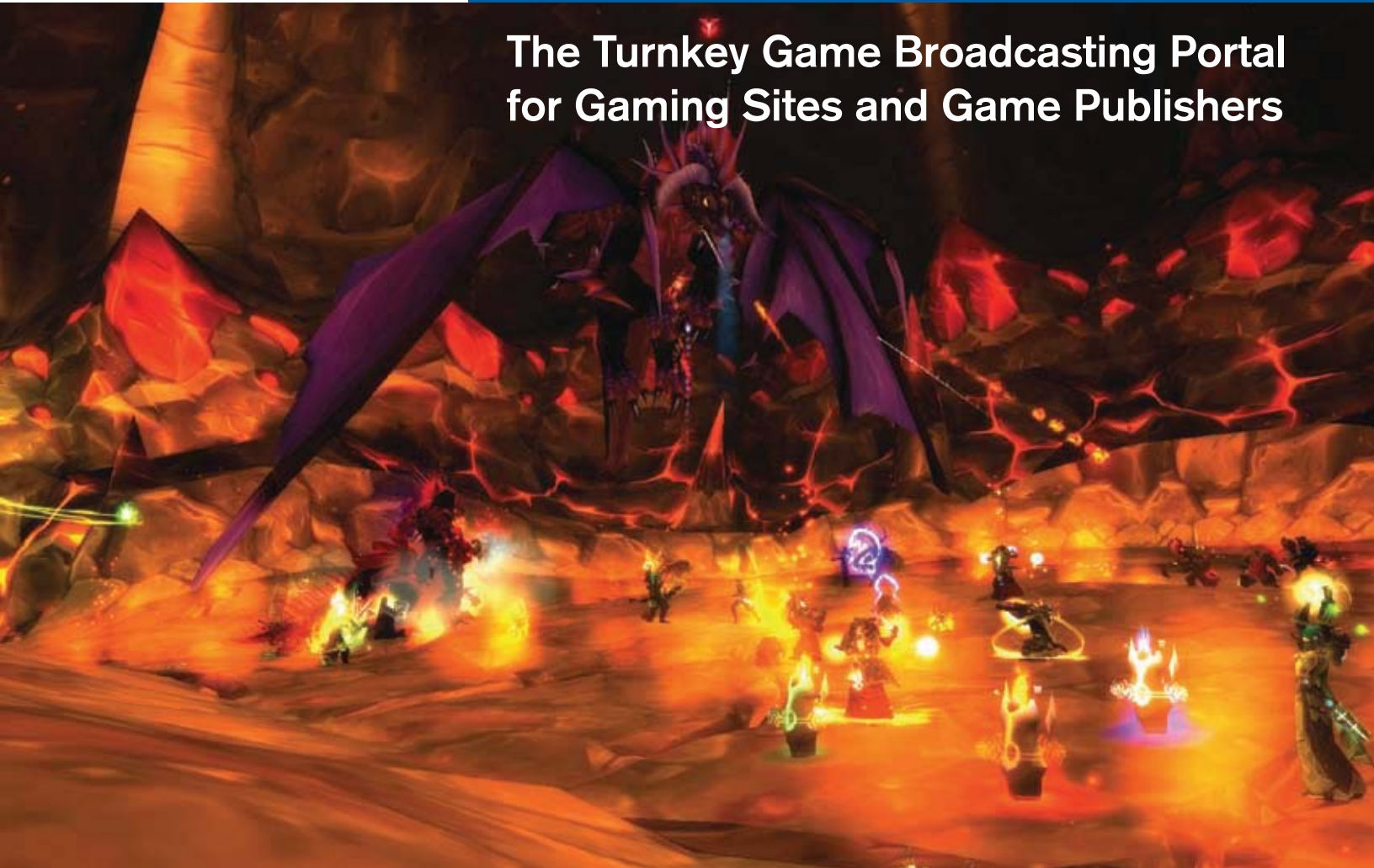


**The Turnkey Game Broadcasting Portal  
for Gaming Sites and Game Publishers**



**Industry's first and only gaming solution to:**

- Drive Ad revenue
- Increase game sales
- Increase site traffic & stickiness

# Overview

## 80% of gamers want to broadcast themselves when they play!

Dyyno Gaming Solution enables easy game broadcasting for your gamers. You can capitalize on broadcasts by building an active community of gamers and spectators, increasing your site traffic, earning ad revenue on large number of viewer streams per month, and adding value to your game publishers by allowing them to sell instantly to motivated buyers. It's a win-win for the entire game broadcasting ecosystem - gaming portals, game publishers, gamers, and game spectators.



### For Gaming Portals

- Increase game sales and revenue
- Increase stickiness of your portal
- Drive Ad revenue with prerolls and midrolls



### For Gamers

- Show off your skills to thousands of viewers
- Build and enhance your personal brand
- Earn money with high viewership



### For Game Publishers

- Sell instantly to motivated buyers
- Create an active community around your games
- No additional development required

# Features

## Customizable Game Broadcasting Portal

It's important to have a nice look & feel for your branded game broadcasting portal. With Dyyno you can have your customized gaming portal up and running in just 3 days.

## Live & Instant Broadcasting

With just one click of a button, the gamers can start broadcasting their games LIVE, their games show up instantly in the game broadcasting directory.

## Hotkeys

Dyyno hotkeys are single keystrokes that allow the Gamer to quickly maneuver Dyyno controls. For example, the gamer can start broadcasting by just hitting the F7 button.

## Superior Game Capture

For game spectators, game quality is only as good as the game quality captured by the game broadcaster. Dyyno broadcasting and recording captures applications with high rendered graphics.

## High Quality (HQ) Video

Dyyno let's you broadcast up to High Definition resolution.

## Game Recording and VoD

With the recording feature, gamers can record their games for future reference. Gaming Portals can also catalog them in video on demand (VoD) under game training and top games sections.

## LIVE Game Guide

Directory of games being broadcasted live, sorted so that the games with most concurrent viewers show up on the top. Support for pagination for 100s of game broadcasts.

## Extreme Scaling up to 1000+ Viewers

Watching a heated competition, learning from a top gamer on how to get through a difficult level or watching a guild play another, are among several usages that drive 1000+ viewers per game broadcast stream.

## Resolution & FPS Flexibility

For optimal resolution, spectators can adjust their game viewing settings to match their network connection needs.

## Community Engagement

Increase user engagement and retention on your game site with chat-enabled game play.

## Stream Monitor and Control

All viewers and users will have the ability to flag certain games or communication as inappropriate. Gaming portals can get instant notifications of these flags and can remove the inappropriate streams.

## Analytics

Want to know how many people are watching a game? How long a user has been playing? The Dyyno Gaming Solution supports these and other analytics.

# How it Works

## 1 Gaming Portal:



- Sets up customized game broadcasting portal in just 3 days
- Sets up Ad plans and spots working with Dyno
- Invites top gamers to the game broadcasting portal

## 2 Gamer:



- Starts broadcasting with just one click of a button – a “hotkey”
- Game being broadcasted automatically appears on the LIVE Game Guide



## 3 Game Spectators:

- Select a game that they want to view
- See a preroll Ad before the game starts
- Interact with fellow viewers as well as the gamer using Dyno chat



LIVE GAME GUIDE

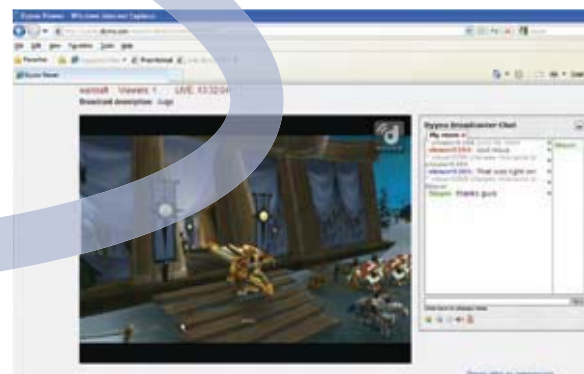
## 4 Gaming Portal:



- Gaming Portal and Dyno share Ad revenue viewer session CPMs
- Increases site traffic and stickiness

## 5 Game Publishers:

- Sell instantly to motivated buyers
- Build active community around their games



GAME VIEWING

# Proven Value

Dyyno Gaming Solution is leveraged by some of the top game publishers and gaming portals including MMO Life, Project Livestream, Outspark, ESL, ESWC and many more.

## ESWC monetizes from Online Game Spectatorship

Electronic Sports World Cup (ESWC) is one of the largest, most innovative and professional video game tournament championships in the world. ESWC runs thousands of live events each year and attracts several thousand attendees to each event. Despite the popularity of the championships, ESWC was not benefiting from the potential upside of new revenue streams from advertising and could not engage league members and gamers around the world.

### Solution

By implementing the turnkey, cost-effective Dyyno Gaming Solution, ESWC was able to increase its advertising revenue while broadcasting its events live. The league was able to include all of their members in over 85 countries with just one simple click on the ESWC website. The online game spectators were able to get important information about the tournament such as player profiles, statistics, and voice commentary on the games being viewed.

### Highlights

- Games streamed to 86 countries
- Tournament spanned 20 hours spread over three days
- Games were watched by 15,000+ unique viewers
- 2,000+ concurrent viewers at peak times
- 34 minutes of average viewing time

### Results

- Developed broader community of viewers
- Generated significant new revenue streams with in-stream advertising
- Created a huge differentiator for themselves using Dyyno

## Add game broadcasts to your portal in just 3 days!

Call or email us today to get started on your game broadcasting portal.  
[games@dyyno.com](mailto:games@dyyno.com) or 650-494-3200 ext 330

“...live implementation of Dyyno is particularly compelling — at times, hundreds of gamers use it to chat as they watch someone else play WoW, critiquing their every move.”

Eliot Van Buskirk

**WIRED**



## About Dyyno

Dyyno is the breakthrough online game broadcasting platform. Dyyno Gaming Solution enables Gaming Portals and Publishers to increase their stickiness and revenue by allowing Gamers to broadcast games LIVE. Dyyno's gaming customers include Outspark, ESWC, Project Livestream, and ESL.