MediaPlatform

MediaPlatform®
Event Success Dashboard

Live Monitoring

Sentiment Tracking

Network QoS

MediaPlatform® Event Success Dashboard – See Audience Sentiment, Webcast Performance in Real Time

Intuitive Displays Let Event Organizers Easily Assess Content and Delivery Success

MediaPlatform's Event Success Dashboard provides next-level analytics that enable organizations to clearly understand how their CEO Town Halls or company-wide business broadcasts are performing technically, as well as how their audiences are reacting to the information that's being presented.   With an improved audience experience, that includes sentiment tracking, and a highly intuitive administrative dashboard, the Event Success Dashboard displays: how live streams are being delivered to users across internal networks; timeline-based dynamic sentiment scoring they can use to gauge messaging effectiveness and give to presenters during events; quality of service roll-up scores for quick event technical grading, and much more.

Key applications include:

- Corporate Communications Live Event Monitoring – the Event Success Dashboard allows corporate communications teams to monitor and report on event success using practical widgets that parse massive technical data into simple roll-up scores;

- Corporate Communications Presenter Feedback – At the conclusion of a webcast, Corporate Communications and event teams can tell executives immediately if viewers reacted to their message positively;

- IT Coordination – Corp Comm's teams can monitor network quality scores to alert IT and Network Operations teams when scores fluctuate, giving them the ability to use MediaPlatform's Video Business Intelligence analytics to diagnose and remedy network QoS issues;

- Webcast Presenter and Content Refinement – Corp Comm's professionals can measure and track the success of presenters to improve sentiment scores through message testing and media and presentation training.

Features and Benefits

Event Admin Dashboard: Live webcast administrators and owners can assess, and report webcast quality and live viewer feedback using non-technical, intuitive widgets and displays.

Real-Time Webcast Attendee Data: See audience size and drill down to find specific users. View attendee-to-registrant ratio.

Quality of Audience Engagement: Track audience engagement by number of viewers, average length of stay, viewer drop-off points, number of "sentiment votes," poll response rates, average number of questions asked.

Sentiment Tracking: Monitor – live – how the presenter's information is being positively or negatively received by audiences. Collect data across presentations for post-event analysis and comparison.

Network QoS Roll Up: Easily assess webcast effectiveness, and liaise with IT and networking teams, in real time, using roll-up scores from complex network performance information gathered by MediaPlatform Video Business Intelligence analytics.

Event Success Reporting: Generate high value reports that provide deep insights into event effectiveness. All live data is available immediately for objective, accurate assessment. No need for post-event anecdotal employee polling.

Deployment Options

Deployment Options	
On Premises	Softtware (VM)
Cloud- Single Tenant	
Cloud - Multi-Tenant	

Licensing

Licensing	
Event Success Dashboard - Base Fee	Annual fee
Event Success Dashboard Users 1-2,500	Annual fee
Event Success Dashboard Users 2,501-5,000	Annual fee
Event Success Dashboard Users 5,001-10,000	Annual fee
Event Success Dashboard Users 10,001-25,000	Annual fee
Event Success Dashboard Users 25,001-40,000	Annual fee
Event Success Dashboard Users 40,001+	Annual fee

Product Specifications

MediaPlatform Event Success Dashboard provides next-level analytics that enable organizations to clearly understand how their CEO Town Halls or company-wide business broadcasts are performing technically, as well as how their audiences are reacting to the information that's being presented. The Event Success Dashboard displays how live streams are being delivered to users across internal networks, time-line-based dynamic sentiment scoring, quality of service roll-up scores and much more.

Extended:
Enables organization to monitor and analyze quality of experience for live webcasts for extended periods of data access. Fee based on duration of additional access.