

Hemnet enters into agreement with Bambuser and launches live streaming for open house viewings

Bambuser AB has entered into a commercial agreement with Hemnet, Sweden's largest property portal, to launch live streaming for open house viewings – Hemnet Live.

In a short time, Covid-19 has changed the conditions in society and many companies have introduced precautionary measures to reduce the spread of infection. Businesses require human interaction to function and when physical meetings are limited, they move to the digital sphere.

Bambuser's newly launched product Live Video Shopping offers a safe tool for communicating and interacting live and can thus be used in many different contexts where personal interaction is critical. Bambuser has today signed a new customer agreement with Hemnet, Sweden's largest property portal with an average of 3.1 million visitors each week. The agreement, which initially runs for nine months, is based on a fixed monthly license fee, as well as a variable part depending on usage.

Already for the upcoming viewing weekend, Hemnet will offer all of Sweden's brokers the opportunity to live stream their viewings on Hemnet by launching a first trial version of Hemnet Live. The broker conducts the open house viewing by live streaming from their own mobile phone. Speculators can follow the viewing digitally through the property's listing on Hemnet and can ask questions directly to the broker during the viewing through a chat function.

- Interactive live streaming has become vital for many social functions and commerce now that society is facing new challenges. We are really looking forward to taking the leap into a completely new segment by launching live streamed open house viewings with Hemnet, says Maryam Ghahremani, CEO of Bambuser.

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Bambuser was founded in 2007 as the world's first company with a platform for interactive mobile live video broadcasting and is a leading supplier in the live video segment. In 2019, Bambuser introduced Live Video Shopping, which enables live shopping directly on the brand's website. Bambuser is listed on the Nasdaq First North Growth Market and is headquartered in Stockholm.