

Omnilive

LIVESHOWS & FAN ENGAGEMENT IN MY LIVING ROOM

2020_10_16_

CONFIDENTIAL

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OR WHAT HAPPENS WHEN A WHOLE INDUSTRY LOOSE THEIR AUDIENCE OVERNIGHT...

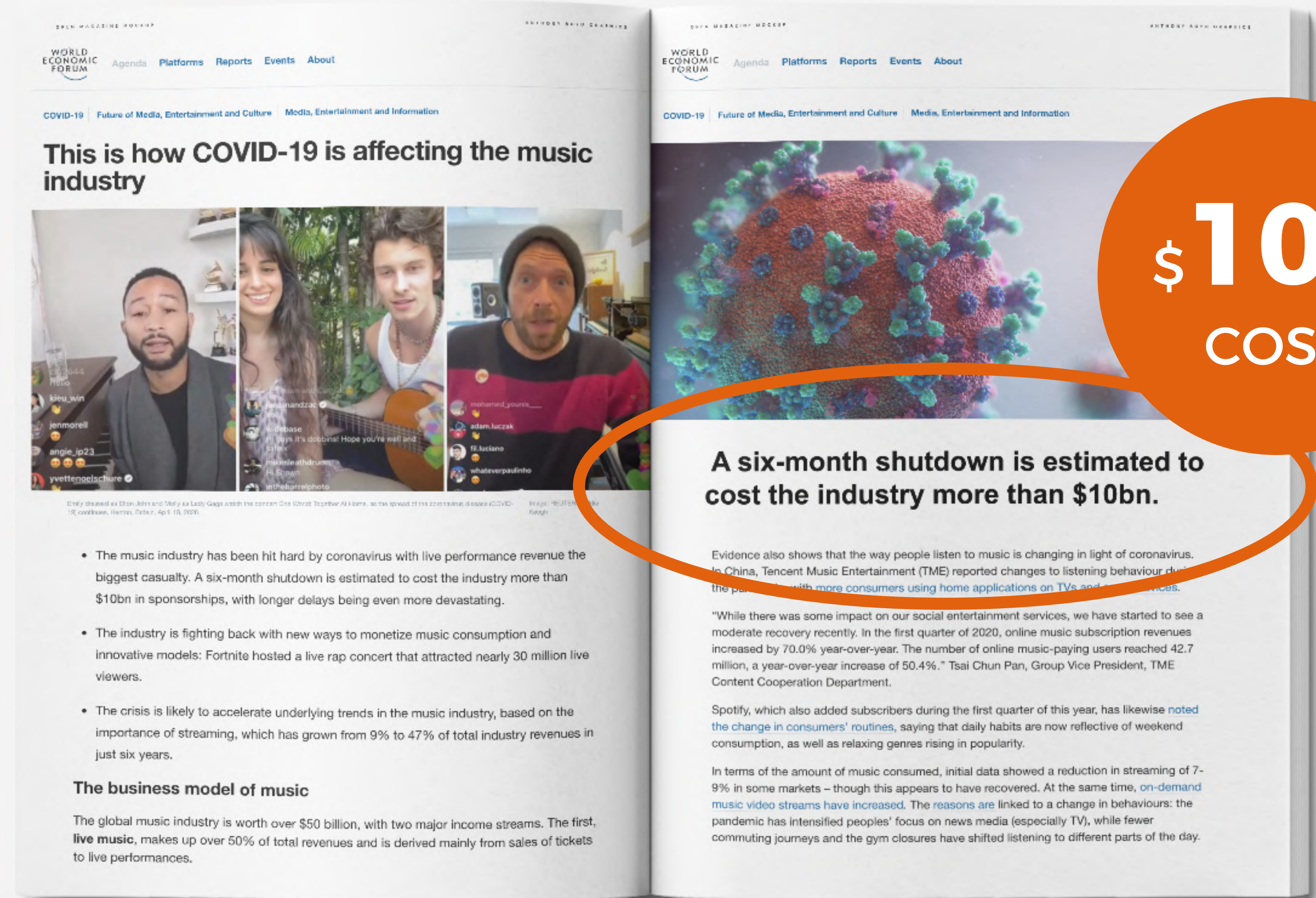
PAIN POINTS

AN INDUSTRY WITH A FEVER...



In 2018, PwC predicted that **ticket sales would be worth \$24 billion by 2022.**

In 2020, the six-month COVID 19 shutdown has cost the industry **more than \$10 billion.**



...AND ASYMPTOMATIC PATIENTS

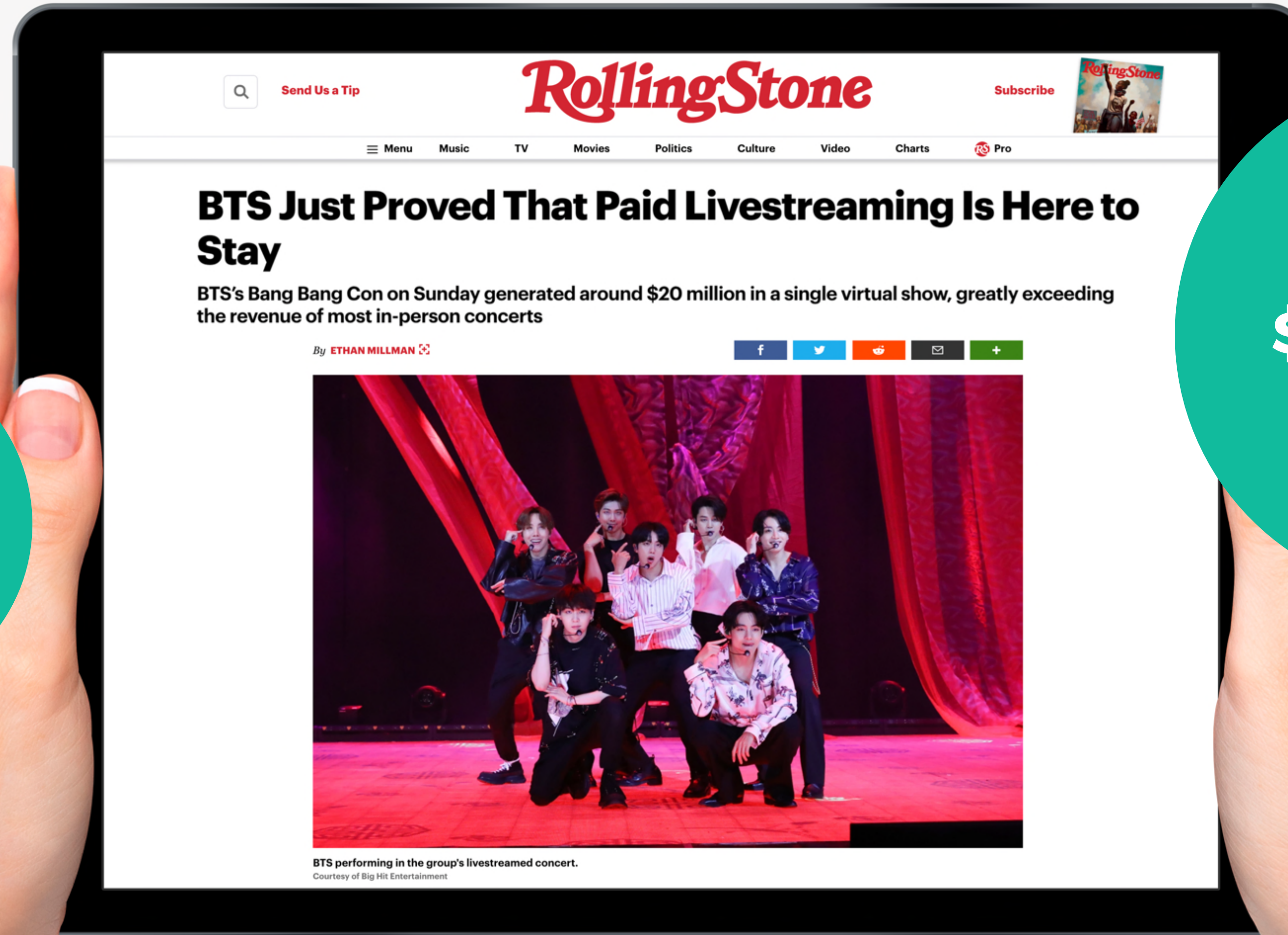
June 2020

756_k

Viewers

\$26

Per tickets



\$20_M

Revenus
In 90min

In October
2020, BTS
renewed the
experience,
grossing \$44M
and 993
viewers



OMNILIVE

WE KNOW WHAT A LIVESHOW IS.

KNOW_HOW & EXPERIENCE

WE BRING IT IN YOUR LIVING ROOM

TARATATA
100%LIVE

700

OMNILIVE VIDEOS
PRODUCED

+15%

ENGAGEMENT

+20

CLICKS ON
AVERAGE PER
VIDEO OF 3MIN



PRIVILEGED PARTNER

EXPERIMENT

THIS IS OMNILIVE



<https://bit.ly/34YdcNj>

FOR ARTISTS & PRODUCERS

Omnilive is an enabler software **integrating** as a grey label solution **into your ecosystem** and to help you create a fully tailored experience for your fans.

Together, we create brand awareness,
True live shows
& real fan engagement.

ZERO
LATENCY



USER CENTRIC



CLICK &
SWITCH



BECAUSE IT'S ALL ABOUT EMOTIONS

All-in-one multistream experiential solution bringing livestreams at home to your fans

Omnilive is patented and it allows viewers to create their own viewing experience, take control and **CHANGE VIEWPOINTS AT WILL WITH ABSOLUTELY NO LATENCY.**





OMNILIVE

BUSINESS CASE



Production : **5B Artist+Mangement / Grupa 13**

Livestream 05/09/2020

hosted by **Single Music / Shopify**


www.behemoth.live

MULTI-CAM EARLY-BIRD PRICING:

\$19

*\$24 AFTER 27/08

- ACCESS TO A CURATED DIRECTORS CUT OF 'IN ABSENTIA DEI' + 8 SELECTABLE CAMERA ANGLES THAT CAN BE CHANGED IN REAL TIME
- FULL ACCESS TO STREAM CHAT TO COMMUNICATE WITH OTHER LEGIONS
- ACCESS TO 'IN ABSENTIA DEI' ON DEMAND FOR UP TO 72 HOURS AFTER INITIAL BROADCAST

POWERED BY  Omnilive

DIRECTORS CUT EARLY-BIRD PRICING:

\$14

*\$18 AFTER 27/08

- ACCESS TO A CURATED DIRECTORS CUT OF 'IN ABSENTIA DEI'
- FULL ACCESS TO STREAM CHAT TO COMMUNICATE WITH OTHER LEGIONS
- ACCESS TO 'IN ABSENTIA DEI' ON DEMAND FOR UP TO 72 HOURS AFTER INITIAL BROADCAST

PREMIUM

- 1 pre-show on Youtube
- 2 hours of cinematic concert
- 8 different ticket bundles ranging from \$14 to \$107
- **Omnilive positionned as a premium offer.**
- \$19 for early bird and \$24 last minute

WHAT THE PRESS SAID BEFORE...

KNOTFEST.COM

**BEHEMOTH ANNOUNCE 'IN
ABSENTIA DEI' IMMERSIVE LIVE
STREAM FROM A SECRET
CHURCH LOCATION**

” After a week of high anticipation built from dark socials with “something new is coming very soon”, the legendary cinematic dark metal band Behemoth have announced ‘In Absentia Dei’, a groundbreaking immersive livestream spectacular broadcasting on Sept. 5th from a secret church location in Poland. ”



FEATURES

FLAMING CROSSES AND NAKED SACRIFICES: BEHEMOTH'S LIVESTREAM WAS A CELEBRATION OF BLASPHEMY

...AND AFTER

” Really, what’s Nergal going to do? Sit around licking his wounds at cancelled tours and wait for an uncertain live music world to start up again? Fuck that – what bollocks.

Indeed. Here’s how a livestream can work to bring you something genuinely special, by viewing what you do in a new light, and raising your game to the absolute limit.

Where’s your messiah now? ”

FANS LOVED IT



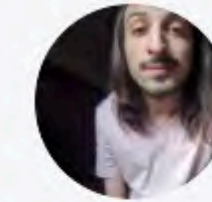
CANNIBAL @Reign... · 12 h
I'm shocked rn, that was one of the best shows I've witnessed and it was a livestream.... I will love Behemoth forever ❤️❤️❤️



Peter Horner @peterhorner1867 · Sep 6
Replying to @BehemothBand
My god it was incredible! Can you please just allow me to download a copy. Have my debit card. Take what you want, I don't care.



quin @QuinTheGin · Sep 6
Replying to @BehemothBand
For as long as we aren't able to attend shows in person I'm 100% willing to pay for more events like this. You guys are so fucking awesome for doing it. Also black metal and jazz fusion?? Hell yeah. 🙌 @imperialnyc



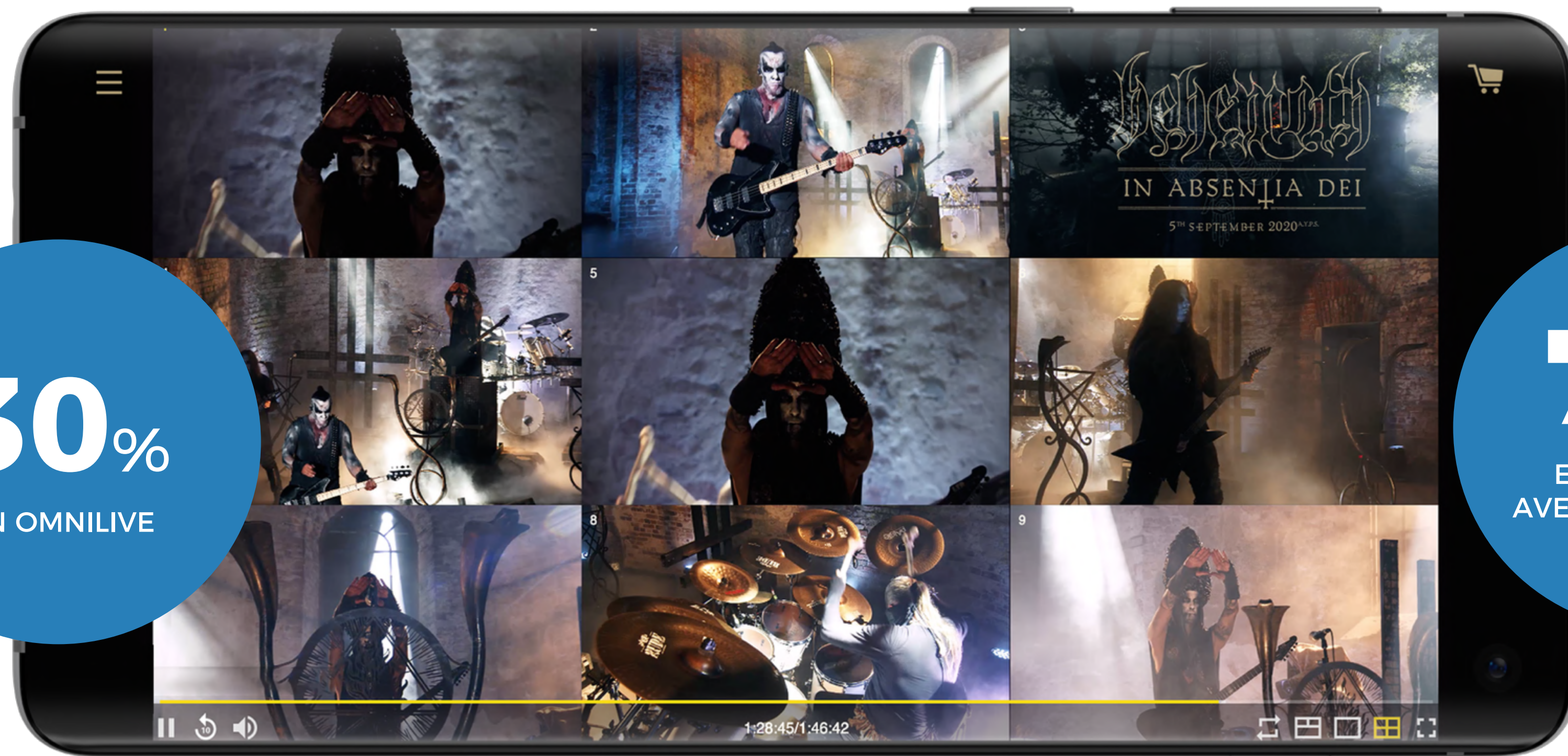
David™ @igorshestwerkin · 4h
Just gotta say it once more: it was truly a mind blowing experience. I expected greatness and got even more than that. Thanks for this, @BehemothBand, and at the rest of the music world: this is how you pull off an immersive live streamed concert



Behemoth @BehemothBand · 12h
Legions! It has been our pleasure to share 'In Absentia Dei' with you, we hope it has brought you much needed light in this dark time! A special toast to the mighty Wolfpack, Grupa 13, Mr Roman and Lodge Black; whom without, none of this would have been possible.



GREAT CONTENT GIVES GREAT MEMORIES



+10k
TOTAL VIEWERS

30%
ON OMNILIVE

75%
ENGAGEMENT
AVERAGE 1H30 PER
SESSIONS

FOR THOSE ABOUT TO ROCK LIVESTREAMING

- Consolidate existing revenues
- Not here to disrupt, but to enable new revenues streams
- Solution validated in education



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EXPERIENCE OMNILIVE !

