

mLive

mLive is a live video offering for brands by Matter. mLive combines the power of live video storytelling and TV-quality production with the precision and reach of digital media distribution.

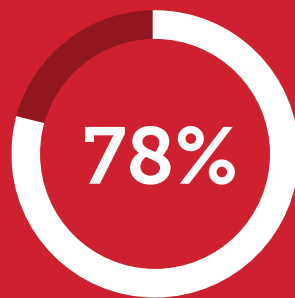
Live Video Has Taken Off



of consumers would rather watch a live video from a brand than read a blog



of enterprises stream or broadcast live for their company

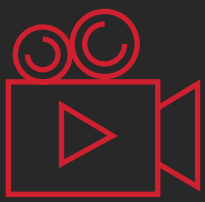


of Facebook users already watch live videos



streaming video accounts for two-thirds of all internet traffic

How mLive Delivers Next-Generation Live Video



TV-quality production



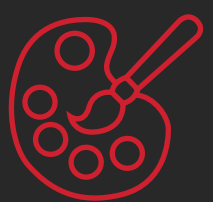
Precision audience targeting



Paid, earned and owned channel integration



Lead generation and commerce capabilities



Rooted in a brand's strategy and creative

“

It's the prime time for live streaming, and if you miss the boat, you could be missing out on huge traffic numbers and the ability to create viral buzz. ”

”

- NEIL PATEL, CO-FOUNDER NEIL PATEL DIGITAL & NEW YORK TIMES BESTSELLING AUTHOR

Brands Successfully Using Live Video



Bloomberg



Honeywell



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