

GV Alyve

Cloud-based Video Stream Selection and Distribution Tool



GV Alyve is a cloud-based video stream selection and distribution tool platform, empowering broadcasters and media organizations to manage video streaming selection across all major social media platforms and OTT applications. GV Alyve's SaaS platform is designed to help digital teams maximize their resources, with no additional software or hardware needed to utilize its browser-based tools.



With GV Alyve from Grass Valley, you can achieve the following:

- Increase the speed, efficiency and engagement of live streaming and social media feeds
- Create engaging media channels that expand monetization opportunities with live ingest of multiple live video feeds to Facebook Live, OTT, YouTube Live, Twitter and RTMP platforms
- Add professional graphics to your live streams
- Aggregate analytics from multiple platforms in real time to correlate engagement of your audience with the content delivery

Here are some of the latest, groundbreaking features that enable creative talent to produce live content, faster in GV Alyve:

Web-based HTML 5 (Access from Anywhere)

In a typical newsroom, speed is everything. First on the scene, first on-air — and now most importantly — first live on social media. GV Alyve was built with minimal latency that allows processes to run back-to-back with streams feeding its Social Streaming Cloud 24/7.

You can access the tool anytime and from any web browser. However, we recommend Google Chrome.

Native Facebook Live Integration

Through a partnership with Facebook, GV Alyve publishes natively to Facebook live. Through this integration, in one click you can stream to Facebook Pages, Facebook Profiles, Facebook Events and Groups. You also have the ability to stream live to multiple designations. Native integration with other platforms are coming soon (YouTube Live, Twitch, Periscope/Twitter).

Simple Static Graphics

GV Alyve allows you to insert graphics on top of live videos. You can add, preview and schedule when graphics show and for how long.

Cloud Stream Management

Stream virtualization allows you to stream to GV Alyve Social Streaming Cloud, which allows all of its users to access live video content from anywhere and across different stations or groups. This simplifies the stream management aspect and eliminate the need for routing hardware encoders.

Ability to Ingest RTMP

With GV Alyve, you can ingest 3 to 20+ live video feeds and publish them to social media platforms. GV Alyve's integration with other Grass Valley solutions allows you to pull streams that are created by GV I/O, including GV I/O channels in GV STRATUS/GV STRATUS One, automatically to GV Alyve's Social Streaming Cloud for live editing and distribution.

KEY FEATURES

RTMP Ingest

- Ingest RTMP streams

Analytics

- Collect real-time analytics from several platforms into one chart

Simple Static Graphics

- Allows broadcasters and media organizations to professionalize their live streaming videos by adding graphics, such as a pre-roll, closing screen, logo, name tag and lower-third graphics

Publish to Multiple Social Media Destinations and Platforms

- One-click publishing to Facebook Live (Pages, Profiles, Events and Groups)
- RTMP/RTMPS streaming to other social media networks

Content Geo-fencing

- GV Alyve allows you to set a geographic parameter for where your content will be published (Facebook Live only)

Countdown Timer and Waiting Rooms

- Allows you to post a countdown timer before you begin live streaming. The countdown, along with waiting rooms that viewers can attend while waiting for a live streaming update to begin, allow you to increase anticipation and visibility for a post before it begins

Text Editor

- Allows you to import a graphic package and edit the text live from within a web browser

Social Commenting/Comment Moderation

- GV Alyve aggregates all of the comments from different pages it publishes to and allows the producer to moderate comments and then overlay them on top of graphics

GV Stryker (coming soon)

- GV Alyve has a native mobile app (GV Stryker) that allows you to publish live video feeds using a smartphone with either cellular or WiFi coverage

Social Streaming (RTMP/RTMPS)

This tool allows you to stream to any other social network that accepts RTMP/RTMPS formats. Broadcast premium-quality live streams to Facebook, Periscope, Twitter, YouTube and your own platforms (based on RTMP/RTMPS integration — native integration is coming soon).

Low Latency

GV Alyve allows you to switch between different streams with minimal latency. End-to-end latency is also minimal. However, delivery to Facebook Live (or other platforms) can have its own latency as Facebook adds their own CDN latency.

Highlights

- An easy and robust way to empower digital teams to create “digital first” productions for live streams
- A single platform that allows you to collect all of the streams in the cloud and share them among different stations or teams
- Publish natively to multiple social media platforms
- A real-time analytics solution that aggregates data from different social pages or platforms

Integration with GV STRATUS/GV STRATUS One and GV I/O will significantly improve the workflow.

ORDERING

GVALYVE-EXP-MTH

GV Alyve Cloud Control Room for Express level solutions. 1 month subscription, including 10 streaming hours per month, 5 incoming streams, publishing to 3 social media platforms, GV Stryker mobile application, GV I/O integration, analytics. SD resolution video. Business hours support included, requires GVALYVE-SETUP on first subscription

GVALYVE-PRO-MTH

GV Alyve Cloud Control Room for Pro level solutions. 1 month subscription, including 20 streaming hours per month, 10 incoming streams, shared streams, publishing to 5 social media platforms (including Facebook Live support), transitions/animations, social commenting, GV Stryker mobile application, GV I/O integration, analytics. HD resolution video. Business hours support included, requires GVALYVE-SETUP on first subscription

GVALYVE-ELITE-MTH

GV Alyve Cloud Control Room for Elite level solutions. 1 month subscription, including 100 streaming hours per month, 50 incoming streams, shared streams, permissioning, publishing to unlimited social media platforms (including Facebook Live and RTMP support), ad insertion, transitions/animations, social commenting, GV Stryker mobile application, GV I/O integration, VOD playout, analytics. HD+ resolution video. Business hours support included, requires GVALYVE-SETUP on first subscription

GVALYVE-ELITE+SEAT

GV Alyve Cloud Control Room, additional Elite level client access seat, per month

GVALYVE+10HOURS

GV Alyve Cloud Control Room, additional 10 hours live streaming, per month

GVALYVE-SETUP

GV Alyve initial setup fee for GVALYVE-XXX-MTH customers. Includes account creation and basic setup



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