LIVERY

Livery Live Shopping Guide

Blueprint for recurring live shopping video events

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

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

LIVERY

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

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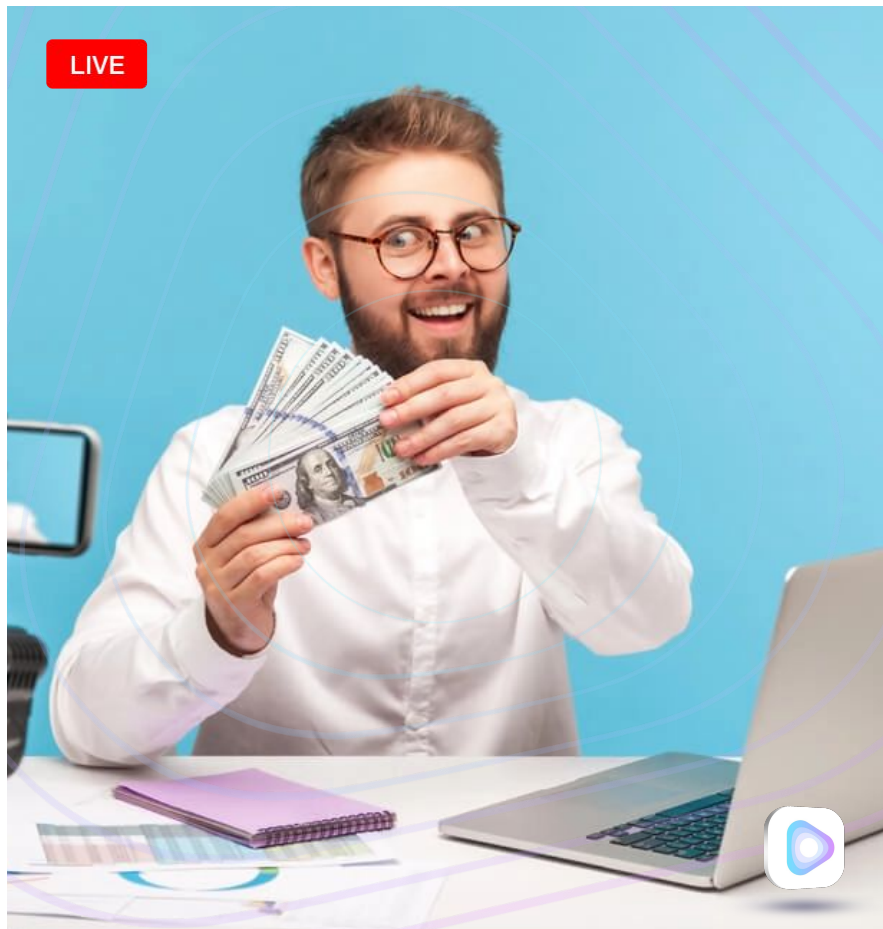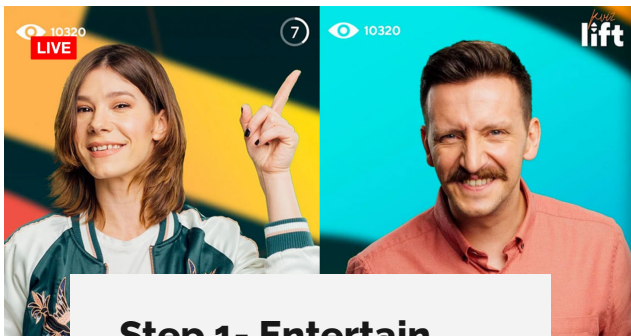
LIVE

Today, the technology is now simple & affordable

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

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

LIVERY

How to turn viewers into customers

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

ENGAGE

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

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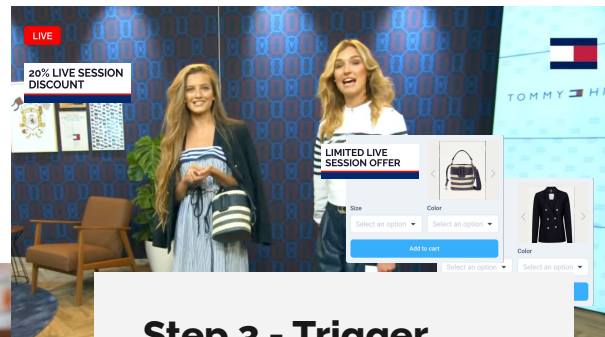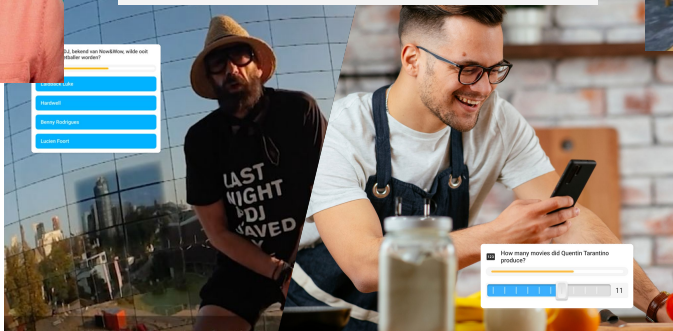
Step 3 - Trigger
trigger sales with prompts, urgency, uniqueness, and FOMO
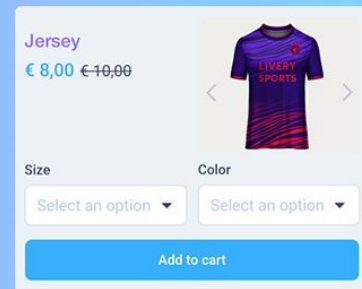
SELL

LIVERY

FROM LIVE SHOPPING TO: LIVERY LIVE SHOPPING

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

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

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

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

123 How many movies did Quentin Tarantino produce?

11

What was the name of the last shoe Nike did?

Nike FlyEase

Nike air max II

Jersey
€ 8,00 €10,00

Size

Color

Select an option

Select an option

Add to cart

[1] Rosetta Consulting (2014). The economics of engagement (pp. 1–9). Retrieved from http://www.rosetta.com/assets/pdf/The-Economics-of-Engagement.pdf.
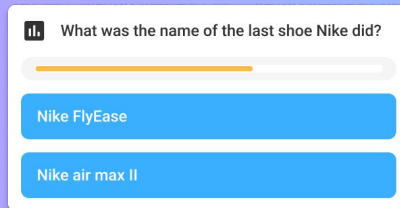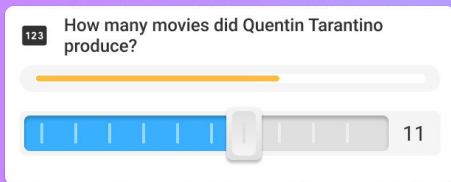
LIVERY LIVE SHOPPING

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

Step 1: plan. Design a script & storytelling timeline that's sure to engage the audience.
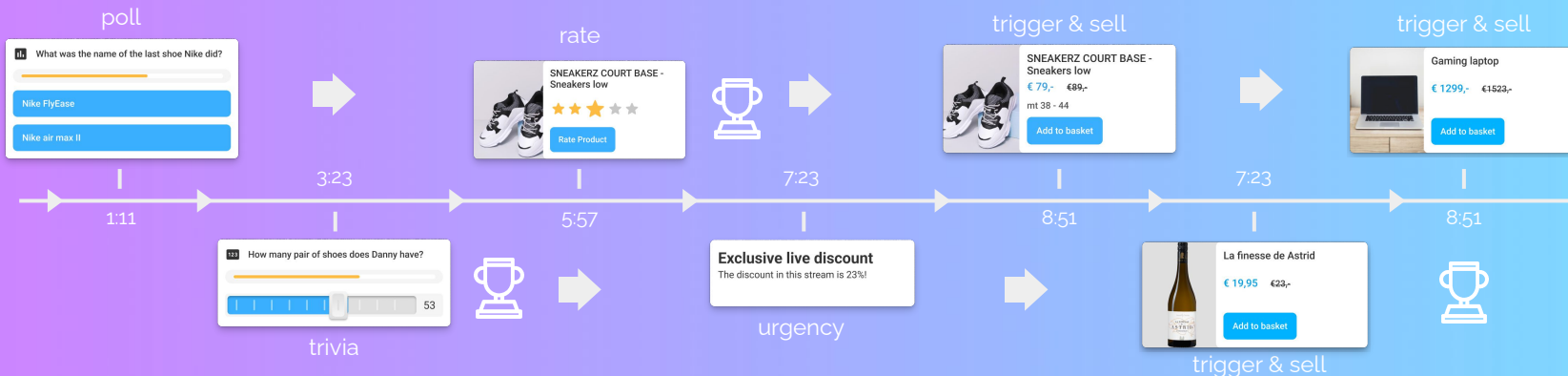**Step 2: activate**. Entice interaction through opinion-based interactions & gamification.
Step 3: sell. Once everyone is warmed up and comfortable, it is time to kick in the offers. Offer unique products or exclusive discounts and your success is just about guaranteed!

poll

What was the name of the last shoe Nike did?
Nike FlyEase
Nike air max II

3:23

rate

SNEAKERZ COURT BASE - Sneakers low
Rate Product

7:23

trigger & sell

SNEAKERZ COURT BASE - Sneakers low
€ 79,-   €89,-
mt 38 - 44
Add to basket

trigger & sell

Gaming laptop
€ 1299,-   €1523,-
Add to basket

1:11

How many pair of shoes does Danny have?
53

trivia

5:57

Exclusive live discount
The discount in this stream is 23%!

urgency

8:51

La finesse de Astrid
€ 19,95   €23,-
Add to basket

trigger & sell

7:23

8:51

Beyond sales: live shopping supports all of your business goals

Your opportunity to target multiple business goal at once.

Find out how in the blueprint pages in this document.

LIVE

Enrich customer profiles

Collect high-quality data

Create brand experiences

Improve conversion

More than sales

Strengthen your brand

Build loyalty programs

Build your community

Attract new customers

LIVE

LIVERY
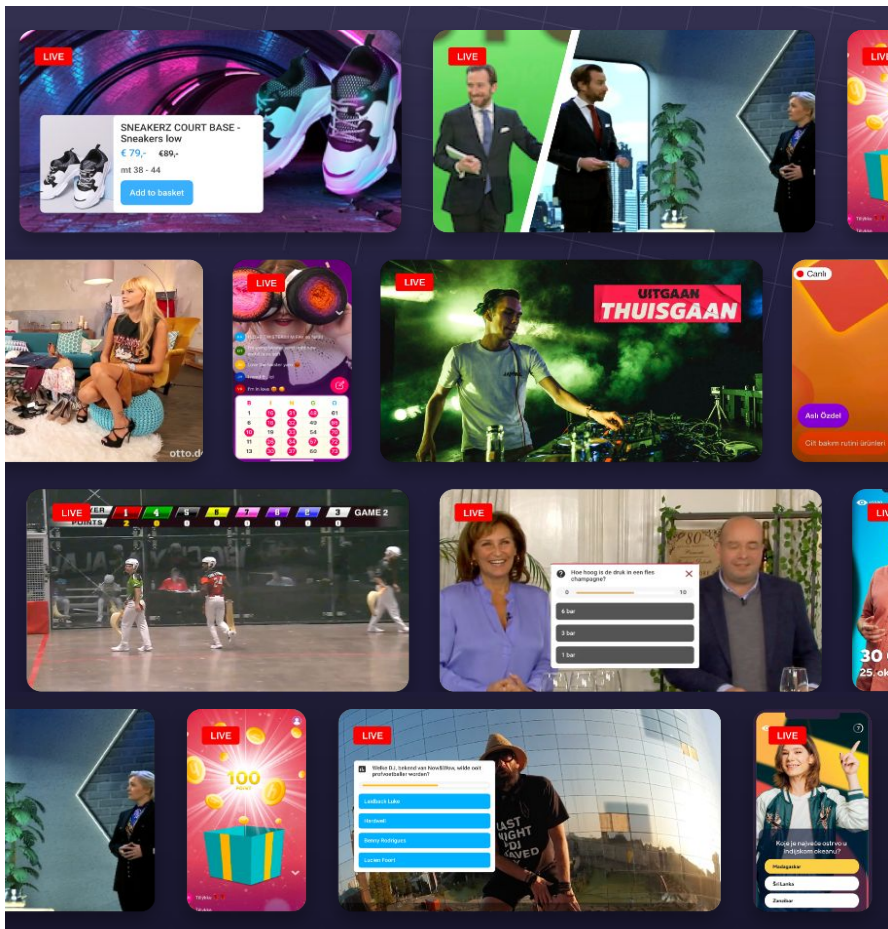
From idea to execution: Blueprint

Let's walk through the simple steps and building blocks you'll need to succeed.

A live shopping blueprint, if you will.

LIVERY

LIVE SHOPPING BLUEPRINT

EVENT STRATEGY >

BUILDING BLOCKS >

CASE STUDIES >

CALENDAR IDEAS >

PRODUCTION DEFINITION SHEET >

BUSINESS CALCULATOR >

EVENT STRATEGY

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

1. **'It's all about sales'**

2. **'Informative & educational live shopping'**

3. **'Gamified live shopping'**

4. **'Show me the data'**

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

Strategy 1: 'It's all about sales'

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

Tools

Ultra-low latency video

Core interactions pack
Countdown, poll, trivia, vote, rating, sentiment

E-commerce interactions pack
Discovery, configuration, purchase, product rating, clickable announcement

Content

Discounts
Claim your discount: only available today

Limited editions
Act now to own a limited-edition product

Limited stock
Act now before the stock is gone

Bundle deals
Buy additional products to get a discount

Add-ons (BOGO)
Buy a product and get another product (e.g. tickets) for free

Matching add-ons (BOGO)
Buy one product and get one matching product free or at a discount

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

Production

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

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

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

Entertainment: performances, content
Entertainment, when applicable, should be functional:
- High value entertainment drives stickiness: keeps the audience engaged and tuned into your stream
- Low value entertainment should provide an opportunity: give the audience the down-time they need to complete a purchase

Strategy 2: 'Informative & educational live shopping'

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

The powerful 700W engine is surprisingly quiet during operation.

This recipe has been passed through generations.

Tools

Ultra-low latency video

Core interactions pack
Countdown, poll, trivia, vote, rating, sentiment

Communication interactions pack
Q&A (moderated), chat

E-commerce interactions pack
Discovery, configuration, purchase, product rating, clickable announcement

Content

Product launch
Branding
FOMO - be the first to own it

New version releases
Branding
FOMO - be the first to own it

Unpacking / unboxing party
Branding
Surprise the audience with new products and discounts
Let the audience see what it's like to buy your product

Engage & interact
Engage, inform, educate, and ask for opinions through polls, trivia, Q&A and chat
Gather user data for better remarketing in the future

Production

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

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

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

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

Strategy 3: 'Gamified live shopping'

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

+450 pnts

Correct!

+250 pnts

Tools

Ultra-low latency video

Core interactions pack
Countdown, poll, trivia, vote, rating, sentiment

Gamification interactions pack
Prediction, estimation, quiz game, leaderboard

E-commerce pack
Discovery, configuration, purchase, product rating, clickable announcement

Content

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

Branded quiz
Create a quiz around your brand(s)

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

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

Production

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

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

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

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

Strategy 4: 'Show me the data'

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

Participant 1272: 4 stars, wood, strong wines, Rioja

Participant 1273: 3 stars, wood, strong wines, Barolo

Participant 1274: 4 stars, vanilla, medium strong wines, Merlot

Participant 1275: ...

Tools

Ultra-low latency video

Core interactions pack
Countdown, poll, trivia, vote, rating, sentiment

Gamification interactions pack
Prediction, estimation, quiz game, leaderboard

E-commerce interactions pack
Discovery, configuration, purchase, product rating, clickable announcement

Communication interactions pack
Q&A (moderated), chat

Content

Rate
Let the audience rate products and services

Poll
Give viewers a chance to share opinions and preferences

Vote
Give them decisive voice in any kind of decision making process

Sentiment
Let the audience express sentiment with emojis throughout the live stream

Gamification
Showcase audience brand or industry knowledge

Q&A and Chat
Share and shout out anything on this open (but moderated) platform

Production

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

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

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

BUILDING BLOCKS

1. Timeline
What is a timeline and how do I create one?

2. Stream & engage
What are the out-of-the-box interactions I can use within my high-quality live video stream?

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

Block 1: Timeline

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

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

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

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

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

Block 2: Stream & Engage

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

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

- **Core interactions pack**: ready to use straight out of the box.
  Interactions: countdown, poll, trivia, vote, rating, sentiment [>](#)

- **E-commerce interactions pack**: directly integrate e-commerce into your live stream.
  Interactions: discovery, configuration, purchase, product rating, clickable announcement [>](#)

- **Gamification interactions pack**: take gamification to the next level.
  Interactions: prediction, estimation, quiz game, leaderboard [>](#)

- **Communication interactions pack**: give the audience a voice in your live stream
  Interactions: moderated Q&A, chat
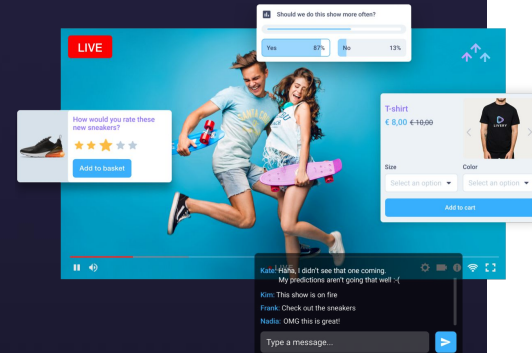
Block: 3. Video production

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

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

[Read more on studio configuration](#).

CASE STUDIES

Case 1:
Cyber Sales: electronics unpacking event

Case 2:
The National Winequiz

Case 1: Cyber Sales - electronics unpacking event

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

Engagement content
Participation in any form earned registered participants a discount voucher
Guess the price: all participants had a chance to win the product shown on screen by predicting the exact retail price.
Participants won additional discount vouchers through product-related trivia
Viewers had an open Q&A with product experts.

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

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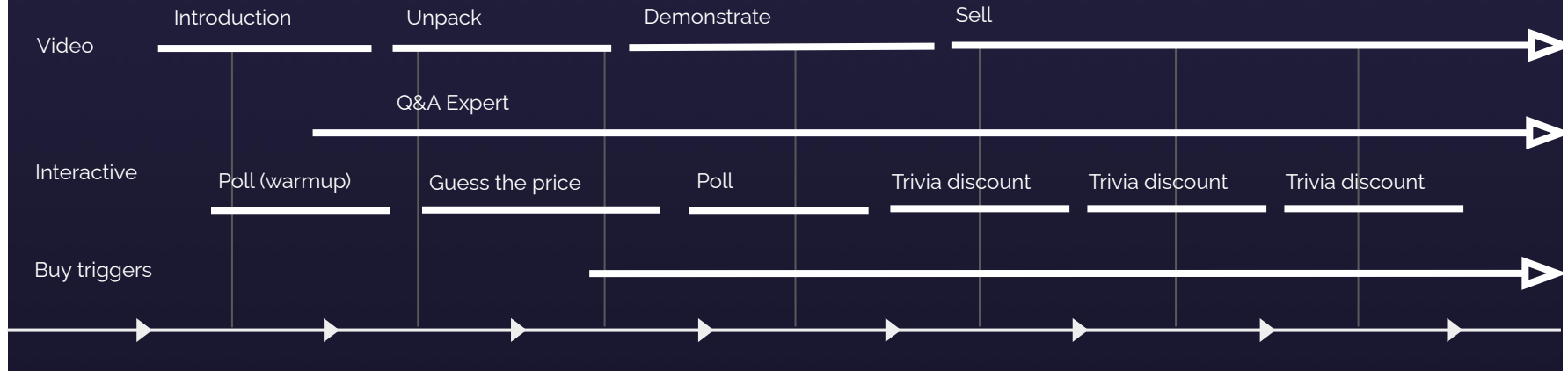- Perfect strategy for targeted customer data collection

Case 1: Cyber Sales - interactive timeline

Timeline
The timeline is simple: introduce, unpack, demonstrate and share the product offer with a very clear call to action for the audience.
By adding a simple interaction (like a poll) just before the 'buy now' triggers, the audience is engaged and more likely to click and buy

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

LIVE

Video

Introduction | Unpack | Demonstrate | Sell

Interactive

Q&A Expert

Poll (warmup) | Guess the price | Poll | Trivia discount | Trivia discount | Trivia discount

Buy triggers

Case 1: Cyber Sales - electronics unpacking event

Interactions
Core pack for countdown, trivia and opinion related interactions
E-commerce pack for transactions
Communication pack for Q&A

Case 2: The National Wine Quiz

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

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

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

What made this production successful?
- New sales
- Improved participant tasting profiles for better remarketing
- Perfect strategy for a memorable & lasting brand experience

Case 2: The National Wine Quiz - timeline

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

Video

Intro & welcome

Start Trivia Quiz

Q&A Expert

Interactive

Poll

Poll

Start Trivia Quiz

Buy triggers

Case 2: The National Wine Quiz

Interactions
Core pack for countdown and opinion-related interactions
Gamification pack for the quiz
E-commerce pack for transactions
Communication pack for Q&A

CALENDAR IDEAS

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

Holi

Mother's Day

Diwali

Cyber Monday

Chinese New Year

Easter

Summer

Singles Day

Winter

Valentine's Day

Eid Al Fitr

Fall

Black Friday

Christmas

Spring

Father's Day

Dia de los Muertos

Sinterklaas
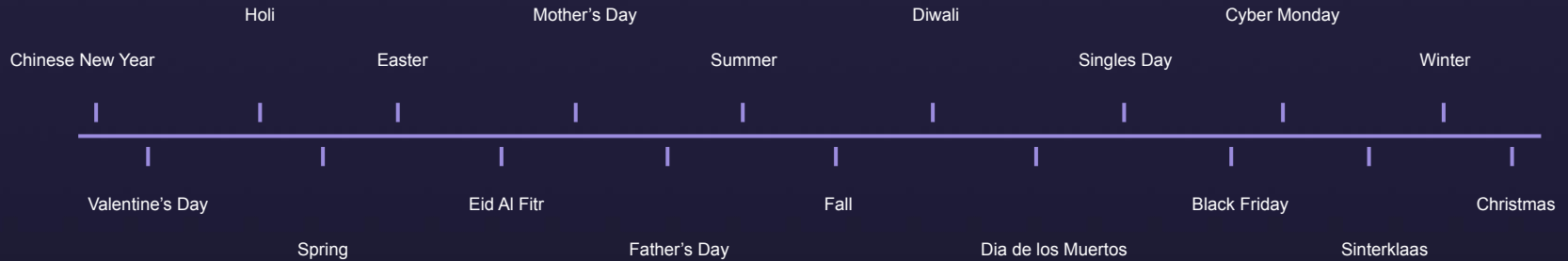
PRODUCTION DEFINITION SHEET

Checklist for your production & business calculations.

Production
The Livery Live Shopping Method

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

Studio, control and production design
Choose the set-up in line with production design.

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

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

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

Planning & Frequency
How often and how long are you planning to stream?

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

Other production costs
Production costs for hosts, editorial and technical staff, studio rent and connectivity.
Recurring costs:

- Talent
- Production staff
- Studio rent
- Connectivity

Revenues
Live shopping revenue items:

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

Costs calculator: sample 1

Case: De Nationale Wijnquiz

Pro Multicam - single event

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

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

LIVE VIDEO SHOPPING BUSINESS CALCULATOR

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

COSTS

Streaming & interaction costs

Fill in your data:		
Sessions a month	1	
Hours per session	2	
Users per session	5000	
Average viewer watch duration	70%	
Total user hours		7000

Livery settings	Settings	Price
Video quality	Premium	€ 0,05
Core interactions	✓	€ 0,01
Commucation interactions	✓	€ 0,01
E-commerce interactions	✓	€ 0,01
Gamification interactions	✓	€ 0,01
Advanced video data	✓	€ 0,01
Sync	✓	€ 0,01
Total user hour price		€ 0,08
Price before volume reduction		€ 525
Total Livery price with volume reduction	Volume reduction: €0	€ 525
Total Livery price per month	**for 1 sessions with each 5000 users**	**€ 525**

Production costs

Choose your studio configuration:	Pro multicam			
Studio configuration	Type	Units	Average price per unit (reference price)	Total price
Camera + tripod	Streaming Camera (HD SDI/HDMI)	5	€ 1.750	€ 8.750
Audio devices	Microphone (shotgun, stable)	0	€ 250	€ 0
	Wireless microphone	4	€ 500	€ 2.000
Lightning equipment	Light led panel + tripods	6	€ 500	€ 3.000
	Led spots	4	€ 75	€ 300
Teleprompter (optional)	Teleprompter	1	€ 1.000	€ 1.000
Live feed monitor	Live feed monitor	2	€ 350	€ 700
speaker set	Speakerset	2	€ 350	€ 700
truss mount	Truss mount	1	€ 2.500	€ 2.500
Miscellaneous	Cables and converters	10	€ 50	€ 500
Subtotal				€ 19.450

Control room configuration	Type	Units	Average price per unit (reference price)	Total price
Producer interaction	PC with interaction & video processing software	1	€ 2.500	€ 2.500
Video Processing equipment	Video & audio production switcher	1	€ 1.250	€ 1.250
	Multiview monitor	1	€ 350	€ 350
	PC audio and visuals playout	1	€ 2.000	€ 2.000
	Visuals RGBA key and fill	1	€ 300	€ 300
	Audio mixing console	1	€ 230	€ 230
	Video & audio processing software (like OBS)	1	€ 0	€ 0
	Capture card HDMI/SDI to USB3.0	1	€ 400	€ 400
Studio communication	Studio floor communication	1	€ 400	€ 400
Miscellaneous	Cables and converters	10	€ 50	€ 500
Subtotal				€ 7.930

Additional production costs	Type			Price
Set	Set + set design			€ 2.000
Graphics and music	Continuity			€ 2.500
Subtotal				€ 4.500

Estimation studio & controlroom price*	**Pro multicam studio**			**€ 31.880**

Operational costs

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

Operational costs on montly basis		**€ 24.100**

Price per session*	**€ 25.156**

* Based on a 5 year studio and control room hardware write off

Costs calculator: sample 2

Case: Hepsiburada

Basic single cam - weekly event

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

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

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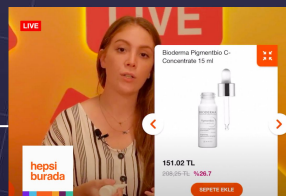
LIVE VIDEO SHOPPING BUSINESS CALCULATOR

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

COSTS

Streaming & interaction costs

Fill in your data:

Sessions a month	6
Hours per session	1
Users per session	50000
Average viewer watch duration	50%
Total user hours	150000

Livery settings	Settings	Price
Video quality	Premium	€ 0,05
Core interactions	☑	€ 0,01
Commucation interactions	☐	€ 0,00
E-commerce interactions	☑	€ 0,01
Gamification interactions	☐	€ 0,00
Advanced video data	☑	€ 0,01
Sync	☑	€ 0,01
Total user hour price		€ 0,08

Price before volume reduction		€ 11.250
Total Livery price with volume reduction	Volume reduction: €2775	€ 8.475
Total Livery price per month	**for 6 sessions with each 50000 users**	**€ 8.475**

Production costs

Choose your studio configuration: **Basic single cam**

Studio configuration	Type	Units	Average price per unit (reference price)	Total price
Camera + tripod	Streaming Camera (HD SDI/HDMI)	1	€ 1.750	€ 1.750
Audio devices	Microphone (shotgun, stable)	1	€ 250	€ 250
	Wireless microphone	0	€ 500	€ 0
Lightning equipment	Light led panel + tripods	2	€ 500	€ 1.000
	Led spots	0	€ 75	€ 0
Teleprompter (optional)	Teleprompter	1	€ 1.000	€ 1.000
Live feed monitor	Live feed monitor	1	€ 350	€ 350
speaker set	Speakerset	0	€ 350	€ 0
truss mount	Truss mount	0	€ 2.500	€ 0
Miscellaneous	Cables and converters	5	€ 50	€ 250
Subtotal				€ 4.600

Control room configuration	Type	Units	Average price per unit (reference price)	Total price
Producer interaction	PC with interaction & video processing software	1	€ 2.500	€ 2.500
Video Processing equipment	Video & audio production switcher	0	€ 1.250	€ 0
	Multiview monitor	0	€ 350	€ 0
	PC audio and visuals playout	1	€ 2.000	€ 2.000
	Visuals RGBA key and fill	0	€ 300	€ 0
	Audio mixing console	0	€ 230	€ 0
	Video & audio processing software (like OBS)	1	€ 0	€ 0
	Capture card HDMI/SDI to USB3.0	0	€ 400	€ 0
Studio communication	Studio floor communication	0	€ 400	€ 0
Miscellaneous	Cables and converters	5	€ 50	€ 250
Subtotal				€ 4.750

Additional production costs	Type	Price
Set	Set + set design	€ 1.500
Graphics and music	Continuity	€ 2.000
Subtotal		€ 3.500

Estimation studio & controlroom price*	**Basic single cam studio**	**€ 12.850**

Operational costs

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

Operational costs on montly basis		**€ 15.600**

Price per session*		**€ 4.048**

* Based on a 5 year studio and control room hardware write off

BUSINESS CALCULATOR

Change the numbers to calculate budgets and profits.

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

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. Our focus is to help out 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 (series of) live interactive video production. 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.
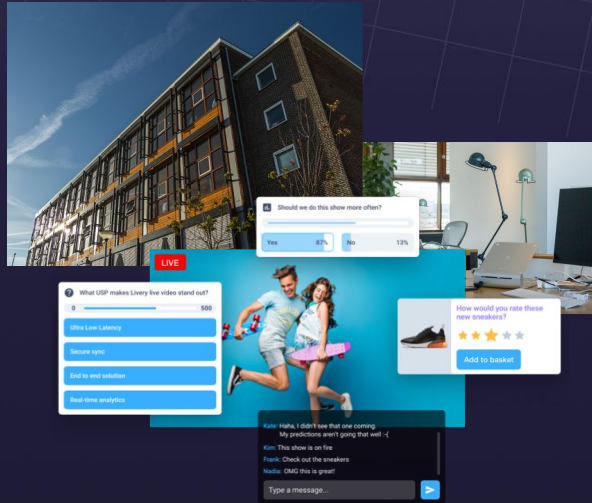
LIVERY

Contact

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LIVERY

Appendix

Mobile production

Low cost, easy setup.

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

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

STUDIO

PHONE
WITH 4G

INTERACTIONS

LIVERY
INTERACTIONS

GOOD INTERNET CONNECTION

CLOUD
ENCODER

LIVERY

Basic single cam production
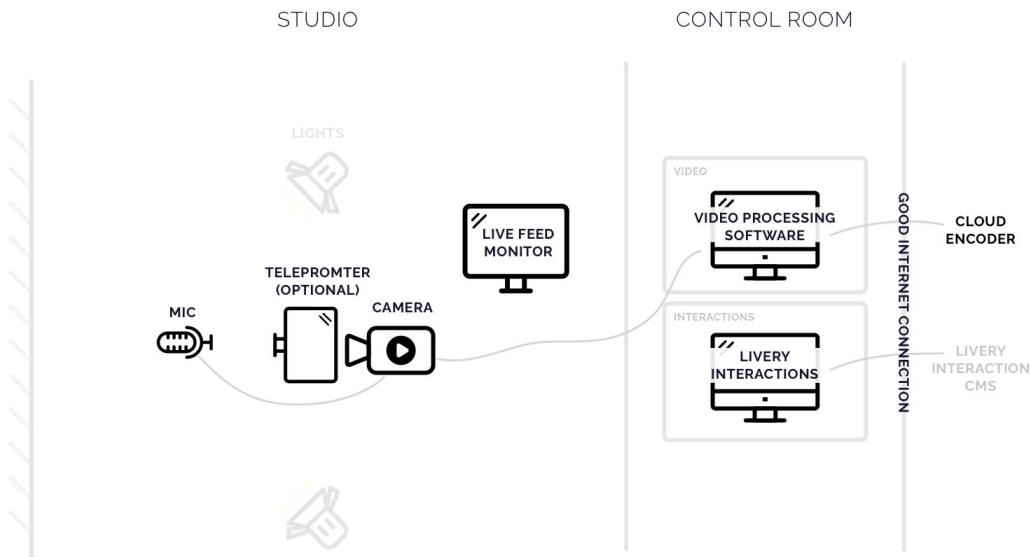
Studio setup with all basics.

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

VIDEO

VIDEO PROCESSING SOFTWARE

CLOUD ENCODER

LIVE FEED MONITOR

TELEPROMTER (OPTIONAL)

CAMERA

INTERACTIONS

LIVERY INTERACTIONS

LIVERY INTERACTION CMS

MIC

GOOD INTERNET CONNECTION

Basic multicam production

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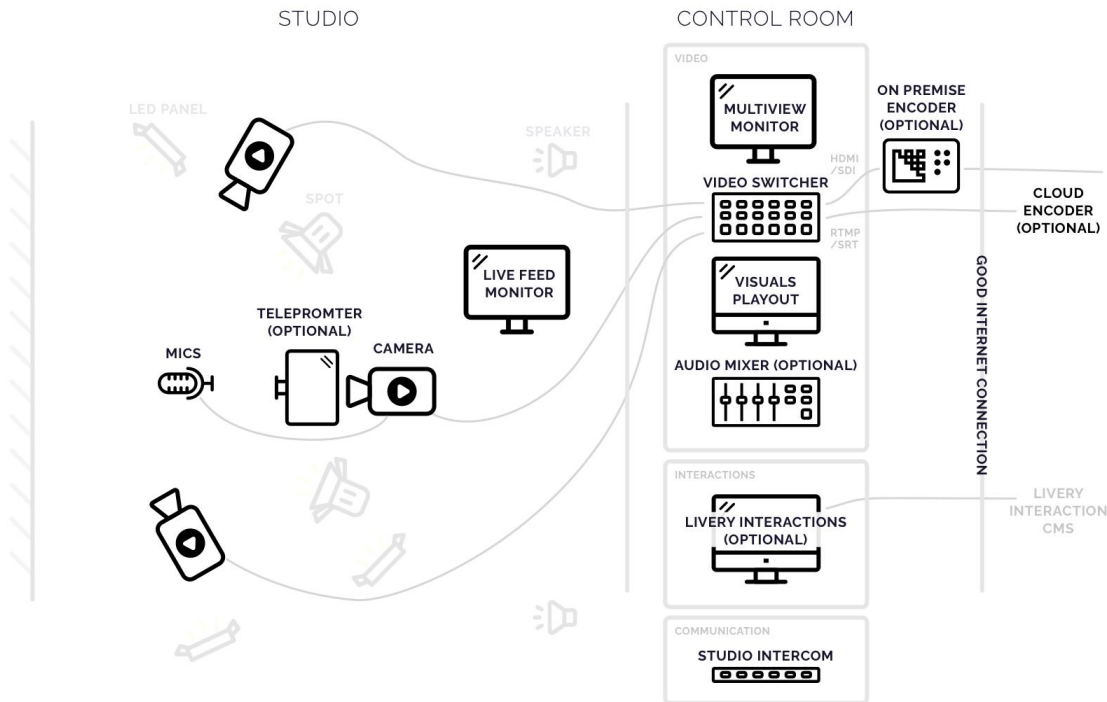
Specs
Medium production value
Studio activity: medium
Multiple hosts / guests
3 cameras
Design set
Branded backdrop
3-4 light panels

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
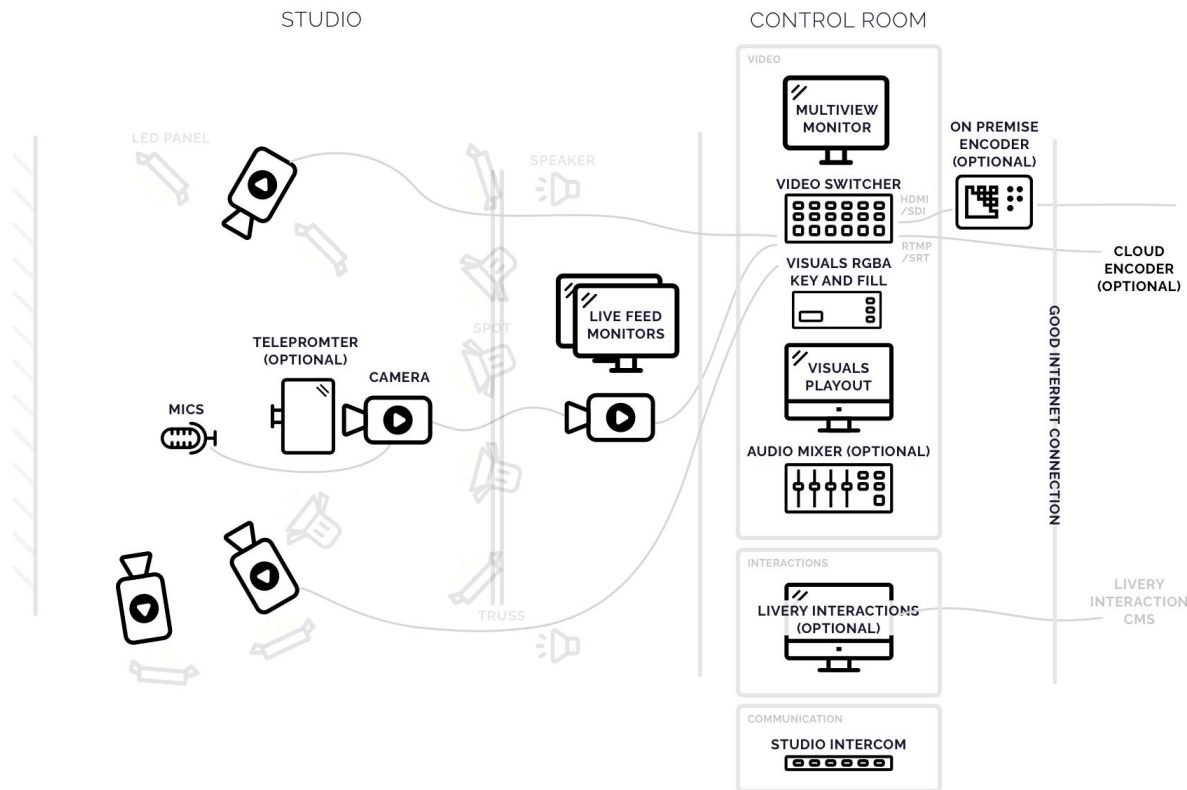
High-end studio setup.

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
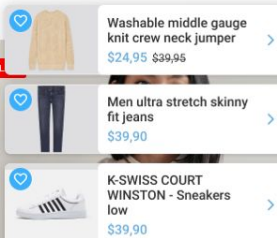1x Teleprompter (optional)

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

TELEPROMTER
(OPTIONAL)

CAMERA

MICS

SPOT

LIVE FEED
MONITORS

TRUSS

VIDEO

MULTIVIEW
MONITOR

VIDEO SWITCHER

HDMI
/SDI

VISUALS RGBA
KEY AND FILL

RTMP
/SRT

VISUALS
PLAYOUT

AUDIO MIXER (OPTIONAL)

INTERACTIONS

LIVERY INTERACTIONS
(OPTIONAL)

COMMUNICATION

STUDIO INTERCOM

ON PREMISE
ENCODER
(OPTIONAL)

CLOUD
ENCODER
(OPTIONAL)

GOOD INTERNET CONNECTION

LIVERY
INTERACTION
CMS

LIVERY

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 ▾
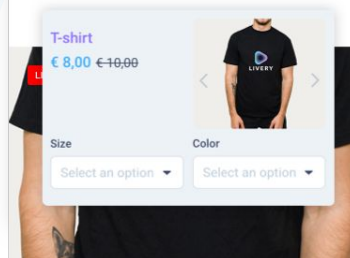
Purchase

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
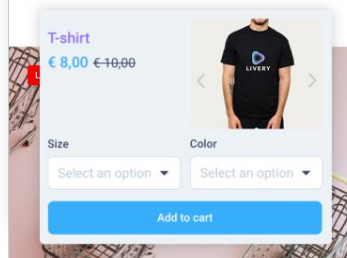
Product rating

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

Classics: merino wool knit jumper
★★★☆☆

Rate Product
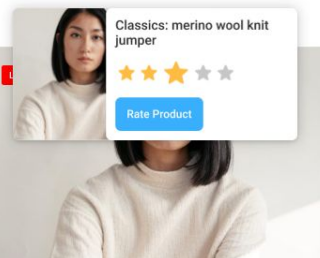
Predictions

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
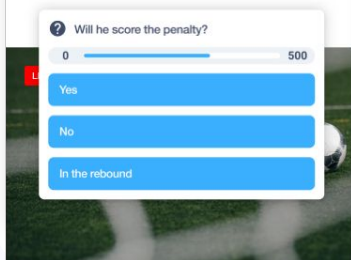
Estimations

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

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
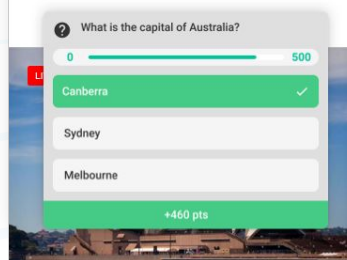
Leaderboard

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
3	Niek	8,144
2	sadpandaisy	7,850
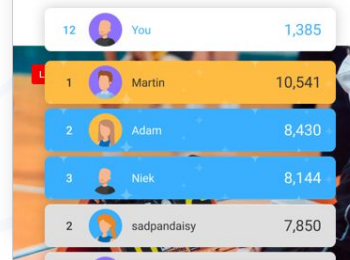
Core & Communication interactions: engage your audience

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.

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

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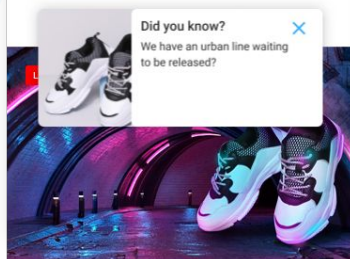
Rating
Ask the opinion of your audience about a certain topic. Results are shared directly with the presenter.

SNEAKERZ COURT BASE - Sneakers low
★★★☆☆

Rate Product

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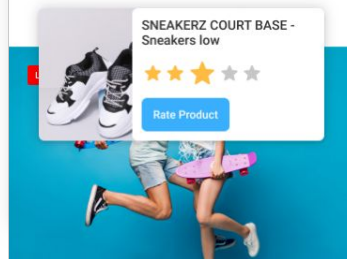
## Vote
All viewers vote together. Decide what happens next or what answer is the winner. Up to 4 answers possible.

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

0 ————————— 500

Grass

Tiles

50 / 50
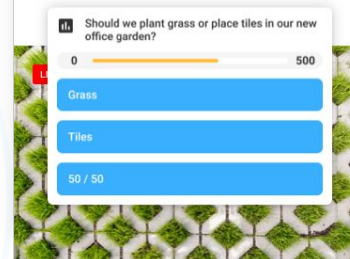
LIVE

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

What is the capital of Australia?

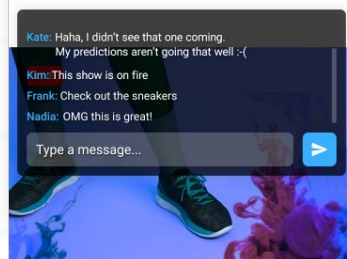0 ————————— 500

Canberra ✓

Sydney

Melbourne ✕

0 pts
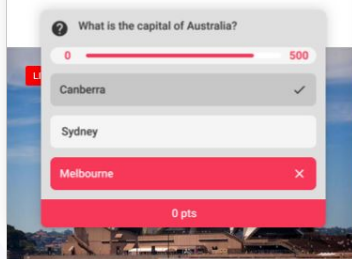
LIVE

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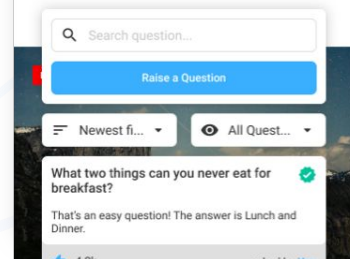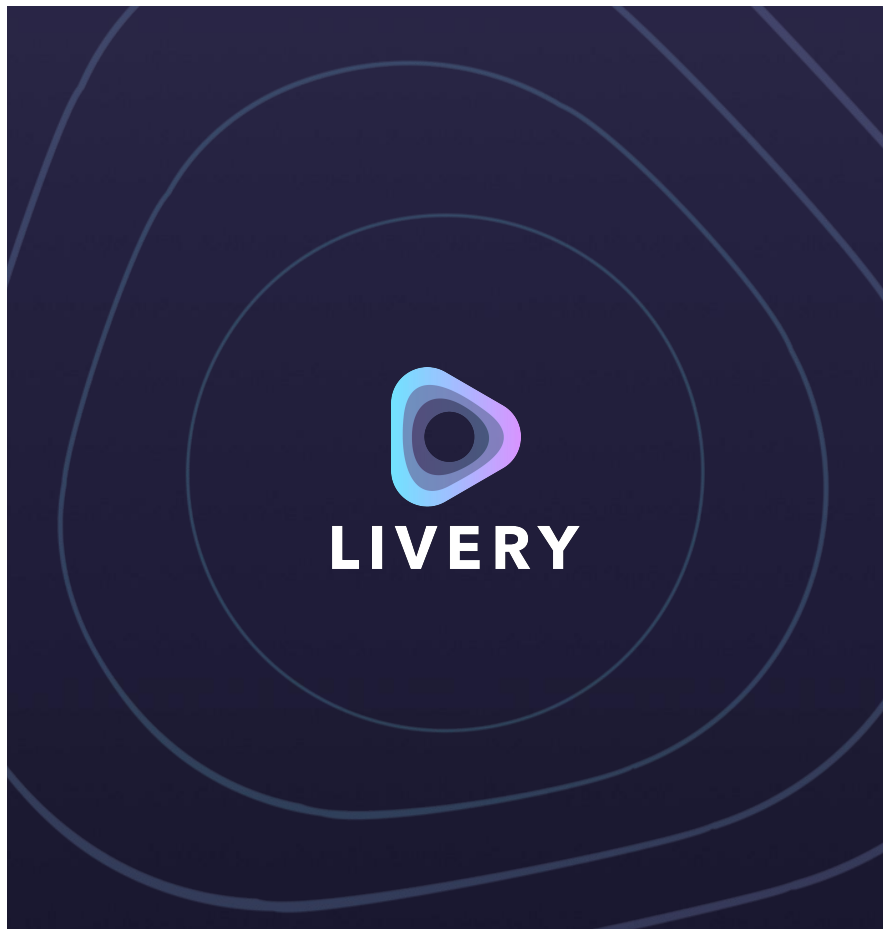
I FEEL GOOD

LIVE

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.

🔍 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.

LIVE

Live Shopping from €450,- per month

See exactly what your dream streaming setup will cost on our pricing page.