



## Insights on Live Streaming Events

### The State of Streaming

In 2016, live video streaming seems to have exploded in popularity. Although it was used long before then, it really went mainstream in '16, and its use has increased dramatically since.

According to [Livestream.com's](#) article "[62 Must-Know Live Video Streaming Statistics](#)":

- 81% of internet and mobile audiences watched more live video in 2016 than in 2015.
- 45% of live video audiences are willing to pay for live, exclusive, on-demand video from a favorite team, speaker, or performer.
- Video quality is the most important factor for 67% of viewers when watching a livestream broadcast.
- 78% of online audiences are already watching video on Facebook Live.
- Compelling content is the primary motivator for live online viewing.
- 75% of executives watch work-related videos on business websites at least once a week.



For more insights, click on the article link above, but all of this bodes well for meeting and convention organizers who decide to stream their events.

### Cheshire's Recommendation for Live Streaming

At Cheshire, we typically capture events using multiple cameras, then stream the video via [Ustream](#). When you stream a conference via Ustream, your viewers can be ensured of a superior viewing experience. It includes no ads, offers full HD quality, it streams easily and is supported by multiple devices such as iOS, Android, TVs, media players, etc. Although this company is the one we use most regularly, there are other services available as well.

Live streaming is a good option for large organizations that can handle premium costs, but it tends to be unfeasible for clients with tighter budgets.

In the latter case, we often advise that the meeting or conference be captured via traditional digital video, edited with quick turn-around, so clients can host the video on their websites, upload it to their social media, show a segment the next day, or reveal a montage at a final event.

If a client wishes to live stream, we use such elements as a wired network connection, an encoder, an audio feed to a switcher, HDMI or SDI DAs to tap into slides, camera(s), program feeds, a computer, and assorted other technical devices, depending how technically driven your events is. You would also need a one-month, or longer, streaming subscription. Depending on the length of time you wish to have the stream available, you may choose a multi-month package. We also advise having duplicate equipment, for backup purposes. If you intend to have the recording archived so that it can be available online indefinitely, you'll also want to figure in a couple of hours of editing time

### **The Economics of Live Streaming**

While some organizations have worried that live streaming an event will erode attendance, in fact, it seems to offer a boost in attendance the following year. According to Digitell, 30% of people who watch the live stream of an event will attend the same event *in person* the next year.

Other organizations worry that if they offer live streaming, no one will watch. Trust us...as long as you have a presence and audience on social media, you will have an audience for your live stream event. One way to increase viewership is to offer content to which event attendees may not be privy. For example, you may want to include a few "behind-the-scenes" shots or mini interviews with some of the speakers.

Finally, [Eventbrite](#) points out that one of the important benefits to live streaming and archiving your content is repurposing it for other marketing uses...for social media, for your website, or to promote the event the following year.

So whether you decide to live stream your event, or to capture and edit it onsite for next-day uses, Cheshire can provide all of the services you need to ensure exceptional quality and a seamless experience for attendees and live stream viewers.