

BRANDLIVE

Product & Service Descriptions

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Brandlive Products & Services

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Products & Services Overview

The Brandlive Platform

The Brandlive Platform is the web-based software platform used for the creation, hosting, distribution, and management of video events and broadcasts. The platform includes the ability to host live or recorded video within customized video web pages as well as organize multiple video (pages) into libraries or hubs for easy user navigation.

The platform is operated by customers directly with the abilities to manage the end-to-end process of creating a hosted video broadcasts, building libraries of video content, managing libraries of non-video content and assets, analyzing video engagement and performance, managing audiences, creating video-based courses, and generally customizing any and all user-facing components.

The platform is accessible to customers who have purchased or maintain an active license and does not include any video production services. Platform licenses do include onboarding and general account support as detailed per plan.

Products & Services Overview

License Types

Customers can access the Brandlive Platform by purchasing a license. Licenses come in two varieties: event-based license or an annual platform license. Either of those license types can be paired with production services as a separate purchase item.

Single (event-based) licenses provision use of the Brandlive platform for a limited time frame and number of video sessions (broadcasts) as defined later in this document.

Annual licenses provision use of the Brandlive platform on an annual basis with general limits on the number of sessions (broadcasts) a customer can host as defined later in this document.

Reseller licenses are available for specific partners to operate with the right to hold a Brandlive account and re-sell individual sessions (broadcasts) within that account. No Brandlive platform license may be resold.

Products & Services Overview

Production Services

In addition to the Brandlive software platform that can be used to create, host, distribute, and manage web video broadcasts, Brandlive also offers professional services to customers in the form of video production support.

Video production services can be purchased in addition to a platform license. Production services generally include personnel, equipment, and a video deliverable. Specific service options are defined later in this document.

Licenses & Features

Single (Event-based) Licenses

	Single Session <i>For seminars and keynotes</i>	Small Event <i>For summits and small conferences</i>	Large Event <i>For multi-day or multi-track conferences</i>	Custom Event <i>Large or specialty events</i>
Price	\$5,000	\$7,000	\$14,000	Starts \$30,000
Payment Terms	Paid in full upon receipt	Paid in full upon receipt	Paid in full upon receipt	Paid in full upon receipt
Contract Term	Event +30 days	Event +30 days	90 days	Custom
Onboarding	1 hour kickoff weekly meetings until event date	1 hour kickoff weekly meetings until event date	2 hour kickoff weekly meetings until event date, production consultation	2 hour kickoff weekly meetings until event date, production consultation
Account Management	Shared account manager	Shared account manager	Shared account manager	Shared account manager
Support	E-mail: Monday-Friday 8am-5pm PST, 48 hr. Response time	E-mail: Monday-Friday 8am-5pm PST, 48 hr. Response time	E-mail: Monday-Friday 8am-5pm PST, 48 hr. Response time	E-mail: Monday-Friday 8am-5pm PST, 48 hr. Response time
During Session (Event) Support	Scheduled event support	Scheduled event support	Scheduled event support	Scheduled event support
Help Center	Full Access	Full Access	Full Access	Full Access
Content Archival Term	180 days	1 Year	1 Year	1 Year
Live Video	Live Streaming (Self-managed)	Live Streaming (Self-managed)	Live Streaming (Self-managed)	Live Streaming (Self-managed)
Live video sessions (unique broadcasts)	1	10	25	100
Simultaneous Streaming Channels	1 RTMP address and stream key 1 account URL	1 RTMP address and stream key 1 account URL	1 RTMP address and stream key 1 account URL	1 RTMP address and stream key 1 account URL
Audience Size	2,500	5,000 (extra available)	5,000 (extra available)	Custom
Hosted Video	On-demand video and hosting included	On-demand video and hosting included	On-demand video and hosting included	On-demand video and hosting included
Video Player	Standard responsive web-player	Standard responsive web-player	Standard responsive web-player	Standard responsive web-player
Audience Tools	Full audience management	Full audience management	Full audience management	Full audience management
Audience Access	Segmented Content access by audience	Segmented Content access by audience	Segmented Content access by audience	Segmented Content access by audience
Contacts	Registration and contact import	Registration and contact import	Registration and contact import	Registration and contact import
Session (Event) Registration	Branded registration and contact management	Branded registration and contact management	Branded registration and contact management	Branded registration and contact management
Session (Event) Page(s)	Branded, custom template	Branded, custom template(s)	Branded, custom template(s)	Branded, custom template(s)
URL Customization	Vanity URL or subdomain forwarding	Vanity URL or subdomain forwarding	Vanity URL or subdomain forwarding	Vanity URL or subdomain forwarding
Session (Event) page features	Info, products, resources, commenting, polls, quizzes, surveys, slides, 3rd party embeds	Info, products, resources, commenting, polls, quizzes, surveys, slides, 3rd party embeds	Info, products, resources, commenting, polls, quizzes, surveys, slides, 3rd party embeds	Info, products, resources, commenting, polls, quizzes, surveys, slides, 3rd party embeds
Library Page(s) (Content Hub)	Not included	Branded, custom library (Content hub)	Branded, custom library (Content hub)	Branded, custom library (Content hub)
Platform White Labeling	Standard (see Add-ons section)	Standard (see Add-ons section)	Standard (see Add-ons section)	Standard (see Add-ons section)
Live Chat / Commenting	Live chat, threaded conversations, audience question submission	Live chat, threaded conversations, audience question submission	Live chat, threaded conversations, audience question submission	Live chat, threaded conversations, audience question submission
Moderation	Full moderation panel	Full moderation panel	Full moderation panel	Full moderation panel
Polls, Surveys, Quizzes	Polls, Surveys, quizzes	Polls, Surveys, quizzes	Polls, Surveys, quizzes	Polls, Surveys, quizzes
File Management	Full content and file hosting	Full content and file hosting	Full content and file hosting	Full content and file hosting
Shopping Features	Shoppable product widget	Shoppable product widget	Shoppable product widget	Shoppable product widget
Engagement Analytics	User and session (event) level analytics	User and session (event) level analytics	User and session (event) level analytics	User and session (event) level analytics
Analytics data Export	User-level analytics export	User-level analytics export	User-level analytics export	User-level analytics export

Licenses & Features

Annual Licenses

	50 Sessions <i>Regular broadcasting for a single brand</i>	500 Sessions <i>Broadcasting for multiple audiences and/or departments</i>	Unlimited Sessions <i>Broadcasting for many audiences and many brands</i>	Custom Annual <i>Developed for users with high-volume or custom broadcast needs</i>
Price	\$36,000	\$72,000	\$200,000	Custom Pricing
Payment Terms	Paid in full upon receipt	Paid in full upon receipt	Paid in full upon receipt	Paid in full upon receipt
Contract Term	1 Year	1 Year	1 Year	1 Year
Onboarding	2 hour kickoff Regular calendar check-ins Available production Consultation	2 hour kickoff Regular calendar check-ins Available production Consultation	2 hour kickoff Regular calendar check-ins Available production Consultation	2 hour kickoff Regular calendar check-ins Available production Consultation
Account Management	Shared account manager	Shared account manager	Dedicated account manager	Dedicated account manager
Support	E-mail: Monday-Friday 8am-5pm PST, 48 hr. Response time	E-mail: Monday-Friday 8am-5pm PST, 48 hr. Response time	E-mail: Monday-Friday 8am-5pm PST, 48 hr. Response time	E-mail: Monday-Friday 8am-5pm PST, 48 hr. Response time
During Session (Event) Support	Scheduled event support	Scheduled event support	Scheduled event support	Scheduled event support
Help Center	Full Access	Full Access	Full Access	Full Access
Content Archival Term	1 Year	3 Years	3 Years	3 Years
Live Video	Live streaming (Self-managed)	Live streaming (Self-managed)	Live streaming (Self-managed)	Live streaming (Self-managed)
Live video sessions (unique broadcasts)	50	500	Unlimited	Custom
Simultaneous Streaming Channels	1 RTMP address and stream key 1 account URL	1 RTMP address and stream key 1 account URL	1 RTMP address and stream key 1 account URL	Custom
Audience Size	5,000 (extra available)	5,000 (extra available)	5,000 (extra available)	Custom
Hosted Video	On-demand video and hosting included	On-demand video and hosting included	On-demand video and hosting included	On-demand video and hosting included
Video Player	Standard responsive web-player	Standard responsive web-player	Standard responsive web-player	Standard responsive web-player
Audience Tools	Full audience management	Full audience management	Full audience management	Full audience management
Audience Access	Segmented content access by audience	Segmented content access by audience	Segmented content access by audience	Segmented content access by audience
Contacts	Registration and contact import	Registration and contact import	Registration and contact import	Registration and contact import
Session (Event) Registration	Branded registration and contact management	Branded registration and contact management	Branded registration and contact management	Branded registration and contact management
Session (event) Page(s)	Branded, custom template(s)	Branded, custom template(s)	Branded, custom template(s)	Branded, custom template(s)
URL Customization	Vanity URL or subdomain forwarding	Vanity URL or subdomain forwarding	Vanity URL or subdomain forwarding	Vanity URL or subdomain forwarding
Session (Event) Page features	Info, products, resources, commenting, polls, quizzes, surveys, slides, 3rd party embeds	Info, products, resources, commenting, polls, quizzes, surveys, slides, 3rd party embeds	Info, products, resources, commenting, polls, quizzes, surveys, slides, 3rd party embeds	Info, products, resources, commenting, polls, quizzes, surveys, slides, 3rd party embeds
Library Page(s) (Content Hub)	Branded, custom libraries (content hub)	Branded, custom libraries (content hub)	Branded, custom libraries (content hub)	Branded, custom libraries (content hub)
Platform White Labeling	Standard (see Add-ons section)	Advanced (see Add-ons section)	Advanced (see Add-ons section)	Advanced (see Add-ons section)
Live Chat / Commenting	Live chat, threaded conversations, audience question submission	Live chat, threaded conversations, audience question submission	Live chat, threaded conversations, audience question submission	Live chat, threaded conversations, audience question submission
Moderation	Full moderation panel	Full moderation panel	Full moderation panel	Full moderation panel
Polls, Surveys, Quizzes	Polls, surveys, quizzes	Polls, surveys, quizzes	Polls, surveys, quizzes	Polls, surveys, quizzes
Document and File Management	Full content and file hosting	Full content and file hosting	Full content and file hosting	Full content and file hosting
Shopping Features	Shoppable product widget	Shoppable product widget	Shoppable product widget	Shoppable product widget
Engagement Analytics	User and session (event) level analytics	User and session (event) level analytics	User and session (event) level analytics	User and session (event) level analytics
Analytics Data Export	User-level analytics export	User-level analytics export	User-level analytics export	User-level analytics export

Licenses & Features

Reseller Licenses and Add-ons

Reseller licenses are a way for select partners to obtain rights to resale of individual Brandlive video sessions (and events). These licenses include similar support and features to standard Brandlive licenses, but include sessions (events) that are purchased wholesale and intended for resale. As a result, account support for reseller licenses extends to the license holder, but not to the end purchaser of a video session (event).

Brandlive platform licenses may not be resold. There is a 10% referral bounty available to partners who make a documented referral for a customer who goes on to purchase a platform license. Please contact sales@brand.live for additional program information and specifics.

Specific details of reseller licenses and reseller add-ons begin on the following page.

Licenses & Features

Reseller Licenses and Add-ons - Continued

Reseller Licenses

	Standard Reseller License <i>For resellers to demo and sell to their clients</i>	Advanced Reseller License <i>For resellers to demo and sell to their clients</i>
Price	\$10,000	\$20,000
Payment terms	Paid in full upon receipt	Paid in full upon receipt
Contract term	1 Year	1 Year
Onboarding	1 hour re-seller kickoff ad hoc calendar check-ins First event assistance Available production Consultation	1 hour re-seller kickoff ad hoc calendar check-ins First event assistance Available production Consultation
Account Management	Shared account manager	Shared account manager
Support	E-mail: Monday-Friday 8am-5pm PST, 48 hr. Response time	E-mail: Monday-Friday 8am-5pm PST, 48 hr. Response time
During Session (Event) Support	Scheduled event support	Scheduled event support
Help Center	Full Access	Full Access
Content Archival Term	1 Year	1 Year
Live Video	Live streaming (Self-managed)	Live streaming (Self-managed)
Live video sessions (unique broadcasts)	<i>For demo use only</i>	<i>For demo use only</i>
Simultaneous Streaming Channels	1 RTMP address and stream key 1 account URL (Additional available with purchase of sessions)	1 RTMP address and stream key 1 account URL (Additional available with purchase of sessions)
Audience Size	<i>For demo use only</i>	<i>For demo use only</i>
Hosted Video	On-demand video and hosting included	On-demand video and hosting included
Video Player	Standard responsive web-player	Standard responsive web-player
Audience Tools	Full audience management	Full audience management
Audience Access	Segmented content access by audience	Segmented content access by audience
Contacts	Registration and contact import	Registration and contact import
Session (Event) Registration	Branded registration and contact management	Branded registration and contact management
Session (Event) Page(s)	Branded, custom template(s)	Branded, custom template(s)
Session (Event) Page features	Info, products, resources, commenting, polls, quizzes, surveys, slides, 3rd party embeds	Info, products, resources, commenting, polls, quizzes, surveys, slides, 3rd party embeds
Library Page(s) (Content Hub)	Brandable, custom libraries (Content Hub)	Brandable, custom libraries (Content Hub)
Platform White Labeling	Standard (see Add-ons section)	Advanced (see Add-ons section)
URL Customization	Vanity URL	Vanity URL or custom subdomain forwarding
Live Chat / Commenting	Live chat, threaded conversations, audience question submission	Live chat, threaded conversations, audience question submission
Moderation	Full moderation panel	Full moderation panel
Polls, Surveys, Quizzes	Polls, surveys, quizzes	Polls, surveys, quizzes
Document and File Management	Full content and file hosting	Full content and file hosting
Shopping Features	Shoppable product widget	Shoppable product widget
Engagement Analytics	User and session (event) level analytics	User and session (event) level analytics
Analytics Data Export	User-level analytics export	User-level analytics export

Licenses & Features

Reseller Licenses and Add-ons - Continued

Reseller Add-ons

Video Sessions

Item	Price	Description
Single Video Session	\$2,500	A single video broadcast to be resold to the end user. Includes white label functionality.
Small Event Bundle (5 Sessions)	\$5,000	A bundle of 5 video broadcasts to be resold to end users.
Large Event Bundle (20 Sessions)	\$10,000	A bundle of 20 video broadcasts to be resold to end users.
Custom Session Bundle	Custom	Custom session pricing is available for large events or specialized needs

Event Support

Item	Price	Description
Standard Event Support	\$3,000	<ul style="list-style-type: none">Weekly calls (4) and dedicated email support for the month leading to eventSupport availability for an event rehearsal (1) and technical testing session (1)Live event support (up to 3 hours live or daily email support)
Advanced Event Support	\$5,000	<ul style="list-style-type: none">Weekly calls (4) and dedicated email support for the month leading to eventSupport in the platform with template and event creationVideo page customization including custom Twitter hashtag syndicationSupport availability for an event rehearsal (1) and technical testing session (1)Live event support (up to 3 hours live or daily email support)

Streaming Channels

Item	Price	Description
Additional Streaming Channel	\$5,000	An additional unique RTMP streaming channel including the customization level of the primary reseller license

Production Services

On-site Production Support

	Half-Day <i>For half-days, seminars, and keynotes</i>	Full-Day <i>For full-days, multiple broadcasts, and technical broadcasts</i>	Multi-Day <i>For large, multi-day projects and events</i>	Custom <i>For custom needs and advanced broadcast projects</i>
Price	\$15,000	\$30,000	\$100,000	Starts \$100,000
Payment Terms	Paid in full upon receipt	Paid in full upon receipt	Paid in full upon receipt	Paid in full upon receipt
Contract Term	Designed for a single session	Designed for an all day event	Designed for a weekly event	Custom
Scheduling	Minimum of 2-week notice	Minimum of 3-week notice	Minimum of 4-week notice	Starts at a minimum of 4-week notice
Video Scope	Up to 4 hours of live video and associated setup and teardown	Up to 8 hours of live video, up to 6 pre-production hours, up to 3 hours of setup and teardown	Up to 3 concurrent days. Up to 36 pre-production hours, and up to 5 hours of setup and teardown	Custom
Equipment	Up to 2 studio-grade cameras, mics, and lighting	Up to 2 studio-grade cameras, mics, and lighting	Up to 2 studio-grade cameras, mics, and lighting	Starts at 2 studio-grade cameras, mics, and lighting
Personnel	Includes a camera operator and producer	Includes a camera operator and producer, and custom graphics	Includes a camera operator and producer, and custom graphics	Custom

Production Services

Remote Production Support

Remote production support is a cost-effective, software-based method to produce professional broadcasts in format where both producer and presenters can be entirely remote.

	Half-Day <i>For half-days, seminars, and keynotes</i>	Full-Day <i>For full-days, multiple broadcasts, and technical broadcasts</i>	Multi-Day <i>For large, multi-day projects and events</i>	Custom <i>For custom needs and advanced broadcast projects</i>
Price	\$10,000	\$15,000	\$30,000	Starts \$30,000
Payment Terms	Paid in full upon receipt	Paid in full upon receipt	Paid in full upon receipt	Paid in full upon receipt
Contract Term	Designed for a single session	Designed for an all day event	Designed for a weekly event	Custom
Scheduling	Minimum of 2-week notice	Minimum of 3-week notice	Minimum of 4-week notice	Starts at a minimum of 4-week notice
Video Scope	Up to 4 hours of live video	Up to 8 hours of live video, up to 6 pre-production hours	Up to 3 concurrent days. Up to 36 pre-production hours	Custom
Equipment	Includes recommendations on camera and microphones	Includes recommendations on camera and microphones	Includes recommendations on camera and microphones	Custom
Tooling	Intuitive web-based presenter video tools	Intuitive web-based presenter video tools	Intuitive web-based presenter video tools	Intuitive web-based presenter video tools
Personnel	Dedicated producer with open communication to presenters	Dedicated producer with open communication to presenters	Dedicated producer with open communication to presenters	At least one dedicated producer with open communication to presenters

Production Services

Post Production and Equipment

Video Editing and Post Production

Brandlive offers limited access to video editing services on request. These services are billed hourly starting at \$120/hour.

Equipment Rental

Equipment rental for studio broadcasting use as a part of on-site or remote productions is assessed per project, but can be priced starting at \$7,000.

Equipment rentals for remote presenters who are a part of remote productions are priced at \$1,000 for the 'Elevated' kit (30 days) and \$5,000 for the 'Professional' kit (day use). These kits include hardware including cameras, microphones, and other associated hardware to conduct a professional broadcast from any location. The price difference is driven by camera quality and availability.

Production Services

Studios

Studio Rentals

Studio rentals for video production and broadcasting are available in Portland, OR and select US markets. Rates are \$2,000 for up to 2 hours and \$4,500 for the whole day.

Studio Build Outs

Brandlive is also a professional studio designer and engineer. A studio can be built on premise. Prices are variable but generally start at \$50,000 and up based on size, complexity, and other design factors.

Products & Services

Add-ons

Streaming Channels

An additional RTMP address, stream key, and URL - *\$5,000 per additional streaming channel*

- This add on enables you to add an additional simultaneous stream to your Brandlive account. Your second concurrent stream will include its own custom URL.
- This add on can be leveraged to add separate channels to a contract or account for users who have multiple brands or audiences.

Integrations

Single sign on (SSO) integration - *\$1,500*

- This add on allows you to integrate your Brandlive account with your existing SSO provider to enable automatic access and account creation for users in your organization. This can be used to ease user access as well as govern account access and maintain privacy.

CRM integration - *\$2,000*

- This add on allows you to integrate with Salesforce, Hubspot, or Marketo in order to sync contacts between your CRM and your Brandlive account, audiences, and sessions (events).

Twitter hashtag syndication to video pages - *\$1,000*

- This add lets you embed a flow of tweets with a specific hashtag to your video pages

General Support and Onboarding

Advanced Support and Onboarding - *\$5,000*

- This package includes complete account configuration including template customization and co-creation of first event. Ongoing support is delivered through priority response times.

Premium Support and Onboarding - *\$10,000*

- This package includes complete account configuration including advanced template customization and co-creation of initial event. Ongoing support is delivered with priority response times and a dedicated account manager for the duration of the license.

Products & Services

Add-ons - Continued

Event-Based Support

These support packages offer detailed platform support and event configuration on a per event basis.

Standard Event Support - \$3,000

- Weekly calls (4) and dedicated email support for the month leading to event
- Support availability for an event rehearsal (1) and technical testing session (1)
- Live event support (up to 3 hours live or daily event support)

Advanced Event Support - \$5,000

- Weekly calls (4) and dedicated email support for the month leading to event
- Support availability for an event rehearsal (1) and technical testing session (1)
- Live event support (up to 3 hours live or daily event support)
- Support in the Brandlive platform with template and event co-creation
- Advanced video page customization including custom Twitter hashtag syndication

Platform White Labeling

Standard Platform White Label - *Included with all licenses*

- Optional removal of Brandlive watermark on video player
- Custom channel fonts

Advanced Platform White Label - \$10,000

- Custom watermark on video player
- Custom channel domain
- Custom channel favicon
- Custom channel "from" email address for communications
- Custom channel fonts
- Removal of Brandlive branding from email templates
- Removal of Brandlive sign in / branding on video pages and registration
- Removal of Brandlive sign in / branding on video library pages

Products & Services

Add-ons - Continued

Captioning

Closed Captions, English, Hourly - \$250

- Hourly rate for a video production to be encoded with closed captions in English

Closed Captions, Half-day - \$1,000 English, \$250 per additional language

- Up to 4 hours of closed captioning in English

Closed Captions, Full-day - \$2,000 English, \$400 per additional language

- Up to 8 hours of closed captioning in English

Large Audience Pricing

Large event pricing scales with audience size*:

Audience Size	Price
Up to 5,000	<i>Included with standard contract</i>
Up to 10,000	\$2,850
Up to 20,000	\$5,400
Up to 50,000	\$12,750
Up to 100,000	\$24,000
Up to 150,000	\$33,750
Up to 200,000	\$42,000
Over 200,000	<i>Custom</i>

*Audience size defined as total registrations for events with registration or total pageviews during the broadcast for open events

Products & Services

Definitions

Account - each Brandlive license is associated with an account. That account can have multiple users as well as multiple streaming channels underneath it based on contract terms. License limits such as live video sessions (unique broadcasts) apply at the account level.

Channel - a channel is defined as a single unique set of streaming credentials and a single unique, branded URL that give the ability to broadcast a live video stream on Brandlive. By default, Brandlive accounts come with one channel. To enable simultaneous (concurrent) live video streams or support multiple brands from a single account, you can add channels to your account by contacting your sales or support rep.

Session - session denotes a single live video broadcast. A session lives inside a video page (at a unique URL) which is customized to match the session's content. Broadcasts can vary in length.

Event - 1) within the Brandlive platform, *event* is used interchangeably with *session*. In the Brandlive platform, an *event* is the term used to represent a unique video page and broadcast.

2) *Event* also represents a related set of videos and sessions organized together. This type of event is represented on the Brandlive platform with a Library used to organize the event's sessions in an easy way for viewers.

Video - in addition to live video broadcasts, Brandlive can host recorded videos for on-demand viewing. Videos can be hosted in the Brandlive platform and uploaded to video pages as an alternative to a live broadcast feed.

Video Page - a video page is the page a viewer accesses to view a video or session on Brandlive. Each unique video or session should have its own video page in order to contain relevant design, content, and attendee discussion.

Library - libraries are used to organize multiple videos and sessions (video pages) within an account. A library can be used for such purposes as to create an evergreen product training library or to create an easily navigable 'run of show' for a live broadcast event containing multiple sessions.

Onboarding - onboarding is the specific support delivered after contract signing though the hosting of the first event.



BRANDLIVE

About Brandlive

Headquartered in Portland, Oregon, Brandlive is one of the leaders in the live video space and one of the fastest growing companies in Oregon and the country.

Brandlive is trusted by enterprises to improve sales and employee engagement via a premium, state-of-the-art, video-first platform combined with professional production services. Our clients include some of the largest brands and companies in the world including many in the Fortune 100.

Brandlive's production network includes producer teams with geographic coverage across both the country and the world, including New York, Boston, Philadelphia, Pittsburgh, Los Angeles, Chicago, Portland, Seattle, London, Singapore, and more.