WaveFX
video, events & digital media

Webcasting guide and costs:

About Us

Internet streaming 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.

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.

The Audience

Our philosophy is simple, we create live, virtual and hybrid 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.

Four Solutions

Live Event Filming and Streaming
Filming and live event webcasting is what we do every day and we can provide professional equipment and experienced on-location crew

Mobile Webcast
Our mobile solution packs into a backpack and is perfect for the smaller or remote venue.

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.

Virtual & hybrid events
We can manage any aspect of your virtual event, on-site or from our studio. Including Zoom and Microsoft Teams

Option 1 – Event Streaming

This option is perfect for a large events and conferences.

Adding live streaming to an event is increasingly common and 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.

Features
 - LiveStream HD550 or vMix webcasting vision mixer
 - Input up to five 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
Equipment and Crew			
LiveStream HD550 with operator	£775	1	£775
Streaming Technician	£450	1	£450
4K 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	£450	1	£450
			+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 five 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 videos you may have.

Features
 - Portable LiveStream HD550 vision mixer/encoder
 - Input up to five 4K 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
Equipment and Crew			
Webcasting vision mixer/encoding laptop and operator	£775	1	£775
1 4K Camera with tripods (up to 4 available)	£175	2	£350
Pre-production, site visits and meetings	£450	1	£450
Post-production editing (optional)	£550	1	£550
			+ 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
Equipment and Crew			
Mobile webcasting HD550 with operator	£775	1	£775
Pre-production, site visits and meetings	£450	1	£450
Post-production editing (optional)	£550	1	£550
			+ vat, expenses and travel

Option 4 – Virtual Meetings & Panellists

Virtual events shouldn't have to look like CCTV; we create and produce professional virtual and hybrid events that viewers really want to watch

Include remote presenters and panellists into your live event, conference or meeting. We use professional Microsoft Teams and Zoom tools to manage the remote contributors seamlessly into your event, allowing for real-time contributions and Q&A.

Features
 - Include remote presenters/presentations into your event
 - Host a remote panel for Q&A
 - Stream output to social media, private webcast or our streaming website
 - Friendly, proactive professional crew
 - 24/7 support

More information available on our website: https://www.wavefx.co.uk/virtual-events/

Costs

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

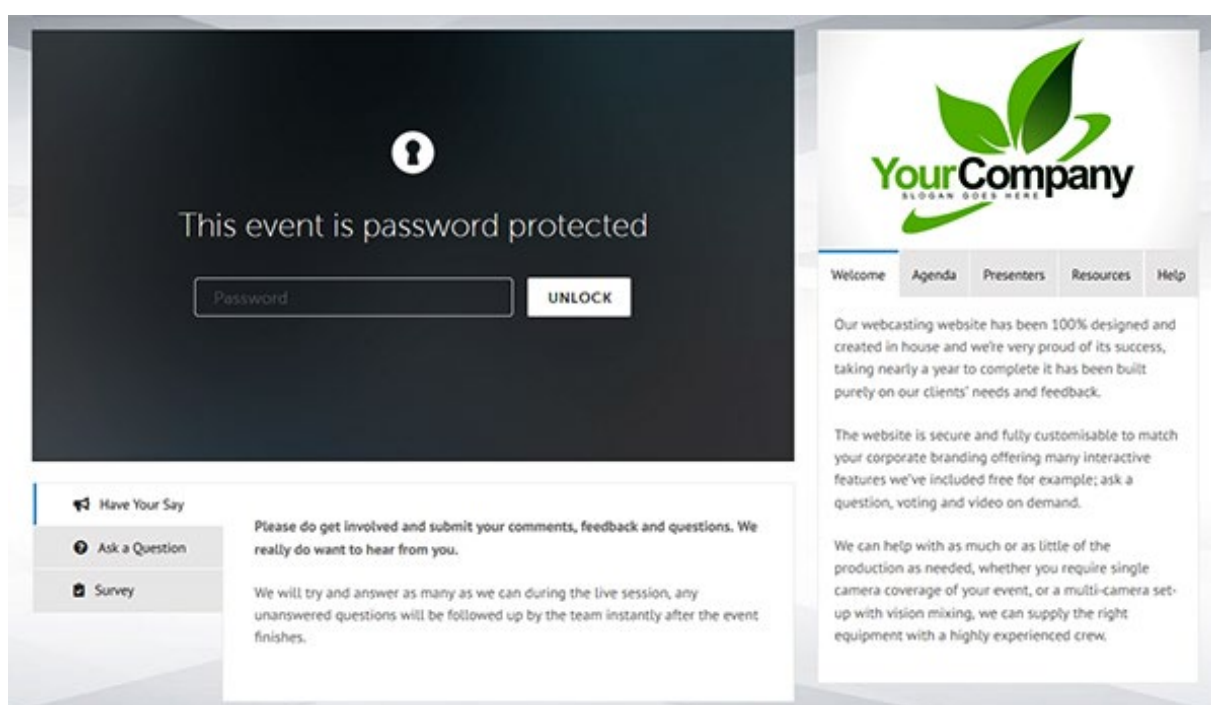| Item or Service	Cost	Quantity	Total
Equipment and Crew			
Webcasting vision mixer/encoding laptop and operator	£775	1	£775
Virtual Kit with operator plus meeting setup & test	£650	1	£650
Pre-production and meetings	£450	1	£450
Post-production editing (optional)	£550	1	£550
			+ vat

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

Example of website with data capture. https://webcastcompany.com/player-1/

Close-up of Features

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

Ask a question: Allows users to ask questions direct to an email address, useful when live
Chatroom: share ideas, thoughts and comments
Poll: We can create an online poll, survey or vote, the results are instantly available
Download area: download any supporting videos, documents and other resources
Useful links: Link to any online resource

Streaming Costs and Options

1. **Free:** If you or your client already has an account with a streaming provider, for example Vimeo, Facebook or YouTube simply let us know the account information and there are no further costs. You can of course embed a YouTube player onto your website also for free.

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: https://webcastcompany.com/player-1/

Item or Service	Cost	Quantity	Total
Embed player on any 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: https://webcastcompany.com/player-1/

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	x
Unlimited live streaming	£750	1	£750
			Estimate total from £1200 + 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 onto any website

   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 30MB 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.

Recent Projects

View our full portfolio of video and webcast production here: www.wavefx.co.uk/portfolio/
- MND Virtual Symposium:
- Kings College Hybrid Conference:
- Ellie Goulding Webcast:
- Jordan Peterson: 12 Rules of Life:

Awards

We're pleased 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

Reviews

We're a 5-star rated video company with 100% happy clients, read our testimonials here:

Contact

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

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