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Socialive Launches to Revolutionize Live Blogging & Place-Based Social Media

A new social media platform, Socialive, is taking live blogging and place-based social media to the next level. Socialive allows users to broadcast and aggregate content around live events as they unfold.

(Toronto, ON) – The world of live blogging and social buzz has just been streamlined. The new social content platform, [Socialive](#), not only lets businesses and publishers cover every aspect of live events on their websites and Facebook Pages; it also offers them a variety of branding opportunities and revenue channels.

Socialive allows users to broadcast, control and filter content for both one-time live events (i.e. concert or sporting event) and developing stories. The coverage content created can then be displayed on any website or Facebook page using a brandable dashboard or widget, or in the form of onsite digital signage to engage live event participants

“With everyday people photographing, filming, and Tweeting what they see and hear, stories go so much deeper than a single journalist’s or blogger’s angle,” said Sean Rosenthal, President of Socialive. “So we wanted to build a tool that does “live blogging” and can also aggregate what everyone else is saying. And so we give you Socialive.”

Socialive fully supports Twitter, Facebook, YouTube, Vimeo, and live streaming video, allowing publishers to create rich, multi-media feeds that include images and video. The software also features a polling tool so that users can better engage their audience and get valuable, real time feedback.

There are also several monetization tools built-in to the Socialive software, including banner ads and video ads. A complete list of Socialive’s features is available at: <http://socialive.me/features>

And in the case that users don’t have a live event happening, they can use Socialive to automatically push out content from their website or Facebook Fan Page. Examples can be found on the [Socialive events page](#) and [Facebook page](#).

“What we wanted to do was make live blogging more comprehensive and give live bloggers a way to drive traffic back to their own websites or Facebook fan pages, and this is what we’ve done,” added Sean Rosenthal “The Socialive application not only transforms social media communications into interactive dialogues, it also allows user to

also monetize these conversation through of advertising revenue.”

About Socialive Media

Socialive is a Toronto-based company that offers a web-based application that elevates the live event experience through the use of social media tools. The platform also leverages live blogging, tweeting and chatting to allow people attending or following an event remotely to be actively involved in the excitement.

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