

A person's hands are shown holding a smartphone, with the screen displaying a blurred image. The background is a soft-focus scene of people in a social setting, possibly a conference or event.

Emerging Platforms: Periscope & Live Streaming Applications for Brands

#socialsummit1

6

Mike Delgado

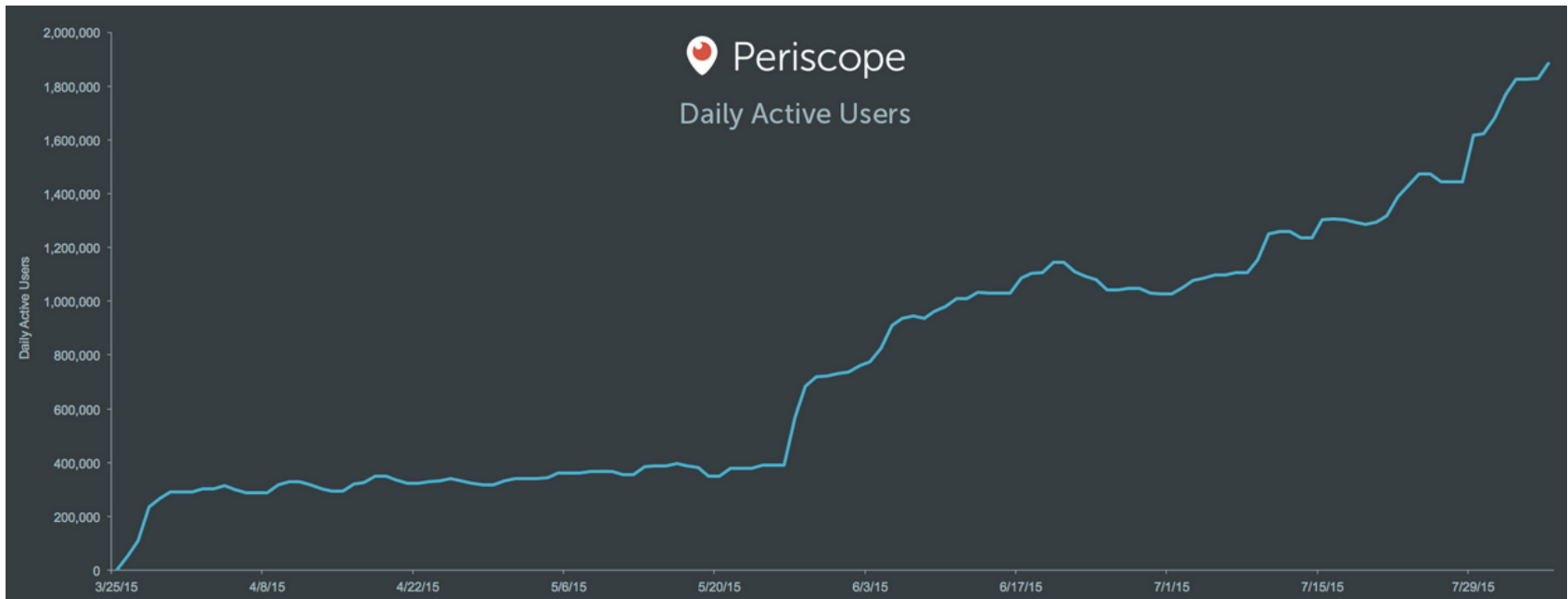
Sr. Manager of Social Media at
Experian
@mikedelgado



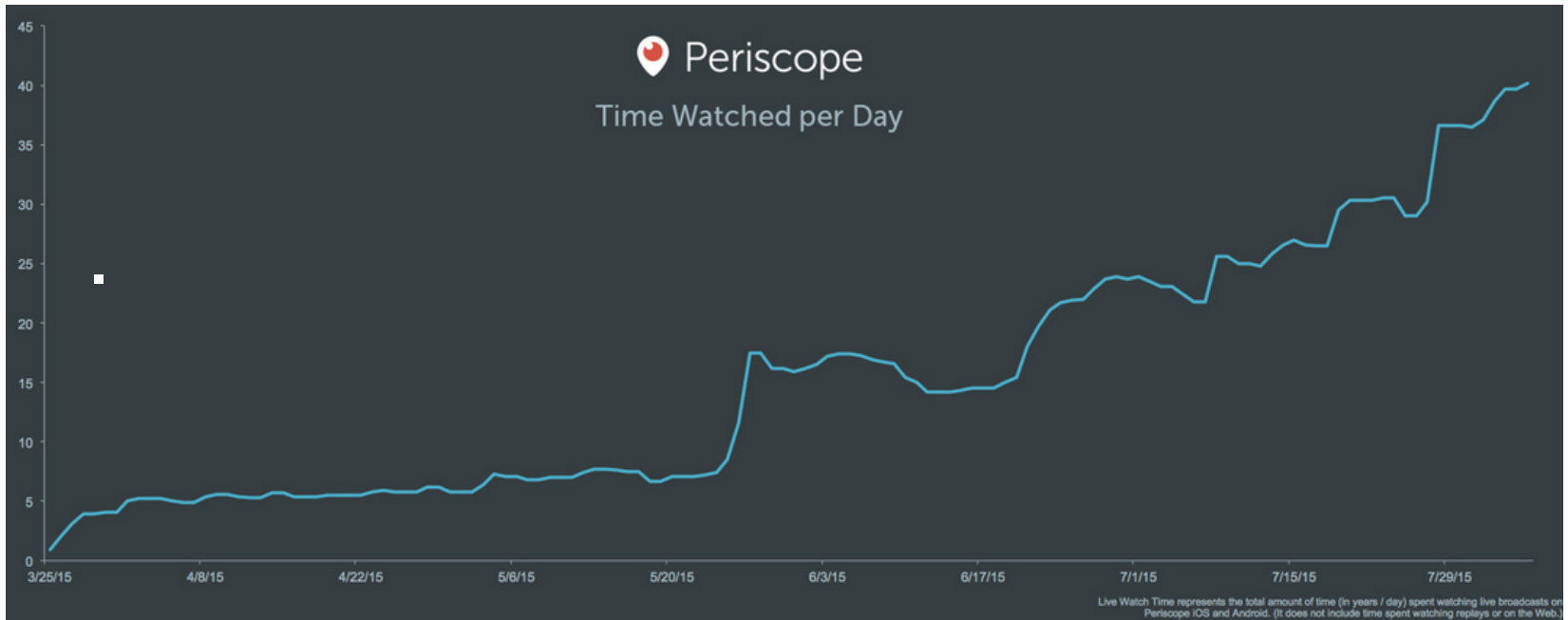
#socialsummit1
6



There are +10M Periscope accounts and over 2M active users.



Periscope users watch the equivalent of 40 years' worth of video every day.





Emerging Platforms: Business Challenges

#socialsummit1

6

Brands are unsure if Periscope is a channel that will help them achieve business goals.

Brands are unsure if their target audience is using Periscope.

Brands in highly regulated industries are concerned about what questions might get asked - and how to respond.

Popular social media management tools haven't incorporated Periscope data - so reporting is manual.

Brands want to be polished and professional, but mistakes easily happen on live video.

Brands are already too busy engaging on popular social networks.

Brands aren't sure of who should be the "face" of the brand on Periscope.



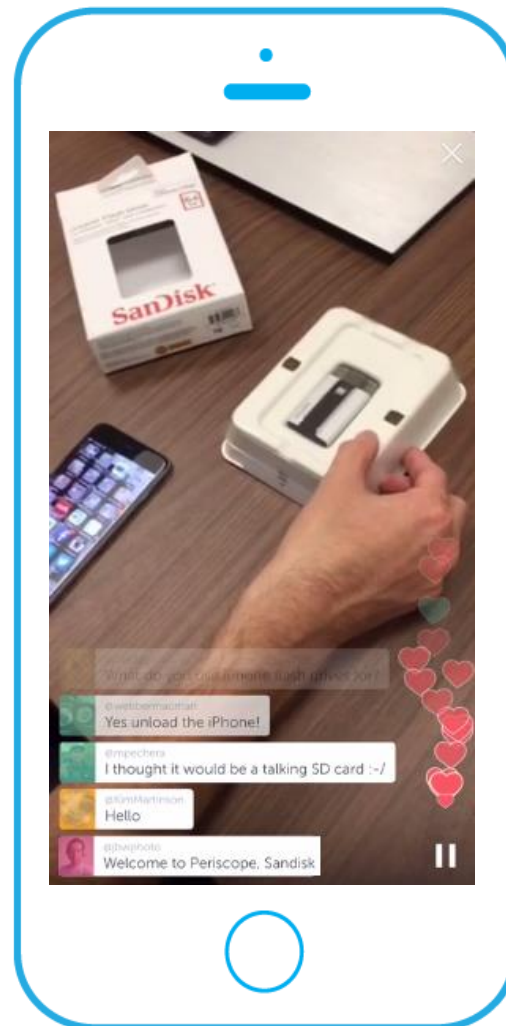
Emerging Platforms: What Brands Are Scoping

#socialsummit1

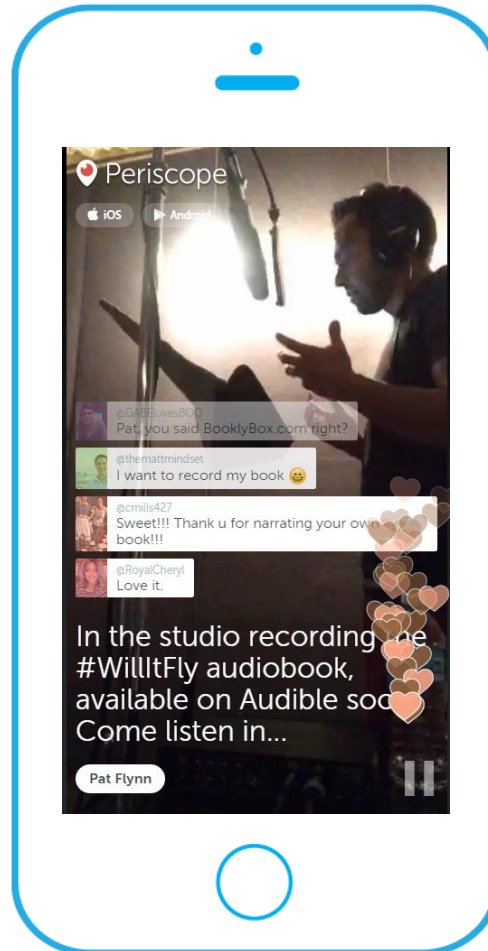
6

Product Launches

SanDisk launches new product on Periscope and uploads scope video to YouTube.



Pat Flynn promotes his new book by letting fans watch the audio book recording.



Adobe celebrated latest update of Creative Cloud with a 24 hour Periscope campaign.

June 16, 2015 / Apps & Services / Events / The Latest / Michael Chaize

Live from Adobe... 24 Hours of Creative Cloud

To celebrate the 2015 release of Creative Cloud, join us on Periscope for a 24-hour conversation to see what's new, and chat with Adobe team members from around the world.

An hourly broadcast

Beginning at 11:00am CEST (5:00am ET) on June 17, and at the top of every hour afterward, the Creative Cloud team will start a new broadcast. We'll share our passion and our excitement for this new release, and our vision for a connected creative process.

For 24 hours you can chat with 24 different members of our team (evangelists, product managers): We'll discuss new features, explain the mobile-to-desktop workflow and CreativeSync technology, and give you the opportunity to meet and engage with the teams behind our applications and services—Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC, Adobe Muse CC, Typekit, Adobe Stock—our mobile applications, and more.

We'll travel around the globe

Beginning in Europe on June 17 at 11:00am CEST (5:00am ET), we'll follow the sun to broadcast from the US, and complete our journey in Japan on June 18.

A.M.A.

Cigna CMO answered questions, gave tour, and talked about her team.



**STREAMING
LIVE TO YOUR
MOBILE**

**10.30AM
FRIDAY 30
OCTOBER**

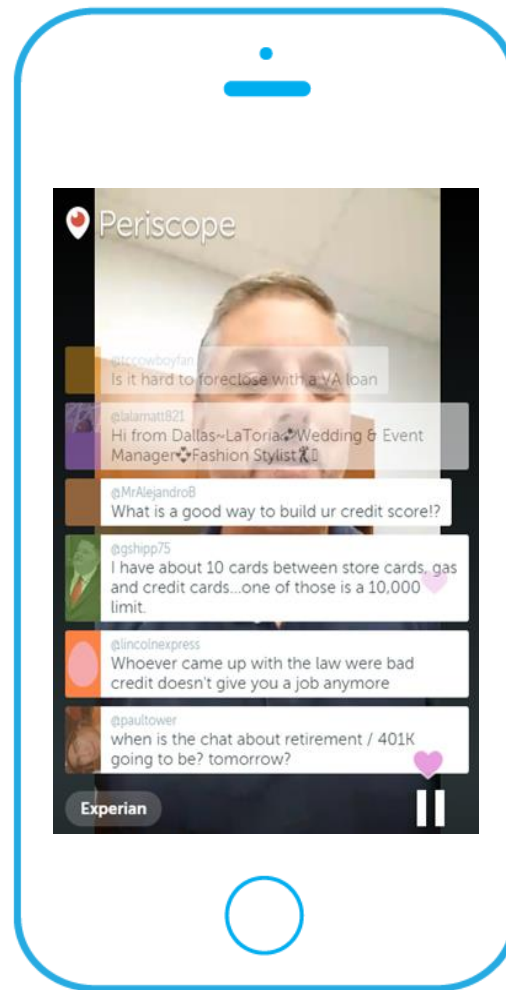
**Suzanne de Geus
CHIEF MARKETING
OFFICER**



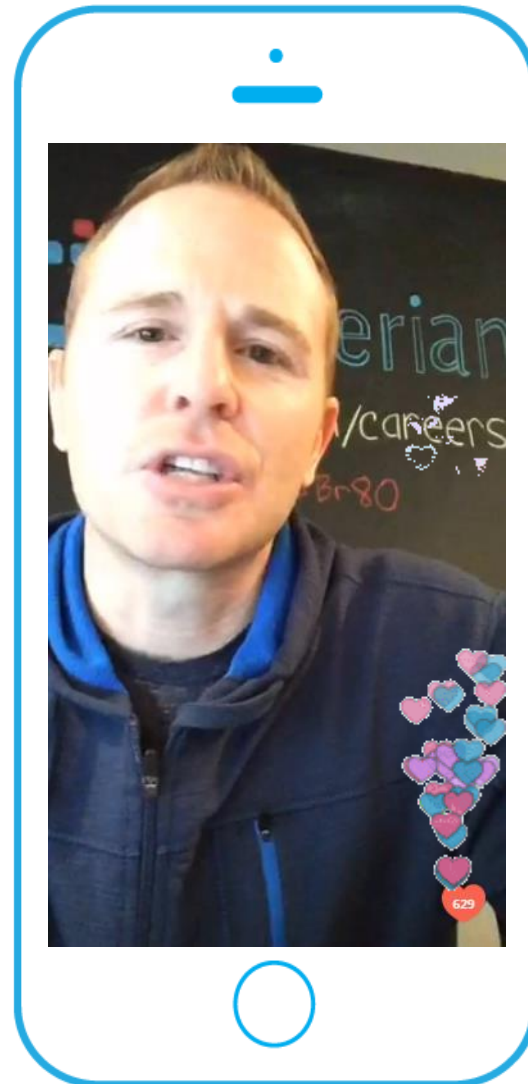
Ryan Holmes, CEO of HootSuite, held a AMA on Periscope to answer questions



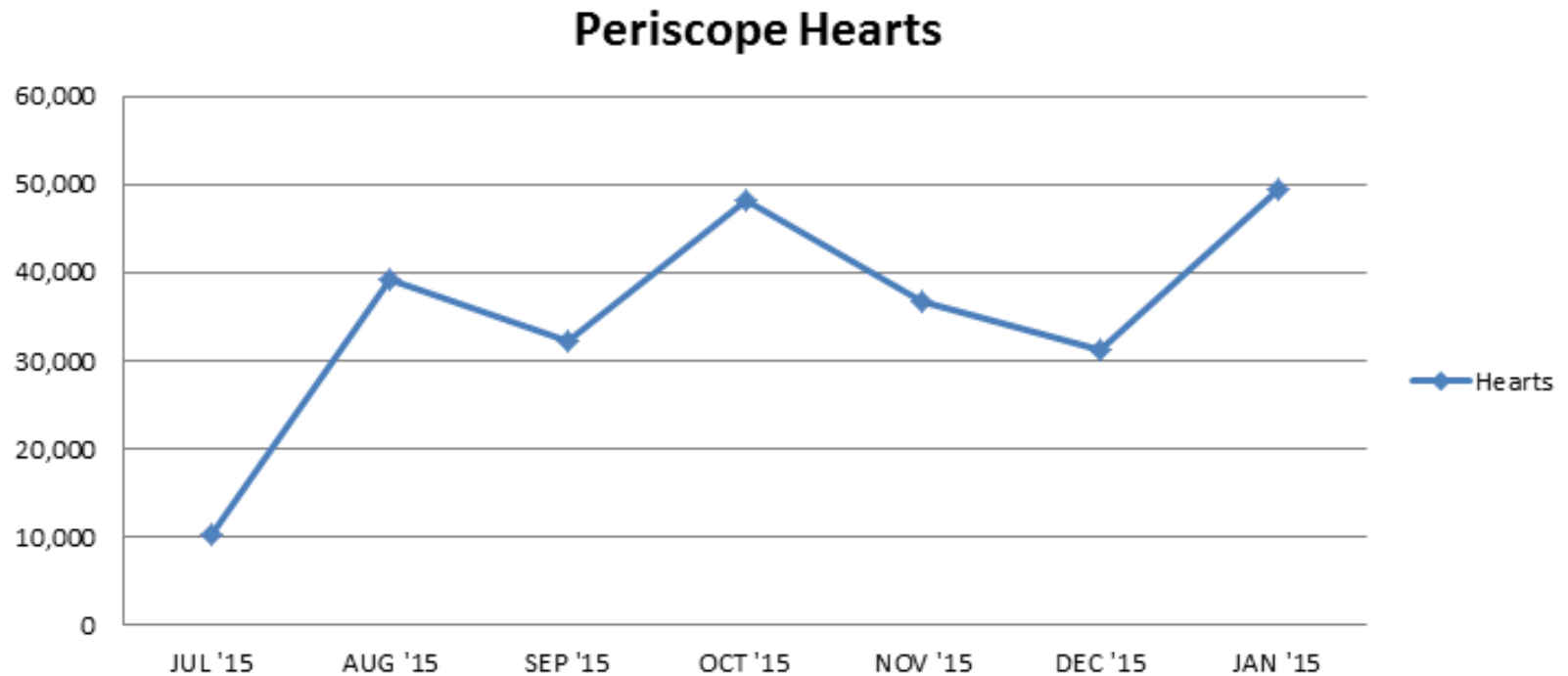
Experian hosts a #CreditScope every Tuesday and Thursday to answer credit questions.



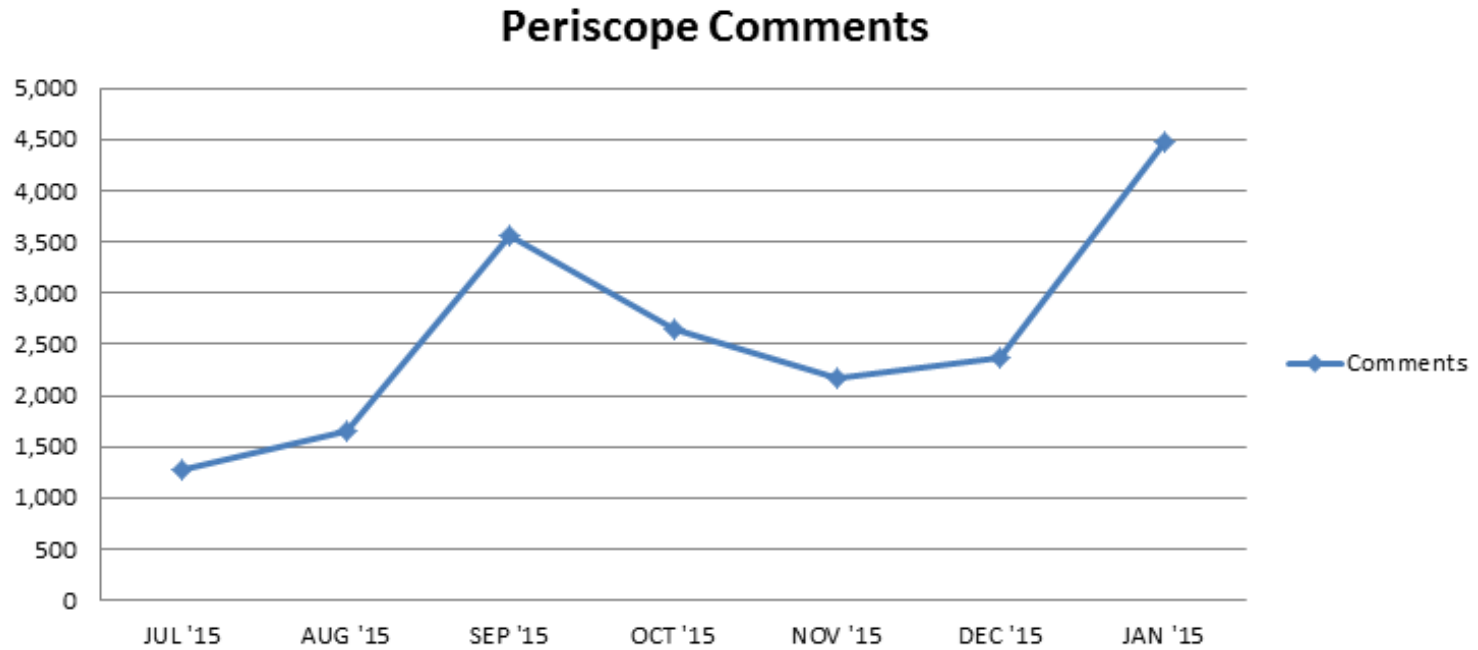
Experian recruiters discusses career opportunities every Monday in #JobScope.



Experian earning +35k hearts per month.

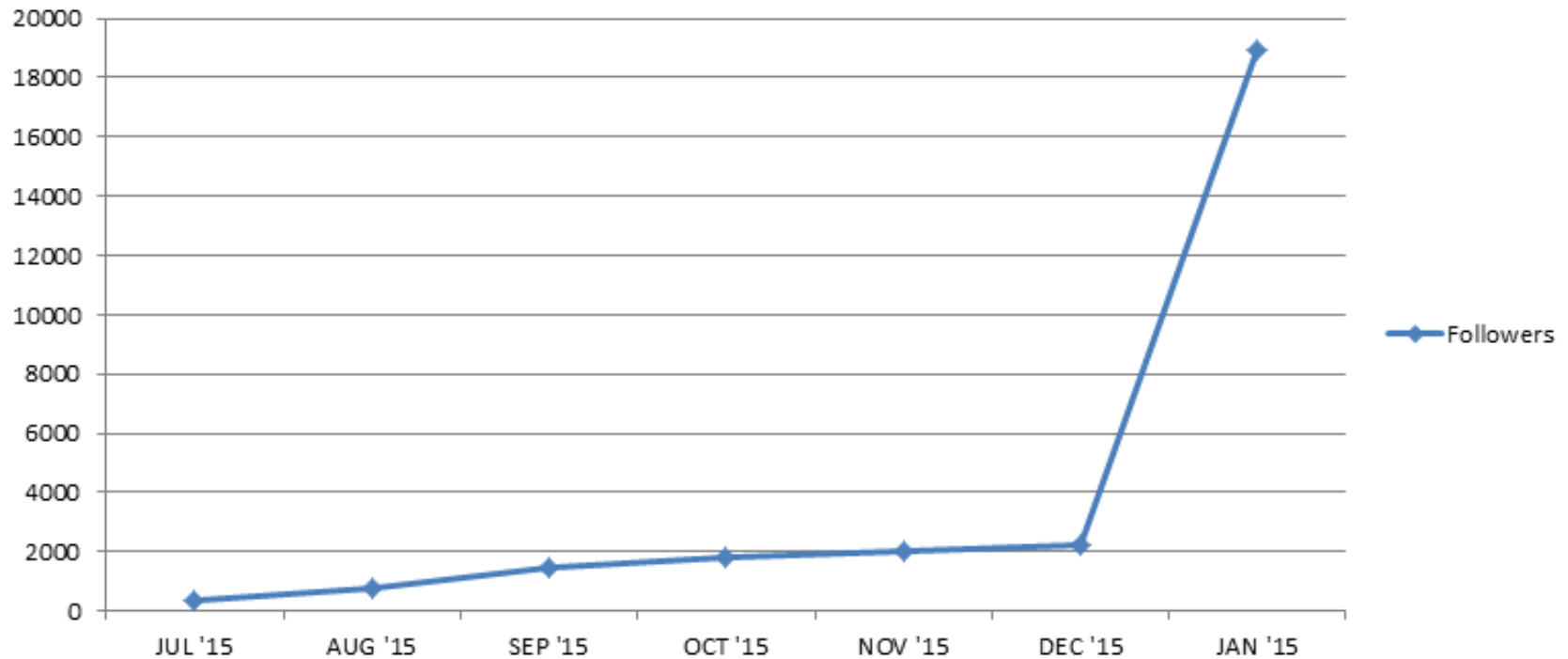


Experian receives 4.5k comments per month.



Experian follower count exploded to nearly 20k fans on Periscope.

Periscope Followers



Tutorials

Adobe uses Periscope to help and inspire artists.

 **Adobe Creative Cloud** 
@creativecloud

LIVE on [#Periscope](#) : Live from [#Adobe France](#) - My tips to convert hand [#lettering](#) into vectors [#design](#)
periscope.tv/w/aEhWkDEyODM3...

RETWEETS	LIKES
9	9



9:00 AM - 10 Jun 2015

 **Adobe Creative Cloud** 
@creativecloud

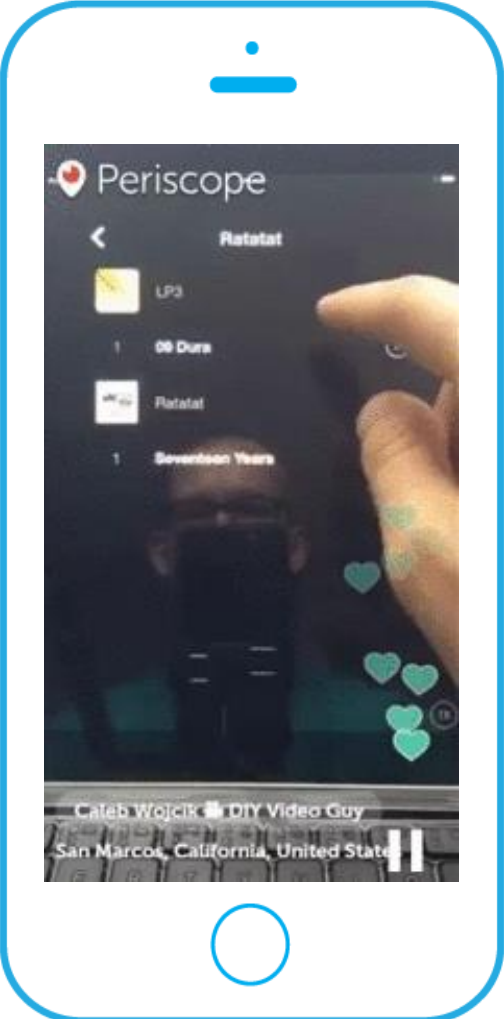
Today at 3pm PT on [#Periscope](#) : create on mobile w [#AdobeBrush](#) [#AdobeSketch](#) [#Illustrator](#) [#Photoshop](#) and [@PaulTrani](#)





RETWEETS	LIKES
44	106

DIY Video Guy provides editing tutorials on Periscope and answers questions.



Events

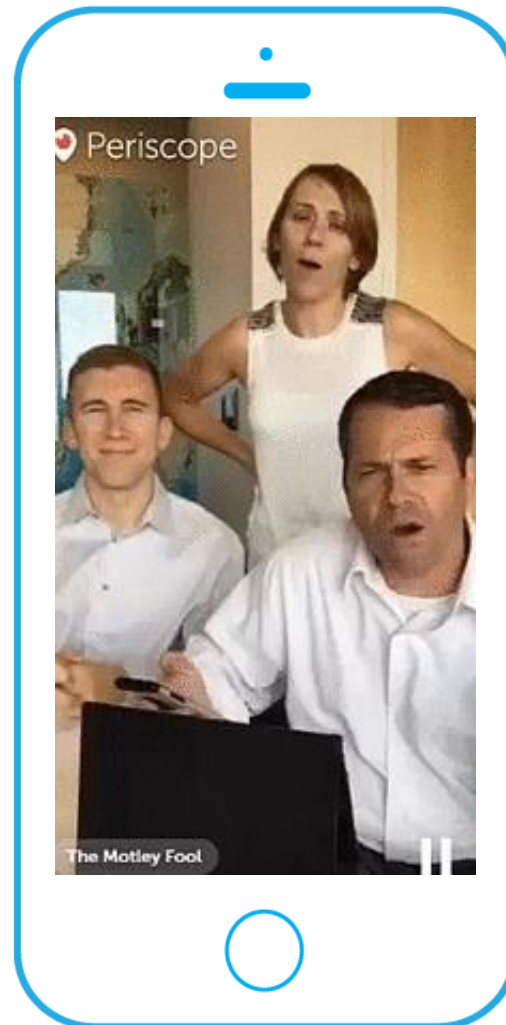
SAP hosts an interview on Periscope during their leadership conference.



LEAPing into leadership.
SAP periscope interview
with Jutta Crombie about
development programs for
women.

News

The Motley Fool discusses today's news with their viewers.



Taco Bell uses Periscope for campaign and news announcements.

 **Taco Bell** 
@tacobell

LIVE on [#Periscope](#) : Taco Bell
Announcement 
periscope.tv/w/VylzwjM2NzU1...

RETWEETS	LIKES
23	109



 **Taco Bell** 
@tacobell

We'll be going live on [#Periscope](#)  at 11 a.m.
PST to talk [#TacoEmoji](#). See you there.

RETWEETS	LIKES
61	284



10:36 AM - 17 Jun 2015

Thought Leadership

Michael Hyatt shares leadership and productivity tips.



Behind the Scenes

GE gave tours inside its facilities during #DroneWeek on Periscope.



General Electric ✓
@generalelectric



 Follow

5 days. 5 facilities. 1 re-engineered drone.
Don't miss the badass machines LIVE on
Periscope, 7/20-7/24! [#DRONEWEEK](#)



[#DRONEWEEK](#)

HootSuite gave tours of their offices and introduced employees.

#FollowTheSun



Periscope Live Broadcast Schedule			
Hootsuite Office	Timezone (GMT)	Timezone (PST)	Hootsuite Owl
Singapore	GMT+8	7AM PST	@deanbrks
Romania	GMT+3	8AM PST	@mihheadb
UK	GMT+1	9AM PST	@holeytonal
Commercial Break with our CEO	GMT-7	9:05AM PST	@invoker
Brazil	GMT-3	10AM PST	@hoot_cferraz
Boston	GMT-4	11AM PST	@bpcockerell
San Francisco	GMT-7	12AM PST	@kimitated
Vancouver (HQ 2)	GMT-7	1PM PST	@mohamedzahid02
Vancouver (HQ 1)	GMT-7	2PM PST	@noelpullen




Emerging Platforms: Actionable Analytics

#socialsummit1

6

Katch.me can archive your scopes and comments (along w/ analytics).





 **Experian**
@Experian_US




Do you have credit questions? Let's chat!
[#CreditScope](#)

Garland - 1 day ago

5 Views 0 Favorites

471 Live Viewers
479 Comments
11.3k Hearts

 Share
 Add to Collection
 Edit
 Download

Katch.me allows you to embed video with hearts/comments turned off/on.

Share Video ×

PERMALINK

Start at: End at:

[Twitter](#) [Facebook](#) [LinkedIn](#) [Pinterest](#) [Tumblr](#) [Reddit](#)

EMBED CODE

```
<iframe width="640" height="569" src="https://katch.me/embed/v/91f5cbf2-0ef7-3654-a27c-834a6833c8bd?sync=1" frameborder="0" scrolling="no" allowfullscreen></iframe>
```

Include hearts & comments

Fullscope.tv can provide insight into who is viewing, sharing, commenting, hearting

RECENT BROADCASTS

All Broadcasts (6)

How To Stay Safe & Get More Viewers Part	2015-10-13 05:23:29
595 ❤️ 27 💬 40 📺 Live 3 🔄	
How To Stay Safe & Get More Viewers	2015-10-13 05:12:41
556 ❤️ 12 💬 31 📺 Live 8 🔄	
Periscope #Analytics is here! jameswinso	2015-10-13 01:34:13
999 ❤️ 52 💬 29 📺 Live 9 🔄	
Tune in tomorrow at 9:30am BST! #Analyti	2015-10-12 15:39:40
237 ❤️ 3 💬 12 📺 Live 11 🔄	
???? 100th Scope ???? #Share #Follow Hea	2015-10-12 14:10:20

MOST ENGAGING VIEWERS

Level	Viewer
1	Anna Jo Schelle 4 👁️ 94 💬 145 ❤️ 6.75% 🕒
3	annalisa robsha 3 👁️ 39 💬 1 ❤️ 11.2% 🕒
4	????Amanda Robl 3 👁️ 5 💬 682 ❤️ 1.23% 🕒
5	Tonic Therapy # 2 👁️ 17 💬 26 ❤️ 9.12% 🕒
5	?????Joanna But

TOP FREQUENT VIEWERS

Rank	Viewer	Broadcasts Viewed
1	Anna Jo Schelle	4
2	annalisa robsha	3
3	????Amanda Robl	3
4	Chad Thompson	2
5	Carl Firmstone	2

TOP VIEWERS BY HEARTS

Rank	Viewer	Hearts Count
1	????Amanda Robl	682

TOP VIEWERS BY COMMENTS

Rank	Viewer	Comments Count
1	Anna Jo Schelle	94

Fullscope.tv provides detailed engagement metrics on each scope.



Get Broadcast(s)

Dashboard

Broadcasts



Live Broadcast length

00:43:39

Download

Do you have credit questions? Let's chat! #CreditScope

512 ^(11 web)
Live
24
Replay

Viewers

492

Comments

15692
Live
137
Replay

Hearts

330

Shares

100

Screenshots





00:00:04
Live
00:00:00
Replay

Avg Time

66
On broadcast
350
Since broadcast

Followers

Fullscope.tv provides engagement metrics on each viewer.

		Descending	All Viewers		
		Comments	Shares	Hearts	Screenshots
Overall Engagement		15	0	NA	0
Hearts					
Shares					
Screenshots					
Comments					
Overall Engagement					
% Time Watched					
Joined at					
Left at					
	?? Tia	11	1	97	4
	Organics	14	0	8	0
	Cash	5	1	140	0
	Annette	10	0	NA	2



Emerging Platforms: Best Practices on Scoping

#socialsummit1

6

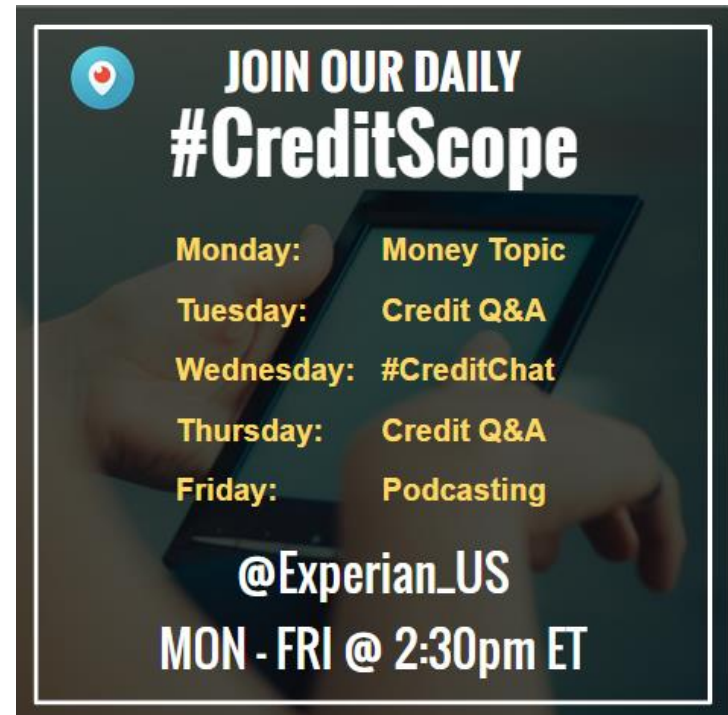
Promote your upcoming scope.




**Join Our Daily
#CreditScope**

@Experian_US

MON - FRI @ 3PM ET



 **JOIN OUR DAILY
#CreditScope**

Monday:	Money Topic
Tuesday:	Credit Q&A
Wednesday:	#CreditChat
Thursday:	Credit Q&A
Friday:	Podcasting

@Experian_US

MON - FRI @ 2:30pm ET

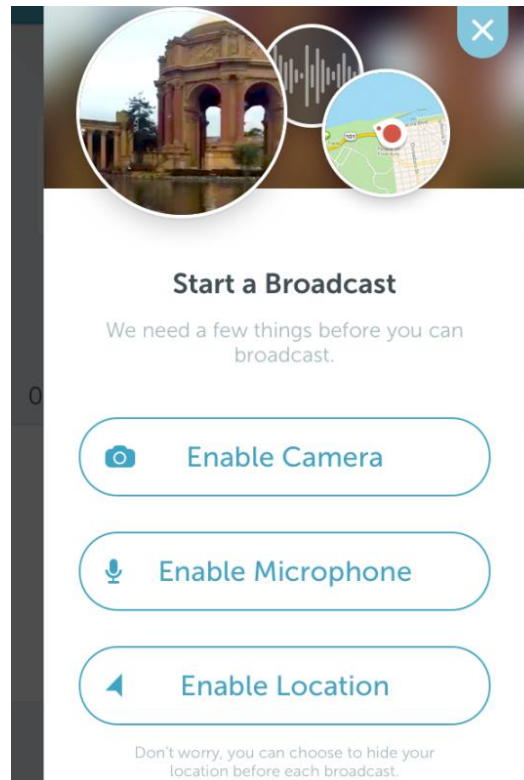
Use a tripod for a professional scope.



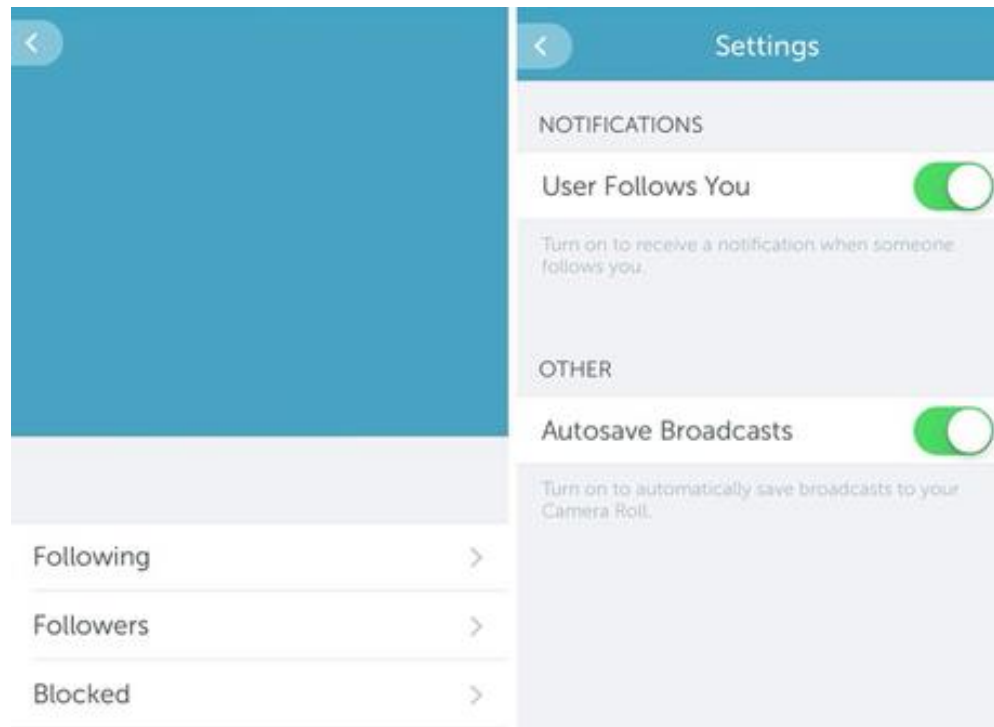
Make sure you have great wifi and keep phone charged.



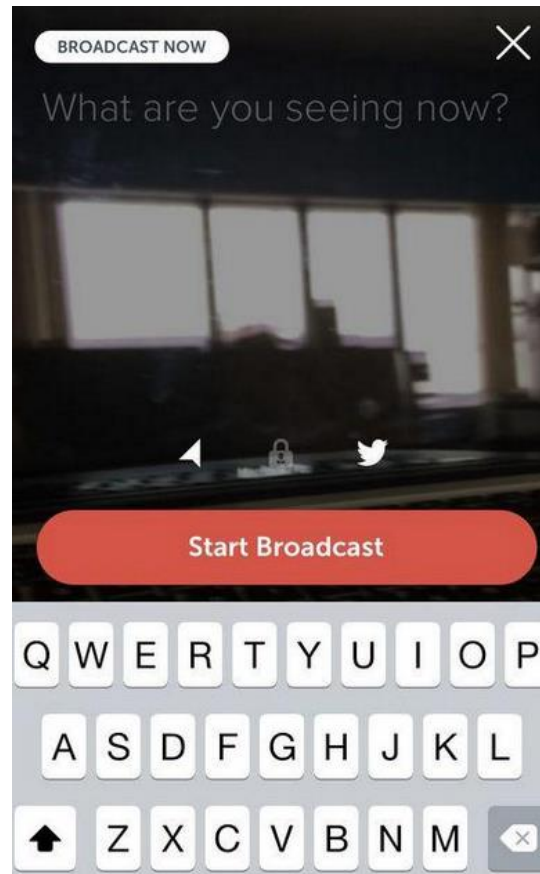
Enable location, microphone and camera.



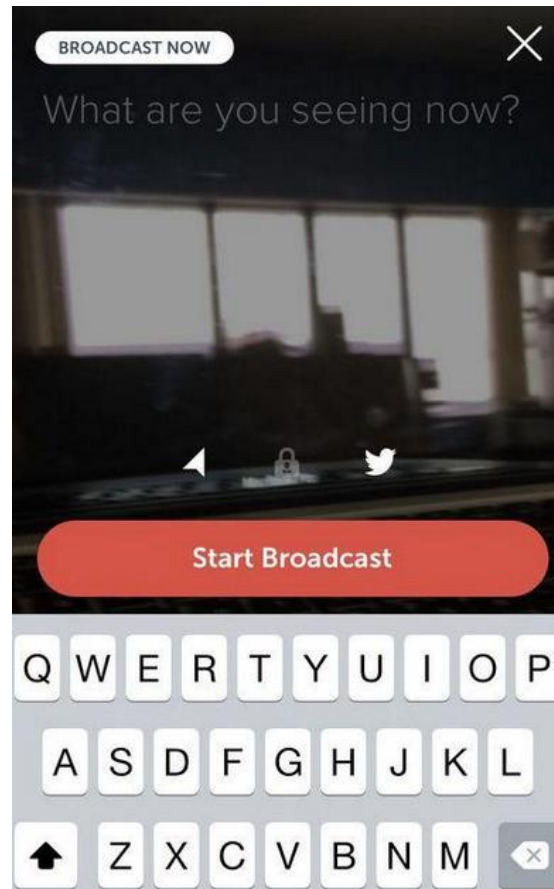
In settings, make sure to autosave broadcasts



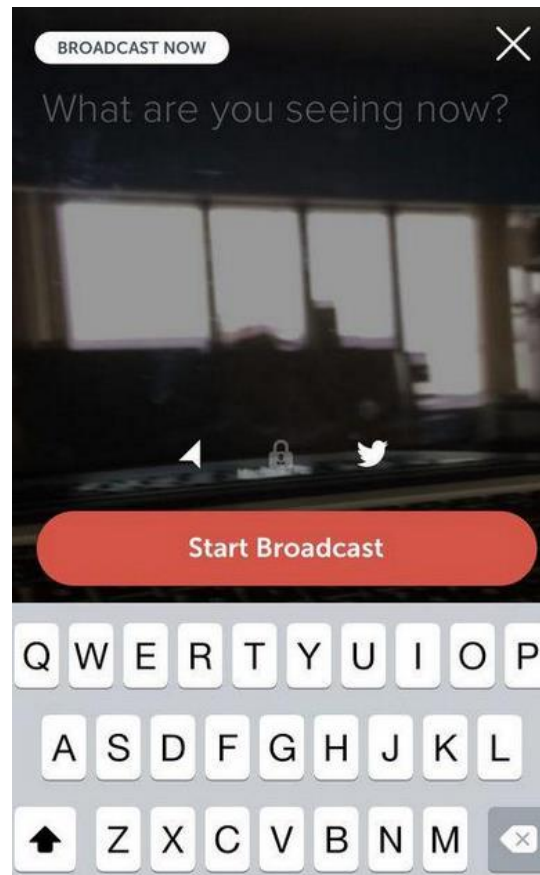
Use a catchy headline to attract your target audience. Use emojis.



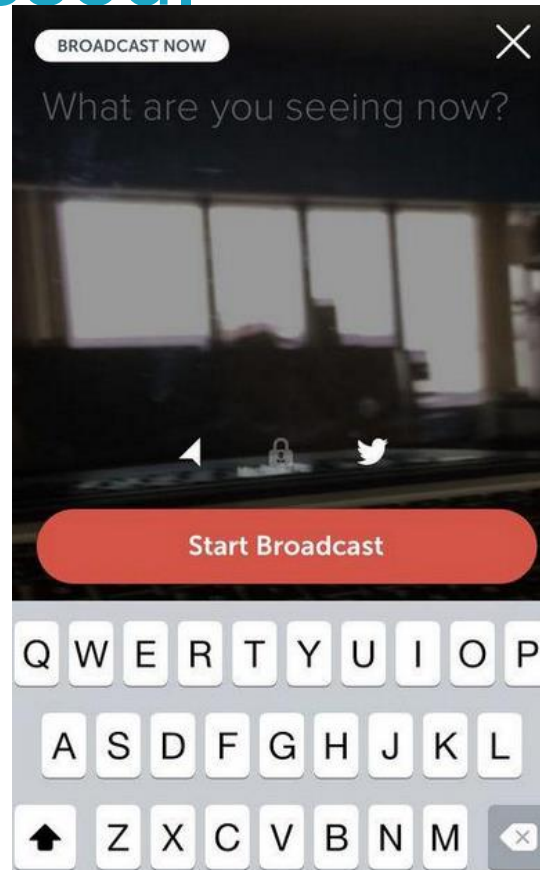
Keep most important visuals in top-third of your screen in portrait mode.



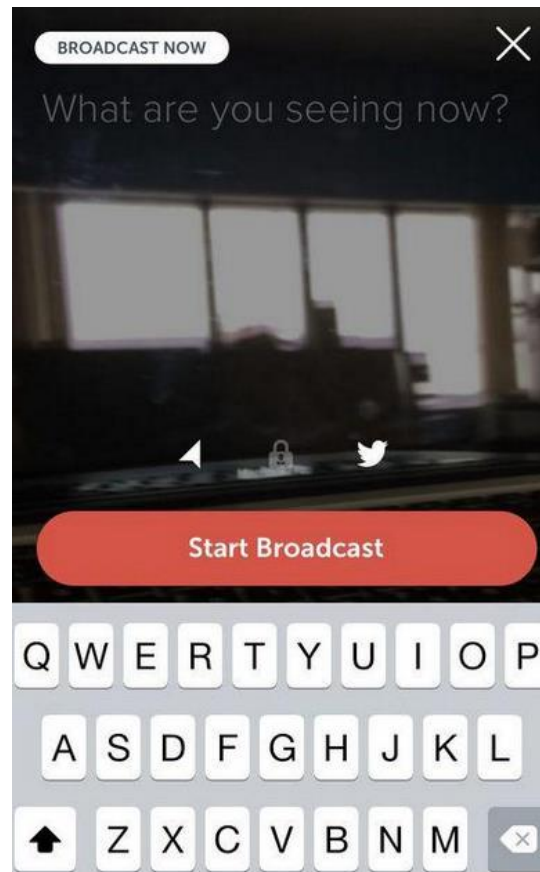
Engage with your audience by asking questions and thanking people by name.



Engage by having someone comment as your brand to answer questions not addressed.



Re-share broadcast when over.



Serve

Consistency

Open-up

Promote

Engage



Emerging Platforms: Questions?

#socialsummit1

6