



GV Gaming & Polling

The Next Generation of Participation TV

Grass Valley is excited to launch GV Gaming & Polling suites to deliver gaming and polling solutions to our customers, with solutions focused at different market segments from local, through regional and enterprise scale. These new solutions deliver real-time gaming and polling solutions on TV, second screen, social and mobile platforms.

Broadcast has always been a one-way communication to the viewer. With GV Gaming & Polling, customers can interactively engage with their viewers to create a real-time dialogue within their live programming. Viewers become part of the program, not passive watchers.

GV Gaming & Polling from Grass Valley is a cloud-based live gaming and polling platform. This innovative participation television technology allows newscasters and audiences to interact in real time via live polling and feedback. Interactive television polling makes it possible for viewers to express their opinions and affect the program being watched through real-time voting shown on screen.

Here are some of the latest, groundbreaking features that enable creative talent to produce live and engaging content in GV Gaming & Polling:

Real-Time Result Updates

The GV Gaming & Polling platform integrates with third-party graphic providers that generate graphics for “on-air” display, including instructions and charts tabulated in real time. All results from SMS, IVR, websites, Facebook and Twitter are aggregated, analyzed, integrated with static or dynamic graphics, and presented “live” as the data arrives.

Gamification/Second Screen

The GV Gaming & Polling platform captivates users with a suite of engaging trivia games that integrate with a real-time graphics system on mobile, social and web.

Multiplatform Aggregation

GV Gaming & Polling technology integrates polls across different platforms — HTML5 mobile web, Facebook, Twitter, telephones via SMS and IVR, news station websites and mobile applications. The software is also natively integrated with Facebook, Twitter, leading content management systems (Wordpress, Lakana, Frankly/World Now, etc.), mobile text messaging (SMS) and interactive voice response systems (IVR) using local or toll-free phone.

Live Selection of Winners (Contests)

Promotions through contests and sweepstakes are up and running in a few simple steps with the GV Gaming & Polling drag-and-drop interface. Winners are effortlessly selected at random, or are chosen from a pool of submissions.

Monetization Abilities

GV Gaming & Polling technology includes built-in tools for monetization that can create new sponsorship opportunities with popular content and mine user engagements’ data for a better ad targeting and future re-targeting.

API Access

The GV Gaming & Polling software is capable of integrating with any platform by way of an Application Program Interface (API) using its JSON and XML APIs.

KEY FEATURES

Web Enabled Voting

- Real-time voting via web. This can be done by embedding a snippet of code within a CMS or a redirect (for example: grassvalley.com/vote)

SMS & IVR Voting

- Viewers have the option to text a response regarding a pre-determined pool of answers (for example, a viewer may text 1 for yes, 2 for no, or 3 for maybe)
- Viewers can call in to a phone line to vote. GV Gaming & Polling Platform provides a pre-recorded options menu, or broadcasters have the ability to record their own message

Social Media Voting

- Facebook — Viewers can vote on the broadcaster's Facebook page through a simple click-to-vote post
- Twitter — Viewers can vote through Twitter by using a hashtag or Twitter's native poll

Real-Time Graphic Generation (HTML5)

- Viewers are able to cast their vote via mobile web browser with HTML5 templates.

Gamification/Second Screen

- With HTML5 second screen interactivity, media companies can engage and gamify their content while collecting real-time data that helps them understand their audiences and adapt in real time

Sentiment Voting

- GV Gaming & Polling enables broadcasters to collect viewer sentiment through an HTML5 Dial. Viewers can use the HTML5 Dial within any mobile touchscreen device and vote by simply moving the dial left or right. Results are used to register sentiment over time and can be coupled with multidimensional analytics such as gender, age, etc.
- The HTML5 Dial provides the user with the ability to submit a more detailed response than traditional buttons allow

Contests & Sweepstakes

- GV Gaming & Polling contest portal allows customers to launch promotions through sweepstakes, contests, trivia, and games to grow a social audience, engage consumers and drive sales

Photo & Video Upload (UGC)

- GV Gaming & Polling-powered campaigns can include sponsored contests or giveaways from top-tier brands and offer the ability to collect users' photos, videos and other user-generated content (with moderation tools)

Analytics

- GV Gaming & Polling facilitates data collection from campaigns and allows customers to compare data between current and past campaigns

CMS Integration

- Viewers can vote on the broadcaster's website through web-enabled smart widgets. Once added to the site's CMS, the widgets are fully controlled within GV Gaming & Polling dashboard (automated)

No Hardware Required

The entire solution is cloud-based and no hardware is required. The system is designed for high-volume applications as its architecture is implemented on a serverless architecture, which allows GV Gaming & Polling to scale from thousands of votes per minute to millions of votes per minute in no time.

Built-in Within VizRT/Major Graphic OEMs

Grass Valley has partnered with leading graphic design studios to offer GV Gaming & Polling customers graphically appealing templates where polling data integrates seamlessly. GV Gaming & Polling is built within the VizRT social TV package (under Grass Valley's OEM partner, ExciteM).

User-generated Content

Participants can enter their information or user-generated content (such as videos or photos) on a website through a form powered by and customized through the GV Gaming & Polling contesting portal.

Turnkey Package

Deployment is quick and easy. The solution is automated, enabling stations to run 360 campaigns in mere minutes.

Analytics

The GV Gaming & Polling platform collects unique data points from each user engagement campaign through mobile phone information, hashtags and social media profiles.

The data collected by the GV Gaming & Polling platform is organized into easy-to-read graphs and figures that are accessible to GV Gaming & Polling customers from the same user interface used to launch polls or contests.

GV Gaming & Polling analytics can be used to better understand a viewer base, refine future marketing campaigns, build a database of leads and more.

Simplicity

In less than one minute, a show producer or agent can launch a stimulating poll while "on-air" (live), and reach multiple digital properties such as Facebook and Twitter.

ORDERING

GV Gaming & Polling solutions are available as monthly subscriptions with an initial setup fee. Setup includes the creation of the custom templates based on the expected complexity of each package level, limited by a maximum number of configuration hours.

All packages subscriptions are subject to monthly billing, a 12-month minimum contract and require a minimum termination period of 90 days.

The following feature grid explains the capabilities of the GV Gaming & Polling solutions:

| Feature | GV Polling Regional Package | GV Polling National Package | GV Polling Unlimited Package | GV Gaming Package | Notes |
|--|-----------------------------|---------------------------------|---------------------------------|---------------------------------|--|
| Real-Time Voting | Yes | Yes | Yes | N/A | |
| Real-Time Surveys | Yes | Yes | Yes | N/A | |
| Gaming Package | N/A | Optional | Yes | Yes | Gaming package standalone or with Polling at National or Unlimited levels only |
| Number of Custom Templates | 2 | 4 | 8 | 4 | |
| More Custom Templates? | Upgrade to National Package | Upgrade to Unlimited Package | N/A | N/A | |
| SMS/IVR Voting Enabled | Yes | Yes | Yes | No | |
| Customer IVR Voice Setup | N/A | Yes | Yes | No | IVR Package only supported on Polling solution at National level and above |
| Toll-free Numbers (US) | Yes | Yes | Yes | No | |
| Facebook Polling | Yes | Yes | Yes | No | |
| Twitter Polling | Yes | Yes | Yes | No | |
| On-air Graphics | Yes | Yes | Yes | Yes | Support for VizRT, Chyron, Ross, Grass Valley, HTML5 |
| Support | During business hours | During and after business hours | During and after business hours | During and after business hours | |
| Number of Customization Hours Included | 5 hours | 20 hours | 120 hours | 20 hours | |
| Number of Concurrent Users Included | 500 | 5,000 | Unlimited | 5,000 | |

Additional (optional) features below. Please note, these can be added in multiples, to the level required by the customer application.

- Add additional 1,000 concurrent users (per month), charged per 1,000 additional users (N/A on GV Polling Unlimited)
- Add additional 10,000 inbound SMS messages — GV Polling Regional and National Packages only, unlimited messages included with GV Polling Unlimited
- Add additional 10,000 outbound SMS messages — GV Polling Regional, National and Unlimited
- IVR (Per 10,000 minutes) — GV Polling Regional, National and Unlimited
- Hourly rate for customization. In addition to setup packages. Not to be used as bespoke alternative charging

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