



LIVE  ONLINE  
SERVICES

*taking video to a new level!*

# Live Online Services

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[www.liveonlineservices.com](http://www.liveonlineservices.com)

# Mission Statement

"The mission of Live Online Services is to deliver leading edge solutions that add significant value to our customer base. We are committed to using best practices across all of our services in a manner that strengthens our market position and champions our brand..."

# LOS Overview

## Comprehensive and Simple Video Uploading

Live Online Services is a new-level online video platform with built-in tools for your encoding, publishing, streaming, monetizing, analytics and integration needs. Our video hosting solutions allow you to reach maximum exposure globally. Our full-feature publishing interface makes managing, distributing and tracking your videos easier. Stream videos in any browser or device with the LOS player to give your viewers a rich experience. Connect with thousands of advertisers automatically to generate large revenue for video content. Receive insights on video views to deduce trends and adjust campaign strategy, through our detailed analytics. And integrate with any website without sacrificing functionality.

# Encode

## Video Compatibility Across All Formats

Any video in any format that you upload is encoded in multiple formats so they are compatible with all devices while maintaining the highest quality. These include Standard Definition (SD), High Definition (HD) , HTML5 and others. The bitrates are optimized to match the bitrate of users' iOS or Android device, allowing them to enjoy videos in their best quality. For SD, the maximum bitrate is 1200 kbps with a video resolution of 480p. For HD and MOB, it is 2500 kbps with 720p resolution. We stream our videos using the LOS player, which reduces bandwidth usage and playbacks are faster.

# Publish

## Streamlined Management of Hosting Features

Your videos can be easily managed through our comprehensive hosting platform. It is a complete system for efficient video storage, organization and management. You can also customize your content by creating a playlist or channel. The drag and drop method helps you save and publish your playlist faster. Also customize the LOS Player to conform to your website theme using a wide array of ready templates, colors and options. Your videos can be shared by users in one click by using the share button or copying the embed code. Sync them directly to your YouTube channel and get views and following immediately.

# Stream

## Video Streaming Anywhere

Distribute your videos to any device, and maintain the highest output in video quality. Whether your viewers are in one place or on the move, they can still interact with your website and experience top notch videos whatever device they use. Our platforms and LOS player interface was made to match any user's device to stream videos in the correct format and bandwidth. It caters video streaming on desktop, iPhone, iPad, Android and other mobile apps, giving users an optimal video experience wherever they may be. Your videos are delivered with secured RTMPE and HTTPS encryptions for enhanced protection.

# Monetize

## Revenue Generation with Ad Networks

Bring in dollars and gain following by optimizing your video ad placement quality. We will connect you to various campaign medium partners and various ad networks worldwide. We provide multiple ad delivery technology and management services to monetize your video inventory simply. The LOS player has direct link to ad networks globally and enables you to manage how you want ads to be placed. Choose whether ads should appear in the first, middle or end part or all three or more. Our ad manager lets you integrate ad placements to maximize reach, attention and monetization.

# Analyze

## Complete Performance Analytics

Measure and track the impact of your video campaigns and find ways to boost user engagement with our analytics platform. Gain valuable insights into your video performance and discover which ones have the most impact on your followers. Track audience activity through videos with the most views and most revenue generated. Organize data through comprehensive and editable reports making it easier to analyze trends and adjust marketing strategies. Record your shared and earned revenue through our daily, monthly and annual reports. Discover the top income-generating videos with sort options and basic metrics, including view duration, unique viewers and video segments.



# Integrate

## Powerful Web Integration

Build from our powerful interface to embed video streams into your webpage. Our plug-ins allow you to customize your CMS and seamlessly integrate your videos. Our plug-in enables you to fully integrate with the WordPress platform for Flash and HTML5 video uploading, editing and management of media library. It also permits video embedding as you input content, RTMP and YouTube streams on your WordPress site. Receive instant program updates and video delivery is fast and reliable. Embedded video streams are customizable, letting you create your own video to page interactions. Add captions and keywords for SEO capability and multi-language support.

# LOS Player

- ▶ Publish and stream broadcast-quality videos, and run desktop and mobile video ads using our LOS player. Get your video out there with a player that is compatible with all devices like iPad, iPhone and Android and can be accessed anytime.
- ▶ Distribute thousands of videos seamlessly and instantly with our video library management and streaming feature. Any video you upload will be matched consistently with all screen formats. The LOS Player is perfect for your audience that are always on the go.
- ▶ Promote video ads by integrating them with our ads API. Our video ad tools allow ad placement from any VAST/VPAID ad server or network with the use of ad tags. Our player is ready to help you with your advertising needs and income generating goals

# Video Ads

Make Advertising Effortless

## We Provide the Ads

- ✓ Measure and track the impact of your campaigns
- ✓ built-in ads that you can use or you can customize your own
- ✓ We guarantee a 100% ad fill rate
- ✓ VAST/VPAID Compliant
- ✓ Optimal revenue share

## Use your Own Ads

- ✓ Serve Your Own Ads with LOS Player
- ✓ 100% of the revenue is yours
- ✓ Utilize LOS's ad platform for supplementary backfill

# LOS Player Features

With a variety of features to choose from utilize only those that you need for your website

- ▶ Choose from existing presets or design your own by selecting from the wide variety of color shades.
- ▶ Brand your player through watermarking and custom URLs.
- ▶ Add custom ad points or cue points for ad placement, whether in pre-roll, midroll or post roll.
- ▶ The HD Toggle feature enables an easy switch from SD to HD as well as choosing a specific video resolution.
- ▶ Create and manage your own video playlist or channels.
- ▶ Allow your viewers to share your videos with the share and embed button.

# Ad Exchange

## LOS Player Ad Exchange for Advertisers and Publishers



LOS Video Ad Exchange convenes AdX buyers and sellers in one place. Our video ad exchange service helps manage monetization sources from both ends. Advertisers can tie up with a wide range of popular and high-traffic sites through our publisher network.

# Advertisers

## Advertisers

Advertise with us and leverage on our publishing network that is comprised of thousands of industry-leading and in-demand websites

- ✓ Exceptional inventory
- ✓ Scalable targeting
- ✓ Site transparency

Purchase and customize your ad placement methods and price per click. You can reach a targeted audience with your desired criteria: content, site, audience, visitor persona and geographic location. The LOS Video Ad Exchange will give you premium ad space and maximum exposure through our vast global network of publishers.

# Publishers

## Publishers

Partner with us to increase your ROI through full access to our video ad campaigns

- ✓ Controlled inventory
- ✓ Campaign targeting
- ✓ Increased ROI and CPMS

Partner with us to increase your ROI through full access to our video ad campaigns. Targeted campaigns and controlled inventory will lead to increased site engagement and ultimately increased ROI and CPMs. Publisher websites should also pass the quality test before they are approved to join the publisher network.

# Pricing Solutions

We want you to focus on monetizing your video content instead of worrying about regular hosting and encoding fees. The LOS Platform prices conform to the needs of any business, big or small.

Streaming GBS ( Monthly )	0-2 GB	2-50 GB	51-200 GB	201-1 TB	1-3 TB	3 + TB
Premium Partner	Free	Free	Free	Free	Free	Apply Today
Pay As You Go (Per GB)	Free	\$.90	\$.70	\$.30	\$.20	Contact Us



# Case Studies- Kawish NY TV

Our customers are satisfied with becoming our video hosting, streaming and advertising partner. They were glad to have made the switch from costly online video delivery system to our cost-effective and revenue-generating solutions. We have made case study of our existing clients to see how they have benefited from our video platform service. What we hope is for you to experience the same by partnering with us.

One of our customers is Kawish TV New York, who was on the losing end before joining the LOS premium partnership. They were previously having losses because of the expensive encoding and storage fees, but when they tried Live Online Services, they have never turned back. Since then, they have gained revenue each year from ad placements. Not only that, their video traffic has increased significantly, which also added to the hike of revenues.

# Case Studies- Kawish TV NY cont...

## Background

- ▶ Kawish TV New York is an entertainment review site, which has expanded into entertainment news and blog platform. Per month, its audience and video views reach at least 2 million. Their site gives users a fresh look at what's new in the entertainment industry. It features the latest clips and trailers of movies and TV news, celebrity interviews, dramas, and event coverage. They aim to accommodate the interest of their audience on what's timely, new, and relevant.

## The Challenge

- ▶ Though they have a solid vision, the main challenge of Kawish TV New York was the high cost of hosting and video storage, as a result of increased views and following. At that time, they were having high monthly spending for video hosting, and the monetization scheme was insufficient. They were spending more and earning less. What they really require is a way to reduce their spending and at the same time get a hosting and streaming provider that can deliver effective results.

# Case Studies- Kawish TV NY cont...

## The Solution

- ▶ Kawish TV New York took advantage of the Premium account and they received a 100% ad fill rate from advertisers from all over the globe. Hence, they were able to create a steady monetization of their video content, resulting to increased income and profit. In just within one year, they were able to turn the tide. From \$7,200 worth of losses, it was converted to \$10,200 worth of profit. In their testimony, they mentioned that LOS has a high amount of inventory and worked with them to integrate everything.

# Our Customers

Pak One Nation



**Pak One Nation**

ZemTV



HUM



# Teaming Partners



# Other Products



**LIVE ONLINE SERVICES**  
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**Video Services**

- o Live Broadcast & Streaming
- o Video-on-demand
- o Flash player
- o HTML5 player
- o Mobile broadcaster & players
- o Hardware & Software Solutions

**Mobile Services**

- o iPhone
- o Android
- o Blackberry
- o Nokia

**Camera Services**

- o Surveillance Services
- o Home & Office Monitoring
- o Cloud Recording

**Website Services**

- o HTML & Programming
- o Customization
- o PDF-Word-PowerPoint
- o Graphics
- o and much more...

**Ads Services (\$\$\$)**

o Publisher	o Industry Standards
o Advertiser	o Images
o Video ads	o Flash
o Pre-roll	o Videos
o Mid-roll	o Text
o Post-roll	o Display ads
o Responsive ads	

[www.liveonlineservices.com](http://www.liveonlineservices.com)

# Contact Us

For further information please contact

[www.support@liveonlineservices.com](mailto:www.support@liveonlineservices.com)

# Thank You



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