD SDI/HDMI streaming camera + tripod
4x Microphones: wireless
6x Lights (LED panels) + truss mount
4x LED spots
1x Truss mount
2x Speaker set
2x Live feed monitor
1x Teleprompter (optional)

Control room

1x Video and audio production switcher
1x Multiview monitor
1x Video processing software
1x Capture card HDMI/SDI to USB3.0
1x Audio mixing console
PC 1: Vid processing software & interaction
PC 2: Audio & visuals payout: CasparCG
Visuals RGBA key and fill
1x Studio floor communication

