

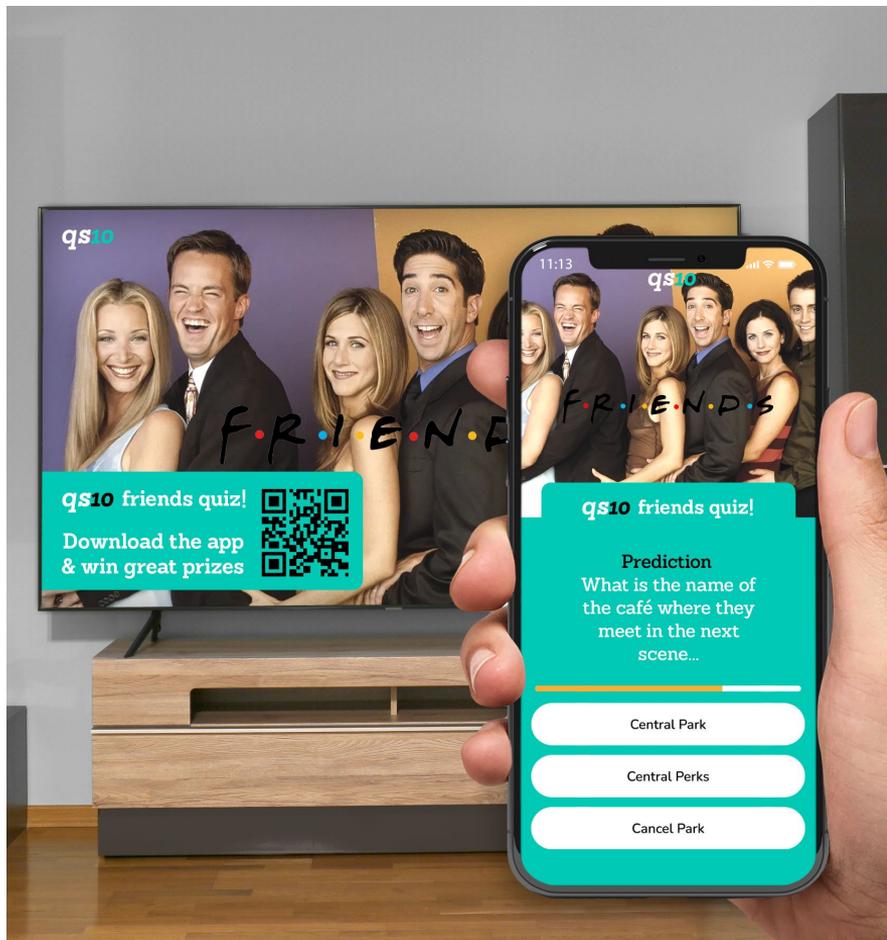


LIVERY

# Interactive Companion App for FAST Channels

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More value for advertisers  
- includes concepts -

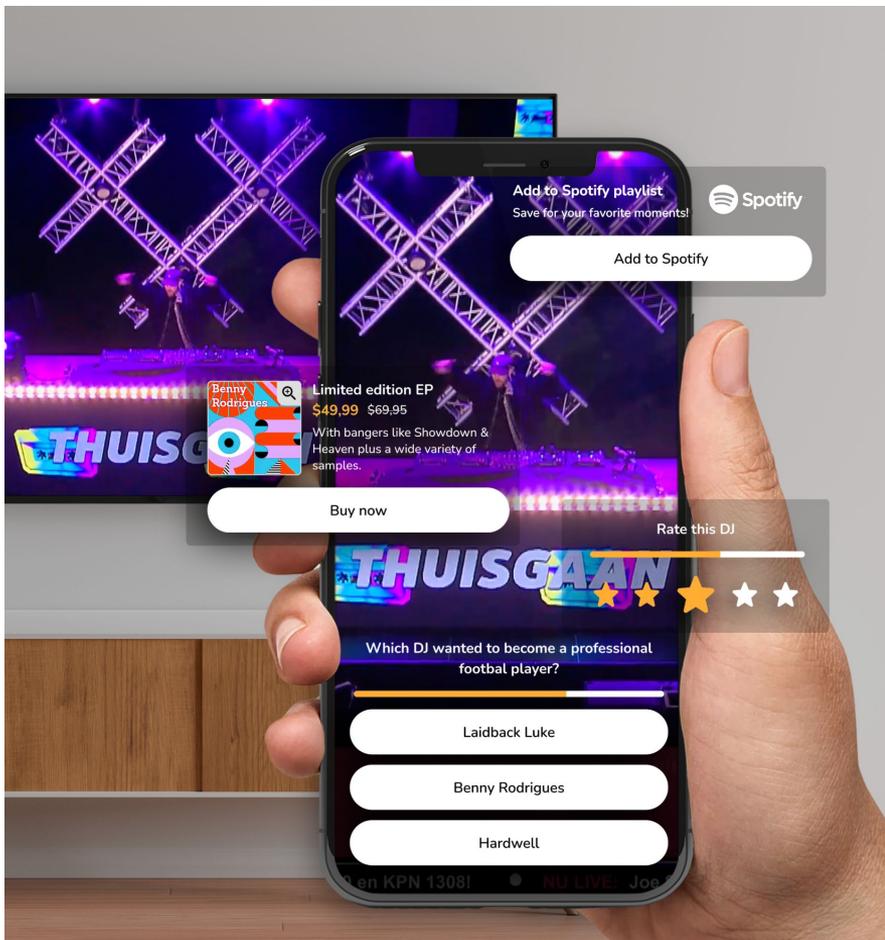
LIVERYVIDEO.COM | INTERACTIVE VIDEO CLOUD



# Companion app interactivity & FAST Channels: A perfect match to create more value

Adding live interactive elements in companion apps gives FAST channels the perfect formula for business growth: creating additional value for advertisers. Next to full control over your streaming content, you know who your audience is, you gather profile data and user-behaviour data from the interactive moments. A great tool to build a relationship with your audience, create communities and fans! Easy to use and affordable.

Read about possibilities, quick start guides, Livery's solution, business opportunities, cases and inspiration on how a companion app strategy can benefit your business.



# Livery's **end-to-end companion SDK or full service solution.**

[Livery's solution](#) provides all the end-to-end building blocks to create your own interactive FAST companion application; professional video delivery with a wide range of off-the-shelf interactive widgets. If you don't want to put the building blocks together yourself, we can do it for you.

Viewers can actively engage with the TV broadcast, using their mobile devices as interactive second screen, [or as fully owned integrated video AND interactive solution in the app.](#)

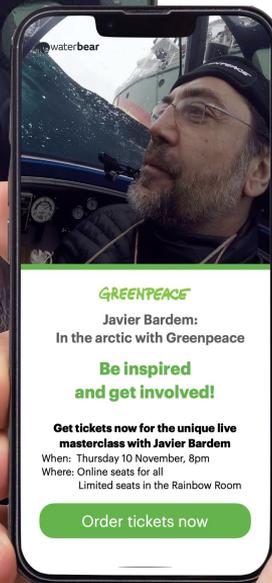
Viewers are also able to stream the content to larger screen [utilizing the built-in Casting and AirPlay feature](#) provided by our Android and iOS SDK's (Web expected Q4 2023). The mobile client then automatically becomes a second screen device, enabling users to participate in the broadcast. Either individually or with a group.



## Javier Bardem: In the arctic with Greenpeace

Get tickets for a unique live masterclass with Javier Bardem

Scan the QR code now and get involved!



**GREENPEACE**

Javier Bardem:  
In the arctic with Greenpeace

**Be inspired  
and get involved!**

**Get tickets now for the unique live  
masterclass with Javier Bardem**  
When: Thursday 10 November, 8pm  
Where: Online seats for all  
Limited seats in the Rainbow Room

Order tickets now



# SDK and Companion conversion matrix

How can the SDK- integration and companion app development scenarios add value to the bottom line of converting viewers into contacts and (re-)activating existing contacts to your pre-defined goals

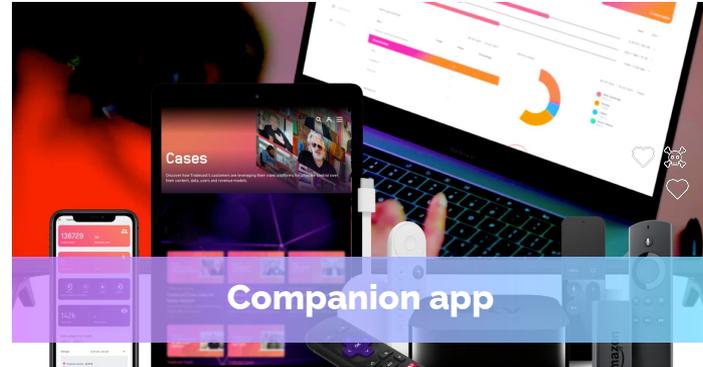
Companion setup	Converts viewers into new contacts	Activates existing contacts
<b>All-in-one companion</b> Stand-alone: The companion is not integrated in existing partner application	★ ★ ★	★ ☆ ☆
<b>Integrated companion*</b> SDK implementation for Web, iOS, and Android: The companion is embedded in existing partner applications	★ ★ ☆	★ ★ ★
<b>Combination companion*</b> Stand-alone and embedded SDK implementation in existing partner applications	★ ★ ★	★ ★ ★
<b>Combination companion multiple partners*</b> Stand-alone and embedded SDK implementation in existing applications from multiple partners	★ ★ ★	★ ★ ★
<b>*Additional integration options:</b> <ul style="list-style-type: none"><li>• <b>Single sign-on (sso):</b> smoothens registration and/or login process for higher conversions</li><li>• <b>Notifications:</b> tool to notify and activate contacts</li></ul>		

# Getting started: SDK or Companion app



Livery offers a comprehensive SDK for Web, iOS, and Android, including a wide range of APIs

- Enabling you to seamlessly integrate Livery's interactive solution into your own applications.
- With complete control over how you wish to leverage Livery's functionality to meet your specific requirements.
- Livery's SDK and APIs provide the tools and versatility you need to achieve your desired goals



Livery offers an all-in-one stand-alone companion application

- With freedom to customize the platforms, features, colors, and logos
- Allowing for quick turnarounds, making it perfect to cater your campaigns
- Built-in analytics enables performance and value monitoring
- Providing valuable insights into your KPI's
- Create engaging and tailored experiences with ease, backed by a reliable and efficient platform.

# SDK vs Companion app

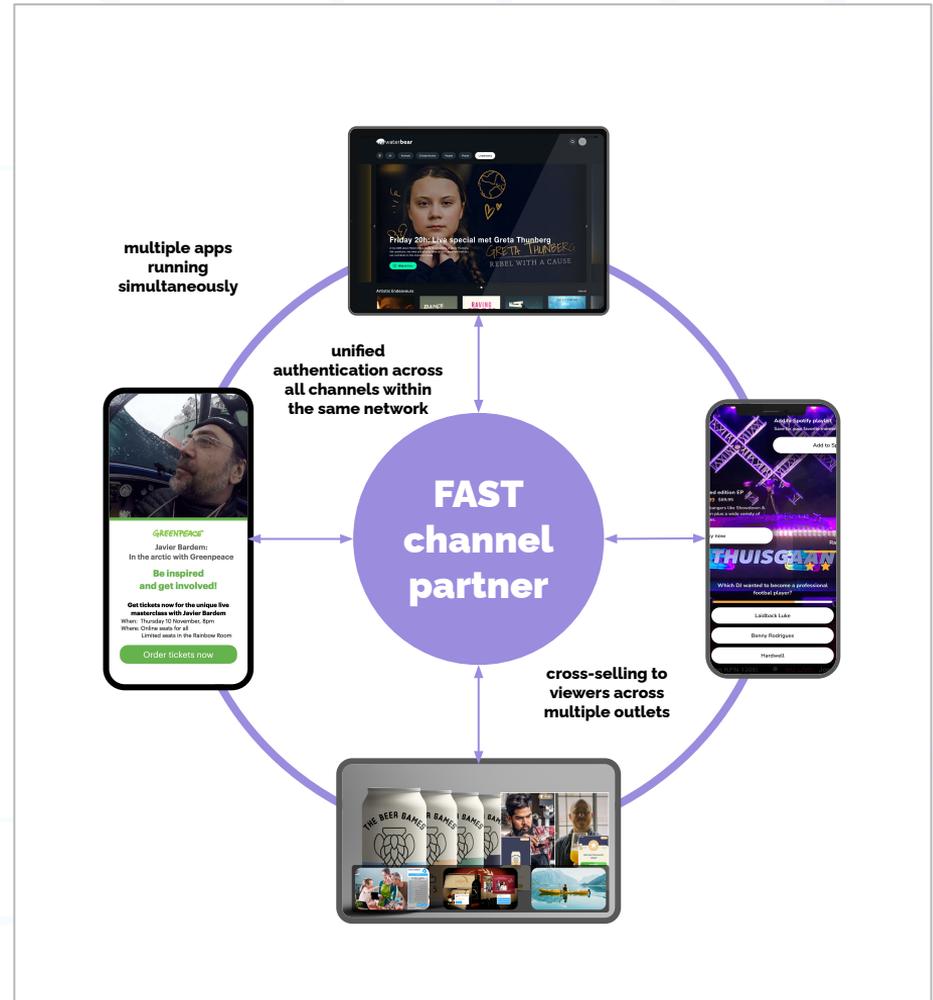
- What are the advantages of getting started with our SDK on your own platforms or create a dedicated companion app
- Compare both solutions

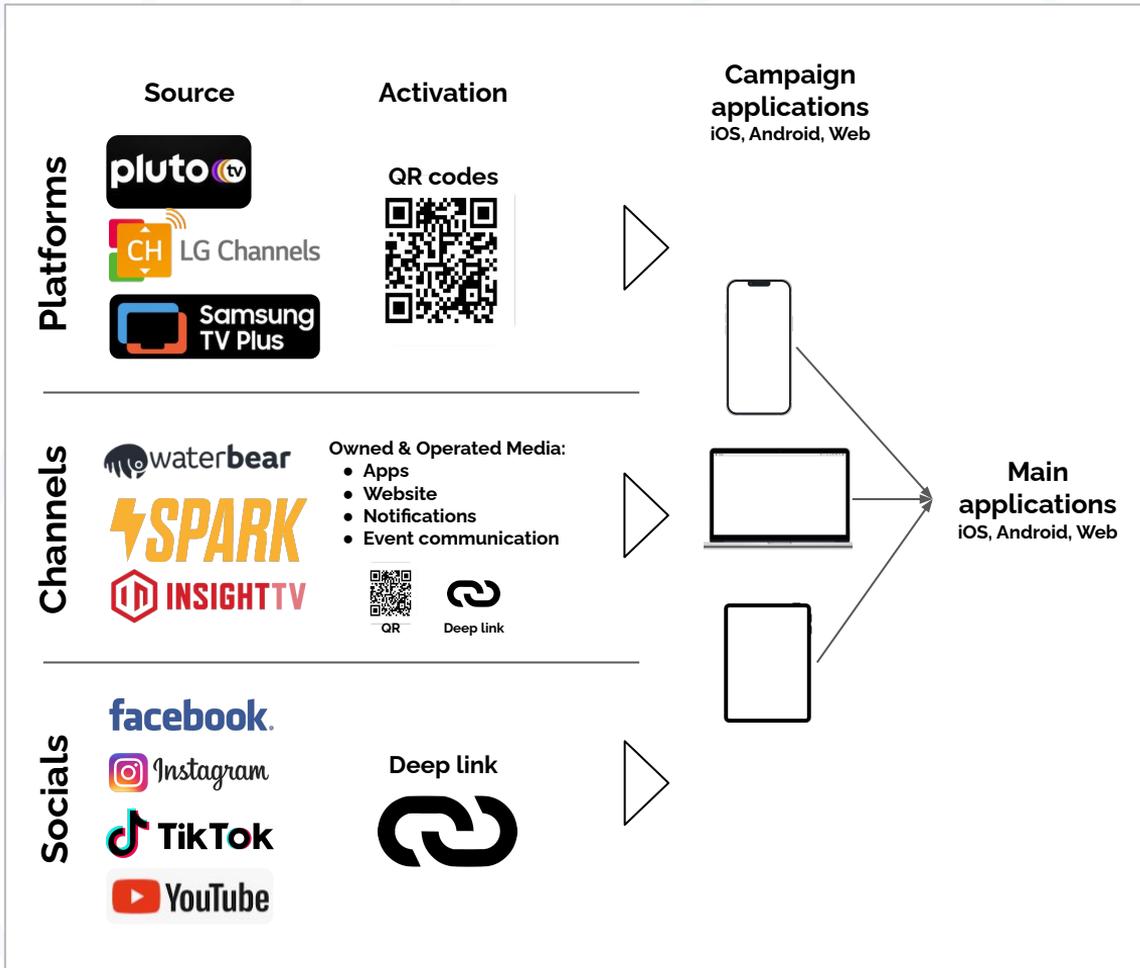
	SDK Implementation	Companion application development
<b>Design customisation</b>	<b>FLEXIBLE</b> Partner is able to implement own UI/UX based on the functionalities provided by the Livery	<b>LIMITED</b> Application development is based on templates allowing the customer to change colors, logos, images and fonts
<b>Level of development effort</b>	<b>HIGH</b> Partner implements the desired functionality via the provided SDK and APIs	<b>LOW</b> No development needed. Livery provide and maintains the applications
<b>Interactive capabilities</b>	<b>HIGH</b> All interactive capabilities are accessible via the SDK and related APIs	<b>HIGH</b> All interactive are included in our companion applications
<b>Registration and login</b>	<b>SSO implementation</b> Frictionless registration and login flow	<b>S2S integration</b> Default authentication flow with options for S2S integration or user details transfer via parameters in a (deep)link URL
<b>Platform support</b>	<b>iOS, Android and Web</b>	<b>iOS, Android and Web</b>
<b>Investment</b>	<b>LOW</b> Partner will pay a usages fee for the platform	<b>MEDIUM</b> Partner will pay a usages fee for the platform and a setup fee per application

# One FAST partner with multiple apps

Livery's distinctive setup allows seamless support for multiple companion apps

- The setup also powers the use of multiple channels within a single app
- All conveniently managed from a single portal
- The authentication flow can be unified across all channels & apps within the same network
- Empowering the brand to increase the profile value via different outlets
- Enabling cross-selling to viewers across multiple outlets
- And funnel viewers towards the main application
- Maximizing engagement and capitalizing on multiple touchpoints





# Drive users direct or via a campaign application

Livery's interactive platform offers a range of interactive capabilities

- With new revenue models
- Unrestricted by any revshare structures
- Leading to the objective: use existing and new campaigns to guide viewers towards the main companion application
- In order to be able to optimize value
- The campaign applications serve as powerful tools for this purpose
- Effectively funneling viewers towards the main application

THE LIVERY LIVE METHOD

# Make every broadcast an entertaining and engaging experience

HOW TO TURN FAST AUDIENCE INTO VALUE

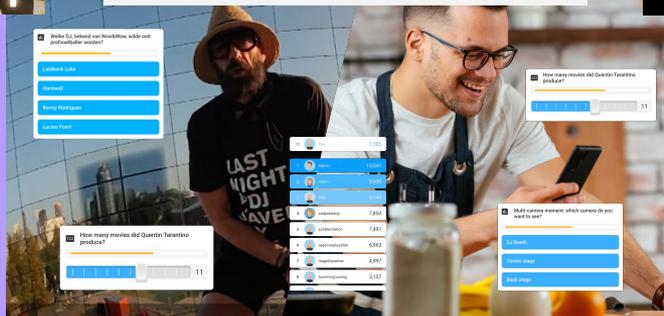


**1 - Entertain**  
An entertaining show captures and holds viewer attention

INVOLVE

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

ENGAGE



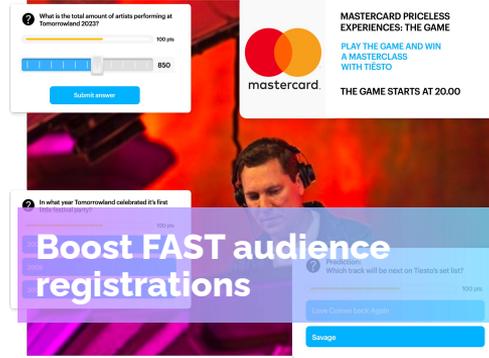
**3 - Convert & data**  
Create value with live shopping, gather user data and increase user registrations

SELL

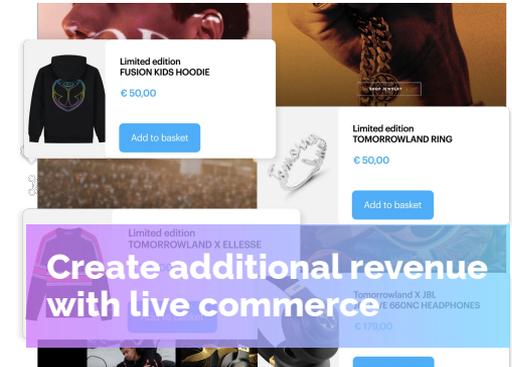
# Creating value with Livery



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 companion apps can be a great platform to produce exclusive content for and convince FAST audience through your media outlets to register, as a first step toward becoming a member or customer.. This is especially the case if registration allows them to win prizes, buy unique products, take advantage of special promotions or join an exclusive group.

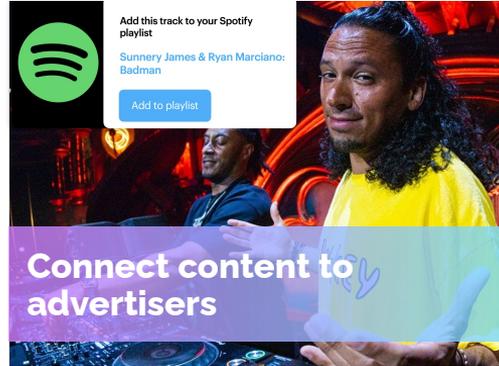


Most advertisers ultimate goal is to convince people to buy their products. But why would you direct people away from your FAST channel to make a buy if you can convince them to complete a transaction without d-tours. Increase value by offering lead generation and shoppable on your platform and realise conversion rates of up to 30%.

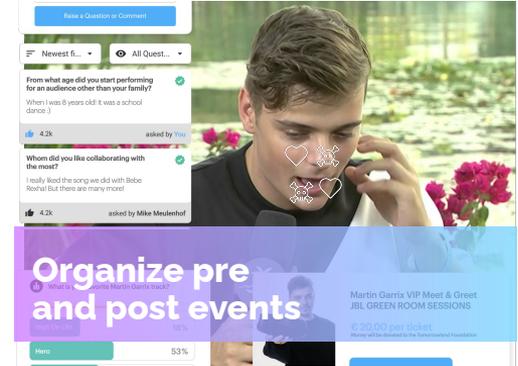
# Creating value with Livery



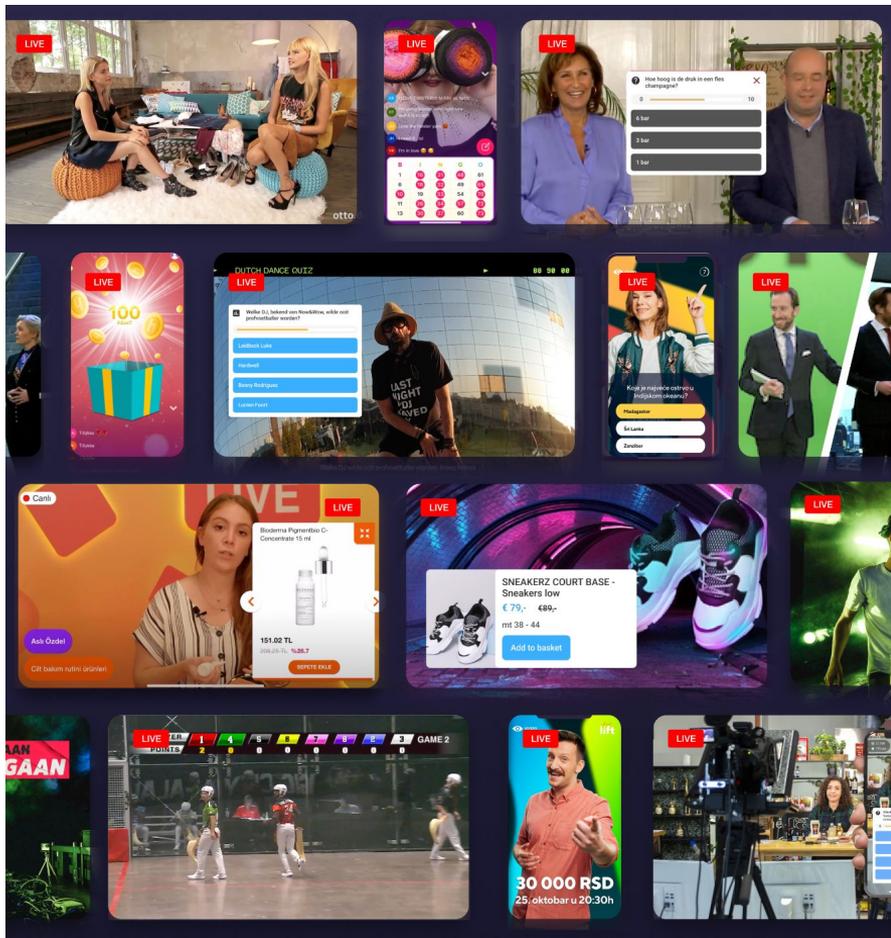
Live online and hybrid events using the FAST companion app can be a valuable tool for FAST channels to power engagement and community involvement. It creates a more personalised connection with existing and new subscribers. This can lead to lower churn, upsell and cross-sell opportunities and increased media consumption.



Use interactive live video to create more value for sponsors and advertisers of your content. 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 broadcast on location, hybrid or fully remote events, the FAST companion app is the ideal platform for interactive pre and post shows. These shows are in many ways an interesting way to create additional value. Not only for events you produce yourself but for any big event that is broadcasted through your channel. 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.



# Start today with Your profitable, entertaining, engaging, converting and data gathering FAST companion app

## Activating your reach is easy

Your FAST platform reach can easily be activated to your own platform through an on-screen QR code and the Fast Companion App. Scanning the QR code will open the landing page in the Companion app offering the conversion options in line with your strategic goals.

## Simple + affordable technology

Building companion applications using Livery's building blocks can be done within weeks. It is now affordable and easy-to-use. [Find out your price in a couple of clicks.](#)

# Branded content ideas

Use interactive live video to create branded content with more value for sponsors and advertisers. Sell (limited edition) products, (digital) services and tickets, improve subscriptions and store traffic appointments.



## Travel show commerce

Turn existing travel show content in a commercial vehicle for live direct sales.

In this example we zoom in on a pre-recorded travel show with live interactivity and exclusive offers for the happy viewers watching. There and then. During and post-broadcast, a team of behind the scenes travel experts and sales personnel operates a moderated Q&A and chat to activate the viewers. The team is ready to answer any question the viewers might have about the destination(s) and at the same time offers trips and packages at unique discount rates.



## Cooking format with shopping list integration

Integration of a supermarket shopping list in a cooking format.

A live interactive cooking companion format with a daily focus on healthy food, dinner planning and easy groceries shopping with fresh seasonal ingredients, conveniently bought and supplied to you by your supermarket.

It helps to plan ahead for the week with it's cooking planner and shopping lists. Ensuring a daily dose of healthy and sustainable dinners on the table.



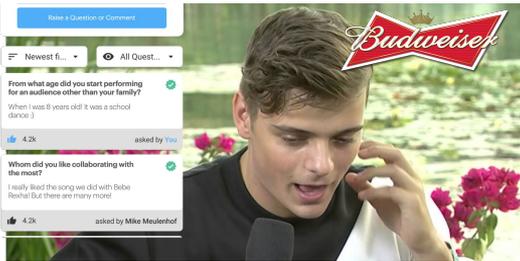
## Add to Spotify

Add tracks to your favorite playlists, right from the broadcast.

In this case Spotify is connected to the event through the Livery feature enabling companion app users to seamlessly add exclusive event tracks to their Spotify playlist. Live and on the fly.

Hit the 'add to playlist' button whenever the prompt is active in the app, and it will open Spotify with the track ready to be added.

# Branded Content Ideas



## VIP Events



Premium VIP Meet & Greets: Livery's ecommerce features enable the proposition for exclusive branded and premium subscriber events for the die-hard Superfans: live remote Meet & Greet video session with a limited group and 2-way communication features (e.g. Zoom)

Sell tickets and registrations to these live Greenroom Meet & Greets when the audience is most eager to buy: during and directly after each live session.

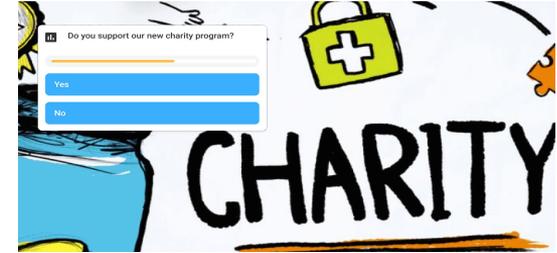


## Gamify the broadcast



Adding branded, incentivized and appointment based gamification and play along to the mix of engagement features will tick most value generating boxes.

Branded gamification will activate any FAST audience, boost registration, generate enriching profile data and drive FAST community involvement.



## Live Post Show Specials



Imagine an entertainment / infotainment format revolving around a charity cause. During the show viewer can donate live.

The moment the broadcast has ended, the post show special starts in the app with: live, interactive, engaging, transparent and informative.

Engage live and interactive with an audience that is there to learn and open to increased topic awareness.

# FAST Channel business case example 1

- Case: 5-days music and dance festival event
- Business case example: 5 day companion app building blocks integration
- Reach FAST channel: 500,000 unique viewers
- 10% companion app registration activation: 50.000 active users

Companion app value: €558.750

Companion app feature	Case value		Conversion %	Active users	Value per user	Value Total
<b>Registration activation</b>	Profile data and lead generation	Access to ecom, interactive and community features generating rich user profiles with opinion and personal preference data	10%	50.000	€5	€250,000
<b>Ecommerce</b>	Merchandise	Integrated ecommerce functionality offering, making the broadcast/stream shoppable with direct transactions for merchandise from the Festival store.	5%	2,500	€30	€75,000
	Tickets Masterclasses	Premium subscriber break-out event. Sell tickets to Masterclasses.	10%	5,000	€15	€75,000
	Tickets Meet & Greet	Premium subscriber break-out event. Sell tickets / organise raffles to live Greenroom Meet & Greets.	5%	2,500	€10	€25,000
	Tickets Last Minute / Ticket swap	Sell last minute available tickets	2%	1,000	€50	€50,000
<b>Sponsored content</b>	Trivia game	Appointment based 15 live trivia game played multiple times per day during the Tomorrowland festival	20%	10,000	€2	€20,000
	Spotify integration	Enabling companion app users to seamless add tracks to their Spotify playlist on the fly	25%	12,500	€2	€25,000
	Advertisement	Banners, pre-rolls, splash and other exposure features	75%	37,500	€0,50	€18,750
	Community Special: post-event specials	Exclusive free-access afterparty event streamed live from the companion app. This event is organised every day for the duration of the event.	20%	10,000	€2	€20,000

# FAST Channel business case example 1

- Case: 5-days music and dance festival event
- Business case example: 5 day companion app building blocks integration
- Reach FAST channel: 500,000 unique viewers
- 10% companion app registration activation: 50.000 active users

<b>Investment</b>	Livery building blocks technology video streams & interactivity <ul style="list-style-type: none"><li>• 5 days / 20 hours p.d / 50K active users / 10% logon time / premium quality</li></ul>	€26.850
	Set-up, support & onboarding	€1.400
	Content production: €5,000 per event day	€25.000
	Operations: €10,000 per event day <ul style="list-style-type: none"><li>• Includes studio and technical realisation</li></ul>	€50.000
	Unforeseen 10%	€10.325
	<b>Total</b>	<b>€113.575</b>

<b>Result</b>	Value	€558.750
	Investment	€113.575
		<b>€445.175</b>

# FAST Channel business case example 2

- Case: Environmental and Sustainable Earth Network Campaign
- Business case example: 7 day campaign companion app building blocks integration
- FAST Channel campaign reach: 1,000,000 unique viewers
- 8% companion app registration activation: 80,000 active users

Companion app value: €696,000

Companion app feature	Case value		Conversion %	Active users	Value per user	Value Total
<b>Registration activation</b>	Profile data and lead generation	Access to ecom, interactive and community features generating rich user profiles with opinion and personal preference data	8%	80,000	€5	€400,000
<b>Ecommerce</b>	Tickets Workshop	Premium subscriber break-out event. Exclusive themed workshops in sync with campaign program	2%	1,600	€10	€16,000
	Tickets Masterclass	Premium subscriber break-out event. Exclusive themed masterclasses to inspire and activate	4%	3,200	€10	€32,000
	Tickets Lecture	Premium subscriber break-out event Exclusive themed lectures to educate and create awareness.	6%	4,800	€10	€48,000
<b>Sponsored Content</b>	Trivia community educational game	Daily trivia awareness and education game on current topics for the community	20%	16,000	€5	€80,000
	Community specials Pre-show and Post-show Specials with live interviews, Q&A and discussion sessions	Inspiration meets action - these live and free access pre- and post-show events are dedicated specials to the main broadcast, produced for and streamed live in the companion app.  These specials are for the community and by the community. The content is focused on serving an audience looking for in depth knowledge, expert insights, interview sessions, lectures on campaign related topics. The interactive features allow for live Q&A, chat, opinion sharing, networking and donations.	30%	24,000	€5	€120,000

## FAST Channel business case example 2

- Case: Environmental and Sustainable Earth Network Campaign
- Business case example: 7 day campaign companion app building blocks integration
- FAST Channel campaign reach: 1,000,000 unique viewers
- 8% companion app registration activation: 80,000 active users

<b>Investment</b>	Livery technology video streams & interactivity: <ul style="list-style-type: none"><li>• 7 days / 14 hours p.d / 80K active users / 10% logon time / premium quality</li></ul>	€41.760
	Set-up, support & onboarding	€2.450
	Content production: €5,000 per event day	€35.000
	Operations: €10,000 per event day <ul style="list-style-type: none"><li>• Includes studio and technical realisation</li></ul>	€70.000
	Unforeseen 10%	€14.921
	Total	€164.131

<b>Result</b>	Value	€696.000
	Investment	€164.131
		<b>€531.869</b>

# BUSINESS CALCULATOR



Find the calculations of the business case examples, including an empty business case to sketch your own situation, in the sheet below.

Feel free to change the numbers to calculate investments and value.

[FAST Channel business calculator](#)



# - CONCEPTS & CASES -

## Branded content formats



### 3,2,1, launch

a format for worldwide live streamed release parties



### The national beer- wine & food Tasting Games

Live beers, wines & food themed blind tasting battles



### The Big Course

a series of interactive lectures explaining complex topics in a fun and gamified way



### Travel show commerce

turn existing travel, shows in a commercial vehicle for live travel sales.



### The daily cook

a live interactive cooking companion format



### The club 2.0

bringing edm energy and club dynamics to the fans' doorsteps



### Charity challenge

stage for charity organisations to pitch, raise support and activate

# 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**

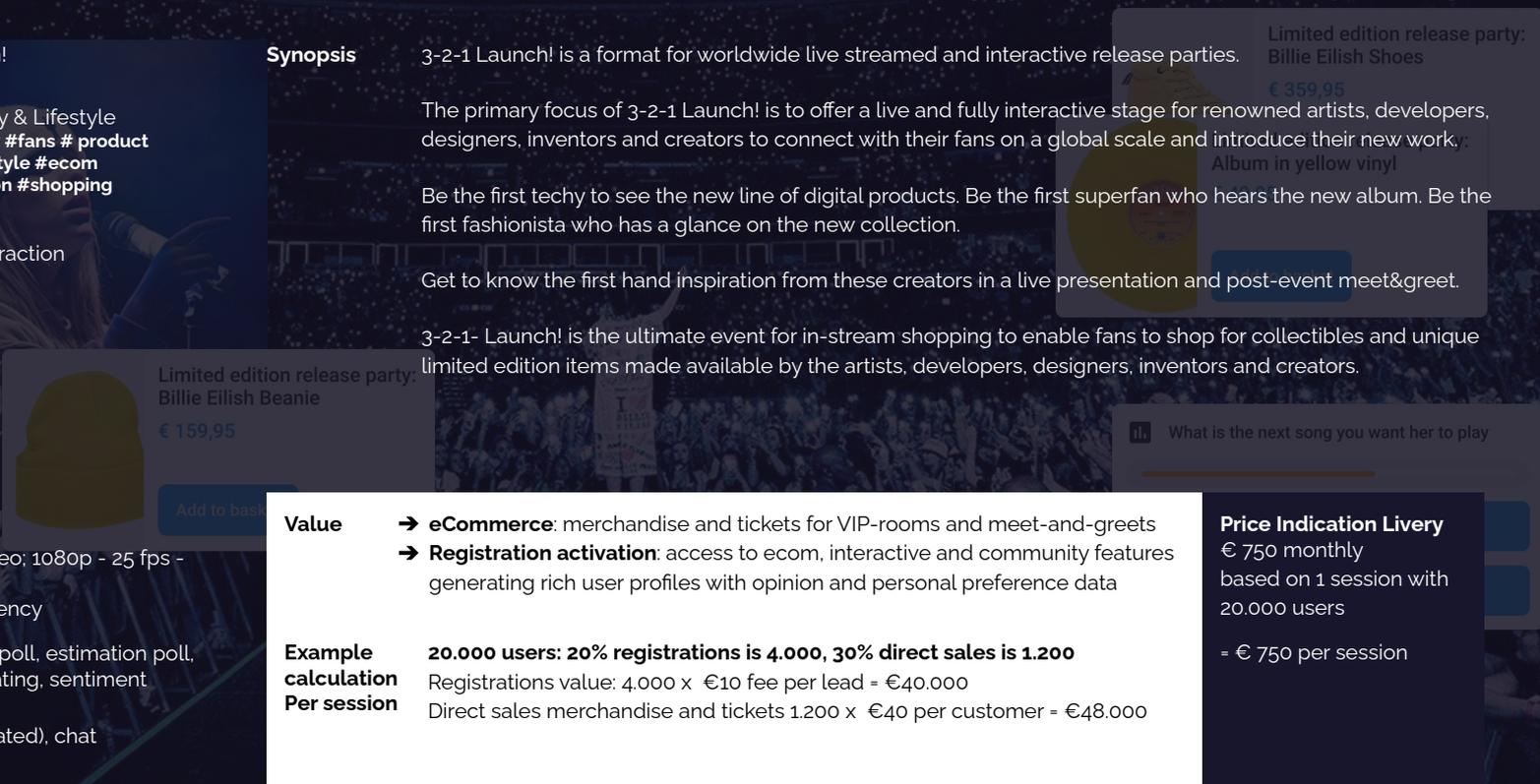
- **eCommerce:** merchandise and tickets for VIP-rooms and meet-and-greets
- **Registration activation:** access to ecom, interactive and community features generating rich user profiles with opinion and personal preference data

**Example calculation Per session**

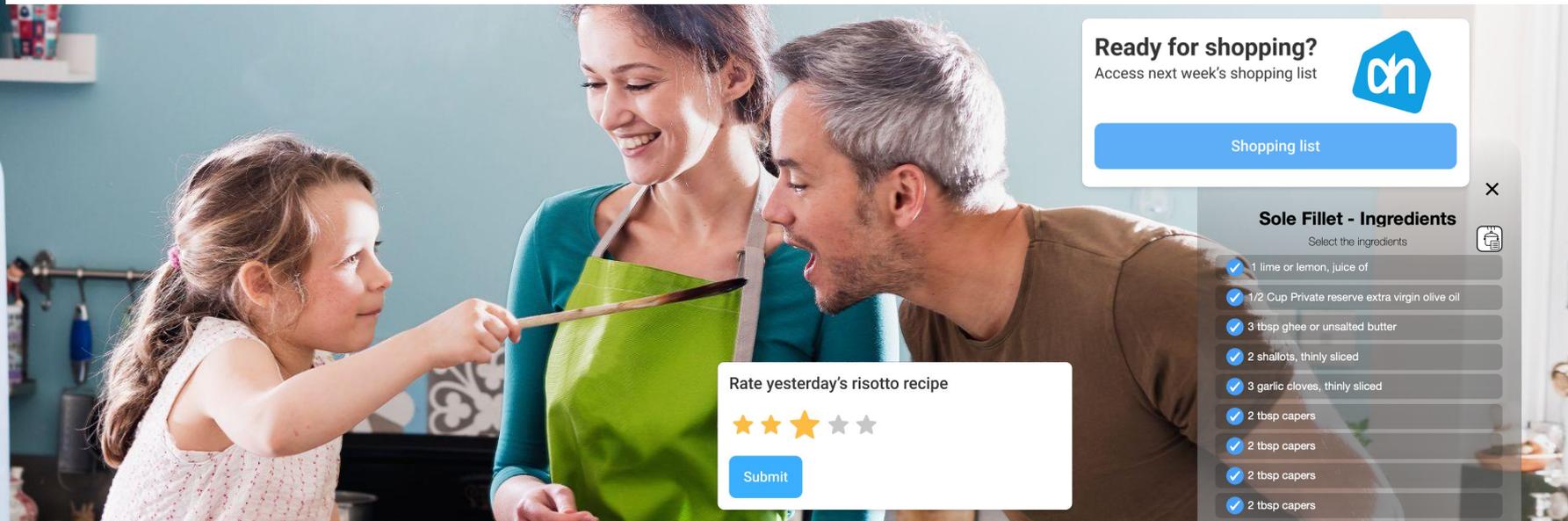
**20.000 users: 20% registrations is 4.000, 30% direct sales is 1.200**  
Registrations value: 4.000 x €10 fee per lead = €40.000  
Direct sales merchandise and tickets 1.200 x €40 per customer = €48.000

**Price Indication Livery**

€ 750 monthly  
based on 1 session with  
20.000 users  
= € 750 per session



# The Daily Cook



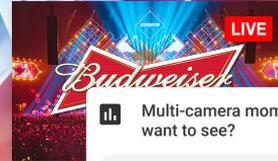
**The Daily Cook inspires, educates and helps to live a healthy and sustainable life.**

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

<b>Format</b>	The Daily Cook	<b>Synopsis</b>	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.
<b>Content</b>	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.
<b>Type</b>	Scripted interaction		
<b>Duration</b>	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.
<b>Target</b>	Brands		The Daily Cook inspires, educates, helps to plan and cook and to live a healthy and sustainable life.
<b>Livery Configuration</b>		<b>Value</b>	<b>Price indication Livery</b>
<b>Stream</b>	Premium video; 1080p - 25 fps - 3.0 mbps Ultra-low latency	→ <b>eCommerce:</b> groceries, kitchen utensils, merchandise	€ 2.671 monthly based on 20 sessions with 8.000 users
<b>Core</b>	Countdown, poll, estimation poll, trivia, vote, rating, sentiment	→ <b>Profile data and lead generation:</b> access to ecom, interactive and community features generating rich user profiles with opinion and personal preference data	
<b>Community</b>	Q&A (moderated), chat	→ <b>Connect to brands and advertisers:</b> sponsored content & advertising	
<b>Ecommerce</b>	Discovery, configuration, purchase, donate	<b>Example calculation Per session</b>	= € 133 per session
		<b>8.000 users: 50% leads is 4.000, 30% direct sales is 1.200</b> 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 2.0



ADE x FRESHCOTTON socks

€ 29,- € 39,-

Add to basket

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

DJ Booth

Centre stage

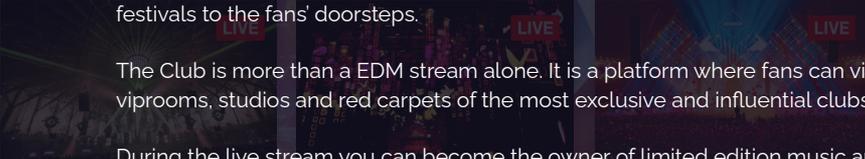
Back stage

## 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 2.0

<b>Format</b>	The Club 2.0	<b>Synopsis</b>	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.
<b>Content</b>	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.
<b>Type</b>	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.
<b>Duration</b>	90 - 180 minutes		
<b>Target</b>	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**

**5.000 users: 50% registrations is 2.500, 20% direct sales is 500**

Registrations value: 2.500 x €10 fee per lead = €25.000  
Direct sales merchandise and tickets 500 x €20 per customer = €10.000

**Price indication Livery**  
€ 2.700 monthly  
based on 8 sessions with  
5.000 users  
= € 338 per session

# The National Blind Tasting Championships



**An interactive live tasting battle event with in-studio teams, where the at-home audience answers the same questions and tastes the same products (beers, wines and food products).**

A unique combination of online gaming and real tasting. Participants receive a blind 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.

# The National Blind Tasting Championships

<b>Format</b>	The National Blind Tasting Championships
<b>Content</b>	Shoppable Competition #national #competition #Ecommerce #beertasting #winetasting #food #knowledge #Bigevent #Targeting
<b>Type</b>	Scripted interaction
<b>Duration</b>	60 - 120 minutes
<b>Target</b>	Brands

## Synopsis

The National Blind Tasting Championships, a live 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 products: beers, wines and food products.

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

The National Blind Tasting Championships 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 Blind Tasting Championships 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

<b>Stream</b>	Premium video; 1080p - 25 fps - 3.0 mbps Ultra-low latency
<b>Core</b>	Countdown, poll, estimation poll, trivia, vote, rating, sentiment
<b>Gamification</b>	Prediction, estimation, quiz game, leaderboard
<b>Community</b>	Q&A (moderated), chat
<b>Ecommerce</b>	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, wines, food products and merchandise
- **Connect to brands and advertisers:** sponsored content and host advertising

## Example calculation Per session

**5,000 users: 80% leads is 4,000, 90% direct product box sales is 3,600, 20% direct store wines and merchandise sales is 720**  
Leads: 4.000 x €10 fee per lead = €40.000  
Direct sales tasting box: 3.600 x €30 per box = €108.000  
Direct sales store: 720 x €30 = €21.600  
Sponsored content: €2 per user = €10.000

## Price indication Livery

€ 450 monthly based on 1 sessions with 5,000 user

= € 450 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

**6.000 users: 40% registration activation is 2.400**  
Registration value: 2.400 x €10 per registration / subscriber = €24.000  
Sponsored content: €2 per user = €30.000

**Price indication Livery**  
€ 450 monthly based on 1 sessions with 6.000 users

= € 450 per session

# 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

<b>Format</b>	Charity Challenge
<b>Content</b>	Charity as a Business #Charity #Pitch #Transparency #Information #Funding #Involvement
<b>Type</b>	Post Broadcast Special
<b>Duration</b>	20 - 30 minutes
<b>Target</b>	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

<b>Stream</b>	Premium video; 1080p - 25 fps - 3,0 mbps Ultra-low latency
<b>Core</b>	Countdown, poll, estimation poll, trivia, vote, rating, sentiment
<b>Community</b>	Q&A (moderated), chat
<b>Ecommerce</b>	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

**5.000 users: 40% registrations is 2.000, 15% donations is 300**  
Registration value: 2.000 X €10 fee per registration = €20.000  
Donation value: 300 X €30 value per transaction = €9.000

## Price indication Livery

€ 450 monthly based on  
2 sessions with 5.000 users

= € 225 per session

# Travel show live commerce

\***eliza**  
was here

## Destination Q&A

You can now start asking questions to the Eliza was here travel team

And earn discounts up to 50%!



## INTERESTED IN THE TUI SPECIAL?

Press the button and our friendly TUI team will contact you directly after the show

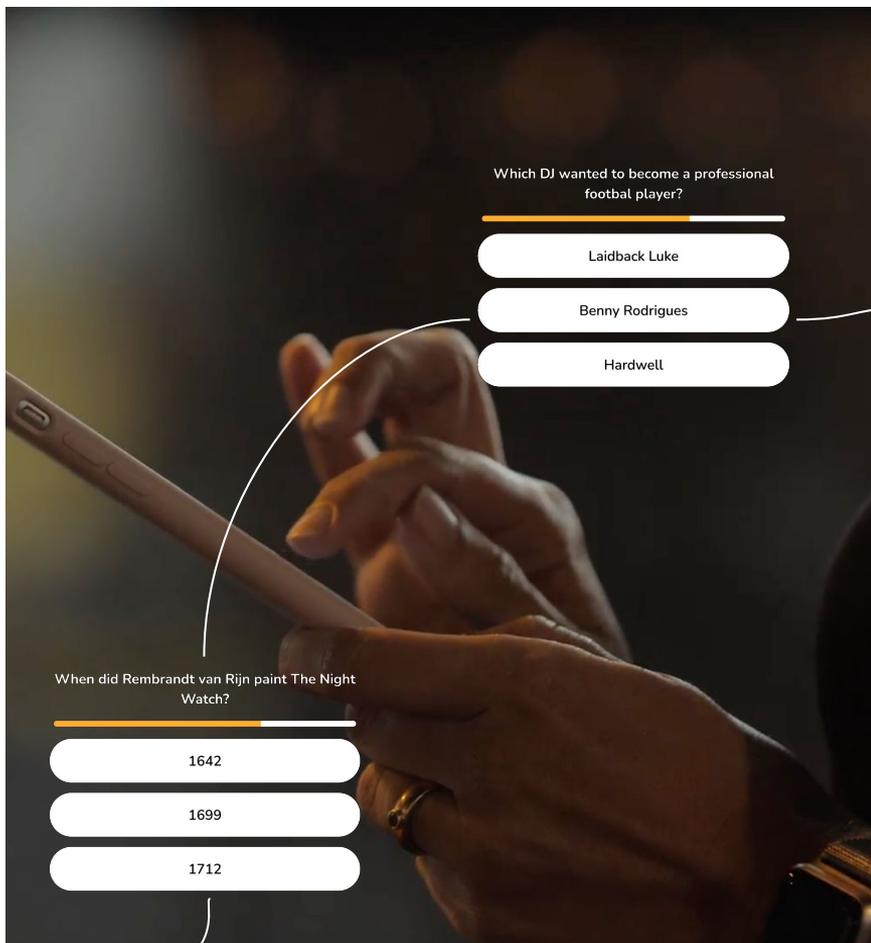
[Yes, please contact me](#)

**Turn existing travel, nature, wildlife and exploration shows in a commercial vehicle for live travel sales.**

In this example we are zooming in on a pre-recorded travel show with live interactivity and exclusive offers for the happy few viewers watching there and then.

# Travel show live commerce

<b>Format</b>	Travel show live commerce	<b>Synopsis</b>	Turn existing travel, nature, wildlife and exploration shows in a commercial vehicle for live travel sales.
<b>Content</b>	Travel commerce #travel #ecom #sales #discount #specials travel team		In this example we zoom in on a pre-recorded travel show with live interactivity and exclusive offers for the happy few viewers watching there and then.
<b>Type</b>	Live commerce		During and in the 15 to 30 minutes post-broadcast, a team of behind the scenes travel experts and sales personnel actively operates a moderated Q&A and chat in the companion app to engage the viewers. The team is there for them, live, ready to inform, assist and answer any question the viewers might have about the destination(s) covered in the travel show. And at the same time offers trips and packages at unique discount rates.
<b>Duration</b>	30-50 minutes		Once contact has been established and the viewer has been activated, receptivity for a good deal is highest.
<b>Target</b>	Travel organisations, brands		Travel show live commerce is a blueprint of how FAST channels can turn static pre-recorded content into a profitable live ecommerce experience for brands and advertisers.
<b>Livery Configuration</b>			
<b>Stream</b>	Premium video; 1080p - 25 fps - 3.0 mbps Ultra-low latency	<b>Value</b>	<b>Price indication Livery</b>
<b>Core</b>	Countdown, poll, estimation poll, trivia, vote, rating, sentiment	<b>→ Registration activation:</b> access to ecom, interactive and community features generating rich user profiles with opinion and personal preference data	€ 900 monthly based on 8 sessions with 4,000 users
<b>Community</b>	Q&A (moderated), chat	<b>→ eCommerce:</b> day- weekend- weektrips, travels, packages	
<b>Ecommerce</b>	Discovery, configuration, purchase, donate	<b>→ Connect to brands and advertisers:</b> sponsored content and host advertising	
		<b>Example calculation Per session</b>	<b>= € 113 per session</b>
		<b>4.000 users and registrations, 2% direct sales is 80</b> Registration value: 3.000 X €10 fee per registration = €30.000 Direct sales value: 80 X €400 value per transaction = €32.000	



# 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?

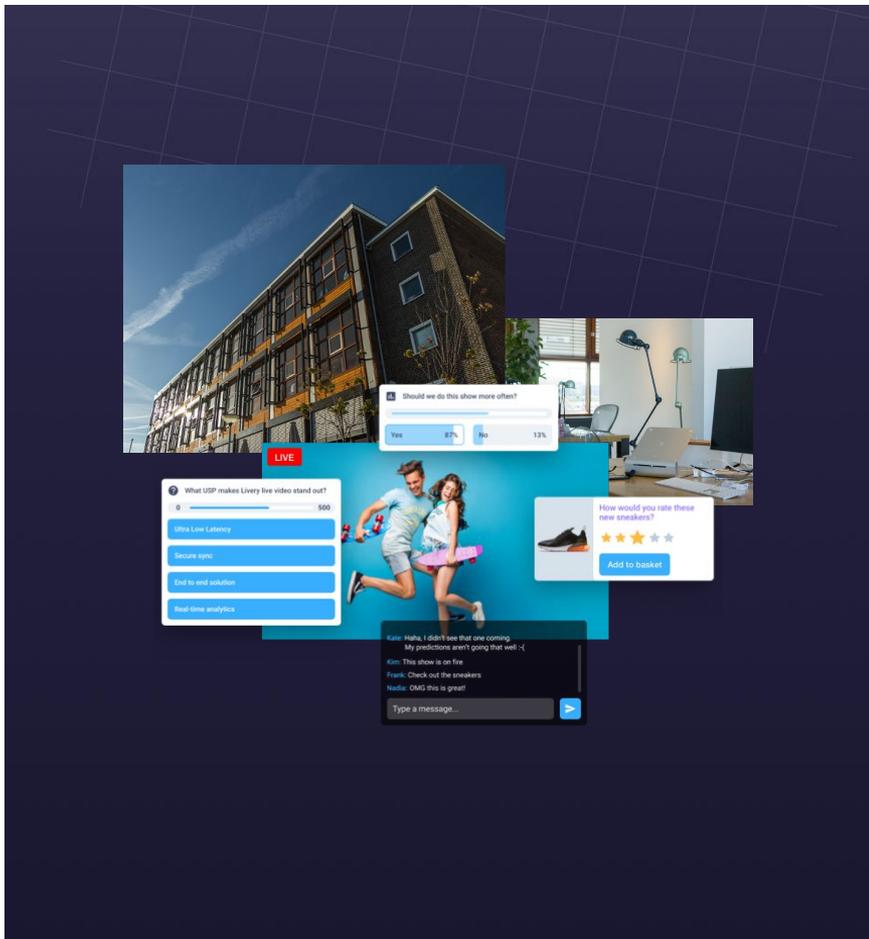
Starting at 450,- per month, our affordable and ready-made interactions are suitable to bring your idea to life. Contact our team to check out the details.

# 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](mailto:info@liveryvideo.com)

# Appendix

## Low-latency live streaming

**ii.** Should we do this show more often?

Yes 87% No 13%

**LIVE**

? What USP makes Livery live video stand out?

0 500

- Ultra Low Latency
- Secure sync
- End to end solution
- Real-time analytics

How would you rate these new sneakers?

Add to basket

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..

# The fundamental ingredients for a Companion application.

## Video solution

Livery's low-cost end-to-end video solution enables content owners to create and manage their own video channels within their companion application. Video content can be ingested via either RTMP or SRT and played back with a fixed latency in the Livery players ([iOS, Android or Web](#)).

The players include a built-in interactive layer, giving channel owners the flexibility to enable or disable interactive widgets at any given time. This allows for seamless integration of interactive elements into the viewing experience as desired.

## Interactive solution

The interactive experience provided by Livery is highly customizable, allowing FAST channels to tailor the user interface to match the specific show or content branding.

Livery offers a diverse range of interactive capabilities, including chat, Q&A, gamification, eCommerce, login functionality, notifications, analytics, and more.

All the data collected through the interactive solution is easily accessible in the portal or can be accessed via APIs. This allows channel owners to analyze and utilize the gathered data for various purposes, such as audience insights, engagement metrics, and targeted interactions.

# How does it work from a Technical point of view.

The web-based companion application provided by Livery is highly versatile and not limited to a specific number of interactive channels. Viewers can enjoy their favorite channels within the application, similar to how they would watch on traditional FAST channel platforms, but now with full interactivity.

Livery's video platform utilizes ULL-CMAF (Ultra-Low Latency Common Media Application Format) and its proprietary syncing solution to deliver an ultra-low latency 24/7 broadcast experience at scale. The interaction engine is robust and has been extensively tested to handle high concurrency numbers that reach in to the millions, ensuring smooth and scalable interactive experience.

Both Livery's video and interactive solutions are accompanied by an intuitive online portal, allowing broadcasters to manage their broadcasts conveniently from anywhere in the world. This portal provides easy-to-use controls and comprehensive management features, enabling efficient management of the interactive broadcasts.

## Viewer start on TV



Viewer scans QR code shown on the TV (app) with a mobile device. QR code opens a Play Along URL on his browser and the device become a second screen experience.



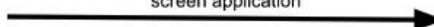
## Viewer start on Mobile



Viewer uses Google Cast to play the stream on a a device. The device become a second screen application



Viewer uses Airplay to play the stream on a Apple TV device. The device become a second screen application



# Core & Communication interactions: engage your audience

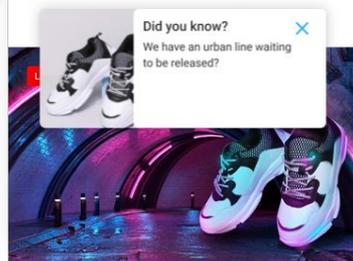
## Count down

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



## Announcement

Show quick announcements with title, subtitle and image.



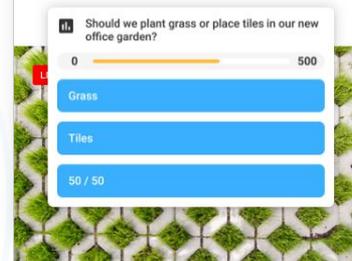
## Rating

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



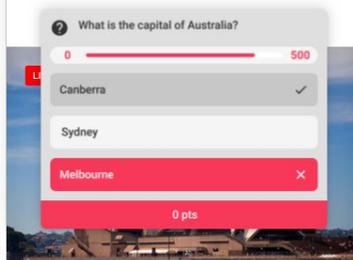
## Vote

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.



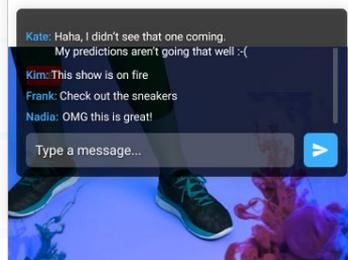
## Sentiment

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



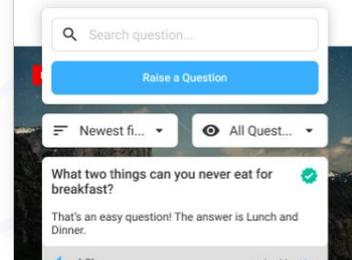
## Chat

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



## Q & A

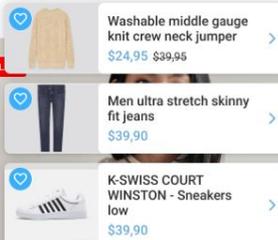
Users have the option to raise questions, search questions and get answers which the operator manages in the CMS.



# E-commerce & Gamification interactions: play and convert

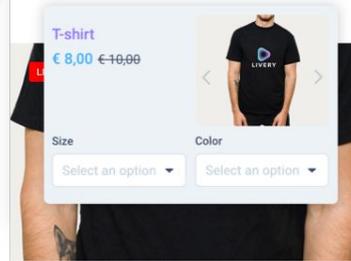
## Discover

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



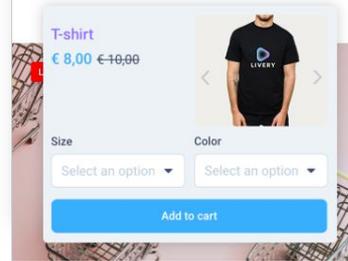
## Configure

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.



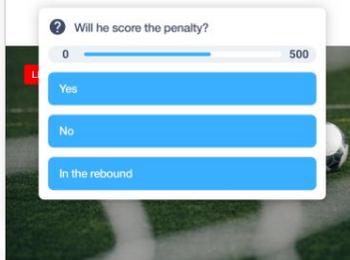
## Product rating

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!



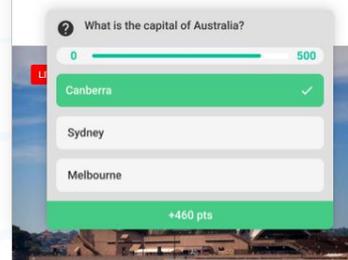
## Estimations

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



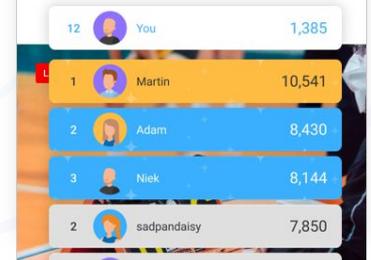
## Quiz game

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



Create even more value...

LIVE

Maximize conversion

Collect high-quality data

Shoppable competitions

Support multi- platform events

Themed events with advertisers

Post broadcast specials

Enrich customer profiles



# Customer success support package

## 1. Strategy session

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

## 2. Studio setup advice

- In a 4 hours workshop we help you make a plan for your studio and live streaming infrastructure set-up

## 3. Production Training

- 2 one-hour remote training session + 2 hours Q&A support

## 4. Production support

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

## 5. Get started complete

Strategy, training and production support\*

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

# Founders & team track record

