



# Live Audience Engagement

Create the Live Experiences Your Audience Demands

Audiences want more than just a front-row seat—they want to be part of the experience. The energy of a live game, the thrill of a high-stakes moment, or the anticipation of a big reveal all come to life when fans can engage in real time. PubNub makes this possible, turning passive viewing into an interactive, community-driven experience. PubNub enables brands to create deeper, more meaningful connections with their audiences through seamless live chat, instant updates, or predictive gaming.

Beyond engagement, real-time interactivity fuels retention and revenue. The ability to react, compete, and participate

keeps fans invested, while intelligent automation ensures smooth, scalable experiences. PubNub's technology synchronizes live content, enhances audience participation, and personalizes interactions to keep users returning. PubNub delivers unmatched speed, reliability, real-time decision intelligence, and LiveOps automation to keep audiences engaged and monetized at scale.

From sports and entertainment to gaming and live events, transform digital experiences into dynamic, real-time moments that audiences don't just watch but actively shape.

## Real-Time Social Interactions & Gamification

**Fan Chat & Reactions** – Power fan interactions with live chat, emojis, and GIFs — seamlessly synced with live broadcasts.

**Live Polls & Predictive Trivia** – Let fans vote in real-time, predict game outcomes, and compete for rewards.

**Audience Presence & State Detection** – Show online fan counts, highlight VIPs, and enable watch parties for an interactive second-screen experience.

**Live Moderation & Sentiment Analysis** – Protect fan communities with AI-driven toxicity detection and auto-moderation tools.

**Real-Time Rewards & Loyalty Programs** – Gamify fan engagement with in-the-moment giveaways, score-based incentives, and personalized achievements.

## Data Broadcast & Live State Sync

**Keep Fans in Sync with the Action** – Ensure fans stay engaged with real-time game clocks, stats, and live commentary—even after a disconnect or when watching on a time-shifted delay.

**Power Live Data Feeds** – Deliver live sports scores, betting odds, and player stats with ultra-low latency.

**Real-Time Leaderboards & Highlights** – Showcase dynamic top plays, real-time betting trends, and audience leaderboards. Recognize and reward the most engaged fans with real-time shoutouts, exclusive perks, or tier-based achievements to drive deeper participation.

**Dynamic Workflows & Media Automation** – Seamlessly manage content workflows, live ad insertions, and syndication updates based on real-time triggers.



## Time-Critical Updates & Audience Re-Engagement

**Instant In-App Alerts** – Deliver breaking news, exclusive in-game rewards, and event-driven notifications to drive engagement.

**Push Notifications for Offline Audiences** – Activate fans who've gone offline by sending real-time updates, score alerts, and time-sensitive promotions via mobile push notifications.

## Geo-Triggered Events & Location-Based Engagement

**Geo-Triggered Fan Activations** – Trigger location-based interactions, from exclusive stadium or experiential events to targeted promotions and real-time alerts.

**Proximity-Based Offers** – Deliver hyper-localized deals, rewards, or content tailored to each fan's location, ensuring relevance based on region, venue, or market-specific preferences.

## Monetization & Commerce at Scale

**Live Shopping & Auctions** – Enable real-time commerce by selling exclusive merchandise, collectibles, and limited-edition items directly within live events.

**Gamified Betting & Microtransactions** – Drive engagement with in-event betting, fantasy sports, and gamified microtransactions that reward fan participation.

**Premium Content & Subscription Access** – Enable flexible access to premium sports content, live programming, and pay-per-view experiences with dynamic subscription models.

**User Authentication & Access Control** – Manage user permissions, multi-platform access, and content programming seamlessly.





## See the Impact: Success Metrics That Matter



Clubhouse reduces the time to market for new real-time features by at least 10% because it relies on PubNub's infrastructure.



Moment by Patreon relies on PubNub to deliver seamless interactive experiences for millions of dedicated fans, connecting them with top artists like Eric Clapton, Weezer, Justin Bieber, and the Good For You podcast with Whitney Cummings, among many others.



vFairs grew usage and their user base by 40x after adding chat functionality for their audience.



DAZN powers chat and Watch Party experiences for 10 million users with sub-30ms latency.



Veeps reliably delivers billions of real-time chat messages during live concerts and seamlessly auto-scales when event attendance is higher than expected.



Stage TEN calls on PubNub's chat infrastructure to support the digital commerce platform's most popular real-time interactive features, which millions of fans of artists and brands like Cardi B, Justin Bieber, MTV, and YouTube Originals utilize.



For artists like Jimmy Buffet, Rick Springfield, and Korn, Stageit grew its chat capacity from 400 to unlimited concurrent users, achieving sub-30ms latency and 99.999% uptime reliability.



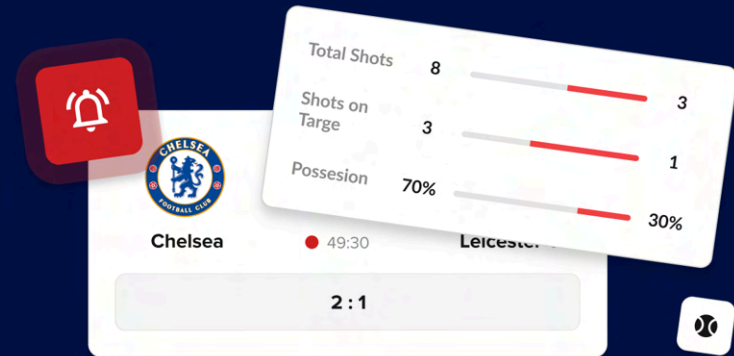


## Why PubNub?



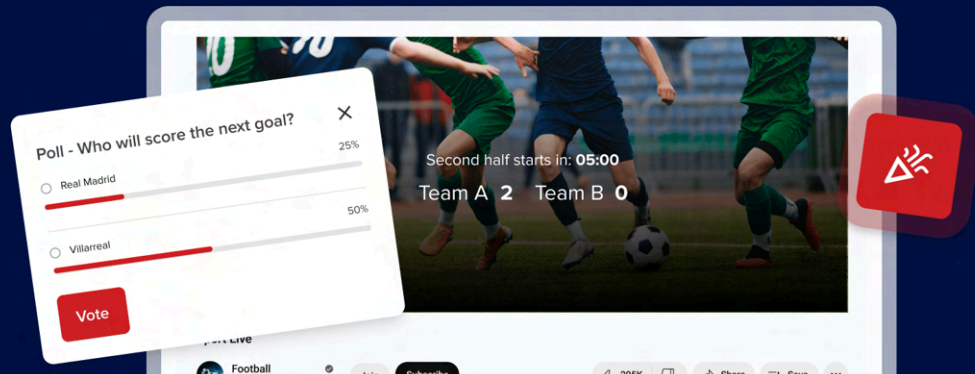
### Unmatched Scale & Reliability

Powering live sports, concerts, and global events with 800M+ devices, 3T+ API transactions/month, and 99.999% uptime. Keep fans connected even during peak traffic surges.



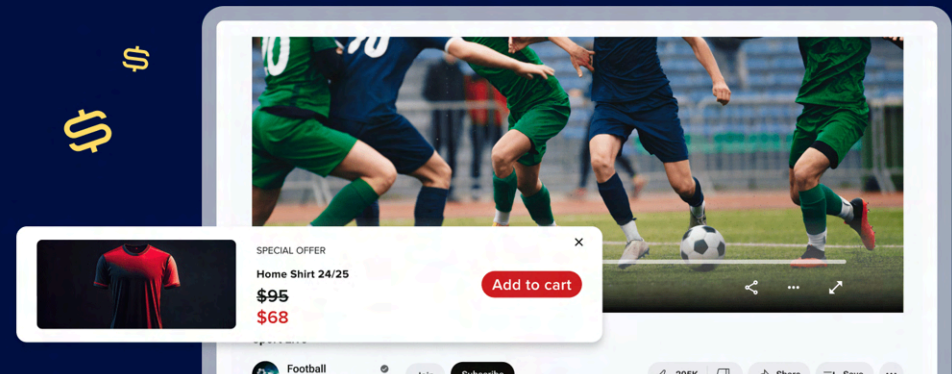
### Smart Data Broadcast & Alerts

Instantly deliver live sports scores, betting odds, game stats, and fan sentiment meters—ensuring audiences never miss a moment.



### Instantly Optimize Engagement, Monetization & Retention

Automatically trigger time-critical actions based on live audience behavior, geolocation, aggregated sentiment, server-side events, and more.



### Built for Monetization

Drive revenue with real-time promotions, dynamic ad insertions, live commerce, microtransactions, and betting integration.

## Maximize Your Fan Engagement Today with PubNub Platform

Ready to unlock the power of real-time engagement and decision intelligence? PubNub offers a unique way to create the next generation of experiences that drive fan interaction, increase monetization, and optimize retention—scaling effortlessly to meet the demands of global audiences.



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