



MultiTV Redefines Hybrid Events, Showcasing Global Real-Time Engagement with iKONG LIVE Events

MultiTV, a global leader in cloud-based video solutions, has partnered with iKO Media Group (iKONG), a premium broadcasting and teleport services provider, to deliver a full-scale, live streaming proof of concept of the iKONG Annual IBC Party. Taking place on the evening of Saturday, September 13, at The All Out Amsterdam, the on-site celebration will be streamed live worldwide, showcasing the power of fully interactive, live-streamed events to a global audience.

The initiative leverages MultiTV's innovative technologies to power iKONG's proprietary iKOLIVE Events platform, ensuring flawless global delivery in high definition. The platform delivers an interactive viewer experience that includes real-time chat, branded overlays, and a virtual photo booth, all accessible via a fully integrated, broadcast-grade platform designed for seamless engagement.

While the experience is designed for online audiences, guests attending on-site will enjoy a vibrant party atmosphere with entertainment activations, including karaoke, shuffleboard, gaming stations, and a live photo booth—all featured within the live stream to bring the energy of the room to audiences around the world.

"The iKONG Annual IBC Party has become a staple of the conference, and this year we're taking it to new heights," said Shmulik Koren, Co-Founder & CEO of iKO Media Group. "MultiTV's technological expertise and innovative solutions were instrumental in making this proof of concept a reality. This partnership with innovators like MultiTV demonstrates our confidence in the iKOLIVE Events platform and our shared vision of pushing the boundaries of live engagement. It's going to be a great night, both on-site and online—a true showcase of how we take viewer experience to the next level. We're not just streaming an event; we're redefining how audiences interact with it."

The iKOLIVE Events Solution goes beyond only streaming to provide a complete digital event environment, combining registration, content management, and audience engagement into a single, user-friendly experience. Organizers can create branded minisites, manage event registration and content in one place, and enhance engagement with interactive tools such as polls, live chat, gamification, branded overlays, and virtual photo booths. A seamless brand experience is delivered across the live stream and interactive features on all devices, supported by a user-friendly 3D environment and a broadcast-grade backbone for flawless global delivery.

"As audiences demand more hybrid, real-time engagement, broadcasters need new ways to connect with viewers," said Vikash Samota, Founder & CEO of MultiTV. "Partnering with iKONG on this project shows how MultiTV's core technologies deliver that connection at a global scale. This isn't just a party stream—it's a demonstration of what's possible for conferences, sports, faith-based

media, entertainment, and more. Together, we're making it easier than ever for broadcasters to launch fully interactive live events that scale, engage, and convert."

MultiTV and iKONG are in Amsterdam throughout IBC 2025, September 12-15, meeting with broadcasters, content owners, and partners exploring next-generation media strategies. To arrange a meeting, [book here](#).

The iKONG Annual IBC Party will stream live on September 13 at 21:00 CET.