

# Ignite Live Broadcast

## Enterprise Live Streaming

Whether it's team meetings and departmental updates or corporate town halls and CEO quarterly updates, software-based Ignite Live Broadcast lets you deliver high-quality webcasts using your existing network with no costly upgrades or lengthy deployments.

### Benefits and Features

- Enables high-quality streams without adversely impacting networks
- Effective in low-bandwidth areas
- Proactively notifies end users of live streaming events
- Natively supported engagement options including live moderated Q&A, polling, chat and post webcast surveys
- Extensive reporting capabilities
- Eliminates the need for heavy capital investments, long deployment timeframes and ongoing maintenance costs for infrastructure and personnel

### Managed P2P Streaming Technology

Companies understand the advantage of using live webcasts to communicate with a geographically dispersed workforce. Streaming media technology is an ideal solution as it provides users the ability to begin playing content almost immediately after streaming begins, rather than having to wait for downloading to finish. With traditional streaming solutions, file availability and quality are limited by available bandwidth. However, Ignite Live Broadcast is based on managed peer-to-peer (P2P) streaming technology, enabling enterprises to provide high-quality streams without adversely affecting their networks.

Ignite enables enterprises to implement a high-quality live streaming solution that is scalable, network-friendly, ensures higher audience participation, and supports live audience interaction with moderated questions. Ignite Live Broadcast also provides stream publishers with extensive real-time and historical data regarding audience participation. Ignite Live Broadcast can be deployed in a very short time, requires little maintenance and offers significant advantages for enterprises.

# Real-time, Cost-effective, Engaging Communication

## Network Efficiency

Ignite Live Broadcast leverages centrally-controlled and managed P2P relationships to pull content from each other or from designated localized content proxy/caching servers. This superior delivery efficiency enables enterprises to provide their audiences with high-quality streams without adversely impacting their networks. Additionally, this technology gives enterprises unparalleled reach and efficiency, enabling audiences in low-bandwidth locations to participate in live streaming events.

Unlike traditional webcast solutions, Ignite's peer-assisted streaming technology ensures only one stream is delivered to any network location, resulting in unmatched delivery efficiency even in non-multi-cast enabled environments. This delivery efficiency ensures you can reach 100 percent of your audience with the same high-quality secure webcast.

## Scheduling & Notifications

Ignite's intuitive calendar-based scheduling makes it quick and easy to schedule your events and invite your audience. Ignite integrates with Active Directory so that participants can be notified via email, delivery alert (branded pop-up notification), or both. Audience members can join the live stream event by clicking on the "Join Now" button on the proactive notification, thereby eliminating the need for the audience member to set a reminder for the stream event or remember the stream event notification email and/or the URL.

## User Engagement

Ignite offers a number of natively supported engagement options including live moderated Q&A, polling, chat and post webcast surveys.

Moderated questions provide participants the ability to submit questions and receive feedback during a live event. Questions are managed and responded to by a stream event moderator and/or presenter through an easy-to-use console. Following the live event, questions and answers are archived to be accessed later in reports or pushed to users as an additional content deliver.

Customers can use Ignite's default end-user interface to deliver the stream and allow participants to submit questions to the event moderator. Alternatively, customers can use Ignite's open APIs to design their own end-user interface, including the moderated questions feature. Live event participants can submit one question at a time and unlimited questions per live event.

## Ignite Live Broadcast Capture Options

Ignite offers several live capture options to meet your specific webcasting needs:

- **SelfCast**

Ignite's easy-to-use capture tool lets employees share their webcam and desktop for quick, simple webcasting events.

- **Ignite-Provided Encoder**

For more sophisticated live events such as company town halls, sales meetings, or other corporate events, Ignite offers an encoder to handle your complex capture requirements.

- **Use Your Own**

Ignite can leverage your existing encoder to efficiently deliver the live captured video or stream to the right audience.

- **Managed Services**

If you're a company that's just getting started or an enterprise that streams large, corporate-wide events, Ignite offers managed services covering all aspects of the webcast. From lighting, cameras, and microphones to live translations and encoding, our partners bring years of webcasting experience so you can be assured of a successful event.

Live event moderators manage questions submitted by participants through a moderator console. A single live event can have multiple moderators managing the questions list. The moderators can review and filter questions based on associated user attributes (name, department, role, geographical location, etc.) and add remarks to the submitted questions before deciding which questions to forward to the presenter. To enable easy filtering of questions, the moderator console also allows the creation of custom filters using a variety of criteria (see the default moderator console below). Moderators can also view questions that have been sent to the presenter, change the order, add remarks or delete questions from the queue.

Questions forwarded to the presenter are available in a presenter's console. From this interface, presenters see the submitted question, along with remarks added by the moderator, and any available details about the participant. Presenters can answer questions as they appear, skip a question, or return to previously unanswered questions.

Ignite's intuitive interfaces make it easy to schedule and manage your events, while proactive notifications ensure higher audience participation rates. Natively supported moderated Q&A, polling, chat, and configurable player options keep your audience engaged to any device.

### Moderator View

### Presenter View

### Viewing Options

Ignite offers several player options to optimize the user's viewing experience. View from the Ignite Media Portal embedded player, Ignite's client-based brandable player, or from custom and third-party players.

### Reporting

User statistics let you know who viewed the webcast, when did they view and for how long.

Reporting statistics include:

- Total audience
- Peak audience
- Average length of time viewed
- Individual user statistics (e.g., which users watched stream, when, and for how long)

Real-time network reports provide information on the webcast delivery efficiency. After the event, view a list of all submitted questions and all poll questions and their answers.

# Quick Facts: Ignite Live Broadcast

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## Product Summary

Ignite Live Broadcast provides the ideal alternative to traditional live streaming solutions. Ignite Live Broadcast handles various use cases including CEO Webcast, town hall meetings and online meetings that may involve global audiences and, potentially, multiple presenters. By leveraging centrally-controlled and managed P2P relationships to deliver content, Live Broadcast eliminates the need for heavy initial capital investments, long deployment timeframes, and ongoing maintenance costs for infrastructure and personnel.

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## Key Features

- Enables high-quality streams without adversely impacting networks
  - Eliminates the need for heavy capital investments, long deployment timeframes and ongoing maintenance costs for infrastructure and personnel
  - Accessible from any device - PCs, tablets, smartphones
  - Network efficient delivery regardless of location and connection (effective in low-bandwidth areas)
  - Proactively notifies end users of live streaming events
  - Adaptive playback provides an optimal viewing experience
  - Extensive reporting captures all relevant statistics
  - Customized branding with your company's logo and colors
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## Delivery

- Streaming
  - Peer-assisted when deployed with Ignite's CDS client
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## Security

Ignite's peer-assisted streaming technology ensures only one stream is delivered to any network location, resulting in unmatched delivery efficiency even in non multi-cast enabled environments. This delivery efficiency ensures you can reach 100 percent of your audience with the same high-quality secure webcast.

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## For More Information

Please contact us at [success@ignitetechnology.com](mailto:success@ignitetechnology.com) or visit [www.ignitetechnology.com](http://www.ignitetechnology.com)