LIVE MATRIX

What's When on the Web

Live Matrix

Summary

Live Matrix is the only source for finding scheduled events on the web. With the proliferation of live events on the web, traditional methods of content discovery are no longer adequate. Traditional search engines like Google and static aggregators like Clicker, are built for on-demand and archived content discovery – they only tell you "what is where" – they provide no visibility into when online events or content are scheduled to go live. Live Matrix is the only solution to this problem – we tell you "what is when on the Web". Live Matrix indexes scheduled online events of all types including video and audio streaming, textual content events, live chats, and commerce events such as sales, auctions, product launches and more. Further, we don't host, stream or frame your content and don't create content ourselves – we are a tune in to tune out service. If your event is online and has a scheduled start time, it belongs in Live Matrix.

Features

Live Matrix can be utilized by your organization as the de facto promotional tool for all of your live and scheduled content. With Live Matrix, your organization now has full control over the online distribution and promotion of your own live events calendar.

The Live Matrix Event Provider interface allows you to submit your events in both static and dynamic formats for display in the Live Matrix schedule. Features include:

- Event Provider Portal for managing all your event data in Live Matrix
- Feed Manager (XML, RSS, CSV)
- Administration team management tools
- Individual event widgets that allow your users to RSVP to your events
- Customizable widgets for syndicating your event schedules

Live Matrix users have the opportunity to RSVP online and set email reminders so they won't miss your events. The more RSVPs your events get, the better chance they have of being featured on our homepage via our popularity algorithm. In addition, our event schedule is also available as a widget that will be featured on some of the web's most popular sites, which means even more exposure for your events.

Benefits

Our web application and distribution tools make distributing and popularizing your live events a simple process.

- Increase event traffic by promoting your events more widely on the Web
- Increase audience and revenue
- Simplified Distribution
- Add functionality to your destination with our customizable inventory of widgets
- Increase Brand awareness

Easy Integration

Submitting your event schedule to Live Matrix is easy. Simply create a publisher account at http://livematrix.com/publisher/index/apply and submit the FTP credentials for your schedule in our simple XML format (see below). We'll import it automatically on a periodic schedule. Too hard? Just email us and ask about alternative RSS, CSV, or individual event submissions. You can even enter events manually using our online tools if you choose to. We are here to help.

Live Matrix

Example XML:

```xml
<events>
  <event>
    <link><![CDATA[http://google.com]]></link>
    <title><![CDATA[title]]></title>
    <start_date>2010-01-01 15:20</start_date>

or {
    <duration>1:30</duration>

    <end_date>2010-01-01 19:30</end_date>

    <description><![CDATA[this is the description]]></description>


    <time_zone>GMT-9</time_zone>

or {
    <price>Free</price>

    <price>Fee</price>

    <price>Invite Only</price>

    <language>English</language>

or {
    <first_time>0</first_time>

    <first_time>1</first_time>


or {
    <series>0</series>

    <series>1</series>


    <types>
        <type>video</type>
        <type>audio</type>
        <type>chat</type>
        <type>other</type>
    </types>
    <format>mp3</format>
    <tags><![CDATA[tag1, tag2, tag3]]></tags>
    <image><![CDATA[http://imagesite.com/image.jpg]]></image>
    <video><![CDATA[<object width="560" height="340"><param name="movie"
        value="http://www.youtube.com/v/Tuf61OjvoPQ&hl=en_US&fs=1&"></param>
        <param name="allowFullScreen" value="true"></param>
        <param name="allowscriptaccess" value="always"></param>
        <embed src="http://www.youtube.com/v/Tuf61OjvoPQ&hl=en_US&fs=1&"
        type="application/x-shockwave-flash" allowscriptaccess="always"
        allowfullscreen="true" width="560" height="340"></embed></object>]]></video>

  </event>
...
</events>
```

REQUIRED FIELDS

OPTIONAL FIELDS

NOTES

<first_time>:	<series>:
0 - false	0 - false
1 - true	1 - true

Live Matrix

Take Control

Once you have sent us your xml event schedule, you just have to keep your feed updated with your newest schedule. In addition, via our event provider portal you can create multiple channels with multiple feeds. You can even assign administrative credentials to additional people in your organization with various permissions and prohibitions for each channel of events you create. Our system will notify you if there is anything wrong with your feed or channel, but generally speaking as long as you follow our simple guidelines, distributing your live event schedule should be easy.

Simple Rules

Required:

» Title
» Start Date and Time
» Time zone (You provide us with the time zone of your schedule, and we translate the output to our users based on their time zone)
» Duration (or end date and time)
» Description (synopsis)
» Event Link (link to deliver user directly into live event)

Optional:

» Price
» Language
» First Time Event
» Series
» Event Types (video, auction, podcast, audio)
» Key Tags
» Embeddable Video trailer or Images (for promotional purposes)
» Format

Getting Started

Live Matrix is currently in closed private beta. We will be launching publicly in spring/summer of 2010. We invite you to join us now and be part of our launch buzz campaign.The easiest way to get started is by emailing us at: eventproviders@livematrix.com. As long as you have your XML ready to go, there should be no issues at all. Once we come out of closed beta your control panel will be just a click away. So what are you waiting for? Email us now!

Live Matrix

Buzz

Although we have not launched yet, Live Matrix is already garnering terrific buzz from the press based on our previewing it with select members of the tech digerati at SXSW 2010. Here are some quotes and links to articles that have come out recently about Live Matrix:

» Gigaom, Liz Gannes
http://gigaom.com/2010/03/16/nova-spivacks-live-matrix-a-programming-guide-for-the-live-web/

"I totally see the need for what they're doing…. Live Matrix has a good problem…."

» MIT Tech Review, Erica Naone
http://www.technologyreview.com/web/24829/?a=f.

Quote in same article from Carla Thompson, Guidewire Group: LiveMatrix's concept of advertising time slots online "will be a relatively easy sell to major media organizations."

» Allen Weiner's (Gartner analyst) tweet at SXSW:

"Livematrix the guide to the "real" real time web is destined for singular greatness. You heard it here first?"

» TechCrunch
http://techcrunch.com/2010/05/25/live-matrix/

» MIT Tech Review
http://www.technologyreview.com/blog/editors/25226/

» RWW
http://www.readwriteweb.com/archives/need_a_program_guide_for_the_real-time_web_try_live_matrix.php

» Venturebeat
http://media.venturebeat.com/2010/05/25/livematrix/

» Search Engine Land
http://searchengineland.com/live-matrix-guide-to-live-web-42804

» GigaOm/NewTeeVee
http://newteevee.com/2010/05/25/live-matrix-the-one-stop-calendar-for-all-the-webs-events/

» Technologizer
http://technologizer.com/2010/05/25/livematrix/

» PC World
http://www.pcworld.com/article/197177/live_matrix_the_web_gets_a_schedule.html

» SemanticWeb.com/MediaBistro
http://www.semanticweb.com/news/live_matrix_goes_live_in_private_beta_162725.asp

» Silicon Alley Insider
http://www.businessinsider.com/the-entire-web-gets-a-tv-guide-with-live-matrix-2010-5