

The background image is a blurred photograph of a video production studio. In the upper left, a computer monitor displays a website with a green cross logo. In the center, a woman and a man are standing. To the right, a large black camera is visible. The lower half of the image is overlaid with a blue banner containing white text. Below the banner, the date 'Thursday, October 4th, 2018' is written in a light gray font. At the bottom center, the 'TN' logo is displayed in orange and blue, with 'TownNews.com' written below it. The background also shows a blurred audience in the foreground and a monitor displaying a 'PHOTO' button in the lower right.

Video 101: Producing live events for local media

Thursday, October 4th, 2018

TN
TownNews.com

Today's Agenda

- Overview
- Prep and logistics before
- During your live event
- After the live event



Video 101: Overview

Benefits of Live

- Unlimited audience
- Promotable
- Live Social has built-in notifications
- Repeat viewings after event

Types—*think local!*

Public forums, debates, sporting events, county fairs, parades, graduation ceremonies

Things to consider *before* an event

- Single-camera events
- Legal or licensing issues
- Hidden costs



Prep and logistics: Venue

The venue and space affect the preparation required

Indoor vs. outdoor

Camera placement

- Nearest ethernet port
- Nearest electrical outlet
- Sound board location



Prep and logistics: Worksheet

Keep, and track, your logistics in one place

Contacts

- Venue
- IT
- Camera
- Sound

Main Contact:

- Name
- Mobile
- Email

Stream Publishing Point / URL

- rtmp://
- Stream name:

Landing Page / Public Player URL

- http://

Internet Requirements

- Requirements:
 - Dedicated wired ethernet connection
 - Avoid using a public wifi
 - Public wifi can be unstable
 - Verify that the internet is not blocking streaming traffic
 - Verify that the internet does not require a landing page (some hotels use this).
- Network up / down speeds (location speed test)
 - 3 Mbps upload speed or greater is required
 - Use a speedtest app and paste the results here

Logistics

Event Date
Sep _ 2018

Location:
Location address

Times

Prep and logistics: Testing

Test your internet and connection speeds

Use a free speed test service

- For good video quality, 4 Mbps up or better

Network

- Dedicated (wired) connection
- Wifi hotspot backup
- Remember any data plans



UPLOAD Mbps

4.22

Prep and logistics: Manager

Quick how-to for Field59

Set up new event

Set times

- 5 minutes early
- 30 minutes extra

Thumbnail/promotional image

Set up a monitor event

- Allows testing ahead of time

The screenshot shows the 'Edit Event' interface in Field59. At the top left is a thumbnail image with a stylized 'g' logo and the text 'Premiere Night'. To the right of the thumbnail are dropdown menus for 'Stream' (set to 'gener8tor1 live stream') and 'Player' (set to 'Default Player'). Below these are input fields for 'Title' (containing 'gener8tor Premiere Night - Spring 2018'), 'Summary', and 'Category' (set to 'Business'). There is also a 'Keywords' section with an input field and an 'Add' button, showing 'gener8torpremierenight' as a tag. On the right side, there is a 'Schedule' section with 'Begin' and 'End' time pickers. 'Begin' is set to 05/16/2018 at 06:50 pm, and 'End' is set to 05/16/2018 at 08:24 pm. There are 'start now' and 'stop now' buttons next to the time pickers, and a 'Repeat' checkbox. Below the schedule is an 'Archive' section with a 'Record event' checkbox. At the bottom right are 'Embed' and 'Key' buttons. At the very bottom right are 'Cancel' and 'Save' buttons.

Prep and logistics: VideoLink

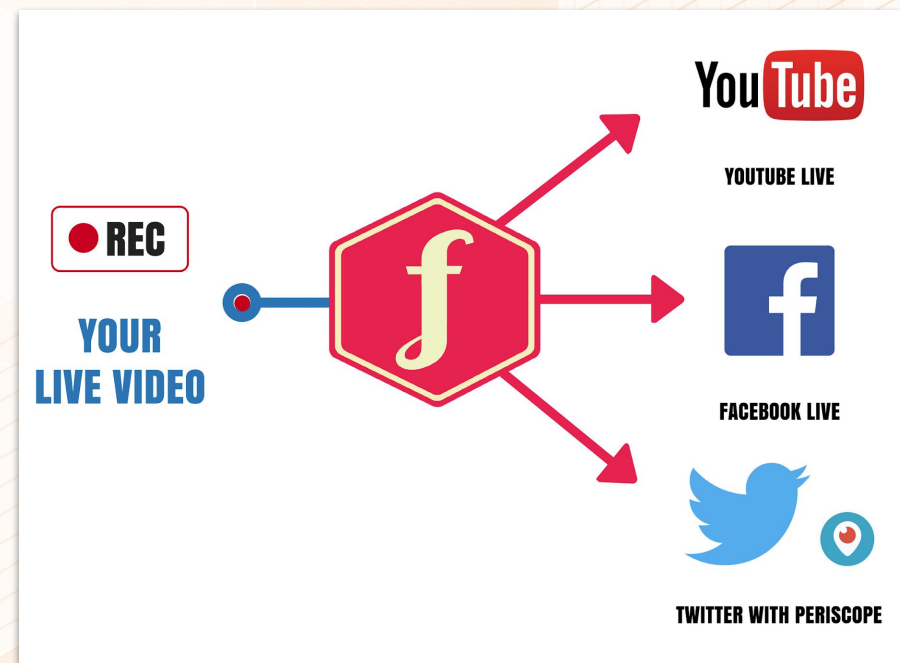
Live stream to Facebook, YouTube, Twitter, and your own website.

Social Live Streaming

- Facebook Live
- YouTube Live
- Periscope Live

Setup required

- Each service has its own keys
- Use persistent keys for repeated use



Prep and logistics: Other

Website

- Set up a landing page ahead of time
- Enable chat/discussion as-needed

Promote your event ahead of time

Set up analytics



During your live event

Arrive early!

Stay in contact with event organizers

Bring all your equipment

- Camera
- Tripod
- Ethernet cable (100ft)
- Gaffer tape (no duct tape)
- Sound equipment
- Headphones



During your live event

Be prepared

- Re-test all contact points after setup:
Camera, stream, sound

Monitoring

- Off-site monitor the stream

Camera usage

- Use a tripod
- Limit movement/zooming
- Exposure
- White balance
- On-camera backup recording!



After your event

Pack It Up

- Remember cables and connections
- Carefully roll cables back into travel kit
- Watch for crimped cables

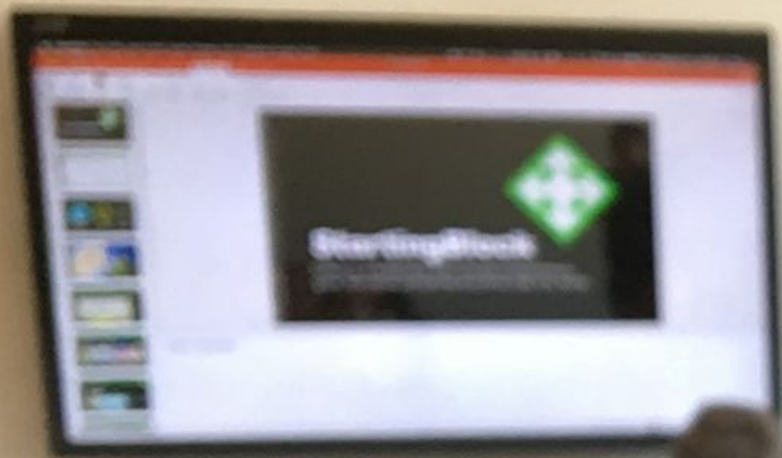
Make the full recording available

Analytics

- Share with sponsors/advertisers
- Review on each social platform
 - Facebook, YouTube, Periscope walled off

Edit a highlight reel





TN
TownNews.com



Questions

TN
TownNews.com

Stay connected



- Stop by our booth
October 17 - 18, 2018
- Documentation: help.bloxcms.com and field59.com/help
- Support:
 - Call 800-293-9576
 - support.townnews.com
- Partner Community: community.townnews.com
- Service Status: townnews.status.io
- Follow us on Twitter, LinkedIn, Facebook, YouTube

Stay connected

- ☐ **TownNews.com Bulletin**
Tips, tricks, news and info from TownNews.com.
- ☐ **TownNews.com iQ Newsletter**
Quarterly news, reminders, tips and tricks from the iQ Ad Ops and iQ DMP programs.
- ☐ **Broadcast & Video Newsletter**
Bi-monthly news, tips and info focused on video management and OTT.
- ☐ **Content Exchange Newsletter**
Quarterly case studies, news and info to help you get the most from the Content Exchange.
- ☐ **Software release notes**
Software announcements for BLOX CMS and related products.
- ☐ **BLOX Total CMS release notes**
Software notes and service alerts for BLOX Total CMS.
- ☐ **Webinar announcements**
Receive invitations to TownNews.com

 Enter email address

[Sign up](#)

A circular seal with a serrated edge. The outer ring contains the text "LOCAL MEDIA ASSOCIATION" at the top and "DIGITAL INNOVATION AWARD" at the bottom, separated by three stars. The center of the seal features the text "BEST R&D PARTNER" above the year "2018".



Thank you!

TN
TownNews.com