

BRANDLIVE

Bring the magic of television to work



Our story

Video is eating the world.

Netflix. Tiktok. Instagram. Youtube. Video is the number one way we consume content, on screens big and small.

Across B2B & B2C buying journeys, video is increasingly how we make decisions about what to buy. It's the go to medium to educate and inform any audience.

Over the next decade, it's hard to imagine that video won't become an even larger component of every marketer's toolkit and the primary way that leaders communicate to their teams.



Our story

Are you cutting through the noise?

But most marketers running webinars and events, even for important audiences, are shipping stuff that looks like it could be produced in the 90s. Dated interfaces. Slideware. Talking heads that don't exactly inspire.

Isn't it 2023? It's hard to tell.

So we thought, what if we could bring compelling video to these experiences, so they feel less like another Zoom and more like what we watch in our personal lives?



It's time for a brand new approach

Our insight comes from the fact that the best video presentations, across all the metrics, share something in common – investment in **the content and the story**.

So we built a modern platform designed to help you (and everyone at your company) host and produce compelling, story and video-driven experiences to communicate with key audiences.

We've come at the problem from a new angle and created tools and teams to help you tell your story in a way that's truly worth watching.

Because the antidote to being tuned out, is to make it so good, that they'll tune in.



Introducing Brandlive



Why we're different

Creativity
that stands out

Enterprise focus
that scales

Partnership mindset
that's symbiotic

We've made it our mission to bring the magic of television to organizations like yours. Whether it's a webinar series, quarterly allhands, or your biggest events of the year, we believe we can help you make them a smashing success.

Brandlive is an innovative SaaS platform with an industry-leading team, always available to tweak a website, schedule a rehearsal, run a training, or help make a little magic, together.

Why we're different

Creativity that stands out

The Brandlive Platform contains the tools and workflows you need to craft creative experiences that connect, resonate, and inspire.

Creativity that stands out

Experiences that are daring and dashing and entirely yours

Custom brandling – from color palettes, to fonts, to domains – across audience destinations, marketing landing pages, email campaigns, and the show itself. Templates to rinse and repeat, again and again. Brandlive succeeds when your brand shines and no one knows that we exists.



Creativity that stands out

Creative workflows and AI to help manage the entire creative process

Ask for a moodboard, draft a script, punch up landing page copy, generate a run of show, bring in b-roll video between shots.



From time consuming planning and
wrangling speakers, your team's time
energy

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✍ Rewrite

➡ 1

That's why we're happy to unveil a brand new
AI-powered workflow solution
designed to make producing and streaming
High quality video content easier than ever.

We're making it easy to create beautiful,
branded content with new AI tools anyone can use.

Create a webinar called "Directions to Neverland"



SEGMENT	DURATION	PRESENTERS	NOTES	FORMAT	TAGS
1 Opening Monologue	10:00		2-cam setup with virtual background.	Live	Greenroom +
2 Walkup	0:12		Animated title and speaker introduction. Thomas gets into place for Product Introduction.	Pre-record	Greenroom +
3 Product Introduction	12:00		Brief teaser leading into discussion with Thomas about the exciting product updates coming to Brandlive. Live, in-studio, virtual background #2.	Live	Greenroom +
4 Interview	15:00		Pre-rec		
5 Audience Q&A	10:00		Sam & Thomas in-studio answering audience questions. Moderation needed.	Live	Greenroom +
6 Closing	2:00		Closing remarks into post-event credits.	Live	Greenroom +

Develop a run of show with 6 segments that includes an interview and audience Q&A



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Creativity that stands out

Stylepacks to up-level any show so it feels like a TV production

Use Showbuilder to plan your show with a shot-by-shot Showboard, as familiar and easy as creating a slide deck. Upload your own graphics or drag and drop any of the included Stylepacks, across titles, countdowns, lowers, segment cards, walkups, badges, and more.

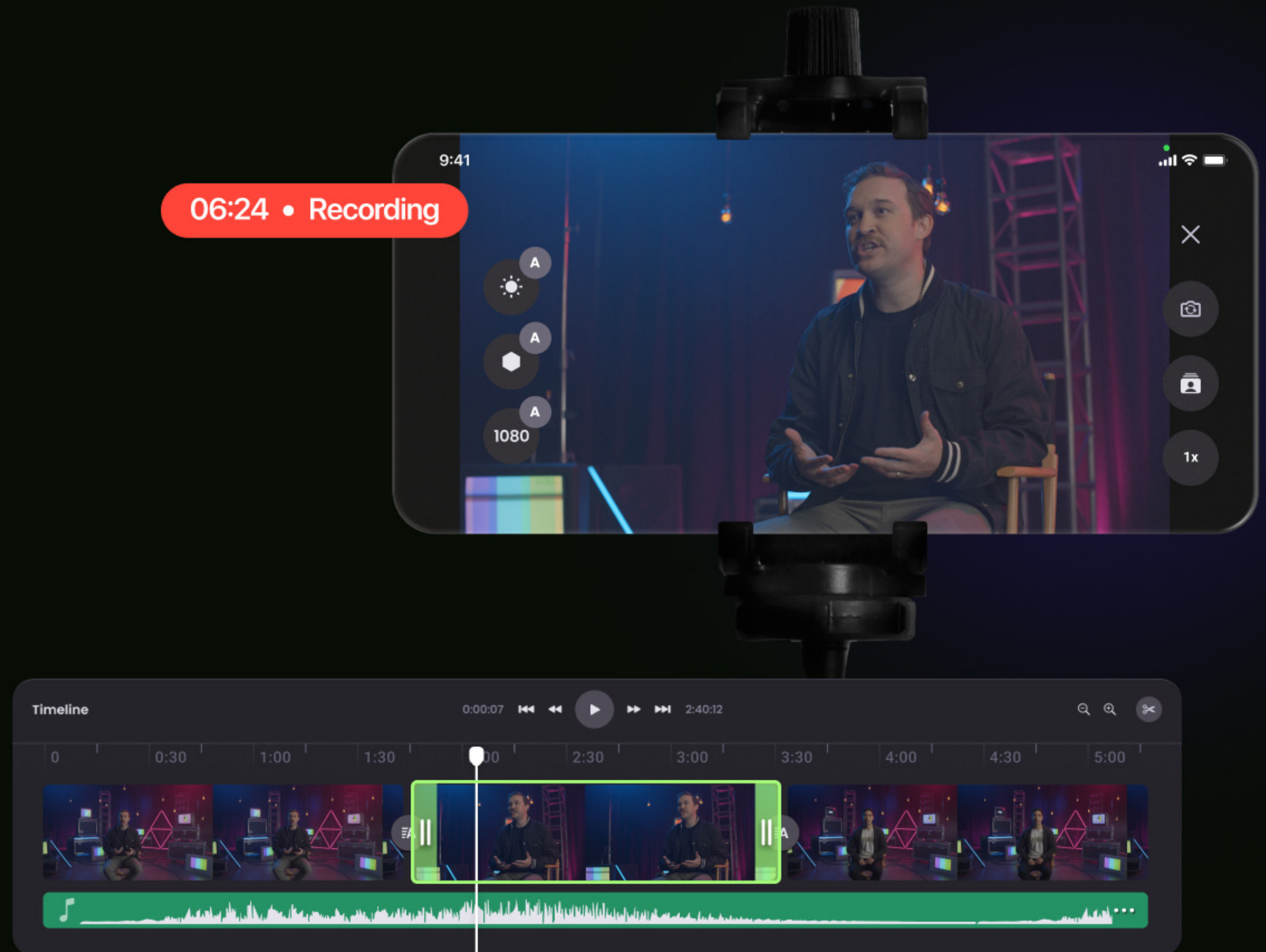


Creativity that stands out

A recording studio in the cloud to handle pre-records

We found the best shows were a mix of live and pre-recorded content. With editing tools built-in, ditch flubs, “umms”, and errors. Forget downloading and uploading files. Invite presenters into Greenroom to record bits directly into your run of show.

BRANDLIVE



Creativity that stands out

Patented Greenroom to stream a mix of live and video-based segments

Like a TV producer, run any show from the cloud. Greenroom also includes, best-in-class tools for in studio and remote talent including teleprompters, slide notes and the new iOS app, leveraging the most popular HD camera in the world.





Post production tools to handle sizzle reels, captions, summaries, and segments

No need to hire outside editors for the painful, manual task of switching between software tools to develop video content and pull assets from each show.



Brandlive Presents: Directions to Neverland

3:33:33 PM

Cancel

Save

Segments

Transcript

Summary

3:34

Sam Kolbert-Hyle

Welcome, everyone! Thomas and I are thrilled to present how our AI and creative workflows will change how companies produce elevated video content for their most important moments.

4:34

Thomas Iwasaki

That's right, Sam! High-quality video content is a requirement for marketer's in today's digital landscape, but teams often lack the tools to create it.

5:20

Sam Kolbert-Hyle

That's because creating is really hard. It's time consuming, expensive, and often requires a large team or multiple vendors.

6:53

Thomas Iwasaki

It's extra challenging when you're creating content for several different departments, teams, and use cases like webinars, events, and allhands meetings.

8:12

Sam Kolbert-Hyle

So, let's take a look at how Brandlive is changing that and making high-quality content creation easy for teams of every size. What do you have for us today, Thomas?

10:12

Thomas Iwasaki

First up is our new AI workflow tools! Tinker Telly is going to show us how we can use Brandlive to create a mood board, write a script, or even create a run of show!

12:37

Sam Kolbert-Hyle

Wow! I'm excited to see it in action, but one question, did you use Tinker Telly to create the show today?

13:34

Thomas Iwasaki

I sure did! Telly helped me write the script and create our segments.

DIRECTIONS TO NEVERLAND

SAM KOLBERT-HYLE
CEO, BRANDLIVE

14:03.1

Press -- to nudge

0:00:00

0:03:00

Time link

1:00

5:00

20:00

25:00

30:00

35:00

40:00

45:00

50:00

55:00

1:00:00

Our team shares a sing...

Add Captions Text

Our team shares a sing...

DIRECTIONS TO NEVERLAND

Q&A

Our team shares a sing...

Presenter title 1

Replay Editor

Engage

Segments

1

Segment 1

00:00 - 01:00 • 1 min

2

Segment 2

01:00 - 09:00 • 8 min

How are you ensuring we have a go...

3

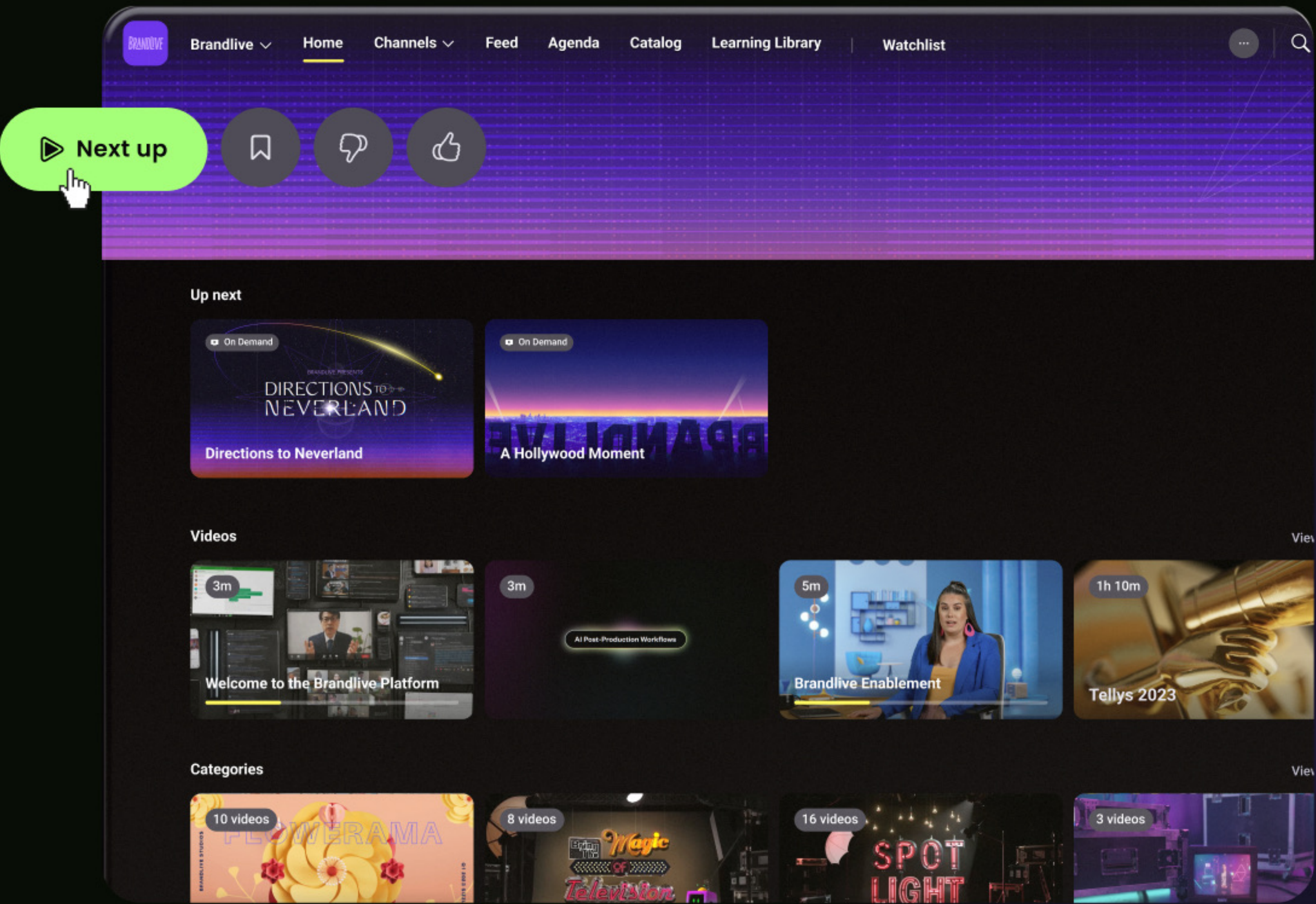
Segment 3

09:00 - 19:00 • 10 min

+ Add Segment

On-demand hubs to add
a searchable Netflix
experience to any project

Include short-form video,
sessions, and video series with
rich engagement analytics,
searchable channels, and a
familiar design framework
that maps to the streaming
platforms people consume in
their personal lives.



Why we're different

Enterprise focus that scales

Brandlive is built for the biggest companies in the world, offering robust security, reliability and scalability to inspire confidence.

Enterprise focus that scales

Security and compliance that meets the highest standards for 500+ of the world's largest companies

Guarantee peace of mind with
secure, encrypted data storage,
permissions for every user on the
back end, and gated content by
audience on the front end. Brandlive
is SOC 2 Type 2 certified and GDPR
compliant.



NIST
National Institute of
Standards and Technology



BRANDLIVE

ARK
INVEST

Nintendo

INTUIT

D
DOW JONES 14

AARP



Disney

amazon

Google

SONY

POSHMARK

Square

realtor.com

Zappos
com

Integrations for CRMs, marketing automation tools, and authentication

Treat every project like the lead-generating opportunity it is, with seamless integration into your existing marketing and sales tech stack. And manage user identities with SSO for internal events to ensure your covered as employees come and go.

Integrations



Marketo

Sync registration and activity data to Marketo

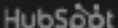
Edit



Salesforce

Sync registration and activity data to Salesforce

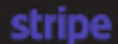
Configure



Hubspot

Sync registration and activity data to Hubspot

Configure



Stripe

Enable paid ticketing at registration

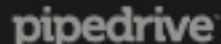
Configure



Mailchimp

Add registrants to a Mailchimp campaign

Configure



Pipedrive

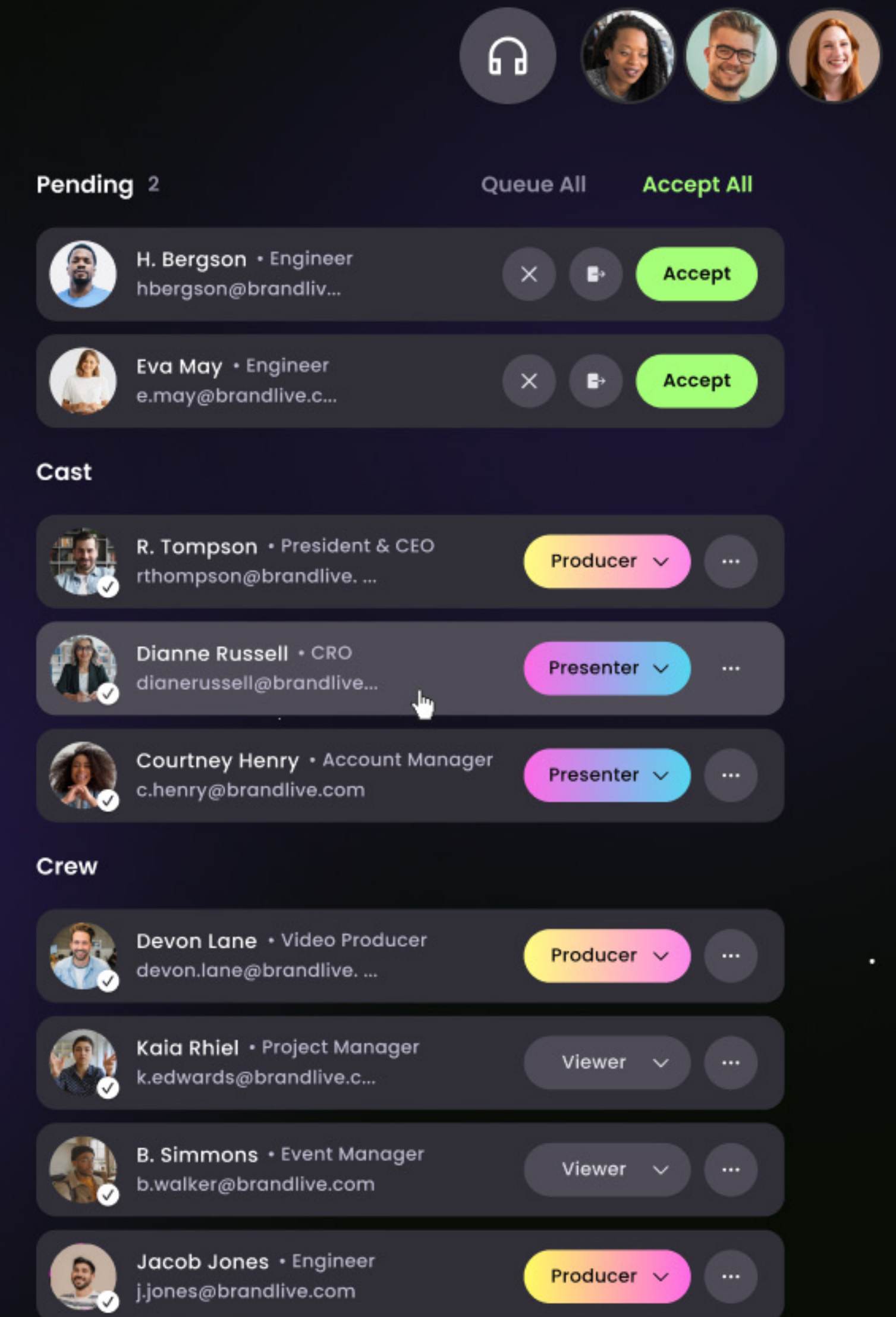
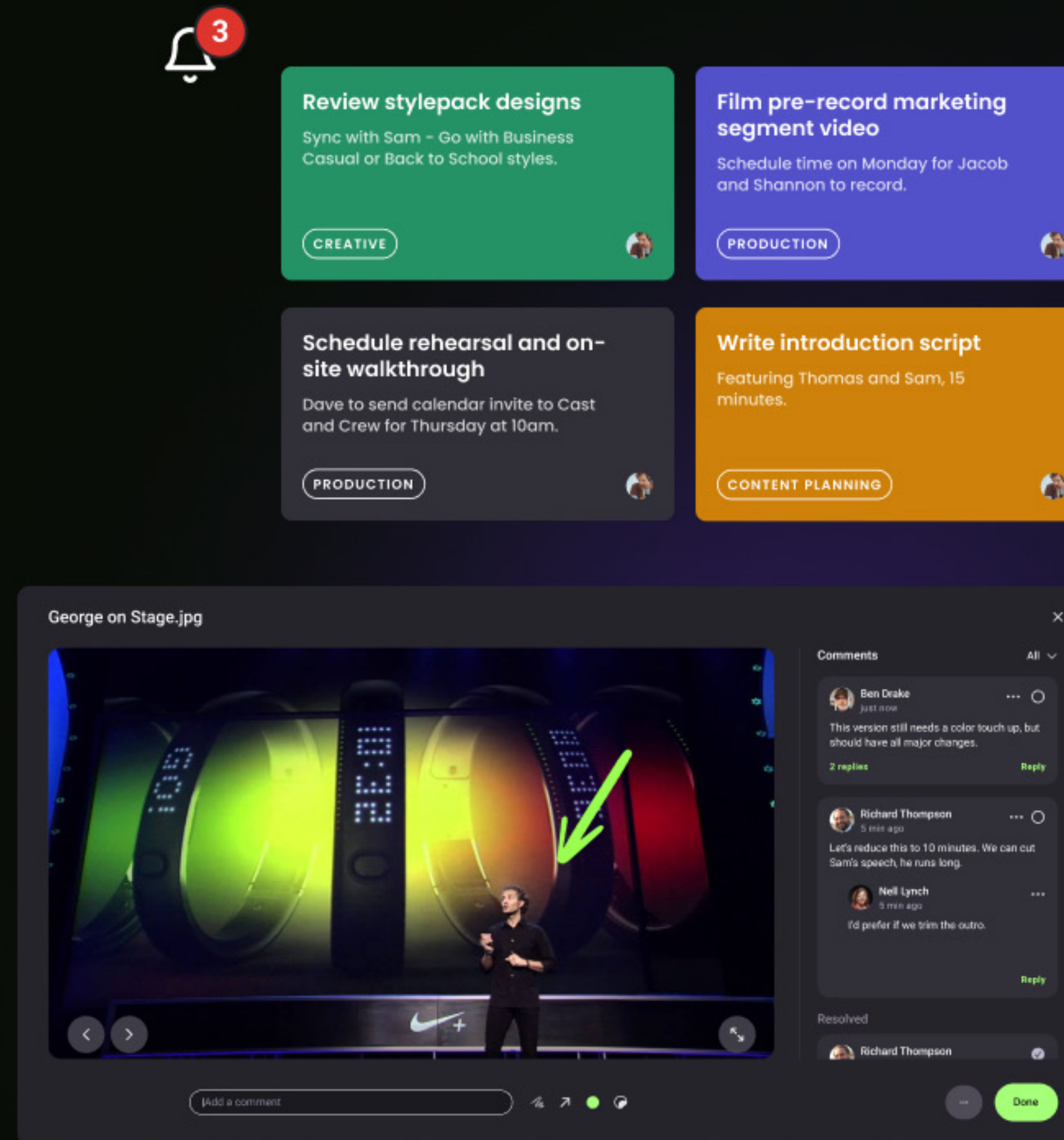
Sync registration and activity data to Pipedrive

Configure

Enterprise focus that scales

Multi-team collaboration across business units, timezones and roles

Design your show together in Greenroom. Collaborate on site design. Coordinate and record with presenters across the globe.



Enterprise focus that scales

192,379

Scale up for the biggest internal and external events, with moderator tools to keep you safe

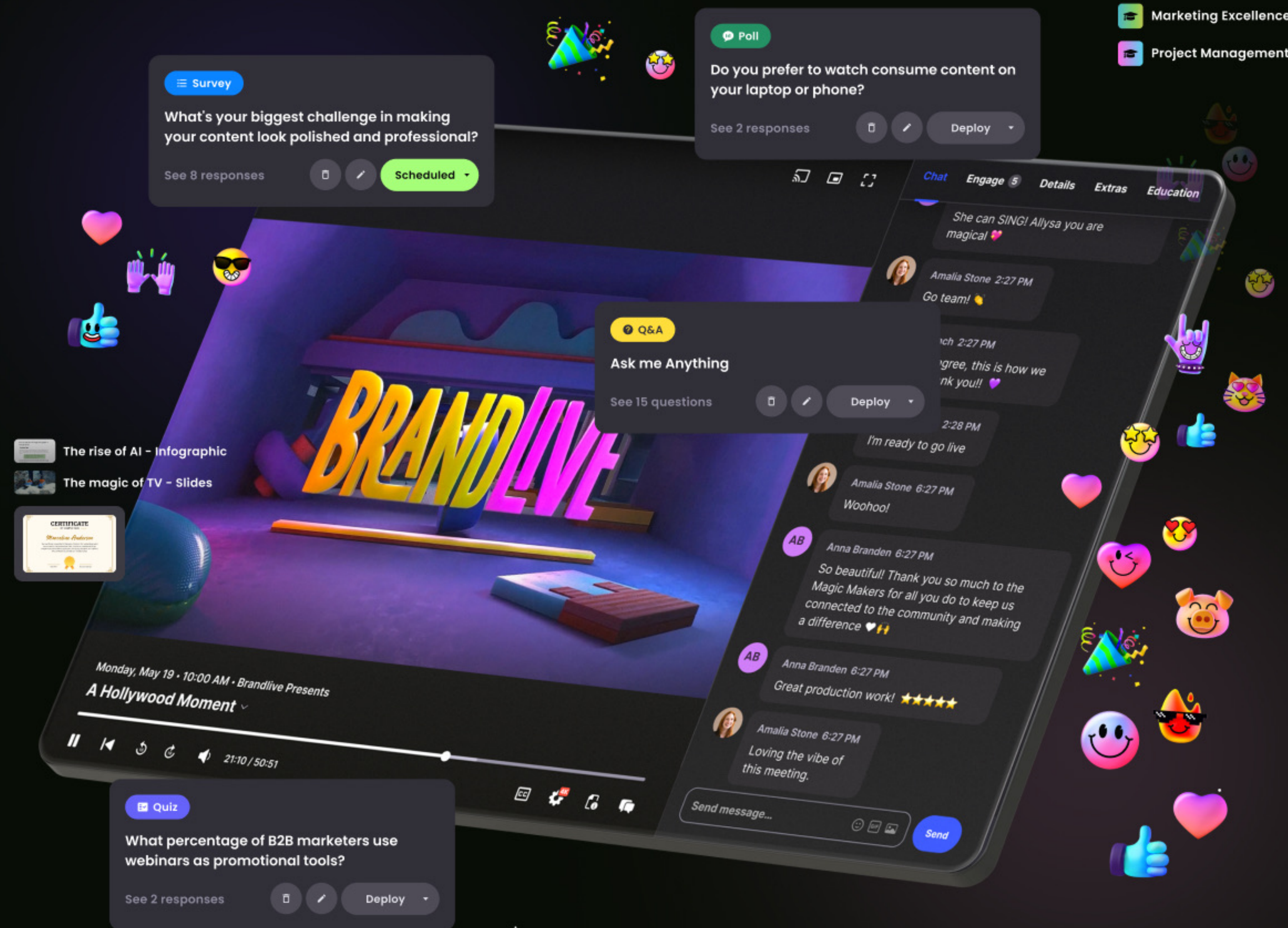
Host five hundred or five hundred thousand. Send questions and comments to presenters. Engage with your audience directly. Make sure you have a kill switch if something doesn't go to plan.



Enterprise focus that scales

Every engagement feature you could possibly need

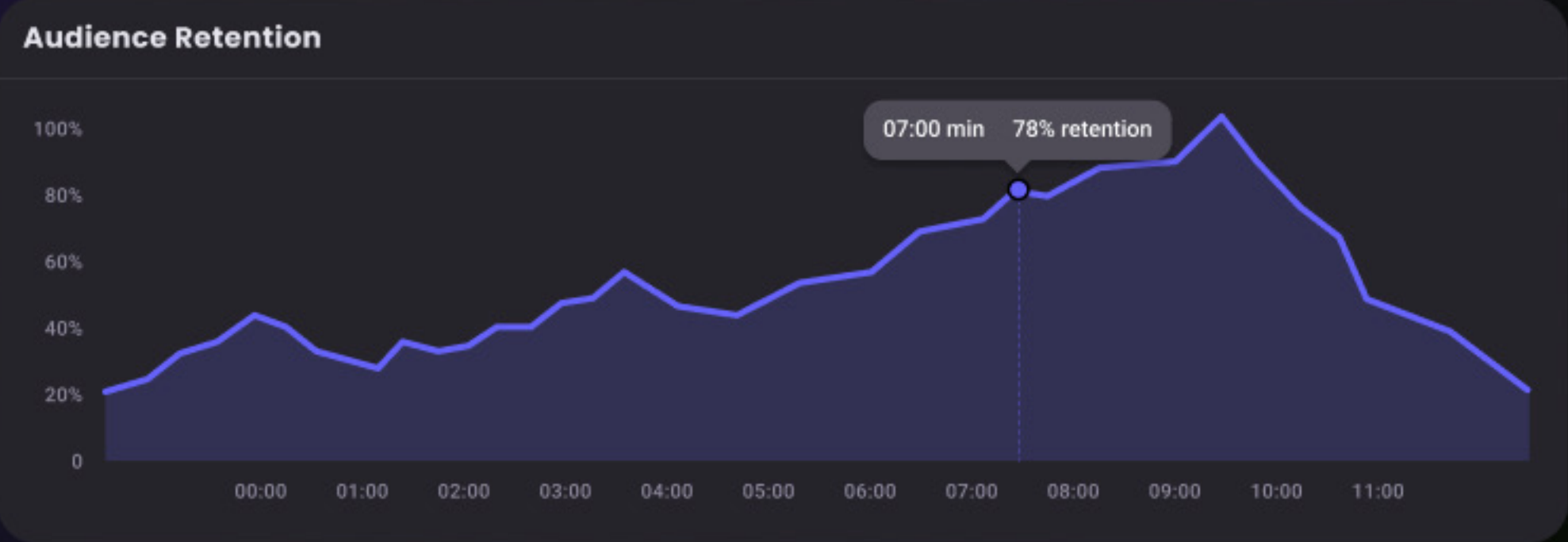
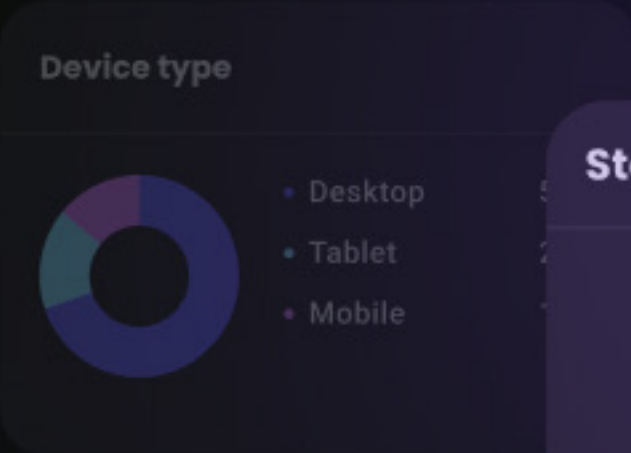
Interact with audience session chat, Q&A, surveys, quizzes, and polls. Upload resources and offer education credits and certifications. Gamify your event with a leaderboard tracking audience engagement.



Analytics designed to track every interaction with quality top of mind

Track user engagement across page views, watch time, and clicks. Rank audience satisfaction with user surveys and session ratings. Review and refine your content.

Do you like the show?



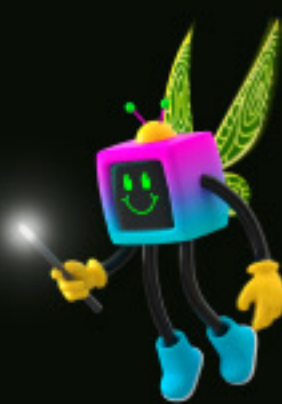
Partnership mindset that's symbiotic

We're in this together. Let your team focus on the message and strategy, and treat our team as an extension of yours – across creative and production to make it magical.

Partnership mindset that's symbiotic

White-glove showrunners to extend your team and help out with anything and everything you need

Global support across your site, set, and
show design. Dedicated producers,
creative directors, and project managers
ensure the success of every project.



Partnership mindset that's symbiotic

Production to handle on-sites, recordings, studio design and development

Elevate your execution without
lifting a finger. Our production
teams will help you capture the
magic with the ability to go on-
site globally.

BRANDLIVE

Partnership mindset that's symbiotic

Creative to elevate your content with custom videos, graphics, and promotion

Let your team focus on the message. We'll drive it home with stunning designs that audiences won't forget. Brandlive Studios' creative subscription packages include show design, custom graphics, video production, video editing, theme development, and site design.

[illegible]

Partnership mindset that's symbiotic

Creative to elevate your content with custom videos, graphics, and promotion

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We'll drive it home with stunning
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production, video editing, theme
development, and site design.

BRANDLIVE

[illegible]

Partnership mindset that's symbiotic

Enablement and training to onboard your teams and agencies for all your webinars and events

Join us for bi-weekly live trainings, take
our on-demand course, schedule a 1:1
session, or access complete guides in
our help center.


Brandlive Academy

Training

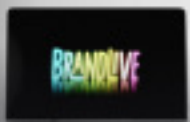

Greenroom best practices


Say hello to the new Brandlive Platform

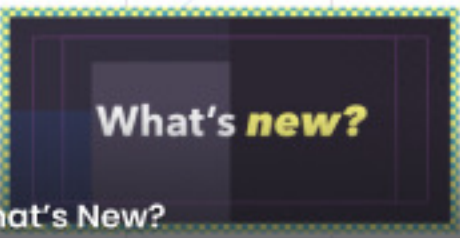


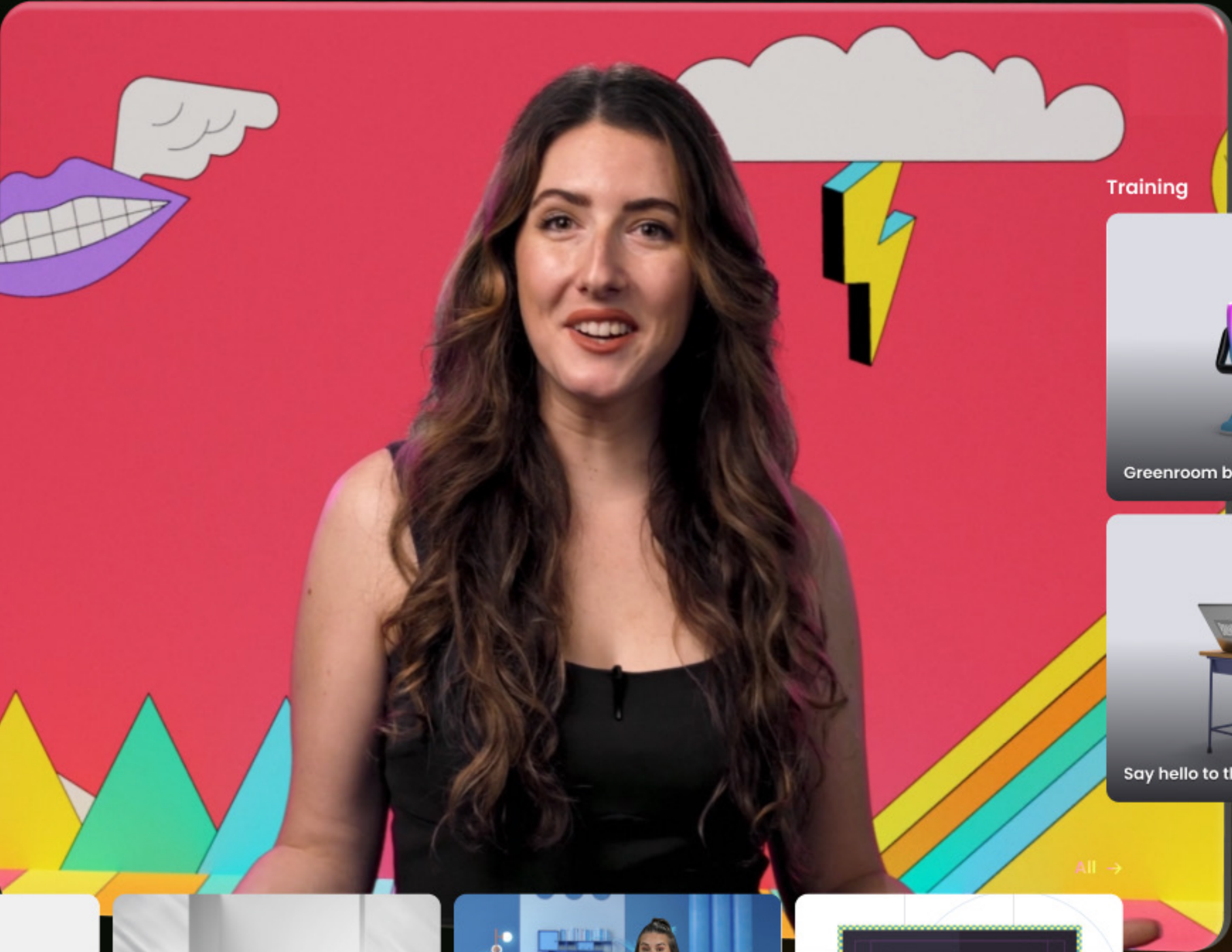
Training


Brandlive Academy
Brandlive Academy


Meet the Brandlive Platform


Brandlive Enablement


What's New?





All the fine print

Brandlive Platform ANNUAL LICENSES, PER YEAR*

Features	BASIC	BASIC+	PREMIUM	PREMIUM+
Support Model	Self-Produced	Self-Produced	Fully-Produced	Fully-Produced
Project Count	Up to 25	Up to 100	Up to 25	Up to 100
Attendee Max	1,000	2,500	1,000	2,500
Channels	Up to 3	Up to 10	Up to 3	Up to 10
Greenroom®	✓	✓	✓	✓
Moderator + Live Event Tools	✓	✓	✓	✓
Multi-language support	✓	✓	✓	✓
Integrations + SSO	✓	✓	✓	✓
Tickets + Paid Lists	✓	✓	✓	✓
Support and Help Desk)	✓	✓	✓	✓
Onboarding + Training	✓	✓	✓	✓
Account Manager	✓	✓	✓	✓
Project Manager	First Project	First Project	✓	✓
Greenroom Producer**	First Project	First Project	✓	✓
Managed Site Builds	First Project	First Project	✓	✓
Managed Show Builds**	First Project	First Project	✓	✓
Site + Show Templates	Up to 1 set	Up to 1 set	Up to 3 sets	Up to 3 sets
Custom Site + Show Design	Starts at \$15,000	Starts at \$15,000	Starts at \$15,000	Starts at \$15,000
Studios / Set Design	-	-	Starts at \$15,000	Starts at \$15,000
Onsite Production	-	-	Talk to Sales	Talk to Sales
Closed Captioning	AI captions included	AI captions included	AI captions included	AI & human captions
Annual Price	\$45,000 / year	\$105,000 / year	\$115,000 / year	\$250,000 / year

*Annual licenses are a 12 month term with payment up front. Alternative payment schedules may increase license pricing.

**Greenroom Producer and Show Build support are included for the first Event on Series Basic licenses up to six (6) hours or six (6) sessions. Premium licenses include Greenroom Producer and Show Build support for up to two (2) hours runtime per session. Additional Greenroom Producer, Show Build, and creative services support is available a la carte. Project types include both single session experiences (Webinars, Allhands), multi-session events and hubs for video on-demand content.