

WHAT YOU NEED TO LIVE STREAM



LEVEL 1: USE YOUR PHONE OR WEBCAM

The tool you use to make a phone call is a powerful device capable of becoming a live stream champion. This simple, low-cost approach is accessible without a big investment.

HARDWARE

ESSENTIAL: A phone or laptop

MAKE IT BETTER: Get a tripod with an adapter for the phone and add external light sources to enhance the environment and subject of the video.

LEVEL UP: Adding a microphone or input from a local audio console can help the audio quality tremendously. Consumer grade phone mics and audio input devices come in a wide range of quality and price points.

SOFTWARE

You will need a live streaming or web conferencing service. Choose based on the number of potential viewers and devices the services support.

Streaming services include applications like Facebook Live, YouTube Live, Instagram Live Stories, Periscope, Vimeo, YouTube.

Conferencing services are also widely available like GoToMeeting / GoToWebinar, Zoom, Electromeeet, Skype, ezTalks, Blue Jeans, Microsoft Teams.

PRO TIPS

- Choose a background that is darker than the people in the foreground. Then isolate the lighting between the foreground and background to help balance the contrast ratio and create a sense of depth.
- Place the camera at eye level with the presenter so they can look ahead.
- Add absorption in front of and around the person speaking to reduce echoes. If using a webcam and mic from a laptop, you could just surround it with pillows.
- Test & tweak before going live.



LEVEL 2: USE A SINGLE HD CAMERA

Using an HD camera can have a big impact on the quality of your video. Single camera streams have a fairly simple set up, but will require some additional hardware to interface with the internet.

HARDWARE

ESSENTIAL: A camcorder or DSLR with video output capabilities, an HDMI to USB video capture interface, a tripod, and a computer.

MAKE IT BETTER: Even consumer grade camcorders have audio inputs for a microphone or local audio console. Consider wearing a lavalier/lapel or using podium mic for better sound.

LEVEL UP: Utilize a three-point lighting method to maximize the contrast ratio between the presenter and their surroundings. Place scenic elements around the presenter to provide the audience with a sense of depth.

SOFTWARE

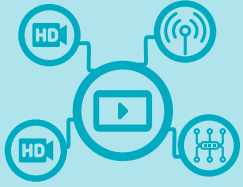
You will need to use a live streaming or web conferencing service. Choose based on the number of potential viewers and if the service supports your device.

Professional streaming services include applications like Livestream, StreamNow, Broadcast Me, OBS, Wirecaster.

Conferencing services are also widely available with applications like GoToMeeting / GoToWebinar, Zoom, Electromeeet, Skype, ezTalks, Blue Jeans, Microsoft Teams.

PRO TIPS

- Share the link in advance and provide the audience a "How-To-Guide" on connecting to the stream.
- Choose light sources that are bright but can be dimmed. To soften the light, you can bounce light off a white linen sheet or wall to diffuse neutral light on faces.
- If you have access to an audio mixer, use equalization and compression to further enhance the sound of the presenters. Some live stream software has these features built-in.
- Test & tweak before going live.



LEVEL 3: USE MULTIPLE HD CAMERAS AND A SWITCHER

Moving to a multi-camera shoot is more complex and potentially more costly, but it creates the most dynamic video experience for an audience.

HARDWARE

ESSENTIAL: Two or more cameras, tripods, a video switcher that can accept the video outputs from the cameras, and a live video streaming encoder (or your laptop). External audio mixer with microphones (wired or wireless).

MAKE IT BETTER: Pay attention to the background set and utilize a three-point lighting method.

LEVEL UP: Incorporate 2-way communication or intercom to allow the operators to talk to the director.

SOFTWARE

All of the previously mentioned software is applicable. Consider additional software to incorporate graphics and media to the stream. Graphics generators can overlay text and graphics onto the video. Some streaming and presentation software have these built in. These will give your audience context.

Video processing tools help the footage captured from the cameras come to life. With these tools you can enhance color, contrast and much more.

PRO TIPS

- It's show time and you're about to make your first cut!
- Directing a multi-camera production requires planning and coordination with operators/talent. Establishing a run-of-show list and providing a baseline safe-shot will help alleviate unknowns. Give viewers an establishing shot prior to diving into to a close-up to establish a rhythm that produces natural cuts. Execute cuts with intention and careful consideration of where the subject is heading.

ENCODING: SHOULD YOU CHOOSE HARDWARE OR SOFTWARE

Software encoders are affordable and can be easy to use. But the higher quality the video and the more enhanced the audio and graphics, the more computing power it will take. Our advice is to start with a software option and upgrade to hardware when you feel you need it.

