 **LiveDefinition**

White-labeled broadcasting and monetization platform

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Founder

What Is LiveDefinition

LiveDefinition lets you create white-labeled video distribution and revenue channels, to multiple platforms and devices.

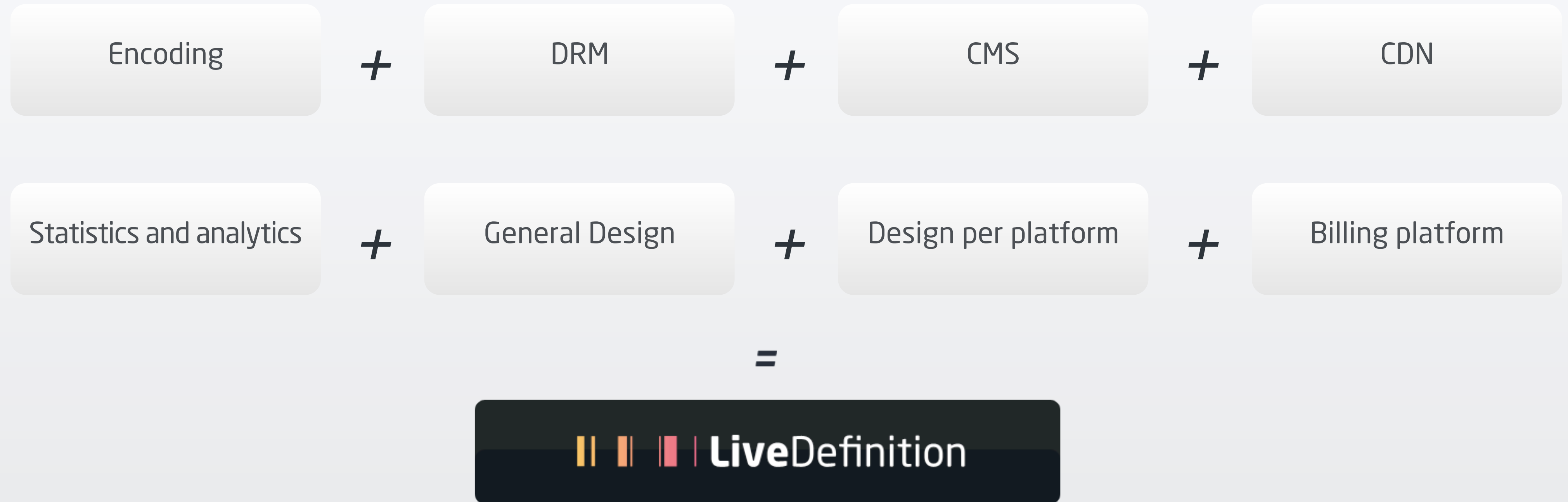


The Problem we solve

- The large budget and team required to build a custom solution is a huge obstacle to content and rights owners to directly monetize their video assets.



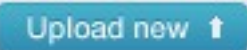
How LiveDefinition Solves It

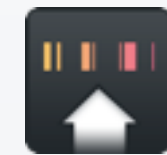


Publish widely



1. Upload and Manage Content

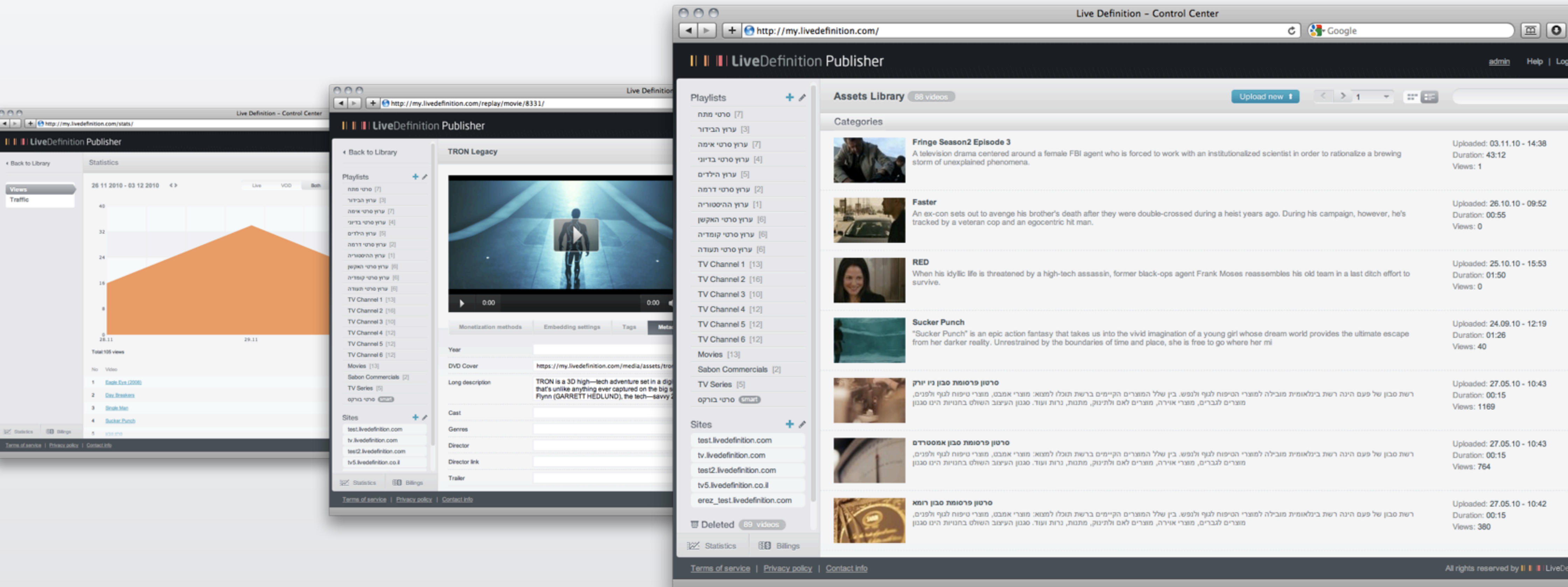
HTTP Upload 
Easiest way to upload content



Software Upload (Win, OS X, Linux)
Used for larger file, multi segments



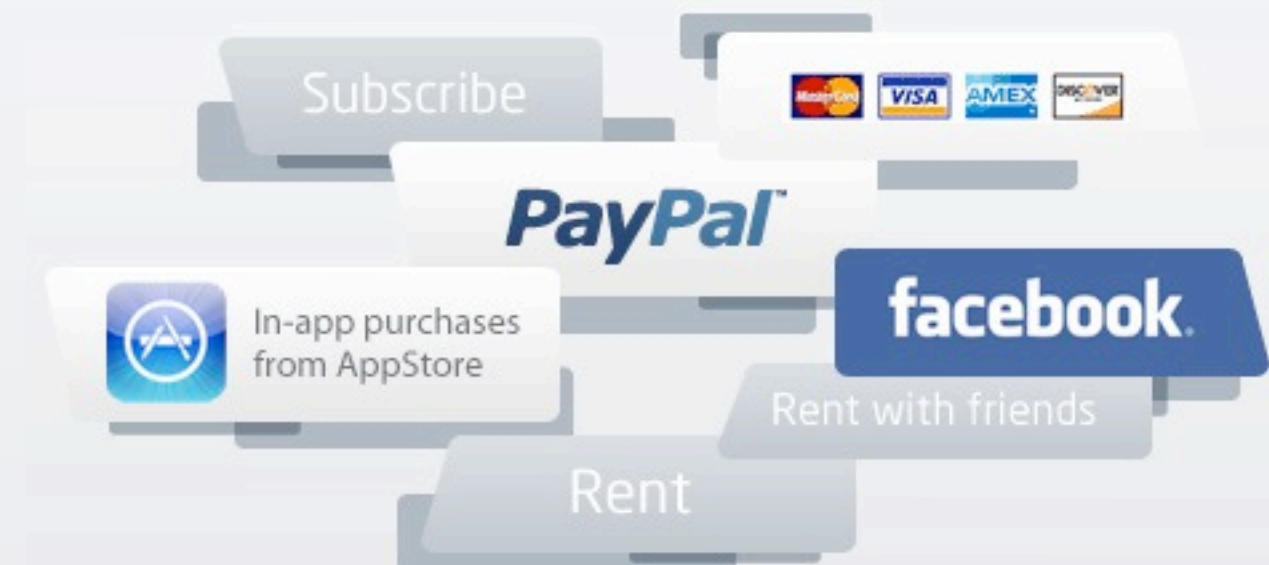
3D Party Integration
Aspera Connect, UDP Uploads



The screenshot displays the LiveDefinition Publisher control center interface. It features a navigation menu on the left with options like 'Back to Library', 'Statistics', 'Views', and 'Traffic'. The main content area is divided into several sections: 'Assets Library' (88 videos) with a list of video titles and their upload details, 'Playlists' (7 items), 'Categories', and 'Deleted' (89 videos). A central video player is visible, showing a video titled 'TRON Legacy'. The interface includes various settings tabs like 'Monetization methods', 'Embedding settings', 'Tags', and 'Meta'. The bottom of the page contains links for 'Terms of service', 'Privacy policy', and 'Contact info', along with the text 'All rights reserved by LiveDefinition'.

2. Decide How To Monetize The Content

- **Monthly subscription**
\$ per month for selected playlists



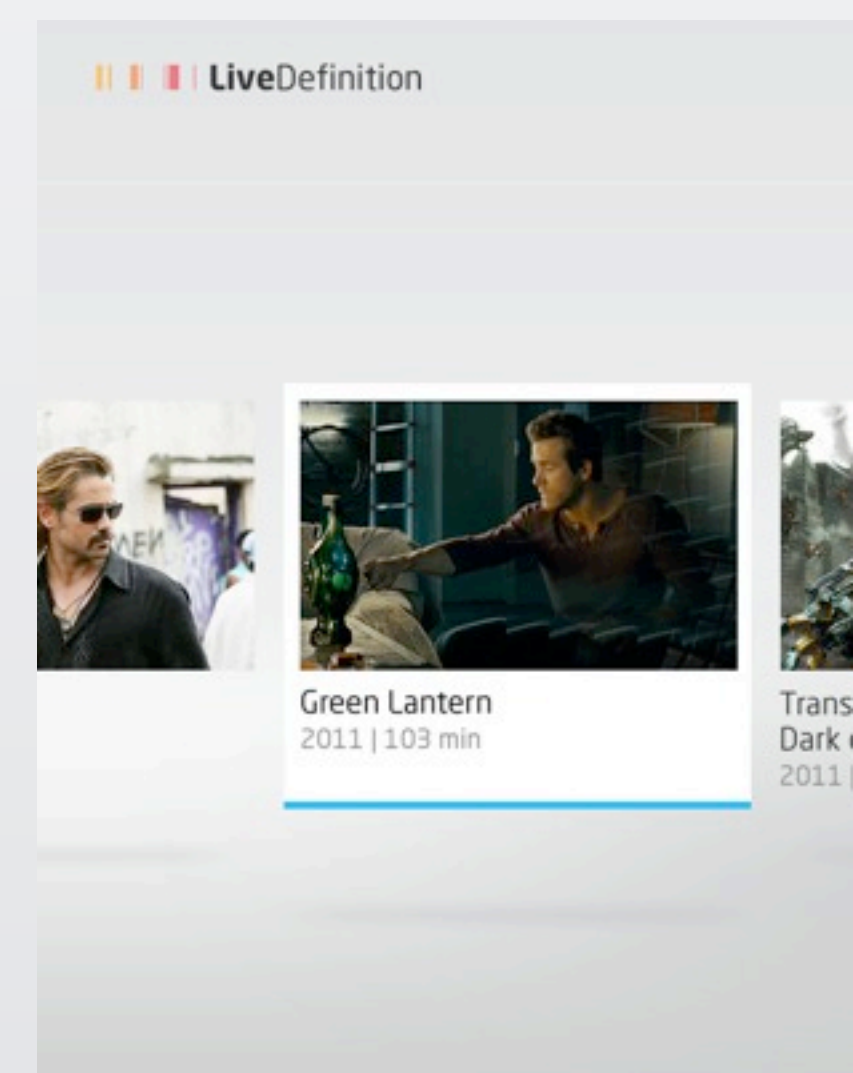
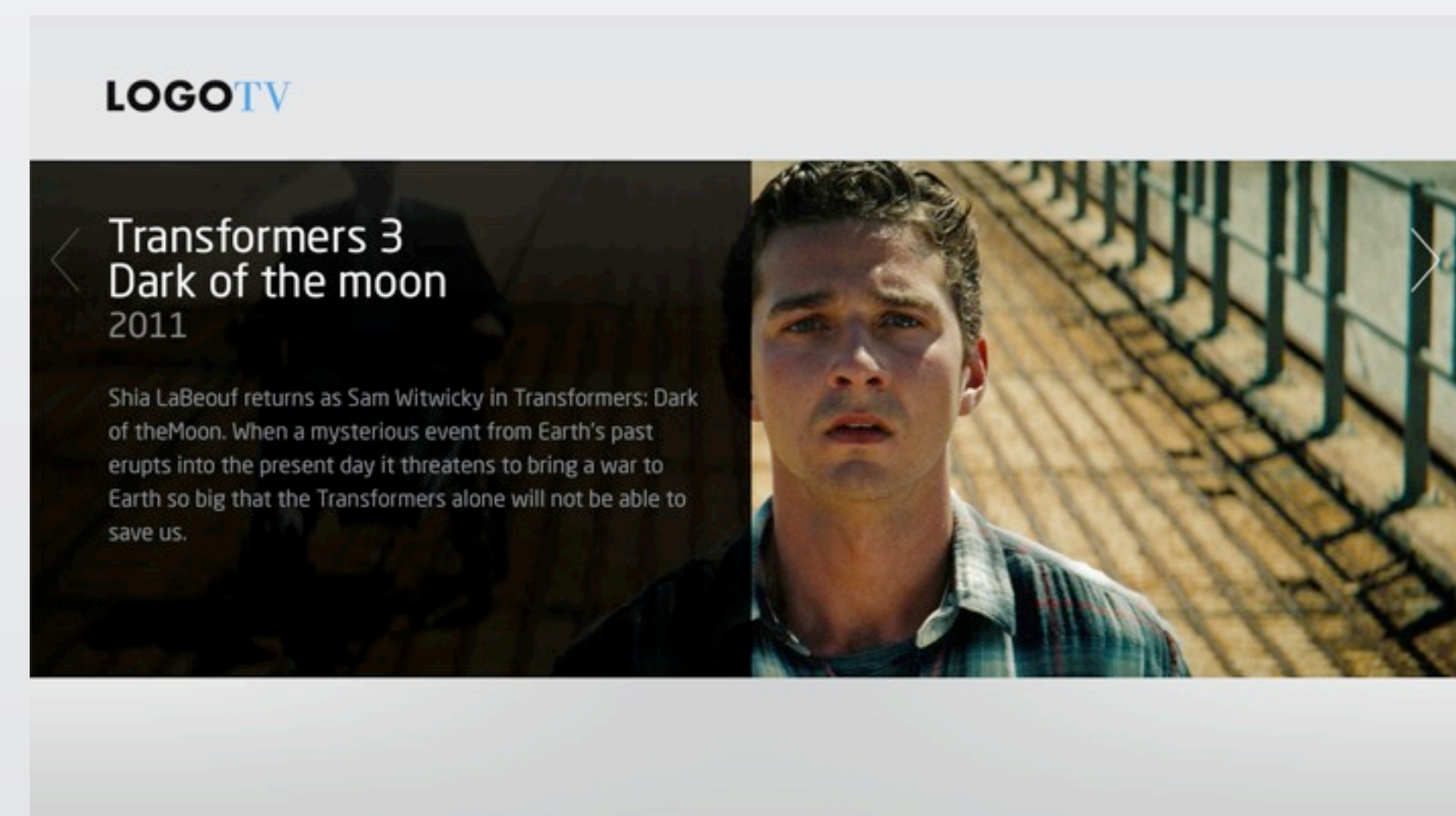
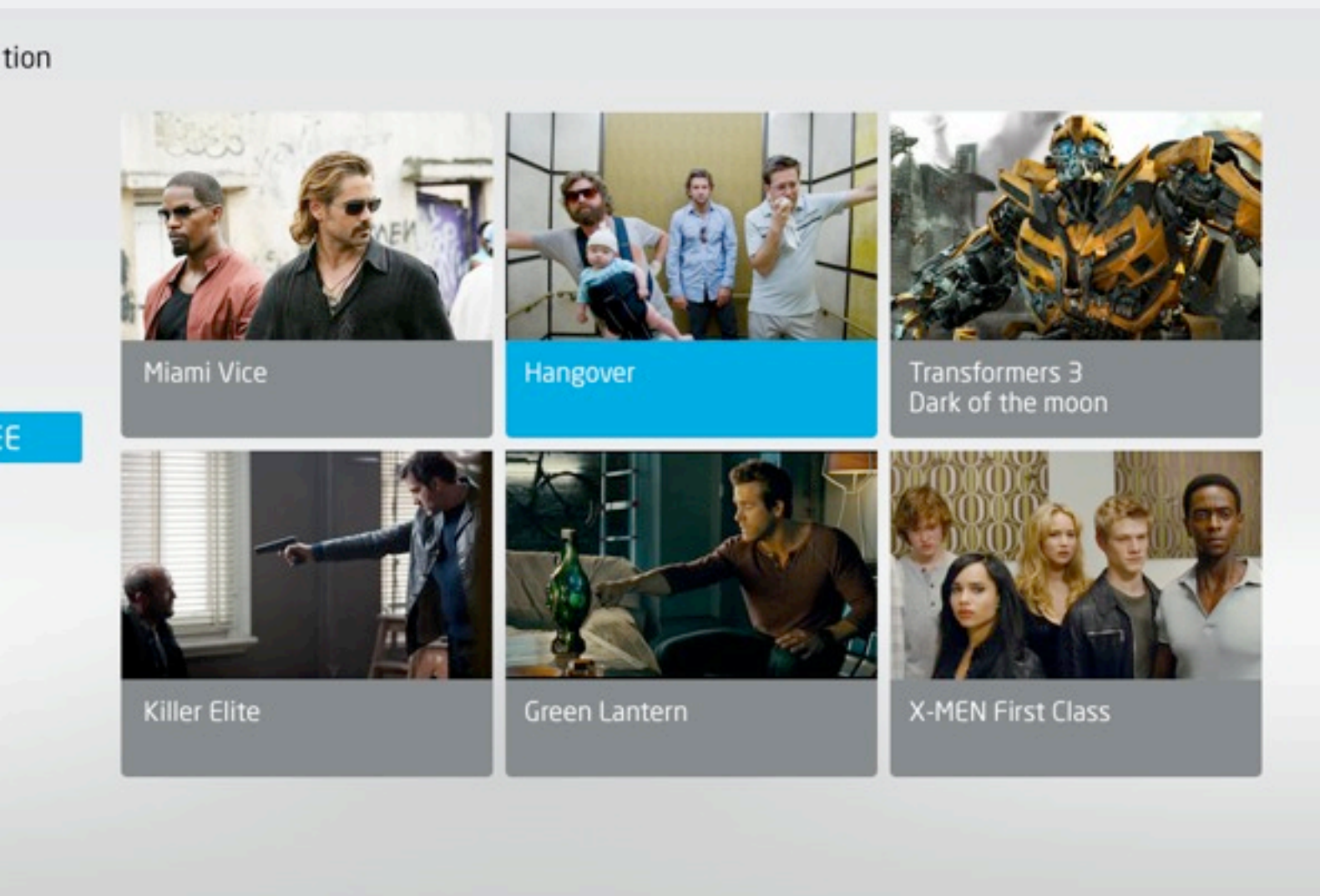
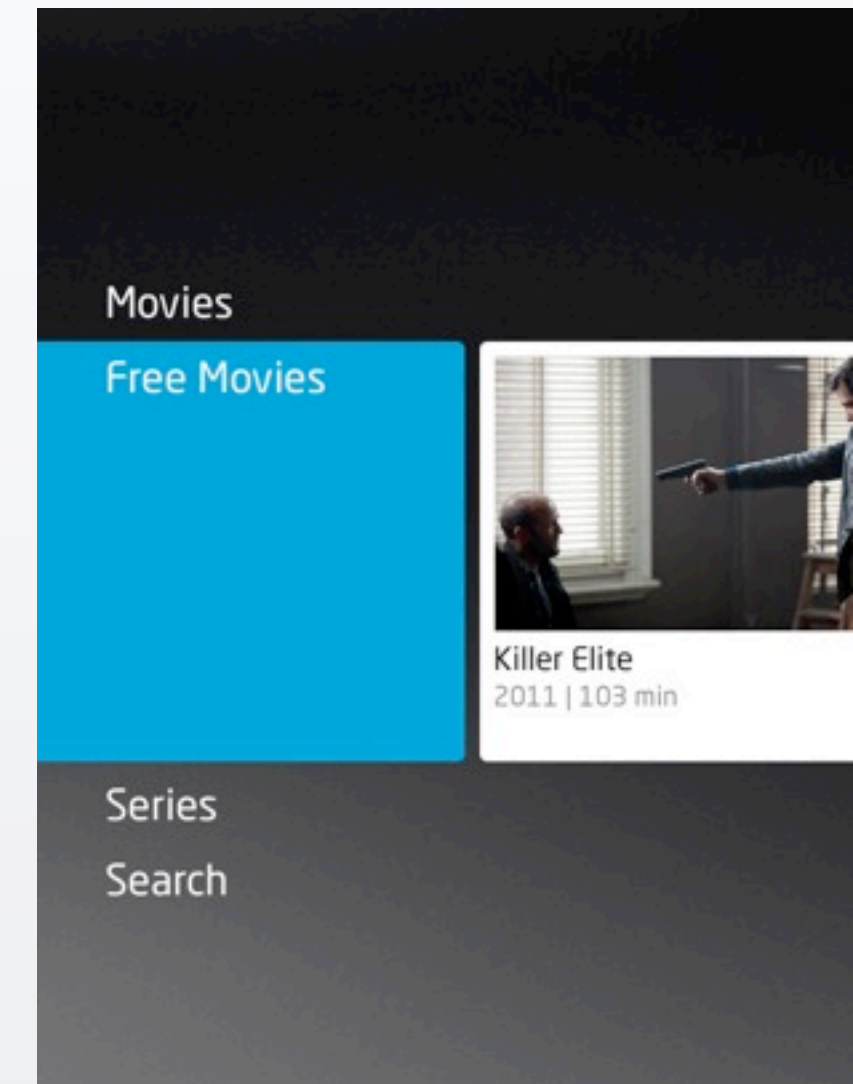
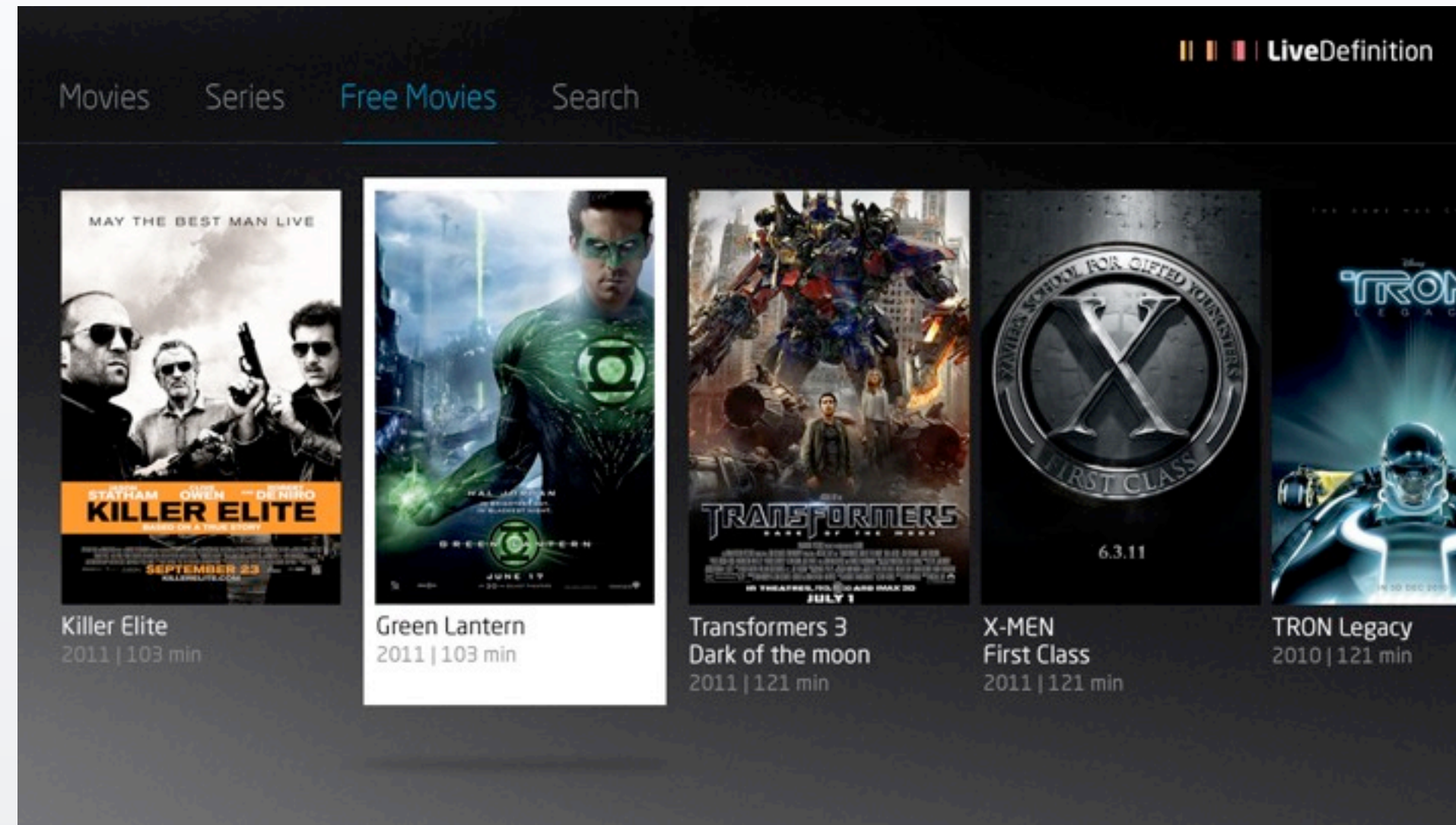
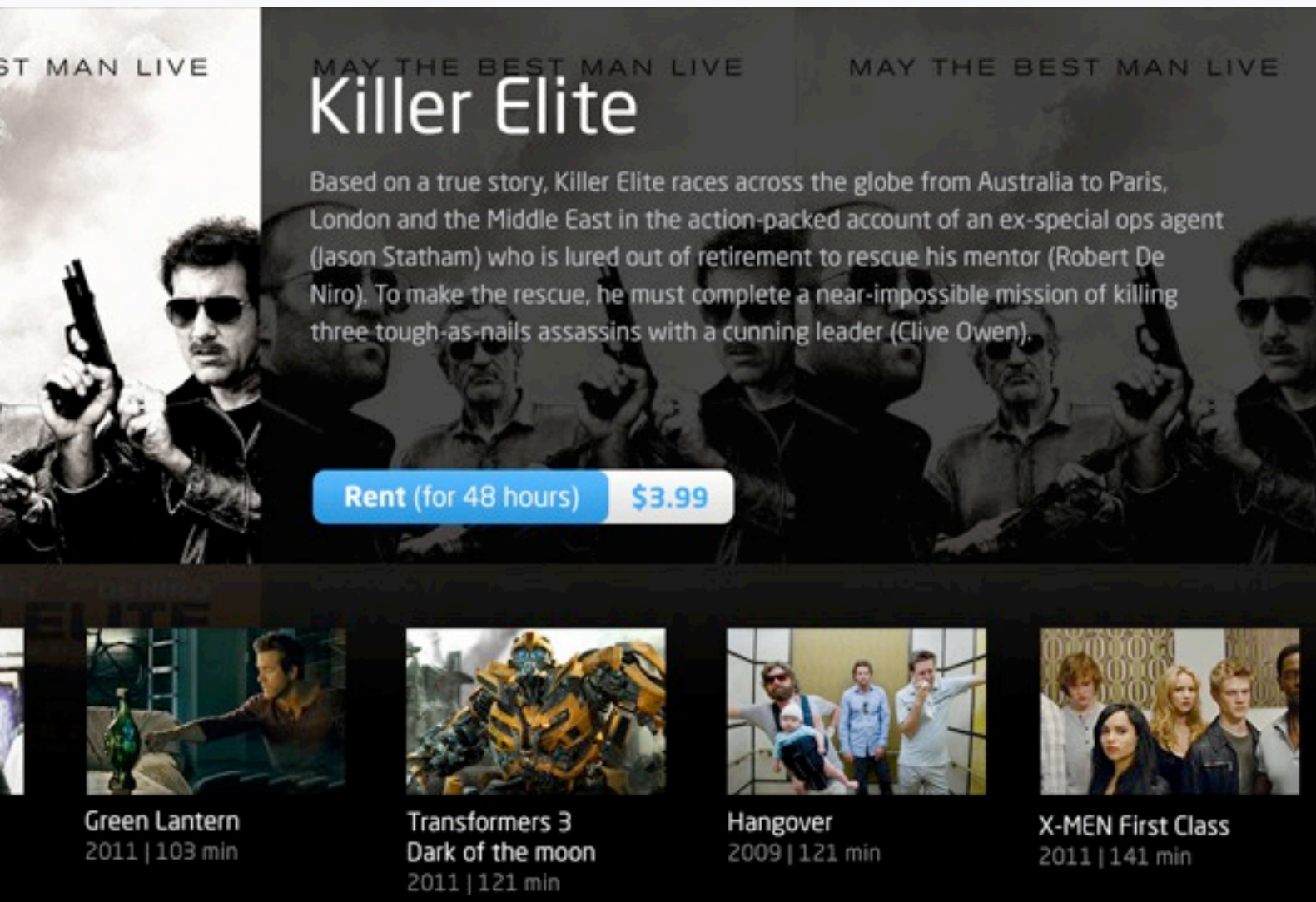
- **Packages**
Content bundles

- **VOD Rentals**
\$ per movie

- **Gift Cards**
For retail use

- **Facebook credits**
Rent for credits

3. Select a User Interface Template



Publish to



Mobile Devices

Publish to



Connected TV's

Publish to



Windows, Mac, Linux

Publish to



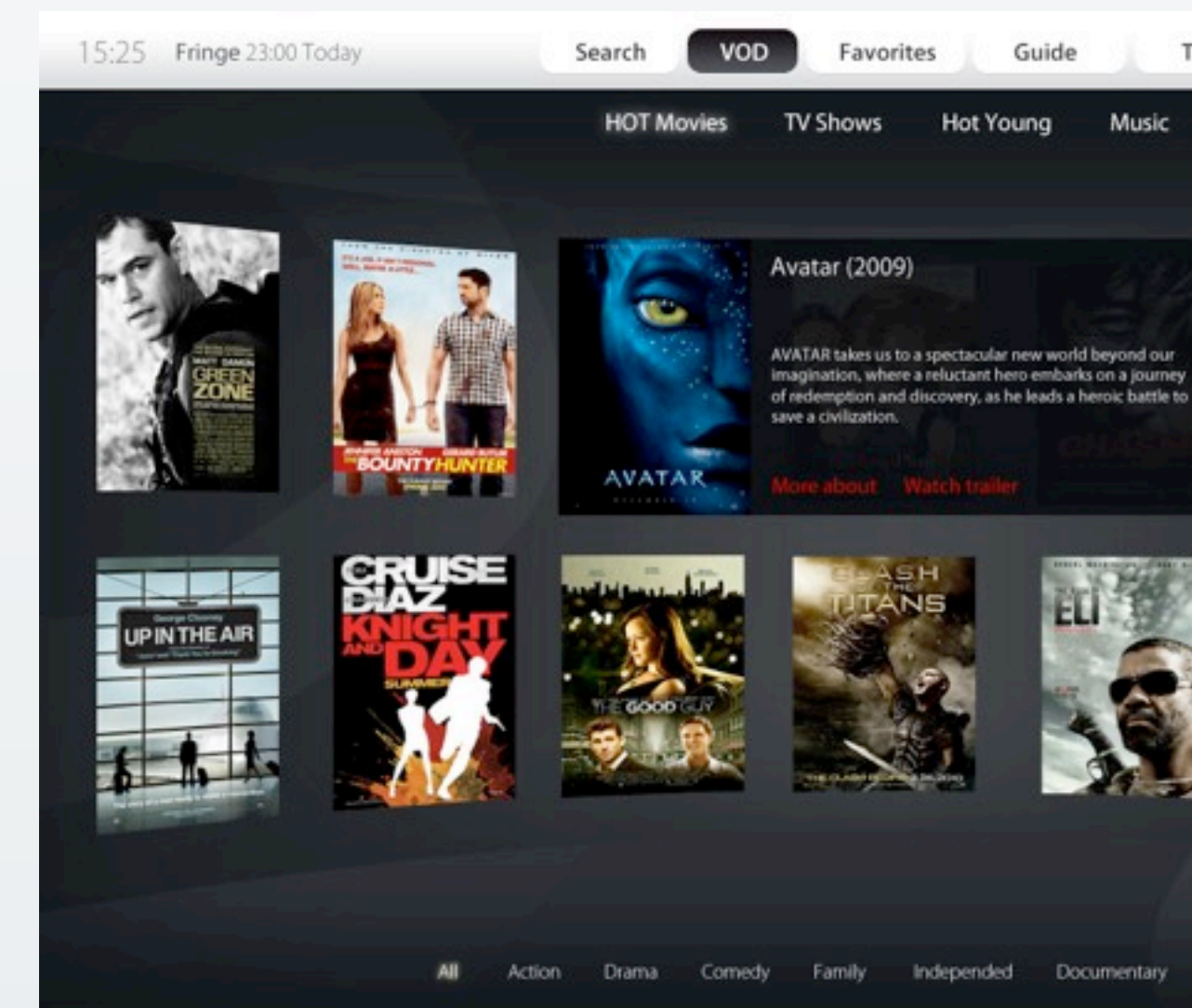
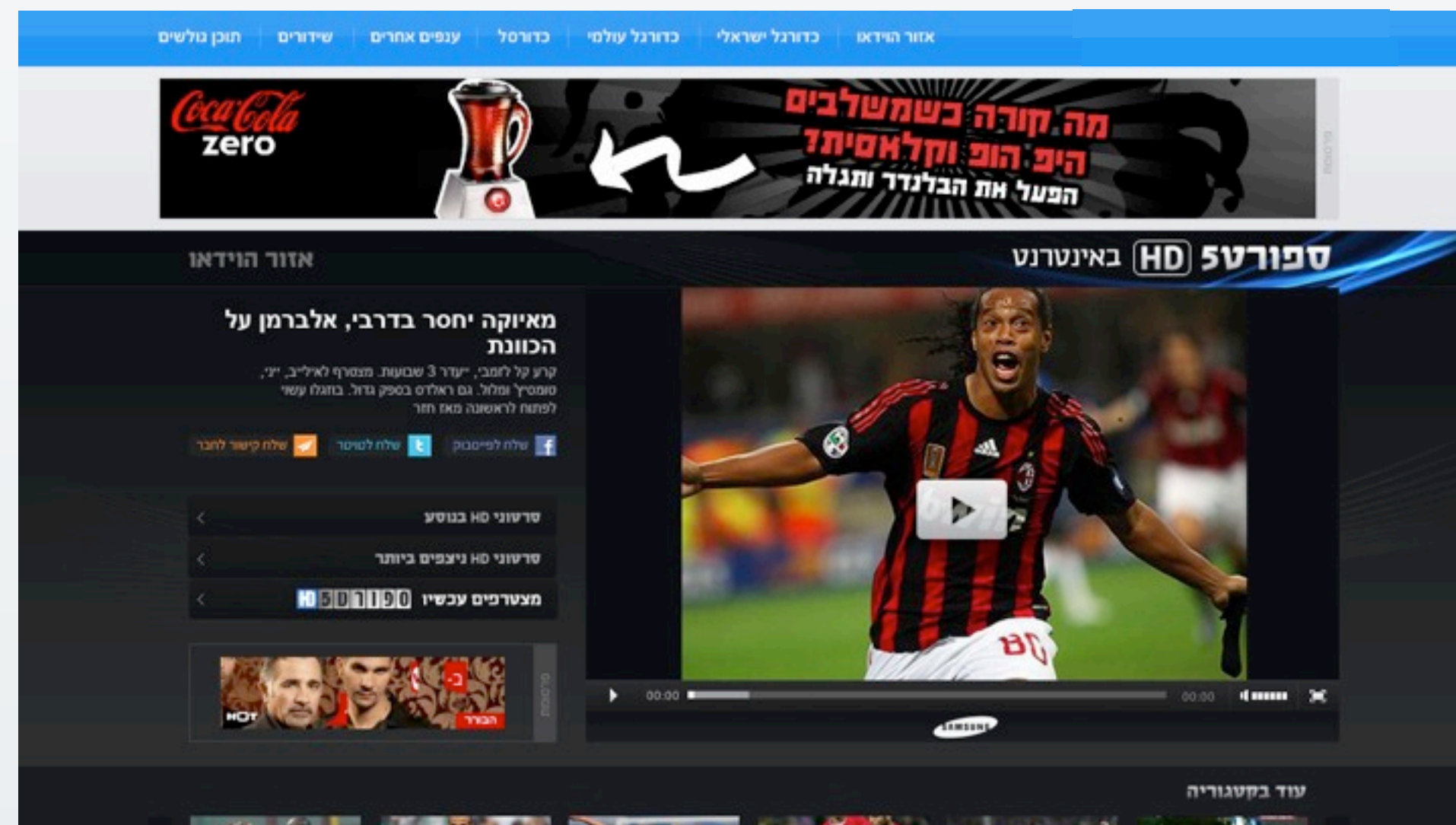
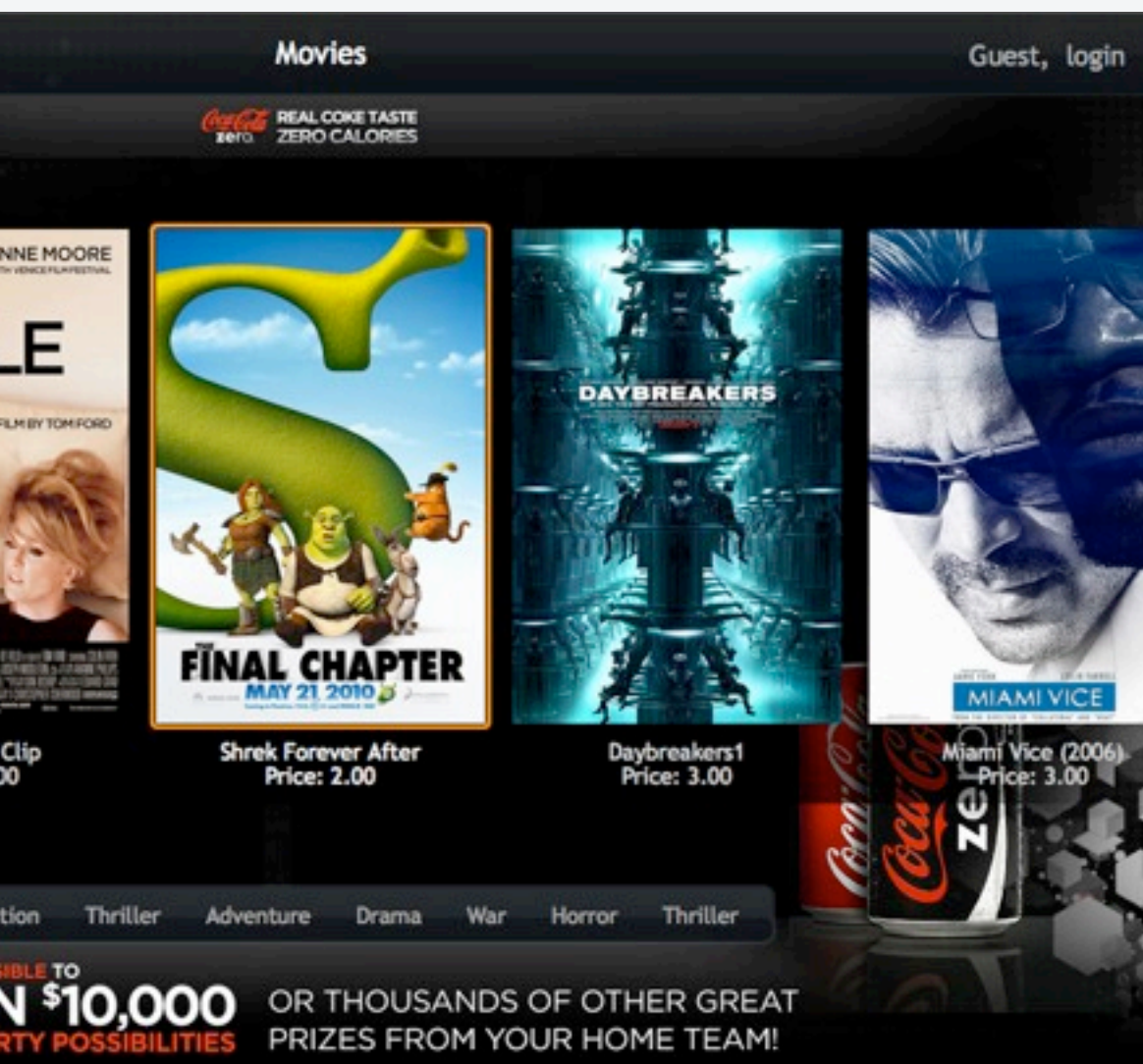
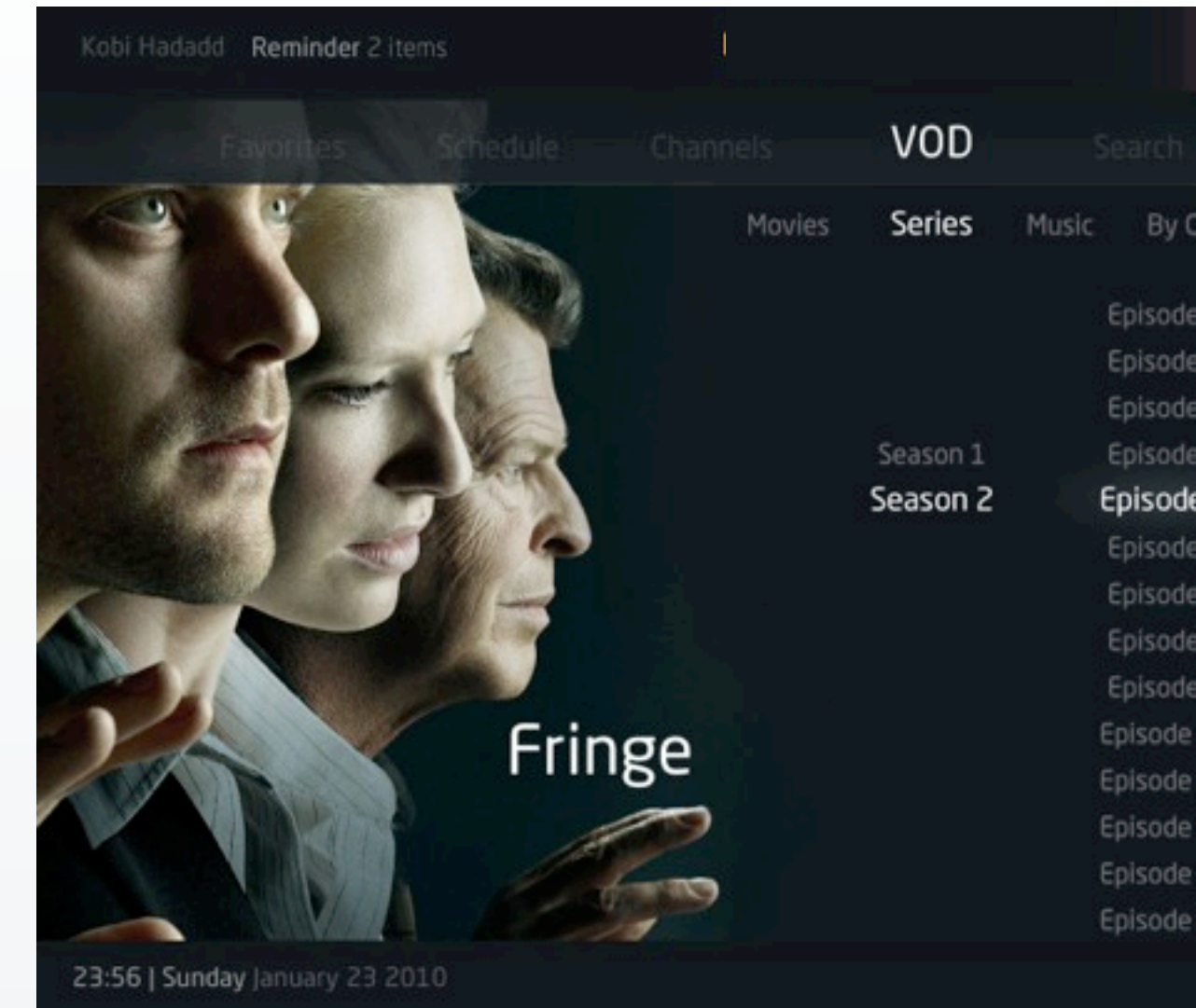
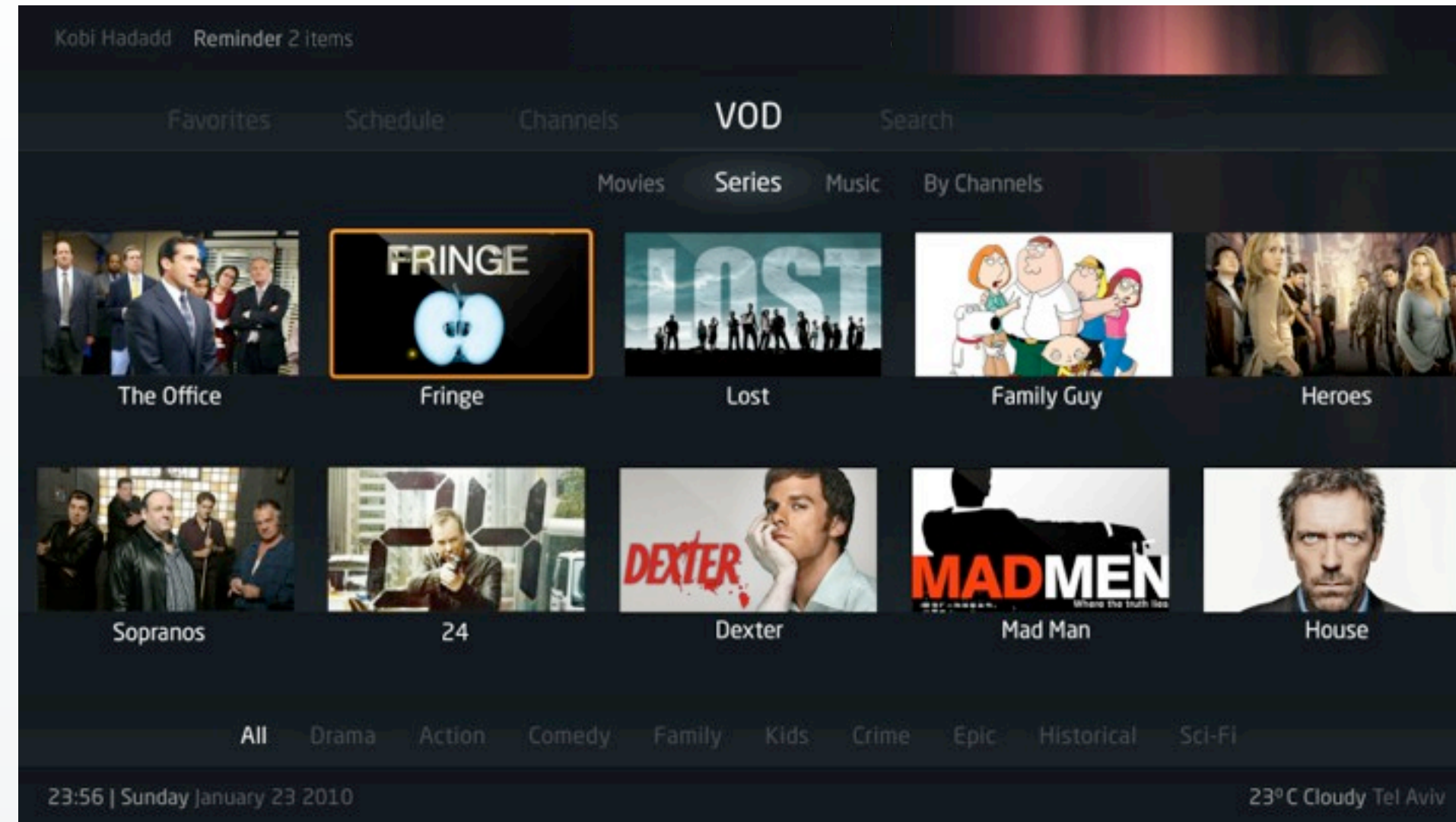
Set-top Boxes

Publish to



Facebook

Easily Customize With HTML & CSS



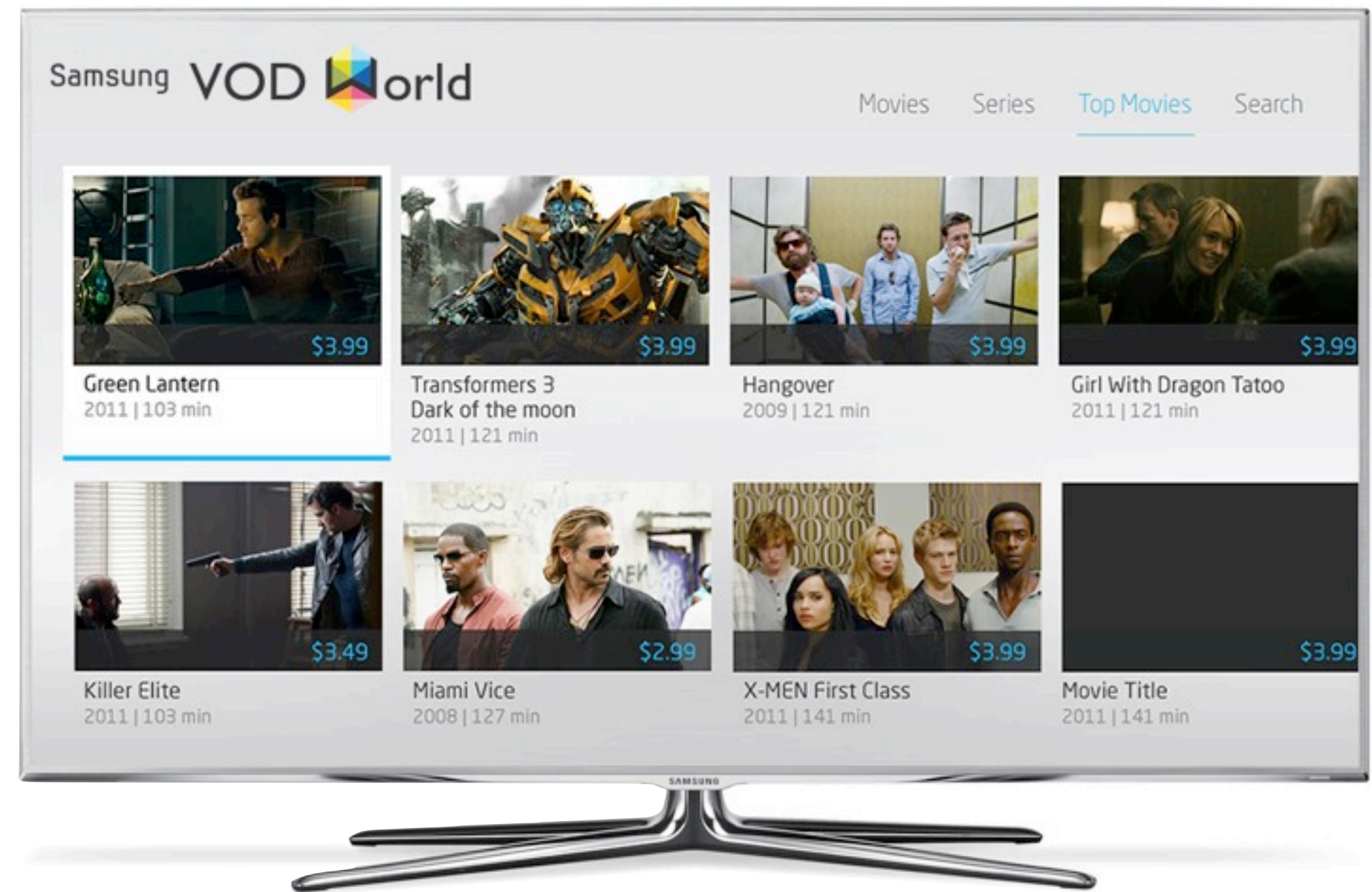
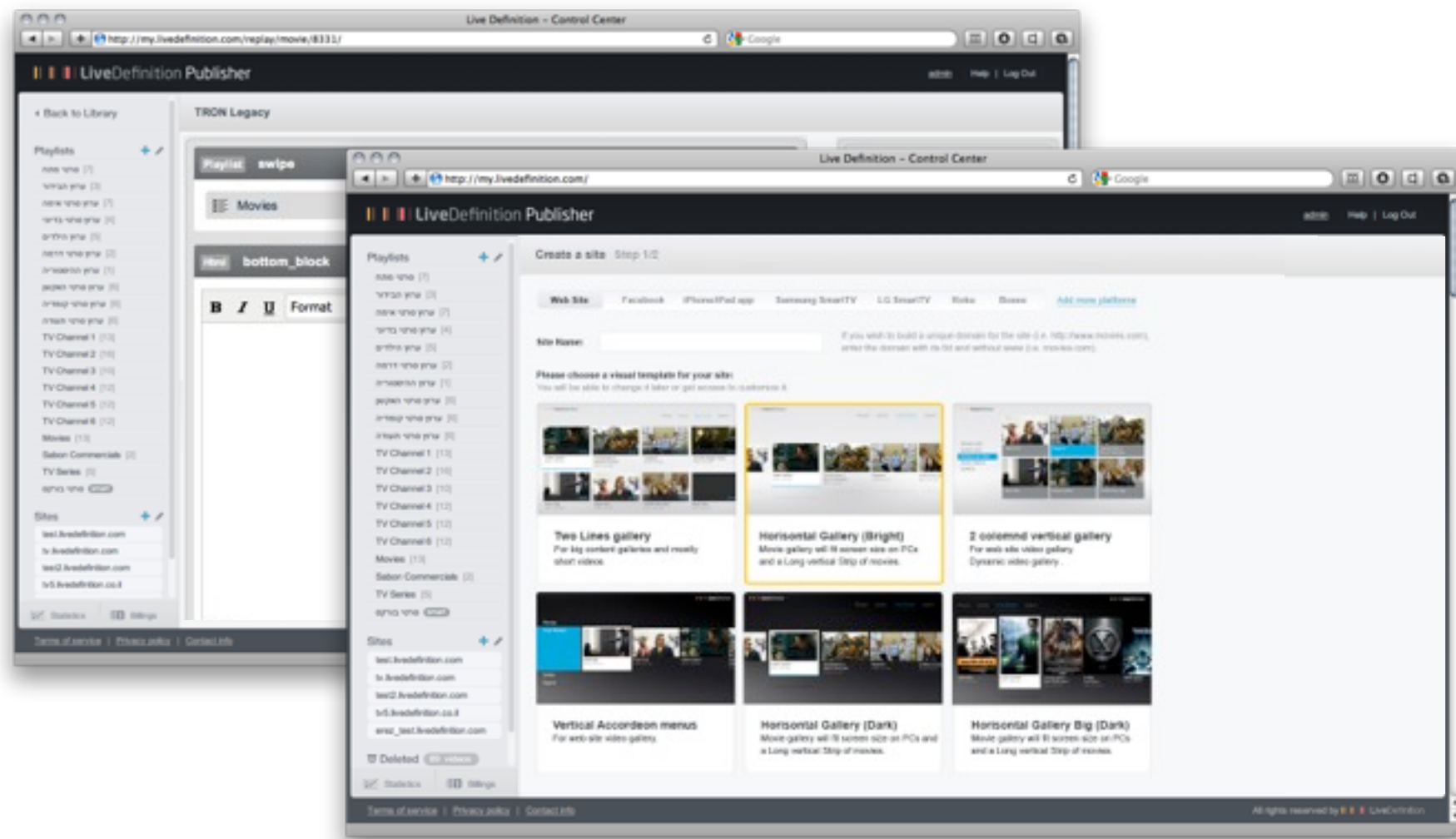
Monetize Your Content and Manage Your Clients

- Monetize from various payment gateways
- Receive specific data on each transaction
- Email customers, according to smart filters
- Create promotions to existing customers



Payment ID	Date	Total	Completed
AP-5R273832CK6823319	11 Jan 11 16:50:06	2.00 \$	COMPLETED
Movie subscription Client: live03@gmail.com <live03 K> Movie: Sucker Punch Active: yes Active until: Jan. 12, 2011, 2:50 p.m. Start date: Jan. 11, 2011, 2:50 p.m.			
Views			
Start	End	Traffic	
<input type="button" value="refund"/>			
AP-24833365FD1348526	11 Jan 11 16:50:02	2.00 \$	COMPLETED
AP-69R564880T386673E	11 Jan 11 11:02:40	30.00 \$	COMPLETED
AP-00V54397EF2742416	05 Jan 11 16:39:48	0.99 \$	COMPLETED
AP-07B124609C615160E	28 Dec 10 12:06:32	0.99 \$	COMPLETED
AP-62W05297519503606	28 Dec 10 12:06:29	0.99 \$	COMPLETED
AP-5DP407083E135384F	28 Dec 10 11:58:11	30.00 \$	COMPLETED
AP-05K65194GY955845N	28 Dec 10 11:34:45	0.99 \$	COMPLETED
AP-6LX94251C19161745	28 Dec 10 09:51:15	0.99 \$	COMPLETED
AP-8ML29114FH403162D	27 Dec 10 14:40:18	30.00 \$	COMPLETED
AP-2K4687720A614893C	27 Dec 10 11:40:57	4.99 \$	COMPLETED

Get Feedback From Clients, Create New Sites



Create video sites



Monetize content



Get feedback



Create more

Partners

