

## Checklist for Live Streaming

This checklist should enable us to plan the stream in a structured way and to carry it out successfully. Some questions go into detail, but can help to avoid problems and achieve an optimal result. Not all questions may be relevant to your type of event.

Some of the questions you can already clarify and answer on your own. Others we can discuss in dialogue. Based on your information, we can then prepare a project-specific quotation.

### Organisational

- When and where should the transfer take place?
- What is the planned schedule for the event?
- How long should live broadcasting last?
- From when is it possible to set up?
- How long would you like to rehearse?

### Interaction

- Should stream viewers be able to ask questions?
  - Via chat, e-mail, video/audio?
- Will the audience also ask questions on the spot?
- Are polls or other special interactions required?

### Location

- Is there space on site for the streaming and camera technology (min. approx. 2m<sup>2</sup>)?
- Where is the nearest electricity connection?
- How far away from the main event does the technology have to be (approximately in metres)?

### Lighting conditions

- Is there good light available on site?
- Should additional light be set up by me?

### Streaming platform

A video stream is transmitted to viewers via a platform (e.g. Youtube, Vimeo, Facebook, Zoom, Microsoft Teams).

- Which streaming platform should be used? We can advise you with pleasure.
- Do you want a stream set up for you on Smart Film Services GmbH's Youtube or Vimeo channel? This is practical if you do not have a streaming channel.
- Should the video stream be publicly visible or only to a private audience?
- Would you like to have your own landing page?

## Internet connection

- Is there internet via cable or WLAN at this location?
  - Be careful with WLAN. If the audience on site also uses the same Wi-Fi, the internet connection may be more busy.
- If cable: Where is the Ethernet connection possible?
- Is the connection fast (>20 Mbit/s upload)?
- Is a firewall activated or is access only possible for company-internal computers?
- In a special location, even a connection via mobile network would be possible. However, the risk of interruptions or loss of quality is greater.

## Audio section

### Sound technology on site

- Does it already have an operated sound system on site? If desired, we can clarify directly with the sound technician which interface will be used. We need a signal via 3.5mm/6.3mm jack or XLR, stereo or mono.

### Sound technology via Smart Film Services

- How many people will speak?
- Do the people basically talk one after the other or with each other?
  - This allows us to estimate how many microphones are needed.
- Is there a fixed lectern where a microphone could be placed?
- Does the room also need to be sounded?

## Laptop for live streaming

The video director connects to the streaming platform using a laptop.

- Is a laptop available or even desired for streaming from your side? For example, streaming can be done securely in a company-internal network.
  - e.g. for an internal staff event via Microsoft Teams
- Otherwise, we will provide the streaming laptop. You don't have to worry about anything.

## Laptop as image source

- Do you want to show a PowerPoint, films or similar in the stream?
- Is this media available in 16:9 aspect ratio (1920x1080 pixels)? We recommend this, as the stream is also in this image format. However, other image formats also work.
- The laptop or device must have an HDMI connection.

## Hybrid, interactive events

- What are the technical possibilities in the room regarding audio technology (microphones, loudspeakers, mixers)?
  - If nothing is available, we can provide everything.
- Should spectators be able to connect to the room via audio and video?
- How many spectators do you expect virtually? Depending on this, a different licence is required for each platform.
- Should only a certain group of people be able to join via videoconference and the large rest simply watch a stream with written Q&A?
  - E.g. the management can connect via video and all employees worldwide can watch the stream (Townhall).
- Is special software required and should this be licensed (ZOOM, Microsoft Teams, Google Meet)?
- Do you need advice on setting up the events in your platform and creating the invitations?

## Options

- Do you want a high-quality recording made on site? You will then receive a video file of the entire recording after the event.
- Do we need additional cameras?
- Virtual external speakers?
  - Is there also an audience on site?
- Do you want to insert graphic elements?
  - e.g. lower thirds with names/function of the persons
- Subsequent cutting and editing of individual clips of the event?