



## Elevate your streaming content and strengthen your brand.

Connectivity and content visibility is a vital component of both virtual and live events. In today's business environment it has become imperative to keep the health and safety of employees and clients at the fore front of meeting planning, while maintaining connectivity. Using our knowledgeable staff with years of live event experience, businesses can still collaborate and connect in a meaningful way.

Nothing makes a lasting impact like well-executed video content. Utilizing highly developed video software and hardware the team at Advanced Productions can produce extraordinary virtual events and stream them live. Our simultaneous multi-platform streaming services allow our clients to reach large audiences around the globe.

We can take virtual meetings to a whole new level, complete with virtual sets, multi camera productions and interactive presentations. Advanced Productions' understands this need and can facilitate all aspects of your webcasting requirements to ensure your message is seen and heard by your intended audience.

Whether it is a You Tube video for the masses or intimate Zoom meeting, utilizing the capabilities of our professional Webcast services can dramatically enhance the quality and effectiveness of your presentation while maintaining strong brand recognition.

In the following pages we have tried to breakdown the industry jargon and explain some of the terms we may use while coordinating your project. Furthermore, we hope it will give you some insight into the everchanging world of video content creation and distribution. Please visit our website to see the full range of event support services Advanced Productions has to offer.

*... Communicate with style. ...*

# Sorting out the Jargon

If you're thinking about live streaming, you might be wondering where to begin.

It can seem like a dark art. A combination of new media, technological terms and hybrid words which often cross over disciplines, can fuel misunderstanding. What's the difference between webinars and webcasts? Is video conferencing the same as live streaming?

You'd be forgiven for falling at the first hurdle, but you're not the only one! Many people who come to us are unsure about what they're looking for or how live streaming can work for them. It can be off-putting, so we've put together this back to basics jargon buster to give you the knowledge to make the right decision about what you need and understand what we are suggesting.

## Streaming



### Streaming

Streaming is a method of transmitting or receiving data continuously over a computer network. Usually associated with Netflix, YouTube, Vimeo, or Facebook Live, it's the way we all watch pre-recorded video content online. Instead of storing the content on your device, it loads as you watch it, via the internet. With the quick development of mobile internet speeds, today we're able to stream almost anywhere.

### Live Streaming

Live streaming is when the content being streamed is not pre-recorded, but filmed as it's happening. We capture the footage and stream it live via the internet. This can be done from your mobile phone or webcam through social media, or on a full production level with multiple cameras and live mixing.

### Webcasts

Now we start getting into relatively new technology terms. We can begin to see the roots of the words which help us to understand more about what they mean. Quite simply, webcasting is broadcasting on the web, distributing by streaming.

Webcasts can be live or pre-recorded. We can watch a live webcast back post the live event, when it becomes on-demand. The term tends to encompass the production and visual output of the content as well as the method of transmitting. It refers to the whole show that you create and normally involves cameras at the very least.

Again, it follows the one-to-many format. Compared to traditional broadcasting, webcasts are much more accessible and affordable to the everyday person or company because they can be published anywhere online.

### Webinars

So what's the difference between webcasting and webinars? This is a question we get a lot. The truth? Not a lot in terms of everyday use of the word.

Webinar is a hybrid of seminar and web and is often used to describe the same types of content as a webcast, particularly when referring to lectures, conferences or presentations.

However, there is one key difference. Webinars tend to be a two-way format e.g. there is much more collaboration with the audience and host (usually in the form of chat, screen interaction, etc) and the audience tends to be smaller. Webinars often don't involve visuals of the speaker or presenter, just showing slides or other content on the screen, although they may also include an element of video via webcam.

There are many webinar software packages or services which allow you to produce successful webinars from your home or office without the need for specialist expertise or production equipment. Webinar content can be made available afterwards to watch online (via streaming!).

## Webcast



### Features:

- One-to-many
- Quality cameras
- Public or private
- Any location

### Benefits:

- Great for large audiences
- Professional production & features
- Increase exposure

## Webinar



### Features:

- One-to-few
- Webcam
- Registrations
- Fixed set-up

### Benefits:

- Great for smaller groups
- Highly collaborative
- Software available for regular use

## Picture In Picture (PIP)

Also known as dual display or split screen, this term describes a visual format used in webcasting. Essentially it means the display of two or more camera feeds on screen at once.

A great example of picture in picture is for presentations with slides. We capture the speaker with one camera, then mix this alongside or overlay on a separate slide feed. This way, the audience gets a clear detailed view of the information as well as feeling a part of the presentation.

If you're webcasting a presentation with slides, this method is a vital way to keep your audience engaged and deliver clear communication. Picture in picture methods requires more complex set up and experienced vision mixers.

Unfortunately, many sub-par streaming production companies don't offer this method and will flick between slides and speaker. Even worse, showing the slides only in the background through the camera. This is not professional and doesn't make for good audience viewing.



PIP - Split Screen with two participants



PIP - Split Screen with a presenter and Slide

## Green Screen

A green screen is just that, a green surface placed behind a live person or object that allows the video software to key out everything but the object or individual in the shot. Then using software we can superimpose the individual or object onto a virtual background. Even creating virtual sets with dynamic backgrounds producing a unique finished product that can captivate your audience and keep their attention.



Green Screen

Beach Scene

Winter Scene



Virtual News Studio with 5 Layers of graphic content

Studio A - where the Magic happens

## Lower Thirds

A term most commonly associated with either sports or video production, lower thirds refers to any graphics which appear in the lower section of the screen. Think team scores or stats, or for more corporate content, names, job titles, logos and social handles.

Lower thirds graphics can be designed to incorporate your brand or event and help make the overall feel of your webcast much more professional. They're also a handy way to deliver information to your viewers, such as the structure and narrative of the content or even to deliver additional messages such as marketing, charity donations or call to actions.



## 720p, 1080p, 2K, 4K or 8K

All of these refer to the camera or content resolution. Generally we like to capture content at the highest resolution possible and stream it at a lower resolution. The higher resolution allows for more effective digital effects in the production process, but it also takes much more computing power and storage space. Therefore we often stream our content at 1080 or 720 to ensure a seamless experience for remote viewers.



## PTZ

PTZ stands for Pan Tilt Zoom and refers to a type of camera which can be remote controlled and store pre-set shots. PTZ cameras are ideal for filming live streamed content. One of the benefits is the ability to capture panning shots without the need for a camera operator, plus they enable a small crew to cover more angles without needing additional people. While they don't replace the quality and skill of a camera person, they certainly contribute to more comprehensive productions at a more affordable cost.

Another significant advantage is that PTZ cameras can offer a range of connectivity options. NDI, SDI, HDMI or USB.

## On-demand

On-demand is a term coined in the last 20 years as we've seen a rise in streaming. It essentially means that we can watch content whenever we like. Unlike traditional television and radio, which we can only watch as it is being broadcast, we can tap into streamed content on any device at a time that's convenient for us.

Pause, rewind and playback are the biggest features we've become accustomed to on our television sets. When we use these features, we're switching from broadcast content to streamed content. We can also download streamed content to watch offline, but on-demand content is never live.

## Simulcast

Another hybrid term made up of webcast and simultaneous. You guessed it! Simulcasting is when you webcast to multiple platforms simultaneously. This is a great way to get more exposure for your webcast and maximize your investment. It involves special software which encodes your live stream out to two or more platforms at once. It means you can reach your audience live wherever their preferred viewing platform is, without creating two lots of content. Simulcasting is fantastic value for money.

## OBS

OBS stands for Open Broadcast Software (or now Studio) and is a free open source streaming and recording program that anyone can download and use. It's a great choice for those starting out or who just want to dip their toe in the water, with plenty of tutorials online to help you get started. The options and functionality don't rival professional paid for streaming platforms, OBS is completely free and accessible to all.

*We hope you found the information on the proceeding pages both informative and inspirational. Please contact us directly by phone at [410.850.5060](tel:410.850.5060), or via email at [info@4advancedproductions.com](mailto:info@4advancedproductions.com) and we will put our team to work for you!*