

Live Streaming for Audience Engagement

Workshop 1: Research & Planning



Practical Live Streaming Workshops for
XpoNorth LevelUp! by Inner Ear



Many photos in this presentation are from Unsplash: unsplash.com/collections/9910747/live-streaming-cultural-projects
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What we'll cover

Workshop 1: Planning

- Why make live content?
- Examples: what can you stream?
- Process and framework
- Base principles
- Workflow and equipment
- Demo: OBS multi-camera production
- Rights
- Dos & Don'ts
- Q&A

Workshop 2: Process

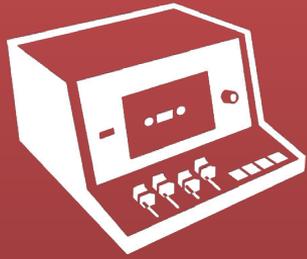
- Investing in your production value
- Provenance: the importance of place
- Services and premium platforms
- Demo: remote contributor stream
- Building a team and outsourcing
- Promoting and audience engagement
- Statistics, tracking, analysis and ROI
- Group breakout scenarios
- Feedback and Q&A



Introductions

@innerearuk
innerear.co.uk
CREW

*Tell us about yourself.
Have you done any live
streaming before?*



Inner Ear was established in October 2000

Radio Magnetic started live streaming in March 2001



Inner Ear: Bring Your Audience Closer



Live Streaming



Content Creation



Consultancy



Radio Magnetic

*Alternative music
internet radio station*

TRADtv

TRADtv • YouTube

*Traditional Scottish, Gaelic and
Celtic music and culture web TV*



Walking Heads

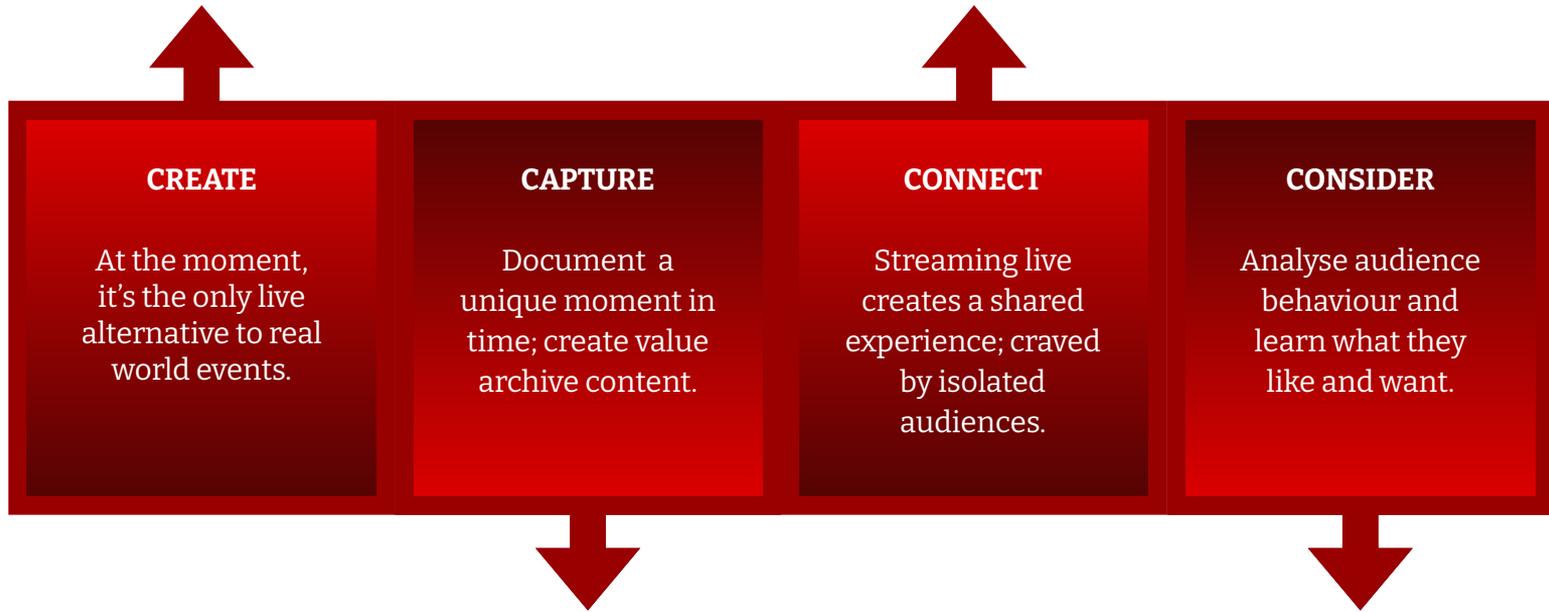
*Streetwise interactive
audio walking tours*

Creative Projects

Why live stream?



Why Stream Live?



82% of internet use will be for streaming video by 2022.
(Cisco, 2021)



Twitch is the biggest live streaming platform: over 9.3Bn hours watched.
(TechJury, 2021)



The live streaming market will be worth over \$247 billion by 2027.
(TechJury, 2021)

60% of marketers say real-time audience feedback is a live video benefit.
(Go-Globe, 2017)



80% of people would rather watch a live video from a brand than read their blog.
(TechJury, 2020)



79% of marketers say live video facilitates a more authentic audience interaction.
(Go-Globe, 2017)

Live Streaming Opportunity



Engagement on live videos on LinkedIn is exponentially higher than posts with pre-recorded video. Live videos average 7x more reactions and 24x more comments. (LinkedIn, 2020)

About 17% of digital marketers incorporate Instagram Live in their content strategies. (Social Media Examiner)



A mere 3% of marketers currently use the live streaming function on LinkedIn. (Social Media Examiner, 2020)



Less than 10% of marketers incorporate YouTube Live in their marketing strategies. (Social Media Examiner)



61% of marketers say a benefit of live streaming video is that it creates content that can be viewed or repurposed later. (Go-Globe, 2017)



There is a rising demand for live broadcast theater performances. (GlobalWebIndex)



Remote education (via live stream) experienced an increase of over 980% in minutes live-streamed between the spring and fall semesters of 2020. (Uscreen, 2020)



Wellness content, specifically related to yoga and meditation, experienced an increase of 392% in minutes live-streamed in the second and third quarter of 2020. (Uscreen, 2020)

Our own observations

During the Covid-19 pandemic, audiences learned the value of live streamed content

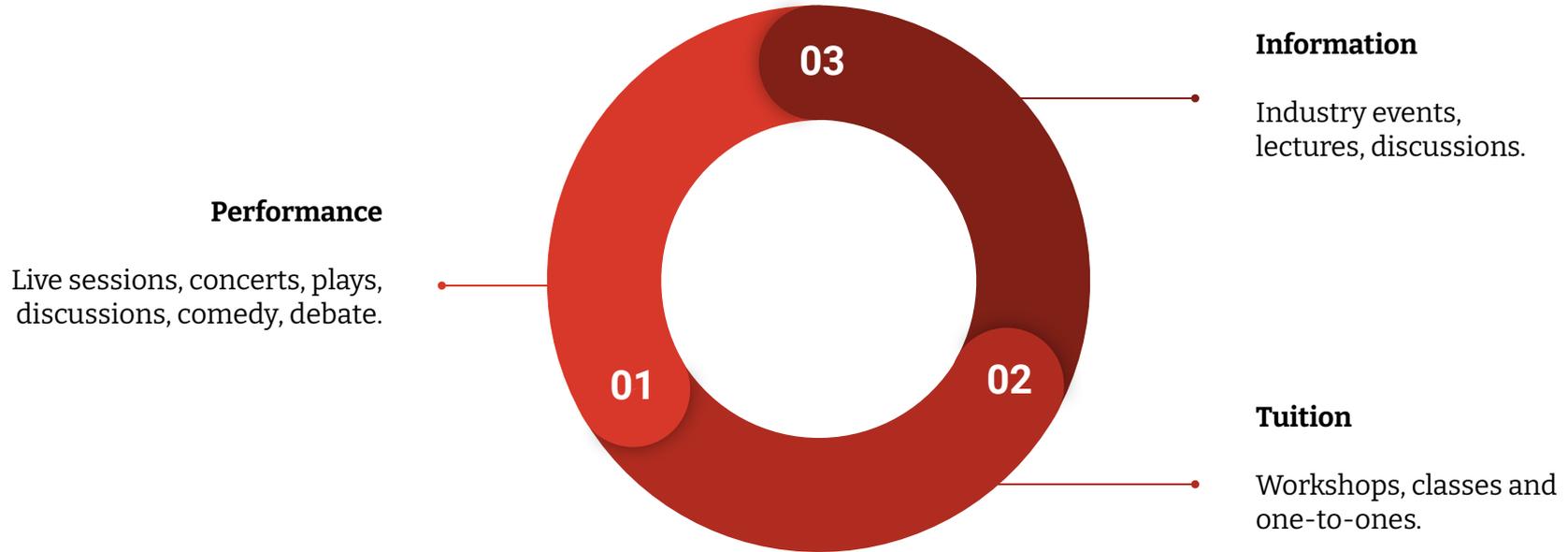


Pay-per-view is now a viable business model

Although they aren't actually new, "hybrid" real world events complemented by live streams are here to stay



What creative projects could you stream?





Examples

Kate Colin Design Live Auction



 kate_colin_design • Following ...

 kate_colin_design Live Auction starts tomorrow at 7pm!! Week 1 of 3 / This weeks makers are @byronandgomez @downsworks @heliconiafurniture @sueparaskeva @melissamontaguemetalsmith @willelworthyfurniture @temperstudio @headandhaft @rhmbfurniture @alexanderdesigns814// Follow and discover to raise funds for Hurricane victims in Puerto Rico. Other makers taking part for weeks after are: @gmckonly @brook_studio @elviraconty @johneadon1

♡ 💬 🚩 🏷

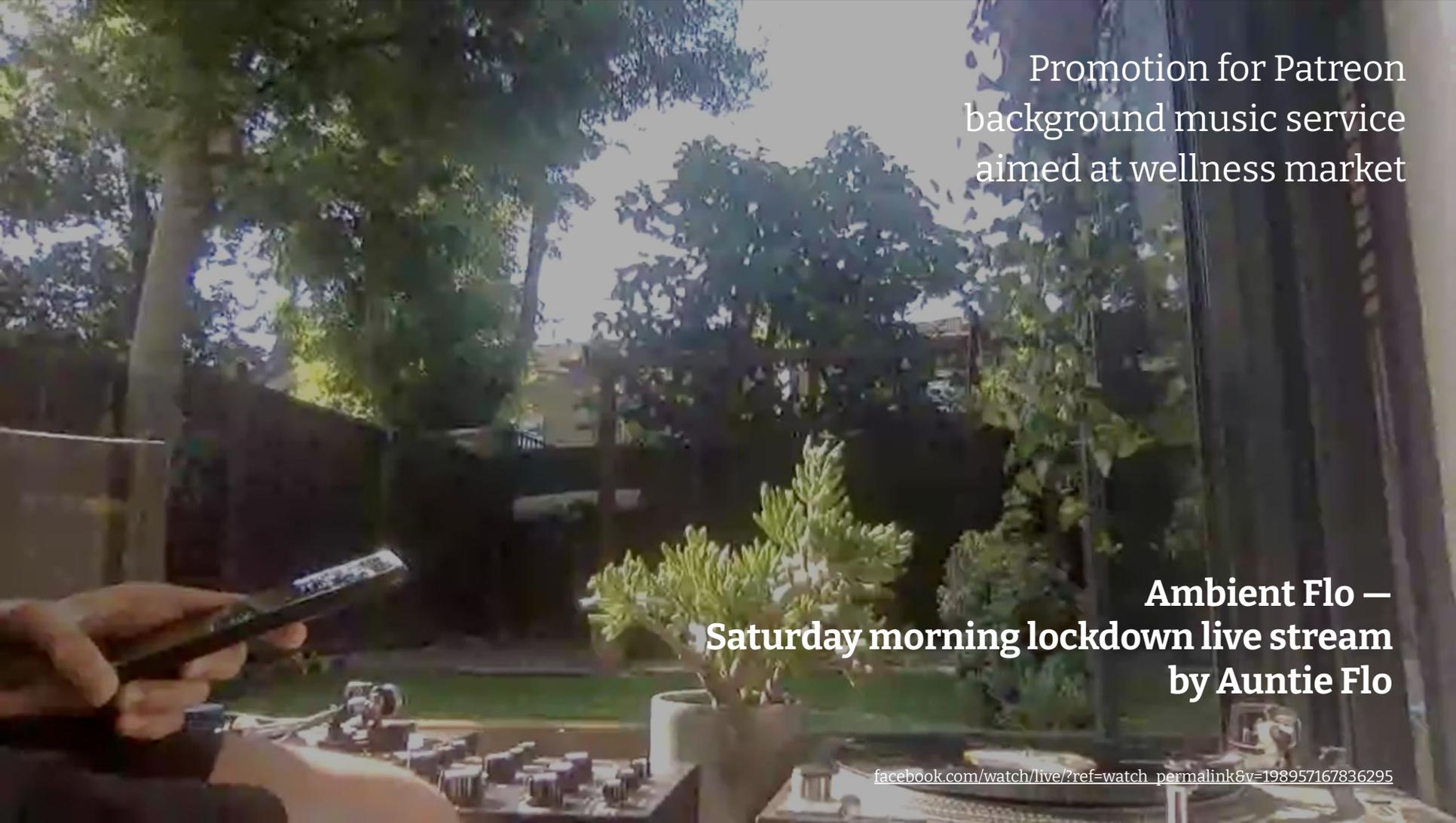
245 views

OCTOBER 8, 2017

 Add a comment... Post

Collaborative
charity fundraiser
which raised
awareness and
stimulated sales

[instagram.com/tv/BZ_NiXMDsmj/](https://www.instagram.com/tv/BZ_NiXMDsmj/)



Promotion for Patreon
background music service
aimed at wellness market

**Ambient Flo —
Saturday morning lockdown live stream
by Auntie Flo**

facebook.com/watch/live/?ref=watch_permalink&v=198957167836295

Dippy — Live at Kelvingrove Museum



Dippy Live

418 views • Streamed live on 27 Mar 2019

👍 11 💬 DISLIKE ➦ SHARE ⚙️ SAVE ...

Top chat replay ▾

- 👤 to know what kind of food Dippy used to eat?
- 👤 Craig's Digital Events are dippys bones all from the same Dinosaur ?
- 👤 L Lynne Cathcart Cumbrae Primary would also like to ask what length Dippy is please?
- 👤 Kirsty Murray Ardeer primary 3 would like to know when dinosaurs became officially extinct?
- 👤 Craig's Digital Events Craig @ Home In Glasgow ... Are dippys bones all from the same Dinosaur ?
- 👤 M Mrs Wyllie P1 at Whitehills P.S in Forfar would like to know how Dippy died?
- 👤 L Lynne Cathcart Cumbrae Primary would like to know who named 'Dippy'?
- 👤 Kirsty Murray Ardeer Primary would like to know how long it took to uncover all of Dippy's bones?
- 👤 I Ingrid Bruce Raasay Primary - What colour was Dippy
- 👤 Craig's Digital Events :D
- 👤 C Claire Mooney Brodick Primary - How long do diplodocus live for?
- 👤 L Lynne Cathcart Melody at Cumbrae Primary would like to ask if dinosaurs were alive during the stone age?
- 👤 Craig's Digital Events Craig @ Hone in Glasgow ...What would dippy weigh ??? in stone and kg

HIDE CHAT REPLAY

Schools natural history session streamed live from Kelvingrove Museum
A “hybrid” event before that was a buzz term

youtube.com/watch?v=SKnMM8cetk4&t=979s



irregularsleeppattern • Following

Original audio



irregularsleeppattern TONIGHT - 1930hrs Instagram live. Learn how to make a quilt from fabric scraps and ask me any other random questions.

53 w



looks_like_raine_again Thanks for sharing it, I love how easy that technique is - no boring cutting and measuring! I'm going to try and make a jacket from all my quilted scraps 😊



53 w 1 like Reply

— Hide replies



irregularsleeppattern @looks_like_raine_again yes exactly! That's why I like it too Please send me some snaps when you get going 🙌👉



53 w 1 like Reply



looks_like_raine_again @irregularsleeppattern I will! De That rinal link please! ❤️



Liked by [bespokeatelier](#) and 67 others

JANUARY 11, 2021



Add a comment...

Post



Personal
How-to
Q&A
Instagram Reels

Rolling Stone IGTV

Engaging interviews
Simple yet stylish
Ongoing series

[instagram.com/tv/CMANhOuIGoK/](https://www.instagram.com/tv/CMANhOuIGoK/) (via [instagram.com/rollingstone/channel/](https://www.instagram.com/rollingstone/channel/))



4:56 / 17:19



Andrew Lloyd Webber

Short (but sweet?) rendition
Personal Twitch stream
Simple but effective

twitter.com/OfficialALW/status/1240670207930249216





Christine and the Queens — Studio time 2020 piano voix

Smartphone stream with smooth
movement

Simple but effective

Portrait orientation, perhaps simulcast?

Uses live room well

96+ 19+

Limmy on Twitch



Limmy

Half Life ONE!

Black Mesa English LGBTQIA+ FPS Shooter Platformer Adventure Game

Follow

Subscribe

2,409 3:38:54



About Limmy

Professional furlough jester

295K followers

Chuck a tip!

DaftLimmy

LimmyLimond

NOW LIVE

MON 09:30 AM TUE 09:30 AM WED 09:30 AM THU 09:30 AM FRI 09:30 AM

TIMES SHOWN AS EUROPE/LONDON

Streamlabs Stream Schedule & Countdown

Chucking me money

I give shoutouts for all tips, subs and bits you chuck at me.

There are three ways to do it:

1. You can chuck me money for FREE if you have Amazon Prime. Go to gaming.amazon.com, link your Twitch & Amazon accounts, come back here and Subscribe with your FREE Prime Sub!
2. Subscribe without Prime, using your actual normal money. Hit that Subscribe button.
3. Tip at streamelements.com/limmy/tip. (No refunds)

About



I'm Limmy from Limmy's Show, and I'm here to entertain you!

Links

Twitter: @DaftLimmy

YouTube: LimmyLimond



STREAM CHAT



robbeiaudet 1 Klavin_ 1
digitals... 1

Welcome to the chat room!

- osseinn: the next kojima title probably
- adamsubtract81: Hey Limmy can you plat HL2 after this?
- rumboi_: shelves bells
- johnny_splash: haha
- WreckTheSphere: Clipped
- kyuzobushi: Clip it

Improvised New material Fan interaction Best bits used on YouTube

twitch.tv/limmy

Send a message

0 Chat

LAGAVULIN™

Part of Islay Whisky Festival 2021 (virtual edition)

Live entertainment programme with whisky tasting and live music

Included pre-recorded interview and feature “VTs” shot on location

Produced by Inner Ear



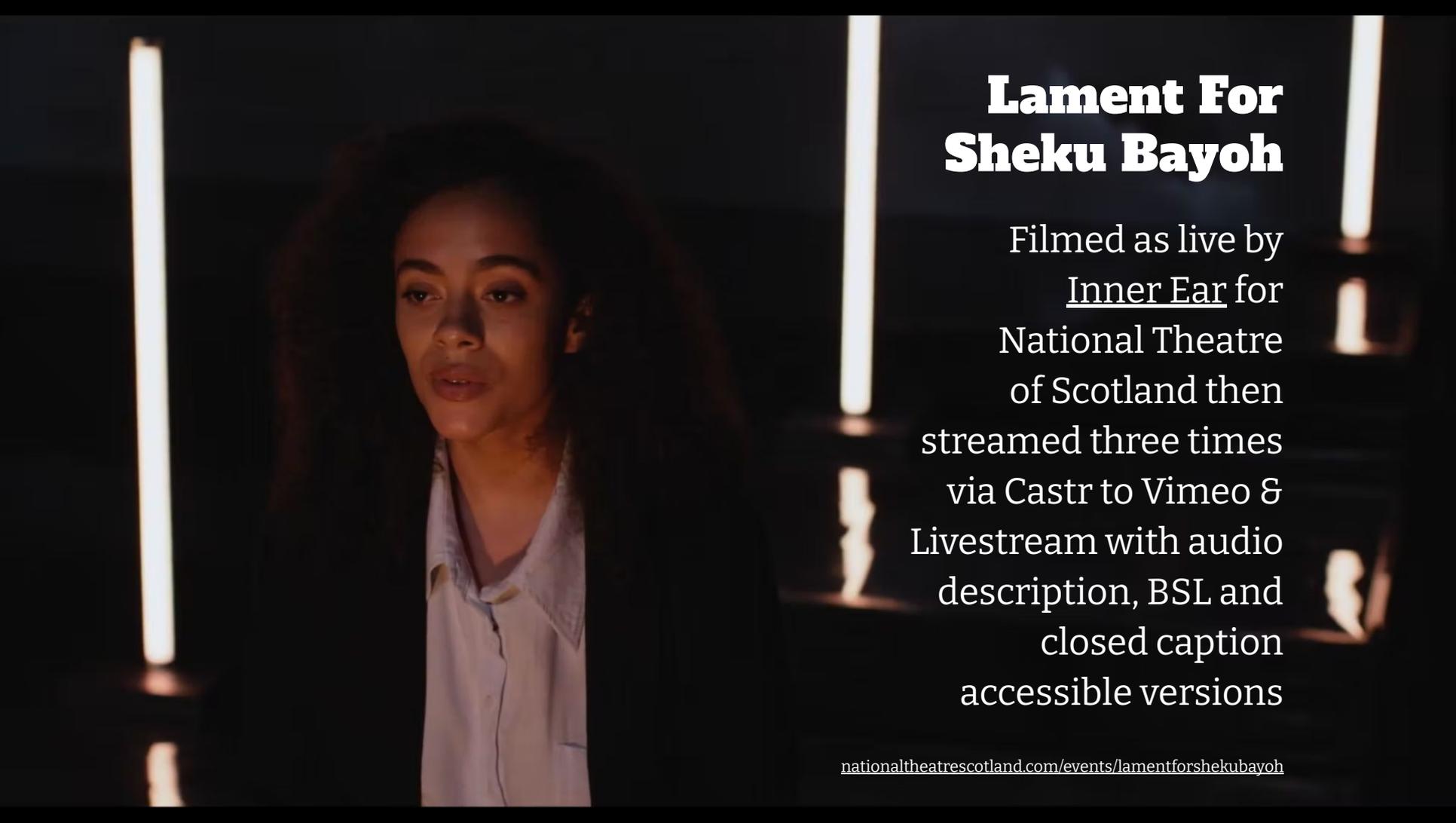


Scottish Ballet Company Class Behind The Scenes

Class filmed as live by Inner Ear for Scottish Ballet's Digital Season in 2021

Restreamed with Q&A by principal dancers and rehearsal director

Live captions (provided by RedBee Media)



Lament For Sheku Bayoh

Filmed as live by
Inner Ear for
National Theatre
of Scotland then
streamed three times
via Castr to Vimeo &
Livestream with audio
description, BSL and
closed caption
accessible versions

nationaltheatrescotland.com/events/lamentforshekubayoh



Process & Framework

*Before you do anything, you
should know* why you're
doing it.*

** But it's amazing how often people don't!*

Live Programme Making Preparation

1. **What** are you going to stream?
2. **Why** are you doing it?
3. What will **your audience get out of it**?
4. **When** are you going to do it?
5. Is your project **feasible to deliver** (on time, to budget, stress-free)?
6. Do you have **enough time** to deliver your ambition?
 - a. Yes → Great, plan and ensure you keep on top of things
 - b. No → Reschedule and/or revise your plans
7. **How** will you reach your audience?
8. Do you **know everything** you need to know to get going?
 - a. Yes → Practice (while you're doing this course)
 - b. No → Do this course (and practice as you learn)
9. Do you **have all the kit** you need?
 - a. Yes → Great, plan and practice
 - b. No → List what you need, consider if you really need it, plan to get it
10. What does **success** look like?
11. How can you make **failure** as useful as possible?

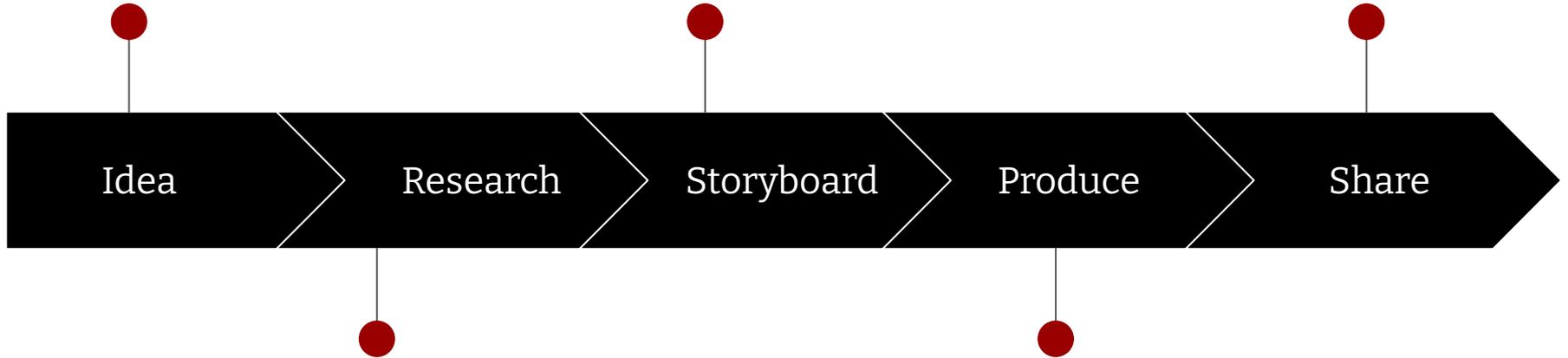
*Once you know your
objectives, you can
make a strategic plan*



Come up with and develop your idea.

Write a set list, script or interview questions and create a storyboard.

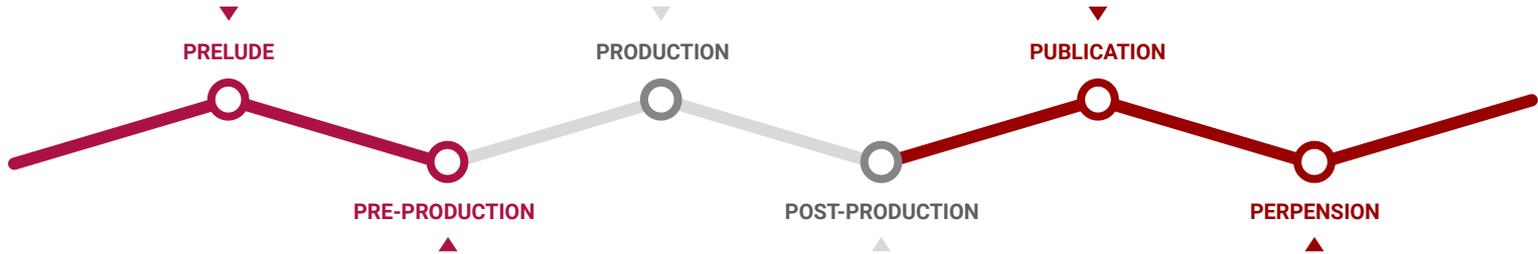
When you're happy with it, publish and spread the word.



Research, explore and learn about your topic.

Rehearse, record then review; practice your production.

Live Programme Making Framework



Style & Format





01	Live	As Live
02	One-off	Series
03	Feature length	Shortform



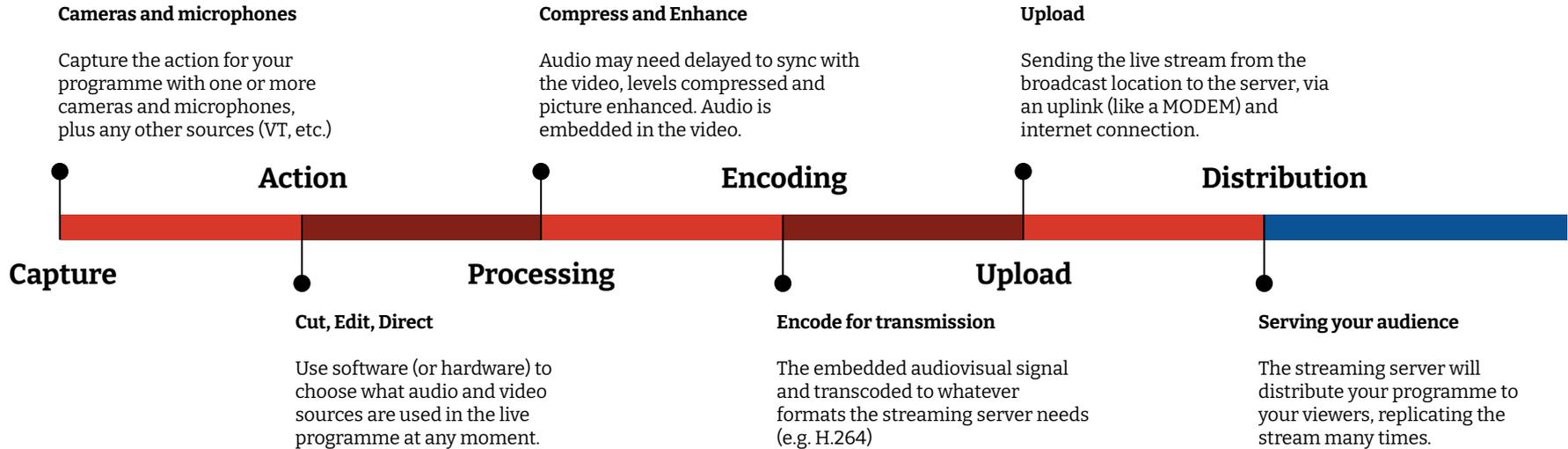
01	Televisual	Cinematic
02	YouTuber	Educational
03	Moving shots	Static Shots

01	Script	Set
02	Scene	Cameras
03	Direction	Grip
04	Performance	Lighting
05	Presentation	Sound

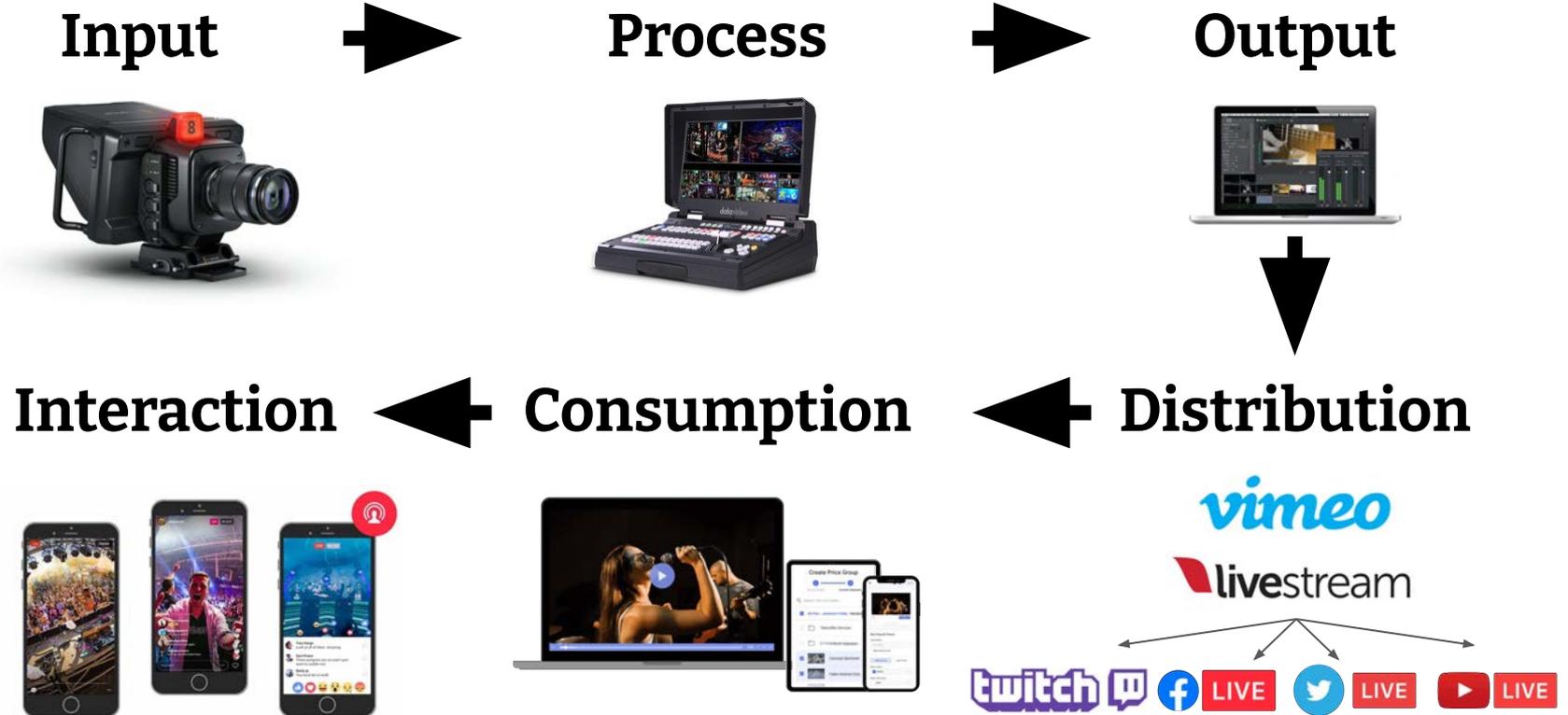


Workflow & Equipment

Live Streaming Process



Live Streaming Workflow



Live streaming kit



Grip (hold your phone steady)



Stabiliser



Tripod



Holder

Sound (mics and inputs)



Shotgun mic



Smartphone interview mic



Wireless mic

Light (lighting the action)



Ring light (for the main/key light)



Panel lights (for key and side lights)



Small lights (for backlight & features)

Lenses (change the view)



Try using low-cost wide angle, telephoto or macro smartphone lenses

All-in-one Live Streaming Equipment



Mevo
Standalone Livestream Device



*Smartphone with
live streaming accessories*



JVC GY-HM250E UHD 4K
Streaming Camcorder

Live Streaming Vision Mixers



Roland UVC-02
Enhance online presentations



Blackmagic Design ATEM Mini
Low cost live streaming vision mixer



Roland AeroCaster
Versatile live production mixer

Live Streaming Software



OBS

Open source, cross platform stream production



VDO Ninja

Free camera sharing from mobile & computer

Demo: OBS Multi-camera Production





Break



Rights

Permissions

1

Appearance

Make sure you have permission from everyone who will appear in the show, for live appearance and recordings.

2

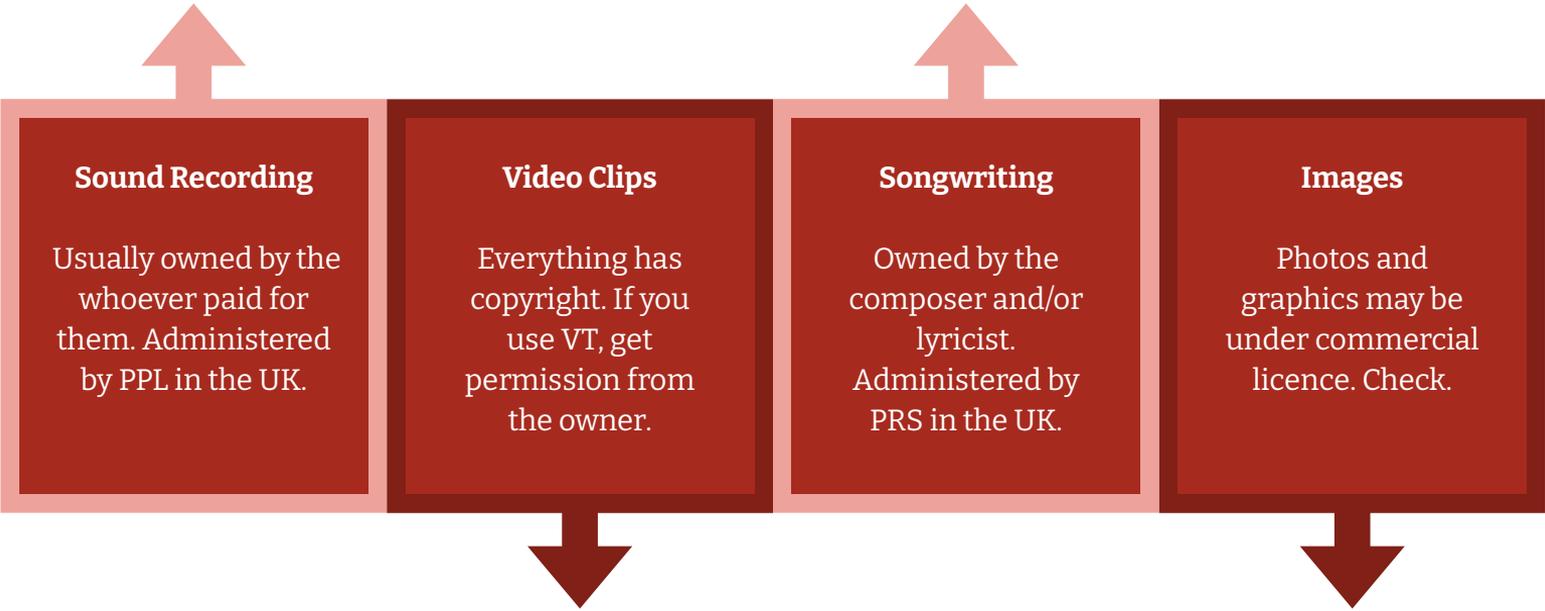
Licenses

Live event licenses do not cover you for online events. Check usage requirements. PRS and PPL have useful guides for music.

3

Royalties

Does anyone need to get paid a royalty from your ticket revenue? Make sure your rights position is understood by all parties.



Sound Recording

Usually owned by the whoever paid for them. Administered by PPL in the UK.

Video Clips

Everything has copyright. If you use VT, get permission from the owner.

Songwriting

Owned by the composer and/or lyricist. Administered by PRS in the UK.

Images

Photos and graphics may be under commercial licence. Check.

A photograph of a ballerina, Crystal Costa, in a dark, dramatic setting. She is wearing a white headpiece and holding a long, thin pole or wand. Her expression is intense, and she is looking towards the camera. The background is dark with some blurred lights and structures.

thespace.org/resource/spaces-digital-rights-toolkit

Crystal Costa in Akram Khan's Giselle for English National Ballet - photo - Laurent Liotardo

The Space's Digital Rights Toolkit

[← Return to resources](#)

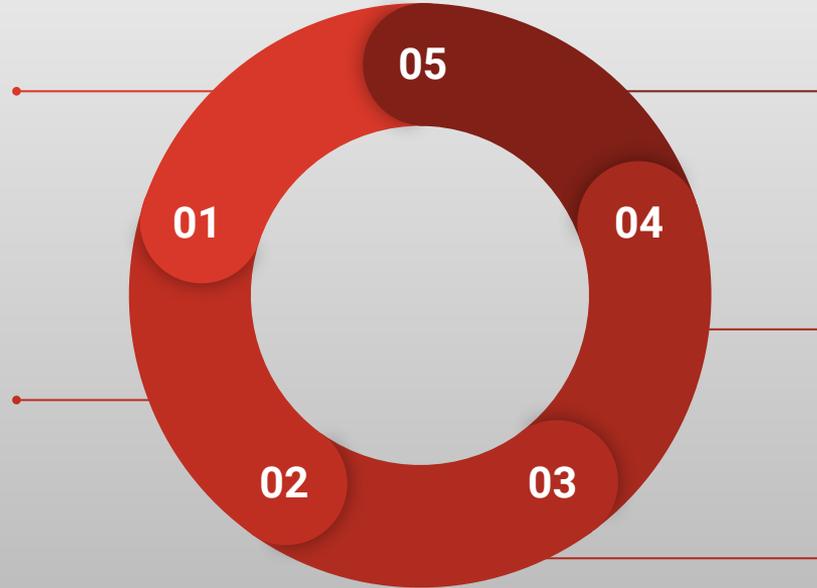
Considerations

What format will your programme have?

Discussion/debate, interview/Q&A, performance, entertainment, magazine, interactive elements, etc.

How you will produce your programme, technically and creatively?

Single-camera vs. multi-camera, location, set, etc.



How long will the programme be?

It can be as long as it needs to be, but it must hold the audience's interest throughout.

What will be your most significant challenges?

How can you turn those challenges into opportunities?

What will the key results of achieved objectives be?

Measurable engagement? A target number of viewers? Sales?



Feedback

DOs & DON'Ts



DOs

1	Ensure your bandwidth availability (aim for at least 10Mbps upload)	✓
2	Consider your lighting and camera views	✓
3	Prepare: plan, rehearse and test everything – twice	✓
4	Have someone monitor your live stream and engage your viewers	✓
5	Produce live streams regularly to build a loyal audience	✓

DON'TS

1	Use equipment without testing it thoroughly	×
2	Neglect contingency plans and backup kit	×
3	Complicate your setup and programme plans	×
4	Neglect sound and lighting production	×
5	Expect your early live videos to be perfect!	×

Q&A



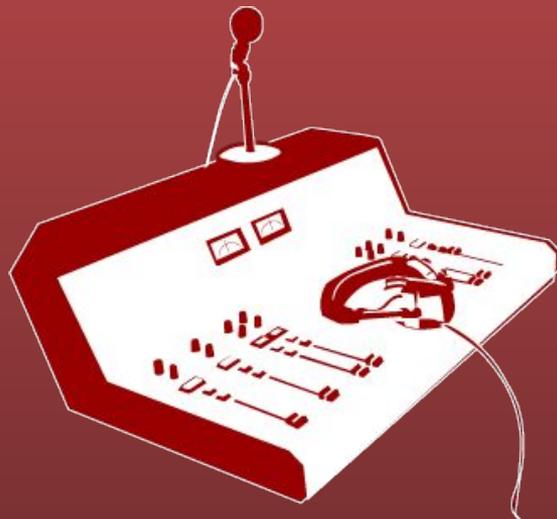
Try it for yourself





Resources

innerear.co.uk/levelup-livestreaming
wke.lt/w/s/-y-DUh



Inner Ear

Bring your audience closer

[@innerearuk](#)

[innerear.co.uk](#)

[livestream.com/innerear](#)

[@radiomagnetic](#)

[radiomagnetic.com](#)

[mixcloud.com/radiomagnetic](#)

[@tradtv](#)

[tradtv.scot](#)

[youtube.com/tradtvscot](#)

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