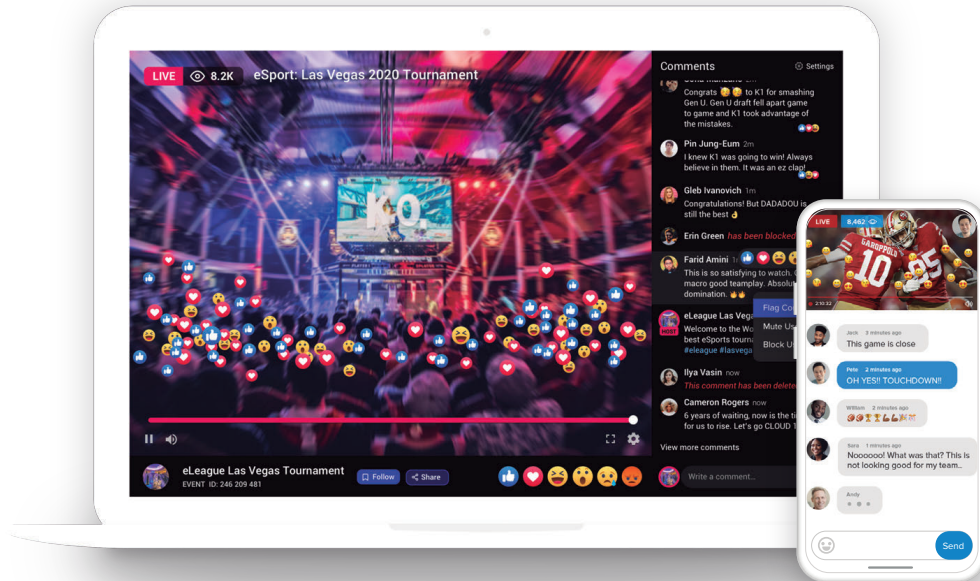


PUBNUB FOR LIVE EVENTS

Shared Experiences for Massive Communities



Whether it's an at-home exercise class, a virtual conference, or a live-streamed tournament, all virtual live events strive to deliver an experience that is engaging and that captures the energy and connection of in-person events. Teams building these experiences need to adopt best practices while maintaining the flexibility to create the features that suit their vision and audience.

Audiences want to feel immersed in a shared experience that connects them to others. That's why televised sporting events include the sound of the crowd and why sitcoms have laugh tracks. Virtual live events can take this one step further by allowing audiences to engage with each other in real time—whether through voting, sending reaction emojis, or by chatting with fellow viewers. These spontaneous, real-time reactions allow audiences to feel like they're truly engaged with and influencing virtual events.

By using PubNub, you don't have to build these functionalities from the ground up. With our APIs, you get all the tools you need to deliver exciting, shared live experiences—while retaining full control, functionality, and flexibility with integrations to services like video calling, profanity filtering, and moderation. Plus, you no longer need to consider whether your solution scales. PubNub seamlessly scales up to support you, whether for rapid adoption or for events with massive audiences.

Key Features

- Chat for unlimited concurrent users
- Voice and Video integrations
- User Presence and State
- Custom real-time interactions
- Profanity filtering
- Translation
- Analytics
- Alerts & Notifications
- Multiuser Spaces
- Private and Group Chat
- Access Control



THE BENEFITS OF BUILDING LIVE EVENTS WITH PUBNUB

Deliver the core connections for shared moments

Whether it's chat messages, high-fives, reactions, leaderboards, or subscriptions, PubNub lets you set up the mechanisms that let every user participate in real time. By making it easy to see and participate in these reactions, you can heighten the feeling of a shared experience for your users and truly capture the energy of an in-person event.

Create social proof in real time

Events are powered by the buzz of an audience, but also by the social interaction around the event. Bring your community to life by letting users interact with friends, family, and other fans with chat and integrations to voice and video. Give users the opportunity to connect directly with performers, players, or instructors and close the loop by letting hosts respond directly to audience input.

Easily get your live event platform up and running

Build your live event quickly and easily, and do it with the tools and services you love. PubNub's APIs make it easy to get a proof of concept running and scale seamlessly to a production-ready solution. And, our Chat Solution Kit lets you start with components to form the look, feel, and functionality of your experience.

Customize the experience for your event

PubNub integrates fully into your ecosystem, letting you build with the freedom to iterate, improve, and add features as your users demand them. Broadcast events with voice and video, and invoke preferred services for moderation, real-time analytics, and more, all without routing traffic or managing additional servers. And, bring the full context of your experience into chat with live data from any source.

Scale effortlessly for audiences of any size

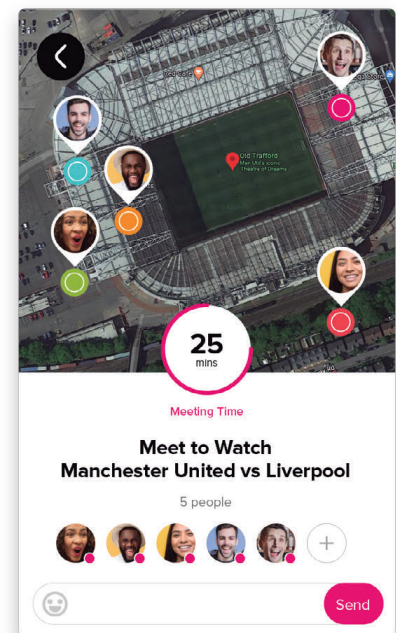
Be it 10 or 10 million concurrent users, PubNub comes with scale and reliability built in. Apps built on PubNub have no concurrency limits, so features like chat and user presence work flawlessly to give all connected users the same responsive experience.



As our user base at Peloton continues to grow, [...] creating more opportunities for shared, realtime workout experiences is an important initiative and something we wanted to invest in."

Douglas Crossley

Technical Lead at Peloton Interactive



We have successfully built our own solutions previously, but felt PubNub would be the ideal solution given the scale of our products and the size of our audience."

Andrew Cronyn

Director of FanHub

