

Live Streaming in the Age of Video

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Why Live Streaming?

- By 2020, 75% of all content shared on the Internet is expected to be video
- Snapchat has currently has 8 billion video views **PER DAY**
- Twitter is now owns Periscope and is live streaming NFL games
- Social and digital networks all giving live streaming more organic reach
- Live video is the only service that provides a true 1 to 1 connections
- Social networks are hedging bets on live video in a big way
- Repurpose content
- Create revenue opportunities
- Anyone can be their on broadcast network!

A screenshot of the Variety magazine website. The top navigation bar includes the Variety logo, "Editions: U.S.", social media links, a search bar, and a "Subscribe Today" link. Below the navigation bar is a row of category tabs: FILM, TV, DIGITAL, CONTENDERS, VIDEO, DIRT, SCENE, and MORE. The main content area features a headline "YouTube Exec Doubles Down on Online Video Growth Projection" by Chris Tribbey. Below the headline are social media sharing icons for Facebook, Twitter, YouTube, and others. The main image shows a man in a suit speaking at a podium with a large YouTube logo in the background. To the right of the main image is a sidebar with a "EMIRATES BUSINESS" advertisement. At the bottom of the page is a black banner for the "Inc. 5000 CONFERENCE & GALA" with a "REGISTER NOW!" button. The bottom left corner shows "JANU" and "WIRE".

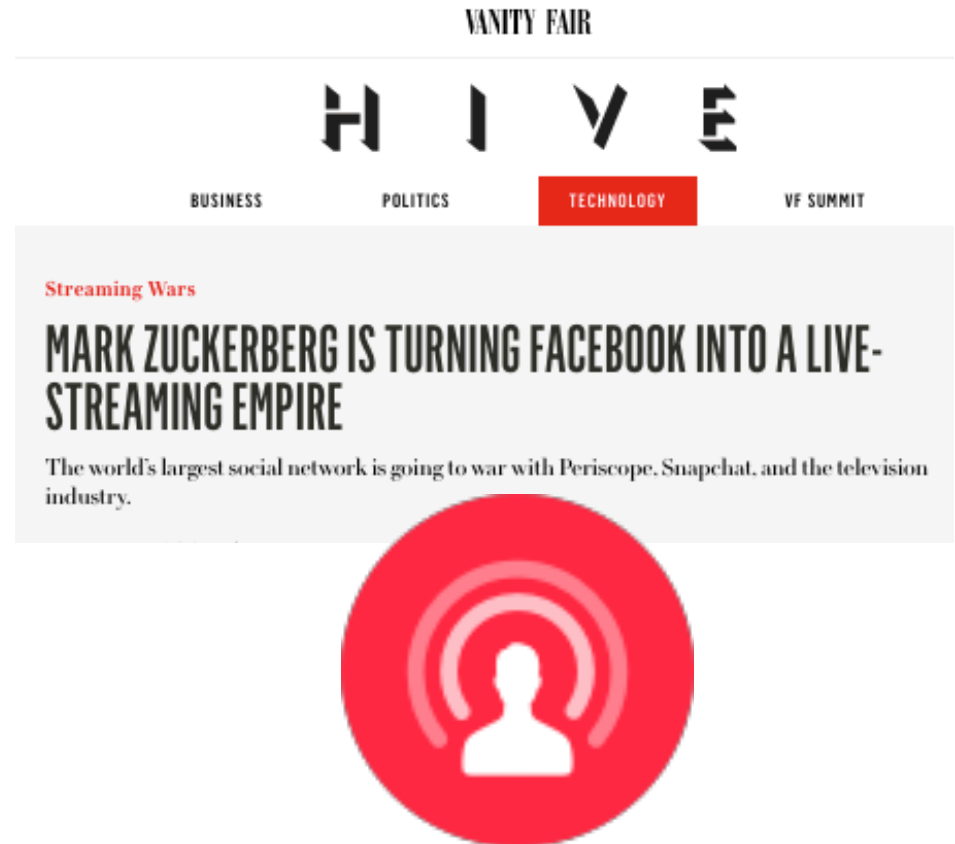
Google Is Investing Serious Cash in YouTube Stars, Hulu, and VR Films

With Google's Daydream VR service set to launch in the coming weeks, the tech giant is spending a ton of money on several deals for exclusive entertainment content.

Why Live Streaming on Facebook?

Organic Reach is Going Away!

- Pages can get bonus reach for live video and penalized for non-native recorded video
- They want to own your entertainment
- Moving towards a pay to play venue
- Pages will likely go away and a 100% posts will be sponsored/paid content



Where to Live Stream

There are many networks doing live streaming. Let's look at some, how and when to use and costs

Blab and Google Hangouts R.I.P.

Huzza and Crowdcast - pay options but offers a limited free version

Facebook Live - recently introduced 2 person experience (like FaceTime)

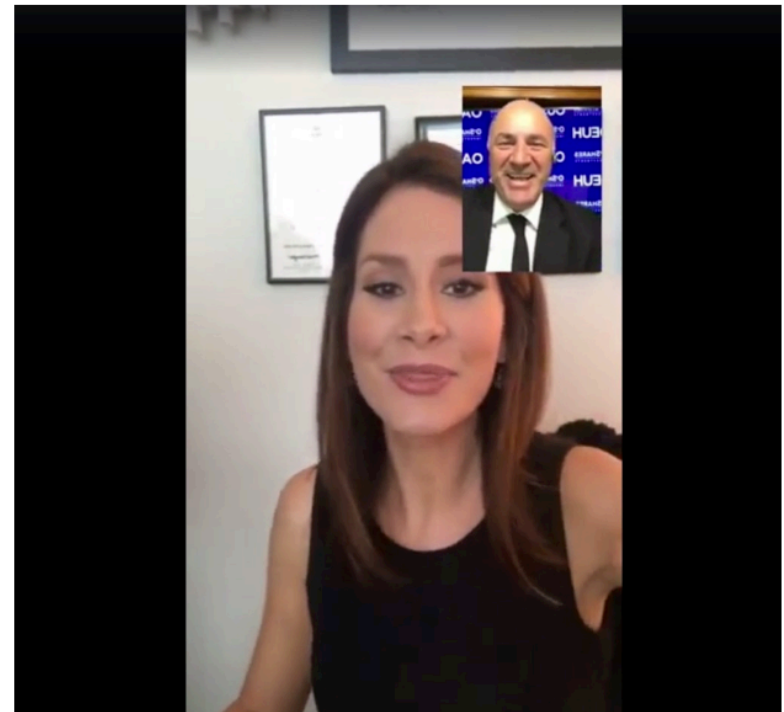
Twitter Periscope

YouTube Live

Facebook Live is becoming a cable network

The ball's in your court, [Periscope](#).

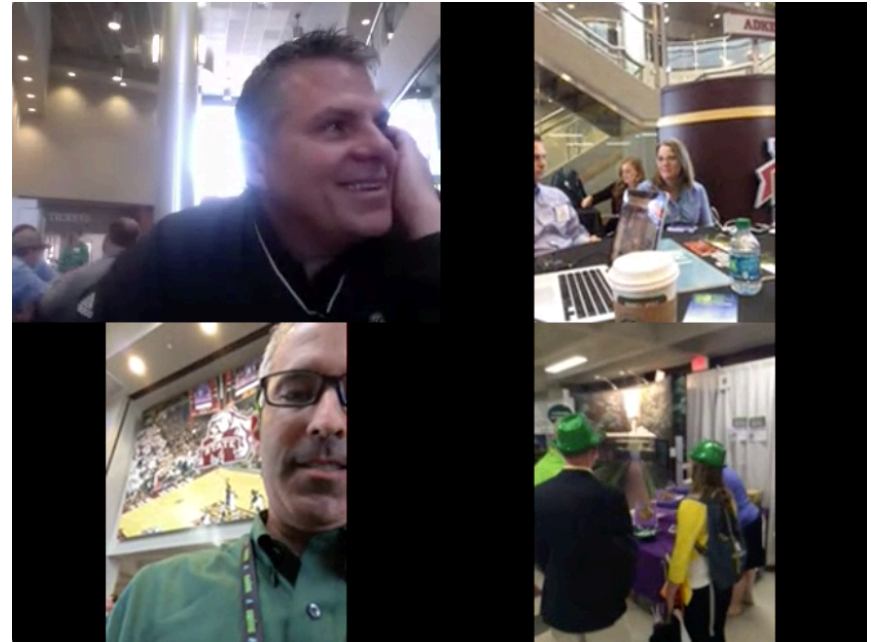
Today, Facebook upped the ante on live-streaming by unveiling a dual-broadcast feature.



What does that mean? **It means two people can stream live at the same time, for news-style conversations or interviews.**

Strategies for Live Streaming

- Provide behind the scenes access
- Online Selling - Books, etc
- Imbedded on your website
- Sharing your screen, (videos, presentations, etc)
- Emails & Stats
- Recordings to repurpose as content/ podcasts
- Many can be accessed from social networks they use, no need to register
- Videos can be simulcast to other networks



Tips for Live Streaming

- It's live and **anything can and will happen**
- Embed the stream on your blog or website
- Test equipment before you are live
- Prepare guests/ Q&A so they know what to expect
- Promote it ahead of time
- Someone to monitor the conversation with/ for you
- Attendees in the hot seat can derail your live stream
- Be yourself...people tune in to see you
- Develop a content calendar with guests and topics
- Keep mobile devices at arm's length
- Always have a backup plan



Optional Equipment

- Headphones – Over the ear, ear buds or wireless
- USB Microphone
- Lavalier mic for outdoor on the street
- Webcam
- Tripod



Resources

Crowdcast.io

Huzza.io

Joel Comm's Live Video Marketing Mastermind group

<https://www.facebook.com/groups/LiveVideoGroup/>

Social Media Marketing Talk on Huzza

<https://huzza.io/mike-stelzner>

Equipment - Audio Technica

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