



ExclusLive

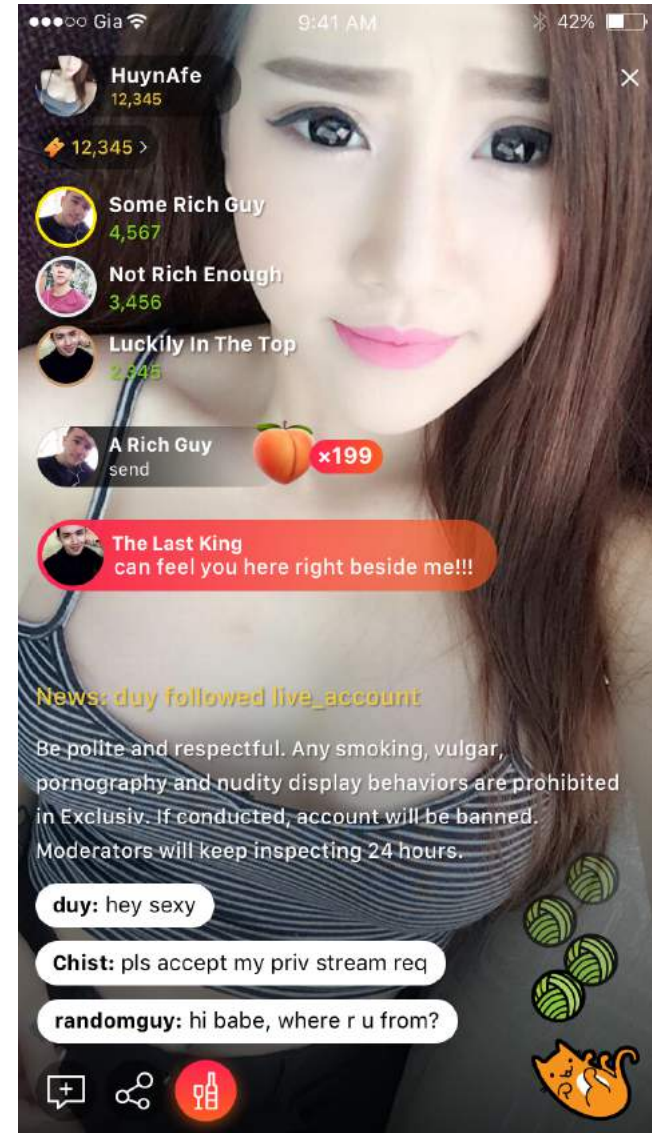
Social Live Streaming Platform



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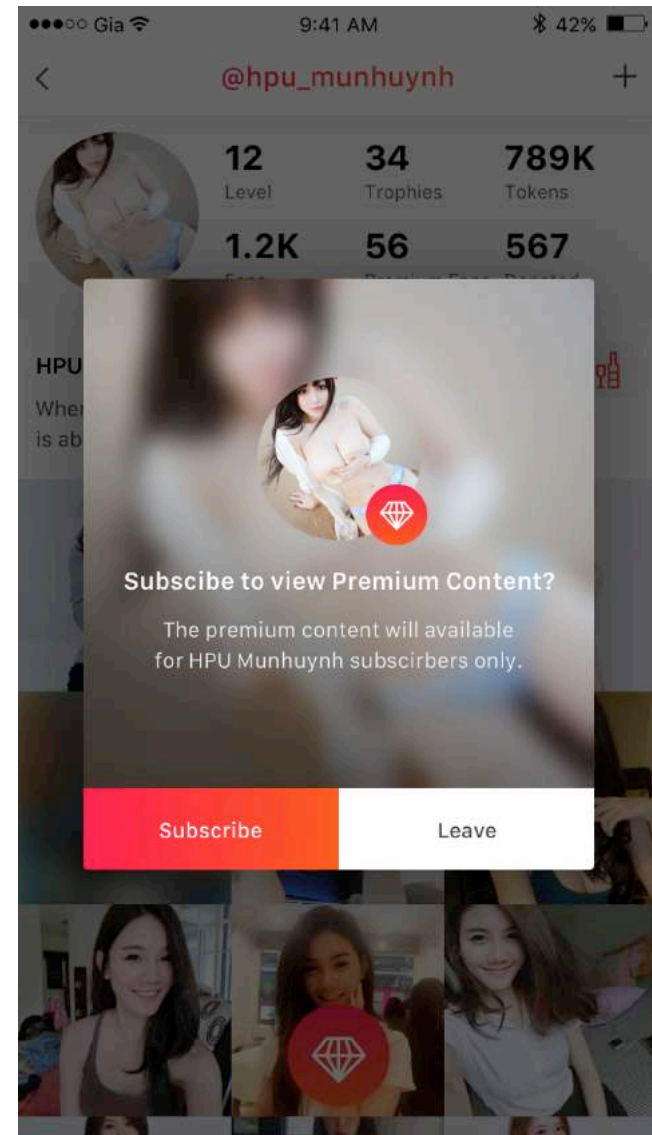
Introduction

- Similar to Periscope, Facebook Live, or Bigo Live
 - With different business model
 - Better monetization
- A platform for influencers to inspire their fans and make money
 - Everyone can become a streamer from their phone
 - Any where
 - Any moment



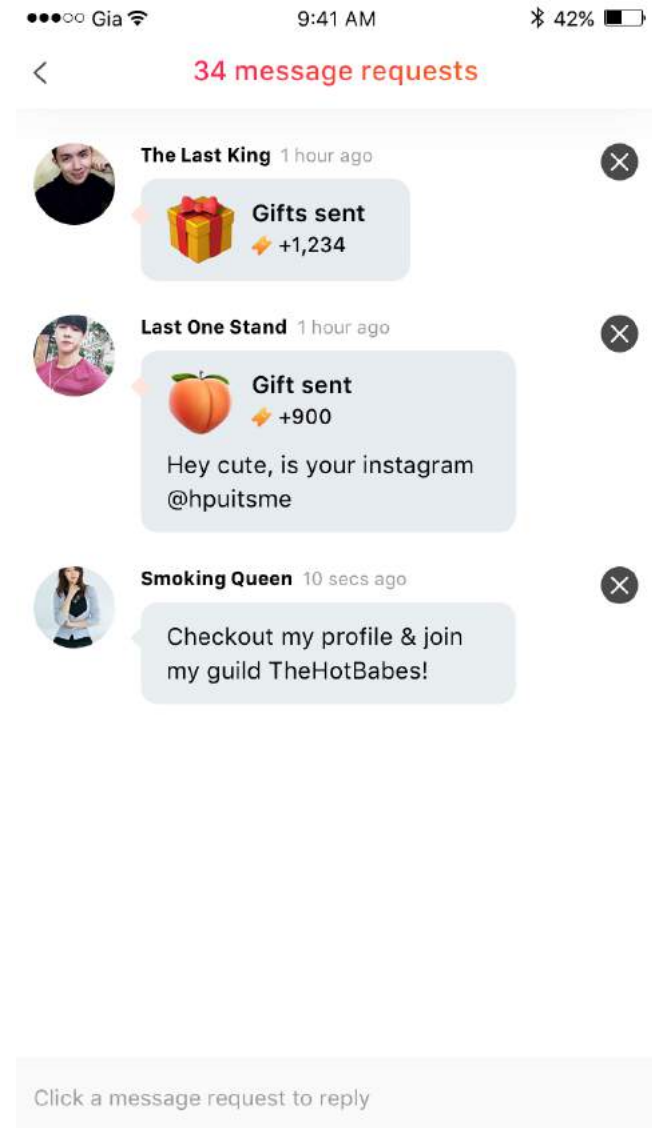
Premium subscription

- Problem: viewer wants to see exclusive content
 - Against Appstore policy
 - Huge effort to moderate the content
- Premium content will be censored
 - Only subscribers can view
 - It's legal because it's private
 - Censoring makes us curious about the content
 - Auto renewable subscription



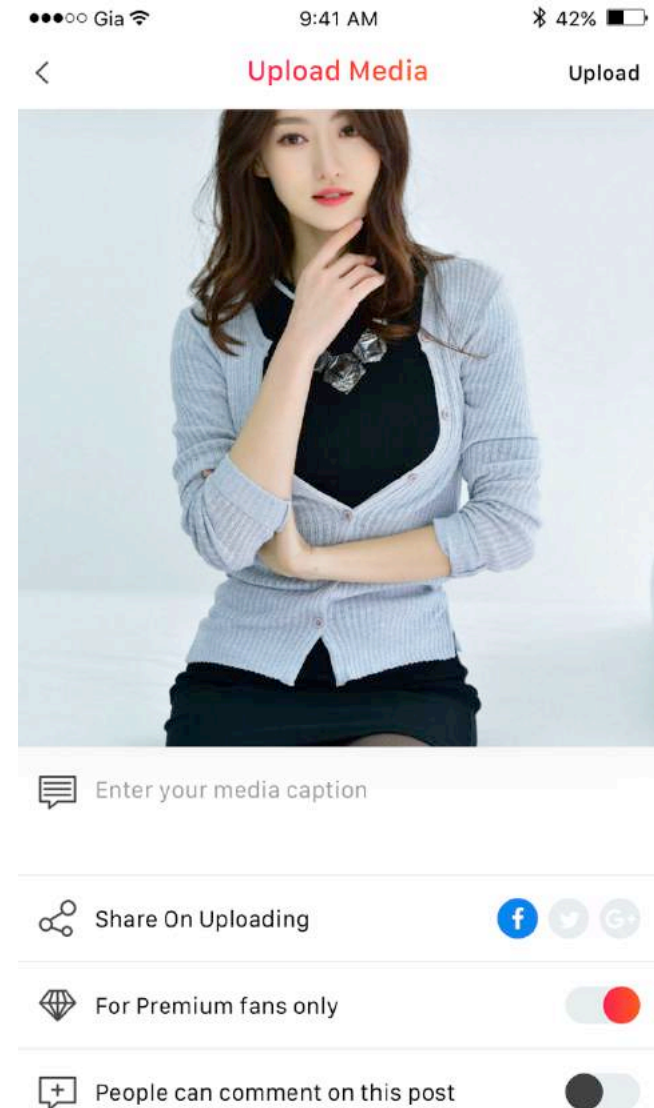
IM & offline gift

- Viewer wants to contact streamer
 - It's spamming because popular streamer has thousands of fans
 - Send paid gift in IM to gain attention
 - Sort by the value of the gift
 - Streamers tend to reply to valuable fan to respect them



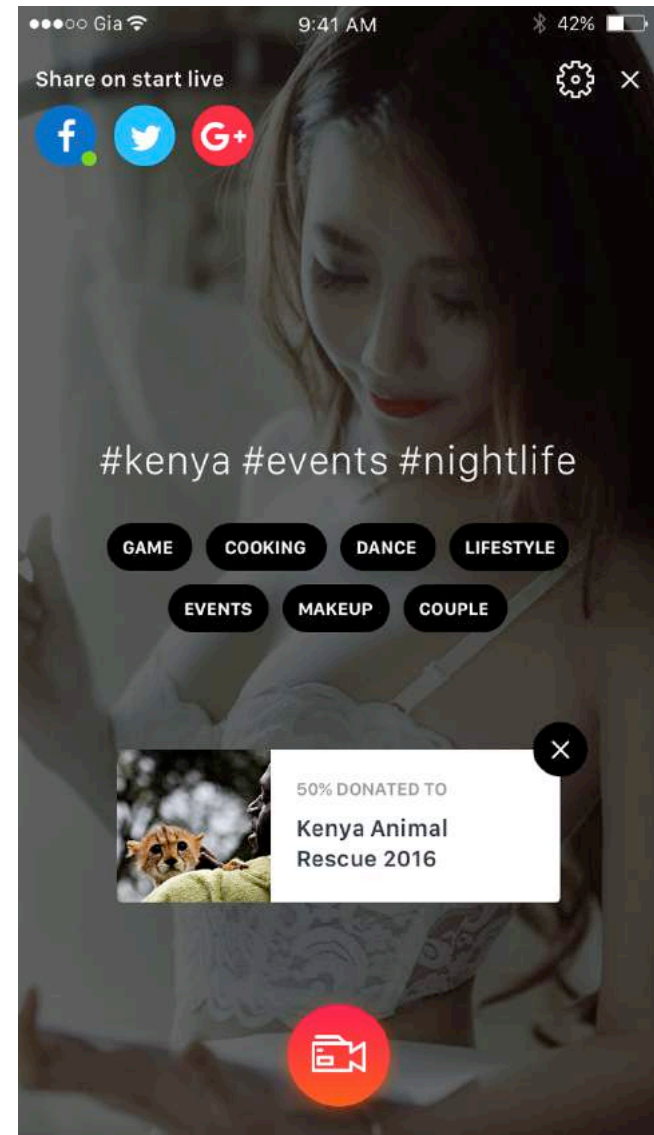
Rich contents

- Live streams
 - Ended live stream will be recorded
- Uploaded images
- Uploaded videos
- Easier for influencers to build their profile
 - Import from other SNS (Facebook, Instagram)
 - Premium image and video (need to subscribe)



Campaign donation

- Donate part of the money earned from a live stream to charity campaigns
- Doing well by doing good
- User feels right about spending money
 - Not just paying money for girls
- Organize offline and PR events



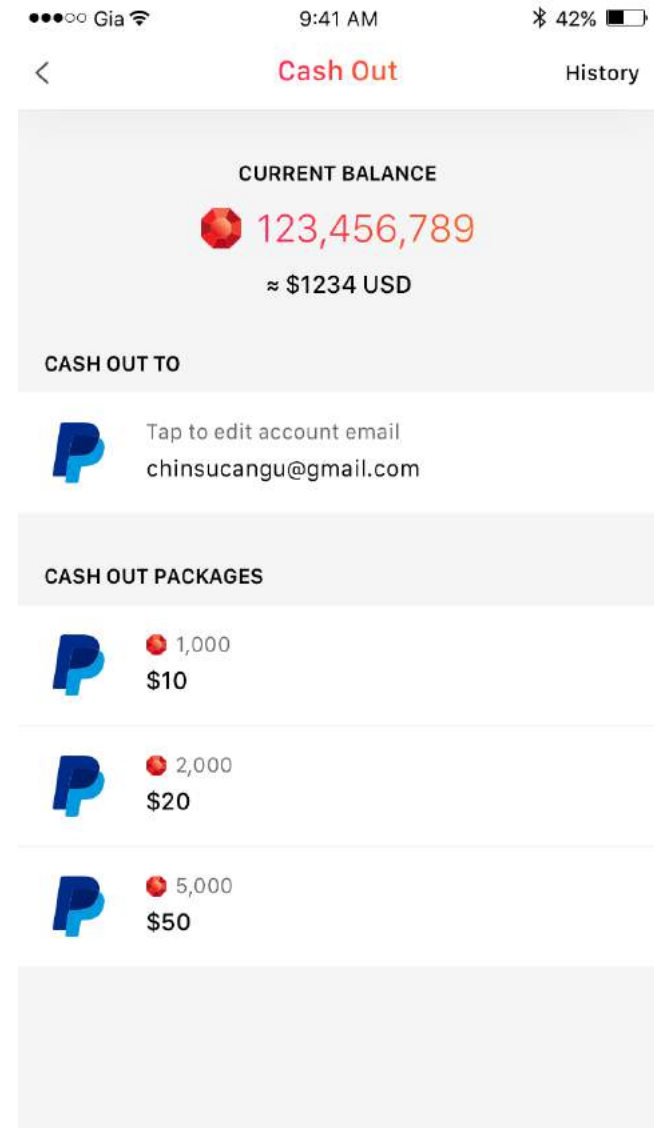
Statistics

- Serious streamers have to spend a lot of time online
- Provide statistics for streamer to
 - Decide whether to continue the live stream or not
- Have better insight about
 - How much she earned
 - How much time she spent
 - Having valuable viewers or not
- Viewers want to be in the top 3
 - Feel likes VIP
 - Spend more money

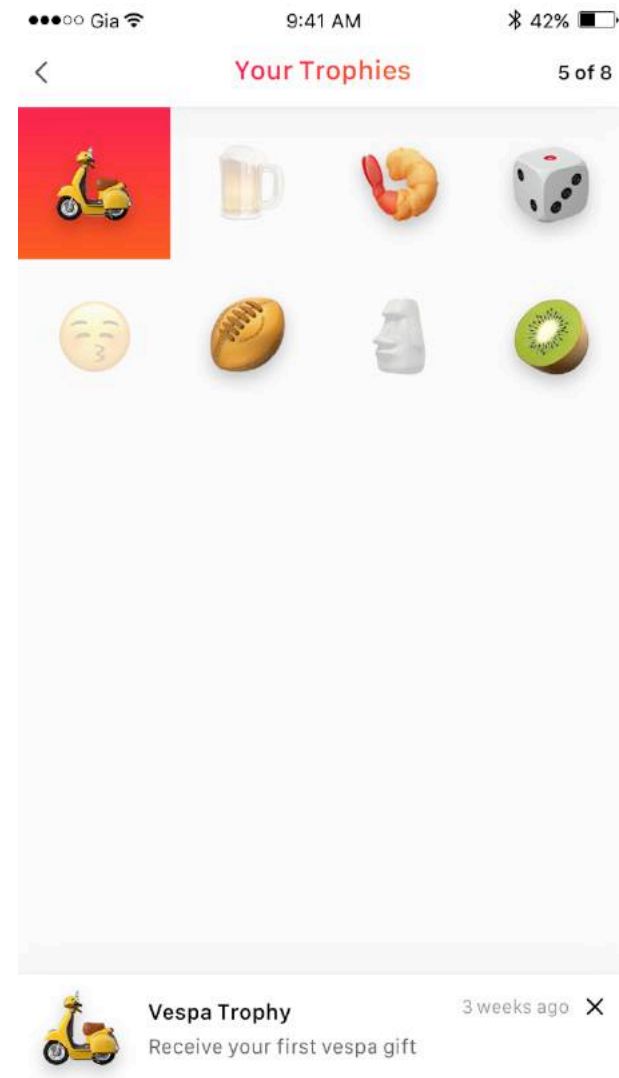
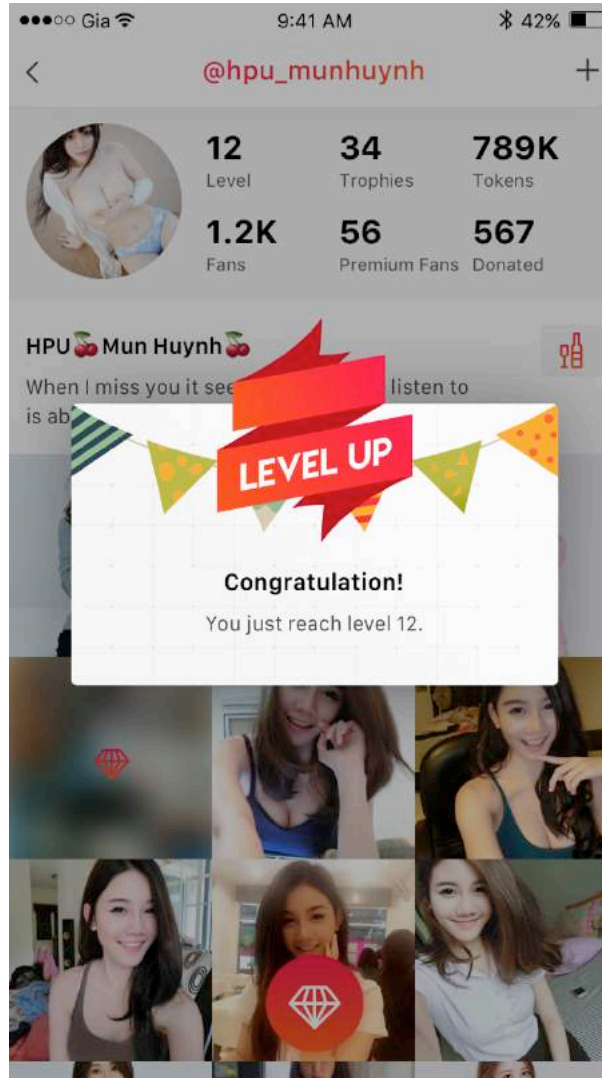
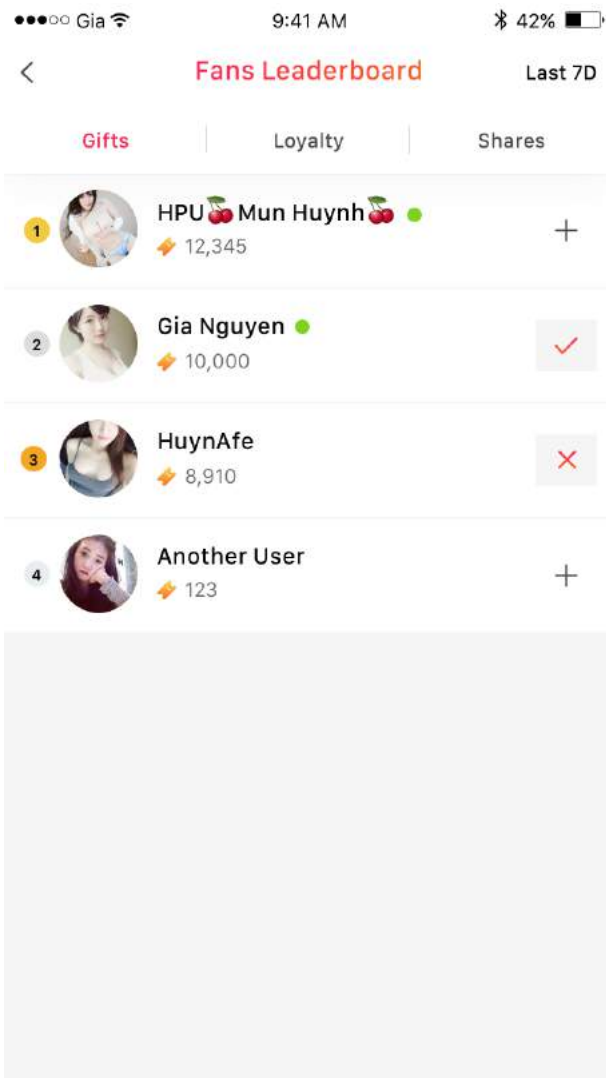


Better monetization

- Chicken & egg problem: no streamer vs. no viewer
 - Costly to hire models
 - No reason to stream for free
- Easy to cash out via Paypal
 - Everyone can earn money
 - Become a professional streamer
- Have many ways to earn
 - Send gift in live stream, images, video
 - Send gift in IM
 - Subscriptions

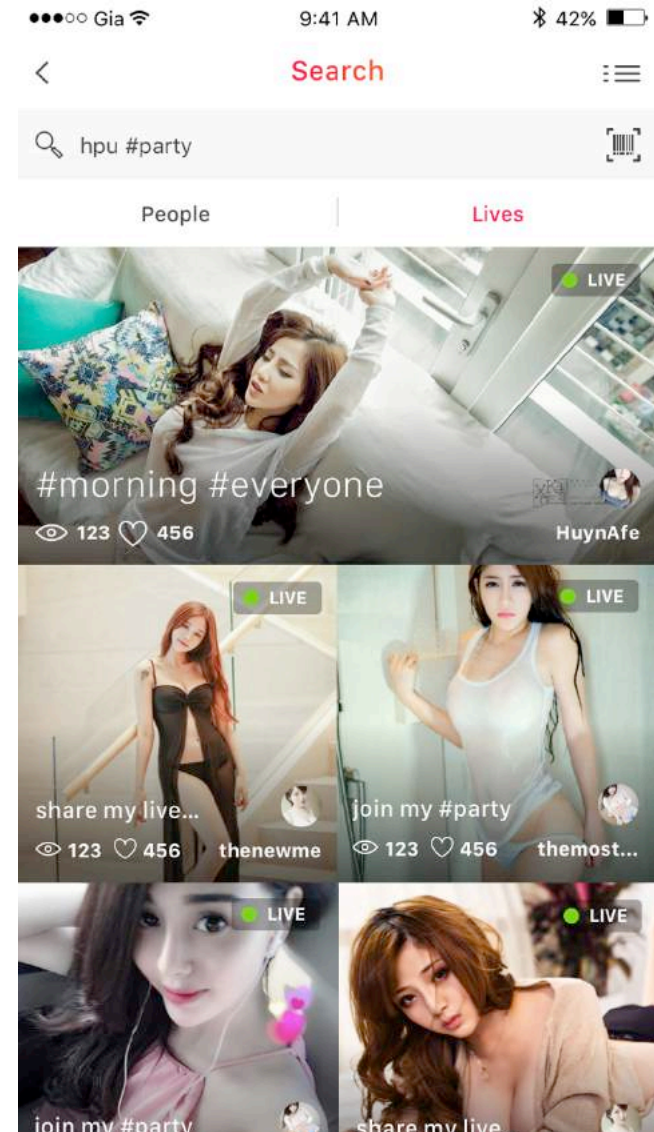


Gamification



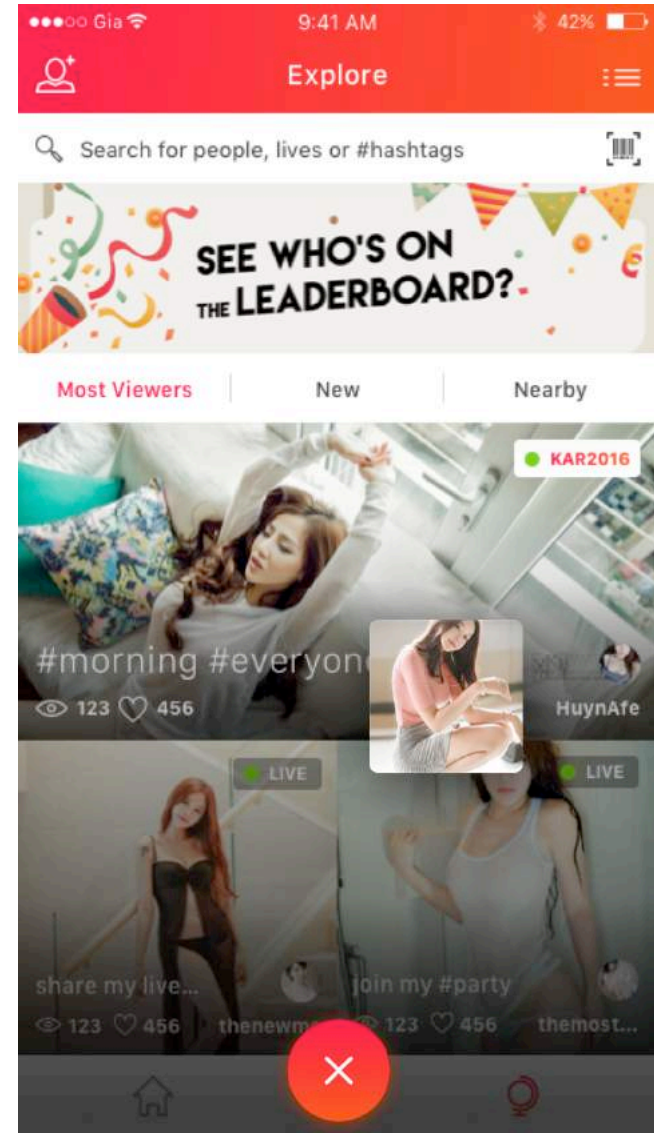
Easy to search

- Search for user
 - By name
 - By unique ID
 - By QR code
- Explore live stream
 - By caption
 - By #hashtag
 - By gender
 - By age

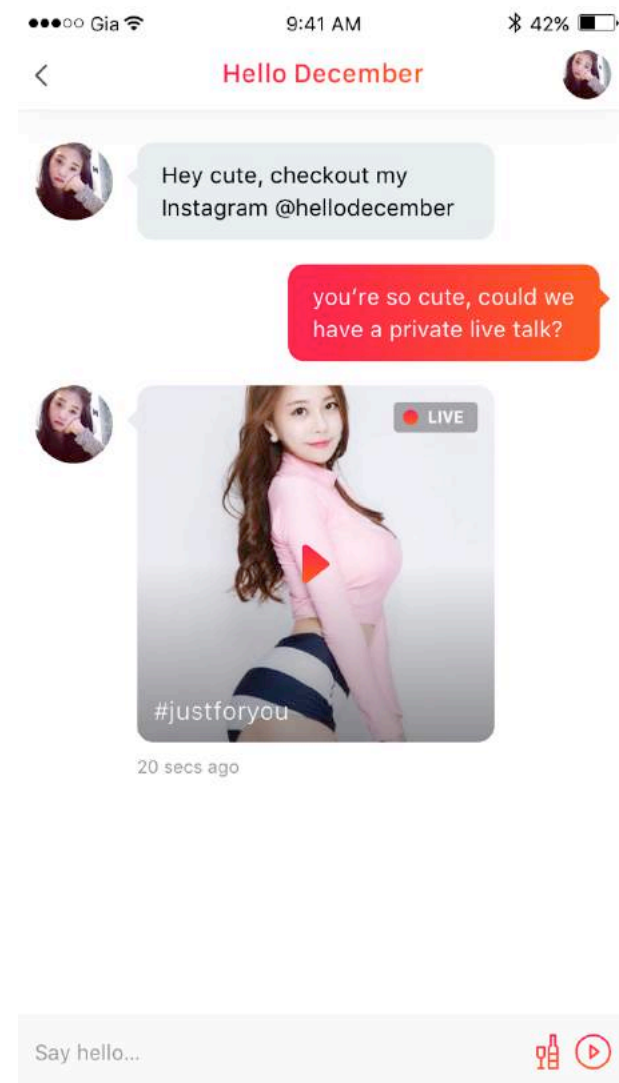
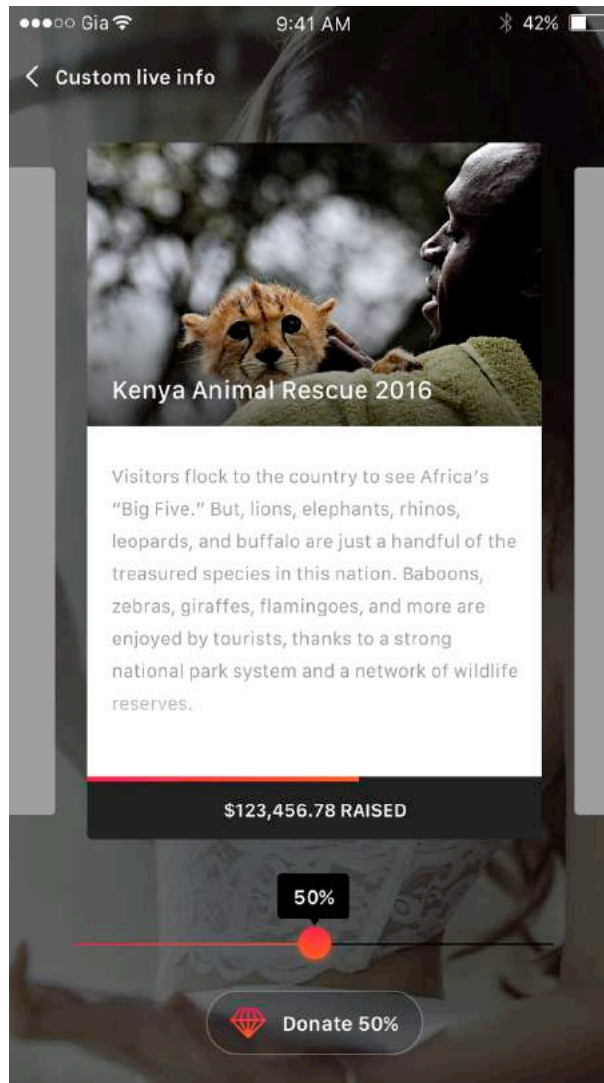
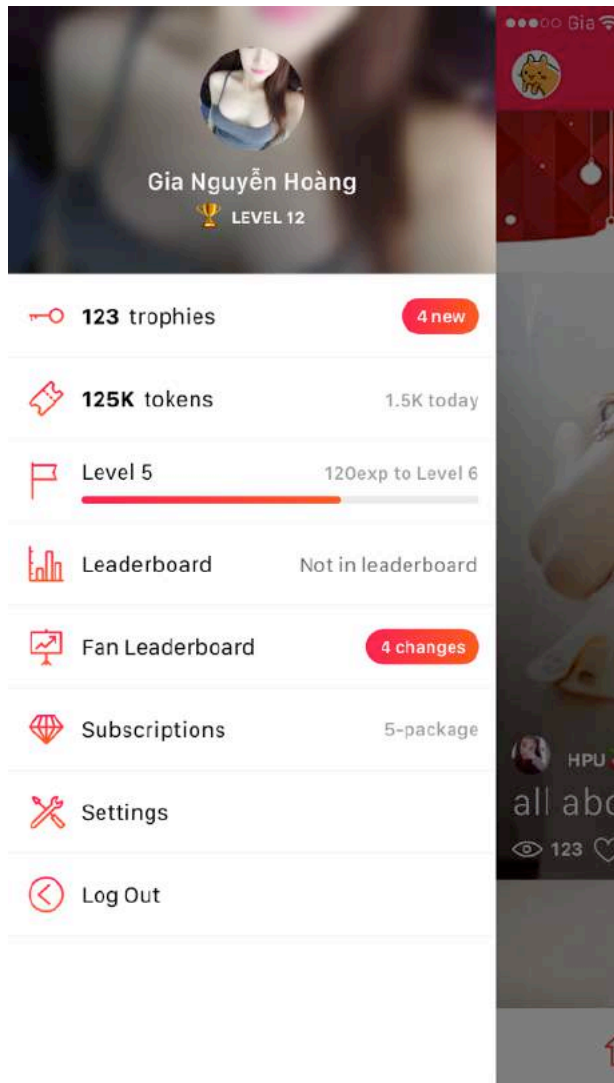


Awesome UX

- Minimized video player
 - Still watching while surfing the app
 - Same as YouTube, Facebook player
- Beautify camera filter
 - Similar to Camera 360
 - Apply to live streams just by swiping left/right
 - On the fly



Fabulous UI



Scalability

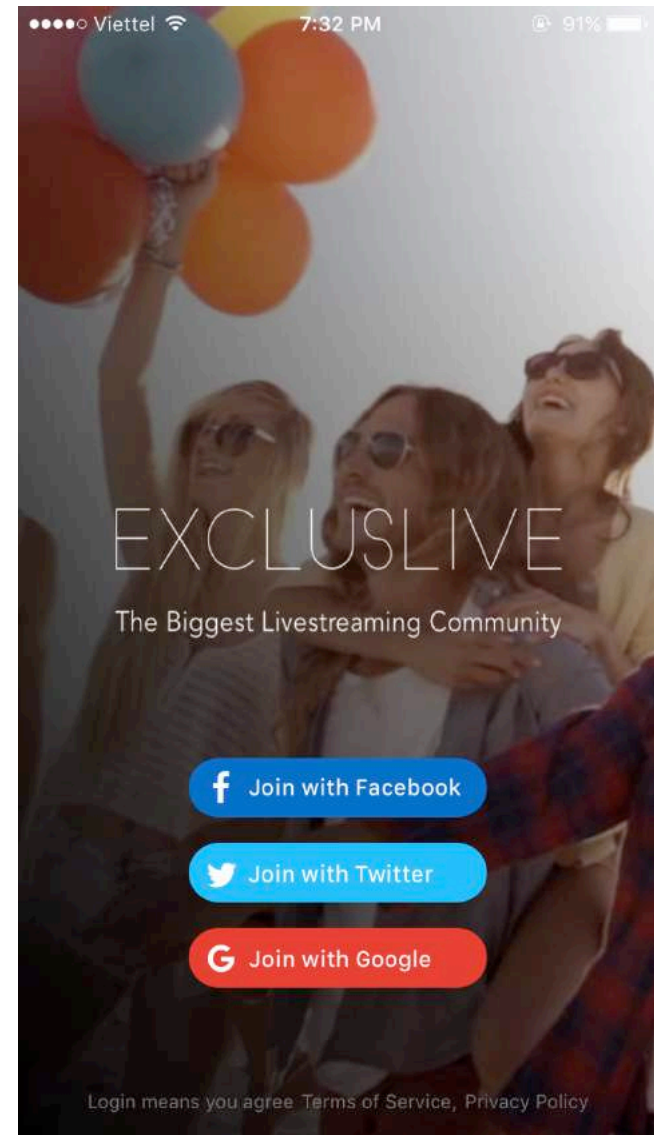
- Ready to scale up to million of users globally
 - Deployed in Amazon AWS
 - Different region (US, Vietnam, Japan...) based on user's location
 - Highly available micro-services
- Ready to serve thousands of viewers for a single stream
 - Viewers from different countries
 - Chat/sending gifts in real-time

Low latency streaming

- Problem: scalability vs. low latency
 - RTMP protocol is good for low latency but costly to scale
 - HTTP protocol is good for scaling but have 10~30 seconds latency
 - It's extremely difficult to achieve both of them
- Our cutting-edge streaming platform
 - HTTP streaming with 3~4 seconds latency
 - Serve unlimited viewers via CDN
 - Configurable video quality
 - Can view in multiple platform: iOS, Android, web
 - Record the streams

MVP

- iOS
 - <https://itunes.apple.com/ae/app/excluslive-social-live-video-streaming/id1210298442>
- Android
 - MVP available in Sept. 2017



Thank you!

Question & Answer



SOTA TEK