



LIVE STREAMING

HOW TO TAKE YOUR PRODUCTIONS INTO REAL TIME, BIG TIME

7 essential lessons for successful live streaming



LIVE STREAMING IS BIG (AND ONLY GETTING BIGGER)

We're in the middle of a live-streaming revolution. If you're a broadcast or video professional, you'll have been hard pressed to miss it. The evidence is everywhere – from the businesses, sports teams and other organisations making it happen through to the analysts, bloggers and publications talking about it.

Not so long ago live productions were the preserve of major broadcast networks – ones with significant resources and major-league budgets. But now, more people than ever before can cost-effectively turn their ideas into compelling shows and live stream them to a global audience.

RIGHT PLACE, RIGHT TIME

For today's forward-thinking small broadcasters, companies and independent producers, this is a perfect storm:

- Bandwidth is plentiful enough to deal with the demands of all-you-can-eat HD video and cheap enough to be within the reach of almost anyone
- We've seen the emergence of service providers who can take the hassle and pain away from live streaming, enabling you to get up and producing quickly
- There's no longer the skills barrier that existed just a few years ago – as a video pro, you already know most of what you need to know and can easily adapt to any specialised technology required

Got an idea? Create the programme

The opportunities are virtually endless:

- You can make your ideas happen without the need for traditional distribution
- You can add valuable new services to your existing portfolio
- And you can find new clients outside your normal markets

It means you can capitalise on a radically shorter time to get in front of viewers. You can do so with fewer compromises. And you don't need to spend a fortune doing it.

In this ebook, we're going to present seven essential lessons for anyone taking the first steps into exploring how live streaming could benefit their business. Let's get started.

Looking for a more technical guide?

This ebook's primary focus is on the business opportunities of live streaming for video professionals. To get the technical low-down, see our white paper: [Live Streaming: Production, Distribution, Monetization](#) »



ENGAGEMENT TIMES ARE MUCH HIGHER FOR
LIVE STREAMING MEDIA, EVEN THOUGH ON-DEMAND
CONTENT STILL ACCOUNTS FOR THE MAJORITY
OF HOURS WATCHED ONLINE

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LESSON 1
**THINK ABOUT
YOUR VIEWERS**



1: THINK ABOUT YOUR VIEWERS

The first thing to say about live productions is: This is the stuff viewers value the most.

We're talking the kinds of programmes that reward live viewing – sports fixtures, corporate events, the latest outing for an up-and-coming singer etc. These are the events people value the most and the next best thing to being there in person is to watch it live on screen.

Delivering what viewers want

Of course, today, viewers are more sophisticated than ever. They expect every programme they watch – even on their smartphones – to be a high quality affair with professional production values from beginning to end.

Delivering a truly professional production demands taking a multi-camera approach. Viewers expect different viewpoints, dynamic shots following the action and visual breaks to keep things fresh. And you'll need to take advantage of all the rich media options you can bring into the heart of your productions.

Value from the event, value after the event

While you'll want to gain the maximum value from going live with your productions, this needn't be a case of air-it-and-forget-it. All productions and resulting content should have a shelf-life that far exceeds the live event itself.

Of course, traditionally, to develop a non-live production you would film a multitude of segments and cut them together later. The result would be great but it would take time and cost money.

With live streaming and the right tools, you get the best of both worlds. You'll still produce high quality recorded productions with the visual impact of a weeks-long project, it's just that you'll complete it much sooner – during the event in fact. This live-to-disk approach enables you to make your edit decisions, apply effects and incorporate graphical elements in real time. It means that by the time the live event is over, you'll have a packaged production ready to go.

But what if something doesn't work out in the real-time edit? Don't worry. If you use a system that captures all your feeds, you can easily go back to the raw footage and drop in or chop out different elements. This will save you a significant amount of time and effort, give clients a finished product faster, and enable you to spend less time digitising and more time creating.



LESSON 2

GET A POST-PRODUCTION LOOK DURING PRODUCTION

2: GET A POST-PRODUCTION LOOK DURING PRODUCTION

Every video professional wants to deliver a great product. With the equipment now available, anyone with a creative vision and the requisite core skills can deliver productions every bit on a par with far larger broadcasters. The secret is in the planning.

A little planning goes a long way

A lot can be achieved in advance of the live production. You can design all your stings, transitions and lower-thirds so that they're ready to go at the flick of a switch. You can pre-record additional footage and have it available on-demand exactly when you need it. And you can stream from a PC, giving native access to presentation materials as well as enabling you to bring in presenters and interviewees via Skype.

But it doesn't end there.

Get a big studio look without spending big studio money

At one time, live streamed productions would be hostages to the space and sets available. The end result was often programmes which had a home-made, low budget feel.

But that was then.

Now, with the emergence of high quality, easy to create virtual sets, that's history. Fundamentally, this means that as long as you've got room to hang a green screen, light your presenters and get the shot, you can deliver a high quality production.



LESSON 3

DRIVE GREATER ENGAGEMENT WITH SOCIAL MEDIA

3: DRIVE GREATER ENGAGEMENT WITH SOCIAL MEDIA

In an age of ever-increasing social media engagement, it's crazy not to take advantage. Failing to join in means you won't be able to take part in conversations about your programmes. As a result, you'll always be at least one step removed from the active, engaged audience that every sponsor and rights owner values.

Major programme makers already get it

Mainstream broadcasters are already waking up to the social media opportunity, regularly engaging with real-time comments. At the same time, the more enlightened ones are not only incorporating social content but delivering content via these channels too. It's allowing them to create productions that are more dynamic, more engaging and shared more by their audiences.

The good news is: It's now possible for independent producers and programme-makers to do exactly the same.

Go social, get engagement

Today's systems allow you to simultaneously access and present social media feeds directly to air. They also enable you to automate the promotion and distribution of your content via social channels, expanding your reach. This means you can quickly move from delivering one-way broadcast-based productions to producing two-way conversation-powered ones.

The result? You'll get a more active, more engaged audience and an increasing number of well connected advocates for your content.



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THE RESULT IS A MORE ACTIVE, MORE ENGAGED AUDIENCE AND AN INCREASING NUMBER OF WELL CONNECTED ADVOCATES FOR YOUR CONTENT

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A photograph of three men looking at a smartphone together outdoors. The man on the left is wearing a white t-shirt, the man in the middle is wearing a grey patterned t-shirt, and the man on the right is wearing a white shirt and a plaid tie. They are all looking intently at the phone held by the man on the right. The background is a bright sunset over a green field.

● LESSON 4

BUILD YOUR COMMUNITY



4: BUILD YOUR COMMUNITY

Every producer wants a passionate audience of repeat viewers. People who'll come back time after time, pay for subscriptions and evangelise content to others. A community of viewers who'll form the foundation for a powerful content brand – whether for a local sports team or a series of business conferences.

Adding value at every stage

Live streaming offers a direct route to building your community. Beyond the core show, it allows you to offer privileged access to real-time, bonus content that can't be found anywhere else. This could include:

- Pre-event commentary, insights and interviews with key figures
- Behind the scenes footage
- Post-event wind-ups and exclusive Q&As

Building loyalty, growing revenue

Ultimately, by focusing on building a high-value community of viewers, you'll be able to deliver a loyal, highly engaged audience to sponsors and advertisers. Or, should you choose, you can create attractive paid membership options. And you'll have a greater range of content that can be re-packaged for a wider audience at a later date.



LESSON 5
**MEASURE MORE TO
MONETISE MORE**



5: MEASURE MORE TO MONETISE MORE

Traditional programmes have always relied on ratings as a measure of success (and a way to ensure future sales, sponsorship and advertising revenue). But these ratings are at best imprecise, giving simply an averaged overview.

Traditional ratings won't tell you what's working, what's not and how to improve your shows. Yet this is vital if you're to build a loyal, engaged following that will watch more and pay more for your content.

Live streaming is altogether different

With live streaming you can measure everything. You'll be able to see who's watching, how they're watching, when and where. You'll get a clear picture of where they may be dropping out. And you can monitor how they're reacting to your content over social media.

Better, stickier, more wonderfuller programmes

Armed with this information, you can evolve your programming to make it more relevant and more valuable to your audience. You can demonstrate its impact to potential advertisers and sponsors. And, for live events such as conferences, you'll get invaluable input into what you should do differently next time around.

5: MEASURE MORE TO MONETISE MORE

Turning data into cash

Ultimately, the more you know about your audience, the better you'll be able to monetise your output. Get it right and you'll be able to charge far more for your content than you could with traditional broadcasting models because you'll be able more clearly demonstrate the value of your audience.

Get ready now

The key lesson here is: If you're moving into live streaming, get your measurement right, right from the start. It will give you the foundations you need to thrive and make an enormous difference to your long term success.

“**THE AMOUNT OF VIDEO
WATCHED ON TABLET DEVICES
AND MOBILE PHONES IN 2012
INCREASED BY 100 PER CENT
OVER THE PREVIOUS YEAR**”

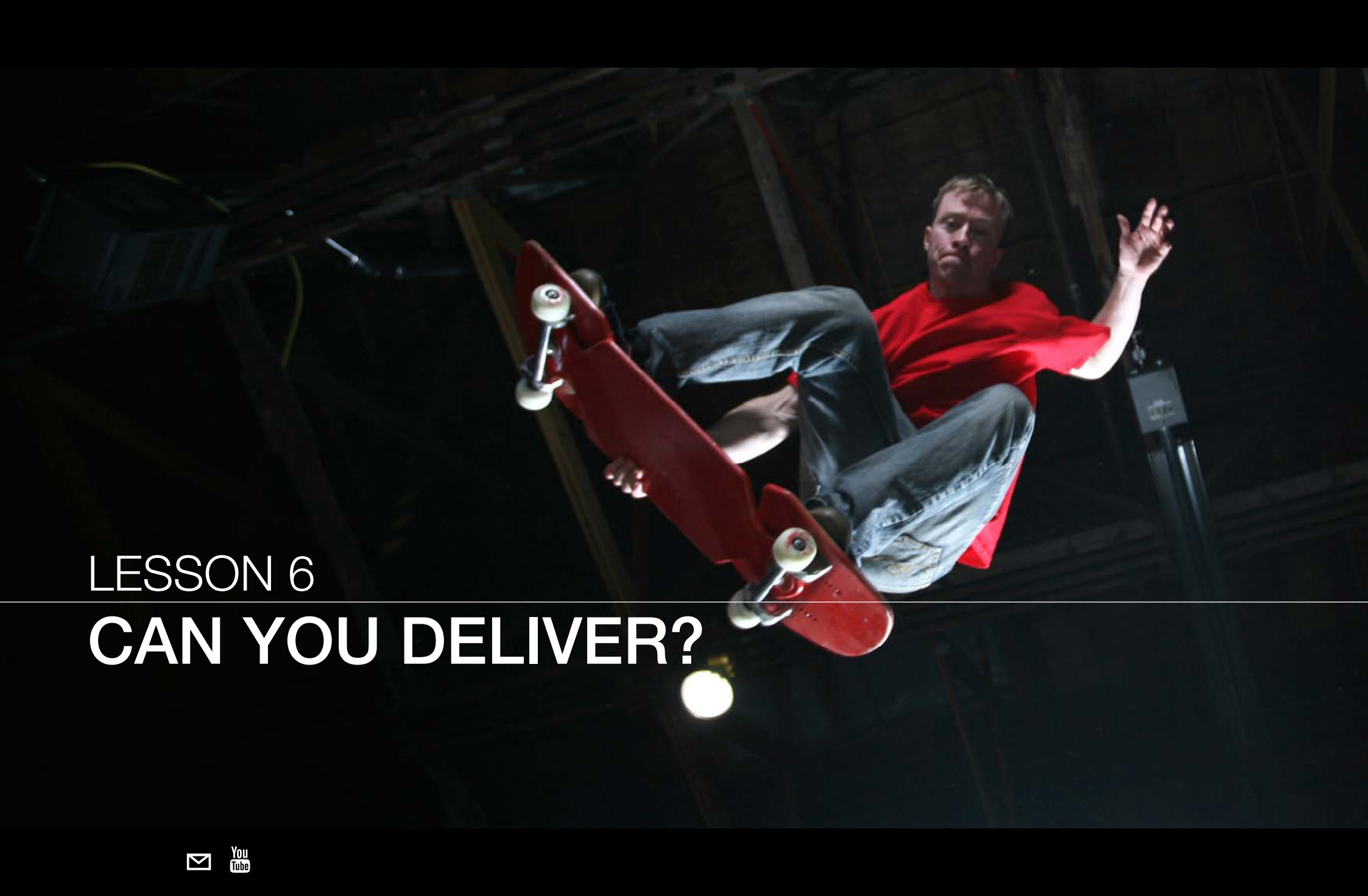
WIRED

“

FOR LIVE EVENTS SUCH AS CONFERENCES, THIS INFORMATION PROVIDES INVALUABLE INPUT INTO WHAT YOU SHOULD DO DIFFERENTLY NEXT TIME

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LESSON 6

CAN YOU DELIVER?

6: CAN YOU DELIVER?

A professional live-streamed broadcast will be greatly diminished if you cannot ensure high quality delivery. No one wants stuttering video plagued by dropouts. Likewise, you won't want your connection failing just as your presenters open their mouths.

Fortunately, for the most part, these are no longer insurmountable problems. The traditional reliance on broadcast networks as the gatekeepers of airtime has been replaced with a range of partners who have built businesses on getting your content in front of your audiences.

Get the right connection

You will, of course, need a solid, high speed Internet connection. Hard-wired is better than WiFi which can get crowded when too many people try to access it. It is also a good idea to have a back up if possible (this could even be a 3G/4G mobile connection). And there's no substitute for testing the connection's capabilities using the kind of content you'll be delivering.

Get the right partner

Beyond the physical connection to the Internet, you'll also need a way of delivering your content across it. The easiest route is to partner with a specialist provider. The decision will come down to two main options:

1. Use a content delivery network (CDN) –

also termed content distribution networks, CDNs are basically large collections of well-connected servers. They deliver content of all types (video, audio, web apps etc) and while

many will add in video-specific features such as multi-bitrate encoding, often they don't specialise in AV content.

2. Use a streaming service provider (SSP) –

unlike most CDNs, an SSP will specialise in audio/video content. They'll typically add in all the technical services you'll need along with options for how you could monetise your content (eg ad supported, subscriptions, pay per view).

Whichever route you go, taking care over selecting the partners you work with will ensure you can deliver a better live product, more reliably to your viewers.



LESSON 7

EXPAND YOUR HORIZONS

7: EXPAND YOUR HORIZONS

In the traditional world, many businesses are trapped in their local markets. They have a sports team with a local following, they have an event in a certain city, they have a programme restricted to an individual station. While this is great for a production of strictly regional interest, it leaves a lot of value on the table if your viewers are widely dispersed.

Of course, the Internet is global by default. Everything is available to anyone with a connection no matter where they are in the world. For today's producers, this means you can now expand your events, programmes and sports matches to a far wider audience than ever before.

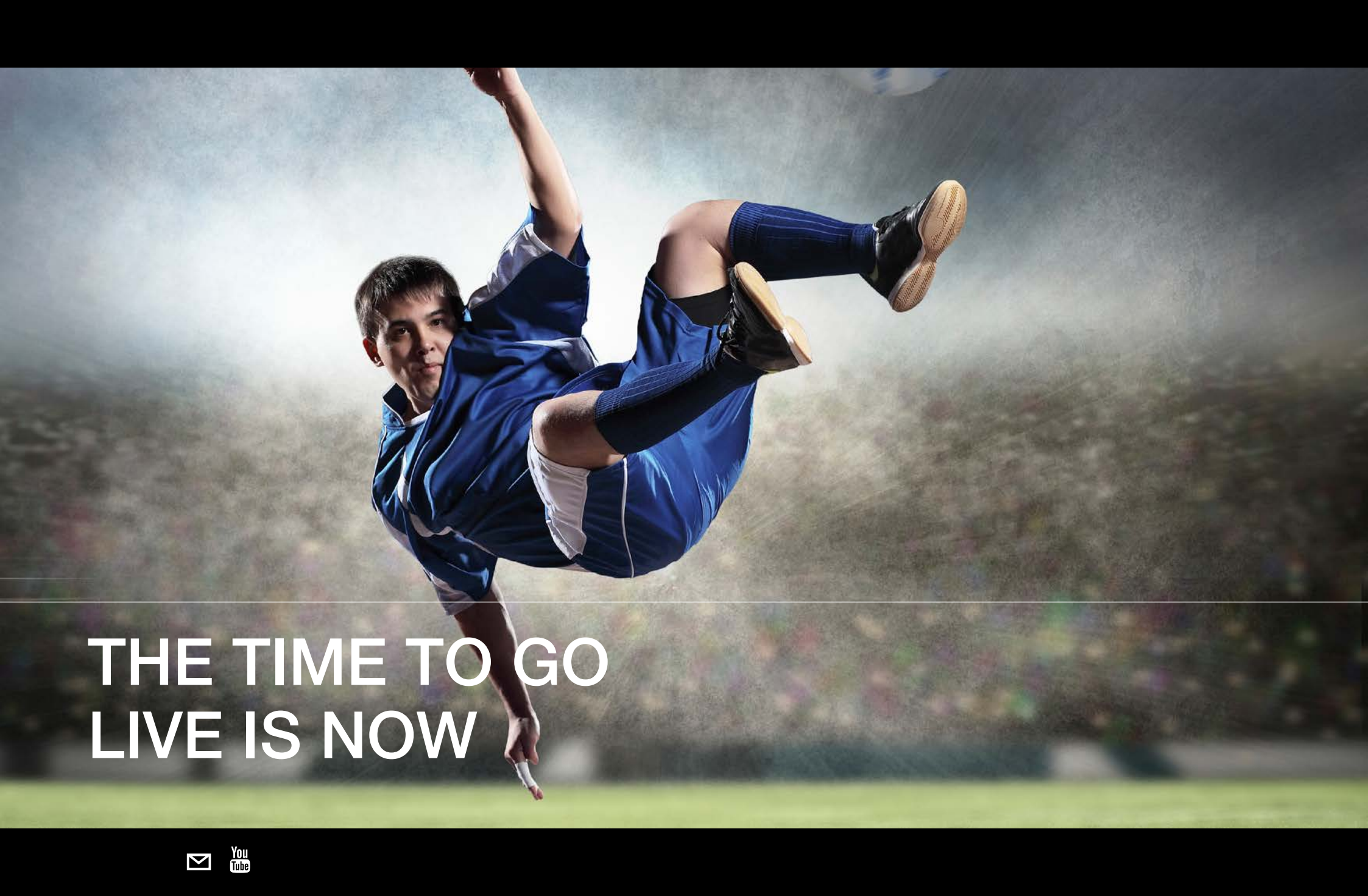
New audiences, new opportunities

An accessible global audience offers valuable new revenue streams. You no longer have to miss out on customers simply because they can't reach you. Your events can now provide live-stream and even multi-lingual options for those outside the country.

The answer is easier than you think

It's never been simpler to make different content available in different locations. You can restrict some while opening up other material. And you can have a variety of approaches to monetising your output.

Ultimately, this means that it is now easier than ever to radically expand the reach of your programmes, realising their full potential in the international market.



THE TIME TO GO
LIVE IS NOW



THE TIME TO GO LIVE IS NOW

On you in 3... 2... 1...

The truth is, there has never been a better time to embrace live streaming. Audiences are watching more streamed content than ever. Plus, the costs are within reach of even modest budgets – whether for bandwidth, distribution or the equipment you'll need to get started.

It's also easier to reach out and engage directly with your audiences. Integrating social media can turn your productions into two-way interactive events and radically expand your ability to gain and retain a committed audience.

Best of all, as a video professional, you're perfectly positioned to take advantage of the massive groundswell in brands, organisations, teams and other groups exploring the opportunities live streaming offers. They've got the desire. They've got the budget. They just need to find someone like you who can help them move forward.

The time to start is now. In the near future, a producer that doesn't offer live streaming as part of their portfolio of services will be the exception. Now is the chance to get ahead of the game.

Three things to do right now...

If you're excited by the live streaming opportunity, here are three things you should start by doing:

- 1 Register for our **Take 5** videos to see our experts offer up time-saving tips and business-building recommendations covering the areas of live streaming and multi-camera production – [sign up here](#) »
- 2 Check out some examples of organisations embracing the opportunity – try [Derby County football club](#), the [UK Parliament live and archived TV channel](#) and the [Freeze Festival](#) for a start
- 3 Want to get started? Download our **[Live-Streaming Cookbook to find out what you'll need](#)** »



MOBILE AUDIENCES WATCH LIVE VIDEO NEARLY TWICE AS LONG AS ON-DEMAND VIDEO. MORE THAN 20% OF MOBILE VIEWER TIME WAS SPENT STREAMING CONTENT MORE THAN AN HOUR LONG.

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ABOUT NEWTEK

NewTek is transforming the way people create network-style television content and share it with the world. From sporting events, web-based talk shows, live entertainment, classrooms and corporate communications – to virtually any venue where people want to capture and publish live video, we give our customers the power to grow their audiences, brands and businesses, faster than ever before.

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