



LilaMax Media, LLC, Facebook, NASDAQ Partner on Live Video

May 11, 2016—LilaMax Media, Facebook and The NASDAQ are showing the world how serious they are about live video. LilaMax will launch its partnership this Friday, May 13th at 4:30 pm with live interviews and a roundtable with the YPO, Young President's Innovation Conference.

Jane King will conduct interviews Friday with McKeel Hagerty, President/CEO of Hagerty Insurance and Ryan Holmes the CEO/ Founder of Hootsuite. A roundtable of tech entrepreneurs will follow.

For anyone interested in watching the live video or sharing it on the their website, you can follow the NASDAQ Facebook page or Jane King's professional Facebook page.

Facebook launched the update to its mobile app April 7th, that puts its live-streaming services front and center.

LilaMax Media will broadcast live content, on a regular basis, through Facebook.

Jane King, CEO of LilaMax Media says, "Facebook has an enormous audience of 1.5 billion users and we think many of those viewers will want to interact with newsmakers in New York, who can directly answer questions about important topics of the day, business and otherwise. There's a populist void, and Facebook, LilaMax Media and NASDAQ can fill it."

Not only can viewers watch videos about some of today's hottest topics, but react and ask questions as well. "It's like hearing the crowd applaud and cheer," wrote Fidji Simo, the social network's Product Management Direct.

Already, Facebook says its videos are viewed 8 billion times a day.



For Facebook CEO Mark Zuckerberg, live-streaming is the future. He said in a recent town-hall-style Q&A session that live video is “one of the things I am most excited about”.

LilaMax Media COO Bob Morris says one possible extension of the partnership is bring in local TV stations who are clients of LilaMax Media for topics important to their communities so residents can interact with newsmakers.

To access the videos, ‘follow’, NASDAQ or Jane King on Facebook and you will simply get alerts when the interviews take place.

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