

Solutions

Provoke / Engage / Capture / Publish

Use the LiveCLIQ Platform to create media campaigns to provoke focused media responses from your audience, fans and customers. Your engaged audience can now capture and contribute relevant media from their mobile phones and computers surrounding your seeded theme, event, product or media property. The best of this user media can then be published and for viewing on mobile phones, computers and broadcasts.

Focused audience participation increases awareness and media value

- News anchors stream breaking stories to their audiences provoking conversations around political campaigns, stock market moves and international events.
- Broadcasters prime interest of their fan communities in an upcoming episode. Fans debate the possible plot twists.
- Bands notify their fans of new releases and concert tours. Fans contribute live footage from the concert to the band's website.
- Consumer brands introduce new products to their audience. Customers compete to show best use of the product in their lives.
- Sports teams focus their "fans" attention on game day. Fans celebrate their team loyalty with pre-game tailgate footage and costume contests.

LiveCLIQ Solutions For:

Media Properties

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

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Consumer Brands

Consumer brands can create advocate user communities around their products and services.

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Concert & Event Producers

Live event organizers can create excitement before the event and promote tickets, new albums, videos and contests.

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Network Operators

Network operators can offer their subscribers innovative ways to capture and share the unique moments in their lives.

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Leverage LiveCLIQ's Digital Media Platform to provoke, gather, edit and publish focused User Media responses to campaign messages.

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.

