



## Webcasting guide and costs:

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## About Us

Internet streaming today is perceived as incredibly complicated and expensive. We believe we buck the trend as our solution is extremely cost effective, secure and packed full of interactive features that we've included absolutely free.

**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.

Our streaming website is secure and can be customised to match your branding; it also comes packed with many free interactive features, for example: chat room, video library, ask a question, on-line poll, and a download area.

**Unlimited:** our goal is to keep things as simple as possible which is why we offer unlimited streaming with no extra or hidden charges.

**Trust us:** we've streamed some of the world biggest brands, charities and events including Tesco's, the NHS and Professor Brian Cox's Big Bang Live.

## Three Solutions

### Event Streaming

Using the very latest vision mixing technology we can simultaneously project, live stream and record your event. We use a LiveStream HD550, a very powerful vision mixer and encoder which is fully flight-cased and available with up to 5 HD cameras.

### Mobile Webcast

Our mobile solution literally packs into a backpack and is perfect for the smaller venue. Using our webcasting encoder, we can vision mix up to 5 HD cameras and PowerPoint directly to our customisable website or any social media platform for example Facebook or YouTube.

### Just Stream

If you choose just to use our streaming service - no problem. We can take video and audio feeds from your crew and our engineer will do the rest, we happily partner with event producers and companies to take complete responsibility for broadcasting your event.

## The Audience

**Our philosophy is simple,** we create webcasts 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.

**PowerPoint Graphics:** 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.

## Option 1 – Event Streaming

This option is perfect for a large event, congress or conference.

Adding live streaming to an event is increasingly common and one that brings many benefits in terms of cost savings and accessibility. We can work with your existing AV team or provide a complete end-to-end service. All your venue needs is an internet connection - we can do the rest.

### Features

- LiveStream HD550 or Black Magic webcasting vision mixer
- Input up to 5 HD or 4K cameras & PowerPoint
- Project, stream and iso record simultaneously
- Webcast to an embedded player, social media or our streaming website
- Friendly, creative, professional crew and 24/7 support



Your online audience can engage fully with the live presentation using our interactive website, allowing online delegates to ask questions, vote, chat and watch presentations on demand.

More information available on our website <https://goo.gl/reS3gx>

## Costs

Our costs are based on day rates and are completely transparent, weekly discounts available

| Item or Service                             | Cost | Quantity | Total |
|---|------|----------|-------|
| <b>Equipment and Crew</b>                   |      |          |       |
| LiveStream HD550 with operator              | £750 | 1        | £750  |
| Streaming Technician                        | £450 | 1        | £450  |
| HD camera with tripod (up to 4 available)   | £175 | 1        | £175  |
| Camera operator                             | £375 | 1        | £375  |
| Talkback kit for cameramen and vision mixer | £150 | 1        | £150  |
| Pre-production, site visits and meetings    | £350 | 1        | £350  |
| +vat, expenses and travel                   |      |          |       |

## Option 2 – Mobile Webcast

This option is ideal for meetings, sporting events and live shows. It's perfect for remote locations packing down into a rucksack to be incredibly mobile and unobtrusive.

We can live mix up to 5 HD cameras. Our starter package uses just two which we positioned side by side; one wide taking in the whole venue and the other close on the presenter. We also take in any PowerPoint, twitter feeds or any pre-made you may have.

### Features

- Portable LiveStream HD550 vision mixer/encoder
- Input up to 5 HD cameras, PowerPoint, Social media and video
- Stream and record simultaneously
- Webcast to an embedded player, our streaming website and social media
- Friendly creative professional crew and 24/7 support



Your online audience can engage fully with the live presentation using our interactive website, allowing online delegates to ask questions, vote, chat and watch presentations on demand.

More information available on our website <https://goo.gl/Z1MNL4>

## Costs

Our costs are based on day rates and are completely transparent, weekly discounts available

| Item or Service                                      | Cost | Quantity | Total |
|--|------|----------|-------|
| <b>Equipment and Crew</b>                            |      |          |       |
| Webcasting vision mixer/encoding laptop and operator | £750 | 1        | £750  |
| 1 HD Camera with tripods (up to 4 available)         | £175 | 2        | £350  |
| Pre-production, site visits and meetings             | £350 | 1        | £350  |
| Post-production editing (optional)                   | £450 | 1        | £450  |
| + VAT, expenses and travel                           |      |          |       |

## Option 3 – Just Stream

If you only need us to webcast your event it's not a problem.

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

We offer an affordable solution for events to expand the viewing audience to anyone that has an internet connection.

### Features

- Direct feed from your crew to our service
- Stream and record simultaneously
- Webcast to an embedded player, social media or our streaming website
- Friendly, proactive professional crew
- 24/7 support



We can take a mixed live feed from your crew and webcast it directly or mix other sources to tailor the broadcast specifically for the internet.

More information available on our website <https://goo.gl/Z1MNL4>

## Costs

Our costs are based on day rates and are completely transparent, weekly discounts available.

| Item or Service                          | Cost | Quantity | Total |
|--|------|----------|-------|
| <b>Equipment and Crew</b>                |      |          |       |
| Mobile webcasting HD550 with operator    | £750 | 1        | £750  |
| Pre-production, site visits and meetings | £350 | 1        | £350  |
| Post-production editing (optional)       | £450 | 1        | £450  |
| + VAT, expenses and travel               |      |          |       |

## Our Streaming Website

**Creation:** When we first started looking for a streaming solution it soon became obvious that it was an incredibly complex industry with costs to match. So, we spent nearly 2 years developing a bespoke site that is packed full of features which we include absolutely free.

**Customising:** We can fully brand the site to reflect your client's corporate identity and work with you to add or remove any features you may want.

**Security:** The site is fully password controlled, all our technology and services are based here in Cambridge, in fact we sit on top of the server that hosts the site. There are many levels of security which we would happily discuss with any of your technical team.

## Example of your fully customisable Website



Your logo

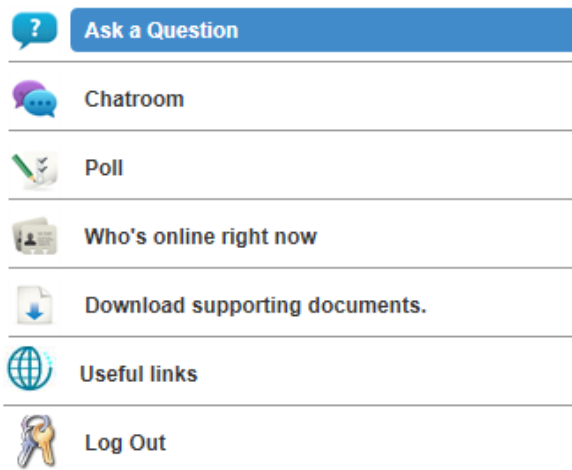
Welcome to your live webcasting micro-site

The screenshot shows a webcasting micro-site interface. At the top, there is a navigation bar with a tree logo and the text "Your logo" and "Welcome to your live webcasting micro-site". Below this is a large video player area with a blue background and a large tree logo and the text "Your logo". To the left of the video player is a sidebar with several navigation options: "Ask a Question", "Chatroom", "Poll", "Who's online right now", "Download supporting documents.", "Useful links", and "Log Out". To the right of the video player is a form with a "Name" field containing "Guest User", a "Question" text area, and a "Submit" button.

Website example: <http://yourname.webcastlive.co.uk/>

## Close-up of Features

Any of the features can be disabled but all come as standard. We can create any extra features you may need.



**Ask a question:** Allows users to ask questions direct to an email address, useful when live

**Chatroom:** A good place to share ideas and resources with fellow viewers

**Poll:** We can create an online poll, survey or vote, The results are instantly available

**Who's online:** See who's online and click on their email address to send an instant message

**Download area:** This area allows users to download any supporting videos, documents and other resources

**Useful links:** Link to any online resource

## 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

## 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.

## Internet

No Internet? Not a problem - 4G and Satellite internet has arrived.

As more and more business takes place outside the office, mobile companies have boosted the speed and reliability of their 3G and now 4G networks which means it's possible for us to now stream in locations with little or no fixed internet.

A satellite internet service offers high upload and download speeds, and allows you to connect any number of devices to the internet via a network or Wi-Fi router.

We partner with event internet suppliers to provide the best solution for your location.

## Streaming Costs and Options

1. **Free:** If you or your client already has an account with a streaming provider, for example LiveStream, Facebook or YouTube simply let us know the account information and there are no further costs.
2. **Embedded Player:** We create and customise a player which can be embedded on any website. The player can be password protected if required.

The price includes unlimited streaming and remains live for a year. An example of how your website could look is here: <http://yourname.webcastlive.co.uk/>

| Item or Service                                | Cost | Quantity | Total      |
|--|------|----------|------------|
| Embed player on your website                   |      |          |            |
| Creation and branding of player and embed code | £750 | 1        | £750       |
|  |      |          | £750 + VAT |

3. **Private streaming website:** Our website has been 100% designed and created in house and we're very proud of its success, it's secure, robust and completely customisable.

This option can't be access by the public and comes with unlimited streaming. An example of how your website could look is here: <http://you.webcastlive.co.uk/>

| Item or Service                                     | Cost | Quantity | Total                           |
|---|------|----------|---------------------------------|
| Private WaveFX secure site                          |      |          |                                 |
| Creation of branded streaming website               | £450 | 1        | £450                            |
| Creation of Poll or online survey (optional)        | £350 | 1        | £350                            |
| Secure login and password administration (optional) | £900 | 1        | £900                            |
| Unlimited live streaming                            | £750 | 1        | £750                            |
|   |      |          | Estimate total from £1150 + VAT |

4. **Pay to View:** Charge your viewers a fee to watch your video content. We create a pay-per-view ticketing system using PayPal and embed our video player on your website or FaceBook.

An example of how your website could look is here: <http://goo.gl/4XdvxN>

Try for free: click the buy button, register via email and use coupon code "DEMO" for instant access - you can of course set any price.

| Item or Service                                 | Cost  | Quantity | Total                 |
|---|-------|----------|-----------------------|
| Creation of branded streaming website           | £450  | 1        | £450                  |
| Per person streaming including credit card fees | £2.50 | 1        | £2.50                 |
| Hosting watch again website (First month free)  | £150  | 1pcm     | £150                  |
|   |       |          | Total from £450 + VAT |



## 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.

## Notes

For live streaming we would require a minimum 10 MB upload

The internet is paramount to the success of the live broadcast and is the one factor we unfortunately cannot control or be held responsible for, which is why we recommend securing a fixed dedicated internet line from the venue. We will gladly help setup the line and liaise with the venues technical team.

It's absolutely essential we have a day to test the venues internet and carry out a test stream; any problems can then be solved directly with the venues IT team.

We are constantly updating and developing our service and website and if you have any feedback for new features please do let us know.

## Recent Projects

- HM Queen launching new Royal Navy Aircraft carrier <http://youtu.be/QsSda4th4t0>
- MOTOWN London Premiere <http://goo.gl/TyWwnw>
- Microsoft global support video shot in Dallas <https://youtu.be/Vt4EtUSdIvo>

## Referees

Dave Glass – Head of Video, Smyle Productions. 01992 525535

Pam Ashton – Events Director, MND Association 01604 611845

Kurt Bowen – Creative Director, WhiteSpace Productions 01206 877450

Please visit our website for a full list of testimonials <https://goo.gl/d1XReU>

## Contact

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

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