

# EVERY SECOND COUNTS!

AUDIENCE DRIVEN  
INSIGHTS

PROVEN SCIENCE

INDUSTRY  
EXPERTISE

When your brand, audience, sponsors and business partners are on the line, every second counts! Whether you are going live with a sports match, concert performance, or breaking news event from anywhere in the wired world, Event Control Live's three components collectively put you in the control room with all the power to see and manage live events as they unfold.

Ensure your crucial video streams while developing and expanding accompanying revenue streams.

**648%** "Over the past year, the amount of time American audiences spent watching video for the major live video publishers has grown 648% to more than 1.4 billion minutes."

- ComScore



**Every second of optimized and engaging HD-quality video captivates live event viewers and elevates your brand.**



**LIVE SPORTS**

+ Exceed the expectations fans set for their stars and teams.



**CONCERTS**

+ Music lovers want their personalized HD TV experience



**BREAKING NEWS**

+ Deliver the biggest news events to the largest live audience

## PROTECT THIS VIDEO!

Event Control Live™ provides options for every potential situation to ensure the show goes on, as planned, even with the inherent, unpredictable nature of live events. Just as a head coach needs to make instant decisions, you need instant flexibility and backup plans for your live event to ensure an optimal performance.

Whether it's a CDN outage in a key viewing city, a deteriorating player or an encoder that needs a reboot, you are armed with an array of proactive tools to keep it from impacting your audience, your sponsors, your business partners and your brand. Protection starts before your live event kicks off and extends far beyond its conclusion to include its availability through video on demand.

**EVENT CONTROL LIVE™** is specifically designed to optimally stream live sports and events. It provides an unparalleled level of visibility into - and control of - workflow activities and incidents, live and automated tools to adjust bit-rate levels and source selection that in turn protect events and their audiences from failures, and protection of viewers' personalized HD viewing experience that set the foundation for a long-running relationship.

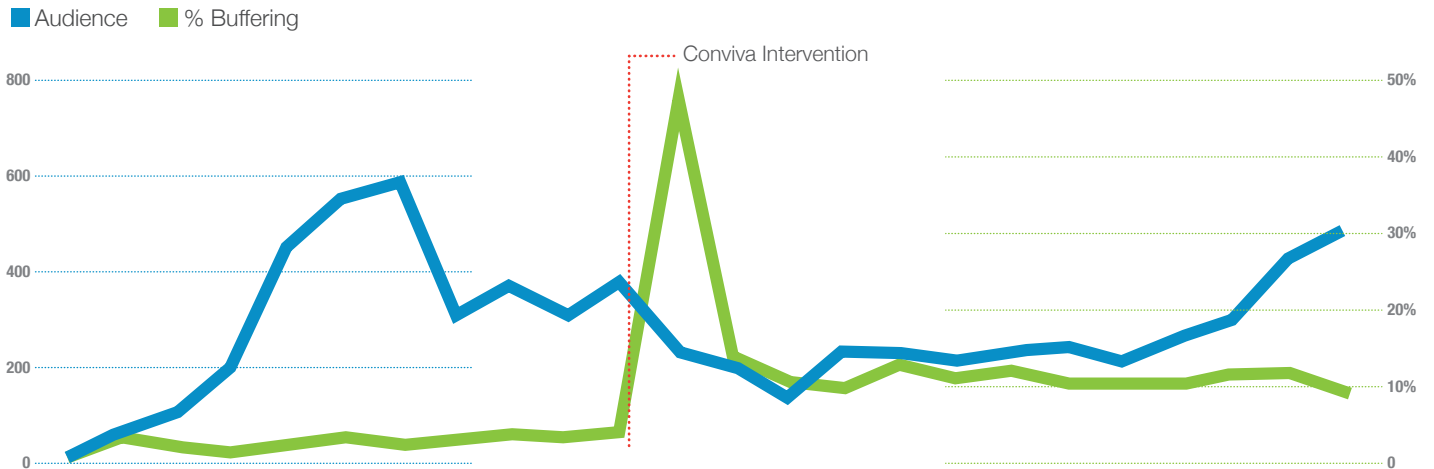
**Control<sup>3</sup>**

**CONVIVA INSIGHTS** monitors the experience of each viewer, every second and quantitatively determines the impact of poor video quality on viewer engagement. **CONVIVA DISTRIBUTION MANAGEMENT SERVICE** (DMS) and **CONVIVA EXPERIENCE MANAGEMENT SERVICE** (EMS) then synthesize the telemetry from all viewers to accurately predict the causes of poor video quality and pre-emptively use mid-stream source and bit rate switching to ensure a flawless viewing experience.

Absolutely nothing is more important than control when it comes to running a live sports contest, concert, breaking news event, or milestone moments at a conference your viewers couldn't attend. Your audience and your advertisers wouldn't want it any other way.

**Event Control Live™ – When Every Second Counts**

**Buffering Impacts on KPIs**



Impact of buffering (green line) on the audience (blue line) for a recent live event.

*The spike in buffering from 5% to 50% dropped the audience from 384 to 137 before **Conviva's Event Control Live™** immediately detected an encoder problem, allowing producers to address the issues in real time ensuring improved quality and recovering lost audience.*