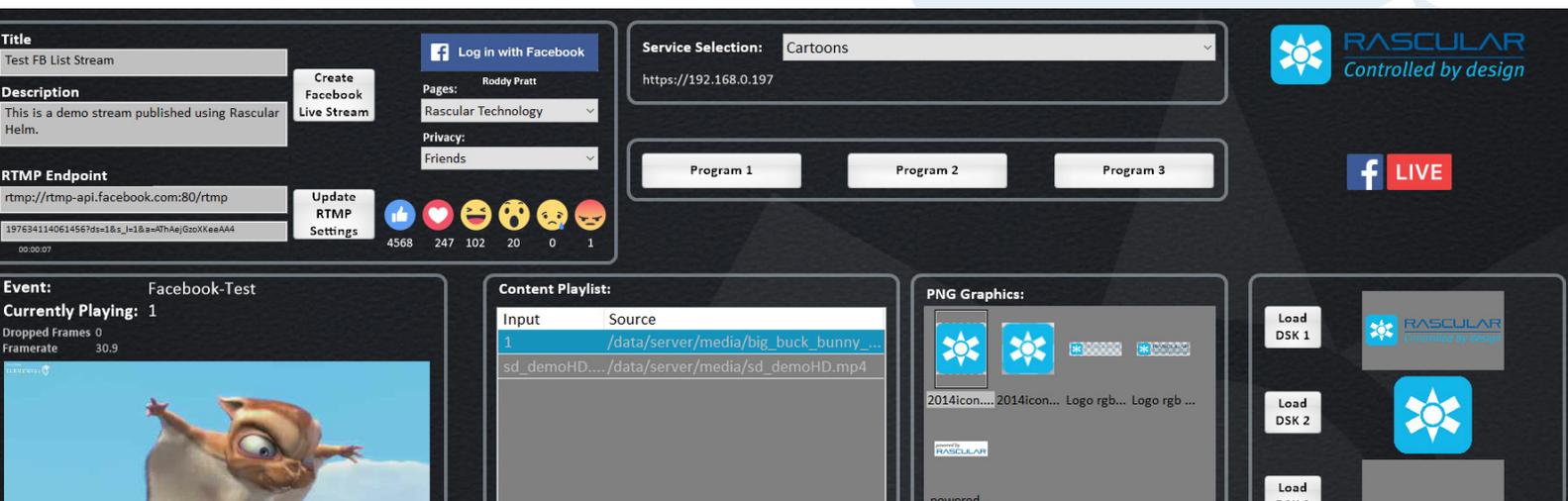


Helm Integration With Facebook Live



2016 saw the launch of Facebook Live onto the live streaming market.



While not alone, Facebook Live has quickly been adopted by consumers and broadcasters alike as the go-to live streaming platform.

We've already seen it used in a huge variety of ways and its popularity

grow rapidly. Responding to considerable market demand, we have now integrated manual control of Facebook Live with our PC-based control technology Helm.

This allows a tight integration for broadcasters and playout providers between broadcast devices and streaming content

to the dominant social media platform. Operators can quickly and easily control precisely the technology they require from a single interface.

Of course, to stream to Facebook Live with the quality and flexibility broadcasters require needs a streaming encoder. We have already integrated Helm with Elemental Live and now provide comprehensive control and monitoring support for this innovative playout technology.

Elemental Live provides real-time video and

audio encoding for linear pay-TV broadcast and live streaming to new media platforms.

We are also currently working on integrating Helm with live streaming encoders from other manufacturers.

Facebook Live Integration

We have added complete Facebook support in Helm, providing manual control via a clear and easy-to-use panel design with the ability to create Facebook Live streams with a single click.

There are three main capabilities for broadcasters:

1. Posting or streaming to Facebook
2. Retrieving information from Facebook
3. Deleting information from Facebook

Helm provides continuous monitoring of audience figures and audience reactions to both streams and other Facebook posts.

Because of the scale of the Facebook Graph API, we have provided very open access to it with the precise nature of what a user wants to do determined by robust and straightforward end-user scripting within Helm. We are here to help with any scripting questions and there are also great resources online.



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