



BT Streaming

High quality global conferencing

Deliver high impact, rich-media messages including video, audio and presentations to a wider audience, virtually anywhere around the world, anytime.

How streaming works

Streaming technology takes your video or audio content or presentation and transmits it over the internet or your corporate intranet, delivering your message to anyone connected to a computer terminal and web browser.

What you need

You produce the presentation for your streamed conference and we take care of everything else. We'll encode, post and host your event.

To view the streamed conference you need a Personal computer with:

- Internet access
- Sound card
- Speakers
- RealPlayer® or Windows Media Player®

When would you use streaming?

The uses for streaming are almost limitless. Here are just a few ways you can use it to engage your audience:

- Company announcements
- Press conferences
- Product demonstrations and launches
- Annual General Meetings
- Project management
- Investor relations
- Distance learning/training

You can choose either:

Live stream – where participants watch your conference 'live' whilst it is happening, via a web page.

Or, **On demand stream** – where participants watch your conference, via a web page after your conference has happened.



Viewing a live stream

You will be given a URL as part of your booking confirmation. This link becomes live 15 minutes before the scheduled start time of your conference. Simply email this to participants wanting to watch your stream. At the time of the conference your participants click on the URL and enter their login details.

Viewing an on demand stream

You will be given a URL as part of your booking confirmation. After your conference has finished email this to those people wanting to watch your stream. They click on the URL to watch. On demand content is available within 1.5 times the event duration. For example, if you have a two hour live event your on demand stream will be available approximately three hours after your event finishes.

Simple and scaleable solutions

Whether you stream from single or multiple sites across the internet or corporate intranet we offer practical and proven solutions deployed and used by major corporations around the world.

Managed solutions:

Choose either live or on demand streaming packages, delivered to the internet or across your corporate intranet.

Or, Self managed solutions:

Deliver live or on demand streamed content across your corporate intranet.

Typical ways we can get the signal from your business premises are:

- **Video signal:** typically we'll use video conference, but we can optionally use satellite, fibre optic or on-site encoding.
- **Audio signal:** we can utilise PSTN or video conference.
- **Production content:** an on-site camera operator videos your conference whilst it is happening.

Call charges apply for capturing the signal.

BT streaming packages

Standard streaming packages include the following:

- Event duration: 2 hours (average) – streaming begins 15 minutes prior to scheduled start (can be extended).
- Stream archiving for 90 days. The number of times your stream can be reviewed is dependant on the package chosen.
- A registration page for people to register to view your stream.



Presentation Package

Our presentation package is a chargeable option that will enhance your audio or video streaming event. It gives the ability for you to show PowerPoint slides as part of your stream or for presenters to control visual information during your conference. We'll arrange training for you to help you upload slide content.

Additional services

Including the following (additional charges apply for these services):

- Stream consultation.
- Event management: custom productions.
- Custom HTML work: custom templates, custom skins.
- Additional video encoding speeds.
- CD archiving of streamed events.
- Pre-call to ensure participants are able to watch streamed media via RealPlayer® or Windows Media Player® and ensure there are no technical issues.

Streaming to your corporate intranet

To manage your corporate bandwidth more effectively our intranet solution uses software peering technology to deliver your stream. This is done via a desktop client that utilises your existing local area network, removing the need for you to add more bandwidth or buy additional hardware. The more computers connecting to your stream the more efficient the desktop client becomes with reduced load and a higher built in redundancy across your network.

If you have branch offices that are unable to communicate directly with one another we send your stream across the internet to each branch office and configure your solution to enable peering across your individual branches.

Benefits:

- Deliver the right message at the right time; Live or on demand.
- Cost effective, no infrastructure upgrades or additional hardware required.
- End to end management before, during and after your streamed conference.
- Promote your corporate image with custom branding.
- Reach all your employees with high quality live video.
- Establish a corporate wide communication culture.

Why BT Conferencing?

- Experience: over 25 years of getting local, regional and global people and systems working together.
- The right products for the job: user friendly services, tailored to work for you.
- Help when you need it: we're always on hand with 24/7 helpdesk support, wherever you are in the world.
- Education and awareness: we'll provide training and ongoing education programmes to get the best from your conferencing solutions.



Get in touch

If you like the sound of our approach, we'd love to put together a more detailed proposal to help your corporation get more out of conferencing.

Please contact your BT Account Manager directly or contact us at:

UK

-  UK Freephone: **0 800 61 62 62** (UK only)
-  Email: **btc.sales@bt.com**
-  Visit: **www.btconferencing.com**

Rest of Europe

-  International direct dial: **+44 20 7298 4055**
-  Email: **europe.conferencing@bt.com**
-  Visit: **www.btconferencing.com/emea/en**

Offices worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms part of any contract.

© British Telecommunications plc 2010.
Registered office: 81 Newgate Street, London EC1A 7AJ.
Registered in England No: 1800000. Designed by BT Conferencing.

