

L O N D O N  N
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Live Video Streaming

A Practical Guide For

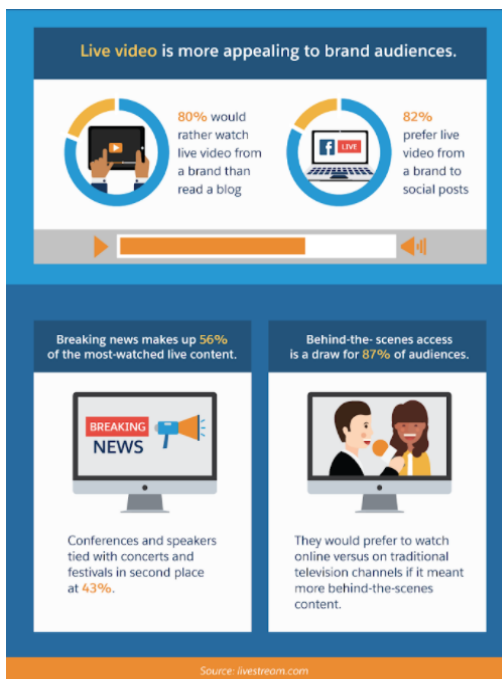
Your Business

Live Video Streaming: A Practical Guide For Your Business

Live video seems to be everywhere these days, right? According to [Livestream](#), 81% of internet and mobile audiences watched more live video in 2016 vs 2015. The biggest social networks in the world are pushing it and brands are seeing it as a great opportunity to tap into engaged audiences. It was only last year that the biggest social network Facebook coined and implemented their Video First Agenda, with head huncho [Mark Zuckerberg](#) stating [“I see video as a megatrend”](#) ... and not without reason. The digital consumption habits of people are changing rapidly with the growth of technology. Video streaming currently accounts for over 60% of internet traffic, and [is expected to increase to 82% by 2020](#). Live streaming is at the forefront of the the ‘Video First’ revolution, allowing anyone with access to a device and internet the opportunity to enjoy live video broadcasts- no fancy satellites or television sets.



With all the major platforms, including Youtube and Twitter offering live streaming features, the potential to reach thousands of new customers with a click is becoming a reality. If live streaming's growing popularity and huge demand aren't enough reason for your business to explore, then consumer preferences should be. Inbound marketing leaders [Hubspot report that consumers pay more attention to video content](#), and they want to see more of this in the future. Live video is increasingly appetising for brand audiences. [Livestream](#) report that 80% would rather watch a brand's live video rather than read their blog. Check out this awesome infographic compiled by [Salesforce](#)



Evolution Of Live Video

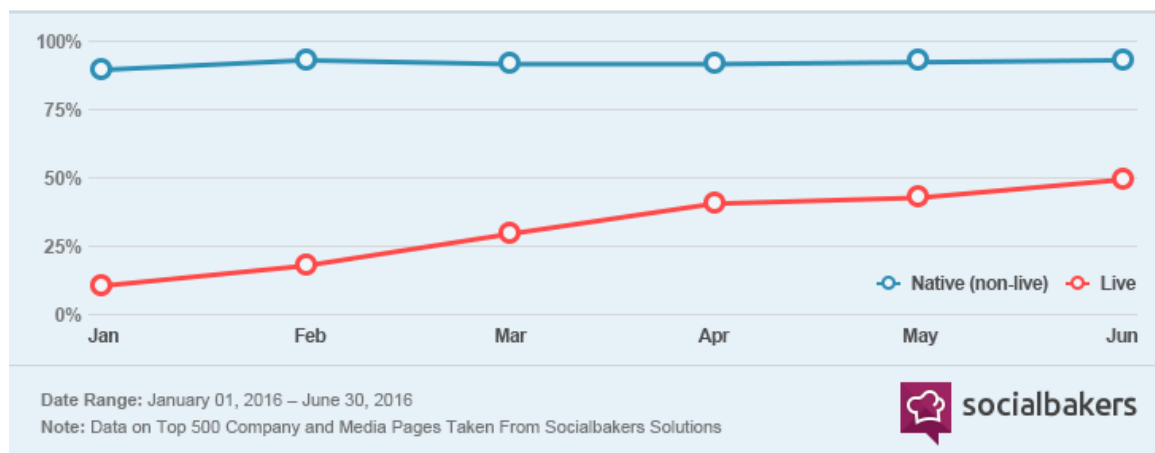
To fully understand Live video we must first look at the evolution of video. It is no surprise that consumers are responding to and engaging heavily in live streaming. Since the televisions inception in the 1920's, we have been trained to watch live broadcasts pretty much all of our lives. Before live streaming was invented, lots of businesses relied on the television and broadcasting industry. In it's article on [How much does it cost to advertise on UK TV](#) - The Drum report that a 30 second ad on national TV at peak hours can cost anything between £10,000- £30,000.

Fast forward to 2018 and live streaming technology gives us the power to tune in 'anytime, anywhere' and participate in the conversation. Another big difference to note is that whilst we are used to high value production videos being presented on the television, live

streaming through social media has disproved the myth that broadcasted videos have to be perfect. It's now all about sharing in the moment and engaging.

Half Of All Big Media Pages Publish Live Video

Percentage of the Top 500 Media Publishers That Post Live Videos on Facebook

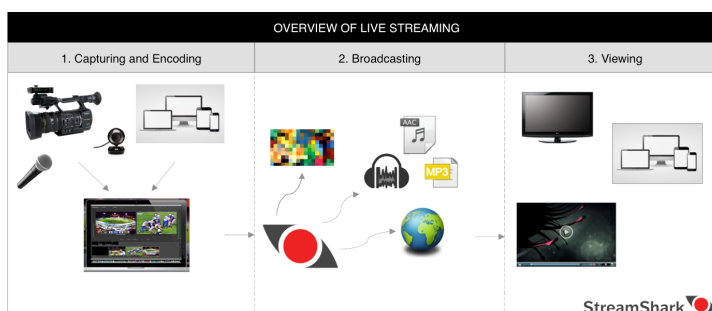


Whilst live-streaming itself isn't new, 1-click mobile access to live video is, and this has created a lot of buzz around live streaming. Seemingly overnight, there has been a sudden craze with live video, with everyone scrambling to get a piece. [The video streaming market is expected to double by 2021](#) to an estimated \$70billion industry. This huge growth will be driven by rising usage of online streaming, and increasing use by businesses for branding and marketing.

The Basics of Live Video

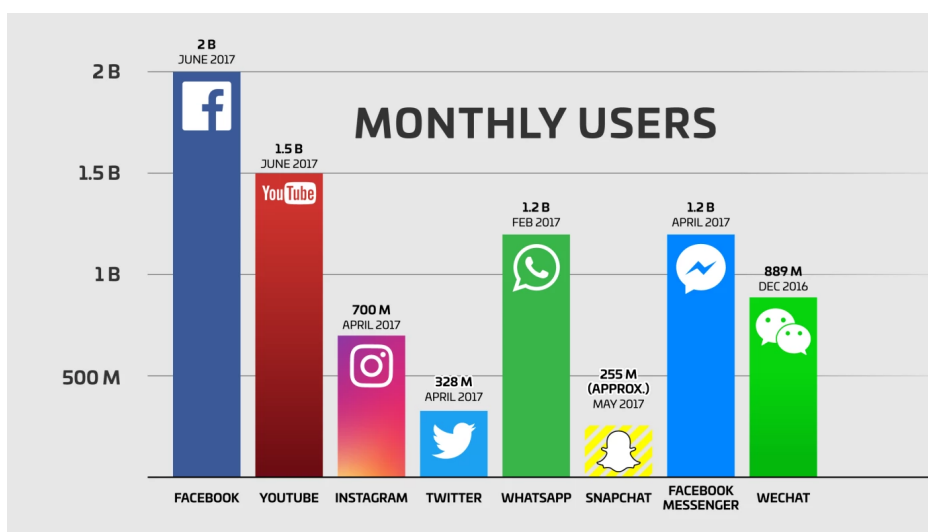
Let's start off with the basics of Live Video. The easiest way to go live 'right here, right now' is through one of the social media platforms. Youtube, Facebook, Instagram amongst others all have a live video feature just waiting to be deployed. Heck, you have probably noticed all the notifications telling you when users are live - it has never been easier.

If you are looking for more... then things get a bit more technical, but do not fear, we are here to walk you through. As shown in this sturdy [graphic from Streamshark](#), live video can be broken down into a 3 part process. Capturing, Broadcasting and Viewing. You will need software to capture and encode the video and audio as well as a platform which will broadcast the stream in multiple display qualities, also known as adaptive streaming. The last part is getting your audience to view the video, usually through a link page.



The Future Of Social Media is Live Streaming

It's fair to say that 2018 is the year to implement live streaming into your business strategy and marketing. Live video is immensely interactive which is why audiences inherently respond to it so well. Major platforms like Twitter, Facebook and Instagram have been rolling out and heavily promoting new features around live streaming...take advantage of this now. Your business should be leveraging these benefits. The best way to get started is on a social media platform. Even better if you can do this on multiple platforms... go on, get your feet wet! Here is a breakdown of the most popular Live Streaming platforms to get you started:



1. **Facebook Live** - Facebook Live easily has the most features. It offers real time user interaction with comments and reactions on the stream. Another handy feature is that and share your live broadcast after it's ended.
2. **Instagram Live** - Instagram Live comes with less features, but is the easiest to use - one click and you can go live. Whilst you can't save live videos as a post, you can save your live video as a '[story highlight](#)'. Your live video will also be promoted better on the trending page and stories hashtag.
3. **Periscope** - Part of Twitter family, it only allows direct streaming from the twitter mobile app. With its smaller user base you will be getting more engaged audience due to increased interaction features. You can easily @ viewers and invite others in stream. Periscope is actually great for providing a more personal experience vs general all round content.

Live Streaming For My Business

So you have seen what live video is all about, but you may still be thinking...how can this apply to my business ? I am not a millennial influencer rockstar (or maybe you are) ? Well, first off..if you would like a cost effective way to connect with your target audience, and more (we must have your attention by now) look no further. Secondly, Live Video can easily be incorporated into events, as many in the events industry are already doing. Why don't you consider your next event as a starting point to bring your business and live video together. On that note, as much as we love live video, when it comes to the format, not all ideas are created equal. Here are the best event based scenarios for using live video for your business: You will most likely need a professional set up for most of these: Conferences, Product and Exhibitions.



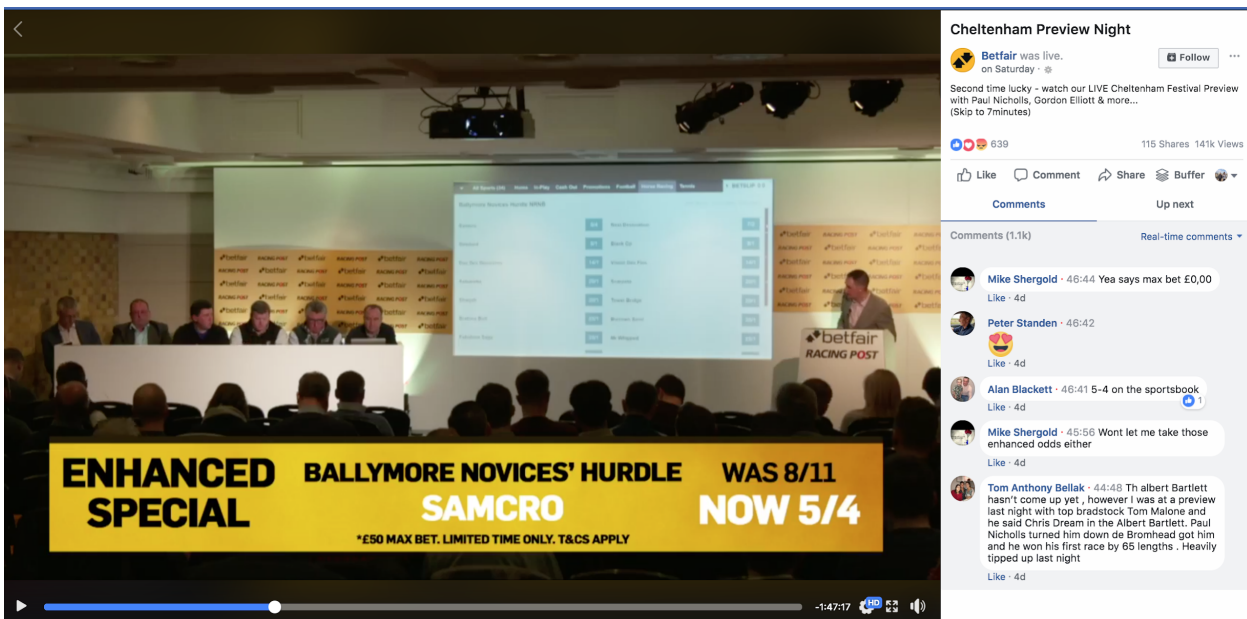
Benefits of Live Streaming for Events

Live streaming is cool, but how can it benefit my business and increase ROI ? Before fully delving into our blog, we will give you the lowdown on Live Streaming and events (as this is our speciality. If you are holding an event, live stream gives you these 3 key benefits:

1. **It extends your video Investment** - Repurpose the raw video footage to create delicious bite-sized chunks of video content which can be stretched out over the course of weeks/months.
2. **Increase brand authenticity** - The promise of unedited, authentic video and conversations is too tempting for your audience. Feed them right and you can increase your brand equity and credibility.
3. **Expand Your Audience** - Live video generates a lot of attention, so use that to your advantage and increase brand awareness, engagement and potential conversions.

Conferences

Talks and conferences are quite straightforward. They are the most common use of live streaming. Whether it is a conference, talk or panel discussion; if you think it will have value or relevance to your audience, you should 100% be sharing. Sharing is caring, and this is especially true if you are looking to attract a wider audience...beyond just the room. Event planners have been using live video for exactly this reason exactly. Organising conferences can be costly, especially in London. If you have spent a bit of dosh on a video setup, you may as well add live streaming into the mix. It will add another facet to your event, attract a much larger audience, and give you more material to repurpose for later use.



We partnered with [Betfair](#) and [The Racing post](#) to help them broadcast their Cheltenham Festival Preview with Paul Nicholls, Gordon Elliott & more across both Facebook pages and The Racing post Youtube channel. Being the second most popular horse racing event in the UK, there is usually high demand for tickets, with historic exclusivity. Giving horse racing fans across the world access to the expert panel session before the race through live streaming opened up a much wider audience for Betfair. London Filmed was on hand to engineer the transmission output, and encode the program to 2x Facebook accounts and their YouTube channel. The 1.5 hour expert panel session proved to be extremely popular with 164k views across the 2 Facebook pages and another 4.8k on The Racing Post youtube channel.

There is a myth that livestreaming only makes sense for big events. Event experts EventBrite note that 'livestreaming might be most appealing to small events with an attendance cap, so you can maintain an intimate experience while reaching a broad audience.' Check out their piece on '[5 Myths About Livestreaming an Event — Busted](#)' for more myth busting!

Product Launches

Another popular business use for live streaming is broadcasting product launches. Incorporating live video into your next launch or release can build buzz, boost sales and increase overall traction. Who can say no to that ? A great example of this is Apple's live events. We have all seen or heard of them, how can you not with all of the media hype ? We know what you are thinking, you are not Steve Jobs - but it's all about standing out, and a live product launch could move your brand ahead of the pack. Show off your next collection or product by live streaming it and allowing the audience to participate - let them be part of your launch ! They will feel more connected to your brand and product...and who knows, you may even end up with some die hard fans because of your extra effort.

That being said, if you are planning to practically use live video, it will require a bit of effort . You should have a multi-point strategy that builds lots of hype for the main livestream. Utilise your email lists and send out invites as part of your strategy. Further down the line you can give your audience little tasters and previews of the product before launch on social media. During the launch it is more than advisable to have a strong product demo - extra points if you can stream/capture hands-on engagement with your attendees. So you have created all of this excitement, capitalise on it by making your product available for actual purchase during the live unveiling. For more tips on product launches, such as spotlighting customer success stories check check out SocialMediaExaminer's/this handy article [How to Use Live Video in a Product Launch: 7 Ways](#)



Exhibitions

Large scale business gatherings such as trade shows and exhibitions have become an industry within itself. Nowadays these sorts of events are in high demand - usually filled to capacity as experts, journalists, trend-setters and disruptors gather to experience the latest advancements in their industries. This sometimes means that businesses and event organisers may have to turn people away, but it doesn't have to be this way. Live streaming can be a solution to turn missed opportunities into extra revenue ! Not only does it open up your event to people who may have missed out on a ticket, live streaming is also attractive for show speakers and presenters, who will likely see value in also having a wider audience, beyond just the physical space. Whilst streaming your exhibition can be a complex task, with the right team and equipment, it is easy. You may not be able to stream everything, everywhere, especially if you are organising a big trade show, so try to stream the key stages and speakers to extra viewers, where spaces are sold out or limited. Heck, even the people at the trade show can tune in on their phones if they can't make it to that specific keynote talk, or industry insider.

From an audience perspective, having a large stage sometimes (almost always) means that it may not be clearly visible for all of the audience, having live video relay is an easy solution to make sure people aren't missing out. After all, if they have paid for a ticket, they are expecting to maximise the value they gain, not being able to see a speaker with vital information can be annoying. Live streaming also gives organisers a chance to give sponsors extra value through highlighting sponsor's products or services in the live video - very enticing. You can also integrate your live stream to provide extra value to viewers by offering access to past presentations and events, to supplement the live broadcast - very cool. You can get in touch with London Filmed here if you have any questions around live streaming your exhibition or trade show.



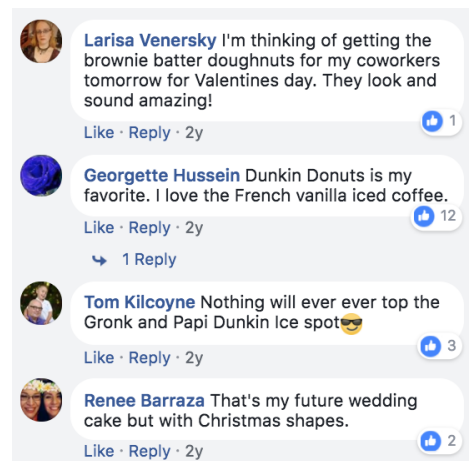
Quick Wins: Marketing & Social Media

We have already outlined some event based business uses for live streaming like conferences and product launches. But how about if you are looking for something smaller ? Whilst the above examples usually need a professional setup, here are some things you can do on your own or with your marketing team which will require no fancy equipment!

Behind The Scenes

Taking your audience behind the scenes can assist in building trust around your brand, and credibility in your processes. Doing behind the scenes videos is an easy way to utilise live streaming. We discussed the benefits of live streaming to event organisers before this. But what if you are on the other side, and you are attending the event ? Take your audience on a behind the scenes tour and offer them privileged access. You can also use live streaming as an incentive to engage with other thought leaders and strategic partners at the event. It doesn't have to be anything fancy, just something authentic and different.

If you are not at an event, not to worry, behind the scenes can apply to a whole range of scenarios...is your company creating a new product ? Are you on the set of an advert ? Give your audience an insights into what it is like. It might seem a bit risky, but it can have big payoffs if done right. Dunkin' Donuts did this brilliantly back in 2016 for Valentines Day.



With headlines such as [‘Dunkin’ Donuts targets the lovestruck with Facebook Live’](#) - [Retail Dive](#) reported that Dunkin' Donuts was 'paving the way for food and beverage brands to capitalise on major holidays'. Hosted by two Dunkin' Donuts chefs, the live broadcast took the audience on a tour of their test kitchen showing the process and equipment involved in creating their famous donut. It generated nearly 50,000 views and spurred some interesting debates in their comments. Linking it to Valentine's day also boosted their profile, leading many customers to buy donuts as a token of appreciation to loved ones.

Announcements & Press Releases

Got some big news you want to share with the world ? A well crafted live stream may be far more effective than a press-release (and way cheaper). Once again you need to build some anticipation beforehand. Inform your audience that you have an exciting announcement to make and when you will be going live in advance so they can book time for you. Live streaming your next announcement will encourage real time engagement from customers and future prospects. Live streaming is a fast and efficient way to build a genuine brand image, so if you are a smaller business you should definitely be thinking about it.



Employer Branding: A Day In Your Office

What is it like to work for your company ? If you are looking to attract some top talent, you can complement your fancy employer branding video with some live streaming. Maybe you can get your social media team to do a day at your office. As part of this you can even do a Q and A with the CEO or other senior employees. This is a great way to separate you from the competition, by showing that your company is transparent, modern and engaging. This works just as well for customers, think about it, how many of them have seen where the magic is made ? Giving them a tour of your office and key members of your team demonstrates a human element to your brand. This will in turn encourage your customers to form a closer relationship with your business. Whichever you choose, it is definitely a quick win ! And also remember you can always re-purpose the content for further use. Take a look at how employer brand strategist and founder of Amplify Talent, [Lars Schmidt used Periscope for a social HR campaign](#). The goal was to raise awareness of their global operations and highlight their unique culture.



Conclusion

So there you have it. An all round practical guide to Live Video for your business. Not all that scary and mystical, right ? Live Video presents a genuine opportunity to expand and connect with your audience. If you haven't already thought about it, now is a great time to get your feet wet. Live streaming can easily plug into your next event, whether it's a conference, product launch or exhibition, the benefits are clear. It is highly recommend that you work with a professional team when integrating live video into your events. The London Filmed team can help by handling all of your Live Streaming needs. We will work with your from the begging to make sure everything is just right!

As a business you should be constantly looking out for new ways to reach customers and build a brand presence. So, final question, what are your waiting for ? As Live Streaming Event experts, we can help you execute everything in this post and more. **Get in touch with us today and see how Live Streaming can plug into your next business event.**



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