



Streaming Live Performance Workshop 2: Development & Engagement



Practical Live Streaming
Workshops for **XpoNorth**
LevelUp! by Inner Ear



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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

*Recap. What did you get from
the last session? Has it
informed your thinking?*

Investing in your production value



*What do you like about the
live streams you've watched?*



Camera, lighting and sound

Make your production look and sound as good as possible with the resources you have.



OTT

“Over the top” elements like graphics branding and how the programme is presented on the internet and to mobile devices can really enhance it.

Content, direction and structure

What is in the programme and how it is presented is the most important part of the production.

***How do you turn
a stream into a
programme?***



A programme is more than passive event capture

1

Structure

How the programme is put together will make a big difference to audience experience.

2

Presentation

Whether you have on screen presenters, voiceover or use signage or on screen graphics, your programme will benefit from being presented.

3

Interaction

How does your audience get involved? Presenters can read audience comments and questions, moderators can stimulate chat room conversation.

Visual identity and storytelling are vital

Branding

Adding some things that represent your brand can package your programme and signify it as being yours. This can be done with graphics, sound, set and script. Sometimes simple low-fi branding techniques can work really well; e.g. filming a sign or end credits.

Graphics

If you're using an app that facilitates it, incorporating some graphics into the show can help inform the viewers. These can be start and end slides and titles, "lower third" captions and a "DOG" (digital online graphic) or "BUG" logo in the corner of the screen.

Stings

TV and radio are often branded by short identifying clips. These are referred to as idents or stings and inform the viewer or listener what and who they are watching. They can be used to help package a series, convey brand values and can express style and personality.

VT

Pre-recorded video items are known as VT (from "video tape", although they are all digital files now). Pre-recorded VT feature packages can include interviews, how-to guides and demos, performances, archive material and other non-live elements.

Sometimes the simplest techniques are the best.



Provenance: the importance of place



An aerial photograph of a coastal landscape. In the foreground, there are stone ruins with moss-covered walls. A stream flows through a grassy field. In the background, a bay is visible with a small settlement and hills under a cloudy sky.

*For events,
your **greatest asset**
can present your **biggest**
challenge: location.*

*For streams, it's an **opportunity***

How can you incorporate your place?

MARY'S WINDOW

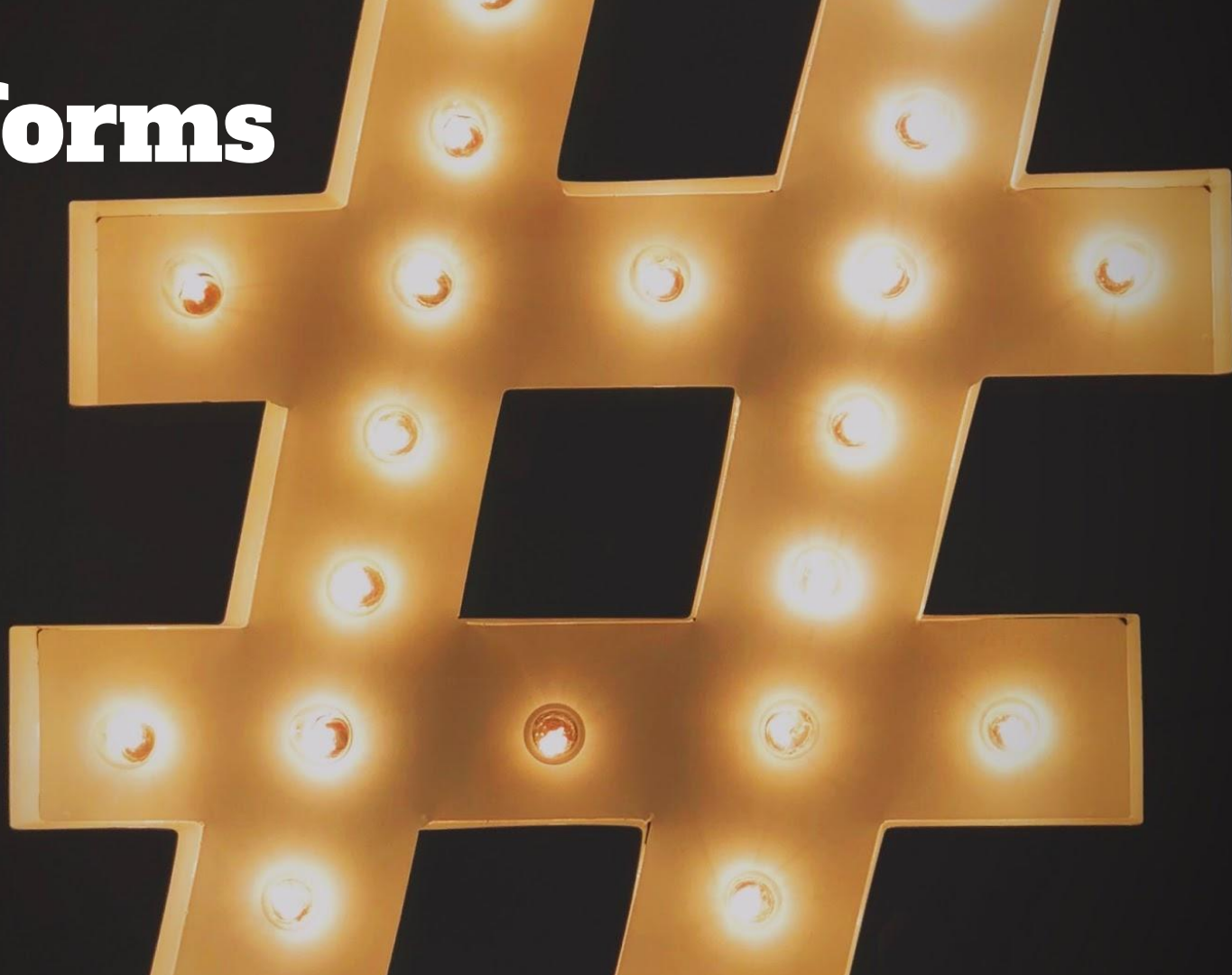
WindowSwap

RIVERTON, WY, USA



window-swap.com

Platforms



Free Social Streaming Platforms



Twitter Live



Facebook Live



Instagram Live



YouTube Live



Twitch



LinkedIn Live



Mixlr



Mixcloud Live



TikTok Live

A large crowd of people at a concert, seen from behind, with their hands raised in the air. The scene is illuminated by bright stage lights, creating a hazy, energetic atmosphere. The crowd is dense, and the background shows the stage structure and lighting rigs.

Which platforms should you use?

Go where your audience is.

Premium Streaming Platforms & Services



Livestream



Vimeo Live



Castr



Restream



OneStream



DaCast



Podbean Live

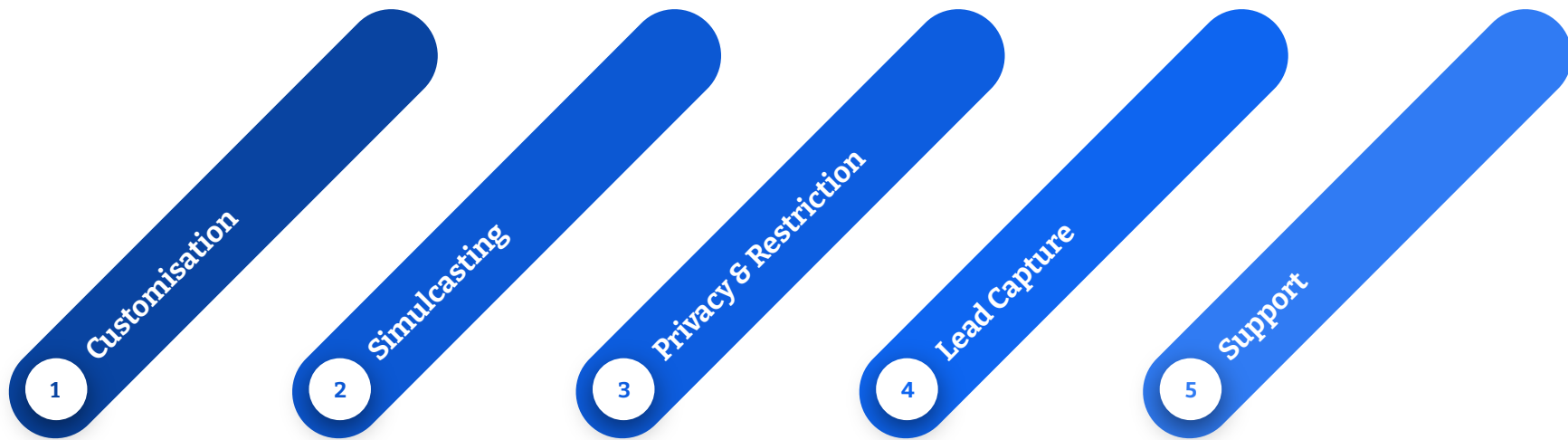


Riverside.fm

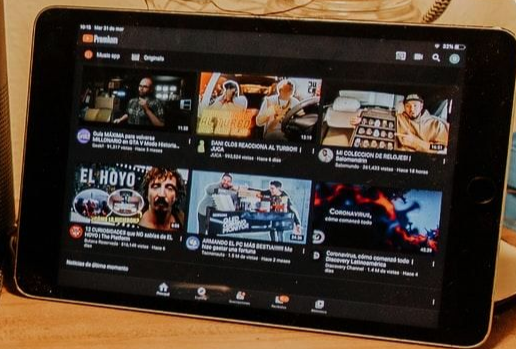


Brightcove

What do you want from a premium live streaming service?

- 
- 1 Customisation
 - 2 Simulcasting
 - 3 Privacy & Restriction
 - 4 Lead Capture
 - 5 Support

Demo: Remote Contributors



Remote Contributor Platforms



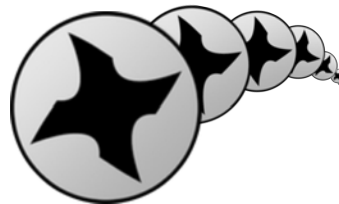
Switcher Studio



Streamyard



Restream Studio



VDO Ninja Rooms



Break

Going (As) Live





Streaming “As Live”

What if your internet connection is bad?

Record the show.



Mix, master, edit and enhance

Edit the recording
— but don't kill the liveness.



Schedule and play it out “as live”

Use Facebook and YouTube Premieres or play out via OBS or Airstream Solo or use Castr to schedule a pre-recorded video.



Building a team

A BroadcastLive Stream Crew May Include:

Producer, Director, Production Manager, Production Coordinator, Assistant Producer/Director

Streaming Engineer, Network Engineer, Content Manager

Director of Photography, Vision Mix Operator/Camera Director, Camera Operators, Camera Assistant

Music Supervisor, Audio Producer, Sound Engineer, Sound Recordist

Lighting Designer, Gaffer, Lighting Technician

Key Grip, Best Boy/Best Girl, Dolly Grip,

Production Assistants, Riggers, Runners

Talent Producer, Artist Liaison

Hair, Makeup, Wardrobe

Talent (presenters, performers, etc.)

Editor, Animator, Graphic Designer

CREW
CAFÉ

Build capacity in your team

Invest in internal skills development

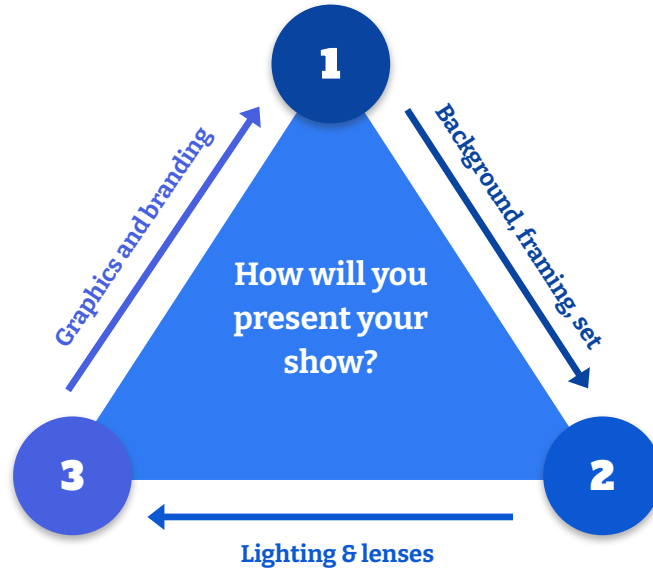
Work out what roles and responsibilities you need to fulfil



Outsourcing

From the
smartest
real experts

You may want to **outsource** when you have a **specialist problem to solve** or you need to have a **deep level of knowledge and experience** for **troubleshooting and safety**



Presentation



Graphics



Search Facebook



Anny



Live Producer



Go live now



Go live with others



Schedule live video event



Upcoming live videos and events

Post



Anny Deery

Post on timeline

Public

Title (optional)

Say something about this live video...



Go Live

Stream setup Dashboard Stream health **Graphics** Polls Questions Help

Graphics

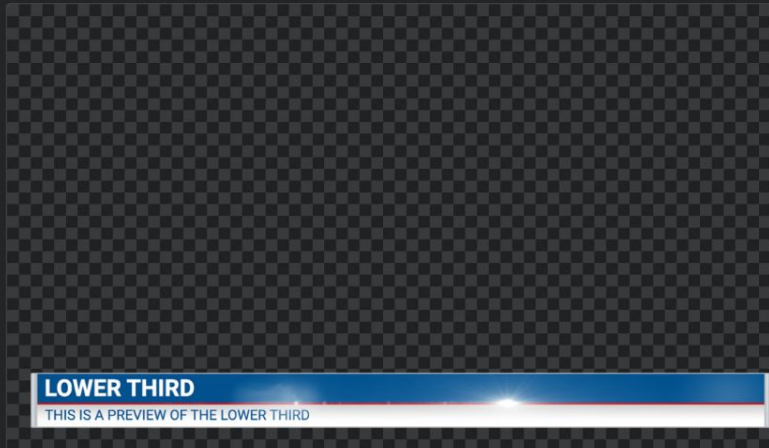
Select the graphics package you want to use for this live video.

Station

Continue

Graphics preview

See what your graphics look like in real time



Graphics URL

Copy and paste this URL into your streaming software or encoder

URL will appear after graphics package has been selected



Waiting for live video

Facebook Live Producer

OBS



Scenes

- F1 - PreRoll
- F2 - VIVO - Conductor
- F3 - VIDEOS
- F4 - PiP X2
- F5 - Cierre
- Camara pastor
- Camara invitado
- Contador
- Subtitulo
- MOSCA
- MODIFICAR - Logo iglesia
- MODIFICAR - Fondo generico
- PREROLL HOLYRICS
- Scene 2

+ - ^ v

Sources

- text - enseguida
- MODIFICAR - Logo iglesia
- cuanta para arrancar
- MODIFICAR - Fondo generico
- musica

+ - ⚙ ^ v

Audio Mixer

Loop montaña.mp4 0.0 dB

musica -38.3 dB

Media Controls

00:35 01:48

02:18 02:45

Scene Transitions

Fade

Duration 100 ms

Controls

- Start Streaming
- Start Recording
- Studio Mode
- Settings
- Exit

On your website



This is my home. This is my only home.
This is the ground that I have ever known.

59th ANNUAL
PHILADELPHIA
FOLK FESTIVAL
AUGUST 13-16, 2020

THE SHOW MUST GO ON...LINE



Promotion

Promotion

促销

Simple 4-Part Strategy

1

Purpose

Know why you are streaming.
What are your **goals**?
– **Video views**?
– **Engagement**?
– **Direct action**?

2

Publish

Schedule the stream in advance and publish it.
A week before is good.
Drive potential viewers to the scheduled stream.

3

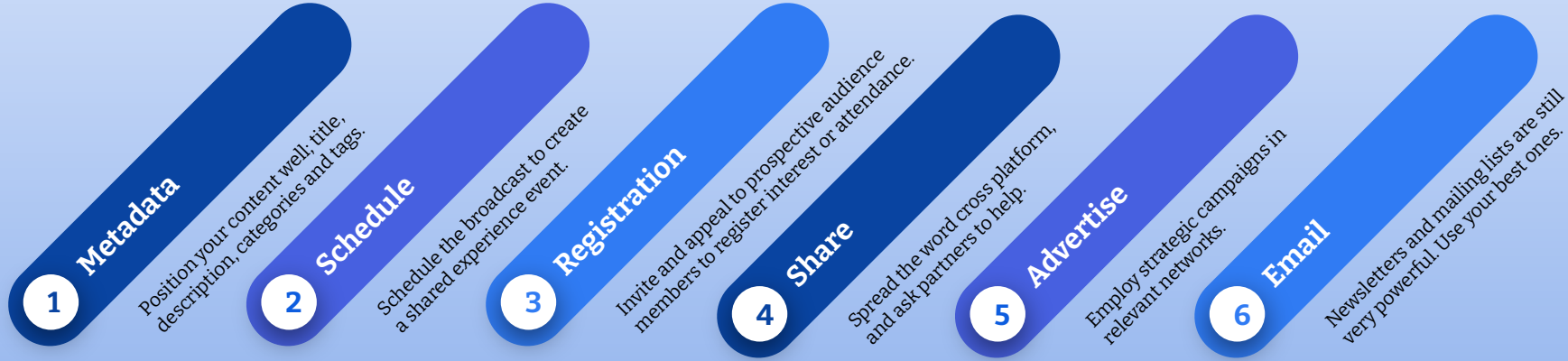
Push

Push the stream through all your channels, including the streaming platform.
Add a **live tab** to your page.
Use email to publicise.

4

Practice

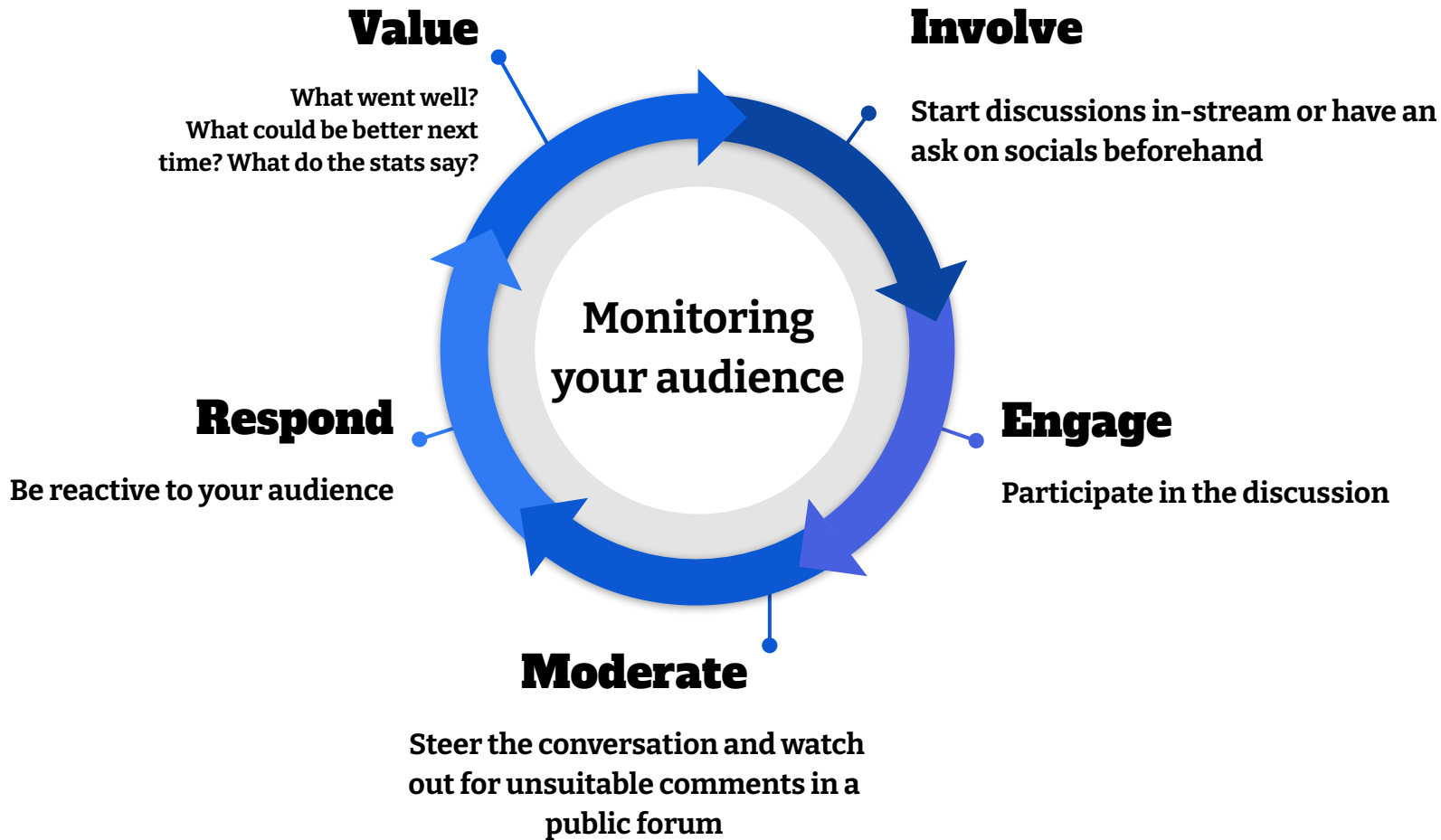
You want **your show** to go well and be **remembered** (for the **right reasons**)
practice, record, review, improve.



Promotion Methods



Audience Engagement













Inner Ear > World Pipe Band Championships 2018 > Posts

World Pipe Band Championships 2018 Afternoon Part 1

Donate



Comments

-  Kirk Potter 2 m
Scottish Power should be good
-  Gavin Forrester 2 m
They have had a great run this year
-  Ciaran Nolan 2 m
Great from FMM as always drum core lack a little from the big 2 that's just my opinion though
-  Charlie Hyatt Sr 2 m
yes in north america they have
-  Kirk Potter 2 m
Corps Cieran ;-)
-  Larry Thompson 2 m
SFU had a tough time this year against Dowco
-  Henrik Hjortshoj 2 m
They can do very well. Chris is such a nice guy and a great PM
-  Kariann Hibbard 2 m
I crave the day Triumph Street beats SFU in a Worlds competition. I love SFU...but I still love an underdog :)

Say Something...

Choose your channels

01

Provide information

02

05

Ask questions... and answer them!

Be social

04

Build your community

03



Analysis



*What do your stats tell
you about your audience
and the success of your
project?*

Statistics

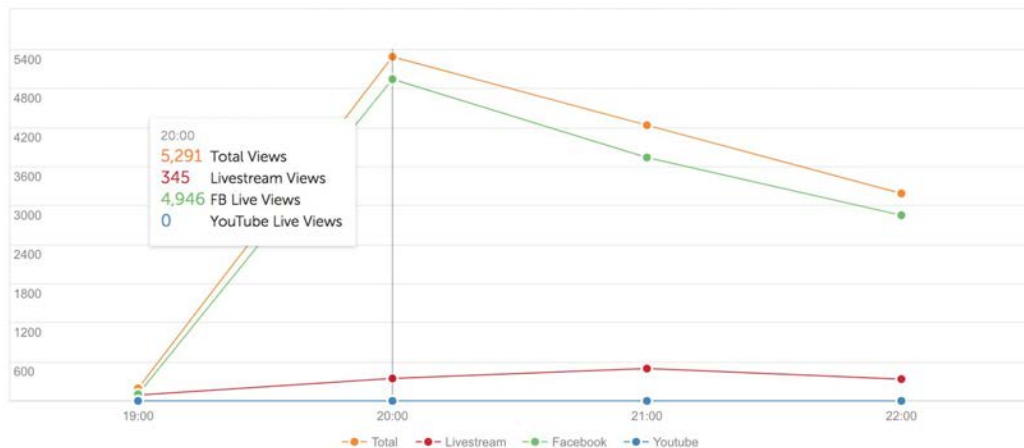
Total Live Views 👇 Livestream Views 👇 FB Live Views 👇 YouTube Views 👇

12,839

1,195

11,644

0



livestream

3 hours, 45 min

Total Live Views 1,195

Unique Live Views 964

Total Minutes Viewed 13,560

Average Watch Time 00 : 17 : 09

LIVE

3 hours, 45 min

Total Live Views 11,644

Unique Live Views 11,037

Total Minutes Viewed 8,813

Average Watch Time 00 : 00 : 45

Analytical tools



Google Analytics

YouTube Analytics

Facebook Insights

Livestream Analytics

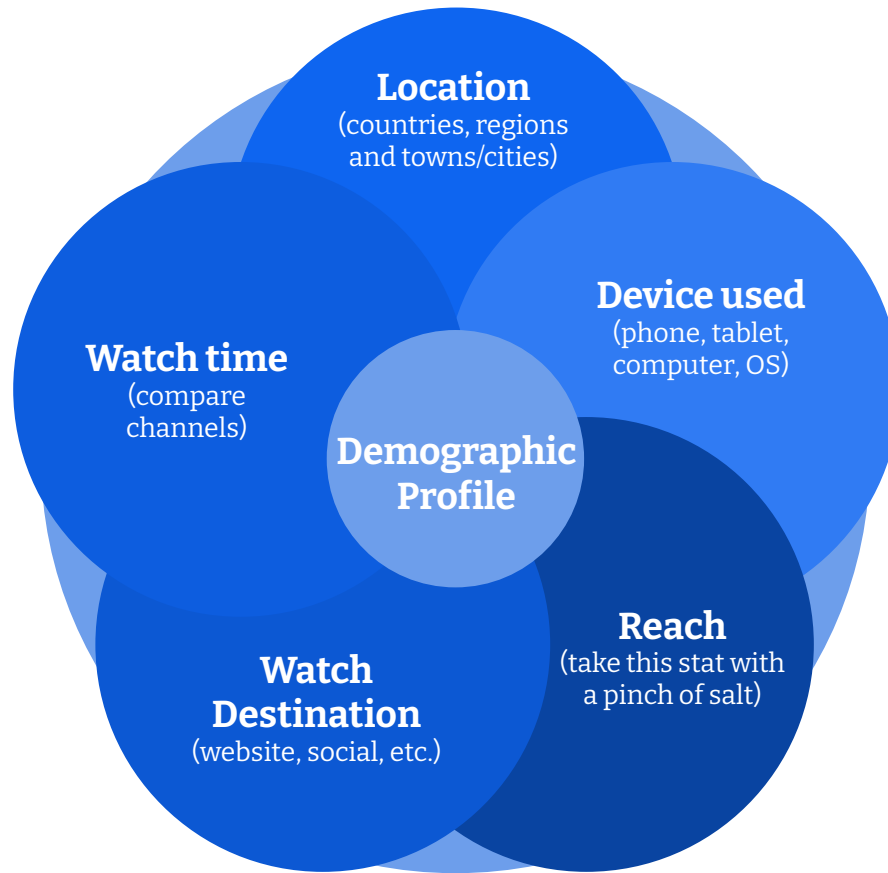
Vimeo Statistics

Understanding your audience

Trends
Demographics
Interests and Engagement

UNDERSTANDING

A person in a dark jacket stands on a wooden pier, looking towards a large, stylized metal sign that reads 'UNDERSTANDING'. The sign is mounted on a dark metal post and has a set of concrete steps leading up to its base. In the background, there is a body of water with several boats, including a large blue ship. The sky is a clear, light blue, and the overall scene is brightly lit, suggesting a sunny day. The pier has a textured wooden surface, and there are a few other people in the distance, some with bicycles.



What to look for in live stream analytics

Feedback & Questions





Resources

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



DIY Live Streaming

Live streaming and remote participation for audience engagement

How-to and Info

Platforms and Tools

Hardware

Software

Inspiring Examples

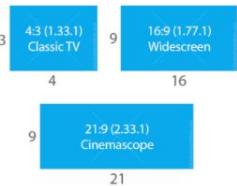
Promotion, Stats, ROI



The 5 Do's and Don'ts of Live Streaming

Medium
by Geoff Ryan

You • Jan 19, 2022



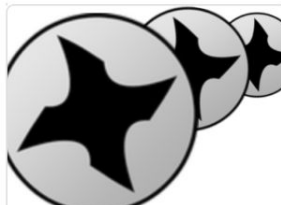
Aspect Ratio Calculator - 4:3, 16:9, 21:9 (Ratio calculator)

calculateaspectratio.com

Calculate the Aspect Ratio (ARC) here



Handheld Video Stabilizer
Steady cam for DSLR DV Digital
Camcorder Camera Iphone
711005725569 | eBay



VDO.Ninja

[VDO.Ninja](https://vdo.ninja)

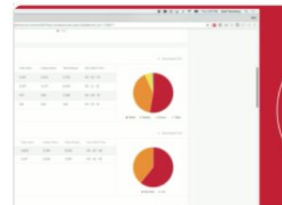
Bring live video from your
smartphone, computer, or friends
directly into Studio. 100% free.



Scottish Ballet Company Class Behind
The Scenes 2021

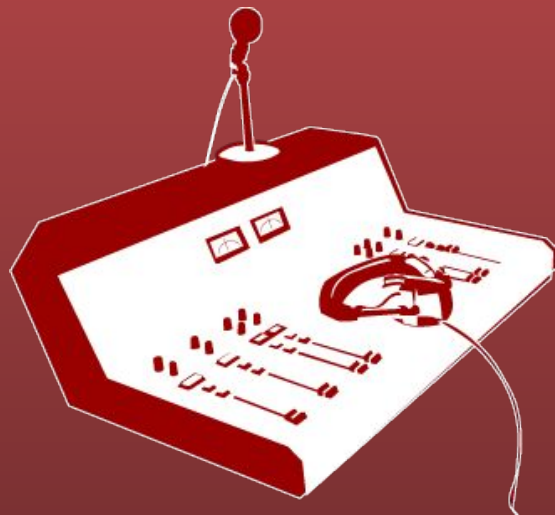
<https://vimeo.com/manage/videos/527865080/05053eb175>

vimeo.com



How to Measure Video
Performance Across Channels |
The Stream

[Blog](#)



Inner Ear

Bring your audience closer

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