

# Media Properties

## Provoke / Engage / Capture / Publish

LiveCLIQ enables media companies to ignite passionate user communities around broadcast brands, music artists, online media properties and digital extensions of print media.

Picture this...your talent broadcasts a video that is delivered to your audience's mobile phones, computers and televisions. This provokes an immediate response that ripples through the digital media space transforming your previously anonymous viewers into identified, passionate and active contributors. Your tuned-in audience now fully engaged and connected via LiveCLIQ's real-time digital media platform.

### **You have now sparked a dialog with your viewers that yield the powerful benefits of:**

- transforming anonymous viewers into passionate and engaged contributors
- igniting viral interest and buzz around your media properties
- extending your available advertising inventory with relevant user reality media
- integrating real-time reality media throughout your media property

# LiveCLIQ Platform

Media properties, consumer brands, live event producers and network operators can now create media campaigns that provoke responses from their viewers and customers in the form of live and recorded video streams from their mobile phones and computers. This theme-focused contributed user media can be edited and published to web destinations, mobile phones and broadcast streams.

LiveCLIQ's Digital Media Platform includes:

- 3 Screen support for professional and user media to and from mobile, web and broadcast platforms
- Full featured mobile client for content capture and media playback
- Comprehensive web-based content, community and event management tools
- Easy to use playlist manager allows you to quickly create custom playlists
- Media player manager controls and configures your media player for easy embedding in blogs, websites, social networks and other media destinations

Embedded media player that supports custom branding, location support and community features.

