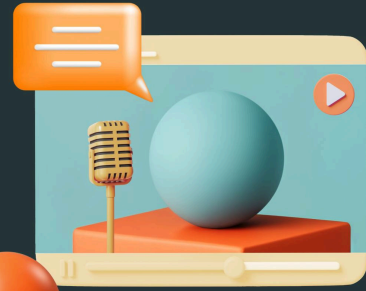


HIVE FOCUS

Maximize the impact of every live video event with audience attention insights

Hive Focus delivers an unmatched level of visibility into how engaged viewers are during your webcasts minute by minute, so you can refine content, prove ROI, and keep your audience locked in.



Post-event attention scoring

Attentiveness heatmaps by location

See audience drop-off points

Pre-integrated with Microsoft Teams

Why leadership & Internal Comms need Focus



Spot high and low attentiveness moments

Track attentiveness to pinpoint exactly where interest spiked or dropped, so you can double down on what works and fix what doesn't before the next event.



Prove communication impact with hard data

Show leadership a clear, quantified view of how employees stayed engaged, rather than relying on vanity metrics or unreliable self-reported survey data.



Improve event attentiveness over time

Identify trends, see what's improving, and uncover recurring challenges before they erode messaging impact.



Tailor content to your audience

Break down attentiveness by high/medium/low segments and geographic location, then target improvements for each group.

Key capabilities

- Event attentiveness scoring**

Single 0–10 metric showing overall audience focus

- Minute-by-minute attention tracking**

Detect drop-off points and content peaks after the event ends

- Viewer attentiveness heatmap**

High, medium and low attentiveness detection by geographic region

- Unique audience attentiveness KPIs**

Benchmark, track and report on progress over time

