

# 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 1<sup>st</sup> 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



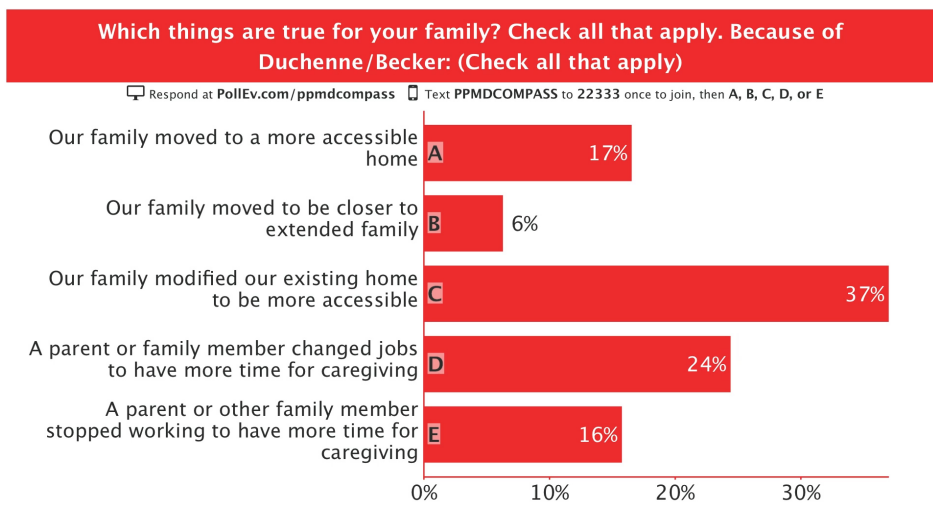
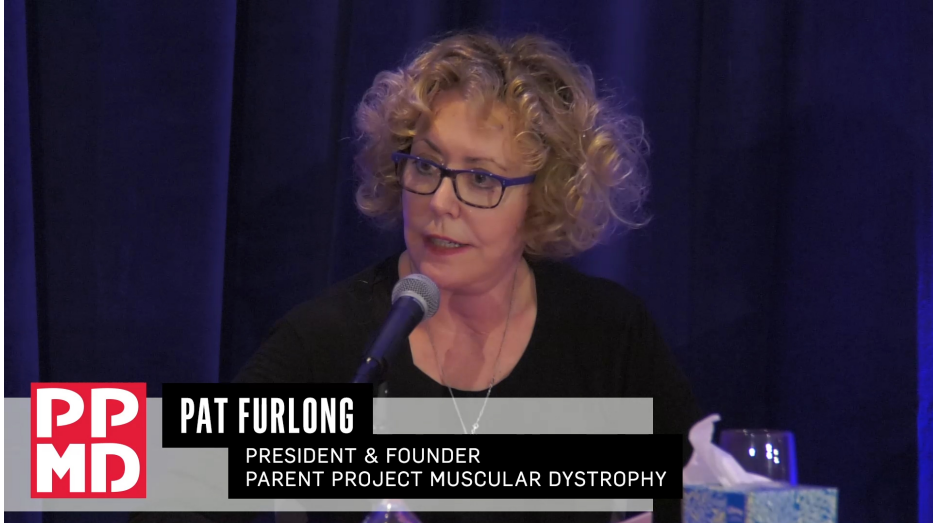
**It shouldn't be the  
first time, every time.**



# 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](mailto: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



# 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?

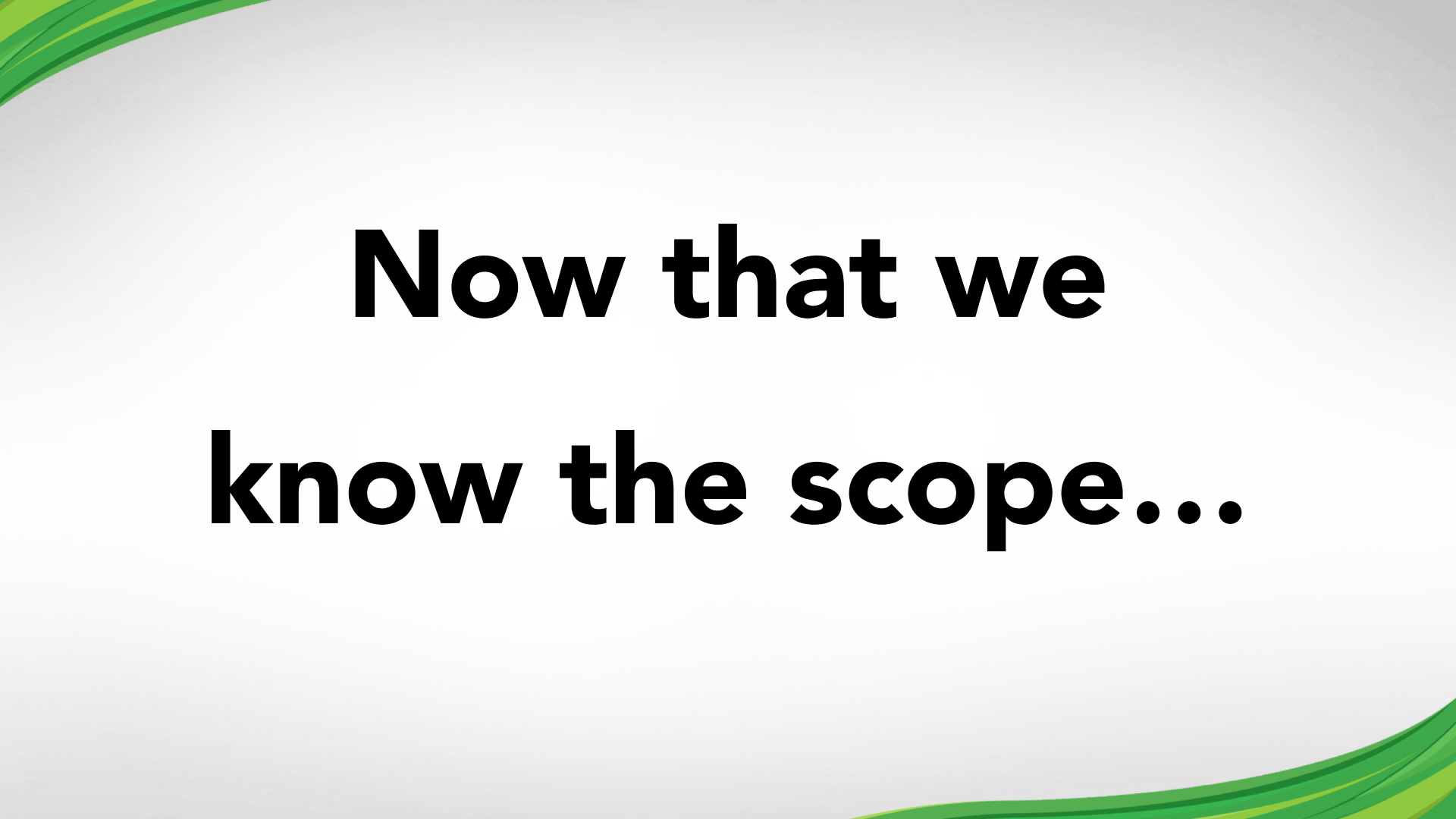
# Defining the Deliverable

Who's the target?

What's the message?

What do we want the viewer to do?

How do we measure impact/success?

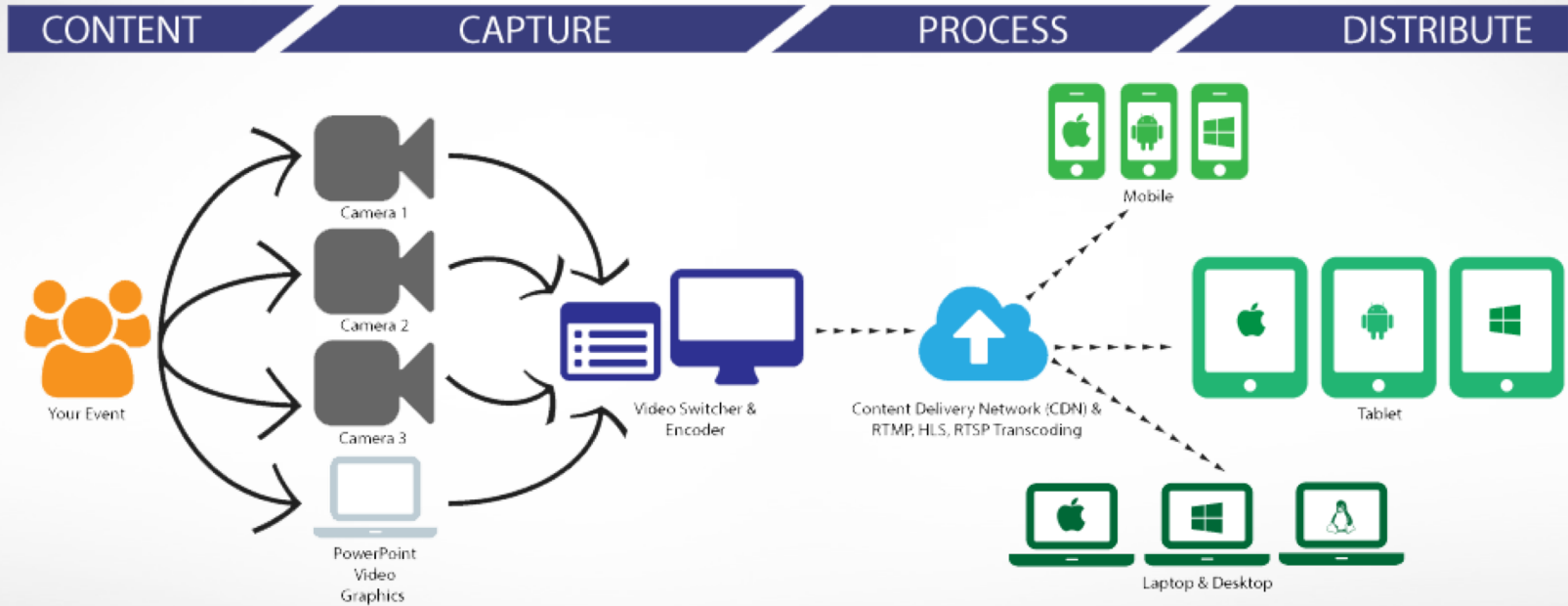


**Now that we  
know the scope...**

# The Streaming Process

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

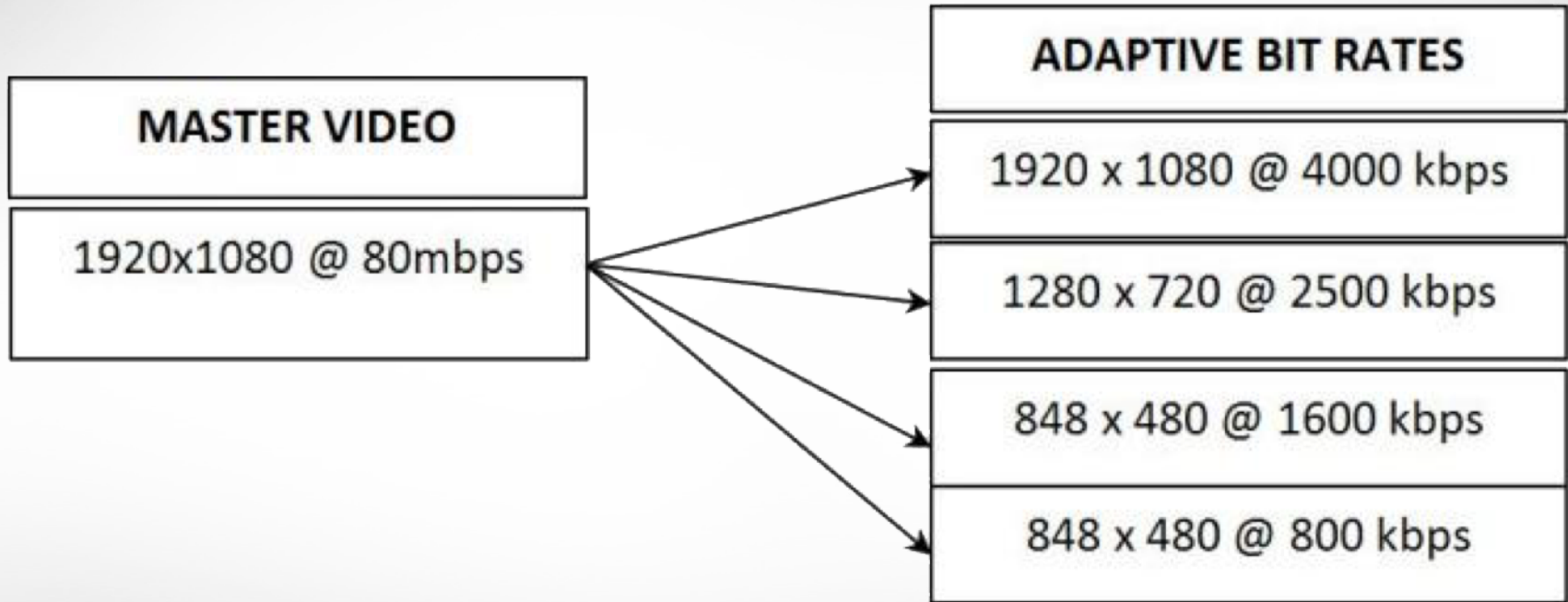
# The Streaming Process



# Webcast Encoding

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

# Webcast Encoding





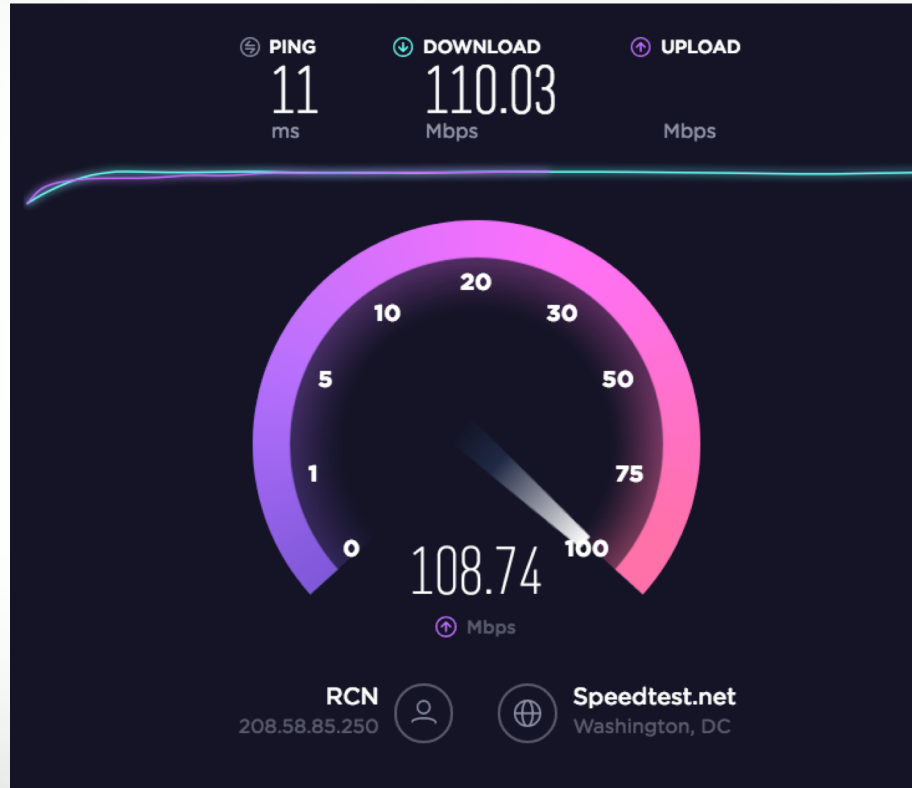


**Fast and steady  
wins the race.**

# 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

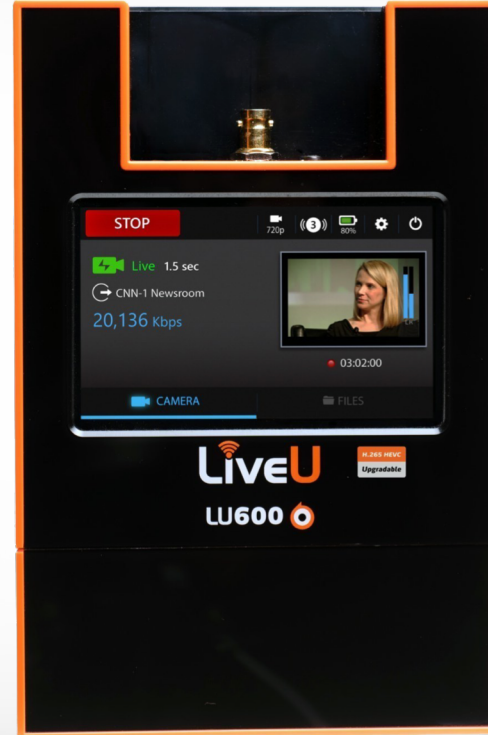


# Bonded Solutions

- 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

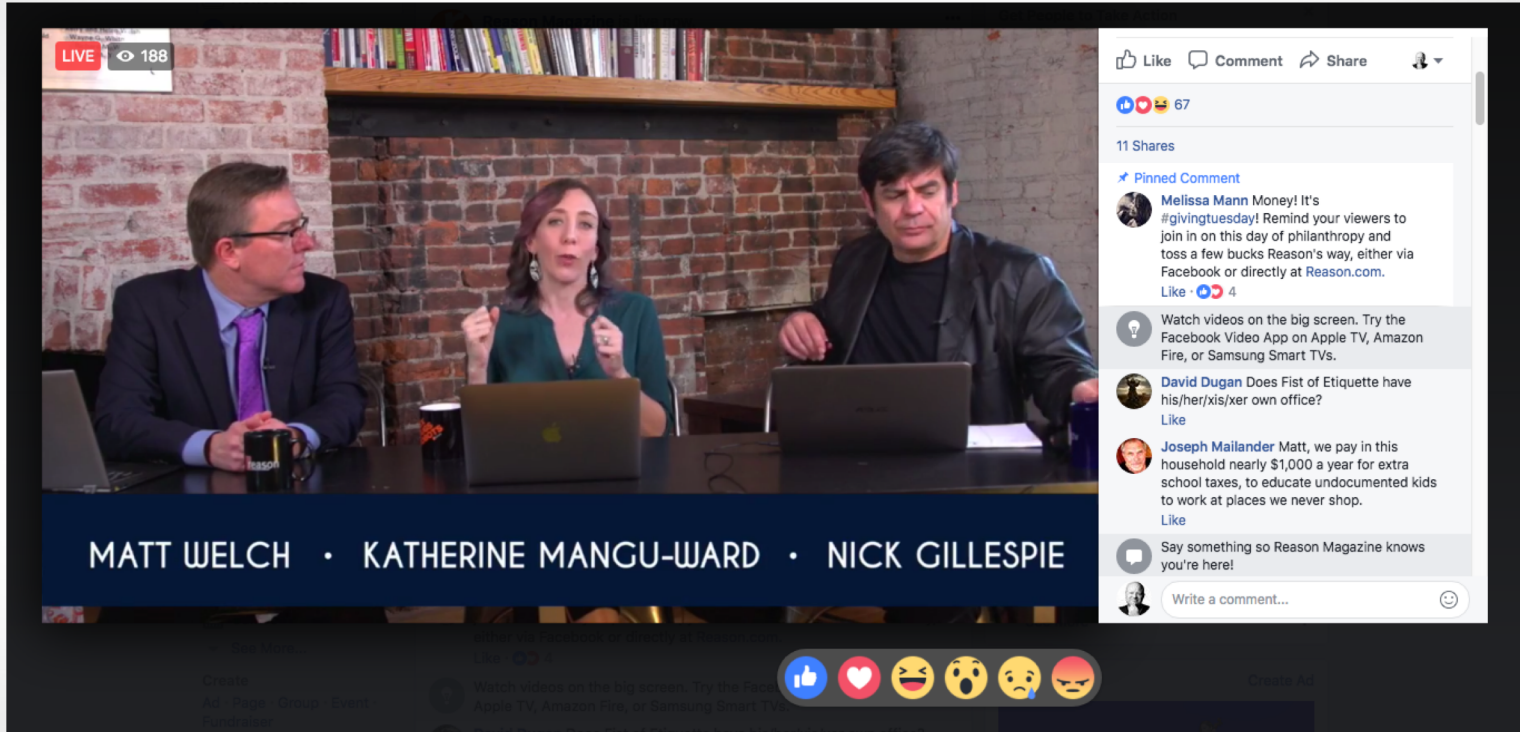
- No subscription fees = FREE
- Built-in Audience
- Robust and stable global networks
- Automated marketing options
- Built in on-demand features

# Free & Social CDNs

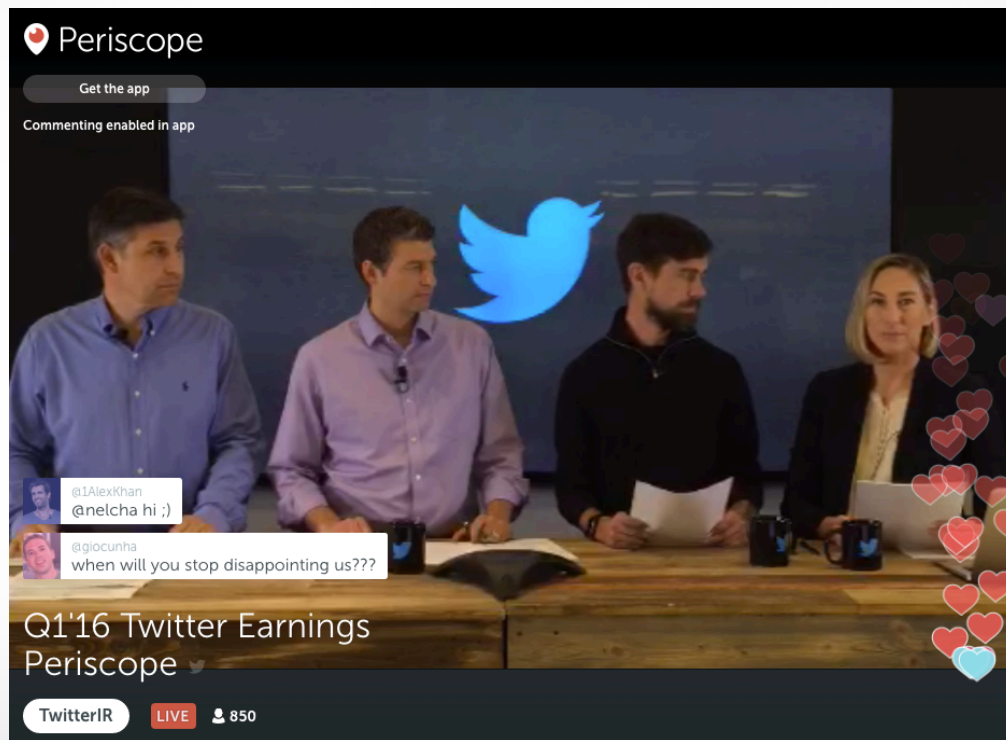
## Cons

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





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

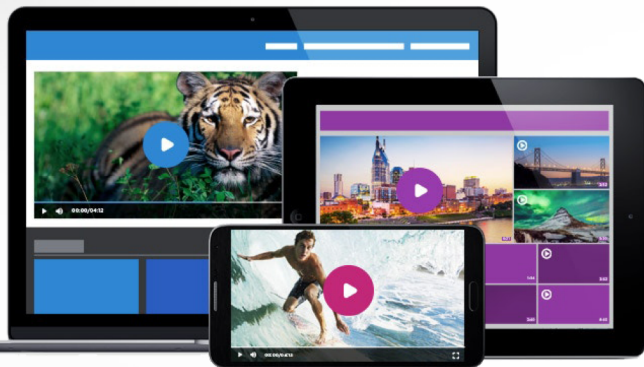
**Must have Vimeo Premium account**

- \$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



## 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](#)

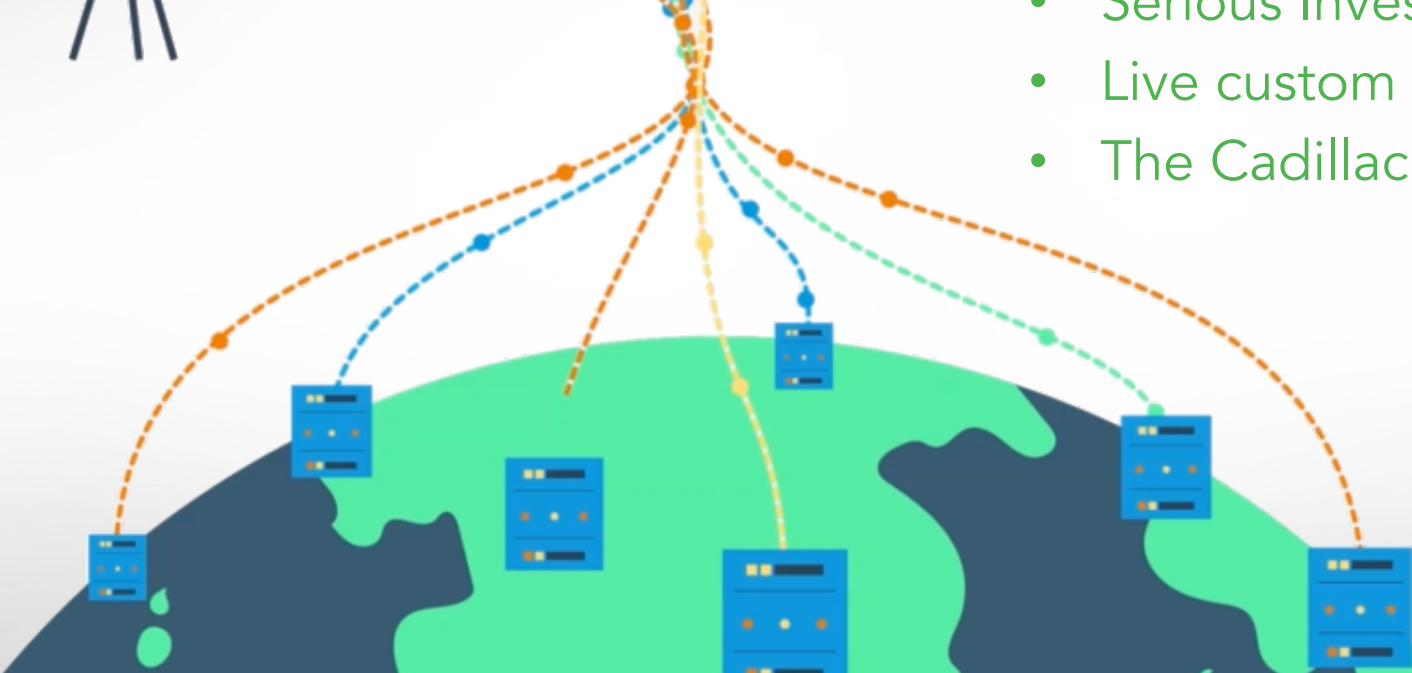
## MONETIZATION

### Custom Pricing

**HIGH VOLUME STREAMING  
WITH ADVERTISING**

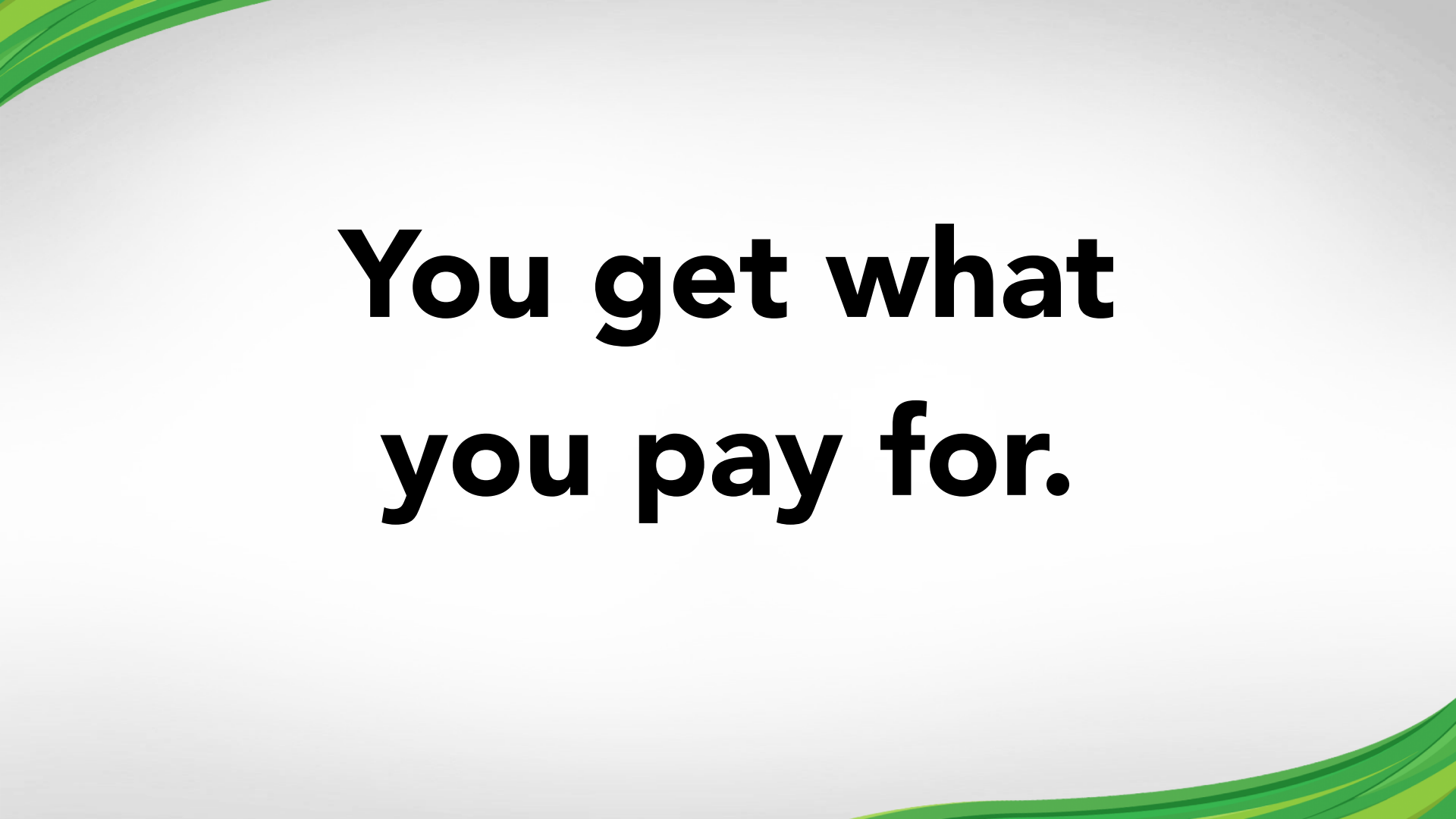
- Server-Side Ad insertion
- Ad Server Integrations
- HLS Encryption & DRM
  - 24/7 Live
- OTT Solutions

[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



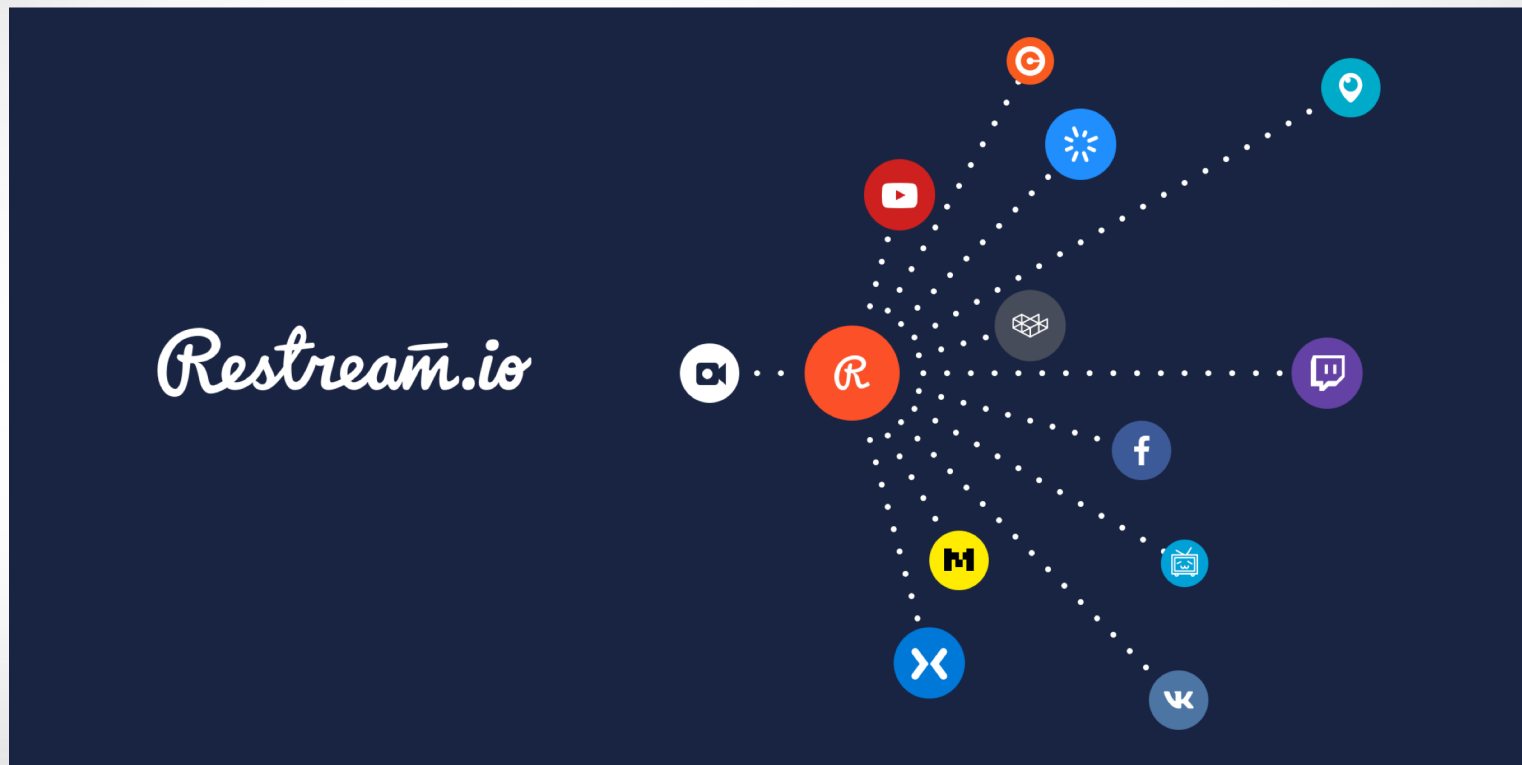
**You get what  
you pay for.**



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



# Cloud Based Solutions





# All-In-One 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 ↗



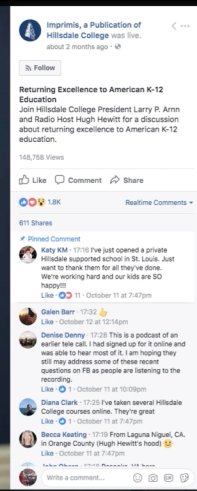
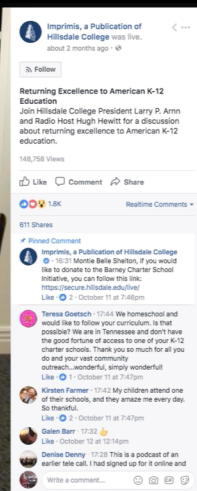
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# The Hybrid Model

- Delivery via a Consumer/Social CDN
- Pro-level video production
- GRFX, 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 k<sup>12</sup> STUDENTS FIRST Update



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



**Dynamic, compelling  
and compliant**

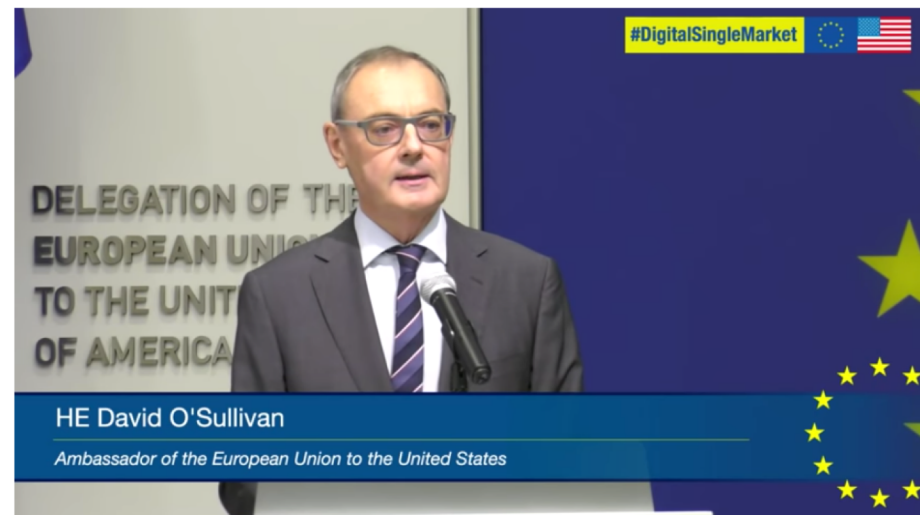


# Integrating Media & GFX



EU Digital Single Market Strategy Executive Briefing

334 views



EU Digital Single Market Strategy Executive Briefing

334 views



# Integrating Presentations



Do not overlap this box with text. Video of presenter will display in this area for picture and picture. Please delete before presenting.

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



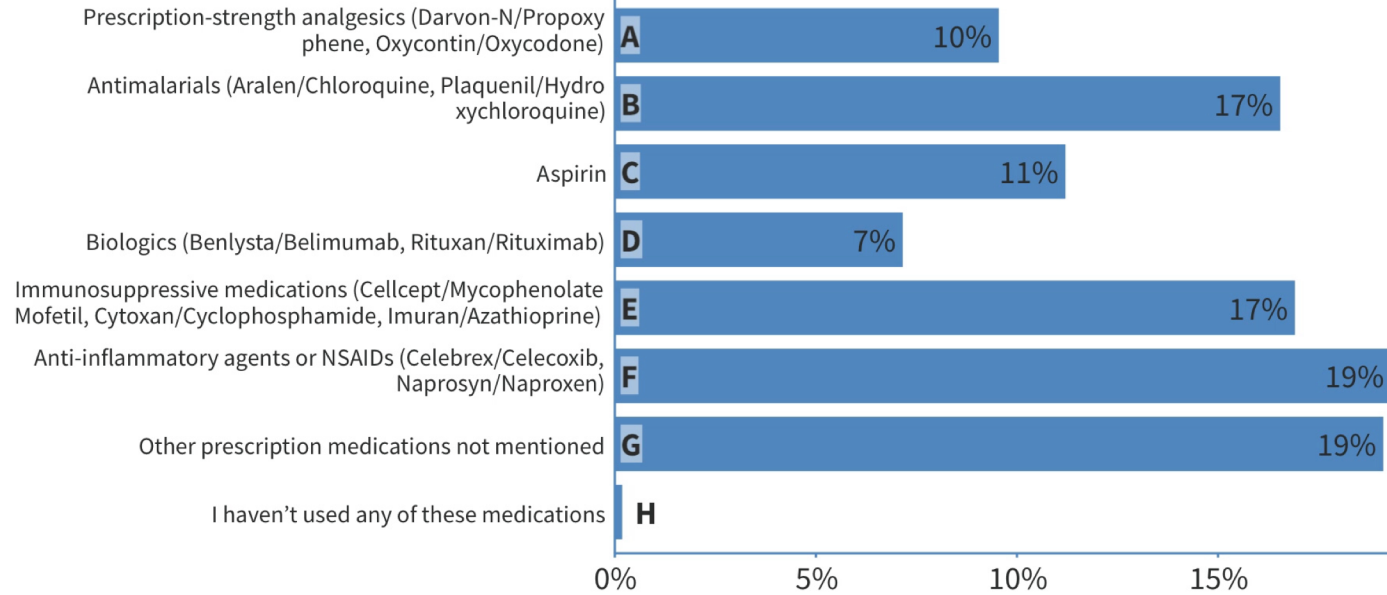
**Have you ever used any of the following prescription medications to help treat your lupus? Check all that apply.**



Respond at **PollEv.com/lupuspfdd**



Text **LUPUSPFDD** to **22333** once to join, then **A, B, C, D, E...**



Total Results: 544



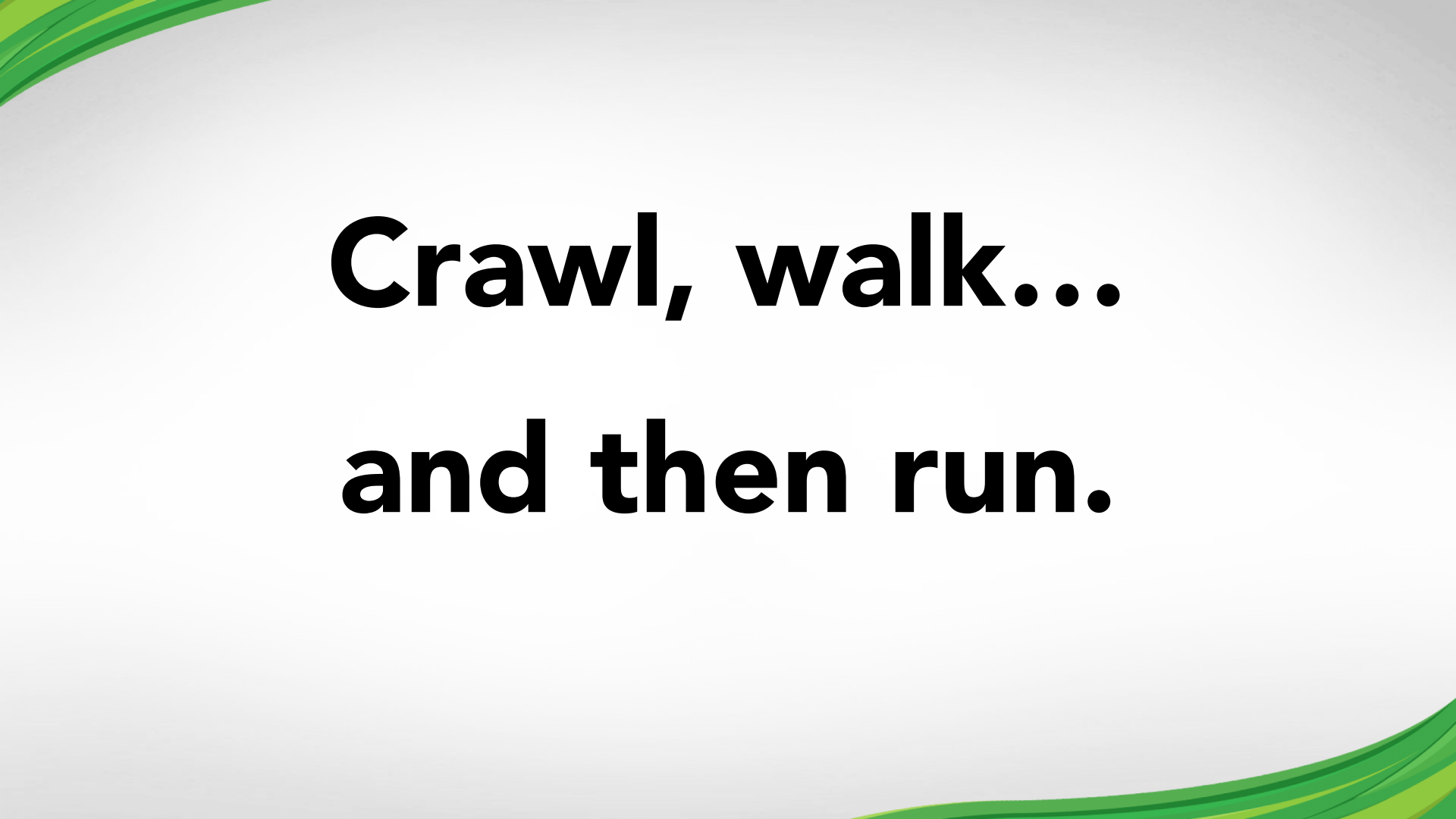
# Integrating Social Feeds



# 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

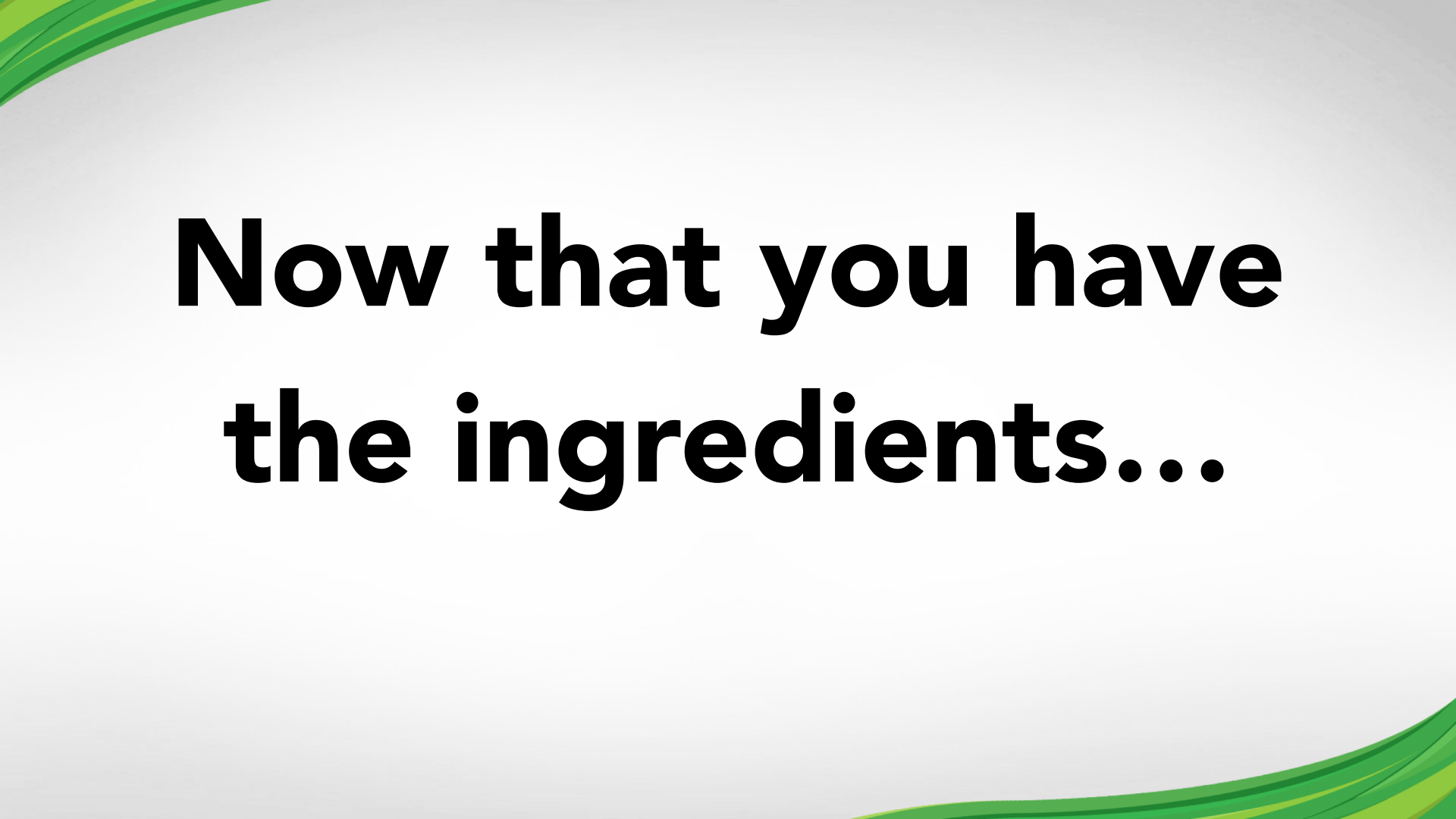
## Lighting Requirements

- 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?

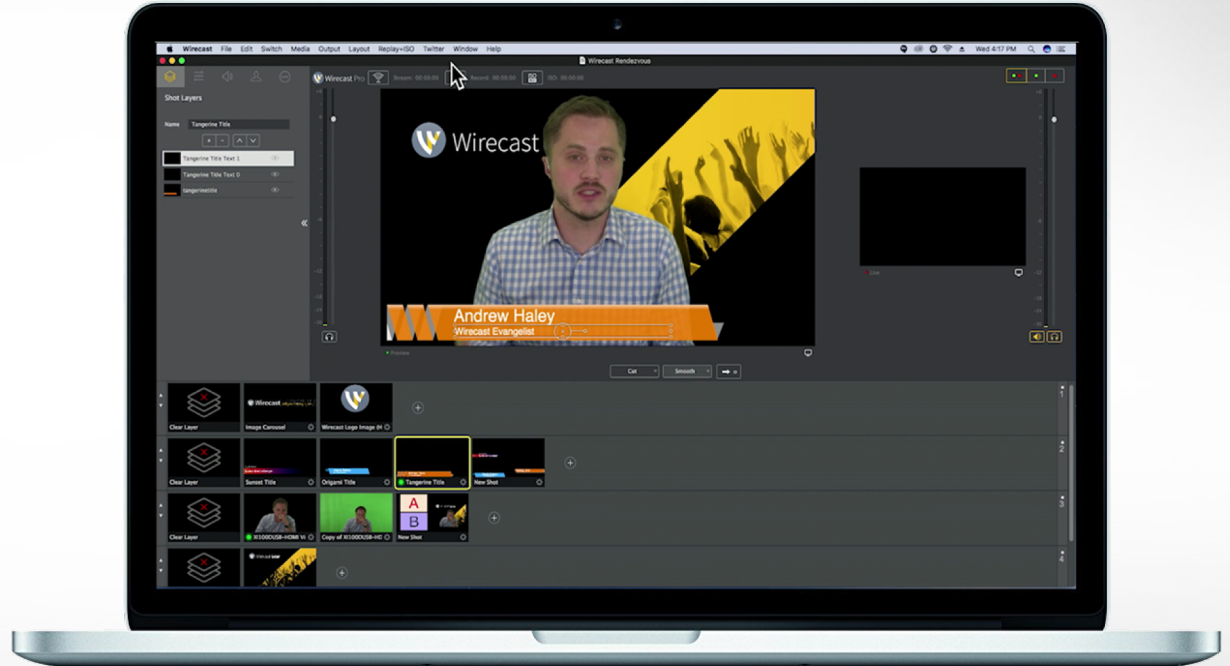


**Now that you have  
the ingredients...**

# 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

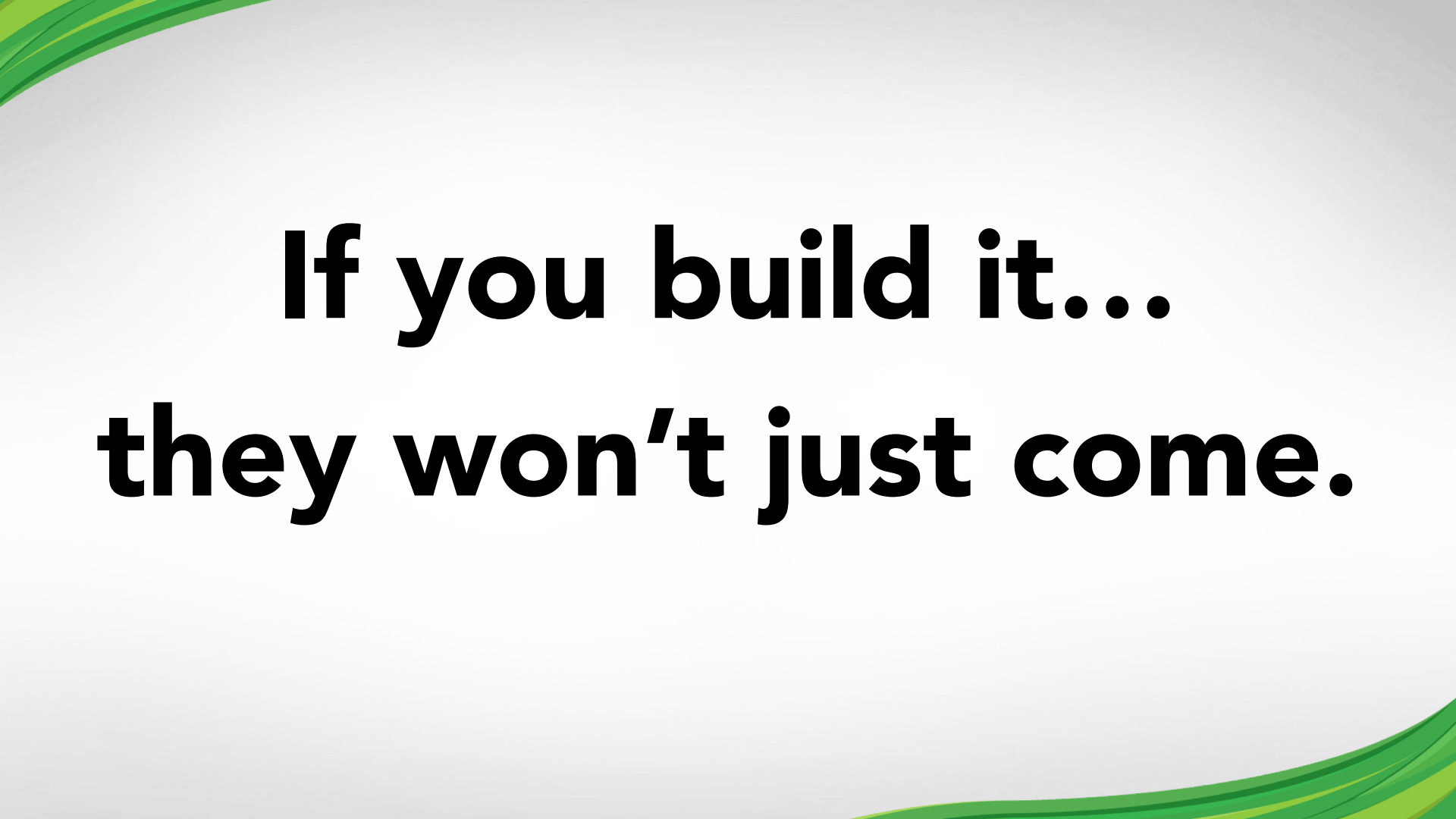
## Lean and Mean Model

- 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 post by SoulPancake:

**GATEWAYS**  
FACEBOOK LIVE WITH SENATOR CORY BOOKER

**TODAY, OCTOBER 31**  
5PM ET // 2PM PT

JOIN GATEWAYS CREATOR MAYA MANSOUR + SENATOR CORY BOOKER FOR A CONVERSATION ON THE ONGOING EPIDEMIC OF MASS INCARCERATION + THE TRANSFORMATIVE POWER OF EDUCATION ON INCARCERATED YOUTH.

ONLY ON SOULPANCAKE

SP SoulPancake was live.  
October 31 at 5:07pm · 13K Views

GATEWAYS creator Maya Mansour sat down with Senator Cory Booker for a conversation on criminal justice reform, the ongoing epidemic of mass incarceration, and education's transformative role on incarcerated youth. (picks up at 4:42)

13K Views

Like Comment Share

85 Likes

68 Shares

43 Comments

Write a comment...

LinkedIn

LinkedIn post by John Dudley:

**John Dudley**  
President, Dudley Digital Works  
2mo

DC Webcasting by Dudley Digital Works is live today from College Park, MD for the Lupus Patient Focused Drug Development Meeting [#LUPUSPFDD](#) Multi-camera, wireless audience camera and live polling are just some of the compon ...see more

Lupus Patient-Focused Drug Development Meeting

Please stand by.  
The webcast will begin shortly.

LUPUS PATIENT-FOCUSED DRUG DEVELOPMENT MEETING  
SEPTEMBER 25, 2017

MORE VIDEOS

2:03 / 6:21:29

Lupus Patient-Focused Drug Development Meeting Webcast  
youtube.com

11 Likes

Like Comment Share

twitter

Twitter post by EU in the US:

**EU in the US** @EUintheUS

Our 12/7 EU/US [#Space](#) Policy conference w/ [@StateDept](#) [@ElliottSchoolGW](#) will be livestreamed as of 9am. Watch it live [youtube.com/watch?v=zFmMg3...](#)

Watch the live stream!  
December 7, 2016 8:30 AM

**5 DAYS**

December 7, 2016  
8:00 AM - 1:45 PM  
GWU Space Policy Institute

[#EUSpacePolicy](#)

Space Policy Institute  
THE GEORGE WASHINGTON UNIVERSITY

8:06 AM - 1 Dec 2016

8 Retweets 13 Likes

Market, Industry & SMEs, EU External Action, Maroš Šefčovič and 5 others

# Targeted HTML Emails

**V-BID** UNIVERSITY of MICHIGAN  
Center for Value-Based Insurance Design

### 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 Lindeen, 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




[Click Here to Watch Video](#)

### Webcast Details

**Date:** Wednesday, June 22, 2011  
**Time:** 10:00 AM EDT to 11:00 AM EDT  
**Location:** [www.vbidcenter.org/webcast](http://www.vbidcenter.org/webcast)  
**Type:** Open to the public


 [Add this event to your calendar](#)

 **TAKE A BRIEF SURVEY**

**National PTA**  
everychild.one voice.

### 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 #####

**CHI**  
CALIFORNIA HEALTHCARE INSTITUTE

## 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 sands. 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.



**R&D and FDA Approval**

### 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](mailto: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  
Modality

**Naser Partovi**  
Chairman & CEO  
Welliaho

# Our Children

National  
**PTA**  
everychild.onevoice<sup>®</sup>

October/November 2013  
Volume 39 Number 2

The National PTA<sup>®</sup> Magazine

Exclusive!

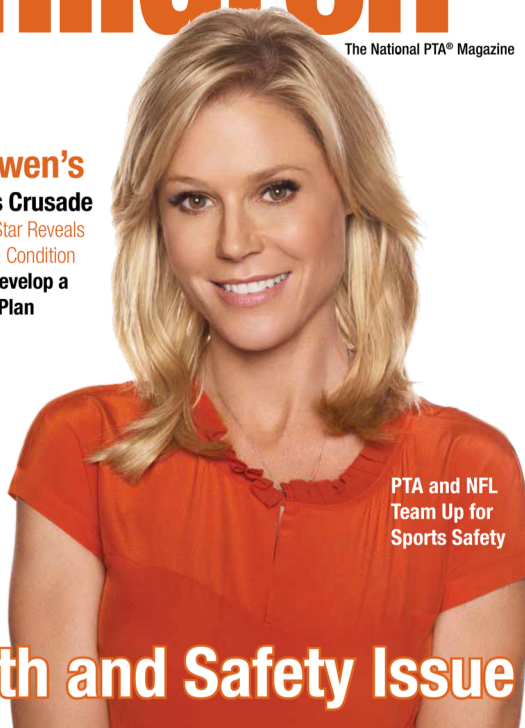
## Julie Bowen's Anaphylaxis Crusade

*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**

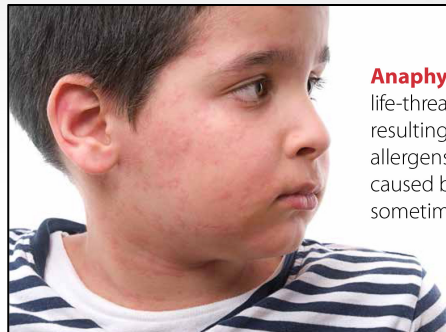


**PTA and NFL  
Team Up for  
Sports Safety**

## 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](http://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<sup>®</sup>

# 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

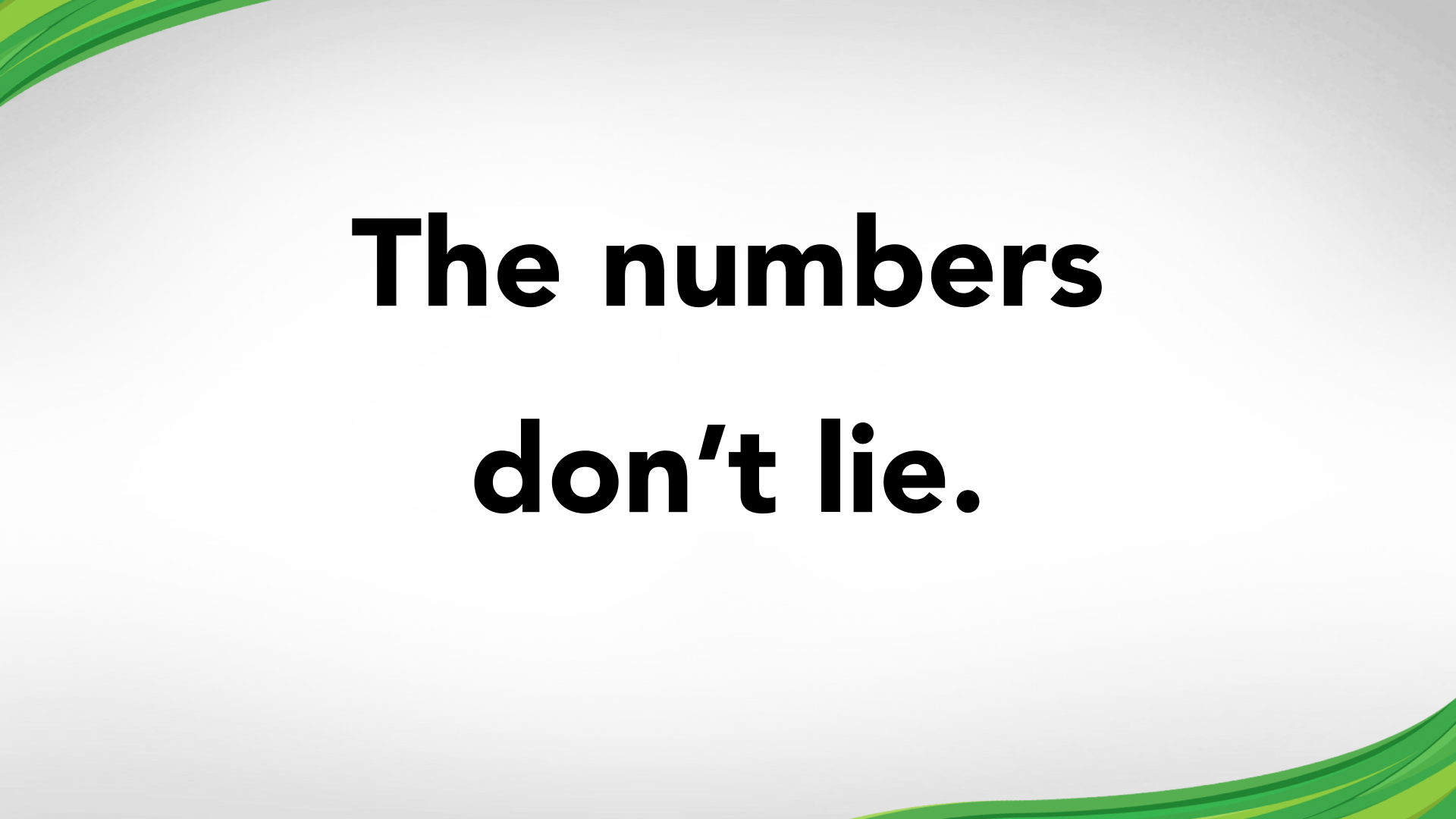
# The Value of On-Demand

- 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

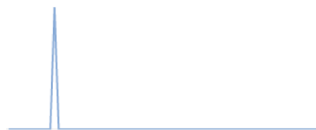
Annotations

Cards

#### Watch time

Minutes

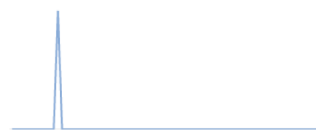
49,001



#### Average view duration

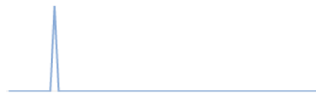
Minutes

47:37



#### Views

1,029



#### Top geographies

Watch time

United States (94%)  
Canada (1.4%)  
Mexico (0.6%)  
United Kingdom (0.6%)  
Denmark (0.6%)



#### Gender

Views

Male (35%)  
Female (65%)



#### Traffic sources

Watch time

External (96%)  
Direct or unknown (1.4%)  
Other YouTube features (0.9%)  
Other (1.7%)



#### Playback locations

Watch time

Embedded in external websites and apps (90%)  
YouTube watch page (10%)



# Embracing Analytics

HOME

CUSTOMIZATION

Reports

REAL-TIME

AUDIENCE

ACQUISITION

Overview

All Traffic

AdWords

Search Console

Social

Campaigns

BEHAVIOR

CONVERSIONS

Acquisition Overview

SAVE EXPORT SHARE INTELLIGENCE

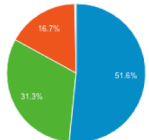
Sep 1, 2017 - Nov 29, 2017

All Users 100.00% Sessions

+ Add Segment


Primary Dimension: Top Channels Conversion: All Goals Edit Channel Grouping

Top Channels




- Organic Search
- Direct
- Referral
- Social

Sessions



Conversions



	Acquisition			Behavior			Conversions
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	
	587	80.58%	473	91.14%	1.10	00:00:42	
1 Organic Search	303			88.12%			
2 Direct	184			96.74%			
3 Referral	98			89.80%			
4 Social	2			100.00%			

Set up a goal.

To see outcome metrics, define one or more goals.

GET STARTED

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

