



BT Managed and Enterprise Streaming

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

Key benefits of BT Streaming services

- 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 event.
- Promote your corporate image with custom branding.
- Reach all your employees with high quality live video.
- Establish a corporate wide communication culture.

How BT Managed Streaming works

Streaming, or webcasting, enables you to deliver high impact, rich-media messages including video, audio and presentations to more viewers. The technology takes audio and video content and transmits it efficiently over the internet or your corporate intranet. This 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.

What you need to do

Decide on the message you wish to deliver and we will take care of everything else. We will stream the live event and also make a recording available for later viewing.

To view the BT Managed streamed conference you need a personal computer with:

- Internet access.
- Sound card.
- Speakers.
- Windows Media® Player , Silverlight® or Adobe® Flash® Player®

When would you use BT Managed Streaming?

The uses for streaming are almost limitless. Here are just a few ways our customers are using it to engage their viewers:

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

You can choose to:

View a live stream

You will be given a URL as part of your booking confirmation. This link typically becomes live 15 minutes before the scheduled start time of your event. Simply email this to viewers wanting to watch your stream. At the time of the conference your viewers click on the URL and enter their registration details if requested to do so.

View 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.

Confirming your event

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

Manage the audience

An optional registration page enables you to collect valuable information from viewers 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 your viewers to gauge understanding. You can also create an index of your archived presentation for fast and easy navigation.

Manage the Event

BT provides an optional comprehensive Event Management service including:

- Pre-call consultation and access tests.
- Preparation and organisation.
- Running the conference.
- Custom productions.
- Post event debrief.

This service can also include co-ordinating AV equipment, as well as on-site management.

Proven and flexible 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.

- **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.

Call charges apply for capturing the signal.

BT Managed Streaming packages

Standard streaming packages include the following:

- Event duration: 2 hours (average) – streaming begins 15 minutes prior to scheduled start (can be extended).
- 90 day replay is optional for live streaming and standard for Video on demand streaming.

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 event.

Additional BT Managed Streaming services

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

- Custom HTML work: custom templates.
- Additional video encoding speeds.
- CD archiving of streamed events.



BT Enterprise Streaming delivering to your corporate intranet viewers

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 thus optimising the Wide Area Network bandwidth demands, 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.

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 programs 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:

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Offices worldwide

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