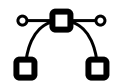




WHY LIVESTREAM?



WHAT IS LIVESTREAM?

What if there was an easy way to expand your audience by streaming live events online and creating a high-impact, immersive experience – one that increases attendance and was the next best thing to being there?

Enter Livestream

Livestream lets you stream live events over the Internet, expand your community and engage your audience when they cannot physically attend your event. Livestream helps the world discover and experience your live event from anywhere, on any device.

From conversations to conferences to concerts, Livestream is the easiest way to take your event online. The Livestream encoder transmits video from your camera into a live feed over the Internet so people can see your event in real time. With Livestream, you can distribute your content in a variety of ways – on your Livestream channel page, on a Facebook tab, embedded in a website or through mobile apps.

Livestream is more than just an instant live feed. It's a portal for real-time interaction. Livestream viewers can chat with each other and experience events as they happen. Plus your audience can seamlessly share the experience with friends across social platforms.



WHY LIVESTREAM EVENTS?



 **1,500** people on-site

x300

 **450,000** people online

Livestream is a must-have marketing tool for anyone who produces live events. While Livestreaming can generate direct revenue through sales, advertising, sponsorships and pay-per-view models, the real benefit empowers you to expand your live event beyond a single location.

Extend Your Reach

Connect with audiences that cannot physically attend your event. Grow your audience with new fans and followers. With Livestream, you can broadcast your event to a specific audience, or to anyone on the web.

Amplify Your Message

Strengthen your presence, and connect with your audience. By being online, easy to consume and archived, your Livestream amplifies your brand.

Engage Your Audience

Reel in your audience by allowing them to experience, share and interact with your brand. When they're engaged, they're more likely to respond to your call to action, like buying your product, following you on Twitter or offering real-time feedback on a campaign.

Lead the Competition

Show your audience how amazing your event is by letting them see for themselves. Livestream is a cost-effective way to market your actual event and get measureable results. In turn, you stay ahead of your competitors.

WHY CHOOSE LIVESTREAM?

Award-winning Platform

As the premier platform for producing live events online, Livestream works seamlessly across the web and mobile. Viewers experience the highest quality video available today and enjoy interactive and social features like chatting and sharing.

Our built-in content delivery network (current partner: Akamai) delivers your content worldwide and instantly scales to audiences of any size. Plus powerful analytics help you measure activity and engagement. With Livestream, you immediately get the solutions you need to stream professional quality live events without the cost of developing the platform yourself.

Satisfied Customers

Leading event owners have been Livestreaming since 2007. From non-profits to musicians to brands, our customers choose us because they know we have end-to-end solutions that meet their unique needs.

Hands-On Support

We know live events. Our technical support team is available over the phone or email 7 days a week, 365 days a year. Call us to test a stream, get advice on equipment or troubleshoot a problem in real time. We're here to make Livestreaming easy and effective for you.

Hands-On Support

We also offer a variety of custom services. If you need help producing an event, encoding on site or over satellite, or developing a Facebook app, our world-class production team, engineers and designers can support you every step of the way.

Zero Tolerance on Piracy

At Livestream, we proactively enforce a "Zero Tolerance on Piracy" approach to preventing copyright infringement. Since 2009, the Livestream Content Verification Program has limited all new free channels to 50 simultaneous viewers until accounts are manually authorized. In 2007, we pioneered an automated takedown tool, which is now an industry standard.










Expansive Reach

As part of the Livestream portal, you will have the chance to promote your event to more than 30 million unique visitors a month. Livestream members trust us to deliver high quality content from top-tier organizations and brands.

Constant Innovation

We continuously upgrade our platform with better technology to improve the user experience. Updates are automatic, so you always have access to the latest innovations.

OUR CUSTOMERS

				
		Calvin Klein		
		unicef 		

Trusted by the world's most recognized organizations and brands

Business

AT&T
Proctor & Gamble
Network Solutions
Unilever
IBM
3M
711
Deloitte
Dun & Bradstreet
Ameriprise
Accenture
National Geographic
NASDAQ

Food and Beverage

Pepsico
Red Bull
Amstel Light
Kellogg
Wrigleys
Nestle
P.F. Chang's
Hershey's
Burger King

Gaming

Electronic Arts
Gamespot
Activision/Microsoft

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Association

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Automobile

Ford
Audi
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IZOD IndyCar
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Diesel
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Aveda
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Tory Burch

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& Sciences
Buzz Media
Tribeca Films
Sundance Film Festival
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NBA
NLL
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Pop Tech
Etsy
DLD
Dublin Web Summit
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Harlequin Books
Randomhouse
Atria
Hearst
Doubleday