

Live Event Broadcasting

How To Webcast Your Live Events Over the Internet



Toll-Free (800) 254-7554
www.vitalstream.com

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Introduction

VitalStream, a leader in digital broadcasting, has partnered with leading production houses to deliver full-service, end-to-end solutions for streaming your live events via the Internet. The complete suite of services includes event production, satellite delivery, live encoding and streaming delivery.

What is Live Event Broadcasting?

Live event broadcasting is using the power and reach of the Internet to transmit live audio and video around the world. Never before has there been such an engaging, interactive way to deliver your message to a large worldwide audience.

What Can Live Event Broadcasting Do For Your Business?

Webcasting is a valuable communications tool for all departments in an enterprise including Management, Sales, Marketing, Investor Relations and Human Resources.

Live Event Broadcasting Can...

- ✓ **Expand Your Reach** – Give your messaging a global audience.
- ✓ **Cut Costs** – Maximize return on investment by cutting travel expenses and saving time.

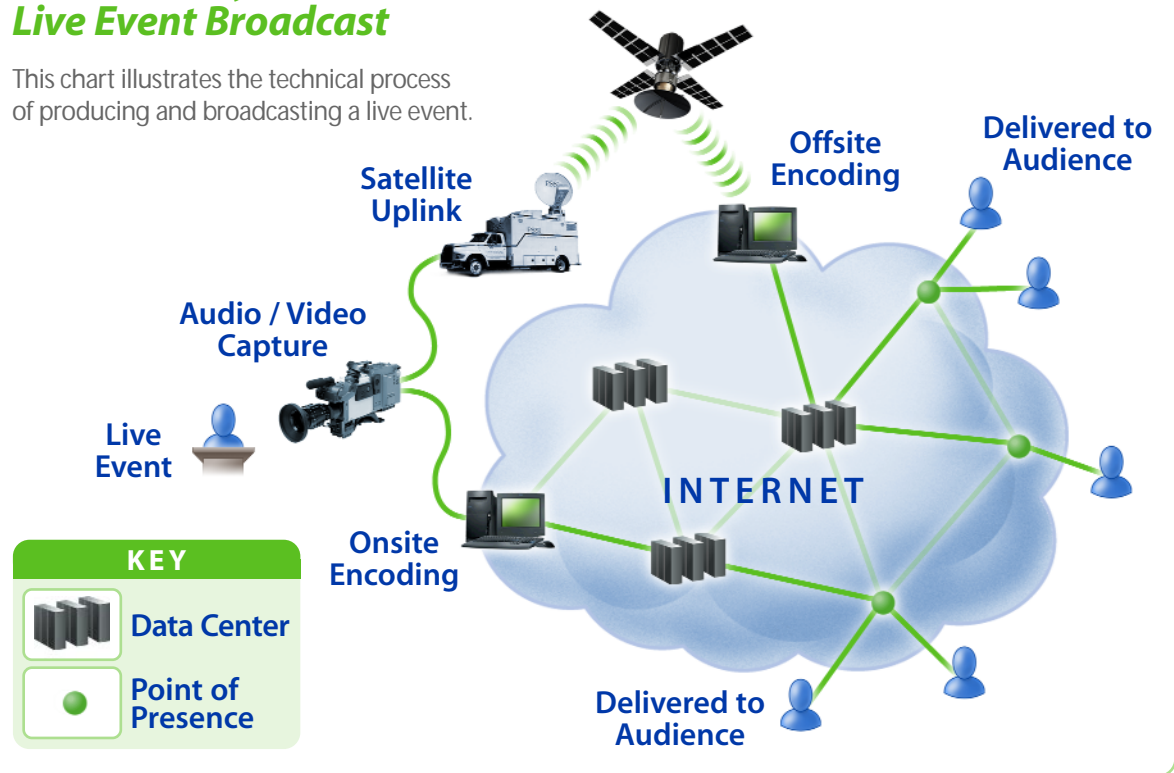
- ✓ **Increase Traffic to Your Site** – A compelling audio and video experience helps to differentiate your site from competitors.
- ✓ **Foster Trust with Your Audience** – Personalize your message with integrated audio and video.
- ✓ **Increase Comprehension and Retention** – An interactive, television-like experience provides a powerful communications vehicle.

Uses For Live Event Broadcasting

- ✓ Marketing & Sales Presentations
- ✓ Product Launches & Demonstrations
- ✓ Employee & Customer Training
- ✓ Executive Communications
- ✓ Investor Relations
- ✓ Analyst and Press Briefings
- ✓ Concerts

The Anatomy of a Live Event Broadcast

This chart illustrates the technical process of producing and broadcasting a live event.



Before the Event

Project Management: Planning for Your Live Event

The key to successfully delivering any live broadcast is detailed planning and thorough preparation. The experts at VitalStream have the knowledge and expertise to help you plan and coordinate your live event. We will help you develop a plan, identify deliverables and determine the success metrics for your live broadcast. Use the Live Event Questionnaire as a guide to help plan for your event.

Promote the Event

If no one is aware of your event, no matter how interesting the topic, it will not be successful. Use whatever resources available to build awareness of your event. Include the event title, a brief description, its date and time and a link to where the audience can view the event. Feature this information on your website and other appropriate marketing materials. One of the most effective ways to get audience members is to e-mail invitations to the audience.

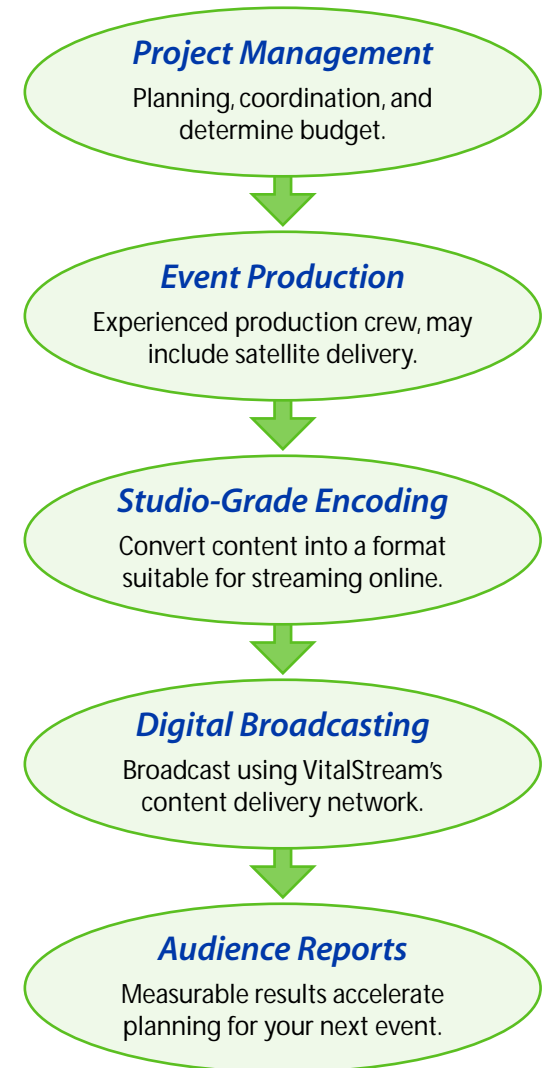
End User Interface

The web interface and graphic elements surrounding your live event broadcast need to be complete in advance of the event date. VitalStream is partnered with a number of design partners that can build custom web pages that match your corporate identity and existing website. Call for a referral.

Preparation

Prepare and practice for a webcasting event just like you would for an event in person. Get the camera crew in early for setup and testing of the audio, video and lighting (preferably a day before the show). If you have any slides in your presentation, finish them early. Also, write the script early and practice it.

The Live Event Broadcast Process



Live Event Questionnaire

Use this questionnaire as a guide to plan for your live event. If you have any questions, VitalStream Account Executives are just a phone call away at (800) 254-7554.

What type of media do you want to use for your event? (select one)

- Audio Only
- Video (and Audio)

What is the size of the audience expected to attend your event? (select one)

- 1-50
- 50-100
- 100-250
- 250-500
- 500-1000
- 1000+
- Don't Know

How long do you expect the event to last?

(select one)

- 15 - 30 Minutes
- 30 Minutes - 1 Hour
- 1 - 2 Hours
- 2 - 3 Hours
- > 3 Hours
- 24 x 7

What formats would you like to support?

(select all that apply)

- Microsoft Windows Media
- Apple QuickTime
- RealMedia
- Other: _____
- Don't Know

What type of connection(s) will your audience have? (check all that apply)

- Modem Connection
- Broadband Connection (Cable Modem or DSL)
- T1 or Greater
- LAN (Local Area Network)
- Don't Know

All VitalStream webcasts include:

- Event Production (through Partners)
- Studio-Grade Encoding (through Partners)
- Digital Broadcasting via the Internet
- Audience Reporting
- 24 x 7 Network Monitoring
- 24 x 7 Customer Support

What other services do you need for your webcast?

(check all that apply)

- User Registration
- E-mail Invitation
- Pay-Per-View
- Audience Polling
- Audience Chat (un-moderated)
- Audience Chat (moderated)
- Presenter Controlled Slides
- Audience Controlled Slides
- Audience Testing
- Interface Design
- Other: _____

Would you like to archive your event for future on-demand playback?

- Yes
- No

If you require additional customization, give us a call. We are partnered with a variety of professional service firms and we can make it happen.

After you have finished this questionnaire, contact VitalStream toll-free at (800) 254-7554 and our experts will help make your event happen.

System Requirements

General

- ✓ Sound Enabled Computer
- ✓ Web Browser
- ✓ Streaming Media Player
- ✓ Connection to the Internet

Specific

Processor

- ✓ Pentium 200 Mhz (or faster)
- ✓ G3 or G4 Processor 233 Mhz (or faster) for Mac

Memory

- ✓ 64 MB RAM Minimum

Operating System

- ✓ Windows 98 SE, ME, 2000
- ✓ Windows XP
- ✓ Mac OS 9.0 & Mac OS X 10.1 (or later)

Audio / Video Requirements

- ✓ 16 Bit Sound Card and Speakers
- ✓ 256-Color Video Card or Better

Web Browser

- ✓ Internet Explorer 4.01 (or later)
- ✓ Netscape Navigator 4 (or later)

Media Player

- ✓ Windows Media Player 6.4, 7.1 (or later)
- ✓ QuickTime 5.0 (or later)
- ✓ RealPlayer G2 (or later)

Internet Connection

- ✓ 56-Kbps Modem
- ✓ Broadband (cable modem, DSL or faster)

The Day of the Event:

Event Production: Audio and Video Capture

Our event production partners provide an experienced production crew that has the know-how to make your event happen. This team provides professional quality camera work, lighting and event staging. They capture the highest quality footage possible of your live event.

The live footage can be transmitted to the VitalStream Content Delivery Network in two ways. The rich media can be encoded onsite and sent over the Internet to the VitalStream Network. Or, if you do not have good onsite connectivity to the Internet, the raw video can be transmitted through a satellite up-link to a digital production facility with direct, fiber-optic connectivity to the VitalStream Network.

Production Services Include:

- ✓ Camera and VTR Recording
- ✓ Local Audience PA and Playback
- ✓ PowerPoint Projection
- ✓ Event Producer
- ✓ Show Directing with Multiple Cameras
- ✓ Lighting and Staging
- ✓ Conference Call with Call Center Support

Satellite Delivery

If your live event does not have good Internet connectivity, then you need to use Satellite Delivery. To meet this need, VitalStream has partnered with production houses that are industry leaders in satellite signal acquisition and delivery. Our experienced production partners provide you with the ability to transmit events as complicated as a multi-camera live broadcast or events as simple as a single presenter at a podium. Our partners' Satellite trucks act as professional digital video command centers for your event.

Satellite Services Include:

- ✓ Cband Uplink
- ✓ Satellite Time Rental
- ✓ Generator Power
- ✓ Truck and Equipment Rental
- ✓ Production Crew and Technicians
- ✓ Lighting and Staging

Studio-Grade Encoding

VitalStream has partnered with leading encoding houses that specialize in converting your audio or video into any media format suitable for streaming over the Internet. Trained audio and video engineers use the same techniques they pioneered for their movie studio clients to ensure your encoded media is of the highest possible

quality. These encoding experts can encode your media onsite at your event or by retrieving a satellite feed depending on your needs. Your media can be converted into one or all of the industry-standard streaming formats at a variety of connection speeds ranging from 28 Kbps to 300 Kbps.

Digital Broadcasting: Streaming Media Delivery

VitalStream provides you with a Content Delivery Network to broadcast your event live around the globe. Our network can broadcast in any streaming format including Windows Media, QuickTime, RealMedia and MPEG. Also, the VitalStream MediaConsole™ allows you to control the access to your media and receive real-time reporting.

If you want, we can integrate webcasting capabilities into your existing IT infra-structure to deliver live events over your Intranet.

Network Features

- ✓ **Global Infrastructure** – The modular structure and global diversity of the NetCluster™ Network provides you with a scalable digital broadcasting platform to distribute your media around the world.
- ✓ **Multi-Networked** – The NetCluster Network is connected to the Internet with multiple high-speed fiber optic OC3 and OC12 connections to multiple tier-one service providers.
- ✓ **Intelligent Routing** – Intelligent routing protocols bypass any congested areas of the Internet and selects the fastest route to deliver your content to each audience member.
- ✓ **24 x 7 Monitoring and Support** – With real-time network monitoring and live support, we proactively identify and correct any issues before they become a problem.

After the Event

Post-Event Production

After the event is over, content can be repurposed in a variety of ways. The encoding house has complete suite of digital postproduction tools to enhance and edit your event. The event can be made available for on-demand viewing with VitalStream, authored onto DVD and other traditional media like VHS.

Content Archiving

The same team that encoded your live event can record the event for future on-demand playback. Archiving your events further enhances your ability to deliver your message to audience members who were not available when the event was broadcast live. It also improves efficiency by eliminating the need for a speaker to give the same presentation over and over again.

Real-time Reporting

Use the detailed reporting in the VitalStream MediaConsole™ to analyze the effectiveness of your event including who attended, for how long and what streaming format they used. Reporting gives you an instant assessment of your audience. Use this information to track return on investment, marketing effectiveness and other trends.

