



# BCASTER

**Community platform of  
user-generated content  
for live moments**



**Sandbox Munich  
November 2018**



# The Community Platform

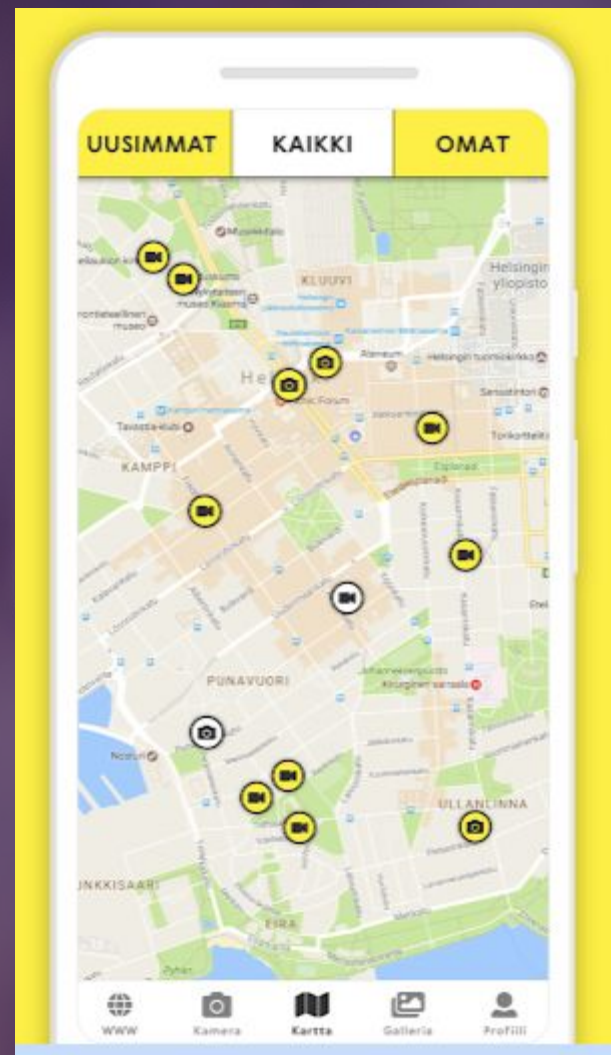
**You know that someone has a great photo of that occasion - how can you find it?**

- 1. Turn passive viewers into active users**
- 2. Receive never seen material in real time - analysed with AI**
- 3. Access the end users directly**
- 4. Listen and engage your users**
- 5. Understand the consumer behavior**
- 6. Create opportunities with sponsors**

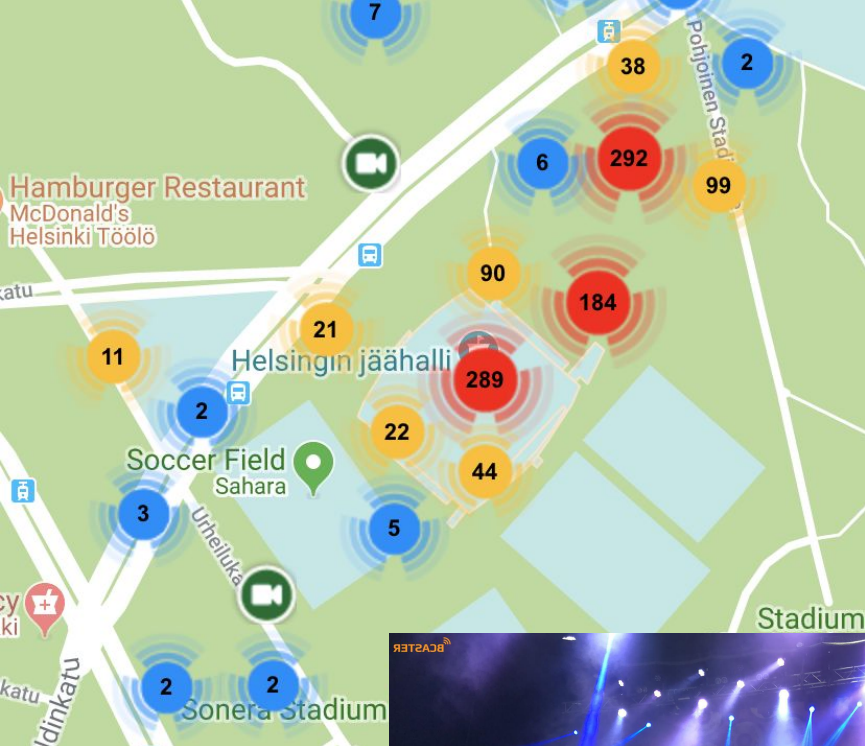


# What We Did?

1. App for Sideways festival to communicate with the people and to see what is happening around the area.
2. Push messages to activate and guide people
3. UGC material provided to YLE and organizer
4. YLE used UGC material for the documentary stories from the festival
5. Sideways festival 12000 tickets sold, 3200 app downloads











# Summary

BCaster makes all user-generated content analyzed and available from one single web site in real time with monetization and sponsorship opportunities.

BCaster is the tool to motivate people to use ***your app*** instead of other services. Helps you to create own community!

- Create communities around your events
- Content value remains with events and sponsors
- Seeing, listening and guiding your users
- Opening opportunities for completely new businesses



BCaster is team of 30+ professionals from event, software, media and telecom industries



DIGITA



RED  
CROSS

VISA



BARCLAYS



Telia



VIASAT  
viaplay

C MORE

DNA

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LIVE  
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