



Business Webcasting & Live Streaming

Whitepaper and FAQs

OVERVIEW

massAV provides an experienced production team and webcast experts, as well as expertise with cameras, lighting, audio, and video elements. All together delivering a world-class suite of digital services for secure, stable, accessible, interactive, and intuitive usage. Make your next business webcast engaging and reliable.

PRE-PRODUCTION



What can you expect from MAVLive during pre-production?

- Custom branded and fully responsive landing page for desktop, mobile and tablet devices.
- Custom HTML 5 video player with built-in live DVR functionality and adaptive bitrate streaming.
- Security through email verification, password protection, encryption and IP whitelisting.
- Options to collaborate with viewers using moderated chat, custom Q&A forms and virtual polls.
- Direct communication with your IT/Networking team to conduct stream tests in advance.

LIVE EVENT



On the day of the event, what is the MAVLive team doing to ensure success?

- A webcast engineer is on location as well as a webcast/network engineer outside the venue, monitoring the stream and network connectivity.
- Our staff is available directly through live chat during your event with anyone on your team.
- Our webcast engineers have immediate access to the manufacturers of our encoders and engineers at our global content delivery networks (CDN) to troubleshoot any issues that may arise.
- Our webcast and video engineer will work together to incorporate all the elements of your production, including graphics, video playback, picture-in-picture and lower thirds.
- In addition to a cloud recording, our webcast engineer will also be capturing a local recording.
- When necessary, our webcast engineer will add royalty-free music to protect you from any copyright issues.

POST-EVENT



Your event is over, but MAVLive continues to work for your team.

- Immediately following your live event, we will clip the head and tail of the video and post the recording back on the landing page as a video-on-demand file.
- Our video editors are available to provide additional editing services upon request.
- Within 24 hours we will provide a custom analytics report and post it to a secure portal with a copy of the recording for download.

KEY BENEFITS OF MAVLIVE

- Global Content Delivery Networks
- Broadcast-quality Live Streaming
- 4G Bonded Hardware Encoders
- Custom Landing Page
- Custom HTML 5 Player
- Apple HLS or Adobe HDS Playback
- Live Closed Captioning
- Post-event Transcription Service
- Wireless Streaming Options
- Adaptive Bitrate Streaming
- Desktop, Mobile & Tablet Support
- Custom Picture-in-Picture Look
- Lower Thirds & Custom Branding
- Live DVR Functionality
- Venue-to-Venue Video Conferencing
- Cache Server Options
- Support for Remote Participants
- Password Protection & Email Verification
- Custom Q&A Forms
- Live Chat
- Social Media Live Streaming
- Ultra Low Latency Options
- Powerful Analytics
- Simulcasting to Internal Platforms

FREQUENTLY ASKED QUESTIONS

Webcasting vs. Live Streaming, what's the difference?

There is no difference. Both mean delivering video using the internet, and are used interchangeably by the massAV team.

I saw wireless streaming in your list of offerings, what does this mean?

In many cases, we can stream your event without connecting to any hard-wired ethernet cables. You don't need to spend thousands of dollars for venue ethernet drops because we bring our own internet. If you do have a reliable connection we're happy to use it, but if it fails, our bonded encoders will continue to stream without interruption.

Is this service different from WebEx, GoToMeeting, BlueJeans or other common solutions?

All of those tools play an important role for internal video communication, and we use them for certain collaborations. The big difference for MAVLive is in the front end production of your live event, which includes stellar audio, video and lighting to elevate the quality of the overall production. We deliver that HD broadcast quality production over the internet using the same technology major news outlets use to deliver live video to the internet.

How many viewers can simultaneously watch the event?

Our solution can comfortably accommodate up to 10,000 viewers. We can accommodate tens of thousands more with prior notice.

Can you stream to social media sites?

Yes. We can simulcast your event to any number of locations including a custom landing page, your company website and most social media platforms that accept live streaming video. Contact us for a full list of platforms.

Can our presenters take questions during the event?

Yes. As part of our basic webcasting solution we will build you a custom Q&A form or moderated chat window to take questions from your viewers during the live event.

Can we add remote presenters to our live event and webcast?

Absolutely, we routinely bring different video streams in from a number of systems and incorporate them into the production workflow.

Can I share PowerPoint or videos during my event?

No problem. All of our events are configured to deliver live video, playback video and PowerPoint presentations to the virtual audience. For PowerPoint we will build custom picture-in-picture templates to display both your presenter and the PowerPoint presentation simultaneously.

Do you offer an audio-only conference calling solution?

Yes. If you need this service we have all the technology in place to deliver the audio portion of your event and provide your end users with both domestic and international phone numbers.

My IT/Network team handles all my streaming at the moment, but it is becoming too much to handle with all the other IT needs within the company, how can MAVLive help?

This is probably the most common reason why we get involved with companies to help stream their events. Often times, costly in-room installed equipment isn't working properly or isn't capable of delivering a broadcast-quality stream.

How many cameras do we need?

A live stream can be done with one camera, however we strongly recommend two or three cameras to bring your production to life. Remember, we are essentially creating a television broadcast for a virtual audience and having multiple cameras allows us to keep your audience engaged.



POWERED BY

