

Differences between a free service like Livestream or Ustream and what starStreamers offer:

- **How people View**

We offer a service where people go to your site, not a third party site like LiveStream. Or even Ustream Those sites also have access through things like Facebook. As popular as Facebook is, do you want to limit your viewing to only registered 'friends' of your competition? We have seen people viewing our service at competitions from all over the world – no need to have a Facebook login. No need to have any SMS or instant message login to view and get involved in the online chat. This is especially powerful for friends and family of amateur and Pro/Am competitors, who may be older, or in foreign countries and not as 'connected'

- **Limiting Advertising per View**

Advertisizing is another consideration. "Free" means the users (the people watching your competition) have to watch interspliced video ads and a constant crawling ad at the bottom of the viewing screen. Additionally, banner advertising is random... so you want viewers getting ads for cars and dating services during the competition? We have NO crawling ads or video ads – viewing of the competition is clean. We have banner ads, but they are limited to only goods and services for the dance community, so you can even advertise your competition at other events. And, we even have an option where you do not have ANY advertising

- **Controlling who Views**

The other side of free is that you cannot control access. That goes from the need to login to Facebook to the other extreme where if wanted, you can password protect your event. Some people want 'closed' events and if wanted, we can offer that to you.

- **Knowing who Views**

A big part of the reason for you to use social media is to increase awareness, but with a free service you never really know how you did. We supply post event metrics on viewership, how many people views, how often, how long

and where they were viewing. This helps you understand the effect of your broadcast.

Summary of Differences:

	"Free Services"	starStreamers
Visibility	<ul style="list-style-type: none"> • Visitors must use hosting website • Social site like Facebook 	<ul style="list-style-type: none"> • Visitors go to your website • No login or signup for visitors
Advertizing	<ul style="list-style-type: none"> • Visitors must watch embedded video ads and crawling bottom ads • Banner advertisers random 	<ul style="list-style-type: none"> • NO embedded video ads • Banner ads only advertisers for dance related services
Access	<ul style="list-style-type: none"> • Access may require signup to Facebook or others • No access control if desired 	<ul style="list-style-type: none"> • Never have to signup to social service • Password protected broadcast if desired
Metrics	<ul style="list-style-type: none"> • No reports or data on who watched when 	<ul style="list-style-type: none"> • Detailed viewing report after event