

# stroovy sec̣ḳe

Live streaming & production agency



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# WHO WE

**We are an expert live streaming company; from filming to streaming to platform delivery. We add value to the kit and crew onsite by building flexible tools with our in-house development team so creatives can deliver engaging live streaming events.**

Since 1999, Groovy Gecko has been at the heart of live-streaming productions, shaping the way audiences connect with live experiences.

Today, we continue to evolve, offering an array of services that bring together innovation, creativity, and technology.

For **live event production**, our seasoned team and cutting-edge equipment ensure your story is told with precision and impact. No matter the magnitude of the event, we capture every detail and deliver a broadcast-quality experience to your audience.

Our **live streaming services** are built on robust infrastructure and technical expertise, delivering flawless broadcasts across a variety of platforms. This allows us to seamlessly integrate into your existing production workflow and adapt to any scale or complexity, offering a smooth and resilient live streaming experience for your audience.

We also offer **social media streaming services**, an essential part of our strategy to help you reach and engage with audiences where they spend most of their time.

Beyond these core offerings, we provide a broad spectrum of additional services to meet the diverse needs of our clients. These include **corporate webcasting, virtual event production, hybrid event solutions, live shopping service, gaming and esports events production, multi-language live streaming**, and more.

Each of these services is thoughtfully designed to enhance your audience's experience and maximise engagement.

At Groovy Gecko, we believe in the power of live experiences and their ability to forge genuine connections. Whether you are a global brand, a non-profit organisation, or a burgeoning start-up, we are here to help you engage with your audience in new and exciting ways.

# ARE.

## SOME OF OUR CLIENTS.



At Groovy Gecko, nothing is impossible when it comes to live. If you have an event or an idea where you'd like to maximise your audience engagement, get in touch!

# WHAT WE

## LIVE EVENT PRODUCTION.

We provide top-tier live event production services, designed to accommodate events of all magnitudes. Our experienced team employs state-of-the-art equipment, guaranteeing a broadcast-quality experience for your audience.

Be it an intimate live show or large-scale productions, we can cater for single to multi-camera setups, ensuring every aspect of your live event is captured with unrivaled precision and quality.

## ENGAGEMENT TOOLS.

Groovy Gecko's has a comprehensive suite of live streaming engagement tools created to stimulate audience interaction. From polling and moderated Q&A sessions to live chat and emoji reactions, we offer interactive features that keep your viewers involved.

## LIVE STREAMING SERVICES.

Our live streaming services blend technical expertise and top-tier equipment to deliver outstanding broadcasts. Our skilled engineers and robust workflow ensure flawless streaming across all platforms.

We seamlessly integrate into your existing production workflow, offering a smooth, resilient live streaming experience that caters to any event scale or complexity.



## **SOCIAL MEDIA STREAMING.**

We provide expert social media streaming services that help you connect with new and existing audiences. Our vast experience allow us to leverage unrivalled streaming knowledge to guide you in selecting the best platform for your needs.

Our robust streaming workflows and expert team guarantee flawless execution of your social media streams, ensuring maximum reach and audience engagement

## **MULTI LANGUAGE.**

Groovy Gecko provides multi-language live streaming services, breaking down language barriers for your audience. We offer both caption and audio translation options for live, ensuring your content is accessible to a global audience.

## **VIRTUAL & HYBRID PRODUCTIONS.**

Groovy Gecko offers virtual and hybrid event production, merging in-person and virtual elements to bridge the divide between physical and virtual realms.

Our sophisticated system supports both on-site and remote presenters, enabling efficient event management that transcends geographical barriers, ensuring top-quality output and maximum audience engagement.

Our commitment to inclusivity and accessibility means that no matter the language your viewers speak, they can fully engage with your live streams, fostering a truly international event experience.

**MORE OF**

# WHAT WE

## **LIVE SHOPPABLE.**

Groovy Gecko's Live Shoppable service is an innovative blend of real-time shopping and live streaming experiences. By seamlessly integrating e-commerce elements into your virtual events, we enable instant purchases and interactions between you and your audience.

By transforming traditional virtual events into dynamic, interactive shopping experiences, we help you create a unique and immersive retail landscape that captivates and satisfies your audience.

## **GAMING & ESPORTS.**

Specialising in gaming and esports events, Groovy Gecko offers exceptional experiences.

Our team excels in managing esports tournaments, game releases, and press events. Harnessing cutting-edge technology, we provide comprehensive solutions, translating gaming excitement into memorable, successful live events that truly captivate your audience.

## **ENHANCED STREAMING SECURITY.**

Groovy Gecko places a high priority on the security of your live streams. We employ sophisticated system architecture and advanced tools like forensic watermarking to safeguard your content.

As an ISO27001 & 9001 compliant company, we adhere to rigorous standards to ensure your streaming data is protected. Our commitment to enhanced security means you can trust us with your live streaming needs, knowing your content is in safe hands.



## **CORPORATE EVENTS.**

Groovy Gecko is your expert partner for corporate webcasting, providing versatile solutions for all your communication needs.

With our advanced workflows and seasoned team, we broadcast high-quality streams to numerous platforms. Regardless of your audience's location or platform preference, we deliver your corporate events professionally, ensuring a smooth and impactful webcasting experience.

## **ACCESSIBILITY TOOLS.**

At Groovy Gecko, we embody inclusivity in our streaming services with a comprehensive accessibility toolkit. Our commitment to WCAG compliance and implementation of intuitive front-end widgets ensures a globally accessible live event experience.

## **ONLINE VIDEO PLATFORM.**

Our Online Video Platform delivers seamless, on-demand live video content across multiple devices. It empowers you to control content distribution and monetisation, effectively reaching your audience.

This platform promises superior viewer experiences and effective online presence promotion. It's the perfect balance of technology and user engagement, revolutionising your on demand content.

By facilitating complete audience participation, we create an inclusive broadcasting environment that respects diversity and exemplifies our steadfast dedication to universal, barrier-free communication and interaction.

VENTURE  
1000  
NIKE

TRIKE  
NIGHT

CASE



**STUDIES.**



SAMSUNG X CHEIL, CYLNR, EPIC, & OCEAN

# SAMSUNG 3D INTERACTIVE

**We partnered with Samsung to orchestrate an extraordinary 3D livestream event. This innovative project transformed the iconic Piccadilly Lights into an interactive gaming arena, featuring a high-stakes Rocket League challenge between two popular gaming influencers. This unique collaboration, streamed live to audiences around the globe, not only captivated viewers but also showcased Samsung's cutting-edge Gaming Hub technology, resulting in a remarkable engagement on social platforms.**

## **OBJECTIVES.**

Samsung aimed to elevate its brand presence and showcase the capabilities of its Gaming Hub in a groundbreaking way. The primary goal was to engage a wide audience by leveraging the appeal of interactive gaming and advanced 3D livestreaming technology.

By integrating real-time audience interaction through Ocean Outdoor's DeepScreen® ALIVE technology, Samsung sought to create a buzz around the event and encourage viewer participation.

The objectives were clear: to generate excitement and buzz in the digital space, drive engagement through the use of the hashtag #SamsungGamingLive, and solidify Samsung's position as a leader in innovative gaming experiences. The event was designed not just to entertain but also to demonstrate that gaming is an inclusive and accessible activity for everyone, from novices to pro-level gamers.



## WHAT WE DID.

Groovy Gecko helped Samsung deliver an interactive 3D livestream, featuring two gaming influencers competing in a Rocket League challenge, directly into the Piccadilly Lights advertising screen.

Working in partnership with Cheil, CYLNDR, Epic, and Ocean we shot and delivered a live stream which featured a pre-show onto social platforms before the half hour gaming event was live-streamed to the Piccadilly Lights screen into an anamorphic 3D ad.

Using Ocean Outdoor's DeepScreen® ALIVE technology allowed the crowd's live reactions (Emojis) to appear within the livestream to promote Samsung's Gaming Hub. Viewers in Piccadilly Circus could share their reactions and support, using their mobile phones to scan a QR code and send an emoji reaction which instantly appeared on the big screen. The livestream itself was embedded within a 3D animation of a Samsung Smart TV, presenting the game as if spectators were watching it on their own TV sets

## WHAT THE CLIENT SAID.

*"We are pushing the boundaries to create engaging customer experiences, showcasing our Gaming Hub capabilities in an incredible 3D display on London's Piccadilly screen.*

*We want to encourage people to enjoy and embrace gaming, whether you're a novice or pro-level – gaming is for everyone. Our Gaming Hub provides thousands of games at your fingertips, and we're delighted to bring this to life on such an iconic London landmark."*

*Gus Grimaldi, Head of Product, Europe, Samsung Electronics*



MY COMPANY MEETINGS

# NOVO NORDISK X ECKO

**Groovy Gecko added health care giant Novo Nordisk to its growing stable of pharmaceutical clients and helped deliver their 'My Company Meeting' programme to their workforce through our **EckoEnterprise** platform.**

## **OBJECTIVES.**

Novo Nordisk were looking for a high end, robust turnkey solution, for their 'My Company Meeting' series of programmes, which would cover on-site production, live streaming and a webcasting platform.

## **WHAT WE DID.**

Groovy Gecko provided a full end-to-end live stream production which included a three camera shoot, audio, vision mixing and adaptive streaming delivered via our customisable EckoEnterprise platform. Our initial discussions with Novo Nordisk centred on 3 event scenarios; fully virtual, hybrid (on-site and online) and fully on-site, meaning Novo had an a la carte menu of options based on their event type.

The partnership between Novo and Groovy has produced a series of events, each delivered through our customised EckoEnterprise platform, so Novo employees can view key company updates through a platform that feels like a natural extension of their own ecosystem.



# ENTERPRISE.

As with all newly onboarded clients, a stringent amount of checks took place between our respective engineering and networking teams in the lead up to the events to make sure all the relevant domains were tested, whitelisted and viewable to internal company audiences.

The onsite events were a highly engaging presentations which offered viewers the chance to ask questions and engage with polls with the senior management team of Novo Nordisk.


Offering engagement tools to an online audience is an incredibly compelling way of making them feel connected to the event when they can't be there in person and has a positive effect on stream dwell times (the length of time a viewer watches a show for). The events have been a great success with the client commenting that they had received 'excellent feedback' about the production.

## RESULTS.

The online audience reached 150% more people than could physically be in person for the event with a highly impressive video dwell time of over 75% for the live show.

**150%** more people than  
could physically  
join in person

**75%** dwell time  
on the live  
show



LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

# LSE FESTIVAL X ECKO

**Leveraging our expertise in live streaming and on-demand content, Groovy Gecko reimaged the London School of Economics and Political Science (LSE) annual Festival, fostering an inclusive, accessible, and engaging virtual experience for audiences around the world.**

## **BACKGROUND.**

The renowned London School of Economics and Political Science hosts the LSE Festival, a thought-provoking event celebrating the social sciences. As the festival's reputation has grown there was a need to make it more accessible to a global audience

## **THE CHALLENGE.**

The task was twofold: to extend the Festival's reach beyond the physical limitations of the venues and to make the content more accessible through live subtitling and for some sessions live BSL signing. To ensure a smooth streaming experience which didn't degrade the experience for those attendees on site it was essential to have a simple production setup with a number of advanced features such as the accessibility options and the ability to include virtual speakers.





# ENTERPRISE.


## OUR SOLUTION.

Groovy Gecko provided an integrated solution including the EckoEnterprise platform, live production and streaming with subtitling and British Sign Language (BSL) services. Our production team focused on creating engaging interactive content which allowed the virtual audience to ask questions and give feedback on the sessions on the LSE's platform. They also streamed a non-interactive version to the LSE's YouTube channel to allow the more casual viewer to watch content without having to register.



## THE RESULTS.

Our solution enabled a much larger audience to view the festival, giving online and offline audiences the same opportunities to interact. The platform allowed a global audience to attend and through subtitling and sign language made the content more accessible than ever, opening the door to new audiences. This was demonstrated by an average viewing time per session, across the 19 different lectures, of well in excess of 40 minutes. Groovy Gecko's innovative use of the EckoEnterprise platform and live stream production expanded the reach of the LSE Festival, delivering it to its biggest audience yet.



THE SMARTY TRAIN X BARCLAYS

# BARCLAYS X TEAMS

**Elevating Virtual Learning: Groovy Gecko's **Production+** Solution Enhances Barclays' Microsoft Teams Live Events.**

## **BACKGROUND.**

Teaming up with The Smarty Train, Groovy Gecko is spearheading a transformative project for Barclays, delivering over 1,000 live sessions as part of their Continued Excellence program. Leveraging our expertise, we've rolled out our Production+ solution to elevate Barclays' virtual learning experience through Microsoft Teams.

While utilising Microsoft Teams as their primary platform, Barclays aimed to elevate their output, creating a more engaging and interactive learning environment for their employees.

## **WHAT WE DID.**

We devised a sophisticated solution which enables us to craft a polished program feeds before seamlessly integrating it into Microsoft Teams, enhancing the overall presentation quality.

During each session, viewers are seamlessly transitioned from the main presentation to breakout rooms for interactive discussions. Integrated engagement tools, enable viewers to vote and react to questions posed by presenters, fostering active participation and knowledge retention.

Given the scale of the project, we established dedicated production hubs where two producers per session guide the presenter through the show. These producers are responsible for adhering to scripts, rolling VTs, pushing slides, responding to viewer questions in chat, and managing breakout room transitions - all while maintaining seamless communication with the presenter.

Our tailored solution, dubbed Production+, offers an ideal platform for organizations seeking to elevate their Microsoft Teams experience, providing a seamless blend of sophistication and interactivity for virtual learning environments.

# PRODUCTION+

## THE RESULTS.

As the landscape of remote collaboration continues to evolve, Groovy Gecko's **Production+ solution** allows clients such as Barclays to innovate and reshape virtual learning

With an increasing number of companies recognising the need to elevate their Teams and Zoom experiences, the development of Production+ underscores our proactive approach to meet the evolving demands of modern education and communication through live video.





CRITICAL HIT

# PRIVATE PRESS

**In collaboration with Critical Hit, we have successfully executed a range of projects aimed at major players in the gaming industry. These initiatives, covering various popular titles, have been expertly designed to provide secure and immersive experiences through our **EckoEnterprise** platform for private press audiences.**

## **BACKGROUND.**

Critical Hit, a leading event management agency, sought to elevate their gaming press events for major gaming publishers to new heights. Their primary objectives were to ensure robust security measures, enhance accessibility for a diverse audience, and maintain a sense of exclusivity while accommodating multi-language support.

## **OUR SOLUTION.**

Groovy Gecko's solution revolved around customising our **EckoEnterprise** platform to meet our client's exacting requirements. We implemented cutting-edge security features, including a sophisticated digital watermarking tool that assigned unique watermarks to individual users, bolstering content protection.

Moreover, our platform offered seamless multi-language support, with options for both audio and captions in various languages. Each event, tailored for the specific games launches incorporated brand assets and bespoke designs, ensuring a truly immersive and branded experience for attendees.

To foster engagement, we integrated interactive tools such as question submission, live chat, and emoji reactions, allowing participants to actively engage with the content and each other in real-time.

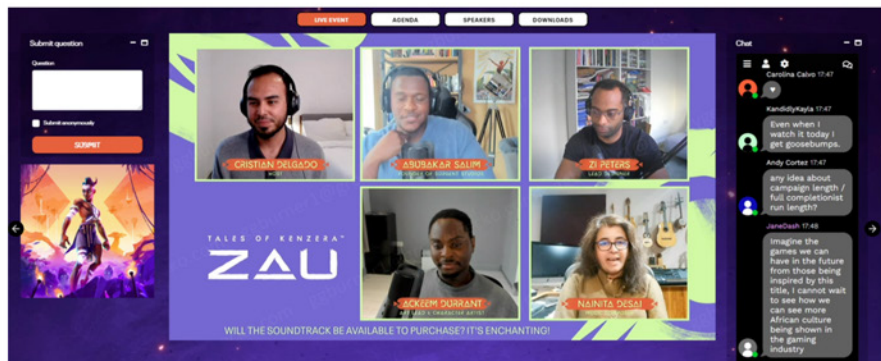
# GAMING STREAMS.

## THE RESULTS.

Through our collaboration with Critical Hit, Groovy Gecko has redefined gaming press events, delivering seamless experiences for industry giants. Our tailored solutions, fortified with advanced security measures and comprehensive accessibility options, have set a new benchmark for immersive and engaging gaming events.

Beyond the immediate project scope, Groovy Gecko remains committed to enhancing security and accessibility across all our platforms. These events serve as a testament to our ongoing efforts in this regard, setting the standard for future engagements.

Transform your event into a global spectacle with Groovy Gecko's advanced live streaming solutions.



# DARE TO STREAM.



## SAY HELLO

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Samsung  
Gaming Hub

Comes Together

Scan here  
to join the  
action

ROCKI  
LEAGUE

Additional services and complete controller required.  
Actual tilt may differ and is  
subject to change without notice.  
Available games and services may vary by region.  
Service provider, network environment or device  
may change system performance.  
Internet connection and additional gaming  
subscriptions required.

FORCE