

A Producer's Guide to Live Events and Streaming



About the Instructor

- Began career in NYS Senate TV
- Worked in agency world for 5 Years
- Founded DDW in 2004
- Produced 1st live stream in 2006
- Provides full-service Webcasting today



What we'll cover

- What webcasting is... and what it's not
- The process behind live streaming
- When to make the investment to go live
- Consumer vs. subscription & enterprise
- Knowing when to go DIY or hire a pro
- Integrating PPT, surveys, social & 508 CC

What we'll cover

- The convergence of production & IT
- Connectivity speed requirements
- Switching and encoding platforms
- The importance of pre-production
- Raising production value
- Ensuring you deliver clean audio

What we'll cover

- Assembling your live stream team
- CDN options and capabilities
- The value On-Demand delivery
- Marketing your live stream
- Measuring impact & determining ROI
- Refining your strategy moving forward



**Webcasting is easy...
until it's not.**

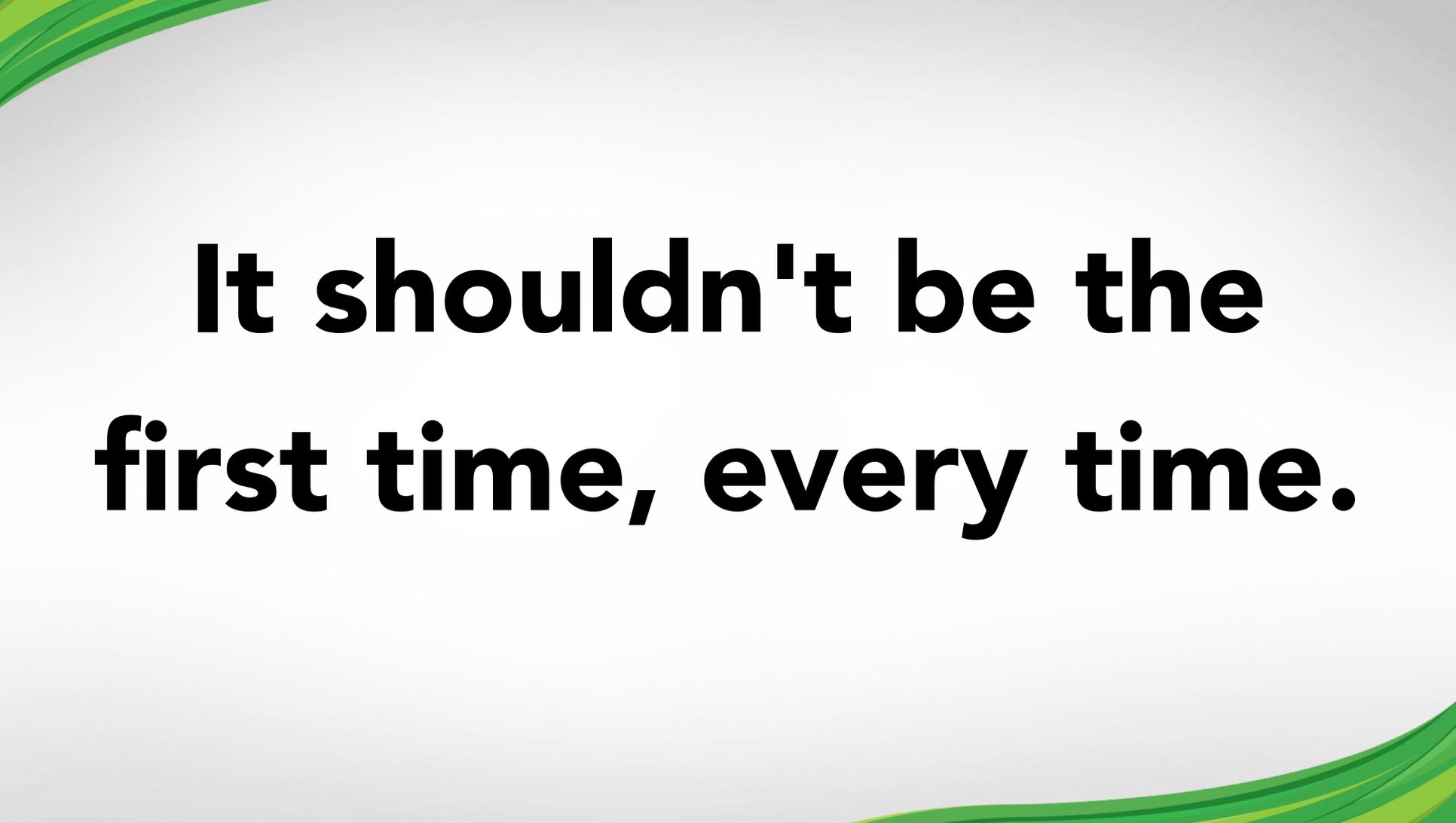


Webcasting is all about...

1. Shaping/managing expectations
2. Creating an executable strategy
3. Aligning all the moving parts
4. Foreseeing potential problems

Webcasting is all about...

5. Having solutions at the ready
6. Delivering on your promises
7. Showing your impact
8. Developing a process

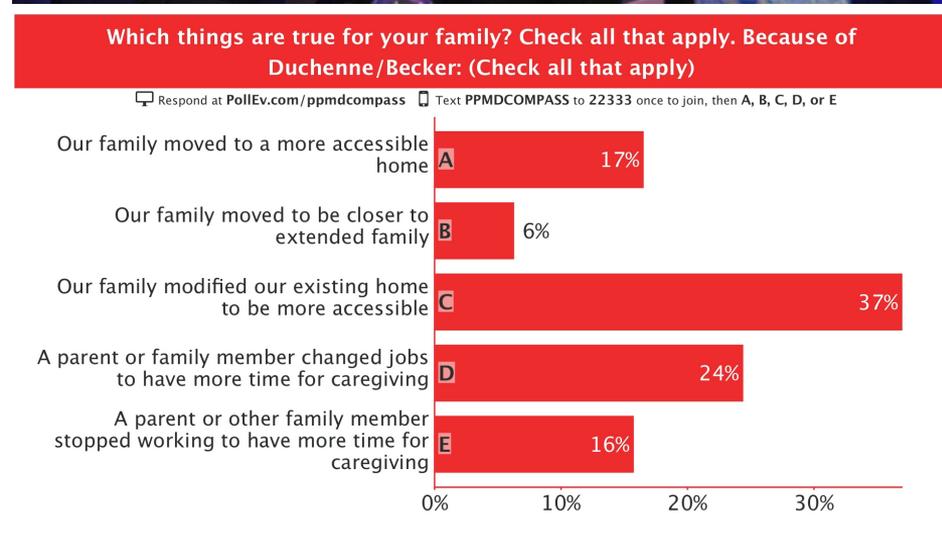


**It shouldn't be the
first time, every time.**

What's a Webcast?

Webcast means to use Internet communication technologies to broadcast live or delayed audio and/or video transmissions, much like traditional television and radio broadcasts.

– Webopedia



What's a CDN?

A content delivery network (CDN) is a system of distributed servers (network) that deliver pages and other Web content to a user, based on the geographic locations of the user, the origin of the webpage and the content delivery server.

– Webopedia



How CDNs Work



Why your CDN matters

- It's your outbound platform
- It's your viewer's "channel"
- It distributes load across global servers
- Most scale quality to viewers' connection
- On-demand delivery can be automated
- Your choice depends on your objective(s)

Webcasting Misnomers

“We need to produce a Webinar for an upcoming press conference...”

“How much will it cost to WebEx our upcoming product launch?”

What's the difference?

Webinar

- Slide Deck Driven
- Education or Sales Focused
- Seminar Styled Format
- Pro Video and Sound Unlikely

Smart Communications For RIAs and IBDs

Next Webinar:

The Basics of Search: How to leverage Yext and Google Adwords to grow your firm

Wednesday April 18, 2017 at 2pm EST



PRESENTED BY

CRAIG HALL
OWNER & FOUNDER
MARKETING WIZ

e. chall@marketingwiz.co
p. 518 213 4767

What's the difference?

Web Conferencing

- Interactive & Collaborative
- Limited Audience
- Virtual Meeting Format
- Pro Camera and Sound Unlikely

Conference with Chat Function

The screenshot displays a Zoom meeting interface. On the left, a vertical sidebar contains a 'VIDEO' section with a large thumbnail of a woman with white hair, a 'CHAT' window with a scrollable list of messages, and an 'ATTENDEE LIST (6)' showing names and profile icons. The main area is a grid of video thumbnails. The top row includes a large thumbnail of the white-haired woman and four smaller thumbnails of other participants. The middle row shows three thumbnails, including a couple. The bottom row features four thumbnails, including a woman with glasses and a man. The interface is framed by a purple border, and the Zoom logo is visible at the bottom left.

VIDEO

ATTENDEE VIDEO

CHAT

IGZeb and Annie Cobbs WA. So excited!
IGJalina | Marek POLAND HELLO
IGJ Star John Smith: Welcome from Orlando, FL
IGJQHN and TAMM: Hello everyone, from Houston, TX !
IGZeb and Annie Cobbs WA. Talk Fusion is incredible!
IGLauren: Miss!
IGLauren to poland
IGGill Nordgren SWEDEN: Super!
IGJean Bone: Thank you Marta and Sebastian for sharing Talk Fusion with Karolina

ATTENDEE LIST (6)

- Linda Brown (1266124)
- IGGill Nordgren SWEDEN
- IGDora the DJ Seattle
- IGMalgorzata Lemik POLAND
- IGSteflo
- IGCaptain John Lee

ATTENDEE LIST (6)

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Presented by TALK FUSION

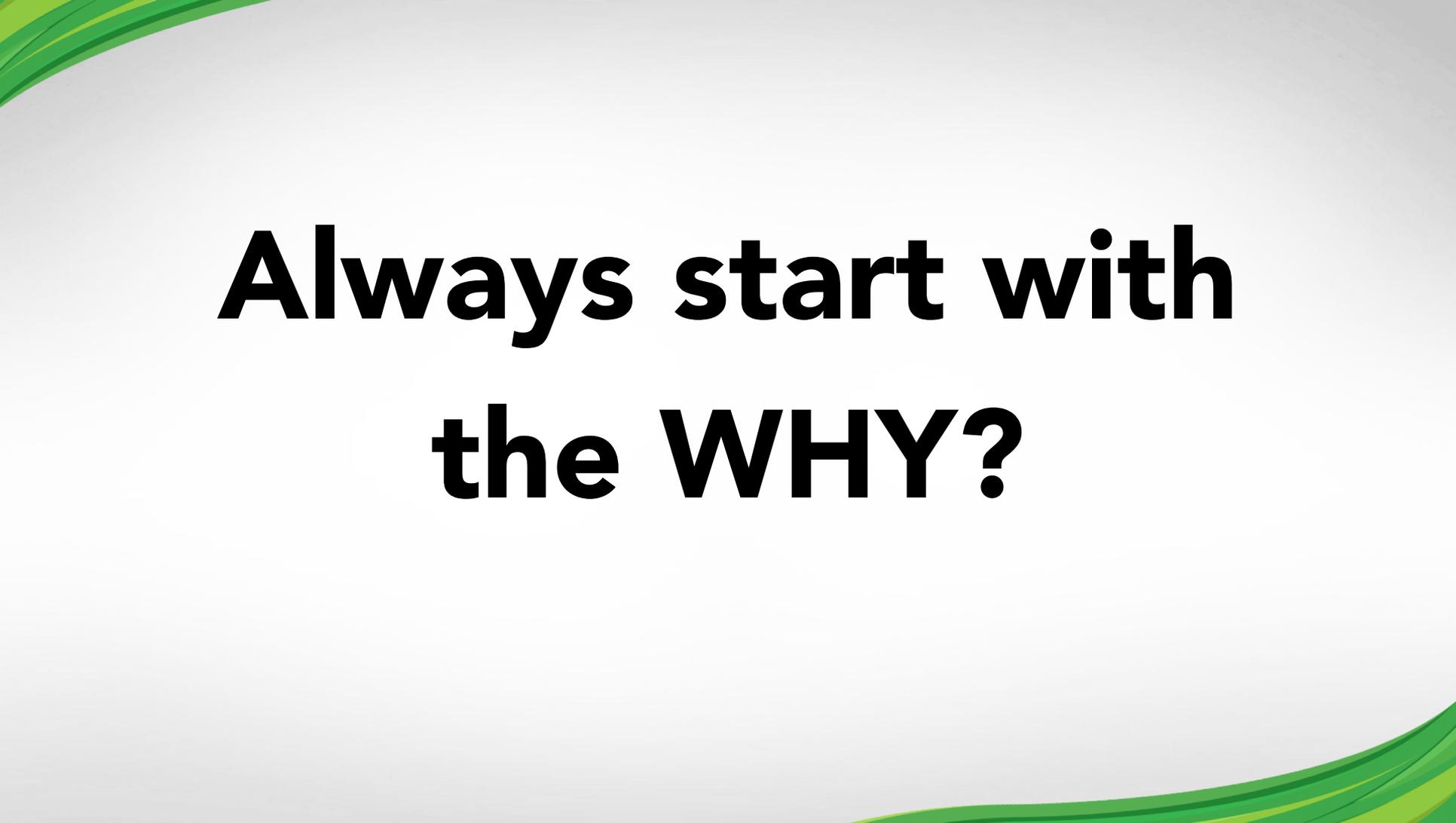
Screen Share Capability



What's the difference?

Webcasts

- Exclusively Outbound (Think TV)
- Audience Size is Usually Larger
- Indirect Interactivity
- Pro Video & Sound More Likely



**Always start with
the WHY?**

Why are we going live?

- Bigger impact live vs. on-demand?
- Is the risk worth the reward?
- Delivering breaking news?
- Launching a new product?

Why are we going live?

- Looking for real-time social interaction?
- Providing viewer convenience?
- Looking for overall cost savings?
- Does your audience demand it?

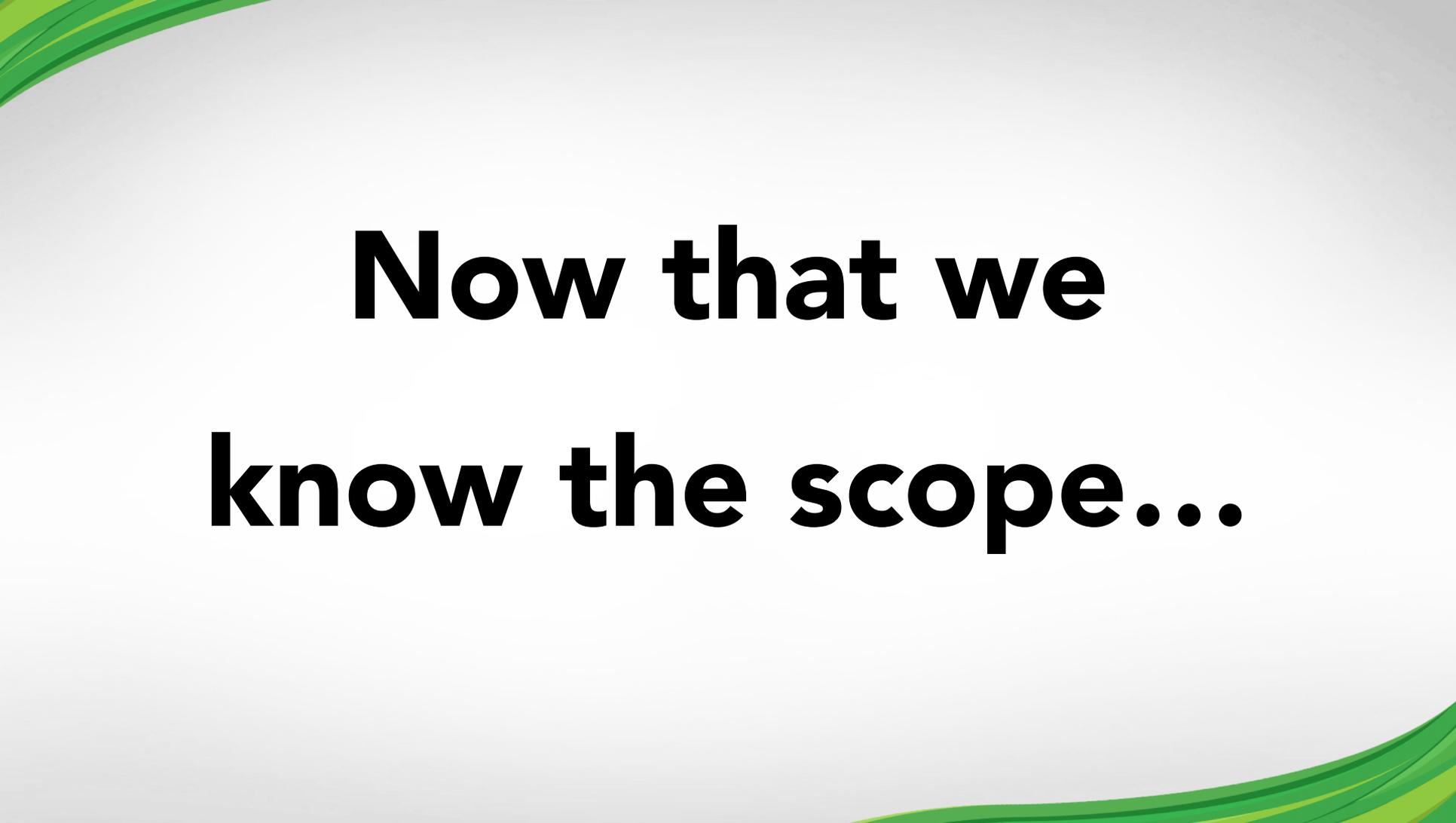
Defining the Deliverable

Who's the target?

What's the message?

What do we want the viewer to do?

How do we measure impact/success?

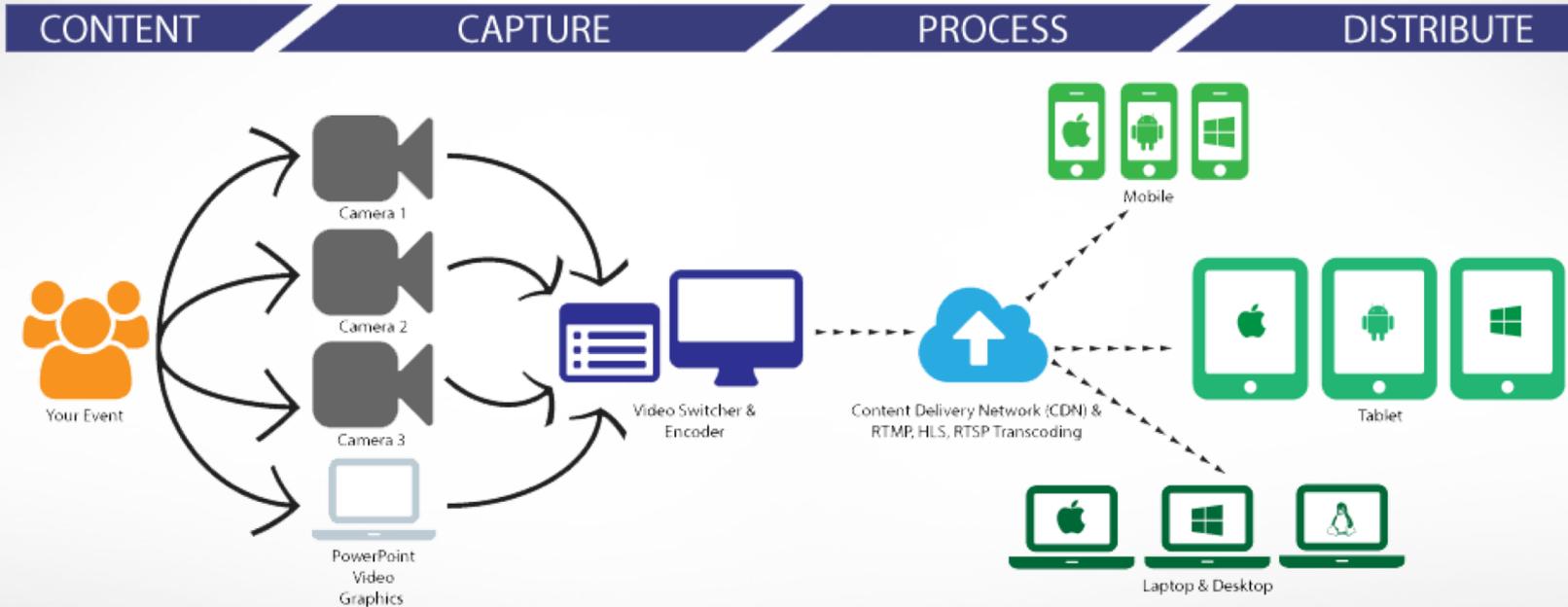


**Now that we
know the scope...**

The Streaming Process

1. Audio & Video Source Capture
2. Live Switching & Encoding
3. Uploading & CDN Processing
4. Distribution to the Viewer

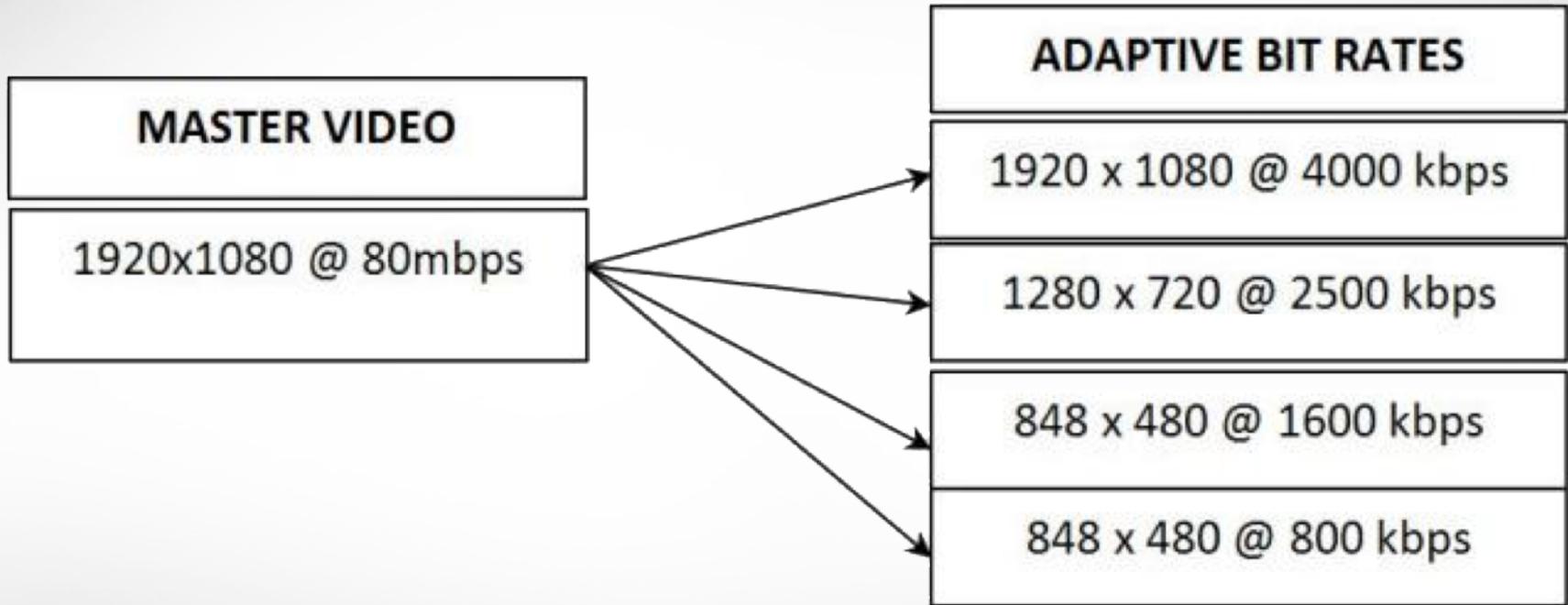
The Streaming Process

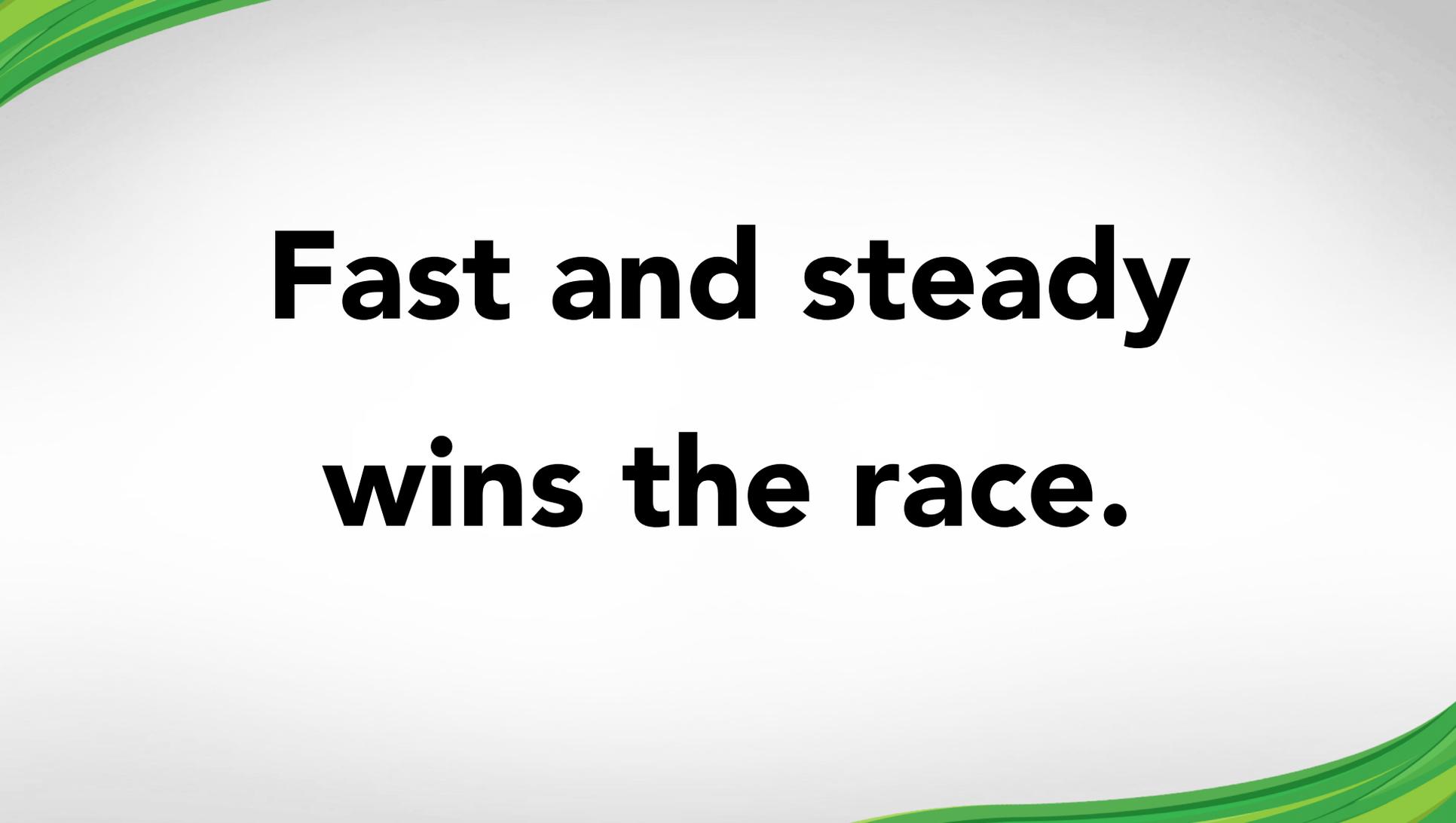


Webcast Encoding

- Conversion of audio/video source
- Occurs before upload to CDN
- CDN transcodes to adaptive bit rates
- Viewer receives optimized stream

Webcast Encoding



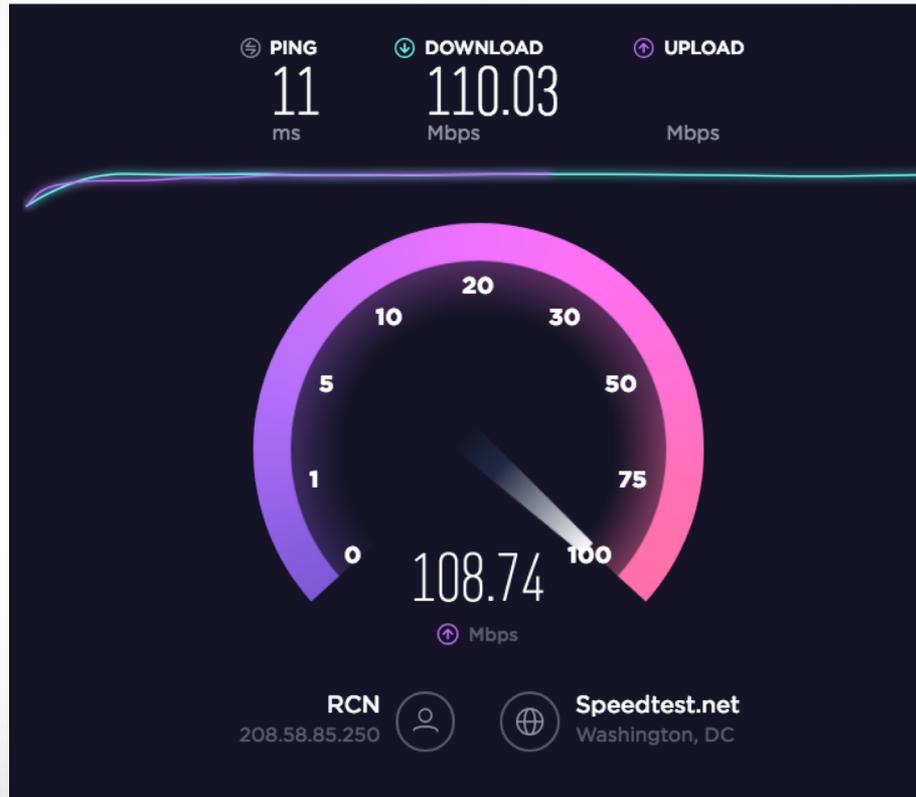


**Fast and steady
wins the race.**

Speed Kills

- You're only as good as your connection!
- Don't make any assumptions!
- Bring IT into the fold from the start!
- The bigger the pipeline, the better!
- Test location upload speed repeatedly!

Speedtest.net



Minimum Upload Speed*

Resolution

1.5 mbps

480p

3 mbps

720p

6 mbps

1080p

*These values are rough estimates based on stable network environments, calculating upload requirements is very subjective and depends on a number of factors

mpbs: Megabits per second

BOXCAST

Get Yourself Connected

1. Hardwired Ethernet



2. Wireless (WiFi)



Get Yourself Connected

3. 4G Bonded Cellular



4. Via Satellite Uplink



Bonded Solutions

- Broadcast using cellular connection
- DataBridge or encoding solutions
- Signal spread across multiple networks
- Highly portable
- Data Plan / cloud platform needed

Bonded Solutions

- LiveU LU600
- 7 modems
- DataBridge
- Encoder





**What's the
best channel?**



Choosing the Right Platform

Who's the target audience?

Is the content for public consumption?

Do you need to control access?

What are the analytics requirements?

Free & Social CDNs

Pros

- No subscription fees = FREE
- Built-in Audience
- Robust and stable global networks
- Automated marketing options
- Built in on-demand features

Free & Social CDNs

Cons

- Geared toward consumers
- Higher risk of being blocked by IT
- Resolution & recording constraints
- Limited backend support



YouTube Search

Chris Christie testifies on opioid crisis at House Oversight Committee hearing

29 watching now

ABC News
Started streaming 36 minutes ago

SUBSCRIBE 2.9M

The outgoing New Jersey governor discusses the opioid epidemic on Capitol Hill.

Live chat

- Mike White * applause* good for you I guess you're better than me
- Mike White I have hemophilia , That makes painWORSE if I exercise
- Mike White Know what, I don't need to be lectured. I'm out. Have fun going through life with your head up your
- Primerio Ultimo how does percs help ?
- Primerio Ultimo you don't want to be walking around on your ankle if you just had surgery
- Primerio Ultimo pain killers would allow you to put weight and pressure on it when it hasn't fully healed
- Primerio Ultimo pain is good.....it's a warning signal.

Eric Quigley
Say something...

0/200

HIDE CHAT

Up next

Tiger Woods news conference upon return to competitive golf
ABC News
1.3K views
New

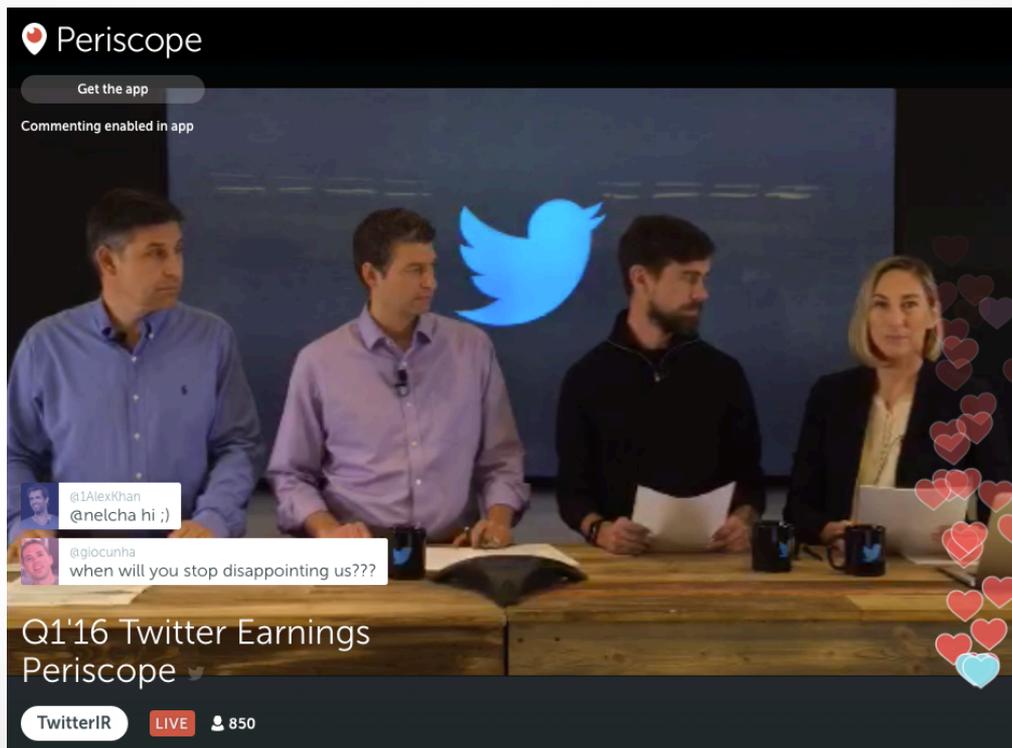
28:15

Max Resolution of 3840 x 2160 – 60fps



A screenshot of a Facebook Live video player. The video shows three people sitting at a table in front of a brick fireplace. A dark blue banner at the bottom of the video reads 'MATT WELCH · KATHERINE MANGU-WARD · NICK GILLESPIE'. The top left of the video frame shows 'LIVE' and '188' viewers. The right side of the player shows a social media interface with a 'Like' button, 'Comment' and 'Share' options, and a notification of '67' reactions. Below this are '11 Shares' and a 'Pinned Comment' by Melissa Mann. Other comments from David Dugan and Joseph Mailander are visible. At the bottom of the player is a row of reaction icons: thumbs up, heart, laughing face, shocked face, sad face, and angry face.

Max Resolution of 1280 x 720 – 30fps



Max Resolution of 1280 x 720– 30fps

Subscription/Enterprise CDNs

Pros

- Provide maximum control
- Ideal when limiting viewer access
- Work well in restrictive IT environments
- Feature live backend support

Subscription/Enterprise CDNs

Cons

- Subscription / License = NOT FREE
- Less user-friendly for beginners
- On-Demand hosting comes at a price

vimeo • LIVE

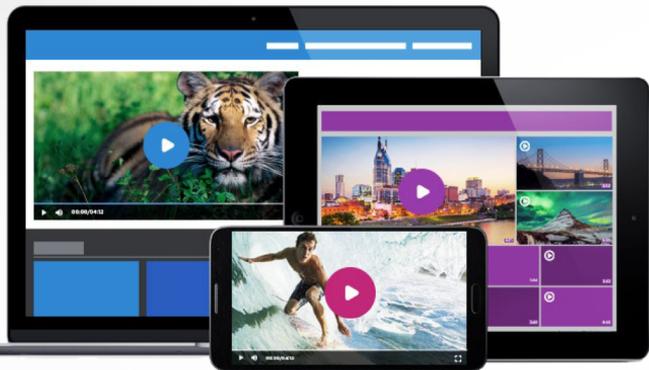
Must have Vimeo Premium account

- \$75 per month / billed annually
- Unlimited live streaming
- Customizable Vimeo Player
- Powerful analytics tools



Now paired with Vimeo

- \$75 per month / billed annually
- \$199 month to month
- Enterprise solutions – no pricing



DESKTOP



GAME
CONSOLES



MOBILE



CONNECTED
TV'S

ENTERPRISE COMMS

Starting at

\$499/mo

**BEST FOR TEAMS
LOOKING FOR:**

- Secure Video Playback
- Secure Live Streaming
- Internal Video Portals
 - Single Sign-On
- Internal Viewer Analytics

[VIEW PLANS](#)

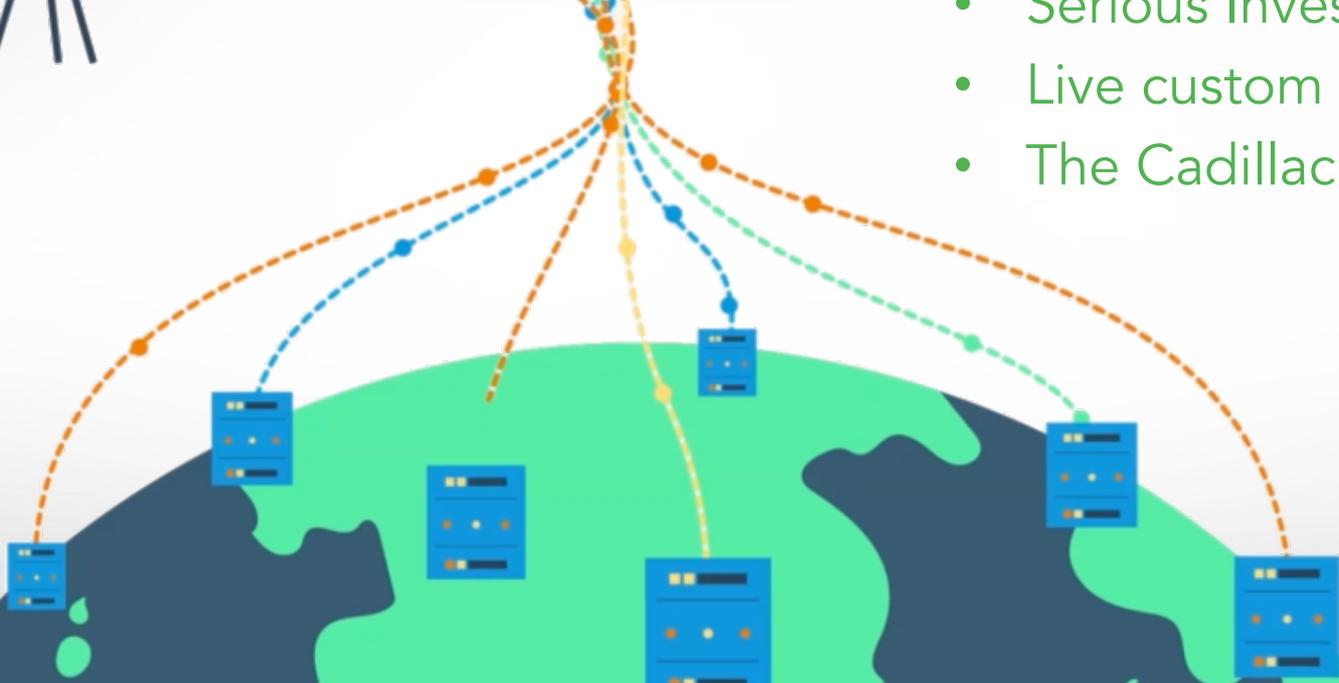
MONETIZATION

Custom Pricing

**HIGH VOLUME STREAMING
WITH ADVERTISING**

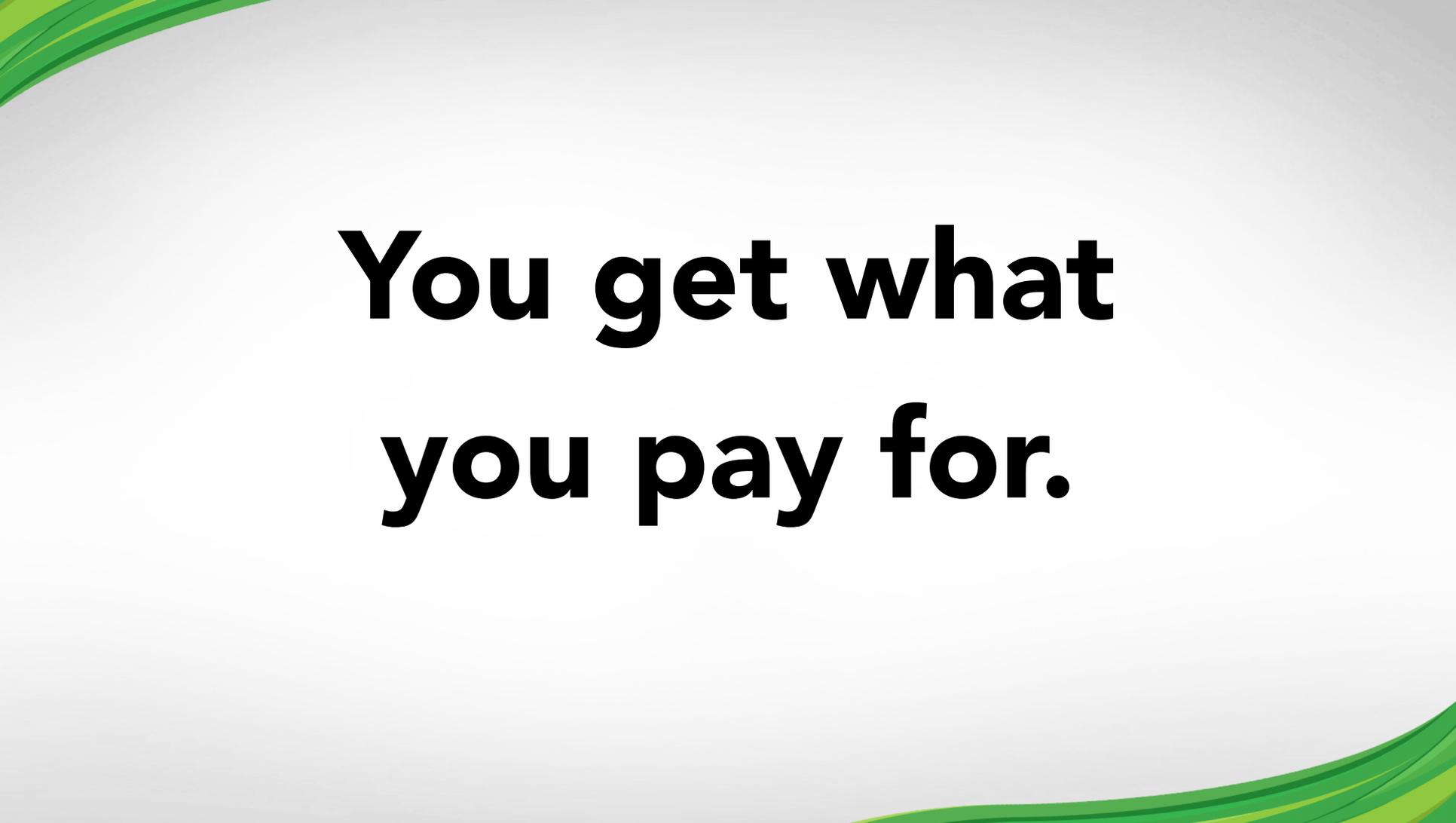
- Server-Side Ad insertion
- Ad Server Integrations
- HLS Encryption & DRM
 - 24/7 Live
- OTT Solutions

[CONTACT US](#)



Akamai Media Services Live

- Used by broadcast entities
- Ideal for high volume
- Sold via resellers
- Serious Investment
- Live custom support
- The Cadillac CDN plan



**You get what
you pay for.**



**Can I push to multiple
CDNs at once?**



Cloud Based Solutions





**It's only time
and money.**



Finding a Balance

What's the scope & budget?

What's the deadline?

What are the front-end requirements?

What are the back-end requirements?

Do we have the talent tools to execute?

Bringing in a Partner

- Diverse range of experience
- Platform or CDN agnostic
- Takes a holistic approach
- Delivers full-service or ala-carte
- Understands your WHY



**From DIY
to enterprise...**

The DIY Approach

- Use in-house or consumer equipment
- Delivery via free/social CDNs
- Ideal if time and money is tight
- Simpler, more manageable workflow
- Lower production expectations

The DIY Approach ↗



The Hybrid Model

- Delivery via a Consumer/Social CDN
- Pro-level video production
- GFX, social, PPT or polling integration
- Dedicated broadcast sound
- Pre & post event marketing plan



The Enterprise Solution

- Delivery via a secure enterprise CDN
- Pro-level video, staging, lighting
- GRFX, video, PPT & polling integration
- Dedicated house & broadcast sound
- Usually an internal/corporate event



Welcome to k¹² STUDENTS FIRST Update



Stuart J. Udell
Chief Executive Officer, K12

- Akamai CDN
- Intranet Embed
- Invitation Only
- Viewer Tracking
- On-Demand Included



**Dynamic, compelling
and compliant**

Integrating Media & GFX



EU Digital Single Market Strategy Executive Briefing

334 views

👍 LIKE 👎 DISLIKE ➔ SHARE ≡ ⋮

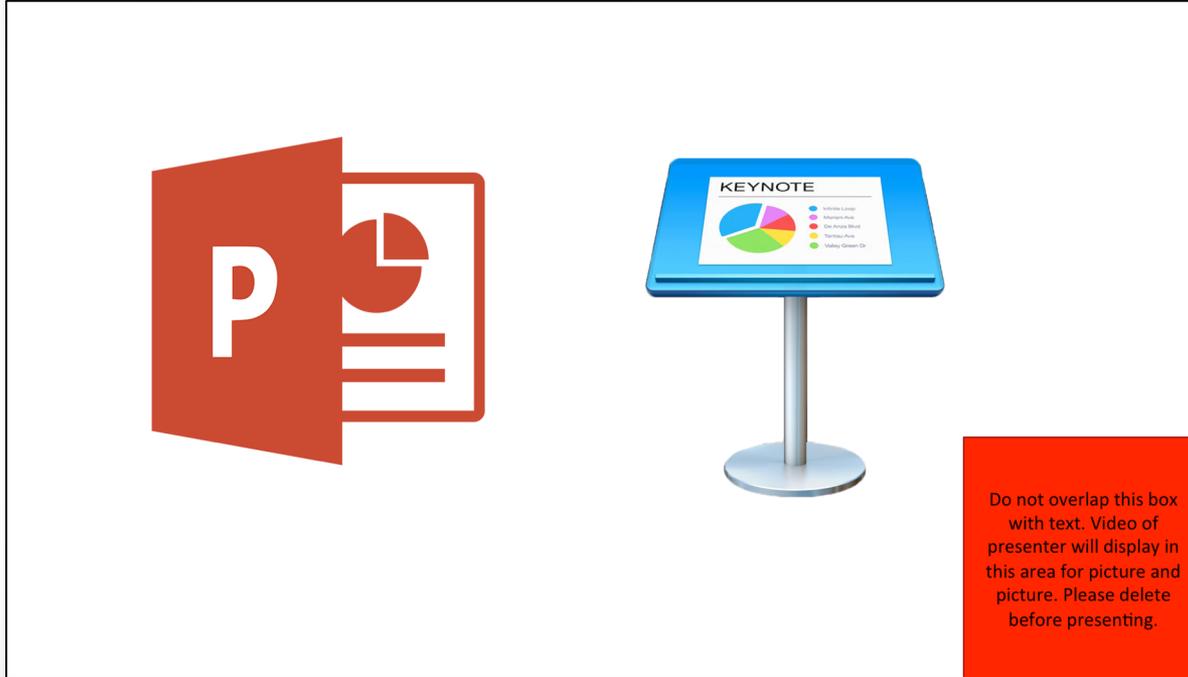


EU Digital Single Market Strategy Executive Briefing

334 views

👍 LIKE 👎 DISLIKE ➔ SHARE ≡ ⋮

Integrating Presentations



16 x 9 Template with Picture in Picture



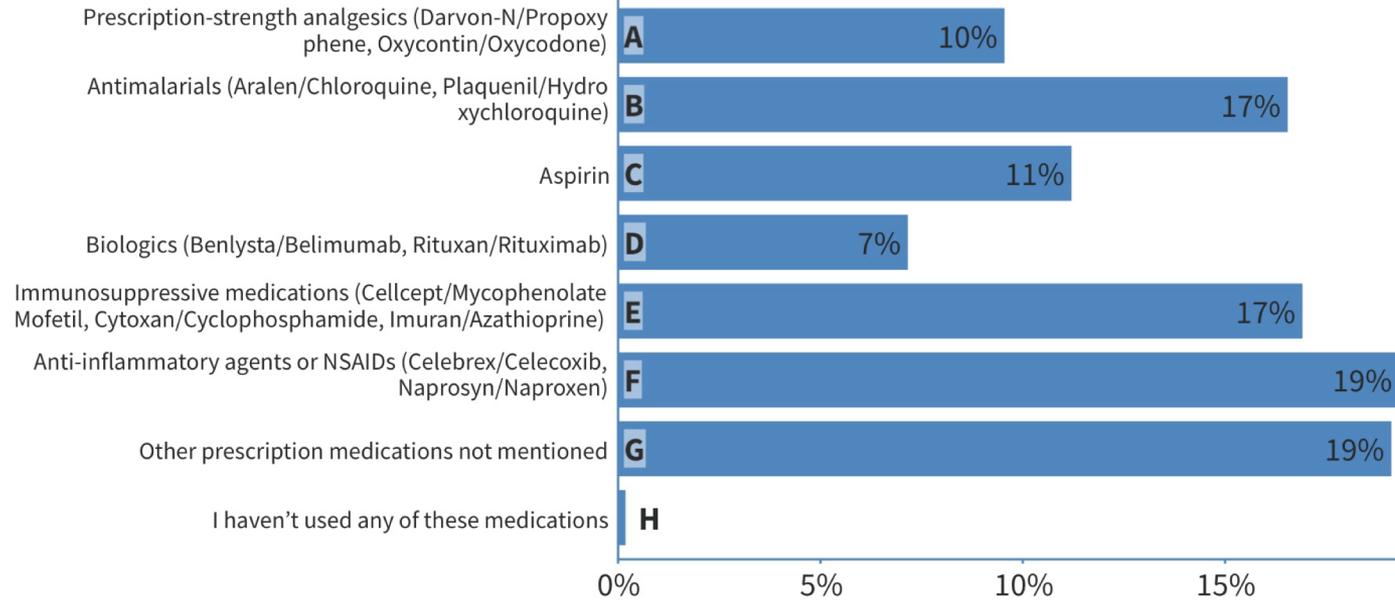
Goals of a Patient-Focused Approach to Drug Development and Drug Evaluation

- To develop treatments that meaningfully address the aspects of disease that are most important to patients
- To tailor clinical trials to the needs of patients
- To reflect patients' perspectives on the benefits and harms of treatment in drug evaluation
- To ensure that the information that comes out of a drug development program accurately represents those benefits and harms and is directly relevant to patients' treatment decisions



Have you ever used any of the following prescription medications to help treat your lupus? Check all that apply.

 Respond at Pollev.com/lupuspfdd  Text **LUPUSPFDD** to **22333** once to join, then **A, B, C, D, E...**



Total Results: 544

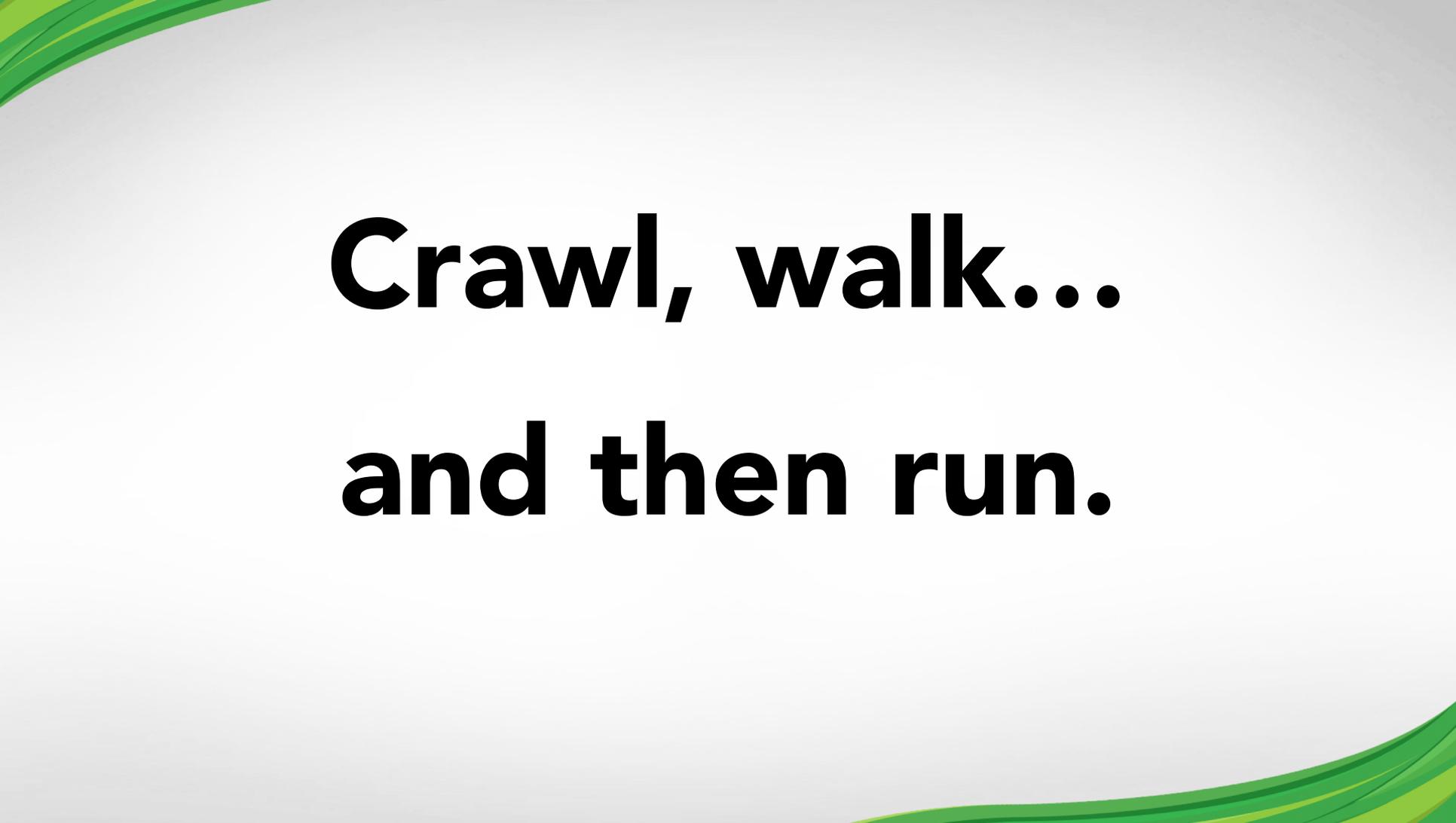
Integrating Social Feeds



Integrating Captioning

- Is it required for your live program?
- Will it work with your platform / CDN?
- Embedded captions or text stream to CDN?
- Landing page plug-in below player?





**Crawl, walk...
and then run.**



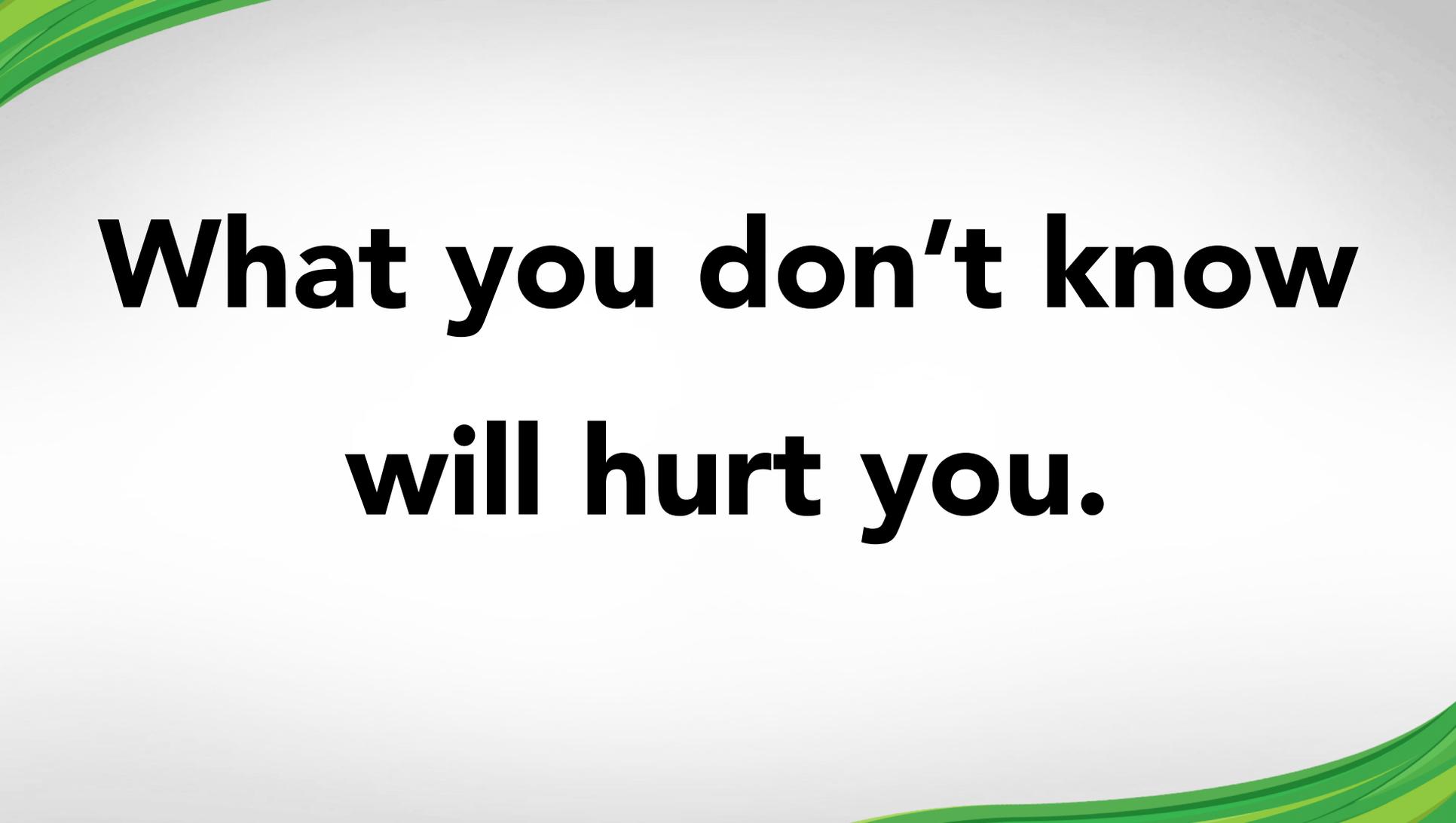
Lights! Camera!
Connectivity?

Where Production Meets IT

- Create a “harmonic convergence”
- Bring IT on the team EARLY
- Establish your data pathways
- Confirm bandwidth repeatedly

Where Production Meets IT

- Demand IT be at ALL site surveys
- Keep them close during the show
- Ensure you are whitelisted
- Think of IT as your broadcast engineer



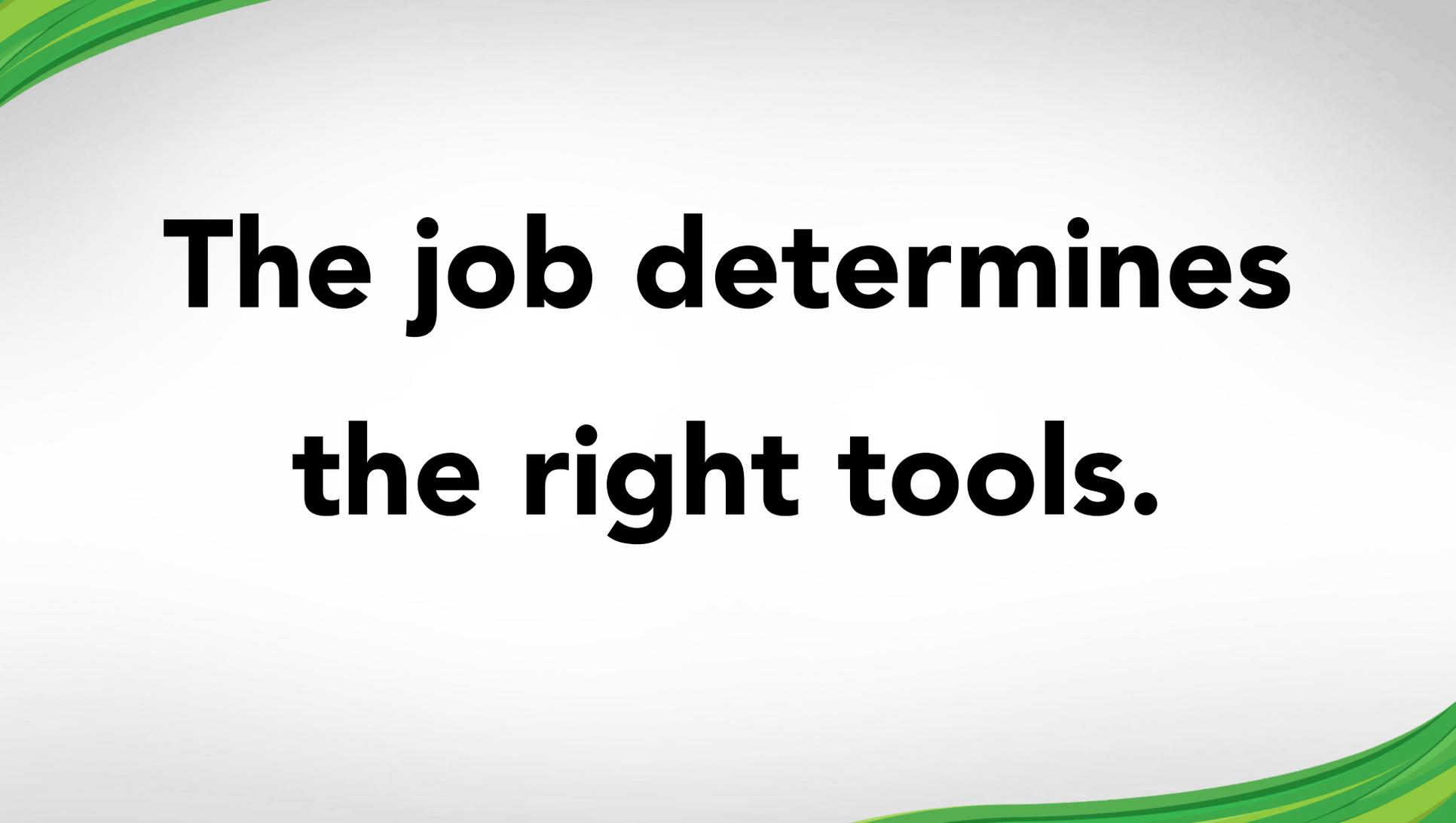
**What you don't know
will hurt you.**

The Pre-Event Site Survey

- Go beyond the IT environment
- Check power drops and circuits
- Develop camera/lighting plan
- Determine an audio strategy

House sound
is different from
broadcast audio





**The job determines
the right tools.**

Building Your Toolbox

Camera Requirements

- Resolution – 480p, 720p, 1080p, 4K?
- Format – NTSC, PAL or both?
- Outputs – SDI, HDMI or both?
- Servo Zoom or DSLR Lenses?

Building Your Toolbox

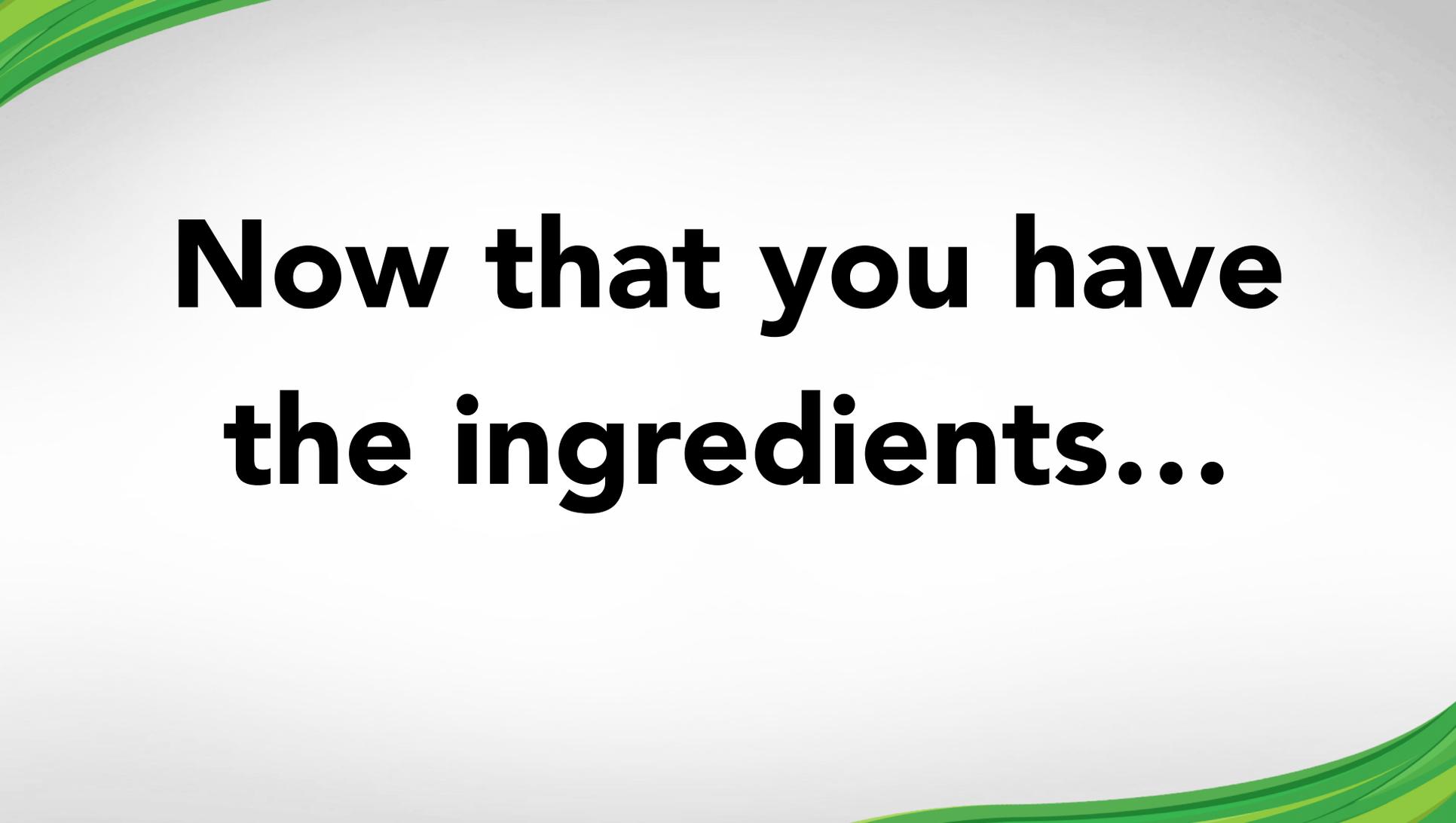
Lighting Requirements

- Tungsten, daylight or variable?
- Wattage - short or long throw?
- Incandescent, fluorescent, LED or HMI?
- Grip and electrical support?

Building Your Toolbox

Sound Requirements

- Field mixer or console?
- Analog or digital?
- Lavs, headsets or handheld?
- Wireless or cabled?



**Now that you have
the ingredients...**

Switching & Encoding Software



Wirecast



Switching & Encoding Software

 livestream
Studio



Switching & Encoding Hardware



TriCaster TC1
with TC1LP
(4K 60p Capable)



Switching & Encoding Hardware



 livestream

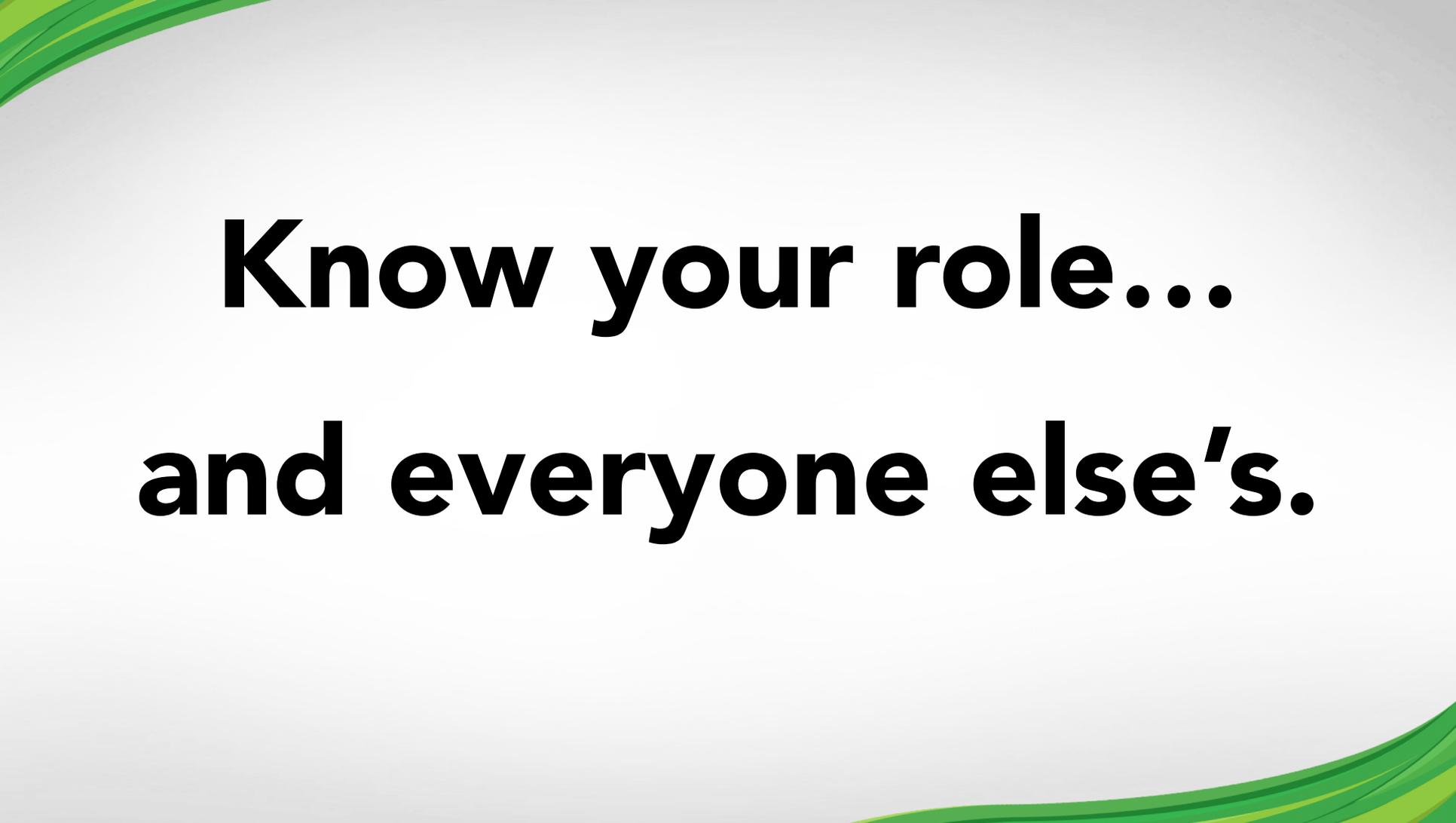
HD51 with
Studio Surface
(4K Optional)





**What's the best
solution?**





**Know your role...
and everyone else's.**

DIY Webcasts

Army of One Model

- You are the director
- You are the camera operator
- You are the audio engineer
- You are the stream tech

Mid-Tier Webcasts

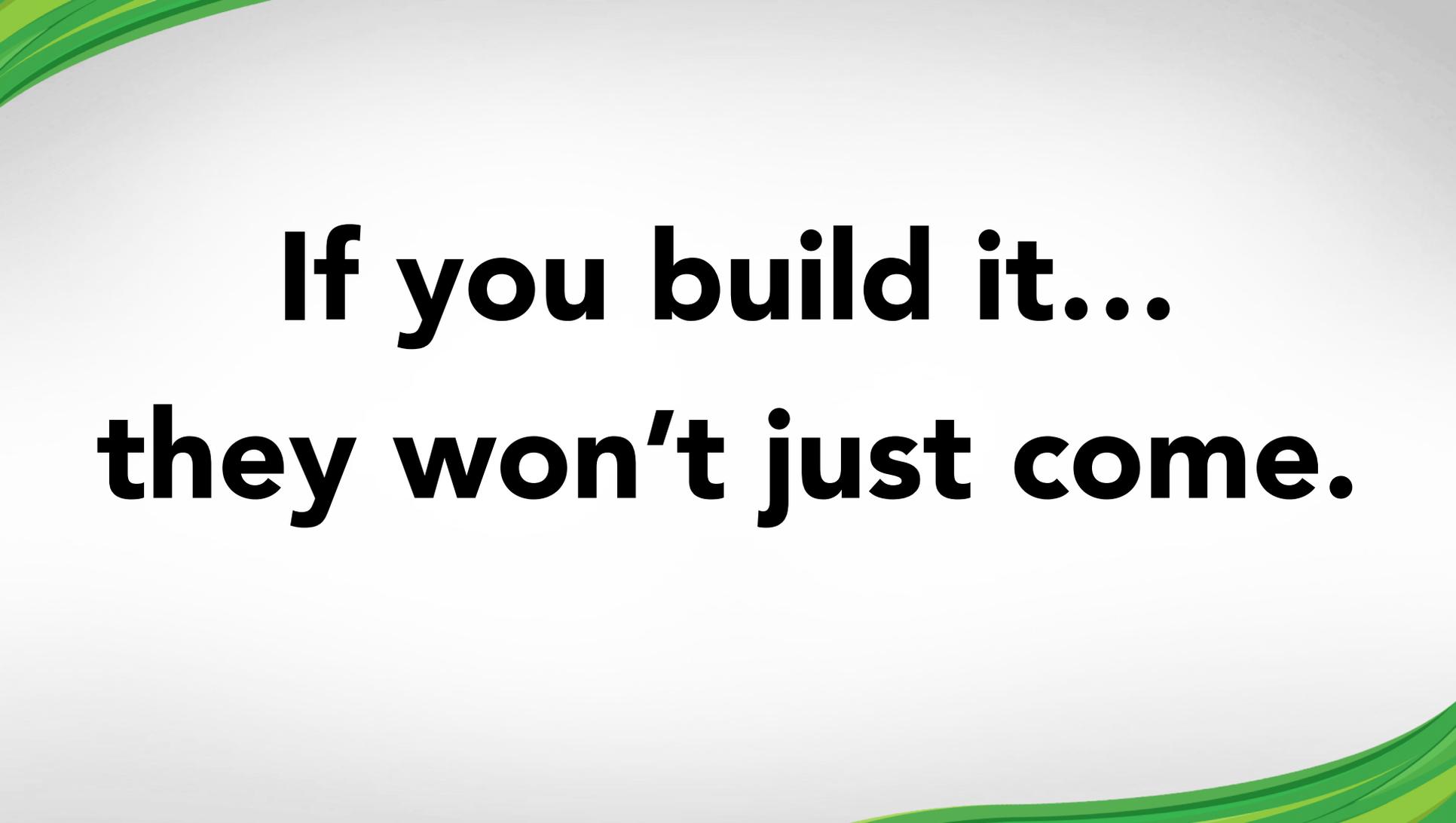
Lean and Mean Model

- Technical Director
- Camera Operator (1-3)
- Audio Engineer
- Stream Tech / Utility Infielder

Enterprise Webcasts

Big Spender Model

- Producer/Director/Floor Director/TD
- Camera Operators (4+)
- Lighting Director/Gaffers/Grips, etc.
- Dedicated Audio Engineers
- Front & Backend Stream Support
- and many more...



**If you build it...
they won't just come.**

Marketing Your Webcast

- Word of mouth is not enough
- Going viral is like winning the lotto
- Develop your messaging
- Align outreach with overall budget
- Start with the low-hanging fruit

Social Media Outreach

facebook

Facebook interface showing a live stream announcement for "GATEWAYS" featuring Senator Cory Booker and GATEWAYS creator Maya Mansour. The post includes the date "TODAY, OCTOBER 31 5PM ET // 2PM PT" and engagement metrics: 13K Views, 85 Likes, 43 Comments, and 68 Shares.

LinkedIn

LinkedIn post by John Dudley, President of Dudley Digital Works, announcing a live webcast for the "Lupus Patient-Focused Drug Development Meeting" on September 25, 2017. The video player shows a "Please stand by. The webcast will begin shortly." message.

twitter

Twitter post from EU in the US (@EUintheUS) announcing the "EU-U.S. 2ND Space Policy Conference" on December 7, 2016, from 8:00 AM to 1:45 PM at GWU Space Policy Institute. The post includes a video player showing the conference details and engagement metrics: 8 Retweets, 13 Likes.

Targeted HTML Emails



Webcast Invitation

Please join the University of Michigan Center for Value-Based Insurance Design (V-BID) for a webcast exploring the implications for preventive services under the Patient Protection and Affordable Care Act.

The session – *How Are Payors Addressing Value-Based Preventive Services? A Look at Smoking Cessation Coverage Under Healthcare Reform* – will feature nationally recognized panelists discussing the intention of health care reform and how different interpretations of the regulations could impact preventive services, using smoking cessation as a case study.

Moderated by A. Mark Fendrick, MD, director of the University of Michigan Center for V-BID, esteemed panelists will discuss what constitutes value-based insurance design for smoking cessation:

- Paul Billings, Vice President, National Policy & Advocacy, American Lung Association
- Monica Lindén, Commissioner of Securities and Insurance, Montana State Auditor

Please join us on **June 22, 2011 at 10:00 AM EDT**, for a 60-minute discussion on this intriguing and complex topic.

Please [click here](#) to view the webcast.

[Click here to download the Health Care Reform Issue Statement: V-BID and Smoking Cessation](#)

This program is sponsored by Pfizer Inc.
VCP02376/284114-01



Educating Parents on How to Prepare Kids with Severe Allergies for School at Home

In Episode 3, Kathie Van Giezen, a parent whose son has a severe food allergy, shares some simple steps that could make a big impact on creating a safer learning environment for everyone.



[Click here to watch this video](#)

In this video, we learn how parents and school staff can work together to develop an effective allergy action plan at school, raise awareness at school, and chart a clear course of action in the event of an anaphylaxis emergency in the school setting.

[Click Here for Downloadable Resources](#) [Play Video Now](#)

This program is sponsored by #####



SHIFTING SANDS RESHAPING INNOVATION & THE BIOMEDICAL BUSINESS MODEL

California Biomedical Leaders on the Future of American Healthcare

With American healthcare transforming before our eyes, the biomedical business model is shifting faster than desert sands. [Click here to watch](#) how CHI is addressing the challenges that biomedical innovators are facing in bringing their products to market and ensuring access and coverage for patients.



About the Forum

The CHI 2011 Annual Meeting brought together executives from biotechnology, medical device, diagnostics and pharmaceutical companies along with leaders from California's academic research community and policy makers to discuss critical issues and opportunities facing the lifesciences community.

The meeting provided a platform for dialogue on a host of issues, including:

- The impact of future healthcare coverage on the biomedical industry;
- Case studies on innovation and access in oncology;
- Obstacles and opportunities in anti-infectives and vaccines;
- The future of follow-on biologics;
- And the reimbursement landscape for novel diagnostics.

PRESS CONTACT

Nicole Beckstrand
T: (858) 456 8881
E: beckstrand@chi.org

INNOVATOR INSIGHTS

Here's what some of California's Leading Biomedical Innovators have to say.

	John C. Martin, PhD Chairman of the Board & CEO Gilead Sciences
	David E. I. Pyott President & CEO Allergan
	Peter Farrell, PhD Chairman & CEO ResMed
	David Parkinson, MD President & CEO Nodality
	Naser Partovi Chairman & CEO Welliaho

Our Children

National
PTA

everychild.onevoice™

October/November 2013
Volume 39 Number 2

The National PTA® Magazine

Exclusive!

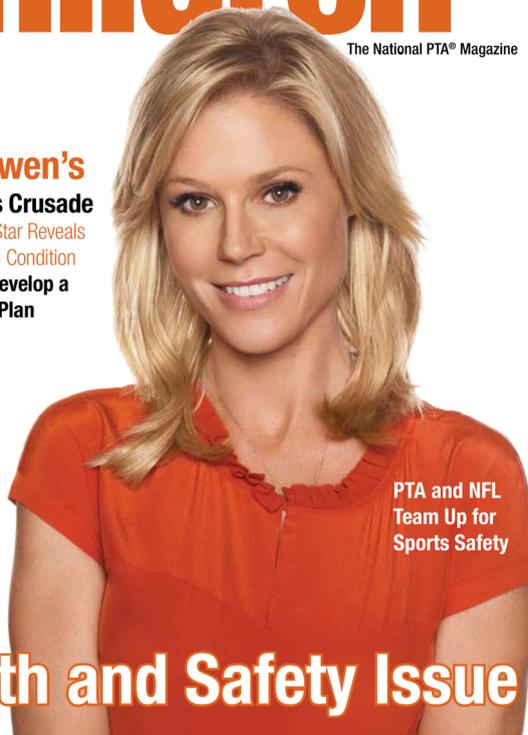
Julie Bowen's Anaphylaxis Crusade

Modern Family Star Reveals
Son's Battle with Condition
**Plus: How to Develop a
School Action Plan**

**Are Saferooms
in Schools
a Good Idea?**

**Defending
Recess**

**Halloween
Safety and
Schools**

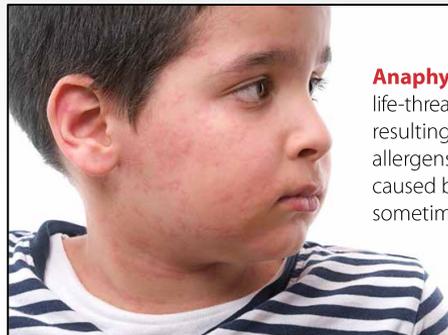


PTA and NFL
Team Up for
Sports Safety

Health and Safety Issue

Earned Media

Paid Media



Anaphylaxis: a severe life-threatening allergic reaction resulting from exposure to allergens, most commonly caused by food allergies, sometimes resulting in death.



- Food allergies affect 8% of children under the age of 18 and 4% of adults.
- 25% of school-day reactions happen to children who didn't know they had an allergy.
- Peanuts, bee stings, and latex are all common allergens that can cause anaphylaxis.



This October, National PTA is releasing a 3-part video series* aimed at empowering parents to partner with schools on anaphylaxis education and emergency response.

Visit PTA.org/Allergies to watch the series and learn more about anaphylaxis.

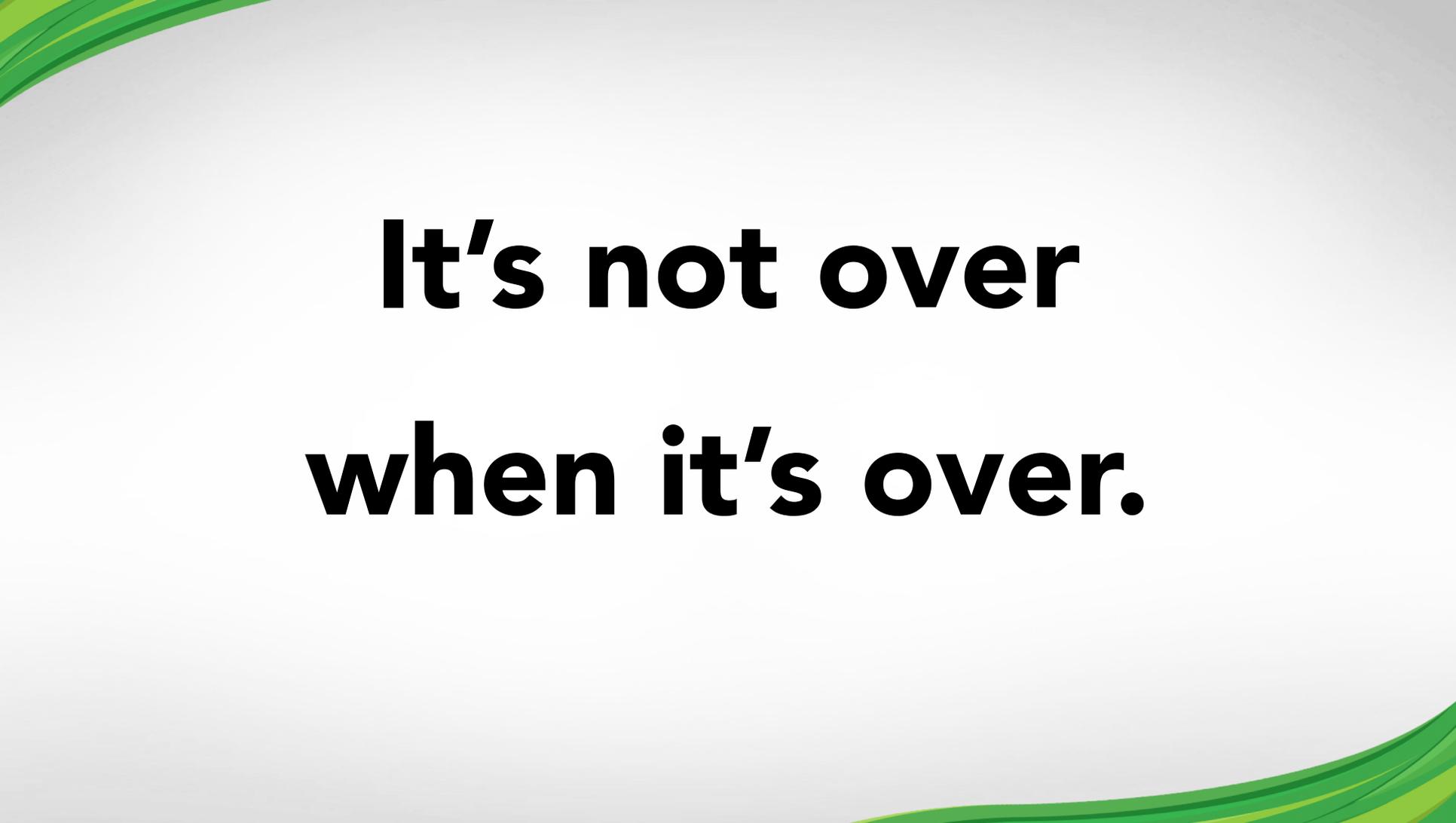
*Funding for this video series provided by Pfizer Inc.

National
PTA
everychild.onevoice™

It's all about eyes and ears

- Promoting a product or service
- Pitching a press event to reporters
- Engaging remote conference attendees
- Inviting colleagues to company update

Webcasts need an audience!



**It's not over
when it's over.**

Recording Your Webcast

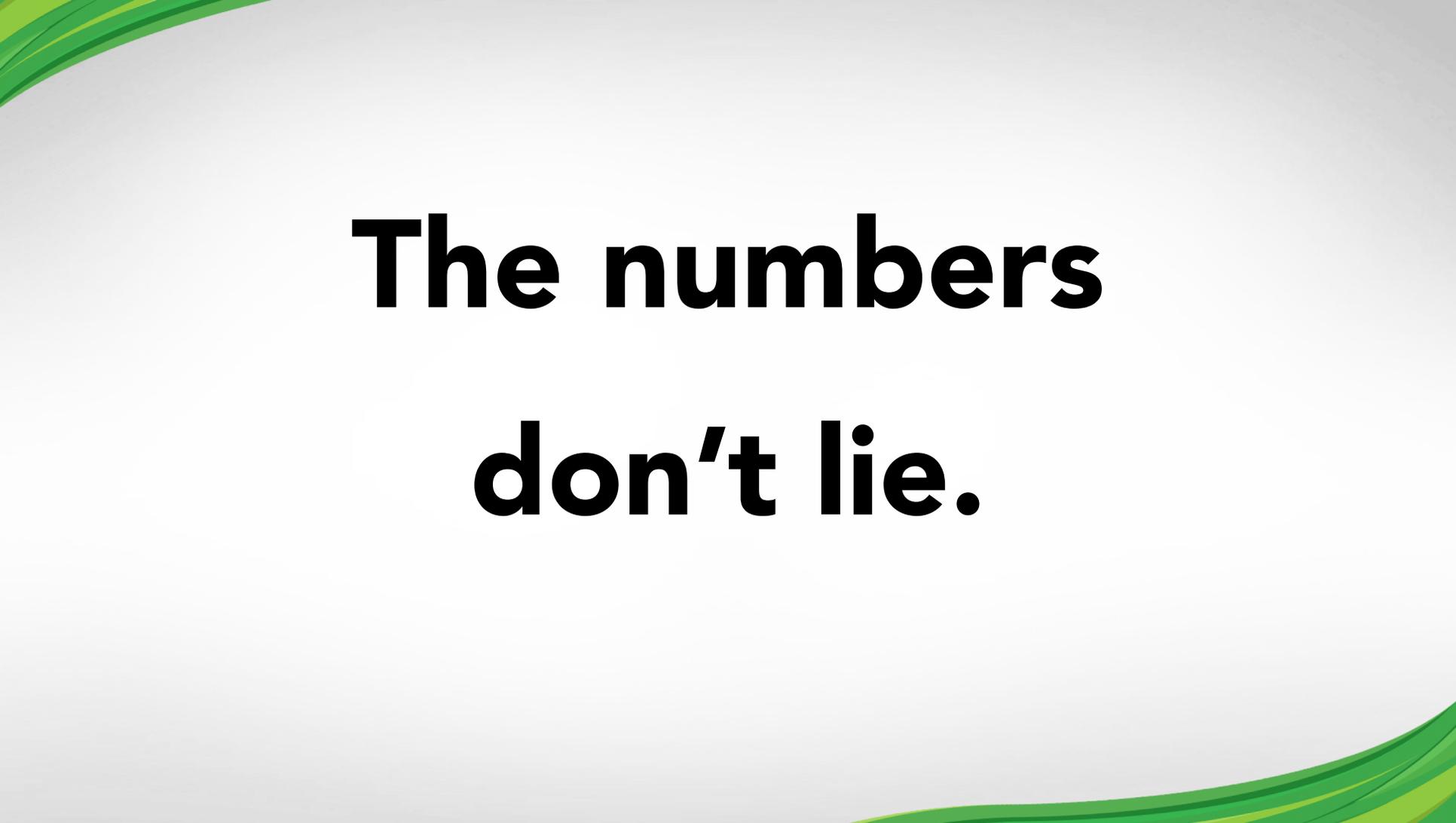
- In the cloud and on location
- Program dirty vs. program clean
- ISO cameras, screens, sound and more
- Record with a mind for post

The Value of On-Demand

- There's life beyond the live stream
- More promotion opportunities
- Convenient for target viewers
- Search index possibilities
- Increased viewership numbers

On-Demand & Your CDN

- Free & Social CDNs = Free Hosting
- Pro & Enterprise = Monthly/Annual Fee
- Platform migration is an option
- Platform duplication is an option



**The numbers
don't lie.**

Metrics Matter

- Demonstrate your overall impact
- Deliver insights beyond views
- Can help shape a bigger story
- Provide guidance moving forward

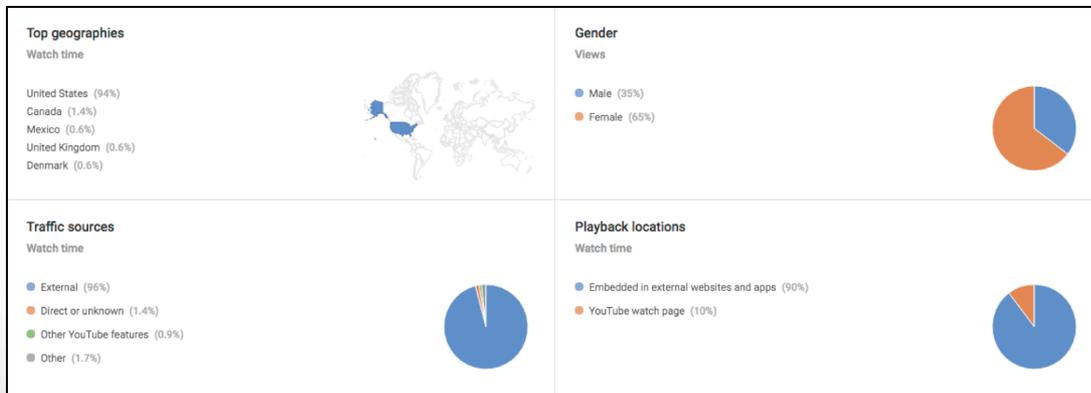
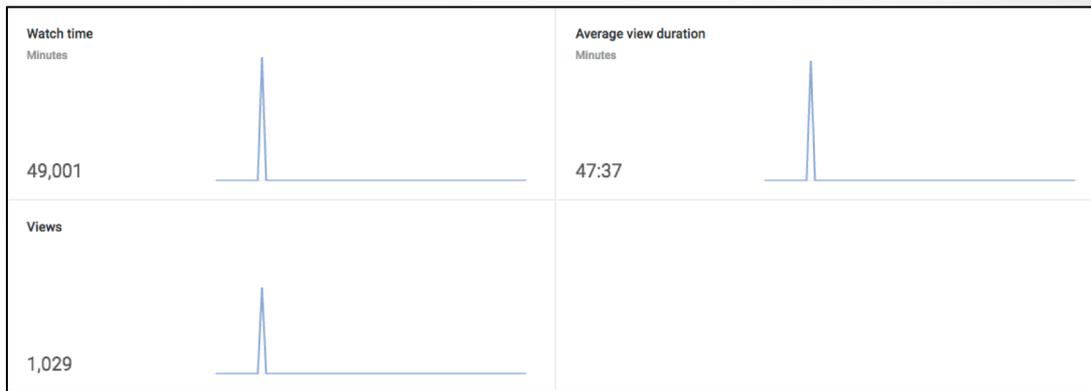
Embracing Analytics

- Establish clear ROI goals from the start
- Define the data you want to capture
- Understand what's under the hood
- Supplement more tracking as needed



Embracing Analytics

ANALYTICS
Overview
Realtime
Watch time reports
Watch time
Audience retention
Demographics
Playback locations
Traffic sources
Devices
Live streaming
Translations
Interaction reports
Subscribers
Likes and dislikes
Videos in playlists
Comments
Sharing
Annotations
Cards



Embracing Analytics

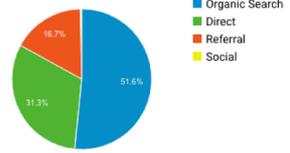
- HOME
- CUSTOMIZATION
- Reports
- REAL-TIME
- AUDIENCE
- ACQUISITION
 - Overview
 - All Traffic
 - AdWords
 - Search Console
 - Social
 - Campaigns
- BEHAVIOR
- CONVERSIONS

Acquisition Overview

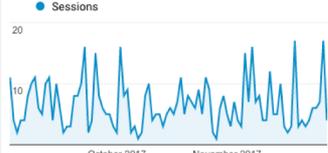
100.00% Sessions

Primary Dimension: Top Channels | Conversion: All Goals

Top Channels



Sessions



Conversions



	Acquisition			Behavior			Conversions
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	
1 Organic Search	303	80.58%	473	91.14%	1.10	00:00:42	<div style="border: 1px solid #ccc; padding: 5px;"> <p>Set up a goal.</p> <p>To see outcome metrics, define one or more goals.</p> <p>GET STARTED</p> </div>
2 Direct	184			96.74%			
3 Referral	98			89.80%			
4 Social	2			100.00%			

To see all 4 Channels click [here](#).

Collecting Data

Registration

* Indicates Required

Please complete the registration form below

Personal Information

* First

* Date of Birth:

* Last

* Gender:

Contact Information

* Street 1:

* Email:

Street 2:

* Phone Number:

* City/Town:

Yes, I would like to receive e-mail from Cure SMA

* State / Province:

Email Format:

* ZIP / Postal Code:

* Country:

Shaping the Next Stream

Use your data to:

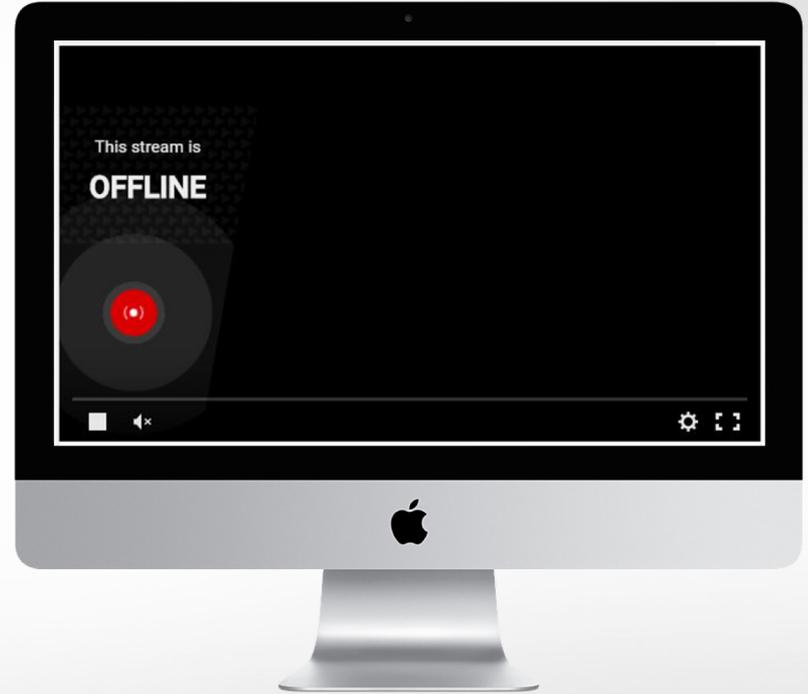
- Refine or craft new target messaging
- Determine ideal program length
- Adjust program format or style
- Create follow-up communications
- Re-focus time, money and resources

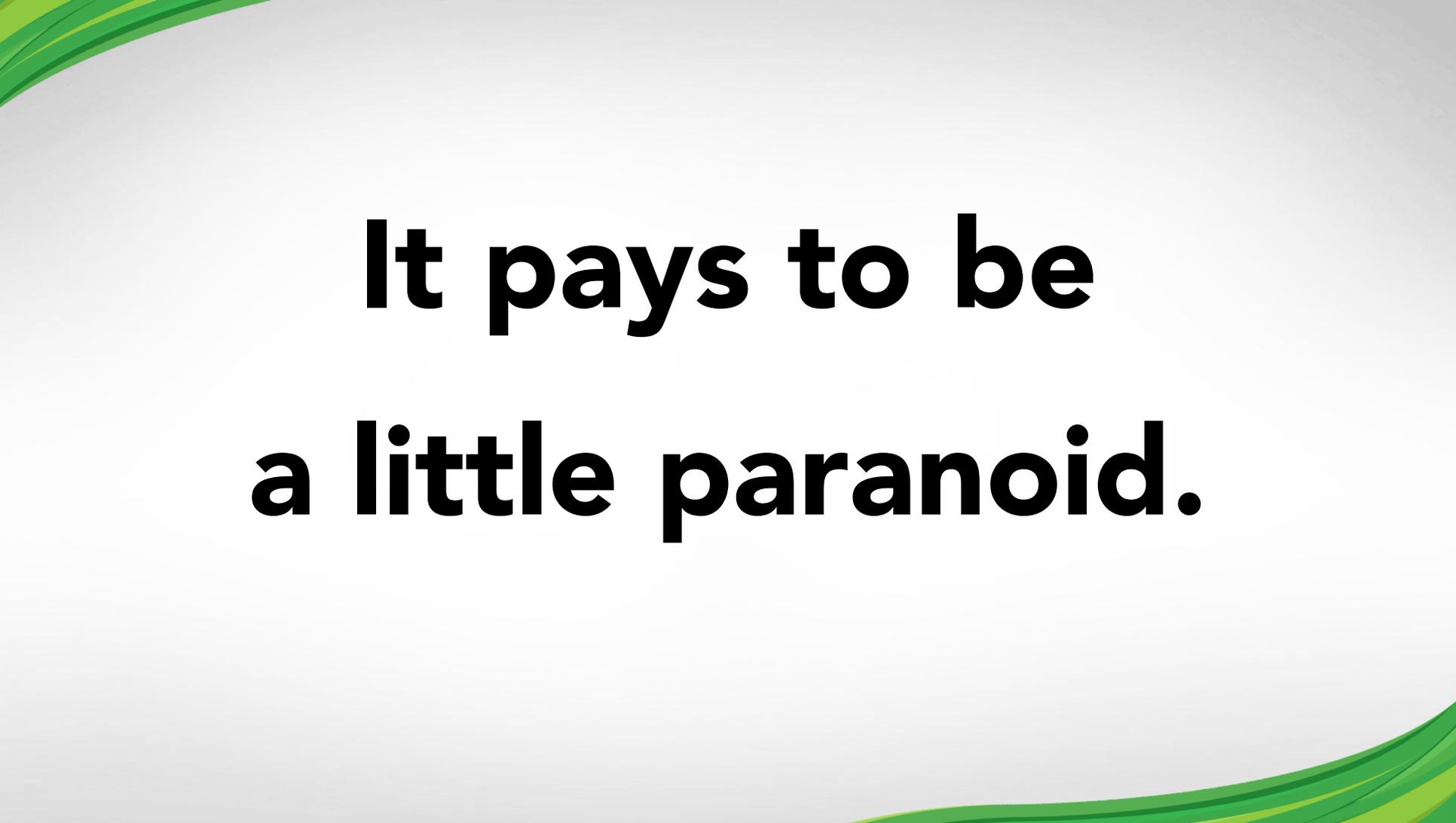


**Insights should
be actionable.**

Why Webcasts Fail

- Lack of Preparation
- Incompetence
- Inflexibility
- Complacency
- Cutting Corners





**It pays to be
a little paranoid.**

A Producer's Guide to Live Events and Streaming

