

LIVE



**Make your live video
bigger, better and more profitable...**

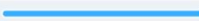


● LIVE



LIVE

? Will he score the penalty?

0  500

Yes

No

In the rebound

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...



with Livery interactive video cloud



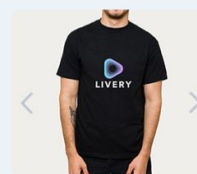
How would you rate these new sneakers?



Add to basket

T-shirt

€ 8,00 €10,00



Size

Select an option

Color

Select an option

Add to cart



LIVE



Four problems of live streaming today

1. Live video should not be a one way

Live enables engagement, engagement requires interactivity, interactivity requires low latency. Traditional streaming has unacceptable 10-30 second delays. And while WebRTC dramatically lowers latency, it does so at the expense of scalability, costs and video quality. Plus what others don't tell you is that low latency is not enough - you also need a way to sync playback regardless of device or connection speed.

3. Pricing lacks transparency

The online video industry also has the old-fashioned habit to require long term commitments and uses opaque pricing schemes. In the case of WebRTC, it costs up to 8x much more per user than regular online video. It's time to catch up with other online industries.

2. Finding the right solution is hard

You have to pick an encoder, CDN and player that play nice with your workflow and existing apps or sites, while supporting low latency and sync. Then you need to find a suitable, separate platform for interactivity. Alternatively, you could use Youtube or Facebook but in exchange you're giving away your content, user data and options to monetise.

4. Live video needs to step up

You'd expect that integrated, easy-to-use and ready made interactive features would be available on market leading live streaming platform, but no-one else is offering that.

All this means making a profitable business case for interactive video is hard.

WHAT MAKES LIVERY UNIQUE

Livery makes your live streaming events easier, bigger, more interactive and more profitable

Livery offers high quality, low latency live streaming-as-a-service. Using ULL-CMAF, it's more affordable and scalable than WebRTC. And it includes with integrated, synchronised and expandable interactive features as standard. This makes Livery an easy to use, end-to-end solution for any professional looking to make their live video bigger, better and more profitable.



First in Low Latency,
the doorway to live interactions



Seamless live
interactive features



Offered as a
SAAS solution

Seven Livery benefits



Low Latency



High quality



Low price



Sync



Scalable

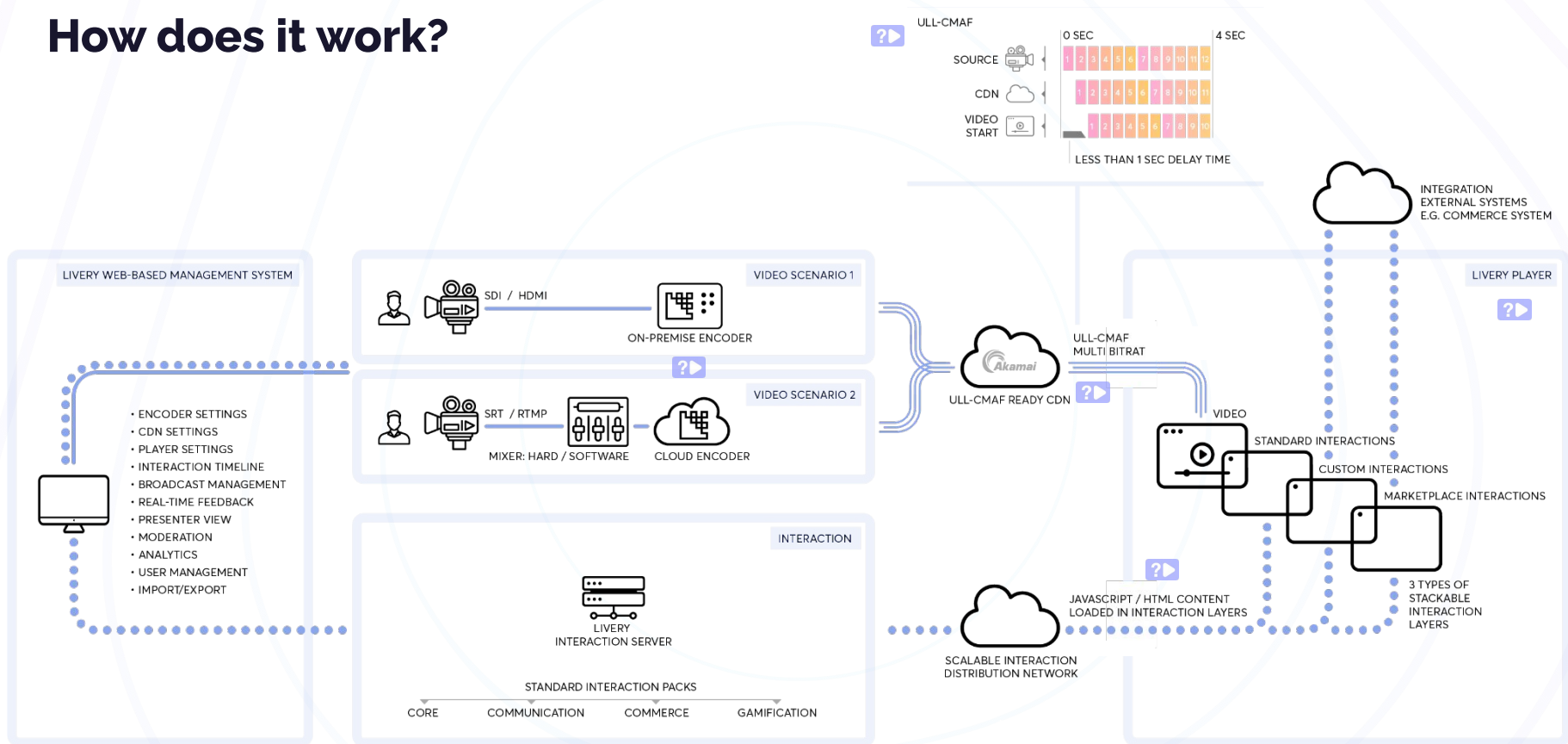


Feature richness



Easy to use

How does it work?



Livery features

Video

- CMAF Ultra Low Latency (<3 seconds)
- End-to-end: cloud & on-prem encoder, CDN & player
- Optimal quality and scalability, powered by the world's biggest CDN
- Sync that works end-to-end across all devices or connections (3G-5G, Wifi, ...)
- Data efficient, ABR, high quality
- Players and SDKs for iOS, Android & Web with integrated interactive layer
- Integrates in any RTMP or SRT workflow

Interactivity

Create your a custom interactive layer or use Livery's standard features at any time:

- **Core:**
Countdown, announcement, rating, vote/poll, trivia, sentiment
- **Communication:**
Chat, Q&A
- **E-commerce** / shoppable video:
Discover, configure, purchase, product rating
- **Gamification:**
Prediction, estimation, quiz game, leaderboard

Integrations & operations

- Cloud based, turn-key solution
- SDK for iOS, Android & Web
- User authentication
- Powerful analytics
- Presenter view with data visualization and live feedback
- Configurable templates, texts and localization options
- Easy to use, web-based management system (CMS)
- Transparent, usage-based pricing, no upfront costs, cancel any time

Core & Communication interactions to engage your audience

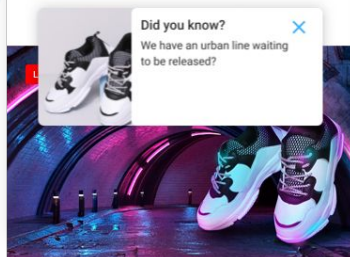
Count down

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



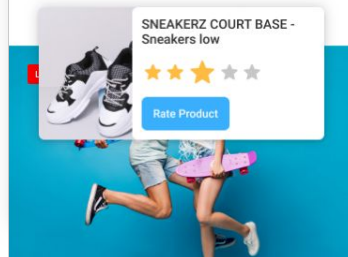
Announcement

Show quick announcements with title, subtitle and image.



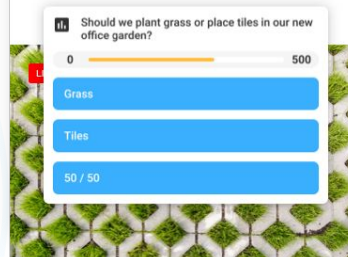
Rating

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



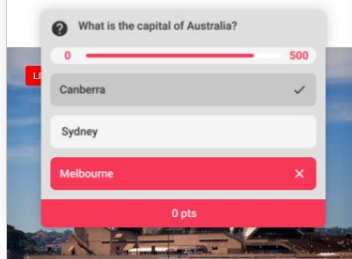
Vote

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.



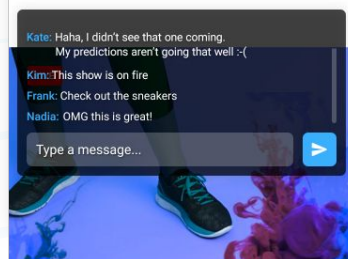
Sentiment

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



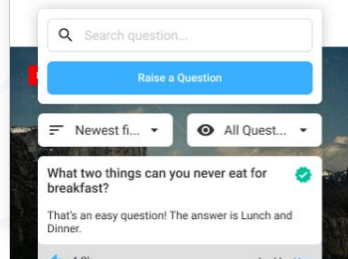
Chat

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



Q & A

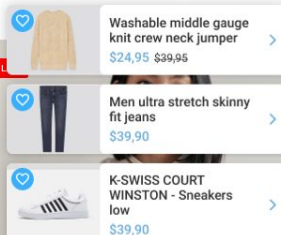
Users have the option to raise questions, search questions and get answers which the operator manages in the CMS.



E-commerce & Gamification interactions to play and convert

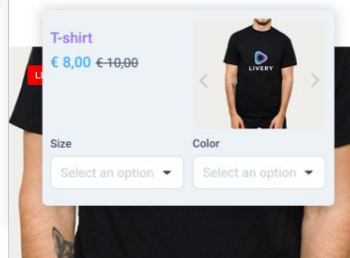
Discover

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



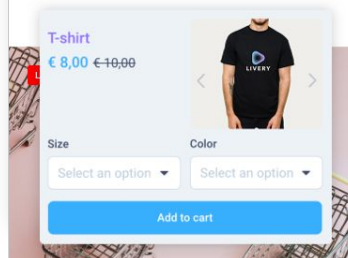
Configure

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



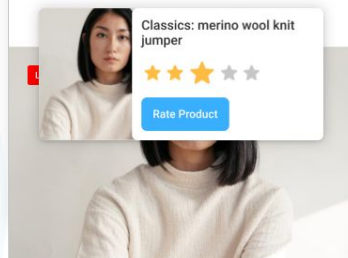
Purchase

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



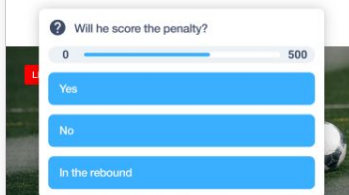
Product rating

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!



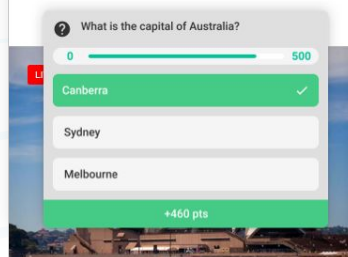
Estimations

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



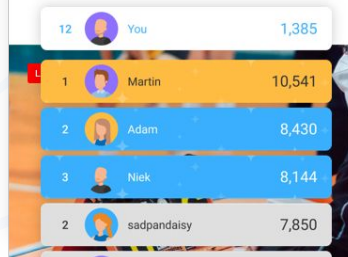
Quiz game

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



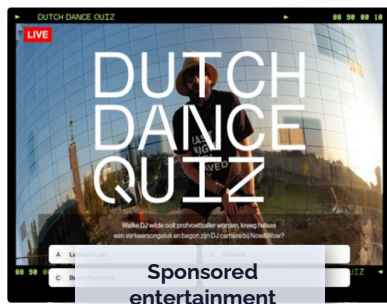
Leaderboard

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





Sports betting



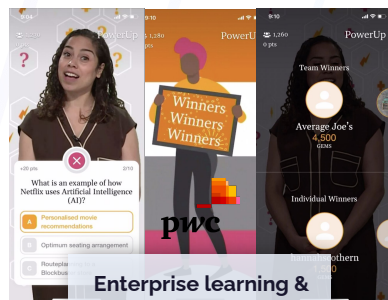
Sponsored entertainment



Virtual business event



Live shopping



Enterprise learning & development

Media Perspectives

Magic City

Effenaar

Consultics

Milic

Event Producent

FX Agency

IWI

We Are Live

De Mannen Zonder Pak

Thuisgaan

How our partners and customers use Livery

Live Legends

Hepsiburada

Ex Machina Group

Akamai

SkyArx

Critical Case

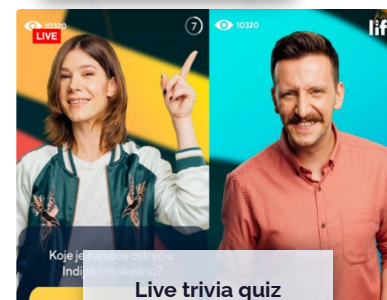
Angry Bytes

The Tasting Games

EGR International

Horecava Live

Hobbii



Live trivia quiz



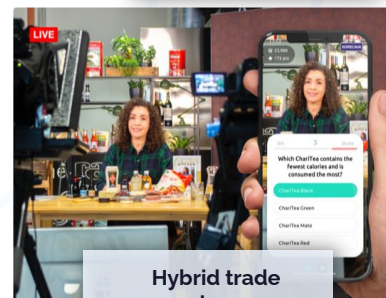
e-Sports



Virtual concert



Commerce & loyalty booster



Hybrid trade show

Livery Pricing

Livery offers a Software-as-a-Service pricing model. All costs are billed on actual usage and invoiced on a monthly basis.

Usage is measured in user hours.

A monthly minimum of €300 (video only) / €500 (video + interactions) applies.

No set-up fee

Livery does not charge a set-up fee

Cloud encoder included

Pricing includes the use of a cloud encoder.

An optional on-premise is available for rent or purchase at an additional fee, contact us for details and availability.

Livery rate card:

Video quality:

1 Mbps (basic mobile use)	€0.03 per user hour
3 Mbps (streaming to computers and tablets)	€0.045 per user hour
5 Mbps (bigger screens, high-quality demand)	€0.06 per user hour

Interaction(s):

Core interactivity (polls, voting, trivia, reactions)	€0.01 per user hour
Communication (chat, Q&A)	€0.01 per user hour
E-commerce (add-to-basket, featured product)	€0.01 per user hour
Gamification (Outcome prediction, leaderboard)	€0.01 per user hour

Other options

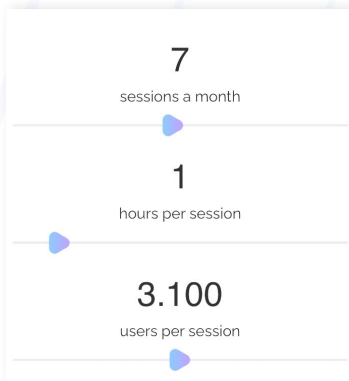
Synchronisation hour	€0.01 per user
Advanced analytics (API access to analytics, unthrottled data collection, 3 months data access)	€0.01 per user hour

All prices are excl VAT

[USE OUR INSTANT PRICING CALCULATION →](#)

Configure online and see what you'll pay

Video



Max bitrate: 1080p - 25 fps - 5.0 mbps

Adaptive bitrate: yes (2 bitrates)

BASIC VIDEO QUALITY

PREMIUM VIDEO QUALITY

ULTRA VIDEO QUALITY

- ✓ Advanced analytics
 - API access to the analytics database
 - Unthrottled data collection
 - 3 months data access€ 0.01 per user hour
- ✓ Sync
 - Synchronize video across all platforms, connection-types and users€ 0.01 per user hour
- ✓ Secure sync
 - Secure version of sync

Interaction

- ✓ Core interactions
 - Poll
 - Vote
 - Live sentiment button
 - Trivia€0.01 per user hour

- ✓ Communication
 - Chat
 - Q&A€0.01 per user hour

- ✓ Commerce
 - Add to basket
 - Buy button
 - Featured product€0.01 per user hour

- ✓ Gamification
 - Predictions
 - Leaderboards€0.01 per user hour

USE OUR INSTANT PRICING CALCULATION →



Transparent, instant pricing calculation

21.700 user hours per month
video: € 0,03 per user hour
interactions: € 0,01 per user hour

EXAMPLE

Estimated total price

€ 868

€868 with € 0 volume discount

REQUEST PROPOSAL

CONTACT ME FIRST

LIVE

Should we do this show more often?

Yes

87%

No

13%

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...



We make it work, you make it magic



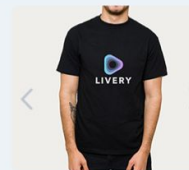
How would you rate these new sneakers?



Add to basket

T-shirt

€ 8,00 €10,00



Size

Select an option

Color

Select an option

Add to cart



LIVE



Contact

info@liveryvideo.com

+31(0)20 617 2685
NDSM-Kade 7
1033 PG Amsterdam
The Netherlands



More information!
↓

[LIVERYVIDEO.COM](https://liveryvideo.com) →

[DOCUMENTATION](#) →

[EXPLAINER VIDEO'S](#) →