



Streaming

BT Conferencing

BT streaming services are a highly effective way to maximise the return on investment for any audio or video conference by extending the reach to those members of the target audience who are unavailable for the original event. The streaming services enable your business to extend important seminars, presentations or training sessions for audiences of any size, anywhere in the world, anytime.

With streaming as an important component of your collaborative solution set, you will be able to reach more employees, partners, customers, and investors with the key messages you need to deliver. Multiple speakers and slide shows can be accommodated to maximise the effectiveness. Since streaming uses the web this can be done without incurring significant additional costs.

Applications

The applications for streaming are almost limitless. Here are just a few of the ways you can use streaming to reach your audience:

- Company announcements
- Press conferences
- Company Financial Releases
- Product demonstrations and launches
- Annual General Meetings
- Project management
- Investor Relations
- Distance learning / Training

How it works

Streaming, or webcasting, enables you to deliver highimpact, rich-media messages including video, audio and presentations to a wider audience. The technology takes audio and video content and transmits them efficiently over the internet or your corporate intranet. They can be accessed by anyone with a personal computer and a web browser. Streaming integrates seamlessly with all of the conferencing services offered by BT so you can enjoy all of the benefits of true unified collaboration.

Manage the audience

An optional registration page enables you to collect valuable information from audience members before they access the content of the stream.

With the optional Presenter package, you can produce and present your streaming session with a variety of tools. These include question and answer sessions and voting by the audience to gauge understanding. You can also create an index of your archived presentation for fast and easy navigation.

Event Management

BT Event Managers can undertake initial consultation, preparation and organisation, run the conference and follow up afterwards. This service includes, co-ordinating AV equipment, testing customer network and streaming connections and even on-site management.

Getting started

The following information outlines the things you need to think about before booking your streamed conference.

How are participants going to watch the streamed conference?

There are two ways for participants to watch a streamed conference:

- Live stream – where participants watch the conference 'live' whilst it is happening, via a web page.
- On demand stream – where participants watch the conference, via a web page after the conference has happened.

Where is the content for the streamed conference coming from?

The typical ways of providing content for the streamed conference are*:

Production content:

This is broadcast quality streaming and will involve a camera-man on-site to video the conference whilst it is happening. BT Conferencing will provide a complete event management service for you, based on your business needs. We will project manage all aspects of the conference; from technical to logistical details to providing on-site support during the conference, so you can be sure the conference runs smoothly.

Video conference:

This content is taken from the video conference.

The content can be captured by:

- Satellite
- Fibre
- Video conference
- On site encoder

Audio conference:

This content is taken from the audio conference.

*charges apply.

What you need

You produce the presentation for the webcast, we take care of everything else. We encode, post and host your event, whether it is live or on demand.

To view the streamed conference you need:

Personal computer with:

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

Information required to book your streamed conference

- Your account & contact details
- Host & Title
- Date, Time & Duration
- Number of participants expected to watch the 'live' video stream &/or on demand
- Length of time you wish to store the conference (standard 90 days)
- Type of stream required - video and audio or audio only
- How the streamed content will be supplied to BT Conferencing, for example, via audio or video conference, satellite link or pre-recorded media.

Ease of use

After booking, you will receive a confirmation email. This will confirm all of your streamed details including information about the features you have requested eg. Presentation package, the date and time of the streamed conference and the URL for participants to use to watch the stream.

If the Presentation package is being used BT Conferencing will arrange training for you to help you upload slide content.

BT Conferencing can also arrange a pre-call to ensure participants are able to watch streamed media eg. RealPlayer or Windows Media and ensure there are no technical issues. An additional charge will apply for this service.



Inviting participants

To invite participants BT Conferencing will supply you with a Conference URL (in your Streaming invite confirmation email) to email to people.

Registration web page

You are able to ask participants to register to watch the conference stream via a registration web page. This enables you to capture details of those who watch the stream and allows you to contact them afterwards. For example, standard registration fields include; name, company and email address. You can have up to 8 customised fields. The registration page can also be branded with your company logo.

Presentation Package

This gives the ability for you to show PowerPoint slides as part of the stream or for Presenters to control visual information during the conference.

To view a 'live' stream

You will be given a URL as part of the booking confirmation. This should be emailed to participants wishing to watch the 'live' stream. At the time of the conference the participants simply click on the URL and enter their login details.

This link will become live 15 minutes before the scheduled start time of the Conference.

To view an 'on demand' stream

You will be given a URL as part of the booking confirmation process. After the conference email this to those people who want to watch the stream. They simply click on the URL link to watch the streamed conference. Archived content will be available within 1.5 times the actual event duration. For example if you have a two hour live event, the 'on demand' stream will be available approximately three hours after event finishes.

Information about Streaming

For more detailed information contact your BT Account Manager directly or call 0800 61 62 62 or (UK only) or +44 207 298 4055 (outside the UK).

All 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 the stream can be reviewed is dependant upon the package chosen. A Registration Page for people to register to view the stream.

For more information please contact:

-  UK Freephone: **0 800 61 62 62**
-  International: **+44 207 298 4055**
-  Email: **btc.sales@bt.com**
-  Visit: **www.btconferencing.com**

Offices worldwide

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