

Facebook Live						
About the tool	Audience	Lifespan	Time limit	Metrics	Used by brands like	Price
The social media platform with the most features for live video and live audio broadcasting.	88% of 18–29 year olds use Facebook	After the broadcasting ends the video will be available on your Facebook page (Adepresso, 2017).	From 10 minutes to 4 hours.	Number of views	General motors DKNY	Free
	84% of 30–49 year olds use Facebook			Engagement metrics		
	72% of 50–64 year old use Facebook					
	62% of 65+ year old use Facebook (Sprout Social, 2017)					

Instagram Live						
About the tool	Audience	Lifespan	Time limit	Metrics	Used by brands like	Price
It will give you a visibility boost, as your video will automatically stand out in the stories feed. This can help you to connect with users in your target audience who haven't heard of you before (Adepresso, 2017).	59% of 18–29 year olds use Instagram	The video can be replayed within the next 24 hours.	upto 1 hour	Number of views	Shopify	Free
	33% of 30–49 year olds use Instagram			Engagement metrics		
	18% of 50–64 year olds use Instagram					
	8% of people 65+ use Instagram (Sprout Social, 2017)					

Youtube Live						
About the tool	Audience	Lifespan	Time limit	Metrics	Used by brands like	Price
This platform gives you the option to broadcast live videos in several different ways. The biggest restriction with YouTube live is that it may not get the immediate attention that other live video platforms may provide. You'll have to promote the broadcast in advance to ensure your target audience knows about it, because they're unlikely to be on the site when it goes live to stumble upon it (Adepresso, 2017).	31.8 million users aged 18 to 24	Once the live video ended, then it will be available in your Youtube profile	upto 8 hours	Real time metrics of views	Redbull	Free
	19.4 million visitors 65 and older (Sprout Social, 2017)			Number of messages, likes		
				Future predictions		
				Post live statistics		

Periscope						
About the tool	Audience	Lifespan	Time limit	Metrics	Used by brands like	Price
Periscope is a live video broadcasting app that is connected to Twitter. It exists as a separate app from Twitter, though it's set up so you can automatically post the live broadcast to Twitter if you choose. Periscope has its own engaged audience, which can help you increase visibility and engagement (Adepresso, 2017).	36% of 18–29 year olds use Twitter	Automatically it will delete your content after the first 24 hours unless set to be saved for indefinite time (Sprout Social, 2017).	No time limits	Number of live and replay viewers	BMW	Free
	23% of 30–49 year olds use Twitter			Total time viewers spent watching a video	Taco Bell	
	21% of 50–64 year olds use Twitter 10% of 65+ year olds use Twitter (Sprout Social, 2017)			The average time each viewer watched the video	Nestle	
				Redbull		

Twitch						
About the tool	Audience	Lifespan	Time limit	Metrics	Used by brands like	Price
Live video streaming platform used for broadcasting video gameplay, ranging from amateur players to eSports tournaments (Deng, Tyson, Cuadrado & Uhlig, 2017).	1.7 million broadcasters and 100 million visitors every month (Deng, Tyson, Cuadrado & Uhlig, 2017).	Will be saved for upto 60 days (Twitch, 2017).	48 hours	Number of views	Chess.com	4.99\$ 9.99 \$ 24.99\$
				Engagement metrics		
				Future predictions		
				Usage graphs		