



## Social media webcasting guide:

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## About Us

Filming and event webcasting is what we do every day and we feel confident we can help you connect with your audience. We understand how important your conference is so we only send highly experienced friendly crew trained with the very latest equipment.

**Our philosophy is simple,** we stream with the viewer 100% in mind, if the viewer is not engaged your key messages are lost, we work hard to deliver concise, creative, watchable webcasts.

**Why we're different:** Our webcasting solution concentrates on the viewer and is mixed live by a creative professional, so in essence our video stream looks and feels more like a TV production.

**Trust us:** we've streamed some of the world biggest brands, charities and events including Tesco's, NHS and Professor Brian Cox's Big Bang Live. We've also been voted "Best UK Live Event Streaming Company 2016/17" and "Best Social Media Streaming Company, UK".

## Our Approach

We use a professional encoder for webcasting called a LiveStream HD550, this clever bit of kit allows us to mix multiple cameras, audio, twitter feeds and graphics.

Link: <https://www.eventstreaming.tv/livestream-hd550/>

In terms of cameras we would recommend filming using a minimum of 3 cameras

- 1 manned close following the main presenter
- 1 unmanned wide capturing the entire set
- 1 unmanned extreme wide capturing the audience

The camera feed and any PowerPoint graphics can be mixed live and streamed to any website or mobile device. All feeds are recorded for any future editing.



## Production

We can help with as much or as little of the production as needed, if you require a sound engineer and PA, lighting or a set design company please just let us know.

## Creative Vision Mixing

Our aim is to deliver creative webcasts that strike the perfect balance between engaging your audience and delivering your key messages.

In terms of the online viewer's experience when the slides are busy or complex we create a shot that places the presenter inside the PowerPoint. This elevates "death by PowerPoint" and keeps viewer retention and engagement high.

We've won multiple industry awards because we concentrate on the audience experience, all our webcasts are mixed live by a creative professional so in essence your webcast will look and feel more like a TV production.



## The Stream

To maximise the best possible experience for online viewers we stream multiple data rates, our video player automatically senses the viewer's broadband speed and selects the best appropriate quality.

**Note:** The maximum resolution is 720p for Facebook and needs a separate encoder from YouTube and LiveStream.

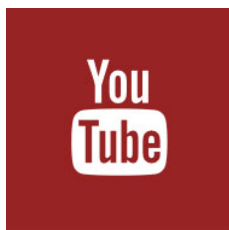
## Analytics

It is possible, at no extra cost, to provide a full set of analytics including: who's online and how long they stayed.

## Accessibility

The webcast can be watched on any device anywhere, mobile tablet and desktop

## YouTube



With over a billion users, watching a billion hours of video per day, YouTube is undoubtedly where people go to watch videos on the Internet. So webcasting your event on the platform (especially for free) makes a lot of sense.

YouTube simultaneously offers the best of both live and on-demand video plus it has the largest dedicated video audience in the world.

## Three options

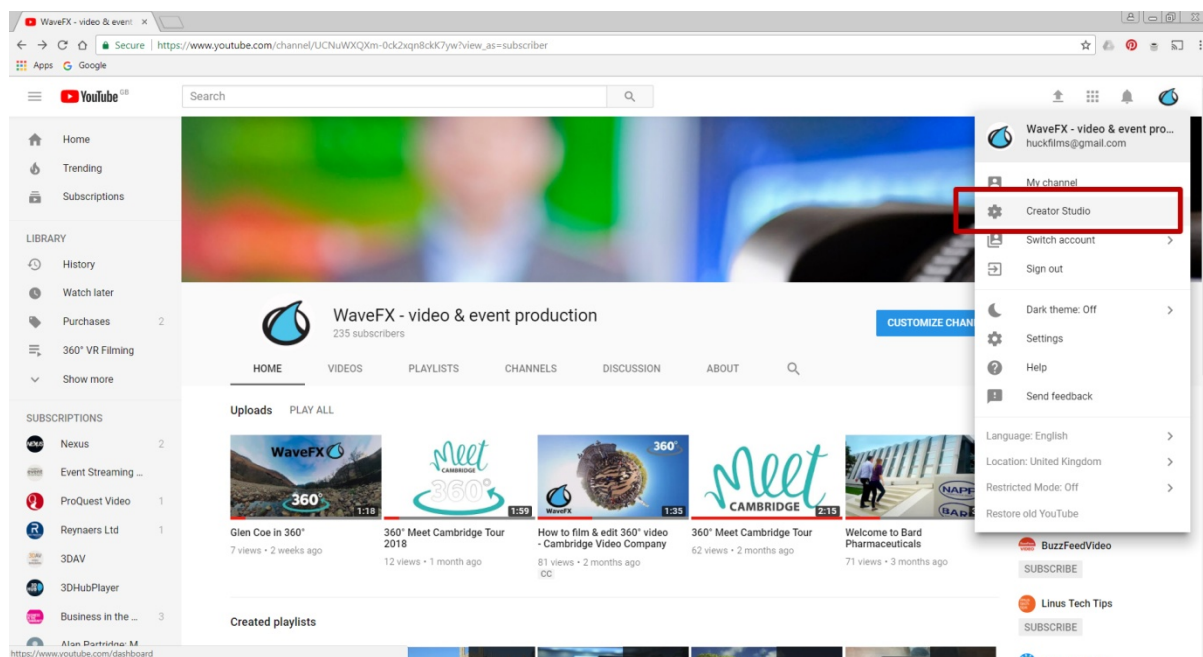
YouTube offers 3 ways to stream to its platform, for this walkthrough we'll be concentration on scheduling an event and managing a professional webcast.

1. From your smartphone or ipad via a free app, However, to livestream on a mobile device, your channel must have over 100 subscribers.
2. Stream now is browser based; simply head to the YouTube website and using your web camera instantly go live to your channel.
3. Scheduled event, this option lets you plan your webcast a week in advance and offers greater control over your livestream. You can preview it before you go live, have backup redundancy streams, select privacy options, and start and stop it when you want.

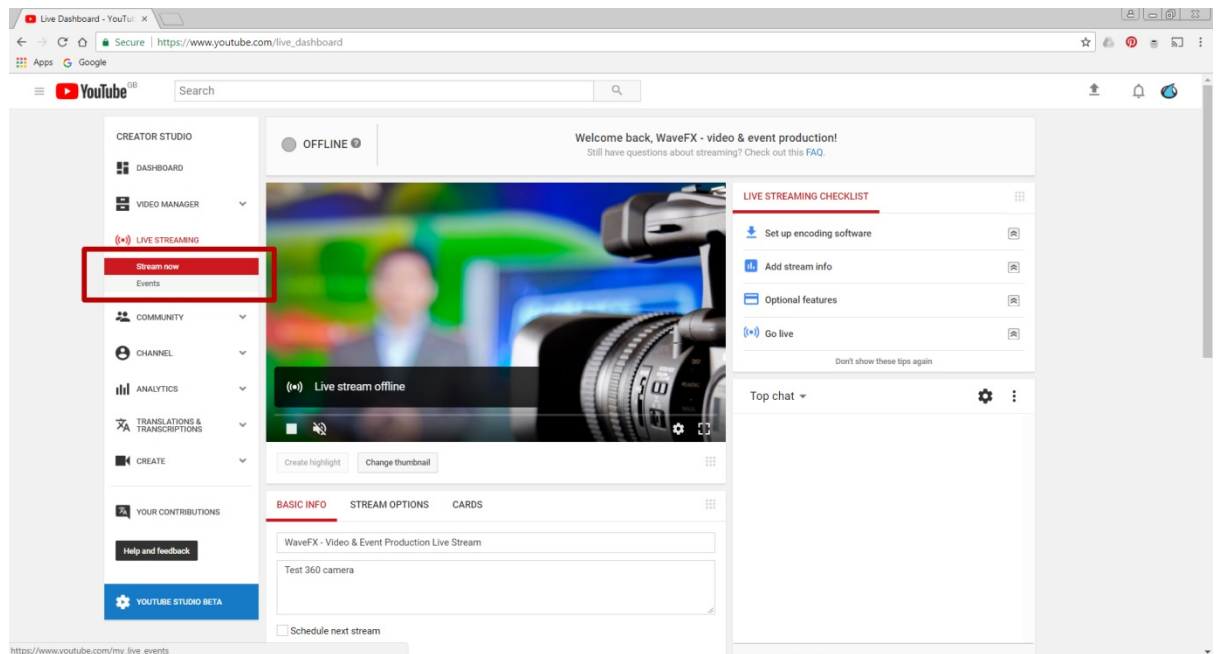
## Setting up a scheduled live event

To stream to YouTube you'll need a registered YouTube account and channel in good standing and live streaming enabled in your account settings.

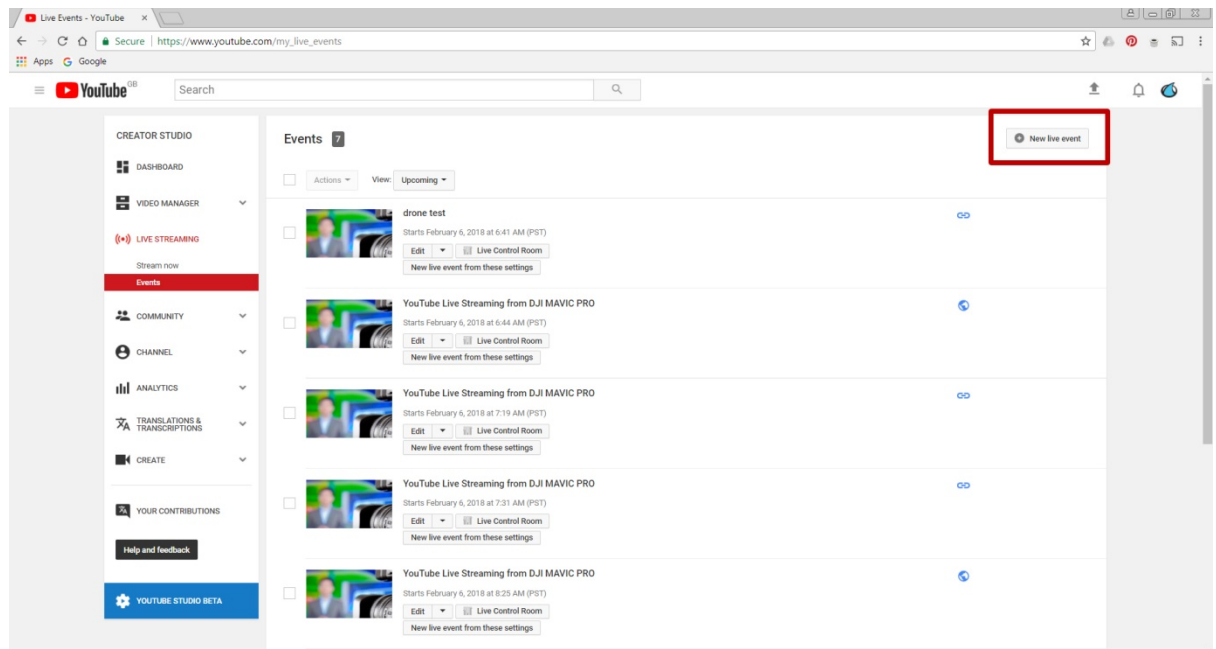
1. Navigate to the YouTube channel you'd like to webcast from and select creator studio



## 2. Select "Events" from the live streaming options (not stream now)



## 3. Select "New live event" button



4. Add all the information about your event; remember to keep it concise but engaging. You also have the option here to link to Twitter and Goggle+.

Take your time writing your description and tags, when ready click "Create event"

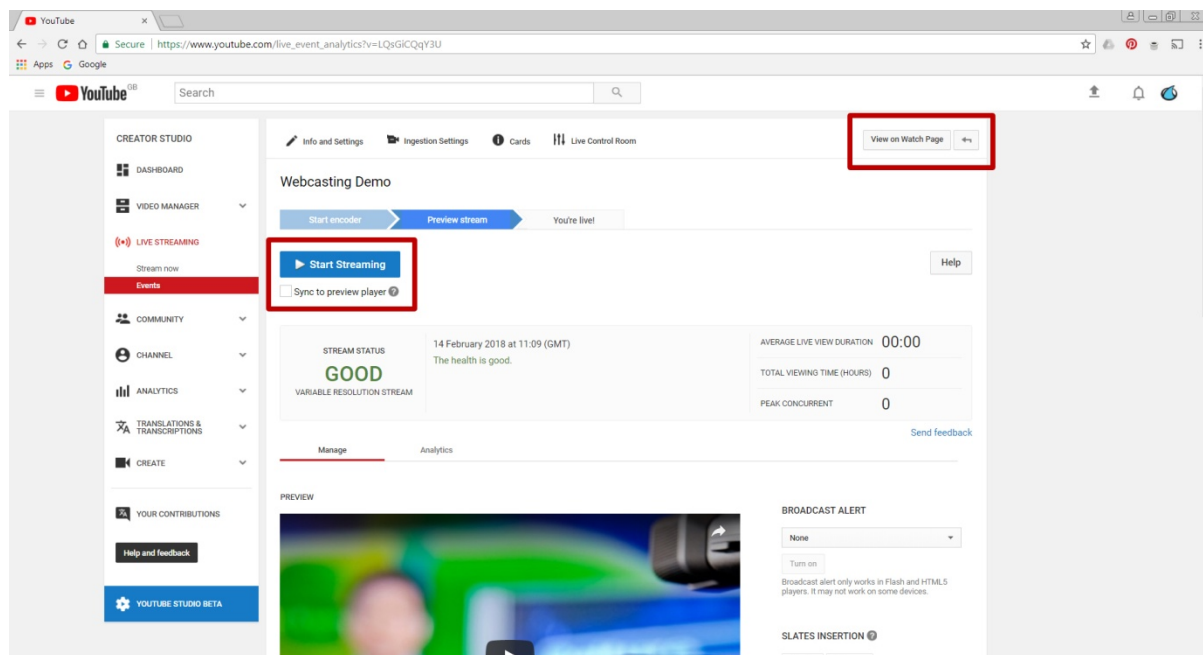
5. Add an image to customise your event and then select single use stream key.

Copy and paste your stream credentials into your encoder (e.g. steam key, Server URL). Save any changes and go to "Live Control Room" (top of the page)

If you need to find the credentials closer to the time that you'll be going live, they are also available by editing the post in event library.

6. Start your encoder and select "Stream preview" back in YouTube, wait a few moments and your stream should appear in the preview window, when you're happy press "Start Streaming" you're now live.

To watch your webcast click on the "View on Watch Page" button. You can return to the control room at any time.



We are an award winning full service YouTube streaming company filming and streaming hundreds of webcasts and webinars every year. We only send out highly experienced crews with the latest equipment including backup and 24/7 technical support.

Find out more on our website <https://goo.gl/W9tbpy>

Any questions however daft please do get in touch, advice is free and we're more than happy to help, call 020 8938 3188 or email [stream@eventstreaming.tv](mailto:stream@eventstreaming.tv)



## 360° Live Streaming



This option allows your event to be streamed live in 360 to Facebook, Twitter and YouTube.

360 degree video and photography offers the online viewer the very best seat in the house, creating an engaging and interactive experience with or without a VR headset.

To be able to stream an event in 360 the camera needs to stitch together all six lenses in real-time. This is a complicated process requiring powerful internal software, which is why you won't find this feature in every camera.

Event filming and streaming is what we do every day and we're confident we can help you connect with your audience. We're a full service agency offering all you need for a successful webcast.

We regularly work with production companies, event organisers and venues to offer their clients a 360° webcasting service. We are completely white label and happy to wear any company T-shirt



### Key Features

- 4k real-time streaming
- Stream to Facebook and YouTube
- External mic input for perfect audio
- HDMI video output
- 3 batteries for remote use
- HP G3 ZBook for webcasting control
- Professional on-site technician

## Why go 360?

This great new technology puts the viewer in the director chair, and it really does work. Imagine being at a conference or meeting and being able to choose where you look.



### Viewing examples:

- The presenter at the lectern
- The PowerPoint graphics on the screen
- Someone in the audience asking question
- One of the panel replying



## How to view?

Viewing a 360 degree event requires no extra software or hardware; you simply open your favourite browser and watch the video or webcast as normal. You also have the option to fully immerse yourself in the event by wearing a VR headset.



360° videos, photographs and webcasts will play happily on all up-to-date smartphones, tablets and laptops. No specialist knowledge is required and all the major social media platforms and browsers support it.

Try for yourself and watch our latest 360° video on YouTube <https://youtu.be/5iSvqHKbY8E>

## 360° Portfolio

Please visit our portfolio and select 360° <https://www.eventstreaming.tv/360-live-streaming/>

## Awards

We're please to have won several industry awards including:

- **Best Live Streaming Solution** – Event Technology Award
- **Best UK Live Event Streaming Company** – Technology, Media & Telecoms Award
- **RAR recommended** since 2010
- **Best Social Media Streaming Company, UK** – Media Awards
- **Best Animation Company** - East England TMT Awards

## Testimonials

Please visit our website for a full list of [testimonials](#)

## Contact

If we can help any further with your project or idea please do get in touch.

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