



# NEW LIVESTREAM



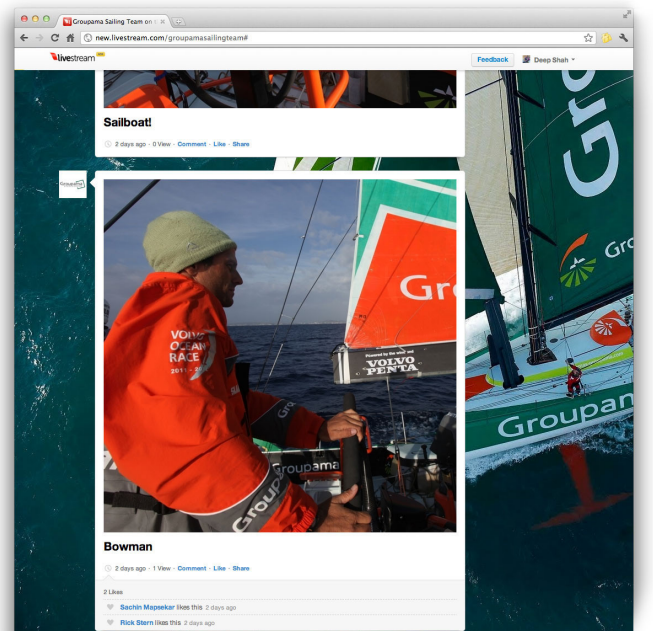
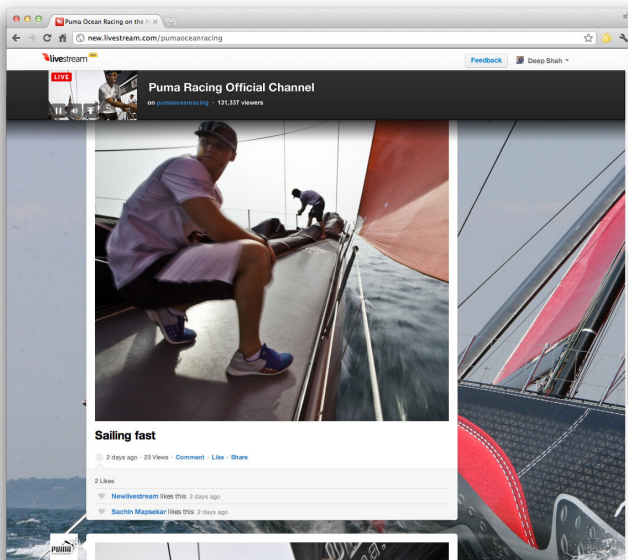
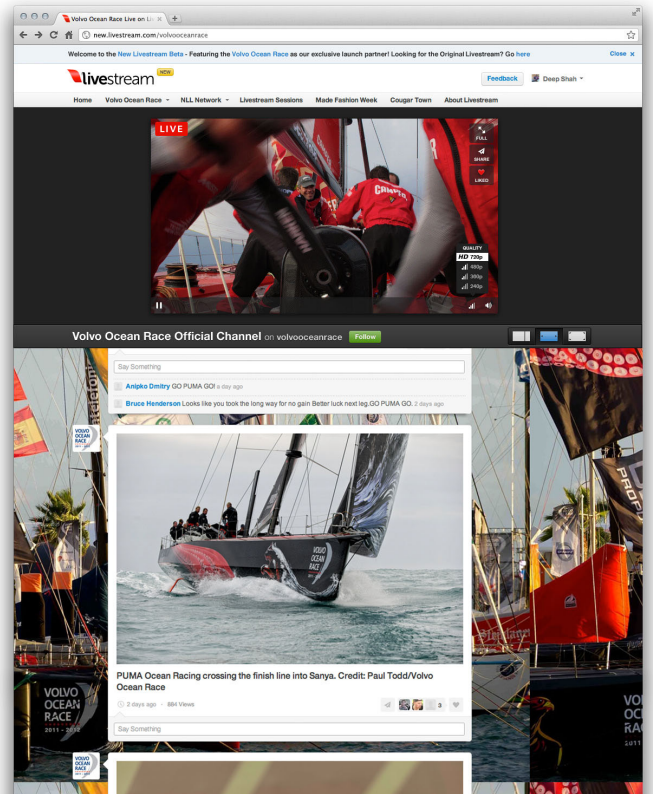
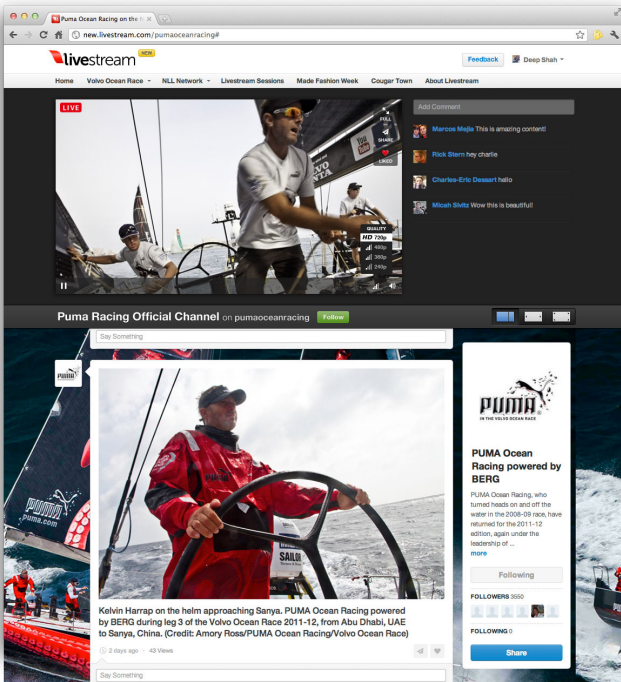
# WHAT IS THE NEW LIVESTREAM?

The New Livestream is an innovative new platform that combines live event coverage with real-time photos, text, and video clip updates posted using web browsers or mobile devices.

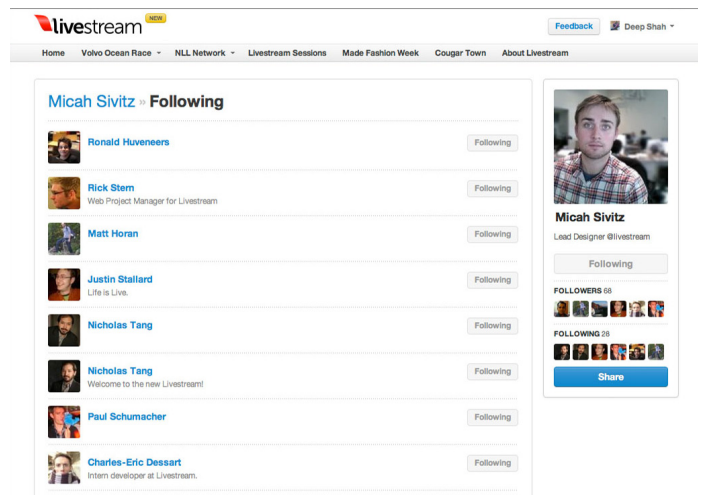
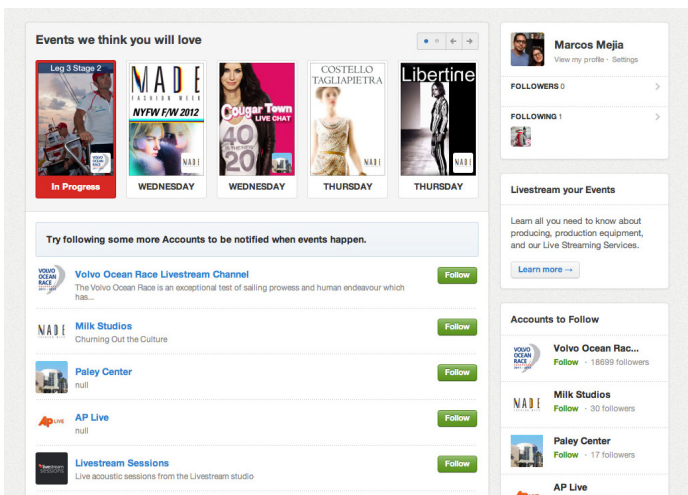
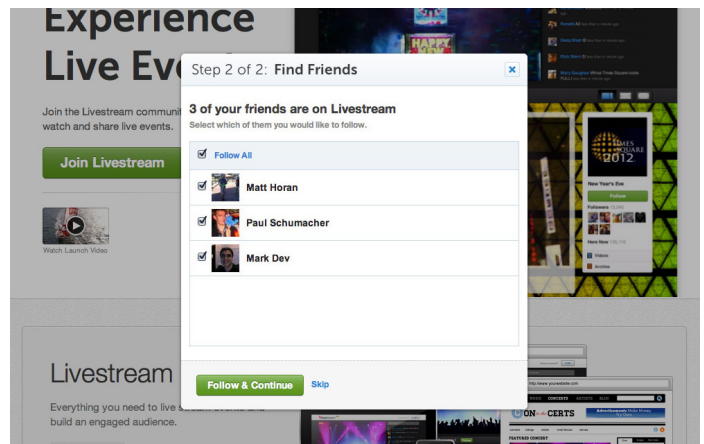
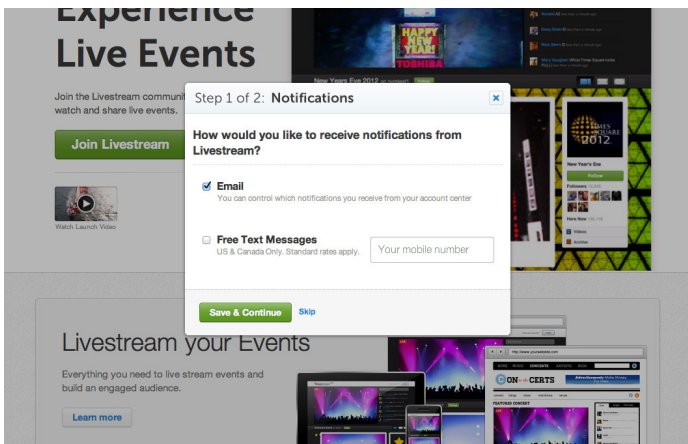
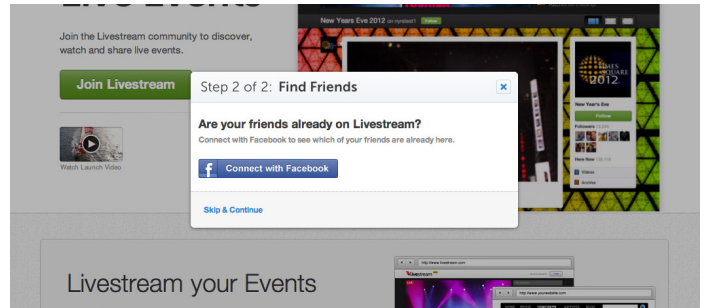
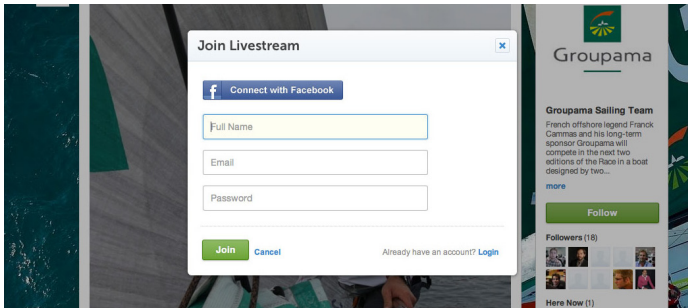
The technology supports live blogging, live and on-demand video powered by Akamai HDNet, and real-time posting tools.

The screenshot displays the Livestream interface for a Volvo Ocean Race event. At the top, the browser address bar shows 'new.livestream.com/procaster\_fs\_3'. The Livestream logo is in the top left, and navigation links for 'Home', 'Volvo Ocean Race', 'Livestream Sessions', 'NY Times: ALW', 'New Years Eve', 'Feature Tour', and 'About the New Livestream' are in the top right. The main content area features a live video player showing a sailboat with 'ERICSSON' on its sail. A 'LIVE' indicator is in the top left of the video, and a '131,337 viewers' count is at the bottom. A circular overlay on the video shows a 'QUALITY' menu with options for 'HD 720p', '480p', '360p', and '240p'. Below the video, the channel name 'Volvo Ocean Race on volvoceanrace2012' is shown with a 'Follow' button. A large image of the sailboat is featured below, with a 'Follow' button and 'Followers (554)' section. A text overlay on the left says 'You can see the' and 'Less than a minute ago'. A text overlay on the right says 'Volvo Ocean Race... exceptional test of sailing prowess and human endeavour which has been built on... more'.

# SCREENSHOTS



# SCREENSHOTS



# NEW LIVESTREAM VALUES

To help you understand our vision and the strategic direction of the New Livestream, we outlined the core values below. We are pledging to deliver on every single item by the full launch of the New Livestream which will be no later than April 2012:

## **Experience: Live. Redefined.**

- A live stream is no longer solely about live video. We now support realtime text updates, video clips and photos seamlessly integrated with live video posted from desktop and mobile devices
- The channel pages features a timeline-based experience much like blogs
- Consistent user experience across all platforms including web, mobile and connected TV devices

## **HD Live and On-demand video**

- Highest quality live and on-demand video
- Sleek live and on-demand video player
- World class video on-demand support with robust video file upload and conversion

## **Intuitive Producer Tools**

- Powerful, yet easy to use producer tools available on both web and mobile platforms

## **Social at the Core**

- Customized homepage feed for each user featuring updates from all of the channels the user may be following
- Realtime notifications via email, SMS and iPhone push
- Discover content through social connections with friends and followers

- Live commenting and chat features follow the latest best practices in social media (e.g. We will never spam users Facebook/Twitter feed while chatting)
- Social audience building and engagement tools for Producers including a 'Follow' button on each channel and 'Share' link for each update
- Social analytics for Producers to better understand your audience

## **Stability and Scale**

- Stream live to 1 million+ concurrent viewers on any channel, without a hiccup
- Global Content Delivery Network (CDN) ensures HD streams can be transmitted and viewed from anywhere in the world (current built-in CDN partner: Akamai)
- Rock solid live video recording with available instant replay and basic editing

## **World Class Support for Producers**

- Premium customers receive phone support 7 days a week

# PRICING AND PLANS

## New Livestream Producer Account

Unlimited, Ad-Free Broadcasting on Livestream.com

**Unlimited**  
No overages, ever









**\$45** /mo

**Ad-Free**  
Unparalleled viewer experience

*Activation within 24 hours. Embedding not included.*

Go to [livestream.com/newproducer](http://livestream.com/newproducer) to get started

## Features of Livestream Producer Accounts

-  **Unlimited Live Streaming**  
Bandwidth and video storage on the New Livestream platform is unlimited for the life of your plan
-  **Highest Quality Video**  
State of the art adaptive bitrate streaming in up to HD quality for live and on-demand video
-  **Live Blogging**  
Livestream now offers a set of tools for producers to add real-time photos, videos and text updates before, during and after your live event
-  **Ad Free**  
Livestreaming with out any advertising
-  **Social Interaction**  
Users can now follow your Livestream profile, “like” posts, comment on posts, and receive notifications of upcoming events
-  **iPhone App**  
The New Livestream for Producers iPhone app for real-time posting from your iPhone
-  **Unlimited E-mail Support**  
Currently phone support is only available for Original Livestream Premium plans
-  **Trim videos and recordings**  
Trim the start and end time of your recordings or create a new video post in an instant