

CLEENG



Managing Live Pay-Per-View Events

A STEP-BY-STEP GUIDE

About Cleeng

Cleeng handles the Authentication, Commerce, Security and Customer Care for premium video publishers. It is a flexible and cost-efficient platform used by leading brands like FIFA, Golden Boy Promotions, One FC, NHRA, WFTDA, etc. to sell their videos live and on-demand. Cleeng solves this by delivering turnkey and exceptional solutions quickly, deeply integrated with the leading OVPs including Brightcove, Ustream, Livestream, Verizon DMS etc.

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Live streaming is the future

And to stay on the pulse, publishers need a place where they can sell and manage their content, hassle free and focus on what they do best: offering show-stopping entertainment and making money.

If you're looking at this and thinking 'this is me' then please read on...

Pay-per-view events can help you harness the power of global online audiences across every possible device. Pay-per-view isn't just about setup and tech; it's also about sales. But, how can you be sure your event will sell like hot cakes? **Fortunately, setting up a thriving Live PPV event with Cleeng's robust monetization platform is both seamless and effortless.** We have all the tools you need to brand, promote and sell at a top-quality level. And here's what you've been waiting for: our practical guide to publishing success via our platform. **Follow each step carefully and get closer to your bright future in live video streaming.**

Fun Fact 1

“ Boxing fans really love mobile live video! For the mega-fight Canelo vs Khan, we recorded more people watching the PPV fight from mobile devices than PCs.

51%

Mobile
(phones + tablets)

49%

Personal computers

Add an exciting title and event description that attracts the right audience

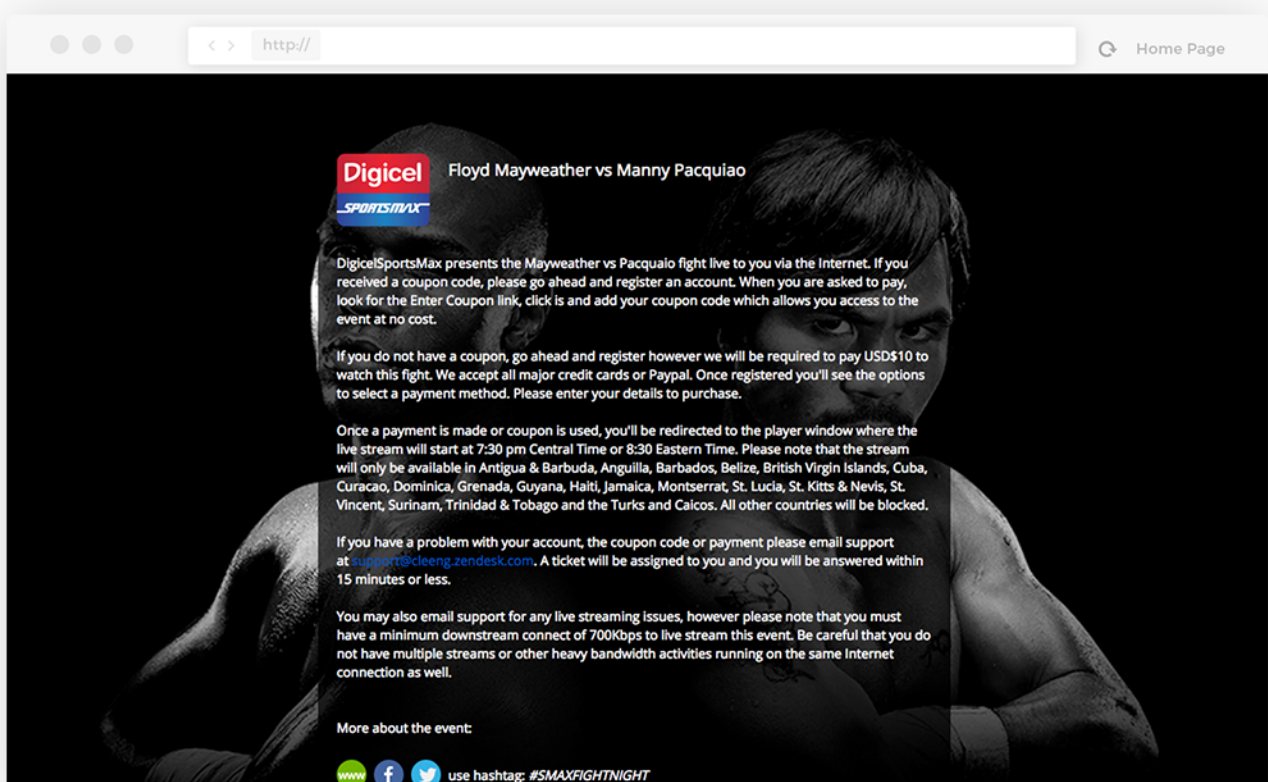
Of course, a picture, or indeed, a video speak a thousand words - but when it comes to setting up your pay-per-view video for public consumption, **you should never underestimate the power of compelling copy [written content]**.

Make sure that your title is not only representative of your event, but it's easy to digest [read] and grabs people's attention from the get go.

Next, take a step back and think about what would motivate a fan or viewer to click that all-important 'buy button.' Create a sense of exclusivity by listing well-known cast members or hosts; clearly outline your USPs and enhance your text with formatting, links and images.

REMEMBER:

You're the expert, and you know what you're talking about - so give your audience what they want.



Put together a clear pricing strategy

Ticket pricing is important, but before you even think about that, **it pays to come up with a solid pricing strategy.** And you can adjust the pricing according to the growth in anticipation.

For example, offer an attractive [and lower] early-bird price a few weeks before the day of your big event - **then increase the price gradually as you get closer to the event** [it's advisable to have your event description and teaser to follow this strategy too].

Thanks to Cleeng's flexibility, you can get the most from your video assets: you can offer your multiple-day events with just one access pass, which means that your customers will be watching them all by logging in just once. **You can then go ahead and sell the event recordings as separate on-demand videos, pricing each one differently,** based on the value it brings to your audience.

So, what are the typical price ranges we see for different types of events?



Music concerts

shape up at between \$10-\$20



Sports events

are sold at anywhere between \$5-\$50



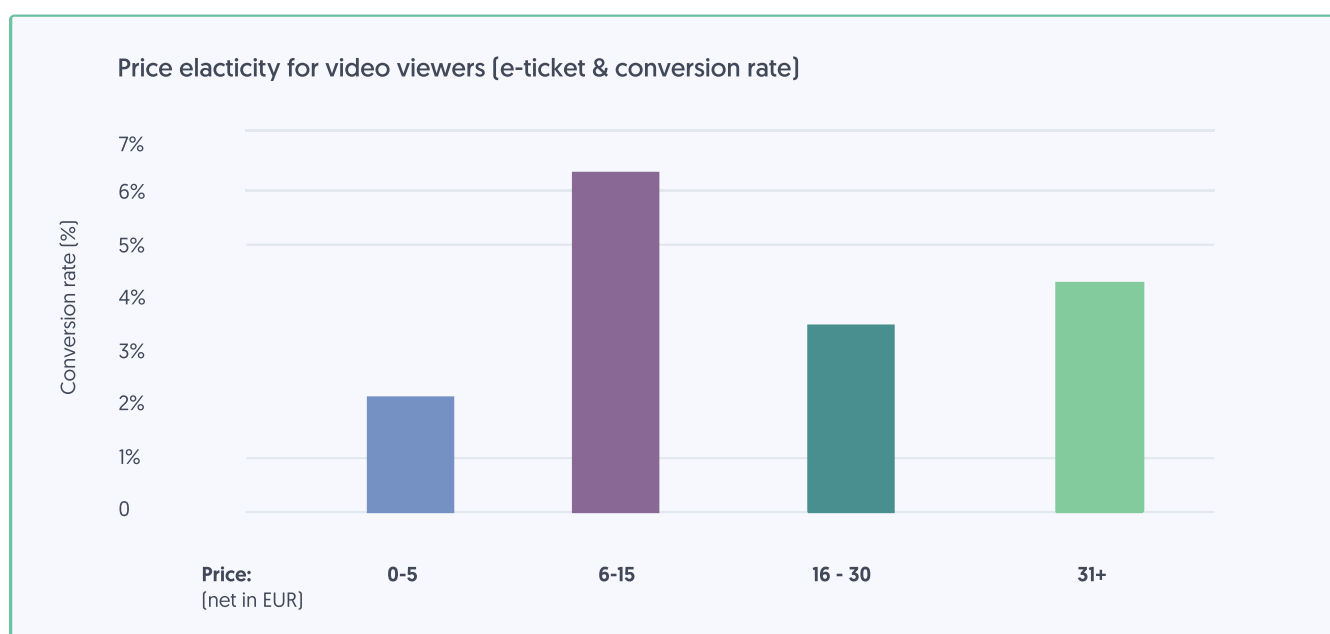
Conferences and workshops

can be pricey - even up to \$300-\$2000 for multiple-day events.

And based on our experience, we have managed thousands live PPV events based on this model - so it's safe to say that it works.

Fun Fact 2

“ E-tickets price is not the key factor affecting the purchasing decision for viewers. Publishers that sold tickets for their live streamed shows with prices over 31 EUR recorded the 2nd best (6%) visitor conversion rate [ratio: purchasers/viewers], while the publishers that sold tickets below 5 EUR noted the lowest conversion rate [2%].



Before but do anything, ask yourself, who am I selling this to?' Are your audiences spread across the globe? If so, then it may be a good idea to create a number of events and landing pages in different languages and then set the price in local currencies.

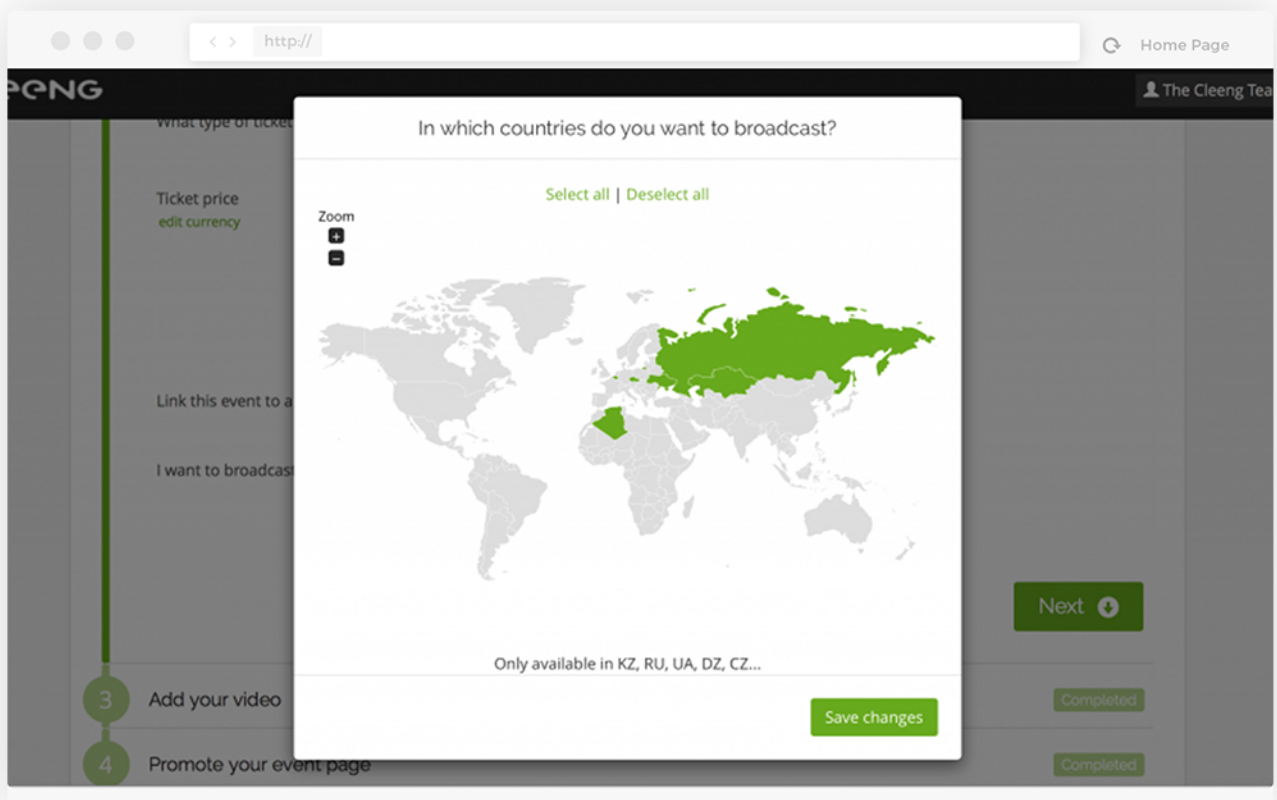
We offer 20 recognised world currencies - so making your event a global sensation is a piece of cake.

STEP

3

Think about geo-blocking

Are you targeting local audiences? No problem – we have a point-and-click geo-blocking functionality that will allow you to restrict the access to certain countries so that you can tailor your pay-per-view live stream to particular regions [should you wish to do so].



Fun Fact 3

“ The setup of the e-commerce environment for Caribbean-only coverage of the May-Pac fight took us only 3 days.

3 Days

Copy and paste your broadcast embed code

We work together with the best OVP platforms on the market so you know you're in safe hands. Thanks to our seamless integration, all you need to do is to copy and paste your HTML embed code from your platform to another - no tech knowledge required.

To make it clear just how easy it is, here's an example of a Cleeng pay-per-view event which has been streamed from Livestream.com:

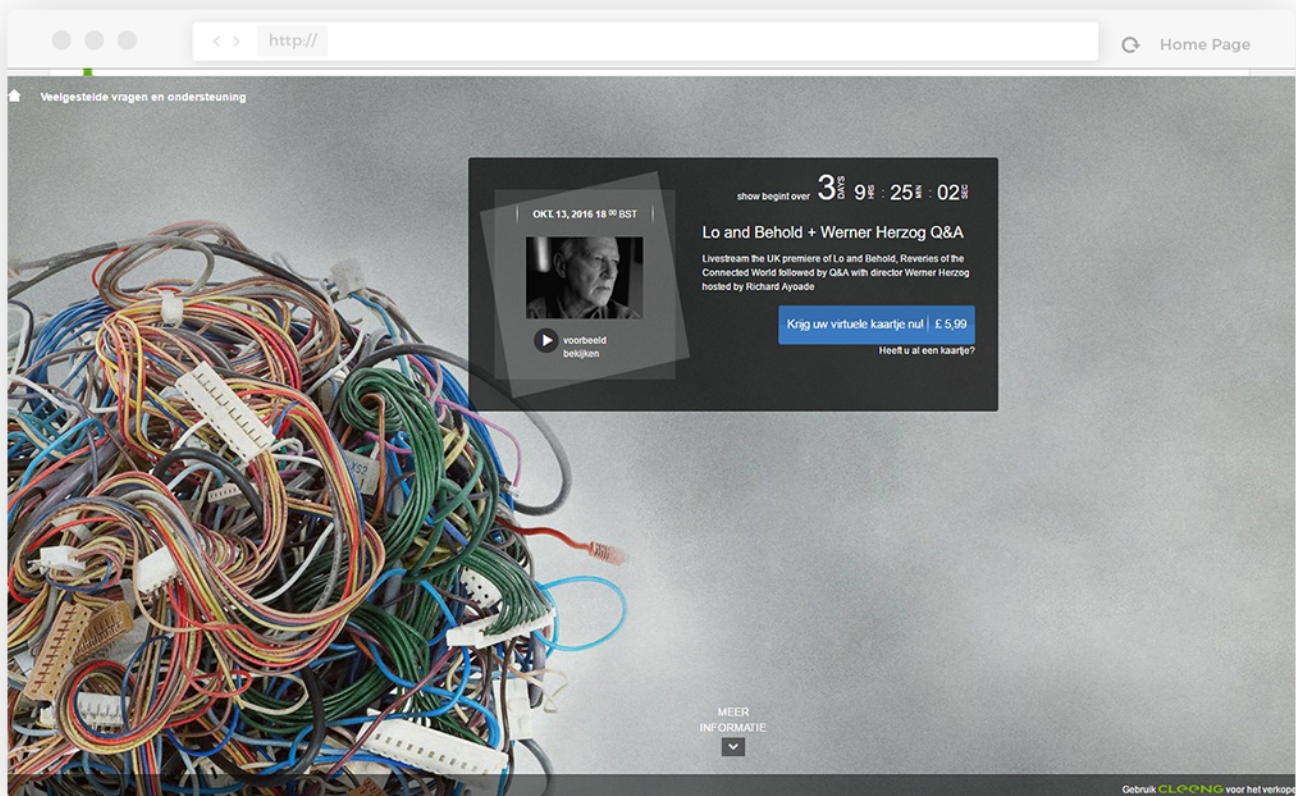
The screenshot shows a web browser window with the URL 'http://'. The page is titled 'Add your video' and has a status of 'In progress'. It features a dropdown menu for 'Select your streaming platform' with 'Livestream' selected. Below this, there are buttons for 'DO NOW' and 'DO LATER'. A section titled 'Copy-paste your player embed code here:' includes a link to 'Find out how to embed with Livestream' and a note about domain playback restrictions. A text box contains the following HTML code: `<iframe src="http://new.livestream.com/accounts/7713678/events/3932443/player?width=560&height=315&autoplay=true&mute=false" width="560" height="315" frameborder="0" scrolling="no"> </iframe>`. A 'Next' button is visible. Below this section, the status changes to 'Completed' for 'Promote your event page', and an 'Update event Page' button is shown. A green arrow points from the 'Next' button to the 'Update event Page' button.

PLEASE NOTE:

Before you paste the embed code, you'll need to restrict its privacy settings on your OVP platform; this is to prevent your event from being accessed for free. Don't worry We have a set of comprehensive video guides that will show you how.

Add extra elements to help promote your event

Write a teaser: grab the attention of potential viewers by writing an eyeball grabbing teaser (remember what we said earlier about the power of written content). In short, the teaser is the first thing your viewers will see when landing on the event page - so make it snappy.



Connect your website and social channels to your Cleeng event page: if you do this, we will display these details under your event teaser. In addition to this, all event hosted pages come complete with social sharing buttons that make it easy for your viewers to share the event with their friends.

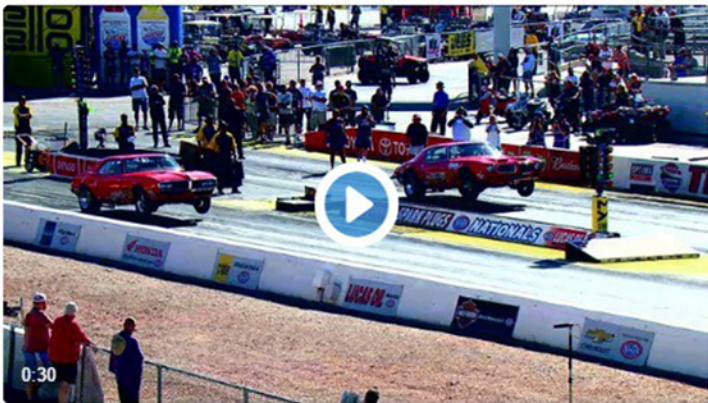
http://

Home Page

TWEETS 28.3K FOLLOWING 1,261 FOLLOWERS 106K LIKES 1,188 LISTS 9

NHRA @NHRA · Apr 30

DON'T MISS a minute of the action from the #SpringNats with #NHRAAllAccess! Sign up NOW: bit.ly/nhraallaccess.



Sign up for NHRA All Access

Watch all of the action from the Mello Yello Drag Racing Series all season long on #NHRAAllAccess.

8 29

Add a hashtag: start tweeting about your event early by using an attention grabbing hashtag to centralise all of the conversations around your event. How do you create a hashtag? Here are a few tips.

http://

Home Page

LESS DETAILS

RMLC

2 Day All Tournament Pass - RMLC Semi Finals and Championships

Buy your tickets now to watch the RMLC Men's Lacrosse Division I & II semifinals AND championships.

Semifinal schedule as follows:

- 10 AM - Utah State vs Northern Colorado
- 1 PM - Montana State vs Fort Lewis
- 4 PM - Colorado State vs Colorado
- 7 PM - Westminster vs BYU

Championship teams TBA & will air at the following times:

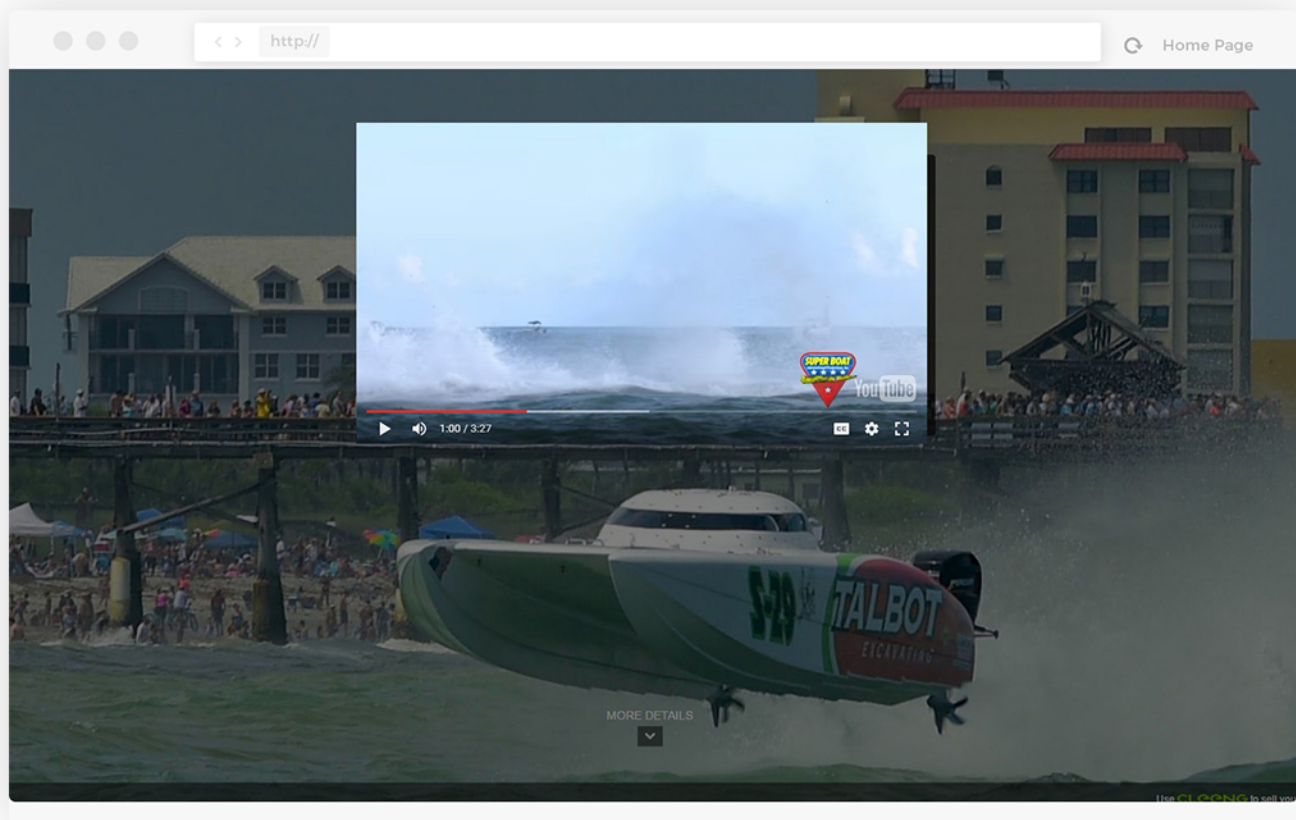
- 1:30 PM - Division II
- 4:30 PM - Division I

All time Mountain Standard Time and are approximate. Schedule subject to change.

More about the event:

[www](#) [f](#) [t](#) use hashtag: #RMLC

Add a video teaser: invest in an additional video which lets potential fans and viewers know what they will miss if they don't buy a ticket to the stream. Make it as appealing and inviting as possible, while creating a sense of urgency (you know, 'I must watch this event live or my life will be empty.')



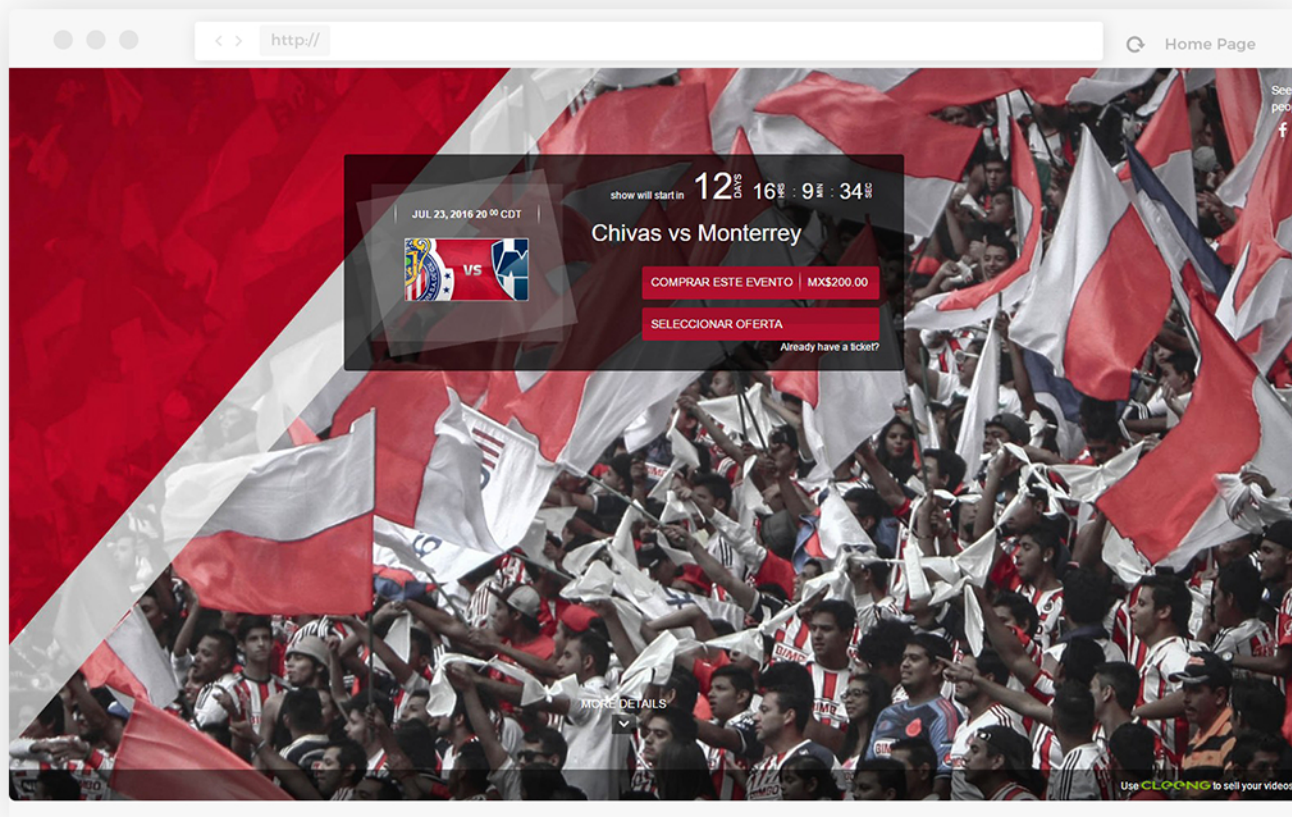
STEP 6

Brand and promote it

Once you hit the 'Publish' button, you'll be able to brand your event re-booking page further, with these simple steps:

To make sure you get your branding right from the start, make sure you aim for the best and most visuals possible; assets that will reflect the live emotions you are about to offer to your fans. Your event page should stand out, thanks to:

- A high-quality, alluring background image
- A transparent and inviting logo
- A simple color scheme



Promote and drive traffic

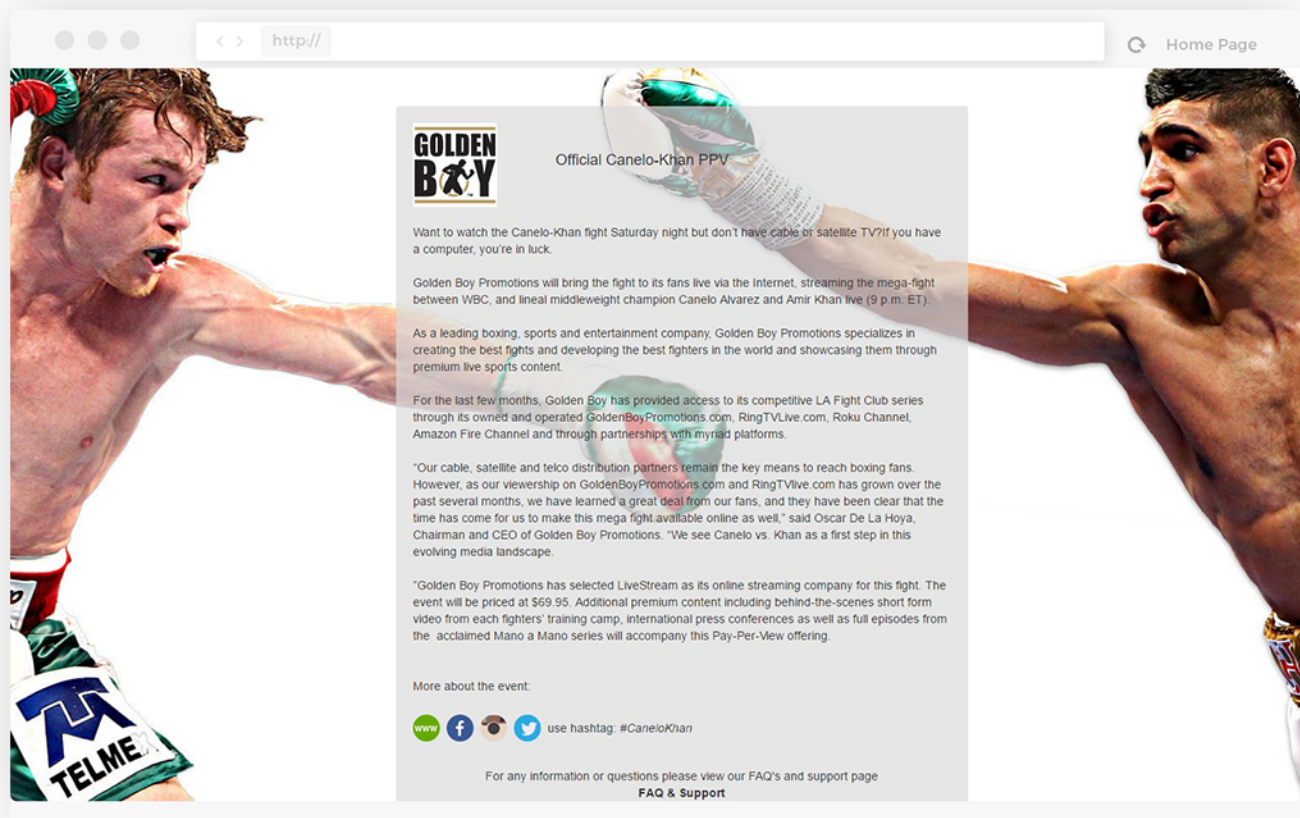
First, start early enough. Even if you have thousands of social followers, you still need to reach out to them personally a minimum of two weeks before the big day. The typical spike in sales that happens within the last 10-15 minutes of an event accounts for nearly 20% of all ticket sales - and it is usually the result of a smart and timely promo campaign.

Use the power of social media and funnel your conversation through your hashtag; keep your fans tuned in and make sure they are curious about what's coming. Let them in on the live emotions gradually by adding videos, pics, and memorable phrases to the mix.

From a practical point of view, you should link to your event page as often as possible by:

- Publishing a huge announcement at the heart of your website
- Adding the event link in your printed materials
- Adding the event link to your email signature
- Leveraging your networks [ask friends and supporters to spread the word for you]
- Using discount coupons [another great and unique Cleeng feature] on your social media channels to attract more sales.
- Running a competition on your Facebook page and awarding the winners with free access coupons.

These are just a few ideas that our publishers use to sell more tickets. Use these as a solid base and use your imagination [and know how] to come up with even more - we are sure you can.



Fun Fact 4

“ NHRA [National Hot Rod Association], the drag racing governing body achieved a positive return on investment in three weeks, with thousands of fans buying their season pass.



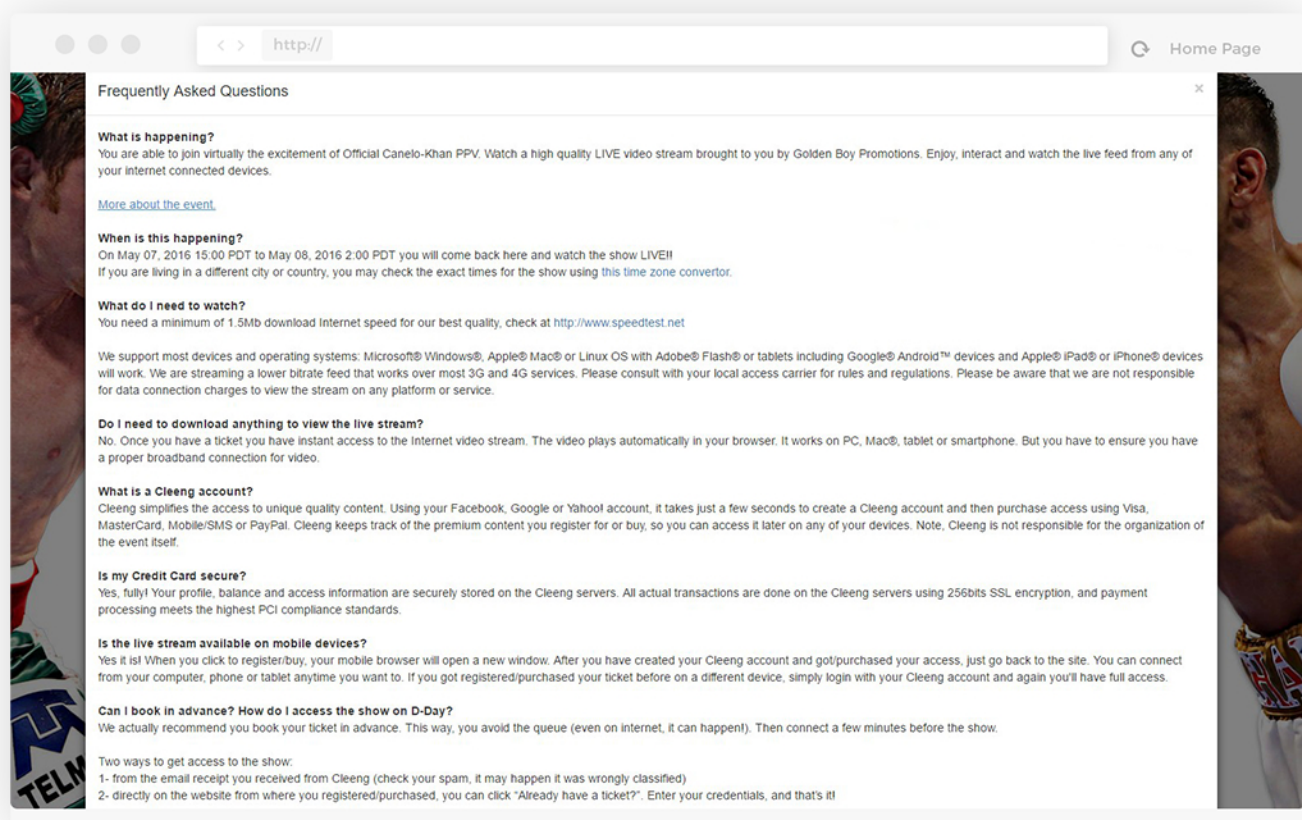
Other ways to drive traffic to your event

How about embedding it onto your website? You can create a sub-page called 'Live Streaming' where you can embed your future event, as well as the replays. Next to that, you can create a landing page, optimized for search engines, so that everyone who is looking for a particular keyword will find it [here's a comprehensive guide on how to optimize your landing page].

Manage customer support

Our friendly, and knowledgeable, agents will always answer your customers' queries within 15 minutes; we will also provide you with a comprehensive self-help tool. By default, every Cleeng-hosted event page contains a list of the most frequently asked questions that your viewers may come up with [top left corner] - so you have top notch support every single step of the way.

If you embed a Cleeng event into your website: please note, the FAQ section isn't included, so you'll need to make sure you link it to your website in a visible place. Never fear, we have a few tips on how to do this the right way.

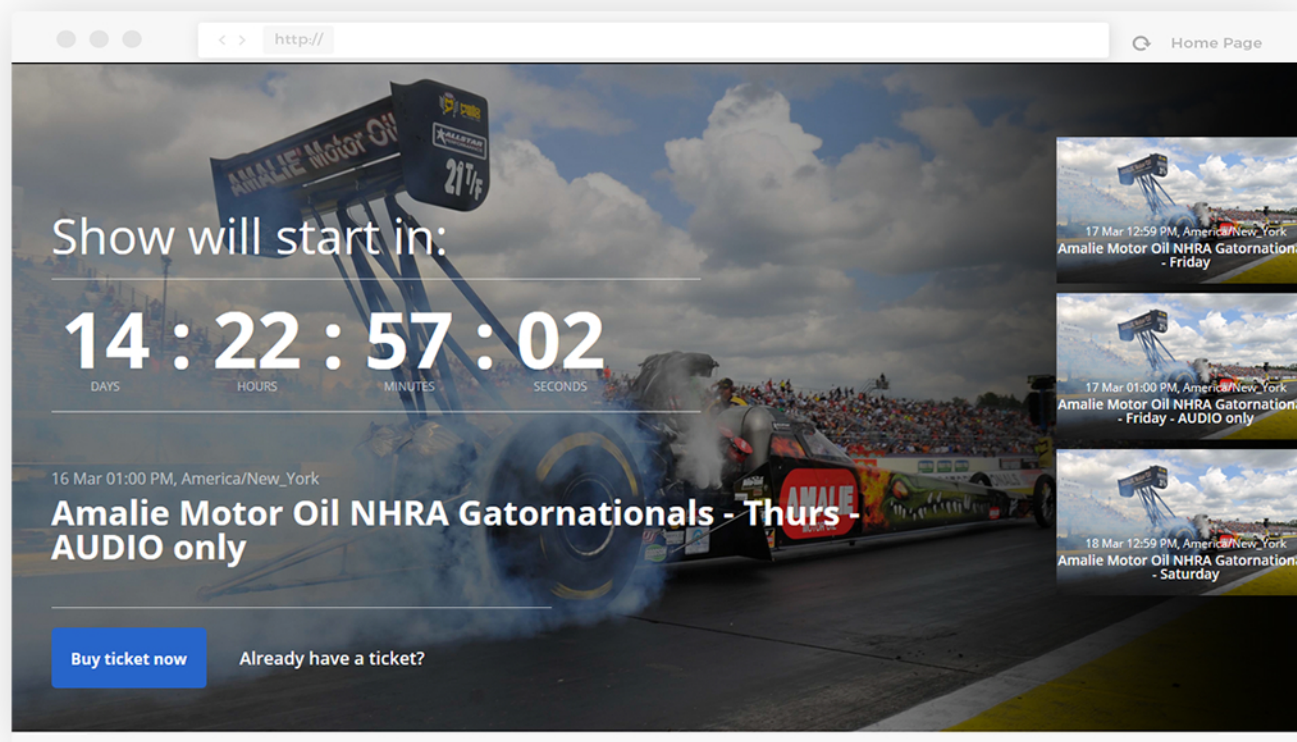


Show will start in:

Aggregating live
and replay video

From our experience, there is a strong link between different types of video content, from live pay-per-view events to on-demand and subscription-based video. Successful publishers rarely do “one-off” live events and they want to build up and manage their content portfolio on one spot, without serious technical interventions.

That was the main reason we built Cleeng Portal.



It enables publishers to easily build a fully-featured video channel and manage their very own on-demand service within days.

Additionally, publishers can manage full range of subscription offers for end-users. They can keep full control of their channel branding, content categorization, templates and payment settings.

So, if you are broadcasting regular live events and you want to keep your fans engaged on your site, Cleeng Portal seems like a no-brainer.

There you have it: our step-by-step publisher's guide to setting up, promoting and selling successful pay-per-view live streams with our easy-to-use and fully integrated video platform.

We wish you the very best of luck with your first successful live online event with us - and if you want to know more about how Cleeng can benefit you [and your business], please do get in touch - we are all ears.

CLEENG

Learn more about us at:

<https://cleeng.com/>

And try out our Live PPV solution for free:

<https://cleeng.com/live-streaming-ppv>