Smart Film Services GmbH

Checklist for live streaming

This checklist should enable us to plan the stream in a structured way and to carry it out successfully. Some questions go into detail, but can help to avoid problems and achieve an optimal result. Not all questions may be relevant to your type of event.
Some of the questions you can already clarify and answer on your own. Others we can discuss in dialogue. Based on your information, I can then prepare a project-specific quote.

Organisational
- When and where should the transfer take place?
- What is the planned schedule for the event?
- How long should live broadcasting last?
- From when is it possible to set up?
- How long would you like to rehearse?

Interaction
- Should stream viewers be able to ask questions?
  - Via chat, e-mail, video/audio?
- Will the audience also ask questions on the spot?

Premises
- Is there space on site for the streaming and camera technology (min. approx. $2m^2$)?
- Where is the nearest electricity connection?
- How far away from the main event does the technology have to be (approximately in metres)?

Lighting conditions
- Is there good light available on site?
- Should additional light be set up by me?

Streaming platform
A video stream is transmitted to viewers via a platform (e.g. Youtube, Vimeo, Facebook, Zoom, Microsoft Teams).
- Which streaming platform should be used? I can advise you on this.
- Do you want a stream set up for you on Smart Film Services GmbH's Youtube or Vimeo channel? This is practical if you do not have a streaming channel.
- Should the video stream be publicly visible or only to a private audience?
- Would you like to have your own landing page?

Internet connection

- Is there internet via cable or WLAN at this location?
  - Be careful with WLAN. If the audience on site also uses the same Wi-Fi, the internet connection may be more busy.
- If cable: Where is the Ethernet connection possible?
- Is the connection fast (>20 Mbit/s upload)?
- Is a firewall activated or is access only possible for company-internal computers?
- In a special location, even a connection via mobile network would be possible. However, the risk of interruptions or loss of quality is greater.

Audio section

Sound technology on site

- Does it already have an operated sound system on site? If desired, I can clarify directly with the sound technician which interface will be used. I need a signal via 3.5mm/6.3mm jack or XLR, stereo or mono.

Sound technology via Smart Film Services

- How many people will speak?
- Do the people basically talk one after the other or with each other?
  - That way I can estimate how many microphones we need.
- Is there a fixed lectern where a microphone could be placed?
- Does the room also need to be sounded?

Laptop for live streaming

The video director connects to the streaming platform using a laptop.

- Is a laptop available or even desired for streaming from your side? For example, streaming can be done securely in a company-internal network.
  - e.g. for an internal staff event via Microsoft Teams
- Otherwise, I will provide the streaming laptop. You don't have to worry about anything.

Laptop as image source

- Do you want to show a PowerPoint, films or similar in the stream?
- Is this media available in 16:9 aspect ratio (1920x1080 pixels)? I recommend this, as the stream is also in this picture format. However, other image formats also work.
- The laptop or device must have an HDMI connection.

Options

- Do you want a high-quality recording made on site? You will then receive a video file of the entire recording after the event.
- Do we need additional cameras?
- Virtual external speakers?
  - Is there also an audience on site?
- Do you want to insert graphic elements?
  - e.g. lower thirds with names/function of the persons
- Subsequent cutting and editing of individual clips of the event?

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